

# Joan Perez

age: 26

residence: Charlotte, NC

education: Bachelors Degree

occupation: Teacher

marital status: Single | No children



*My students come first in everything I do.*

Joan is a new teacher, having recently gotten her certification from a teacher placement agency. She is in her second year of teaching now, starting to get the hang of things more, but also now realizing how much she needs to improve. She wants to get better, but also wants to be smart about it while keeping up her love for fashion.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Meseasurable impact
- To project self love

## Values

- Student growth
- Time savings
- Products that easily fit into her current workflow

## Criteria For Success:

To see all of her students grow 1.5 grade levels. To not spend a lot of her money on clothes, and to allow herself to be creative by expressing that in what she decides to wear everyday.

## Wants

- Something that doesn't take long to setup
- Products that integrate with other existing technology

## Fears

- Cutting into already sparse free time
- Starting something that isn't sustainable
- Not allowing herself to feel good with what she wears

# Ricky Metzger

age: 29

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Fashion Designer

marital status: Single | No children



*I love this idea, and I can't wait to test it with our customers!*

Ricky likes to focus heavily on one aspect of a project, and appreciates his vendors handling the other responsibilities. He prefers to use existing best practices before inventing new paradigms. He also loves to wear the designs he makes as well as creating new ones with existing ones.

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## Needs

- Excellent User Experience
- To be involved in the Design Process
- To show off his product

## Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

## Criteria For Success:

When a project achieves its goals on time and on budget while delighting users. Displaying his designs on himself while not repeating the same few outfits everyday.

## Wants

- Trendy UI
- To see User feedback before any major decision
- To see if his designs expand due to his creativity

## Fears

- Disappointing Users
- Producing a bad product

# Sean Perkins

age: 33

residence: Washington, DC

education: Bachelors Degree (BA)

occupation: Business Owner

marital status: Single | No children



*I think this idea could work, I just need to put more energy into it.*

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees. When tackling something new he prefers to do some research then consult an expert while maintaining his edge in his fashion.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

When a project achieves its goals on time and on budget while delighting users. His regulars usually enjoy the fun outfits he puts together and some even say they are loyal customers due to his spunky fashion choices.

## Needs

- Tangible results
- To have project self manage
- To spark joy in others with what he wears

## Wants

- Start small
- See results before spending more money
- Allowing himself to look good in his clothes

## Values

- Detailed planning
- Concrete expectations
- Decisions backed up by analytics or data
- Time to complete the projects at hand

## Fears

- Failure
- Wasting money
- Being too hasty