**Persona for fLuX App**



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| **Name:** Anvita Dsouza  **Age**: 32 yrs  **Occupation**: IT  **City**: Mumbai, India  **Income**: Good income  **Status**: Single, Independent  **Likes**: Meeting with friends, shopping online, Watching fashion shows  **Dislike**: Keeping a tab on expenditures  **Bio**: Anvita is an IT consultant and is independent. Her father is an entrepreneur and mother help in Fathers business so there is no money issue. She is a friendly and cheerful person, so she has lots of friends. She likes meeting friends and attending their special occasions. She needs to attend a wedding of a dear friend for which she is looking for some traditional yet modern designs. But doesn’t have much time to visit boutiques so looking for an online purchase.  **Drivers**: Good job, family and friends  **Barriers:** Very selective and quality seeker |

**About fLuX App**

* As the app is targeted to young people in the age group of 20-40 yrs, it has a color scheme which suits them. The brands logo is in red color and the details about the designers are also in red shade to keep the look bright and lively. Background is also reddish at most of the places.
* The font style is mixed with Bold, Italics or Light wherever it is required. Italics is used to give a stylish look. Text at the buttons are easy to read and comprehend.
* To get the users attention the home page is loaded with beautiful designer clothes.
* Users can browse through the app without registration but when they decide to purchase, they need to log in.
* They can log in through Facebook or their Google account also as now a days almost all users uses Facebook. They can log in through their email id and password also.
* User can keep a selected outfit in the Wishlist, and they can rate the outfits from 1 to 5 stars.
* User can pay through Credit card, debit card, paypal or net banking.
* User can contact the brand through Phone, Chat and Sending a message.