Davide

The Luxe Shopper
Age: 35
Job: Consultant
Shopping Frequency: Weekly

Home

Hobbies

Tech

Behavior
- If the item is pricey, will check Instagram to see others wear it.
- Decisive/assertive/specific shopper.
- Brand loyal.
- Gets style ideas from people.
- Follows fashion bloggers.
- Looks at customer reviews/pictures.
- Shares pictures on social media and own reviews.
- Likes to find unique things that you can't typically get in a store.
- Finds things easier online than in person.
- Impatient.

- Likes online retailers with a lot of variety.
- Videos of products.
- High quality items.
- Multiple pictures of item.

- Lines too time consuming.
- Takes too long to leave reviews.
- Doesn't like feeling rushed.
- Crowded stores.
- Not finding exactly what he wants.

Needs
- Customer Reviews and pictures.
- High quality pictures.
- See products in motion.
- Social validation.
- Overnight shipping/instant gratification.
- Convenience.
- Inspiration.

Review Incentive
- Profile 'levels'.

Aside from enjoying brunching, traveling, and buying the newest tech gadgets, Davide likes to take care of his personal appearance. Being a consultant, Davide feels the need to project a high quality image to help represent his work ability. He loves to be on top of the latest fashions but doesn't have the time to create looks on his own, so he relies on reviews and validation through trusted sources such as popular independent fashion bloggers.

Davide would benefit from being able to see and buy inspiring fashionable outfits. Since money is not an issue, he would love to show off his style and choices through posting pictures of himself and his items, and getting acknowledgement for it through profile levels.