USER PERSONAS

AROHI

- 24 years old
- Bombay
- Product Manager

DESCRIPTION

Arohi Verma is an easy-going professional known for being inspiring and a problem solver. A shopaholic at heart, she loves staying updated with the latest fashion trends. In her free time, she enjoys reading books and watching beauty pageants for entertainment

ABOUT THE USER

- Easy-going
- Reliable
- Inspiring
- Problem solver
- Shopping Enthusiast

CHALLENGES

- Too many irrelevant notifications
- Cluttered shopping experiences.
- Spending hours to find the right outfit.
- Difficult to find latest fashion magazine trends and outfits

GOALS

- Stay updated on sale events and discounts.
- Discover new budget-friendly brands.
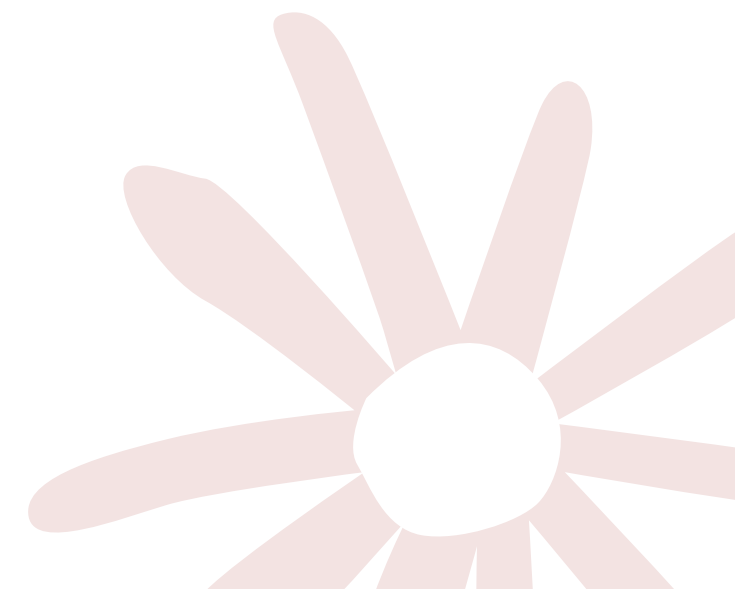- Maintain a balanced wardrobe with both casual and party needs.

NEEDS

- Personalized clothing recommendations
- Efficient shopping experience
- Sale alerts and discount notifications
- Prefers budget-friendly brands like Reliance Trends and Pantaloons, as well as mid-range brands like H&M and Zara.
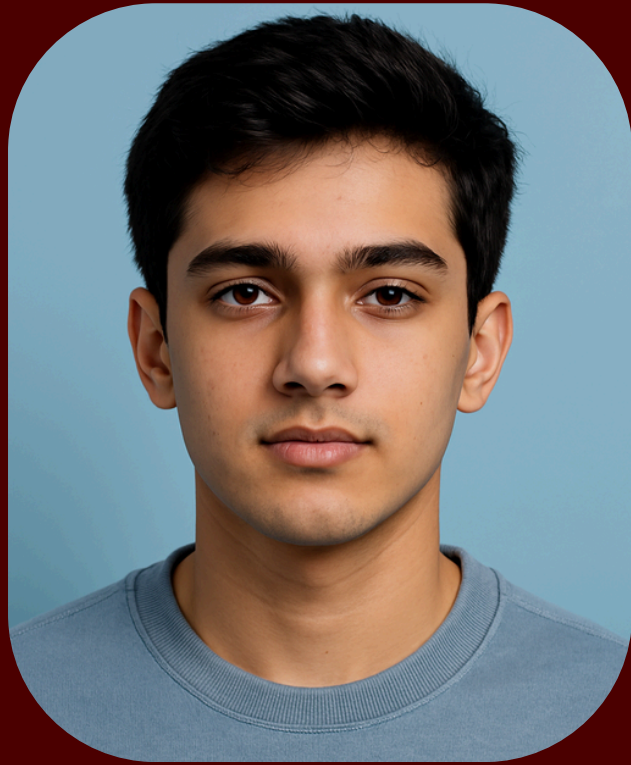
PIYUSH

- 19 years old
- Surat
- Student

DESCRIPTION

Piyush Gupta is a young adult from India who shops occasionally but is highly active during major sales events. He prefers budget-friendly and mid-range brands and values a seamless, clutter-free shopping experience.

CHALLENGES

- Dislikes excessive or irrelevant notifications
- Prefers a straightforward interface that quickly helps him find good deals
- Wants minimal notifications when not actively shopping.

NEEDS

- Personalized clothing recommendations
- Efficient shopping experience
- Sale alerts and discount notifications
- Prefers budget-friendly brands like Reliance Trends and Pantaloons, as well as mid-range brands like H&M and Zara

ABOUT THE USER

- Enjoys socializing and attending events.
- Easy-going
- Reliable
- Budget-conscious

GOALS

- Find stylish yet budget-friendly clothing
- Receive personalized recommendations for casual and party wear
- Get updates about discount
- Likes to follow any new social media trends