

TOM T.

CHRONIC REVIEW SEEKER



AGE 26

OCCUPATION Math Teacher

LOCATION Boston, MA

GENDER Male

BIO

Tom loves buying things from the convenience of his desktop at home. He buys furniture, new gadgets, gifts for friends, and on occasion, groceries, from his favorite online retailers such as Amazon and eBay. His friends often ask him for recommendations on all things tech-related and/or deals online. For Tom, the greatest indicator for quality and trustworthiness of the online store is customer reviews. Tom enjoys when the online retailer delivers a great shopping experience.

GOALS

- Find great deals online
- Read reviews and research product
- Satisfaction of the product

FRUSTRATIONS

- Lack of customer reviews
- Not an intuitive shopping experience
- Store is not transparent

“When I shop for something online I read customer reviews before doing more research and committing to buying the product. If there are customer photos, that’s even better.”

LINAL.

CRAFTER/SHOPPER



AGE 18
OCCUPATION Student
LOCATION New York, NY
GENDER Female

BIO

Lina is a college student and club president whose busy schedule prompts her to shop online in order to save time. She loves anything creative and enjoys crafting and improving her design skills on drawing apps or moodboarding on Pinterest. Her creativity is often reflected in the birthday or holiday gifts she orders for friends. Her ideal online shopping experience is similar to what Etsy offers, if only they had more customizability and progress checking.

GOALS

- Customizability in a shopping experience
- Buy unique and creative gifts on a budget
- Track progress for her custom orders

FRUSTRATIONS

- Products don't meet expectations
- Custom gifts are expensive
- Not enough tracking info

“I do a ton of online shopping. I’m a fan of Etsy and have always liked ordering custom-made gifts, however they can be a bit pricey. I enjoy all things artsy so I appreciate anything creative and unique.”

ALYSON A. BEST MOM + FRIEND



AGE 34
OCCUPATION Real Estate Agent
LOCATION Chicago, IL
GENDER Female

BIO

Alyson is a real estate agent and mom to a beautiful son named Zach. It astounds her how fast kids learn to navigate a new device, app, or the internet these days. Since Zach is smart and loves to draw, she wants to find the perfect birthday gift that would help him use both his creativity and technological capabilities in a productive way. When shopping online, she appreciates when online retailers like Amazon make it easy and intuitive.

GOALS

- Teach her son valuable life skills
- Share a creative activity with her son
- Buy the gift via intuitive online shopping

FRUSTRATIONS

- Wants son to play less games on phone
- Wants to find a toy/gift that's meaningful
- Poorly designed online shops seem shady

“My son’s 5th birthday is coming up. He is very tech savvy, and plays all sorts of games on my phone and iPad. If I find an activity that will nurture his creativity and tech skills, we’ll both be very happy.”