

## The Practical Shopper

**Age: 29**

Job: Teacher

Shopping Frequency: Once every 6 months

Home



Hobbies



Tech



### Behavior

- Only shops when it's needed.
- Brand loyal.
- Gets style ideas from people.
- Decisive shopper.
- Wants to compare prices to get the best.
- Lazy.
- Searches alternate images on Google.
- Doesn't like to shop often so needs to make sure items fit.
- Will find desired items by chance.
- Reviews negative.

- Cares about quality of items.
- Instant gratification (receiving in store).
- convenience.
- Reviews are important.



- Pushy sale people/feeling rushed
- Feels like online descriptions are not 100% accurate.
- Overwhelming choice.
- Hates trying on in store.

### Needs

- Customer Reviews.
- Measurements and fit.
- A lot of product detail.
- Deals.
- Trust with the retailer.
- Sometimes wants help finding something that will look good for dates.

### Review Incentive

- Money



Rick is a teacher who loves to play video games, fish, and home-brew beer during his Summers off. One hobby he does not have, however, is shopping either in person or online. One of the biggest issues for him is that he doesn't trust what he hasn't seen in person and tends to stick to buying the same things constantly. As a single guy, though, he realizes that his appearance might need an upgrade if he wants to find that special person. Rick would greatly benefit from some fashion advice, along with pictures of people similar to himself to whom he could possibly relate, but he would prefer to not have to spend a lot of time doing it.