



Name: Claire W.

Age: 31

Gender: F

Location: Boston

Education: Masters

Occupation: Data analyst

Income: 85k

Goals

Claire is an avid runner looking for eco-friendly and fashionable running shorts.

Challenges/Frustrations

Claire wants to support eco friendly clothing brands but doesn't want to compromise on style and quality.

Hobbies/Interests

Exercise, adventure travelling, photography, cooking, volunteering.

Motivations

Style and quality are important to her.

Buying Power/Decision Maker

Claire doesn't share her finances with anyone and has ultimate buying power.

Objections

Claire is hesitant to order clothing online because of the hassle of returning poor fitting goods.

Content Consumption

Claire is an avid podcast listener, she has a FB account but rarely uses it, uses Instagram often, and often reads The Atlantic & Refinery 29.

Brands

Spotify, Everlane, Wealthsimple, Netflix, Nike, Veja



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