

ABDULLAH

- Major Metropolitan City

User Needs

Abdullah is a driven marketing professional with a busy schedule. He needs clothes that transition seamlessly from the office to dinner without looking stuffy. He doesn't have time to browse through disorganized websites; He expects an efficient, elegant online shopping experience. He loves being seen as trendy, but his budget means He actively seeks quality at a fair price.

User Mindsets

I want fashion that looks expensive but is affordable, and a shopping experience that's so smooth, it feels like I barely lifted a finger.

Supporting research and documentation

To build Trendora's user persona, I spoke with young fashion lovers aged 18–30 and ran small online surveys and polls. I also studied brands like H&M and Urbanic, and observed trends on Instagram and Pinterest.

From this research, I learned that users want trendy yet affordable outfits, smooth online shopping, fast delivery, and a touch of sustainability in what they wear.

User steps

What is each step of the user journey?

Goals & experiences

What is the user trying to accomplish?

might be feeling.







How many people does this affect? On a scale of

How might we address these pain points? How big is the opportunity if we correct this pain point?
What are new ways to serve this person?

Discovery

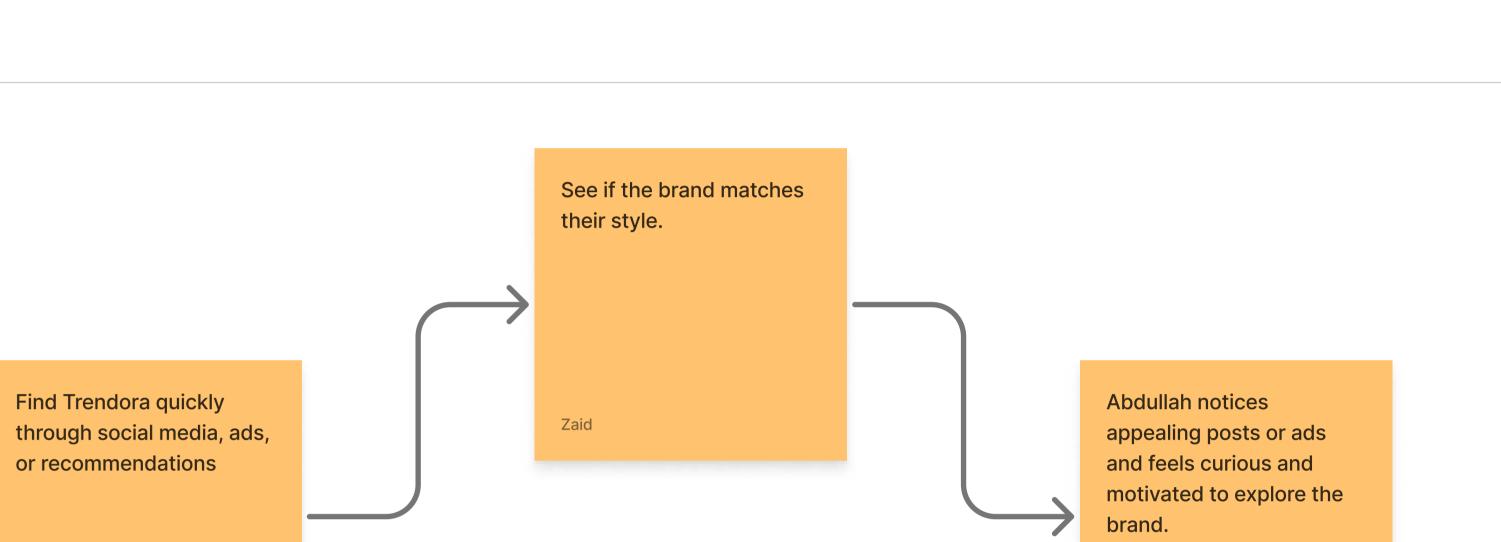
Browsing

Decision

Conversion

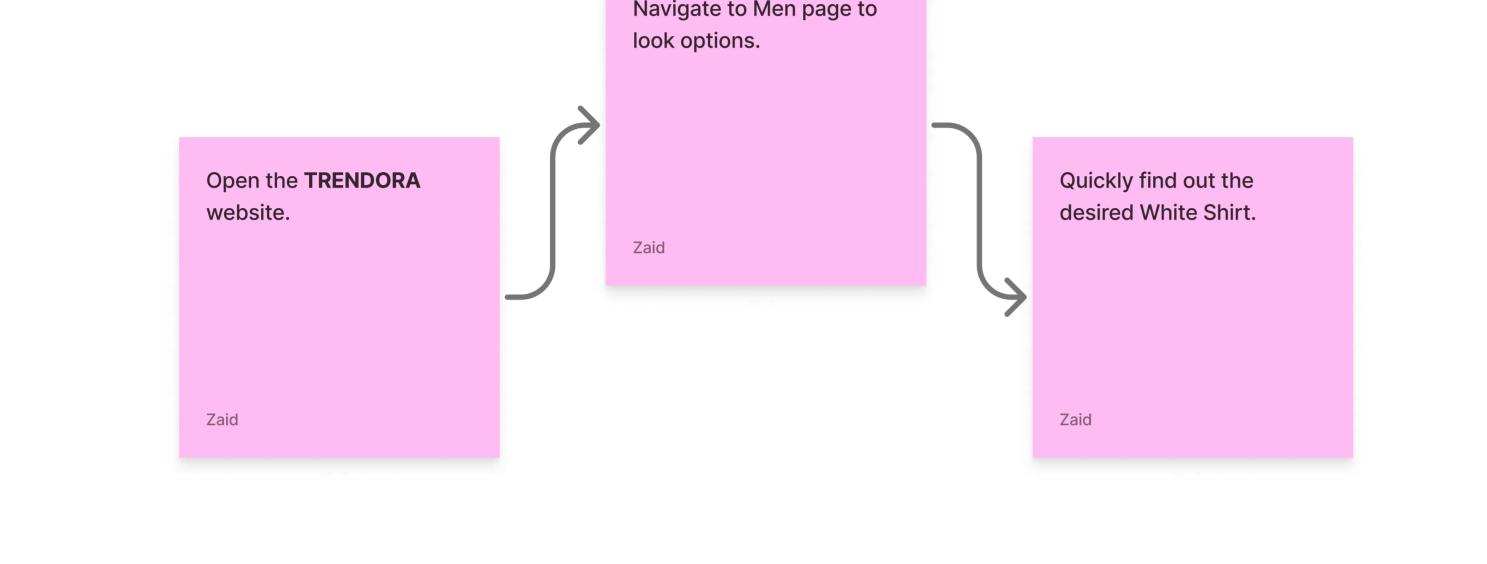
Checkout

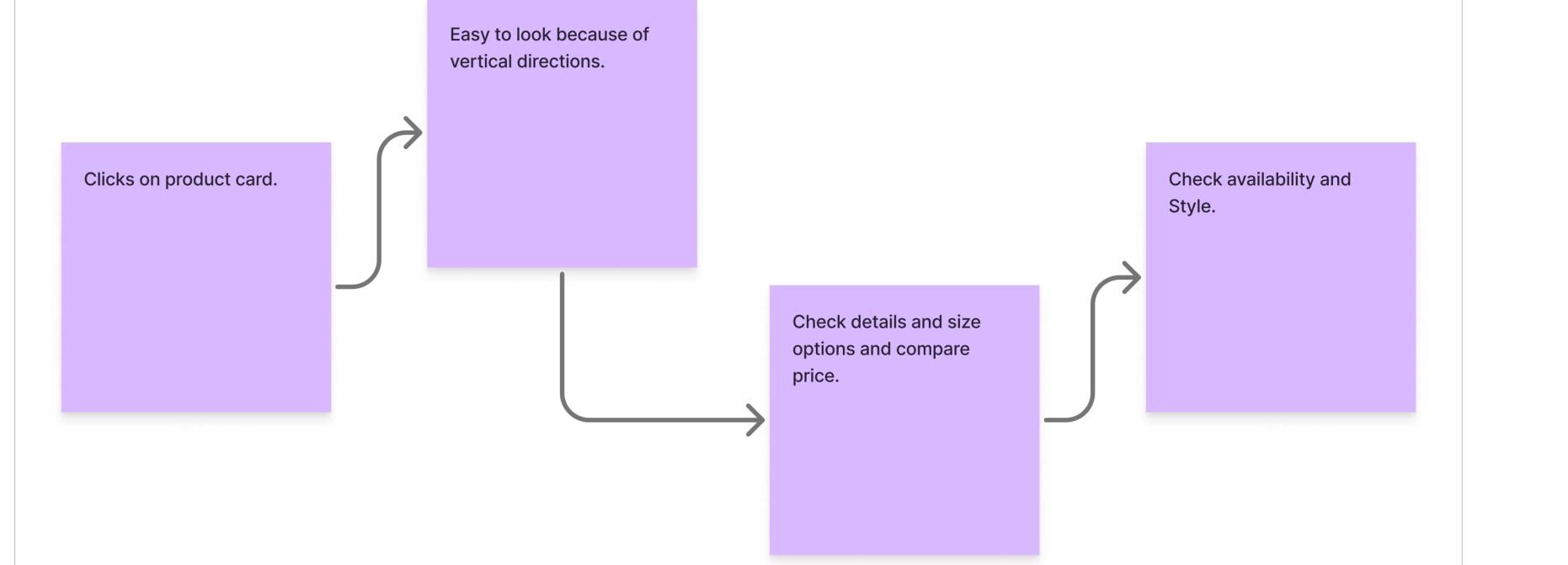
Confirmation

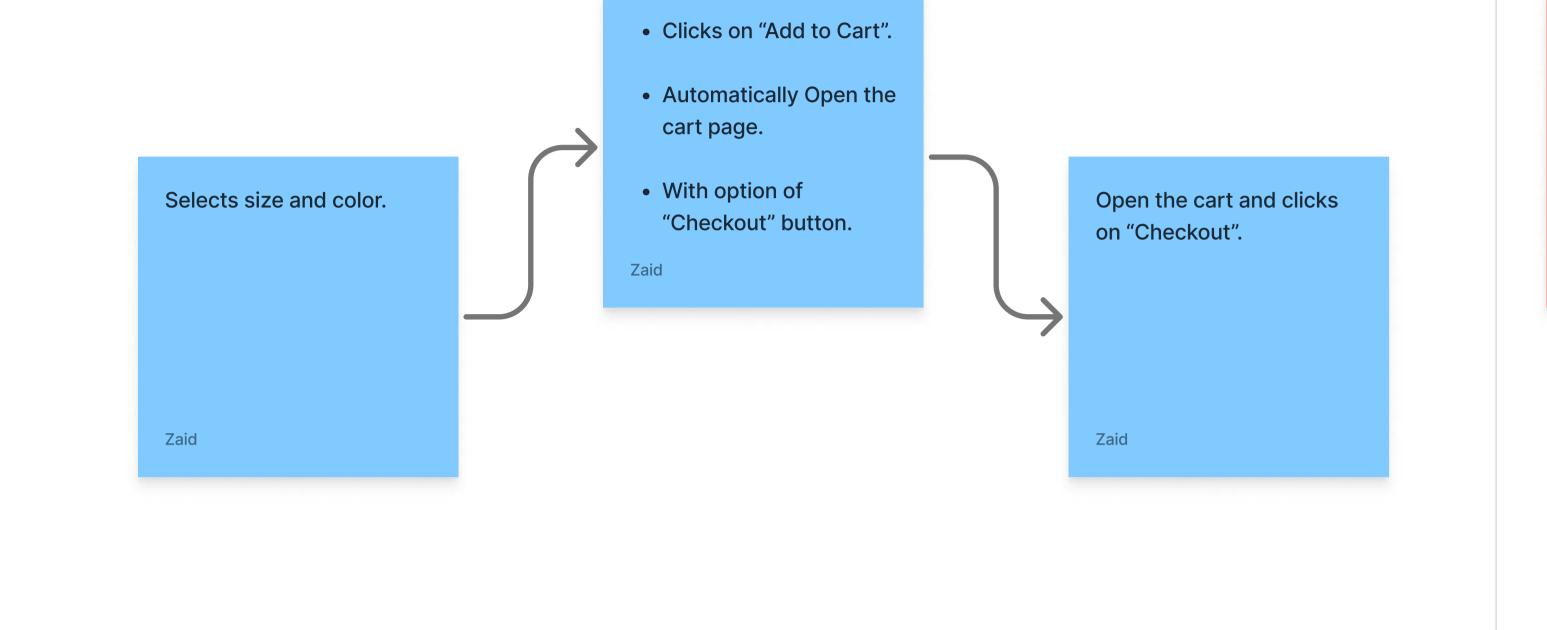


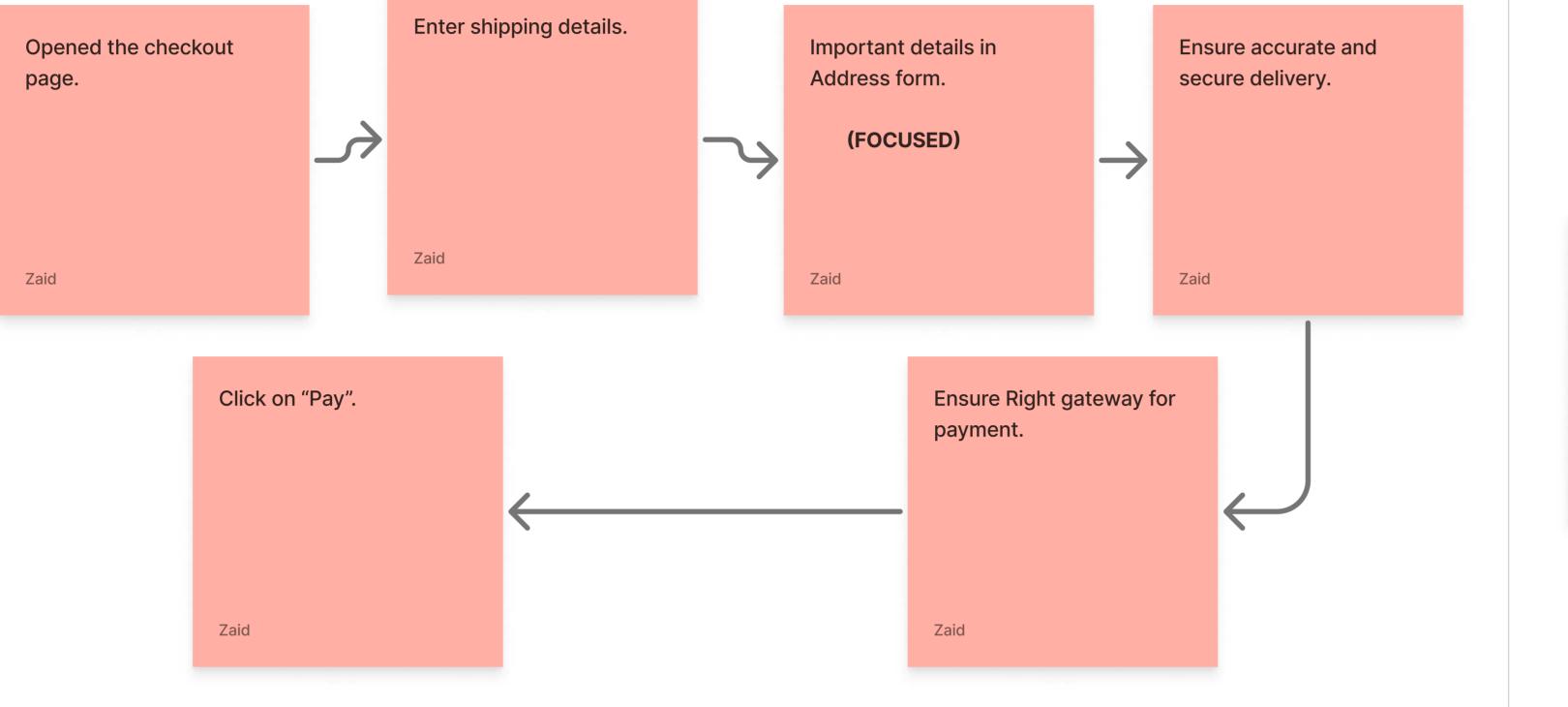
Too many generic ads make it hard to notice

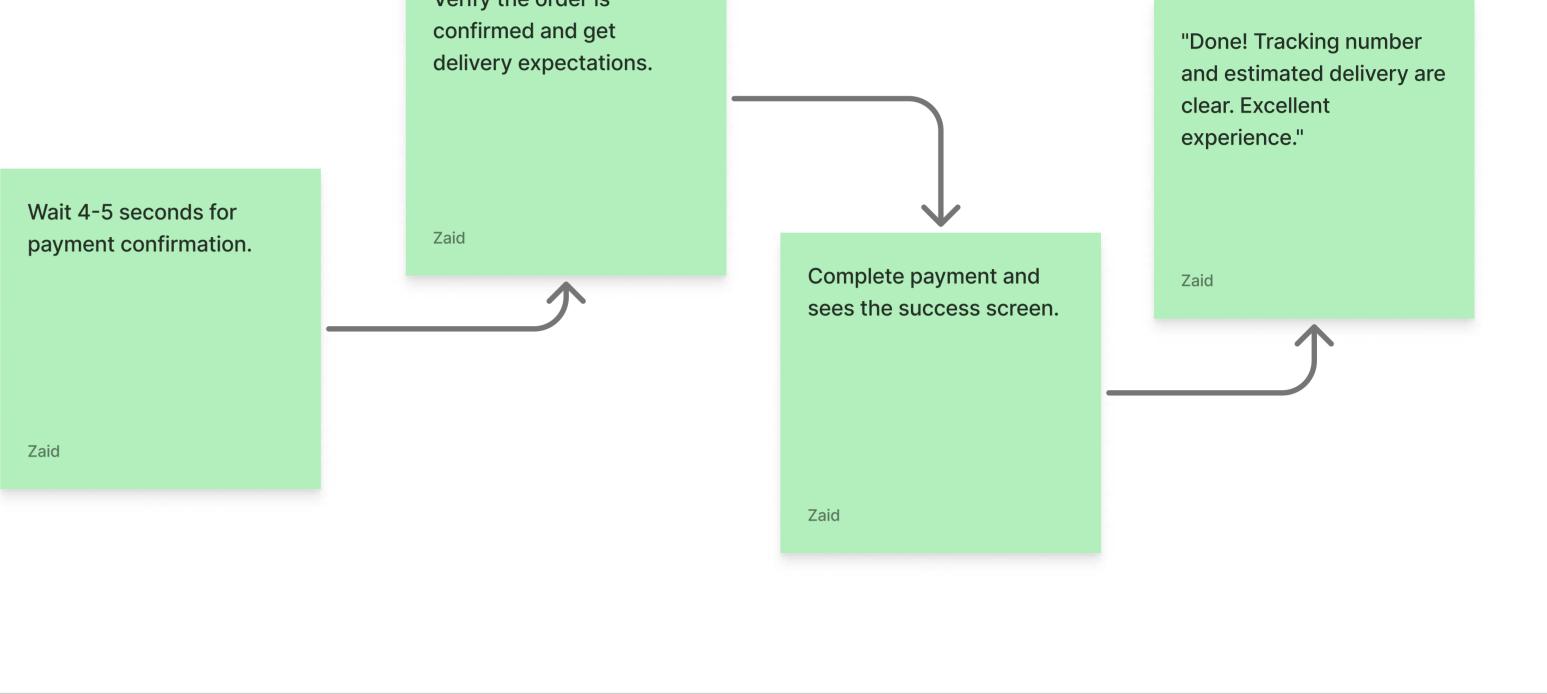
genuine brands.

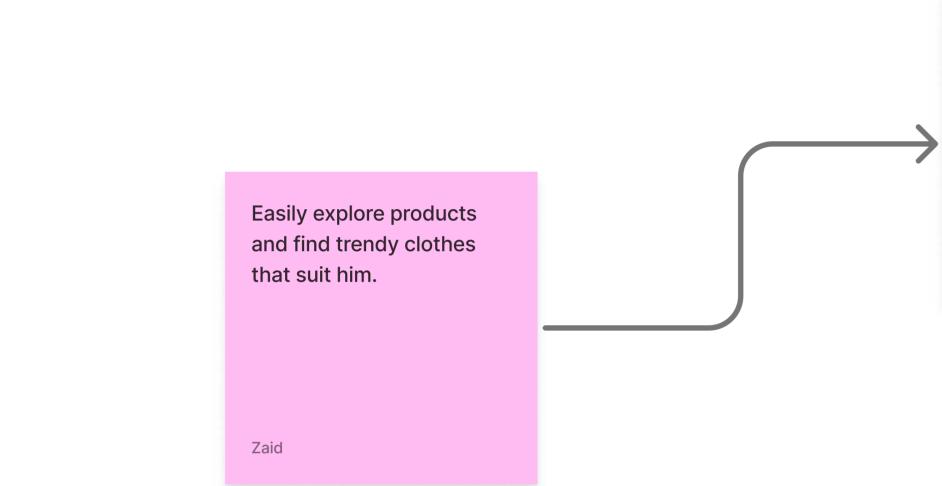


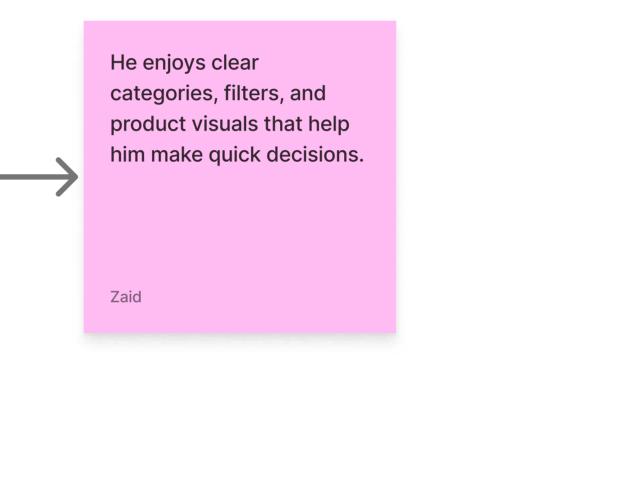


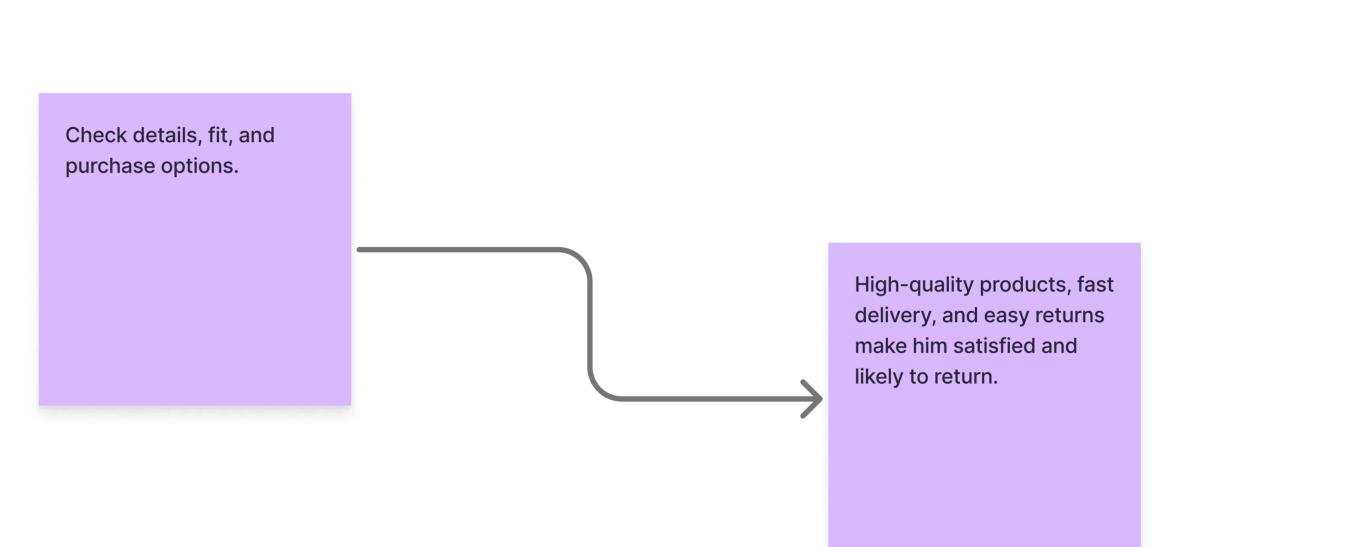


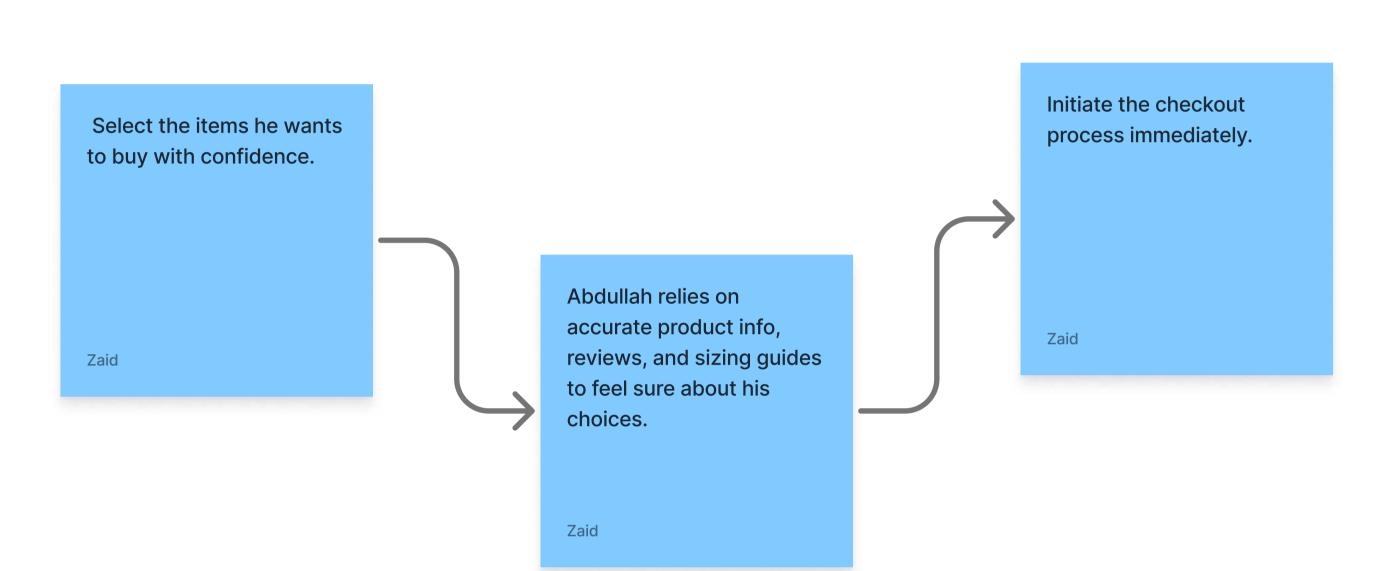


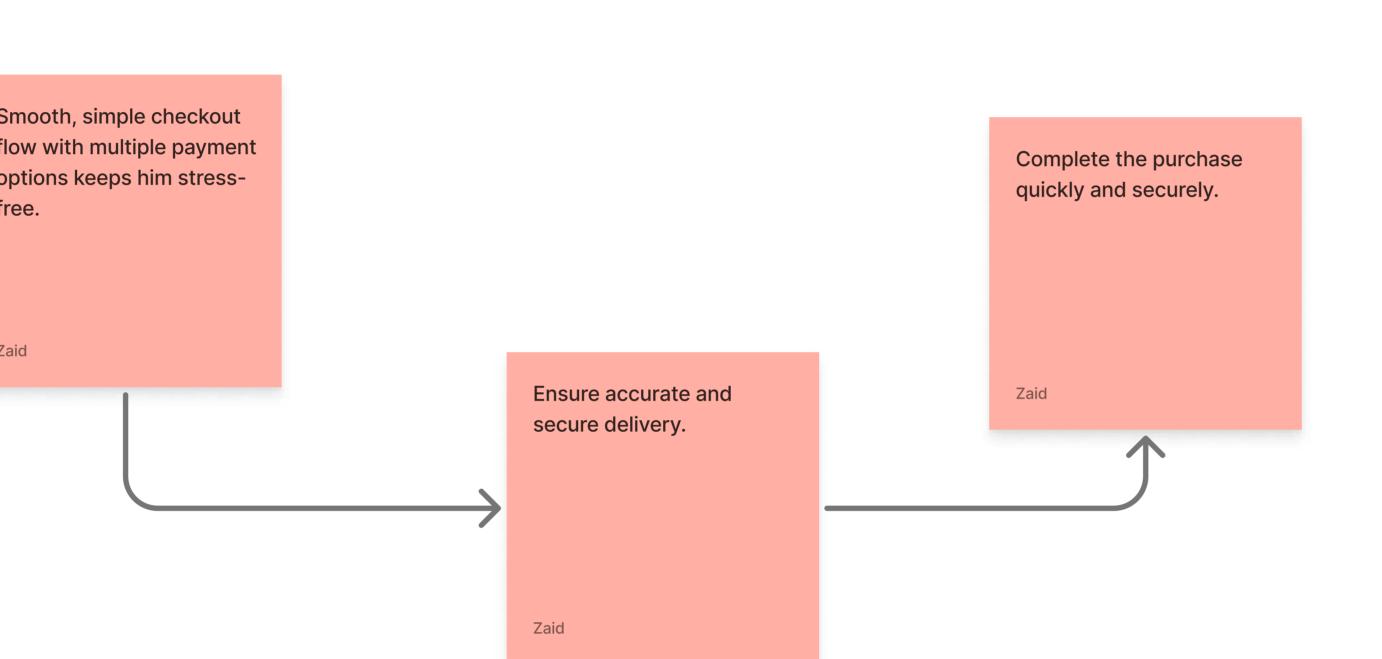


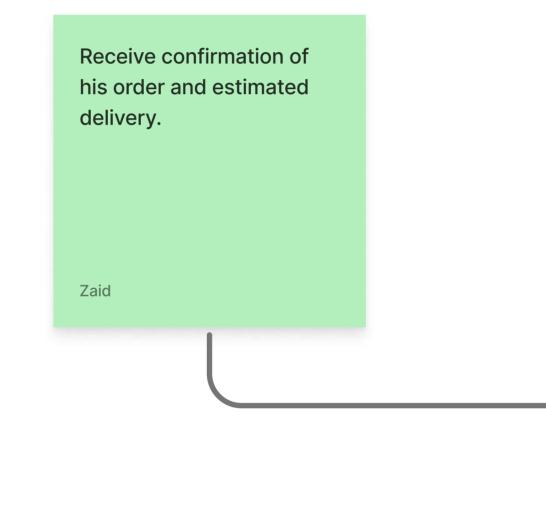


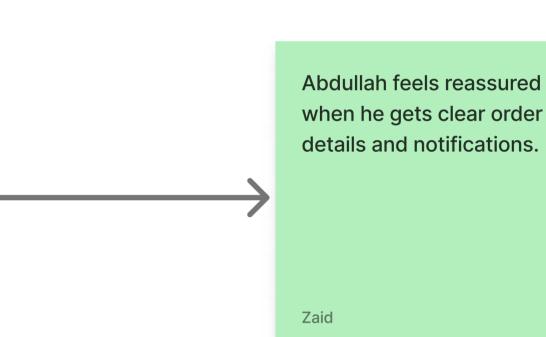












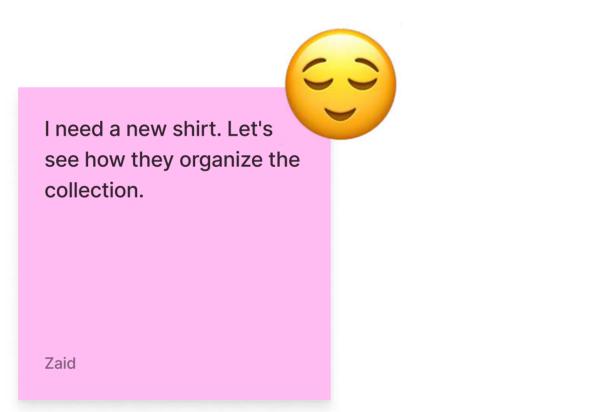
Feelings and thoughts Use the emojis below to help illustrate how the user

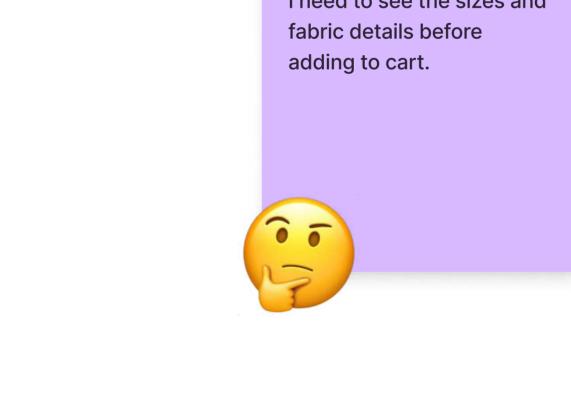


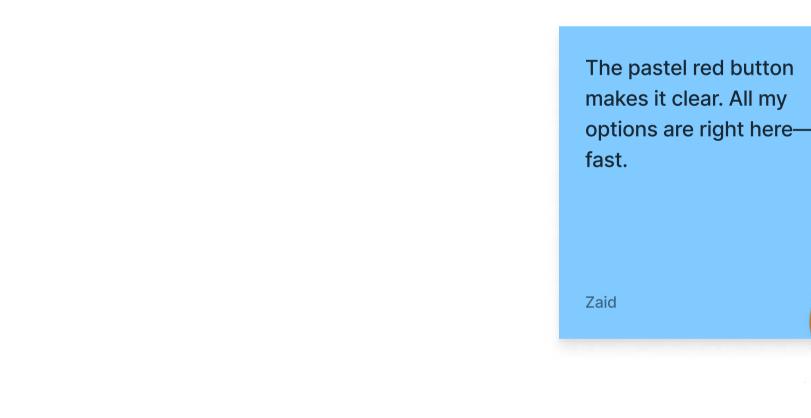


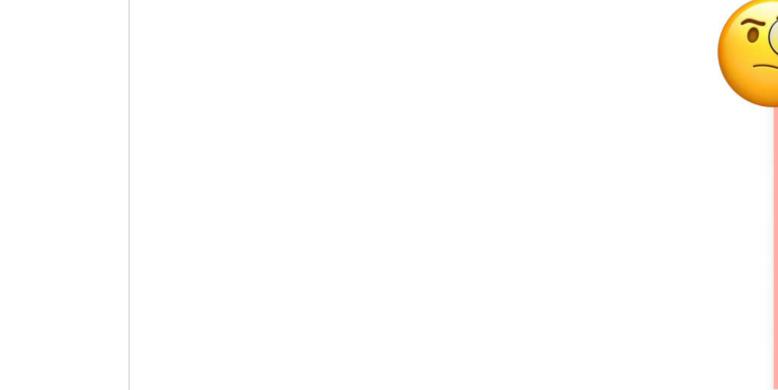


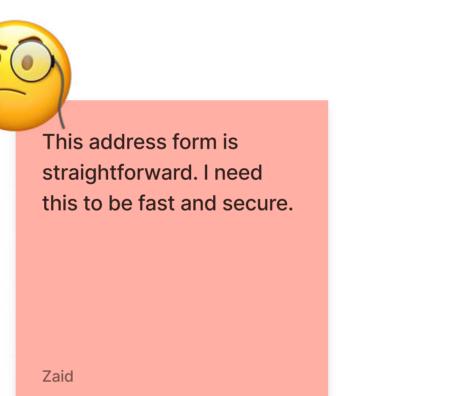


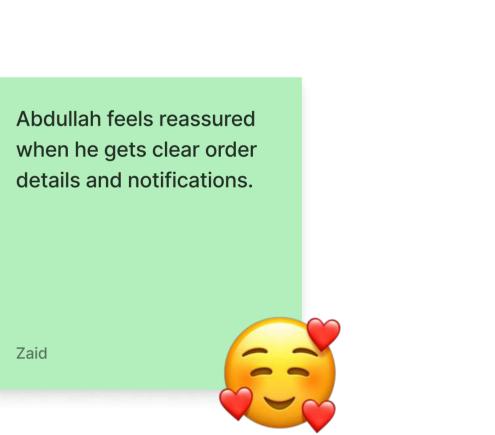














What's not working well? What causes friction?

'nuisance to show-stopper', how bad is this pain?

