

# PERSONA DEVELOPMENT



## Gabriel

"I love getting a great bargain online for clothes, but it's really annoying to guess how those clothes will fit me, and how I would have to return them if they don't."

**AGE** 27

**GENDER** Male

**OCCUPATION** Junior Architect

**ARCHETYPE** Young Professional

**STATUS** Single

**LOCATION** Brooklyn, NY

### PERSONA BIO

Gabriel is a young architect who was recently hired for a junior position at an architecture firm. He is currently searching for a new, sophisticated wardrobe that looks professional enough for the workplace and still feels comfortable and chic.

Because of his new job, Gabriel doesn't want to take too much time estimating whether clothes will accurately fit him or not. He doesn't enjoy the hassle of receiving inaccurately-sized clothes and dealing with complicated and expensive return policies. So he relies on customer reviews, website photos, and sizing charts to inform his online clothing purchases. He also loves getting great deals, so he subscribes to newsletters for seasonal sales and scrolls through Instagram for style tips and comparable price checks.

### GOALS / NEEDS

- To find stylish and professional clothes for work
- To buy great clothes for affordable prices.
- To feel comfortable and chic in his new wardrobe.

### FRUSTRATIONS / FEARS

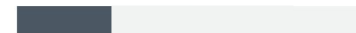
- Purchasing the wrong sizes.
- Difficult return policies.
- Inaccurate or insufficient reviews and clothing photos.

### ONLINE SHOPPING HABITS

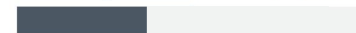
- Always looks out for seasonal sales and good deals.
- Browses social media and other online resources for reviews, style guides, and recommendations on what to wear and how much something costs.
- Depends on customer reviews and model pictures to get a sense of how potential clothes will fit him.
- Looks at the quality of materials to make sure that he is buying the comfiest (yet still stylish) clothes for his sketching and brainstorming time behind his computer/desk.

### PERSONALITY

Extrovert Introvert



Sensing Intuition



Thinking Feeling



Judging Perceiving



### TECH KNOWLEDGE

IT and Internet



Software



Mobile Apps



Social Networks



### BRAND AFFILIATIONS

