

# Sharon

age: 26

residence: Los Angeles, CA

education: B.A. in film

occupation: Film student

marital status: Unmarried without kids



*"You can try anything at least once."*

Sharon is an aspiring YouTuber, chasing income through her currently-growing channel. Previously a dual citizen of both England and France, Sharon moved to Los Angeles in hopes of fulfilling her B.A. in film in the heartland of the big screen: Los Angeles.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Needs

- Classy enough outfits to score promos and jobs, but stylish enough to blend in with influencers

## Values

- Hard work
- Creativity
- Individuality
- Open-minded

## Criteria For Success:

Sharon is looking for a way to minimize the time she spends looking for matching clothes in her copious wardrobe. She wants outfits that are liked by her, being a bit of a computer nerd, and also liked by the Californian influencers managing her busy L.A. lifestyle.

## Wants

- Outfits that are liked by her, being a bit of a computer nerd, and also liked by the Californian influencers managing her busy L.A. lifestyle.
- Requests that outfits work with the clothes she already has—Sharon isn't a fan of the fast fashion industry.

## Fears

- A wardrobe malfunction
- Her Jewish grandmother when hangry
- Having to re-upload her YouTube videos after uploading the unedited version