Persona
Laura: The Engager

Age: Early 30s

Who she is:

- Early 30s (sweet spot = 30), well-educated, upper income, professional, mix of single & married
- Intelligent, Independent, Active, Natural
- This women is confident and ambitious towards her career
- She is socially active and enjoys spending time with her friends, dining out, and participating in the arts or cultural events
- She is engaged in the world around her and looks for opportunities to get involved
- She is active; her health and appearance are important to her and she participates in individual exercise to maintain her overall wellbeing
- She takes fashion and wardrobe cues from magazines; she uses department stores as a way of validating that a style is right for her
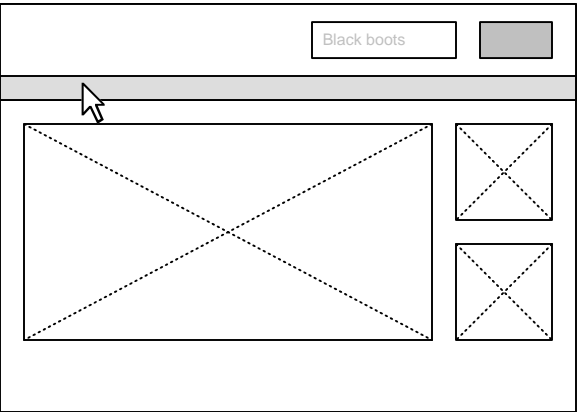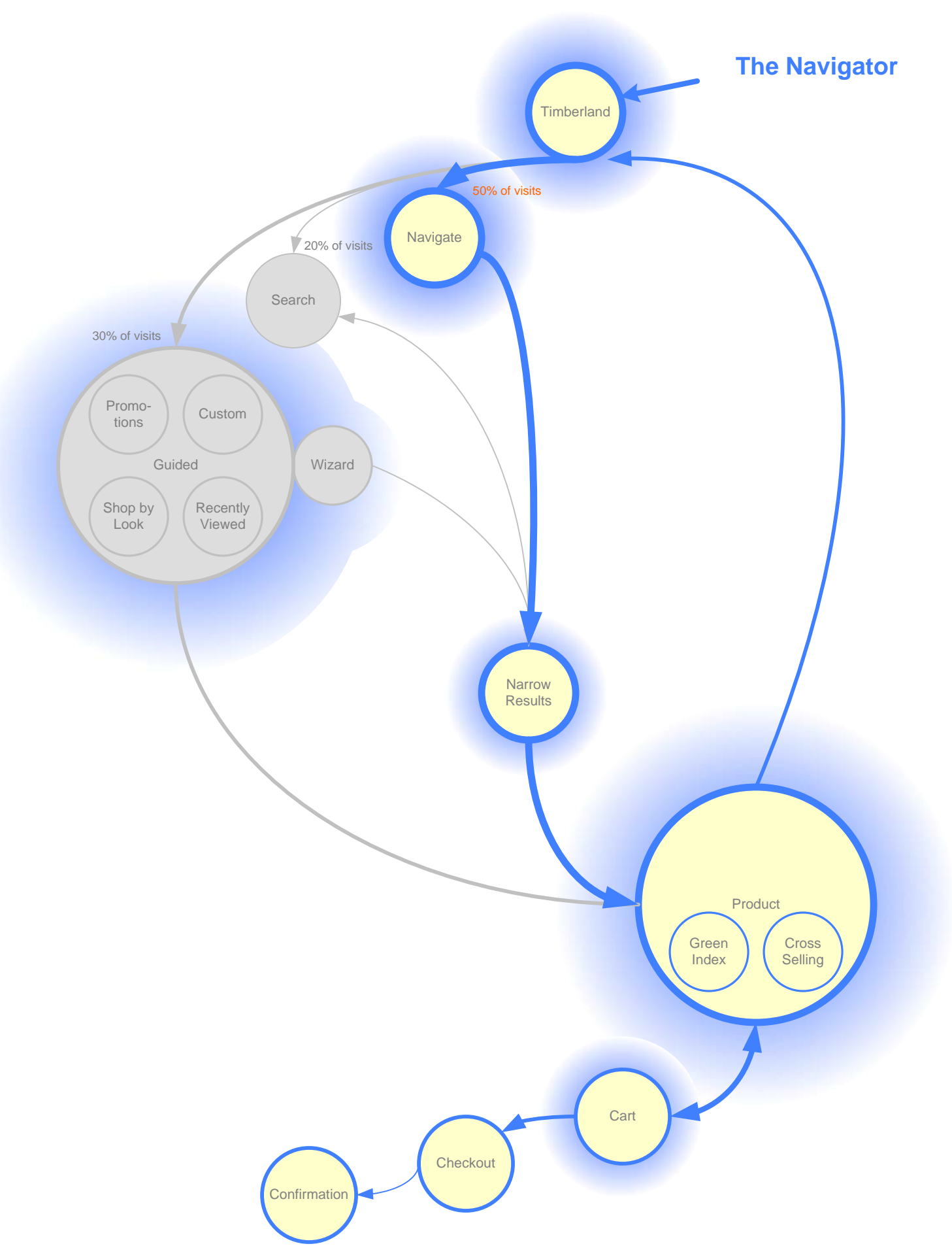
What matters to her:

- Her sense of style is well-defined and she knows what styles work for her; she considers it casual, contemporary, and stylish; not trendy
- She seeks brands that stands for quality, style, versatility, enduring, and craftsmanship
- Style is key, comfort is considered a "gift with purchase"; seeks style, fit, color, quality
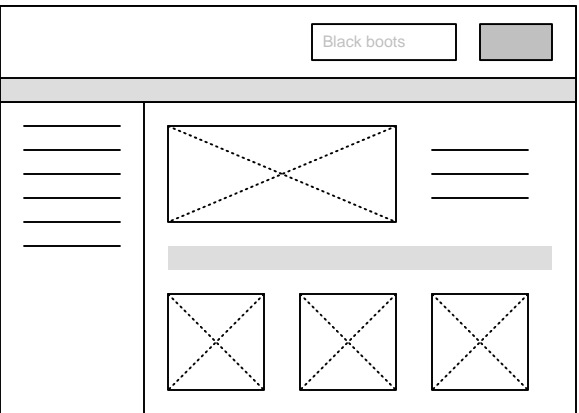
What She Wears:

- She is not exclusively brand loyal, but has an affinity for many brands e.g,: Nine West, New Balance, Enzo Angiolini, Coach, Steve Madden, Kenneth Cole Reaction, and Chinese Laundry
- Apparel: Banana Republic, The Gap, J Crew, Ann Taylor, Nike
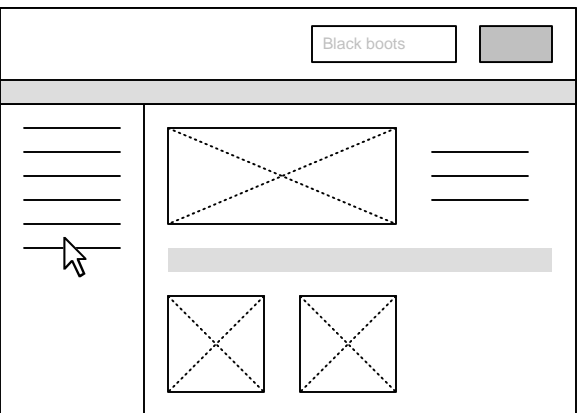
Where she shops:

- Premium Department Stores (Selfridges, Nordstrom's, Macy's), National Shoe Stores & Specialty Retail: Nine West, Banana Republic, J Crew
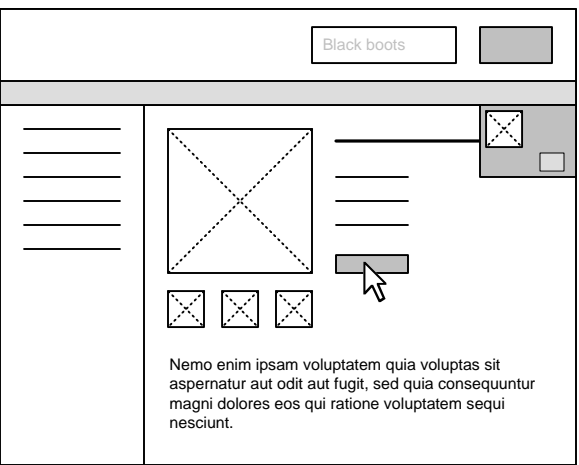
The Navigator

Timberland

50% of visits

Navigate

20% of visits

Search

30% of visits

Promo-tions

Custom

Guided

Wizard

Shop by Look

Recently Viewed

Narrow Results

Product

Green Index

Cross Selling

Cart

Checkout

Confirmation

Navigate
The customer clicks on a navigational element, which takes them to a category page.

Black boots

Category Page
The category page is similar to a standard results page, including parametric navigation, but may include category-specific promotions at the top.

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Narrow Results
The customer can sort and filter their results by parametric criteria such as size, color, technology, etc.

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Product Detail
The customer goes to the Product Detail page, where they can interact with the product or add it to their cart.

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Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.