



“ I want a living room like in Pinterest photos but i need some guidance ”

Bio

Shanté is newly married, social media enthusiast, and a top professional in London. She and her husband just moved into their new apartment and they are expecting a child in seven months. She wants to be able to look at all of her shopping options in one place.

Shanté Quinn

32 • Data Analyst • Newly married

Motivations

CONVENIENCE * * * * *
PERSONALIZATION * * * *
SOCIAL * * * * *

Goals

- to shop ethically and sustainably
- to easily get relevant product details

Pain Points

- lack of brand transparency
- Lack of time

Frequently Used Apps

