

User Personas: Outfittery

Persona 1:

- Luisa

Demographics:

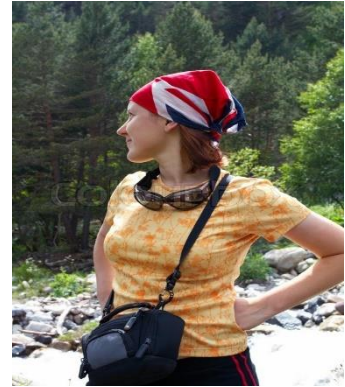
- 22 years old and an only child
- Born in Berlin
- Studies biotechnology
- Loves nature and watching sunsets

Behaviours:

- Likes to protest on fridays for climate change
- Really passionate about the topics of sustainability
- Loves to try new vegan recipes
- Appreciates local fleemarkets
- Voices her opinion on these topics on social media

Needs & Goals:

- Wants to raise awareness on climate change and sustainability
- Would like to minimize her carbon footprint
- Wants to live a minimalistic lifestyle
- Wants to convince her friends on the benefits of being vegan



Persona 2:

- Heinrich „Henry“

Demographics:

- 35 years old with a wife and two kids
- Born in Münster but moved to Berlin to fulfill his dream of becoming a jazz player
- Lives in Schöneberg

Behaviours:

- Owns a booth at the fleemarket „Rathaus Schöneberg“ and sells his Vinyl collection and old stage clothes every Saturday
- Offers his friends and neighbors to sell their stuff at his booth
- Loves to show his kids new experiences and sides to life

Needs & Goals:

- would love to give young inspirational people the opportunity to use his booth
- would like to have more young people that visit fleemarkets
- wants to buy his oldest kid a small western guitar with the money he got from selling his stuff



Goals in Conclusion:

- create a more environmentally friendly platform to buy/trade/donate clothing
- give fleemarket owners a place to advertise themselves
- give people the opportunity to get rid of their clothing