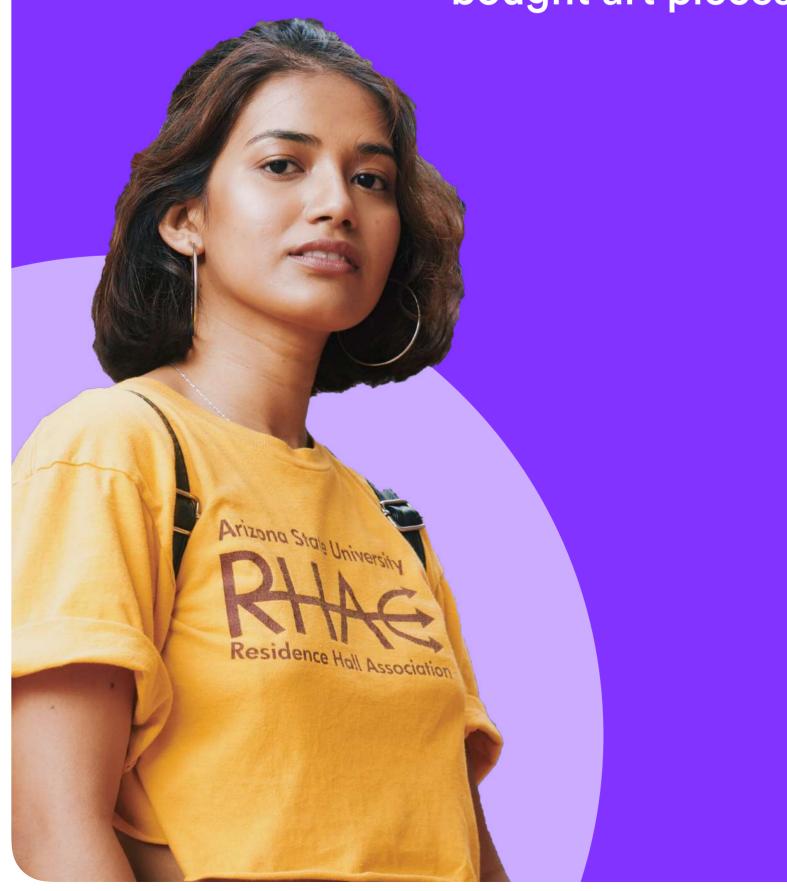
- Eindhoven
- Part-time

culture interest 2.54/5

interest 2.54/5

Greek

Sarah is an international student TUE, she combines her studies with a parttime 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"

- Eindhoven
- Part-time
- \$ ~€1100
- **single**

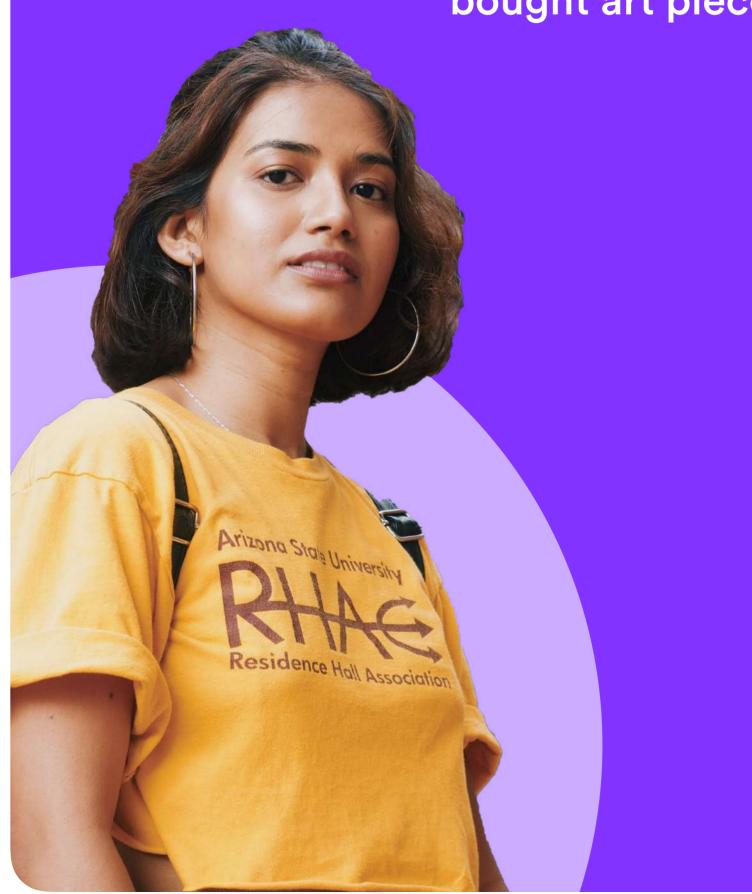
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Greek

culture

interest

2.54/5



Frustrations Likes Brands Technology

"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"



"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"

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

Eindhoven

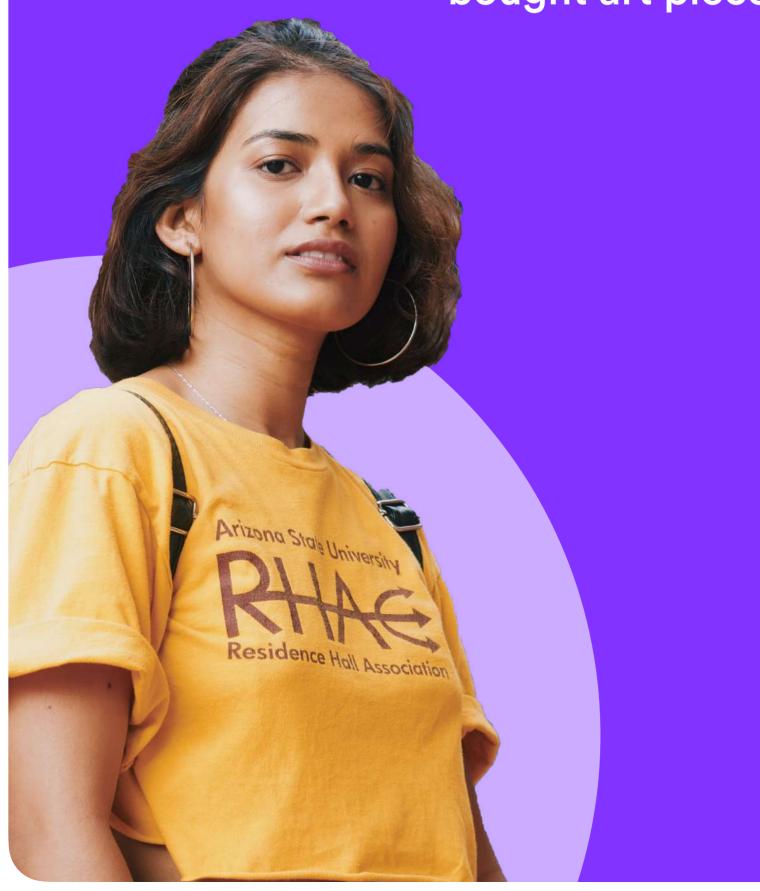
Part-time

§ ~€1100

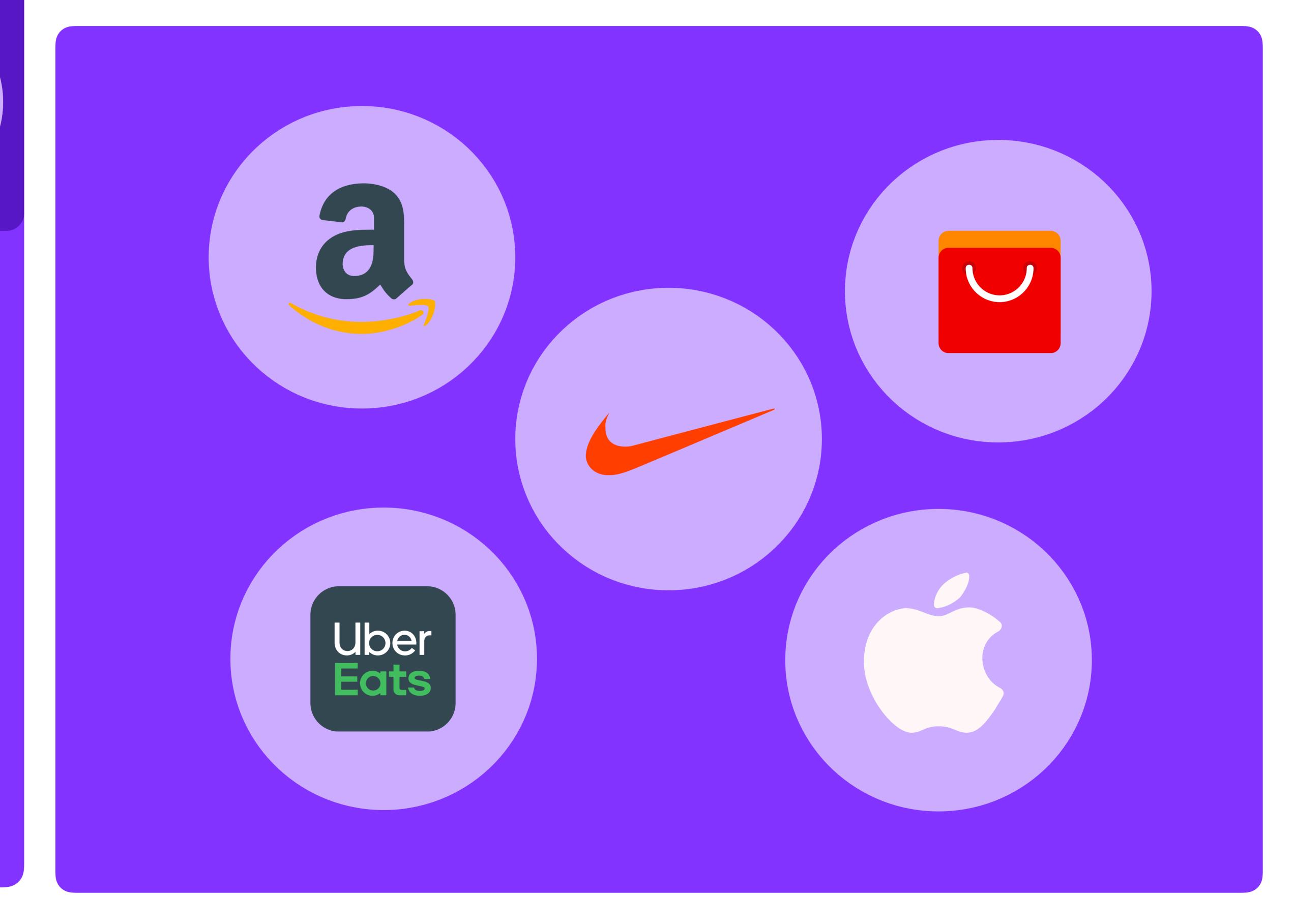
single

Greek culture interest 2.54/5

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Frustrations Likes **Brands** Technology



- Eindhoven
- Part-time
- \$ ~€1100
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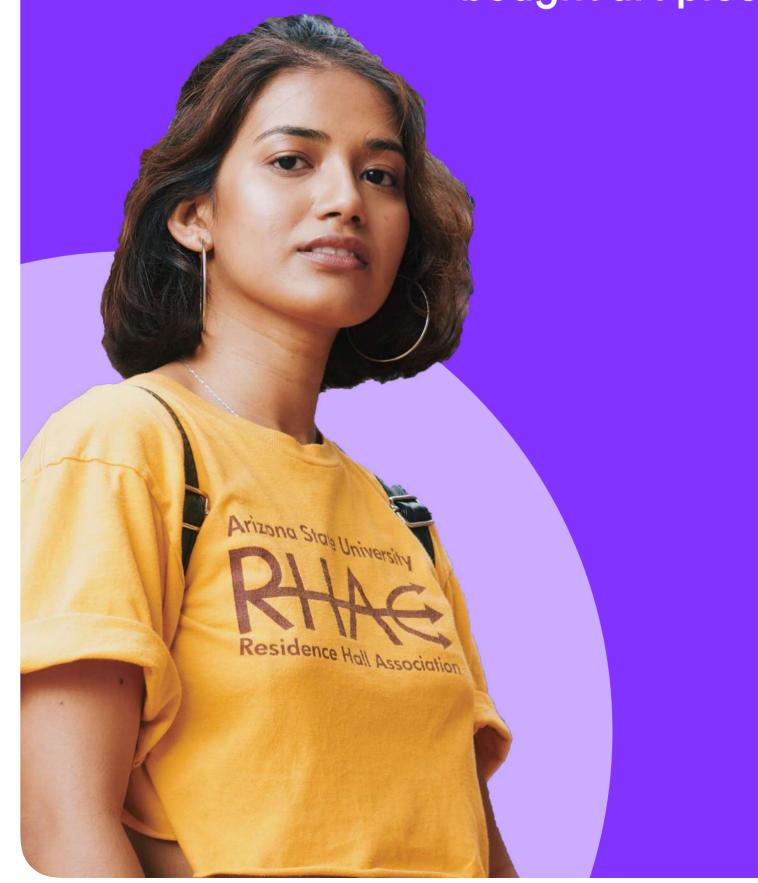
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Greek

culture

interest

2.54/5



Frustrations Likes Brands Technology



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