

Web 202 Assignment 3 - User needs

Nicole Beijbom



Trendy Tina

Age: 28

Located: Seattle

Job title: Hair stylist

Quote: "Do it with passion or don't do it at all"

Tina was born and raised in Seattle but has spent several years in both New York and LA where she started as an apprentice with a stylist. During her years in LA she became a sought-after hair stylist, earning about \$27.000 / year, and worked for several Fashion Magazines. She decided to move back to Seattle when she met her boyfriend at a fashion event, he is a photographer and is also from Seattle. They are currently living in Ballard with their 2 dogs.

Having spent a lot of time in the world of fashion through her job, Tina developed a high work ethic and learned to be independent and go her own way, not being afraid of breaking the mold. Working in an industry dominated by strong women, she was inspired to find her own path, and she is not afraid to call herself a feminist.

Tina loves **Little Wing and the Bad Birds**, it is one of her favorite brands which she wears daily, both to work and for going out. She visited the webpage after having seen some pieces at a photoshoot that she was working on. She instantly liked the style and visited the website to look for some t-shirts and hoodies. She is prepared to pay more

for good quality pieces and wants them to fit for every occasion. When Tina visits the web page she often clicks on the suggested matching pieces. She wants the webpage to be easy to navigate through and she will sign up for the newsletter and discount codes. She is a loyal customer.



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Rockin' Jo

Age: 34

Located: Soho, New York

Job Title: Guitar teacher & artist

Quote: "Keep on rockin' in the free world"

Jo has been all over the world, she loves adventure and has played in several punk-& rock bands throughout her life. She still gets together frequently with her old bandmates and jams, but mostly she pulls out the guitar to teach it to others. She works as a guitar teacher and an artist and has a very unique style. She was born in a small town but moved to New York at 18, longing for adventure and the city life. She went to college in New York to become a teacher. It wasn't until a few years ago that she found a way to combine two of her passions; teaching and music, and she loves her job. She is an artist who paints and does sculptures and has had several exhibits.

She is single, her work and interests take up a lot of her time, and she likes to be on her own. She's independent and passionate about the environment and social justice. She

has on several occasions donated her artwork and time to different organisations supporting these causes.

She is constantly on her computer, phone and tablet and she wants a website to be simple, which is why she likes **Little Wing and the Bad Birds'** website. She loves the simplicity and quirky details of the pieces and values the fact that the materials are all organic. This is the first thing she wants to know when encountering a new brand. She has signed up for the newsletter. She visits the page knowing exactly what she is looking for, and orders it. Every now and then she clicks on the link for suggested matching pieces, but mostly she gets exactly what she intended.