

# Denise

**Age:** 44

**Profession:** High School Principal

**Interests:** Gardening, Cooking, Puzzles

*"It's fun to shop for clothes, but I don't have the time to visit lots of stores or read a bunch of online reviews. I'm looking for a hassle-free shopping experience, so I can buy what I need and get on with my day."*

## Bio

Denise is a high school principal living in Philadelphia. She's looking for a new hat, gloves and scarf for the upcoming fall and winter. She isn't too worried about finding the lowest price, but wants to find a website with nice, clear photos so she feels confident in her purchase. Denise is moderately comfortable with mainstream technology.



## User behavior

Denise plans to search Google for some online stores that sell winter wear. She likes to "window shop" on her iPhone during her lunch breaks at work. When she's ready to buy, she uses her laptop at home, since it's quicker and easier to check out.