

The Cautious Shopper

Age: 28

Job: Hotel Manager

Shopping Frequency: Once a month

Home



Hobbies



Tech



Behavior

- Looks at customer reviews/pictures.
- Looks at measurements to get an idea of fit.
- Gets style ideas from people.
- Will only review if she had a negative experience.
- Visits the store to see the item before buying online.
- Brand loyal - once she finds a brand that fits she will stick with them.
- Prefers shopping in person due to difficulty in knowing how things look on her body type.

- High quality pictures.
- Interacting with nice salespeople.
- Seeing how things look on people with a similar styles/body type to her own.



- Long lines.
- Not comfortable with pictures of self.
- Bad experience with returns.
- Feels like descriptions are not 100% accurate.

Needs

- Customer Reviews.
- Measurements and fit.
- Multiple product photos with different angles.
- Good return policy.
- Lots of details.
- Deals.
- Photos of women her shape and size wearing the same product.

Review Incentive

- Coupon Codes



Joanna has a lot of hobbies, from playing music and reading to cooking and spending time with her cat. She also enjoys being able to look polished, but finds that she is not a very good judge of fit even when she has measurements available to her.

Being a curvy woman, Joanne has a hard time finding clothing that fits her properly and that looks as stylish as she'd like. She has become very wary of shopping online since she has had bad experiences with buying things that end up not suiting her and not being able to return them. She would benefit greatly from getting all of the details she can about the items, including seeing how they look on women with a similar body shape to herself.