
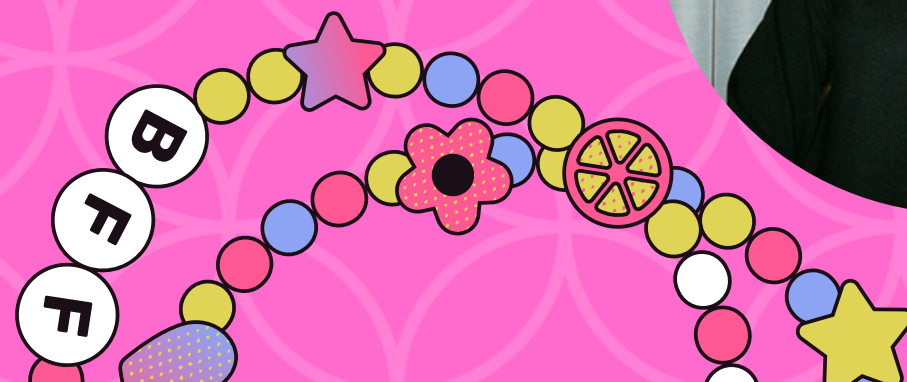
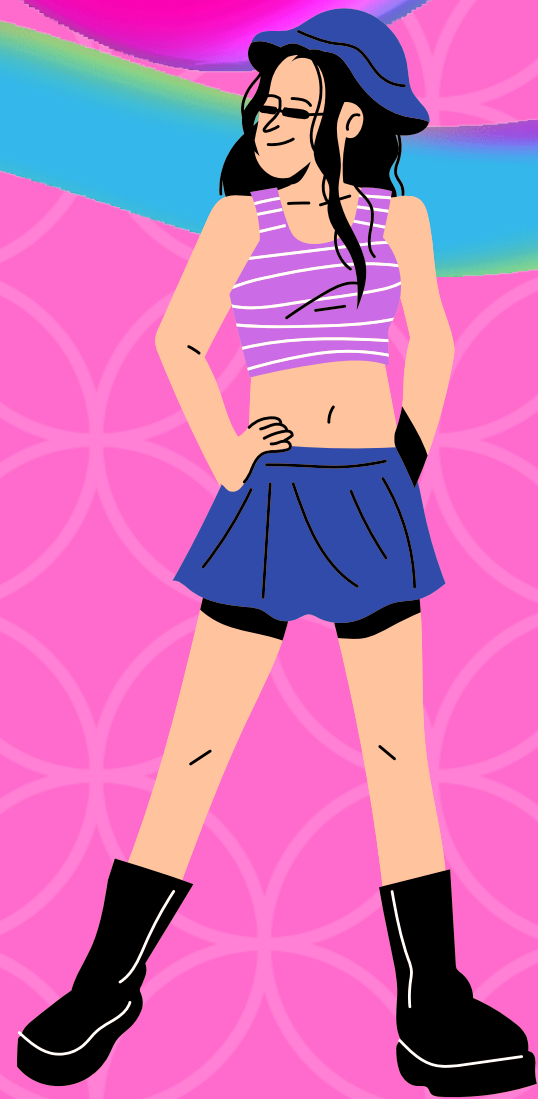
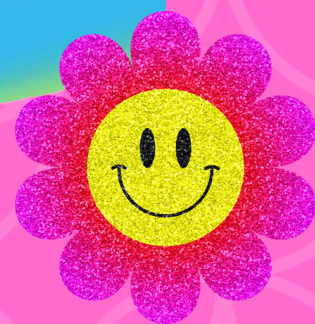


TRENDSH  PPER

THE PODCAST

User Persona





Barbie

- 25 years old
- Actor
- Influencer
- Model



DESCRIPTION

Barbie is a proactive busy professional who enjoys social media and socialising within city life. Her goal is to inspire her followers which support an all size inclusive movement as she advocated for self love and models in plus size campaigns and shoots.

PERSONAL CHARACTERISTICS

- Conscious
- Easy-going
- Talented
- Motivational Speaker
- Problem solver

HOBBIES AND INTERESTS

- Indulging in self care
- Reading poetry
- Practicing her lines
- Browsing at 12am on shopping apps
- Volunteering at nonprofit organisations

BUYING ROLES

Influencer

GOALS

- To give her followers realistic advice
- To saturate the media with more size inclusive models
- To network with industry peers

CHALLENGES

- To find the same clothing in a plus size, size.
- To have access to a wider range of sustainable brands
- To stay connected with likeminded people with similar issues

BUYER'S JOURNEY

(Awareness, consideration, purchase, advocacy)

NEEDS

- Productive and functional
- Provides retreat to comfort
- Access across devices

SOURCES OF INFO

- News
- Social media
- Word of mouth
- Podcasts



Maddie

FULL TIME
STUDENT

21 years old
North England
University of
Leeds

Roughly spends
£100 a month on
clothes and
accessories.

ABOUT THE USER

Maddie is a confident young woman who is present on all social media platforms with a relatively large following who also studies Fashion and Marketing. Any spare money saved from her Student Loan, which she should be spending on rent, goes on fashion and accessories with her

PROBLEMS

- Wanting to elevate and change up her wardrobe on a student's budget.
- Expressing her ideas
- Limiting her creativity in fear of judgement of her peers

CHALLENGES

- High presence on social media makes capturing Maddie's interests harder as she has seen the highly saturated market.
- Maddie wants to shop sustainably but can't afford to
- Maddie is very short and struggles finding clothing lines which fit her body type.

ABOUT THE USER

- Confident
- Fun
- Loud
- Entrepreneur
- Popular

GOALS AND NEEDS

- To express her creativity and vision to others
- To develop a successful fashionable reputation
- To find inspiration from wider resources than Instagram and her current platforms.





Max

18 year old A level student from Devon, studying business, Music and French

SHY

STUDENT

FASHIONABLE

WORKS PART-TIME TO
FUND HIS SPENDING
HABITS

Max is shy and timid but expresses himself through clothing and making music as a hobby. Max's ultimate goal is to build on his confidence from within than his shell so he can live out his dream to perform his music on stage.

GOALS

- To share his knowledge in fashion to inspire others to start dressing how they want
- To bring fun to his wardrobe
- To discover himself and become self assured.

MOTIVATIONS

- Sustainable
- Reputable
- Price



FRUSTRATIONS

- Establishing confidence from within
- Finding vintage clothes for a reasonable price
- Feeling like an outcast for a male with an interest in fashion
- A need for a sense of community

PERSONALITY

- Creative
- Independent
- Resourceful

INTERESTS

- Travelling and developing language skills
- Supporting small businesses on his high street
- Playing the guitar

