

Primary Persona

Azra Saleem

Archetype : Busy Mom



Demographics

Age: 36 Years

Have 2 daughters

Income: Rs.70,000 - 100,000

Her favourite Brands

Gull Ahmed

Breeze

BubbleGummers

Apple

Daily Routine

Wakes up early to get kids to school and to reach school early as a teacher.

Pretty busy day, comes home at 4PM, cook and take care of her family.
Check Internet and Social sites at night before going to bed

Goals & Motivations

Automate any task as much as i can

I need everything to happen quick as my life is pretty busy

Ensure happiness and well being of my daughters

Fears or Frustrations

Don't trust online stores, mostly they are fraud

I don't think that ecommerce website can deliver within one or two days

Don't want my daughters to feel bad when they don't have pretty dresses
on schools color day

Secondary Persona

Gulaam Muhammad

Archetype : Tech Dad



Demographics

Age: 36 Years

Have 3 daughters

Income: Rs.100,000 - 125,000

His favourite Brands

Apple

Microsoft Smart Phones

Tommy Hilfier

Anything new and geeky

Daily Routine

Sleeps late as i had to do my Web Design projects late night

Get my kids to school on car

Read design related articles online

Most of the day i am online on my PC or MAC or Smart Phone

Goals & Motivations

Automate any task as much as i can

I expect great customer service from Online stores

Ensure happiness and well being of my daughters

Normally use my PC or MAC to order things online

Fears or Frustrations

Mostly order from famouse online stores, others might be fake

I hate when delivery is late

Most difficult thing here is how to return the product

Tertiary Persona

Julia Isaac

Archetype : Teenager



Demographics

Age: 18 Years

Have 1 sister

Income: Dependent on parents

Her favourite Brands

Apple

High quality imported products

Organic Products

Daily Routine

Check emails and Social sites before going to college

Talk about new trends with friends during the day

Spends few hours on social sites and few online ecommerce clothing websites

Read on Quora a lot

Goals & Motivations

To be a super hero to my younger sister

To give surprise to others on their birthdays

Looks cool in front of friends

Always get ahead of news and latest trends

Fears or Frustrations

I have to ask for permission to use online stores

I wish there could be gift wrapping available on dresses