



Sara, 24

Occupation: College Graduate

LIKES

- Latest fashion trends
- Reading blogs about latest trends
- Having accessible information to support her buying habits
- Fair trade products
- Feeling empowered by the buying choices she makes

DISLIKES

- Overwhelming amounts of ads
- Paying a lot of money for content
- Complicated and long check out process, while shopping online.

TECHNICAL PROFICIENCY

- Has used technological devices for over eleven years.
- Feels very comfortable relying on her phone to provide her with the information she needs, especially when she is on the go.
- When in need for in-depth information she prefers using her laptop

GOALS

- Wants quick access to see brands that support sustainable practices.
- To learn more about the cost of sustainable clothing.
- See social media accounts that promote sustainable clothing.
- Find inspiration from fashion bloggers that wear and support sustainable practices.



Susan, 47

Occupation: Working Mom

LIKES

- Watch documentaries to become an informed consumer
- Finding new diy on blogs
- Defends environmental causes
- Buying products that are recycled
- Research and read reviews before making a purchase

DISLIKES

- Like to read information on topics
- Companies who have unethical practices
- Excessive amount of scrolling
- Not finding contact information

TECHNICAL PROFICIENCY

- Has an average level of technological knowledge. Feels comfortable navigating the web with the help of searchengines.
- When in need of information, she prefers using her tablet to get it. When she doesn't have it in hand, she will use her laptop. Her last resort for information will be her phone.

GOALS

- Interested in learning more about what sustainable fabrics she can use in her sewing projects.
- Wants to read the latest news and events in the sustainable fashion industry.
- Discover organizations who also educate about sustainable living.



Guang, 29

Occupation: Small Business Owner

LIKES

- Constantly self improving himself through education
- Innovative and creative ways of creating clothing pieces
- Sharing exposure via social media influencers

DISLIKES

- Big companies who don't treat well their employees
- Overwhelming amounts of information
- Pages who don't have access to create an account

TECHNICAL PROFICIENCY

- Feels very comfortable navigating the web. Uses the web to access most of his information.
- In his business, he uses his desktop to manage transactions. Likes to access information mostly on his desktop.
- Also uses his laptop and phone for personal actions.

GOALS

- Looking for a platform that supports his business' personal causes
- Advertise his business
- Get exposure to his desired customer
- See other companies in the sustainable business companies.