lydia

Retail Marketing

ABOUT

Age:	32
Income	$48,000
Status	Single
Location	Corona

Lydia is a college graduate with a degree in Marketing. She works at large national clothing store. She would love to open her own boutique and has been actively seraching for a location and some backkers. She loves to go out on the weekends and enjoys outdoor activies such as picnics and hiking.

NEEDS

- Urban area with nightlife
- Urban area with fmales in her demographic for clothing
- Good to excellent internt connections
- Access to shopping districts
- Access to angel investors

FRUSTRATIONS

- Areas she can afford are not dense enough population wise
- Shes too old to hang out with the college crowd and most of her frinds are married with kids- can't go out enough
- Shopping districts rents are too hig
- Angel investors shy away from clothing unless it has a unique value proposition

PERSONALITY

Extrovert	●	Introvert
Sensing	●	Intuition
Thinking	●	Feeling
Judging	●	Perciveing

TECHNOLOGY

Internet	●●●●●●●●○
Software	●●●●●○○○○
Mobile Apps	●●●●●●●●○
Social Media	●●●●●●●●●