

Customer Persona: Olivia Chen

DEMOGRAPHICS

Age: 28

Gender: Female

Location: San Francisco, CA

Occupation: Graphic Designer

Income: \$62,000/year

BACKGROUND

College Graduate

Lives with partner

Tech-savvy, values aesthetics

PREFERRED DEVICES

Smartphone (iOS)

Laptop (MacBook)

Persona Summary

Olivia is a 28-year-old graphic designer who frequently shops online for fashion, home decor, and tech gadgets. She seeks sites with clean design, fast shipping, and clear return policies. Olivia is motivated by quality and uniqueness, yet appreciates competitive pricing and convenience.

Goals & Motivations

Find stylish and unique products quickly

Enjoy a seamless and visually pleasing shopping experience

Access honest reviews and detailed product information

Benefit from fast delivery and easy returns

Pain Points & Challenges

Overwhelmed by cluttered or confusing websites

Anxious about product quality and authenticity

Frustrated by slow shipping or complicated return processes

Dislikes hidden fees or unclear pricing

Shopping Behaviors

Browses online several times a week

Often compares products across multiple sites

Reads reviews before making a purchase

Shares good finds and experiences on social media

Brands & Influences

Follows lifestyle influencers on Instagram and Pinterest

Prefers brands: Everlane, West Elm, Apple, Glossier

Subscribes to style and design newsletters

“I LOVE DISCOVERING BEAUTIFUL THINGS ONLINE BUT THE WEBSITE NEEDS TO MAKE IT EASY FOR ME TO FIND WHAT I WANT AND TRUST WHAT I BUY.”

“ Olivia Chen