



Kelly Fashion

Age	26
Gender	Female She / her
Job	Product Manager
Income	£42,000
Marital status	Single
Education	Graduate
Location	Barcelona (urban)

Representation

The persona Kelly is representative for 15% of the data. Total data amounts to 6,000,000 data points.

Biography

Kelly is a 26-year-old-single working in the fashion industry as a product manager. She is originally from the UK but lives in Barcelona. Kelly studied design and dreamed of becoming a fashion designer herself. Even though she loves her field of study, she quickly realized that she is not good enough to create fashion lines independently. She used her knowledge to work for a well-known fashion high gloss magazine. Due to declining sales, she felt she better looked for a new job, which she found at a large fashion label. She loves her job, being at the center of fashion, living in the south of Europe with much better weather than she is used to at home.

Needs

Kelly is responsible for overlooking the process of digitalizing the finished designs and submitting them to the factories in Asia. She monitors the whole process, from scanning the drafts to archiving the finished measurements and uploading it to the factories' system. The whole process is fragmented, and Kelly uses various tools and excel sheets to manage her work. She often has the feeling she spends more time searching for data than actually working with it. On multiple occasions, she only hardly dodged a bullet because of erroneous data in an excel sheet.

Kelly pushed firmly for the purchase of new software and a roll-out for all teams. She is on the buying committee.



Kelly Fashion

Single, female, urban, graduate



15%

Go-to

Mobile ready

Mobile ready: Kelly works mainly on her notebook and checks process status on her mobile frequently. She wants a solution that works seamlessly on any device.

Ease of use

Kelly is tired of searching in endless menus for the report she needs. She wants an easy to use solution.

Kelly wants everyone to use one software. She knows that especially design teams are not technical and need a solution that works without training for everyone.

Emotions

Joy

Kelly is happy that the software-issue gets addressed finally. She felt honored that her boss reacted to her complaints and even chose her to sit on the committee.

Fear

Kelly is afraid of forgetting an import attribute of the software and getting a subpar result she will be responsible for. She is afraid of not understanding the technical terms everyone on the committee talks about and embarrassing herself.

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