Day 1:

She and her friends usually meet after class in a common area to discuss current events at the university. If there are any interesting events happening at the university, they like to attend them. They go to the university merchandise store to buy the necessary things for the event because they have student-friendly prices. They seek assistance from the store manager in making their purchase. They look through the store's available deals and offers and make the purchase to attend the event.

Day 2:

He is a working professional who is crazy and very particular about fashion and styling. He checks for any specific meetings or events to attend on that day as his morning routine. He looks through the wardrobe to figure out the appropriate dress for the event. If he is not satisfied with the content available in the wardrobe he plans to shop before attending the event. He has a favorite store on his way to the office to buy the things he wishes for.

Day 3:

She usually scrolls through social media. When she comes across an advertisement that attracts her she tends to go to the website to browse through available options. If she likes a product she tends to make a purchase based on the deals and the available budget.

Goals

To avail student friendly offers

To get a variety of merchandise options

To enjoy events with friends

Explore customized options

Easy availability

To get multi-cultural merchandise options

Affordable price range

To follow the latest trend

To improve lifestyle

Frustrations:

The size is not available

No offers on products which they wanted

Delay during busy hours

The quality of the product is not up to par

Sometimes I get late for work

The exact product is not available

Getting carried away while browsing

The product is not in stock

No offers on products which she liked

**Key User Tasks**

User key tasks 1:

(user wants: to buy the product)

1. Find their required product in the catalog:

Most people try to find the wished product in the available catalog when they visit any merchandise store

1. To satisfy the needs

Most of the events occurring require a specific kind of attire which is mandatory, so people try to get their hands on that specific product at the store.

1. Browsing through the available catalog

They try to find the specific product by searching the available catalog by modifying the filters.

User key tasks 2:

(user wants: only wants to buy the specific product)

1. Explore different kinds of products

People tend to have different kinds of clothing preferences varying due to differences in the culture

1. To adapt to their desired lifestyle

People define their lifestyle based on influence from the family, social media

1. Explore filter options

They achieve finding their preferred clothing by using the different options of filters such as size, material, color, brand

User key task 3:

(user wants: to find a product in their budget range)

1. Find clothing in an appropriate budget range

People generally tend to have a specific budget range, which varies based on several factors.

1. To plan their expenditure wisely

People try to spend money by prioritizing their needs and wants

1. Setting an appropriate budget using filters

They set their desired budget on the website using filters to sort items in that specific price range.