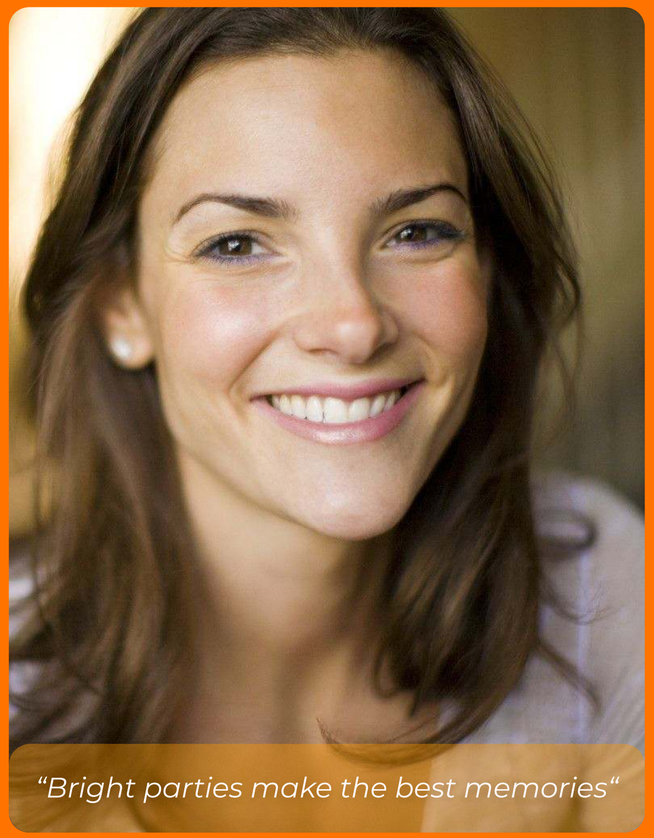
TEMASHOP PERSONA



"Bright parties make the best memories"

Bio

Jessica is a housewife with 3 little kids. She loves spending her free time with her family or with friends. She loves attending parties, specially, theme parties where she can dress up and surprise everyone. She likes to gather with friends and come up with interesting party themes. She loves Christmas and believes in reindeers.

Background

- Enjoys hosting and attending theme parties
- Mostly shops online using mobile phone
- Likes to dress up
- Collects party atrributes
- She is planning a reindeer party for this Christmas
- Loves colors

Goals

- To host a reindeer party for Christmas
- Spend as less time doing online shoping
- Find a scary costume for Halloween during the Christmas sales
- Save money by shopping during sales
- Purchase costumes and party attributes for friendly prices

Frustrations

- Online shops were it is difficult to find the things she is looking for
- Expensive clothing and costumes
- Time of the year when there are no sales in shops
- Boring and plain websites

Brands

MAYBELLINE NEW YORK

THE BODY SHOP

ghd good hair day

Alex Steen LAGKAGEHUSET

Gertz Danish Bakery

H&M

AGE	Jessica, 34
OCCUPATION	Housewife
STATUS	Married
LOCATION	Kolding, DK
ARCHETYPE	The planner

Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Shopping Motivations

- Price
- Comfort
- Convinience
- Speed
- Preferences
- Rewards