

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.”

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

“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”

“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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Likes to play
Angry birds



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