

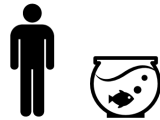
The Laid-Back Shopper

Age: 25

Job: Personal Assistant

Shopping Frequency: Couple of times a month.

Home



Hobbies



Tech



Behavior

- Bored shopper.
- Shops in person and online.
- Browser.
- Leaves reviews to pay it forward.
- Leaves a review if the item is exceptionally good or bad.
- Gets style ideas from people.
- Gets style ideas from bloggers.
- Shares pictures of purchases on social media.
- Commitment issues.



- Sales/deals
- Videos of products.
- Online retailers with a lot of variety.
- Shopping in person is fun and social
- Likes to know how items look on regular people.



- High prices.
- Bad experience w/returns.
- Doesn't like feeling rushed.
- Sometimes colors look different in person than online.
- Reviewing is often time consuming.

Needs

- Customer Reviews and pictures.
- Good return policies.
- Wants friends opinions.
- Social validation.
- Deals.
- Convenience.
- Several angles and lighting shots of the same item to see if it's accurate.

Review Incentive

- Coupons and/or discounts.



Alexis is a social, active, and fun person who loves to do yoga, shop and hang out with her friends, and enjoy nightlife and dating. As she is still building her career, she does not have very much money to spend on new clothing, so when she purchases things she likes to make sure she gets it right the first time by reading reviews, getting style ideas from friends and bloggers, and looking at customer images of pieces that she finds through searching online.

Alexis would greatly benefit from being able to easily find customer images of items before she purchases them, as well as see them on people with similar body types and personal styles. Since she knows that she heavily relies on these images, she would also feel good about posting her own and possibly being 'followed' for her fashion sense, while following others for theirs.