

Persona 01



David University Student 20

BEHAVIOURS

- Tries to keep shopping at a minimal
- Shops 90% online
- Heavily brand loyal

PAIN POINTS

- Indecisive Shopper
- Experiences Buyers Remorse

GOALS

- Create a flexible wardrobe
- Finding the best deals online

Persona 02



Crystal Accountant, 25

BEHAVIOURS

- Loves online window shopping
- Most likely to buy impulsively
- sometimes wears article of clothing once or twice

PAIN POINTS

- Finding out that the item she likes is sold out
- Finding out about customs charges after purchase

GOALS

- Tries to keep in trend
- Prefers to buy clothing from boutiques

Persona 03



Kyle Designer, 24

BEHAVIOURS

- A sneaker collector and streetwear enthusiast
- Purchases one pair of shoes a month
- Keeps in track of the newest releases

PAIN POINTS

- Wants to keep in track on what he buys online
- finding out that the clothing he purchased went on sale a week later

GOALS

- Has to have the latest and most rare shoes
- Occasionally sells unwanted shoes for a markup