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| Name: Jessica Bell  Age: 28 years  Gender: Female  Job Profile: Model at model agency in Auckland  Location: Auckland  Marital Status: Single | **Jessica Bell** |

**Behavior:**

– Very rarely buy products on full price.

– Interested in reading and travel, food.

– Mostly searches designer products based on best price or discounts.

**Goals/Needs:**

– Great discount offers and coupons.

– Cheap deals.

– Best value products.

**Motivations:**

– Early access to deals and discounts.

– Timely reminders and alerts for deals and sale season.

– Discounts and deal selling websites.

**Frustrations:**

– High-priced items not on sale. Also, items that she must try on.

– Expired coupons.

– High delivery charges and taxes.

**Channels:**

Shops both online and in-store where she gets the maximum discount.

**What devices I use:** Mobile and tablet.

**Where I go for advice:** Nothing in particular.

**Key Strategies:**

– Create some loyalty programs for her, so that she sees profit in buying from your store.

– Highlight the discount figures on product pages.

– Use past data to find her general purchase budget and show them the relevant deals first.