# Amelia Lalonde

*"I want to be happy knowing not only do my clothes look good, but can also do good."*

Profession: Social Media Content Curator
Age: 29
Location: New York, New York
Salary: $90K

## Personality:

Outgoing, and fun
Design Driven
Active in her community
Socially conscious
Type-A
Always on the go

## Technical Proficiency:

Amelia is an avid user of technology due to her job in the social media, and although she is uses all media types she has a tendency to work mainly on her laptop during the day, but in her free time or time out in working on location she uses her phone constantly for update on work and for her personal use.

## Likes & Dislikes:

Amelia like to be comfortable, but look put together at all times since she can go from working outside on a location shoot running around the city to a meeting with her creative director and communication manager. Since she live in New York cost is also a bit of a factor so she like to get great quality that will last the test of time since she only shops once or twice every season, while also being at a reasonable price. Since recently seeing the documentary "The True Cost" she is trying to shop more conscientiously so she wants to be happy knowing her purchases are helping people and not hurting them. She also like the ability to share items with friends and family with ease. She dislikes when online stores aren't easy to navigate, and don't have suggested pairings and good images. Another pain point is not being able to save items for a later date and being able to create a profile on the site. Sites lacking in product details and information on how it's made, what it is and where it comes from loses her interest quickly. Along with this she like intuitive forms such as pop-up email banners and not ones that interrupt her midway through a page.

## Goals:

- Access to social media thorough integration of content on each page
- Ability to share content with friends and family
- Quick checkouts and effective forms she can use on the go
- Seeing easy item parings for power shopping
- Access to details on the items she is buying
- Being able to understand the story and inspiration being behind the brand and each item

## User Story:

Amelia day started early today with her being up and out the door by 7am headed to her local coffee shop in soho before heading to the office for a brief on a new social media campaign she will be working on. The season has begun to change and it's particularly cool on her walk so she pulls up IOAN website on her phone using the home page she navigates to the "New Arrivals' page and quickly scans the page finding a new coat for fall. She opens the page and swipes through images featuring shots from instagram users wearing it and then scrolls down to see detail product info and access to the new story behind this collection, and below this she sees new fall pairings. She looks over the Stories page while she commutes on the Subway and reads more about the collection, where it was made and loves to see that the clothes were made in an ethical way that improves the artisans lives. Navigation back to her cart she clicks the check out form and uses her thumb-print on her Iphone to sign in, she quickly confirms her info on shipping and billing then uses her thumb-print again to checkout. Happy with her new purchase she uses the share option at the end of the checkout page to grab and image she can share via text, or across social media with her friends and family. She looks up, and see her stop and heads off the train to her office above and to continue on her busy day.

# Meridith Davis

*"I like things that are easy and unfussy, but also are high quality that fit my lifestyle."*

**Profession: Interior Designer**
**Age: 60**
**Location: San Francisco**
**Salary: $150K**

## Personality:

Down to earth
No-nonsense
Goal driven
Positive
Philanthropic
Detail focused
Professional

## Technical Proficiency:

Meridith despite what people may assume is proficient with multiple media type, but usually works on her laptop and Ipad to work on mocking up spaces for her clients and showing products and inspiration to her junior designers. When using her phone it is mainly for email and communication and is less focused on using it for internet access.

## Likes & Dislikes:

Meridith is always busy commuting to her clients homes, her office, and stores to get samples for fabrics, colour swatches and items for the spaces she is designing. As such she always has her Ipad on her to browse the internet since the screen is easier to see. Since she does so much shopping for her clients she doesn't like to shop in person and prefers online shopping. She likes to be able to see the clothes and get a feel for the items and what they are made of and how they fit via images of the model and additional information on fit and sizing charts. Along with this she likes to be able to contact companies easily with any questions she may have since she can't see the items in person and hates when she can't. She doesn't like it when she can see detail shots, colours, textures, and other options. She does not like things to be hard for her to find and she wants to be able to find anything via a search bar, a filter, or a navigation bar, but also likes seeing linked content on each page making navigation easy. She likes to have a detailed account and be able to save items, save size preferences and view her orders.

## Goals:

- Being able to find information quickly
- Can easily see details about each item
- Can find the inspiration about the collection
- Able to contact the company with questions
- Is able find what she is looking for via search filters
- Able to have a detail profile

## User Story:

Meridith just started work with a new client based in Boston and will be headed there this Winter in order to work on the new office space she will be designing. Since she lives in San Francisco she needs to shop some new winter essential that will keep her warm and stylish on her trip. While working at her office she pulls up the IOAN website on her desktop that was recommended through a friend and scans the homepage. She is prompted to sign up and since it is her first time she fills in the forms and sets up her profile. She is then redirected to the new arrivals page that has new items and a linked hero image with information on the current collection on the Stories page. She looks over the new items, looking for sweater she uses the search bar to filter in the new arrivals then chooses the colour she is looking for in the side bar as well. Happy she was able to easily about to find what she wanted she clicks on different items then finds the right fit for her. While on the product page she looks at product shots and images of the model so she can see the fit and form, and then checks to sizing chart for reference. Unsure of the fit, she saves the item to her wish list then below the button she selects the question button and contact the company with a question about the fit of the sweater. After exiting out of the pop up box she looks the sweater over again and clicks on the learn more tab to see more on the collection while she wait on her email feedback.

# Alexander Strand

*"After working all day long, the last thing I want to do is shop somewhere that is complicated."*

**Profession: Grad Student & Personal Assistant**
**Age: 24**
**Location:Chicago**
**Salary: $45K**

## Personality:

Always on the go
Down to earth
Work oriented
Out going
Reliable
Focused
Driven

## Technical Proficiency:

Alex is an avid user of his phone and ipad because he is always on the go for his boss and only uses his laptop to watch movies or for school work. Much of his time is spent with his boss or in class so these smaller more on the go media types allow him to shop, and get things done in the little down time he has.

## Likes & Dislikes:

Alex likes to be able to shop with ease, being able to navigate quickly and goal driven being a power user. He like to be able to see quick details on fit and pairings on how to wear items since he doesn't want to think about what he is wearing in the morning. He likes to be able to see how the items fit by sizing so size charts and details are important. He also wants to be recommended things that will work with what he has purchased in the past from his shopping history. Tracking and communication in the website are important to him since he is out most of the time so he needs to be able to know where his orders are. He likes to be able to use his thumbprint for check out and have things be a quick as possible, and hates when he has to go through 4 forms just to check out after the first time. He doesn't want to have to think when he is shopping and if there isn't good link selling on each product page he can get annoyed because he has to put in the extra effort. He want to be able to access social media as well and see how other guys are styling the pieces to give him more inspiration on dressing and hates it when he can figure an item out.

## Goals:

- Being able to find filter  products quickly
- Able to get recommendation from personal shopping history
- Can check out via thumbprint to make checkout quick and easy
- Is able to have his information stored for easy use
- Can see styling tips via social media integration
- Easy access and communication for shipping and orders

## User Story:

After a long day of work and school Alex is relaxing and doing his work at a cafe in his neighborhood on his Ipad. While trying to unwind he looks at his calendar and realizes he has a trip coming up and needs to get a few shirts for work. He opens up IOAN and begins to browse the homepage and selection of the new arrivals and the link to his profile. He clicks on the page and scans the items that come up in his suggestions and types into the filter bar to pull up new shirts. He navigates to the page and views the images to see the fit on the model and then consults the info on the page, learning more about the fit, but also how the item was made, which he thinks is cool, and also see social media contributors and how they are wearing the new items. Inspired by what he has seen he adds the item to his cart then clicks on a linked product page to navigate items that go with the shirt he picked out. After seeing everything he wants he proceeds to check out to purchase the items. He uses his thumbprint to log in and then is taken directly to the checkout page to confirm his information is still the same then uses the thumbprint again to confirm his check out. After this he receives and email and a text so that he can keep up with shipping and order notification so he can know when and where his clothes are so he can be there.