



Emma Nguyen

Age: 26

City: *Los Angeles, CA*
(Palms Area)

Job Title: *Fashion Buyer*

Annual Salary: *\$61,000*

List of mobile devices used:

iPhone, Tablet, Smartwatch and Laptop

Technical comfort: *High*

Favorite mobile Apps: *Uber, Instagram, Facebook, Sephora, myDressing, Android Pay and Youtube.*

“If you’re offered a seat on a rocket ship, don’t ask what seat. Just get on!”

Personality - ENFP

Introduction: Emma is a go-getter, optimistic and charismatic. She lives in the Palm Area with a roommate and her pug Lucy. She is a buyer at ModCloth(retro) LA office - she loves her job and peers. Her side hustle is being a fashion, makeup and lifestyle Youtuber. To appeal to her target audience, she is up to date on the latest trends. In her spare time, she likes to go out with her friends to eat, shop, party and going to movies.

Interests

Emma loves fashion, road trips with her girlfriends, hiking, makeup, taking care of Lucy and shopping. Secretly, She likes to read young adult post apocalyptic books. She keeps up with pop-culture, top 40s music and the Kardashians. She hangs out with her 4 girlfriends - Stacy, Monica, Angela and Anna.

Concerns

She worries about her spending habits. Emma wants enough time to spend with friends and family. She thinks about her next career move. Currently, She is worried about managing her brand on YT better.

In relation to the mobile App being developed, she is worried about efficiency and time management in the mall(research).

Mobile use

She has many apps on her smartphone. Emma uses the maximum ability of her phone. She uses it to track her work time, as an alarm, timer, calendar, entertainment(Hulu, Netflix, Youtube Red, Slingbox, etc), news, weather, navigation, etc. She has used the apps for a long time. She uses her smartphone at work relentlessly.

Motivations

She uses mobile Apps for every part of her life - it is the first thing she sees in the morning and the last thing before bed. She wants to achieve efficiency with immediacy. She wants her desires met when she has a need or want.

Scenarios

- Find parking easily and remember where she parked.
- She wants to know the latest sales and promos immediately.
- Want look at store's inventory before she sets foot in the mall.

Find parking easily and remember where she parked

With App: The moment Emma's car passes the entrance parking lot lift, she is alerted with available parking spaces. Her smartphone will remember where she parked. When she leaves, she can use android/app pay at the exit.

Without App: She passes entrance parking lot lift. She begins the long stop and drive, stalking other customers who are walking in lot or frustration of waiting for that one driver who sits in car for an hour before leaving. When she is leaving, she gets frustrated again because she can't find her car. At the exit, she fumbles to find parking stub. At rare moments, the reader will not scan it, give an error and she is at the mercy of annoyed drivers who want to leave "now".

She wants to know the latest sales and promos immediately

With App: She receives alerts on sales and promotion at home or work. She goes to mall to look at the items and purchase. Without App: She goes to the mall, wait for weekly flyer to come to her home or she looks for them on stores' website.

Want look at store's inventory before she sets foot in the mall

With App: At home, she wants to see a specific store's new season inventory. She can view and research them.

Without App: She goes to store at mall and spend time wandering from rack to rack.