

ZOE FLORES REYES



*“ Rain or Shine,
We bloom regardless ”*

Artistic

Driven

Visionary

Eco-conscious

AGE: 28

GENDER: Female

OCCUPATION: Marketing Manager

FAMILY: Married with no children

FINANCIAL STATUS: Middle Socioeconomic Status

LOCATION: Washington, USA

BIOGRAPHY

Zoe works in an digital marketing firm in Washington, USA. She enjoys spending her free time with her husband whereby they would spend hours gardening in their backyard. She also enjoys decorating her house with various plants, foliages and flowers.

Zoe is a visual person and often spends time taking pictures and posting them on her social media platforms.

MOTIVATIONS

Incentive

Fear

Achievement

Growth

Power

Social

GOALS

- Financially stable
- Adopting a eco-friendly lifestyle
- Keeping up with the digital world and trends

FRUSTRATIONS

- Difficult to find customisable, unique and eco-friendly florals, foliage and plants.
- Not user-friendly and confusing website
- Worried that the product bought is not as shown on the website

MBTI TYPE

Zoe is a Protagonist (ENFJ) who is straightforward, friendly and affectionate person who loves being of help towards others. She often has substantial and solid conceptualisations, concepts and values which drives her creativity and goals. As such, she oftentimes achieve results on a personal and professional level.

SCENARIO

Zoe is a marketing manager that oversees many projects within her portfolio. She deals mainly with digital advertising and marketing of various different type of brands. Hence, understanding the digital environment and trends is important towards her.

During the weekends, she loves doing gardening with her husband and she often host events in her house to spend time with her family and friends. She has a unique palette and vision for the decoration in her house and especially on her taste for flowers. She stands by her eco-consciousness. Hence, she does not know what company is able to deliver results as per her needs and wants.

She is very technology-savvy and regularly uses social media platforms such as Facebook, Instagram, YouTube, Twitter and more recently, TikTok. She also values her family and friends' opinion and suggestion. She prefers shopping online but is worried regarding the quality and security of the website.

PERSONALITY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

TECHNOLOGY

IT and Technology

Software

Mobile Apps

Social Networks