

Annual salary ————— **42k**

Who is she? Perise Chintley is a university student, majoring in Computer Science. She's highly motivated, focused on her studies, and plans to pursue a career in software development.

Job/Hobbies: University student, part-time tutor, enjoys attending hackathons, coding, and reading research papers.

PROBLEMS WITH EXISTING WEBSITES

- Many online clothing stores offer generic or mainstream styles.
- Difficulty finding truly unique and attention-grabbing pieces.
- Slow shipping times can hinder their ability to create timely content.
- Lack of engagement or community around the clothing brand.
- Poor quality items that don't photograph well.

WANTS AND NEEDS

- Clothing that is visually striking and photo-worthy.
- Designs that are current, edgy, and align with alternative fashion trends.
- A website that is visually appealing and easy to navigate.
- Fast shipping to keep up with their content creation schedule.
- Opportunities for collaborations or features on the website/social media.
- To discover new and exciting design aesthetics.



Perise Chintley

20 YEARS OLD

SOCIAL REQUIREMENTS

- High-resolution product photos and videos showcasing the clothing's visual impact.
- A visually driven website design.
- Clear information on sizing and fit.
- Active social media presence and engagement from the brand.
- Potential for influencer collaborations or affiliate programs.

Annual salary ————— **69k**

Gerald is a college student, majoring in Psychology & Sociology. He's passionate about student life and involved in several clubs and organizations.

College student, president of the debate club, writes for the student newspaper, enjoys attending concerts and social events.

PROBLEMS WITH EXISTING WEBSITES

- Difficulty finding truly unique clothing items online.
- Mass-produced items lack the personal touch they desire.
- Concerns about the ethical and environmental impact of fast fashion.
- Lack of transparency about the creation process.
- Generic or uninspired "custom" options

WANTS AND NEEDS

- Clothing that is truly one-of-a-kind and reflects their personal style.
- High-quality, durable garments that will last.
- A variety of base clothing options (t-shirts, hoodies, jeans, etc.) to choose from.
- The ability to understand the customization process clearly.
- Inspiration and ideas for bleach design options.
- To support independent artists and sustainable practices.



**GERALD
MALLIA**

21 YEARS OLD

SOCIAL REQUIREMENTS

- High-quality photos showcasing the uniqueness of each bleach design.
- Clear descriptions of the materials and the handmade process.
- Options to view different bleach design styles and patterns.
- Information about the artist/creator behind the designs.
- Secure and reliable shipping for unique items.

Annual salary ————— **25k**

Emily is a university student, majoring in Business Administration. She's focused on her career goals and actively seeks opportunities for professional development.

University student, part-time intern at a local company, enjoys networking events, attending workshops, and following industry trends.

PROBLEMS WITH EXISTING WEBSITES

- Many gift options feel impersonal or generic.
- Difficulty finding unique clothing items that aren't overly expensive.
- Uncertainty about the sizing and style preferences of the recipient.
- Concerns about the quality of handmade items from unfamiliar sellers.
- A complicated or confusing ordering process for gifts.

WANTS AND NEEDS

- A gift that is memorable, personal, and reflects the recipient's unique taste.
- A clear understanding of the available designs and customization options (if any for gifts).
- Easy and secure online purchasing and shipping.
- The option for gift wrapping or personalized notes.
- A website that is easy to browse and understand, even if they aren't deeply into fashion themselves.



**EMILY
VELLA**

19 YEARS OLD

SOCIAL REQUIREMENTS

- Clear product descriptions and sizing guides.
- High-quality images that showcase the detail of the designs.
- Options for gift wrapping and personalized messages.
- Positive customer reviews and testimonials.
- A straightforward and secure checkout process.