



User Personas

PROJECT 2

Market Segments

Savvy Spender

Represents one of the nation's best markets for borrowing. These “Generation X” parents have acquired only moderate levels of income-producing assets, such as stocks and mutual funds. Still in their child-rearing years, they're a prime audience for retailers as they tend to buy from local stores whenever a new child is born. With one of the nation's highest concentrations of children, Savvy Spender features child-centric lifestyles characterised by people carriers, toys, computer games, and lots of sports. Their favourite media: parenting magazines and pop rock radio.

- Income: Upper Mid
- Income Producing Assets: Moderate
- Age Ranges: 35-54
- Presence of Children: Household with Children
- Homeownership: Mostly Owners
- Employment Levels: Professional
- Education Levels: Graduate Plus
- Ethnic Diversity: White, Asian, Mix

Lifestyle & Media Traits

- Reviews bank balance online
- Comparison shops online

Source: Nielsen 2013

Pragmatic Purchaser

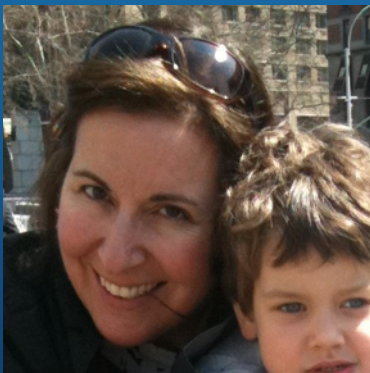
Midpoint on the socio-economic ladder, residents in Pragmatic Purchaser segment look a lot like the stereotypical British household of a generation ago: young, upper-middle-class, and married with children. But the current version is characterised by modest homes and ethnic diversity.

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Lifestyle & Media Traits

- Reviews bank balance online
- Comparison shops online
- Visits Facebook 4 times a day

Source: Nielsen 2013



NEW TO UNIFORMS

Sarah

Sarah is new to private schools

Sarah and her husband work hard to make a great life for their family. Their oldest son, Josh, 14 is about to attend St. Luke’s, the best private school in the area, which also happens to be a Catholic School. Sarah went to public school and is a little overwhelmed.

DRIVERS

“I want our family to fit in.”

CONCERNS

“I hope I’m ordering the right things.”

MONEY MATTERS

Sarah and her husband have two main credit cards they use to get airline miles and separate bank accounts as they divvy up bills.



They have some school loans to finish paying but have been fortunate to not have any credit card debt.

CLOTHES PURCHASING BEHAVIOUR

Sarah shops online for convenience when possible, but loves a good in-store experience.

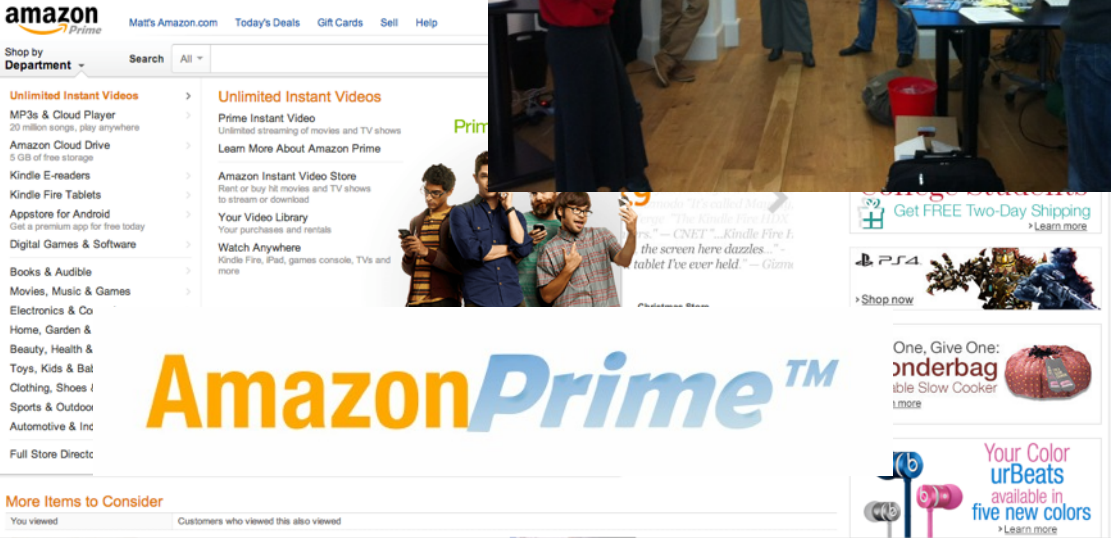


trueSpirit

TECH-LIFE

Sarah is a digital project manager and is in meetings all day. She doesn’t have much time to browse for online products except for her lunchtime. She likes to save items while browsing and purchase them at the end of the day.

She uses a MacBook Pro for home and work, an iPhone, and an iPad for late night games and news reading.



TECH AVERSE

FRUGAL

SPENDY

TECH SAVVY

Provide clear way to find son’s required clothing.

Educate about care, comfort and fit.

Provide a clear way to make returns.

WEB
MOBILE

PRAGMATIC PURCHASER



EXPERIENCED

John

John is a single dad of a daughter who is starting secondary school.

He is comfortable with online shopping & likes it because it is easy. Now that his daughter is getting older she is having more input into outfit choices.

DRIVERS

“I like the efficiency of online shopping.”

CONCERNS

“I want to have enough information so that I know I’m buying the right thing.”
“Clothing should be reasonably priced.”



MONEY MATTERS

John likes to keep things organised, and to live within his means and budget. He has two main credit cards and a debit card, which he uses the vast majority of the time. He prefers to bank with his community credit union. He is very practical in his approach to finances and purchasing.



CLOTHES PURCHASING BEHAVIOUR

John tries to do as much of his clothes shopping online in an effort to avoid large department stores, where he doesn’t feel at home. He tries to stay with certain brands (Gap and Joe Browns) because he is familiar with their fit and sizing, and this is practical.



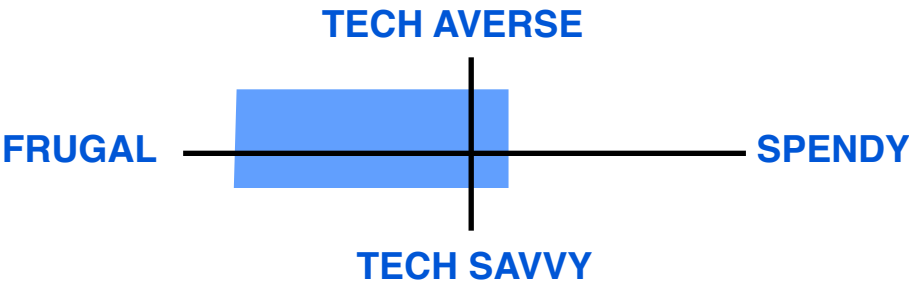
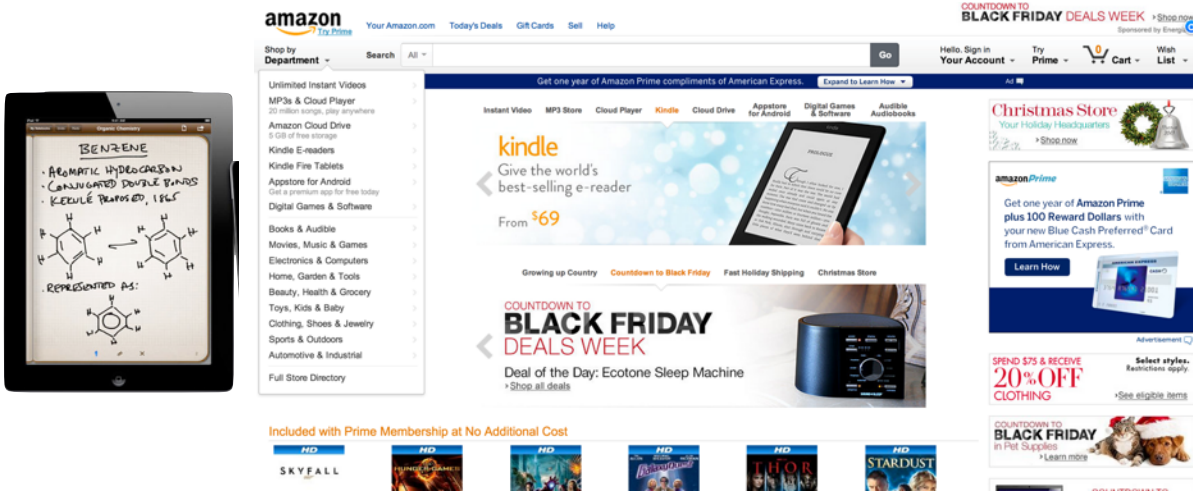
TECH-LIFE

John refreshes his system every few years, usually when his old technology is no longer efficient. As a single dad he has to keep to a budget.

He has a PC desktop at home which he shares with his daughter. He is considering buying an iPad for his daughter as he sees it as a valuable educational tool.



He works with a large, stable company as an accountant and uses a Windows laptop and phone at work. Although his days are pretty busy, he works independently quite a bit, and can usually find time to take care of small tasks throughout the day.



- Make the process efficient.
- Leverage existing relationships with retailers.
- Ease of return/exchange process is really important.

WEB
MOBILE

SAVVY SPENDER



ADMINISTRATOR

Jess

Jess is an administrator at a private school.

She has been working at the school for 3 years & has gotten to know the children & parents. This year she has been tasked with finding a range of vendors who are able to meet the parents' demands as well as provide uniforms which are reflective of the school vision, goals, and spirit.

DRIVERS

“I want to make sure the parents’ needs are met, alongside admin goals.”

CONCERNS

“Giving parent choice in their purchases, while meeting quality and price goals.”
“Making it easy for shoppers to find items.”



MONEY MATTERS

Personally, Jess is a bargain shopper. She only buys what she can afford, and having 2 children in university, she understands how expensive it is to have children in education. She pays for many things with cash, and has only one credit card which she uses sparingly, and pays it off immediately.

TECH-LIFE

She uses mostly Apple products, although she recently switched to a Samsung phone, which she loves.

At work, she has an iMac and at home she has an older Mac Book. She loves to read using her iPad in the evenings and mornings, catching up of news and some email before heading into work.



TECH AVERSE

FRUGAL

SPENDY

TECH SAVVY

Be clear about the offering, providing great images and multiple views, as well as detailed description of items.

Wide range of price and quality of items, to meet various budgets and tastes.

In-store location is a bonus.

WEB