Who

Age and age groups
- 35-55 yrs old [1]
- 18-24 yrs old [2]

Personal life-style
- Professionals
- Parents
- University students

Gender
- Mostly female (based on product selection)

Language [3]
- English as first language
- English as second language
- Spanish

Education [4]
- University
- Post-grad
- Some college

Learning preferences
- Reads online reviews [5]
- Makes quick decisions [6]
- Values quality & quantity of product images

Work attributes
- Employee
- Professional
- Home duties

Expectations [7]
- Good mobile experience
- Consistent experience
- Personal engagement
- Social integration

Existing knowledge
- Familiarity with scarves

Web and computer experience
- Medium
- High

How

On What Device [8] [11]
- Smartphone
  - iPhone 7, iPhone 6, iPhone 5, Galaxy S6, Galaxy S8
- Tablet
  - iPad Pro, iPad Mini, iPad Air, Surface Pro 4, Galaxy Tab S2
- Laptop
  - Dell XPS 13, Microsoft SurfaceBook, Acer Chromebook, Samsung Chromebook, Macbook Air
- Large monitor

Internet connection speed
- Standard broadband
- Fast Mobile (3G, 4G)
- Slower Mobile (EDGE, 2G)

Where

User's location [9]
- United States
- Some international
- Urban
- Suburban

Place where the page is read
- At home
- At work
- On the move

Why

<u>Why users seek the content</u>
- Buy something
- Comparison shopping, research

<u>Importance of the content to them</u>
- Relevant to products they're looking for
- Easy to browse and buy
- Visually pleasing

<u>How they found the page</u> [10]
- Search
- Referral
- Social

When

<u>When it is read</u>
- Evenings at home
- Daytime at work
- Weekends

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