



*"Wellness in every cart,
happiness in every heart"*

AGE	32
OCCUPATION	Marketing
LOCATION	Mumbai, India
EDUCATION	B.Arts

PASSIONATE

EMPATHETIC

CURIOS

ADVENTUROUS

Sneha Kapoor

BIO

Sneha is a 32-year-old marketing executive from Mumbai, India. She leads a busy life but loves shopping for stylish clothes, fitness gear, and the latest tech gadgets. She prefers high-quality products that offer value for money and enjoys discovering trendy fashion items, mobile accessories, and innovative electronics. Sneha seeks a seamless online shopping experience with fast delivery, secure payment options, and easy returns.

GOALS

- Find stylish and comfortable outfits for work and social outings.
- Purchase premium yet affordable mobile and electronic accessories.
- Buy fitness and sports gear for an active lifestyle.

PAIN POINTS

- Struggles with finding authentic customer reviews.
- Annoyed by misleading product descriptions.
- Frustrated with inconsistent sizing and fit issues in clothing.

NEEDS

Personalized Suggestions: AI-based

- recommendations based on browsing and purchase history.

Fast & Reliable Delivery – Timely deliveries with live tracking.

Easy Returns & Exchanges – Simple policies with minimal effort.

SHOPPING HABITS

- Buys trendy clothes for work, travel, and special occasions.
- Shops for high-quality mobile cases, chargers, and smartwatches.
- Invests in durable sportswear and fitness equipment.



Jyot Rathod

BIO

Rohan is a tech-savvy millennial working in a leading IT company. He enjoys staying up-to-date with the latest gadgets and fashion trends. With a fast-paced work life, he often relies on online shopping to save time and discover new products.

*"Optimize your health,
elevate your game"*

AGE	28
OCCUPATION	Software Engineer
LOCATION	Bengaluru, India
EDUCATION	B.Tech

Playing cricket

Exploring

Travelling

GOALS

- Stay stylish and trendy while maintaining a professional look.
- Find high-quality products at competitive prices.
- Save time by shopping efficiently online.

PAIN POINTS

- Delayed deliveries and unclear return policies.
- Overwhelming product options without proper filters.
- Difficulty in finding authentic reviews.

NEEDS

- Looking for a design tool that helps to cut down unnecessary time and effort
- Receive feedback on her progress whenever needed before presentation

SHOPPING HABITS

- Prefers buying gadgets, electronics, and casual clothing online.
- Reviews product details and ratings before making a purchase.
- Shops during festive sales and uses discount codes frequently.