

# Matthew

age: 25

residence: Manchester

education: University

occupation: International Student

marital status: Single



*I just want to fit in and learn local culture*

Matt is an International Student from Germany moving to Fallowfield. He likes to fit in with local fashion and culture and it is vital to him to fit into local fashion and make friends. He also enjoys music and exploring new bands. Spends at least an hour per day scrolling Social Media(Mainly uses Instagram looking at his favourite influencers).

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

- Blend in with local Students.
- Experience local culture.
- Can afford clothing
- Easy to find what he needs, no time wasted.

## Needs

- Affordable choices and where to buy them
- Influencers/Outfits to guide his Style

## Values

- Honesty about what he is buying and where clothes come from.

## Wants

- Affordable fashion that is high quality.

## Fears

- Wearing the wrong brand that may go against local values or wrong items
- Spending too much on some items when cheaper at another vendor.