

# Caitlin

age: 20

residence: Salford

education: University

occupation: Journalism Student

marital status: Single



*"The trend needs to go towards sustainability"*

Caitlin has lived in Manchester all her life and loves all thing Fallowfield however, she feels recently she is falling behind the trends and is wondering how to integrate her busy life, values and fashion.

In her spare time Caitlin loves going out with friends for cocktails and going for a run.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

New outfit ideas using fashion that can be found in charity shops or is vintage as she highly values sustainable fashion.

## Needs

- Easy to navigate website that can be accessed from the web as she has a low IT literacy.

## Values

- Honesty
- Charity
- Sustainability

## Wants

- Trends and examples
- Sustainable fashion buying opportunities.

## Fears

- Throwing clothes away would rather recycle or gift even if out of fashion
- Complex websites or having to access on mobile.