**Q2 Personas：Based on your project proposal, derive up to three personas. Describe them as we discussed in class.**

**Persona1:**  
Vicky, a 25-year-old international computer science student studying at a university in Toronto, embodies a blend of technological passion and practicality. Hailing from Beijing, China, she sought academic opportunities in Canada to further her expertise in the field. Fluent in Mandarin, English, and with a basic grasp of French, Vicky navigates the diverse landscape of online shopping platforms to meet her needs as a tech-savvy student. With no access to a car, she relies heavily on online shopping for convenience and accessibility. However, she often finds mainstream platforms like Amazon to be too pricey for her student budget and platforms like eBay too uncertain in terms of product quality. Seeking affordable yet innovative solutions, Vicky turns to ShopSmart, a platform catering to emerging businesses and offering a curated selection of products tailored to the needs of students like her. With ShopSmart's assurance of quality and competitive pricing, Vicky can confidently explore new gadgets and innovations while staying within her budget constraints, aligning perfectly with her goals as an international computer science student.

**Persona2:**

Alien, the visionary CEO of Idress, hails from a lineage deeply rooted in the fashion and luxury goods industry, fostering his innate passion for design. Armed with a degree in fashion design from New York University and fueled by entrepreneurial spirit, Alien co-founded Idress during his college years. Specializing in apparel and accessories known for their high-quality craftsmanship and contemporary style, Idress faced the challenge of penetrating a competitive market without compromising its brand image. Rejecting platforms like eBay to maintain brand integrity and recognizing the daunting competition on Amazon, Alien strategically opted for ShopSmart. Leveraging ShopSmart's youthful user base and established platform, Idress swiftly ascended to prominence among similar products, showcasing Alien's foresight and ShopSmart's efficacy in amplifying the brand's visibility and appeal. Through this alliance, Idress not only found its niche but also cemented its status as a frontrunner in the fashion industry, captivating customers with its innovative designs and unparalleled value proposition.

**Persona3:**

Bob, the astute manager overseeing product and brand management at ShopSmart. Armed with a dual bachelor's degree in Data Management and Financial Management from Boston University, Bob brings a wealth of knowledge and expertise in both management principles and data analytics to his role. With a keen eye for detail and a knack for strategic decision-making, Bob plays a pivotal role in shaping ShopSmart's product offerings and enhancing its brand image. Leveraging his profound understanding of data management, Bob ensures that ShopSmart's product portfolio aligns seamlessly with market trends and customer preferences, driving growth and innovation within the platform. Bob's analytical prowess extends beyond mere observation; he meticulously analyzes data to derive actionable insights, which he then adeptly channels back to the brand team. This feedback loop enables ShopSmart to continuously refine its product strategy, optimize marketing initiatives, and deliver unparalleled value to its customers. Committed to delivering exceptional value and fostering customer satisfaction, Bob's dedication and proficiency contribute to ShopSmart's continued success in the competitive e-commerce landscape.

**Q3 Scenarios：Again, based on your project proposal, create at least two scenarios using the product you will create and the personas above.**

**Scenario1:**

One day, Vicky wanted to attend a dance party and decided to shop online for a dress. She opened ShopSmart and noticed that Idress was experiencing high sales on the platform. Intrigued, she navigated to the brand's page and began browsing through their collection. Spotting a beautiful white dress, she was immediately drawn to it and found the price to be quite reasonable. Without hesitation, she made the purchase and received the dress within just five days.

On the night of the party, Vicky wore her new dress and instantly became the center of attention. Her stunning attire caught the eye of many other attendees, who were eager to know where she had found such a gorgeous outfit. Proudly, Vicky shared her shopping experience with them, praising ShopSmart for connecting her with Idress and invited them to explore the platform themselves. This scenario highlights how ShopSmart not only fulfills Vicky's need for convenience but also serves as a platform for her to discover and share fashionable finds with her peers.

**Scenario2:**

At ShopSmart, Idress has built a sterling reputation for its exceptional customer service, evident in its meticulous attention to detail and proactive approach to customer satisfaction. When Vicky placed an order for a white dress, Idress went the extra mile by not only ensuring the quality and quantity of her entire purchase, including a scarf, jeans, and shoes, but also surprising her with a complimentary pair of socks as a gift. Despite their efforts, Vicky found the white dress slightly too long, prompting her to provide feedback on the sizing discrepancy. Acknowledging her input, Idress promptly reached out to Vicky to gather more insights and discovered a pattern of similar feedback from other customers facing sizing issues.

In response, Idress demonstrated its commitment to continuous improvement by actively considering Vicky's feedback and those of other customers. By recognizing the recurring XS sizing concern, Idress initiated plans to reassess its sizing standards to provide a better fit for its diverse customer base. This scenario illustrates Idress's dedication to fostering customer loyalty through genuine care and responsiveness, showcasing how feedback-driven decisions can lead to meaningful enhancements in product offerings and overall customer experience on the ShopSmart platform.

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