

# Sarah, 21

📍 Eindhoven

⌚ Part-time

💰 ~€1100

👫 single



Sarah is an international student TUE, she combines her studies with a part-time job at Albert Heijn. She's a huge fan of buying products online as she finds it fast and convenient. Sarah is interested in art, but she has never bought art pieces



## Frustrations

## Likes

## Brands

## Technology

“Some online stores don't have the option to ship to a courier office.”

“Lots of ads, unclear websites”



“Last time I've ordered clothes the size didn't fit”

“Delivery is too long”

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“It's fast and you can do it at anytime.”

“You can do it from home”

“You dont have to wait for sizes. In the physical store they might not have all the sizes all the time”



“When I order something I'm happy when it comes fast and good quality”

“I can search for a specific product and find it immediately, not like in the actual store where I have to search for 30 minutes and not find it”

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## Frustrations



Likes to play  
Angry birds

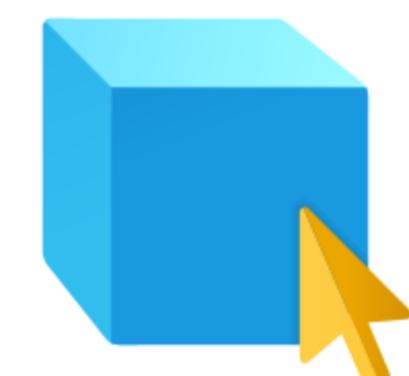
## Likes



Agrees that **additional digital content will provide more value to a product**

**3.46/5**

Quite interested in a **background story behind a product**



Familiar with  
**Augmented reality**

## Technology