

Name: Lily The Doer

Quote: I have been missing out! I gotta get out of the house and stop staring at my computer!

Demographics: Lily is a 27 years old woman who has multiple hobbies and degrees. Life is just start to get better for



her. She works for Microsoft as a web developer who makes 90k yearly. She started to be active when she meets her boyfriend who's a very outdoorsy person.

Profile: Lily has always been a positive person. She loves to learn and are comfortable with Technology. She has many indoor hobbies like craft and paint. One thing that's hard for her to do is to be outside and get fit. She lost 20 pounds by eating a lot healthier. She feels like she has more energy and wanting to do more activities because she sits in front of the computers all day long.

Goals: Although she has a fashion design degree, Lily is a lazy shopper. Instead, she likes to browse online. Since she's new to active wear, she likes decent price and good quality. She's looking for something that she can always go back to when she needs to add on her new gigs. Also the flexibility that would allow her to choose her looks (combination of tops, bottoms, gloves, shoes and other items within collections).

Usage: Mix and match items, comparing items.

Wants & Needs: Collection board that allow her to compare the looks and functionality she desires. Guest log in.

Name: Jessie The Backpacker

Quote: We only live once, can't leave any regrets!

Photo: a professionally and appropriate looking photo

Demographics: Jessie is a 20 years old female. She's a part time student working on her business degree, also has a part-time job as a bartender. She's single for the moment. She makes 30k yearly.

Profile: Jessie started backpacking very young with her parents. She likes to go places with or without company. Her mother died when she was 7 years old due to breast cancer. She realize how short life can be so she cherish life more than anyone. Jessie grew up with technology so she's comfortable of it.

Goals: Jessie does not make a lot of money and is still going to school. She's looking for an affordable but good quality active wear brand. She cares about performance more than looks. She potentially wore out cloth faster than others and is always looking for new useful tools.

Usage: shopping cart that remembers her choices, need a responsive site or even a mobile app for her to come back to.

Wants & Needs: Shopping cart. Registration/membership.

