

Cheyenne Ryder



Aeropostale: Comprehensive Personas

Principles of User Experience
Spring 2022



OVERVIEW

In a previous project, I conducted an analysis on the Aeropostale website and the Hollister website and compared the usability for each. In this project, I developed two comprehensive personas as potential users for the Aeropostale website. Personas are a representation of potential users of a product. It is a method of putting a face to data. Each persona has a personality, backstory, and demographics that can be accessed to assess a website's usability. For this project, I used myself as one persona, and an ideal user as another persona. Each persona represents a potential user that could come to the Aeropostale website looking to shop for clothes or accessories.



Cheyenne Ryder



Age: 20

Occupation: UX/UI Designer

Location: North Haven, CT

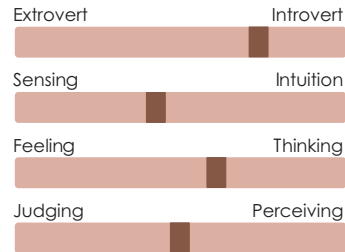
Relationship: In a Relationship

Motivations

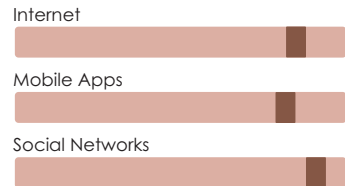


Cheyenne is a working college student. She works unpredictable hours and spends most of her time doing homework, in class, or at work. She is looking to buy a few new outfits online.

Personality



Technology





INFLUENCERS

“I’m inspired by modern fashion I see on social media. I want to have a similar style for myself.”

“I need something for my personal life as well as something for my professional life.”

“I need something that fits my budget and isn’t too expensive.”



MOTIVATIONS & BEHAVIORS

GOALS

Fashion Icon:

Wants to have a wardrobe that is up to date with modern fashion

Shopping Trip:

Wants to be able to shop in store or online depending on schedule flexibility

Money Bags:

As a working college student her budget is pretty tight. Finding reasonably priced options is a high priority.

Options:

Looking for stores that offer multiple style options for customers

JOURNEY

Online Shopping:

She uses online shopping quite frequently, though she doesn't always make a purchase.

In Store:

Hard to find time to shop in store, but more likely to make a purchase

Sales:

Often shops when there is a sale

Research:

Only relies on what she sees on social media for research, looks at the store's options to see and find what she likes



MOTIVATIONS & BEHAVIORS

MOTIVATING FACTORS

Loves New Clothes:

She loves the feeling of going out in a brand new outfit.

Professionalism:

Going shopping for more professional outfits opens up the variety of options when choosing a professional outfit.

New Stage of Life:

After finishing undergrad, she is ready to start fresh with a new wardrobe.

INHIBITING FACTORS

The Pricetag:

After putting herself through college, she is on a strict budget.

Scheduling:

With an unpredictable schedule, she does not always have time to go shopping.

Uncertainty:

She often buys clothes but is uncertain of whether she is comfortable wearing them out.

POTENTIAL TRIGGERS

Getting Rid of Old Clothes:

After getting rid of old clothes she is more likely to buy new ones.

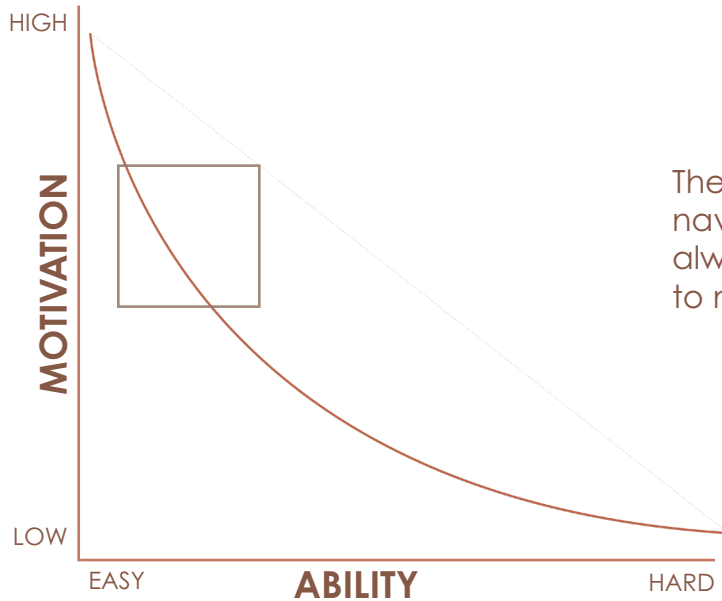
Special Occasion:

When there is a special occasion she is likely to want the perfect outfit to wear for it.

Sale:

Sales highly increase the likelihood of her buying a few different new clothing options for herself.

MOTIVATIONS & BEHAVIORS



The Aeropostale website is easy to navigate, though Cheyanne does not always have the necessary motivation to make a purchase.



ENVIRONMENT

SCENARIO ONE

- Friends are looking to go out to a nice restaurant this weekend but she has nothing to wear
- She opens up her laptop to look for a new outfit on Aeropostale
- She adds the desired items to her cart and checks out, the package should arrive in the next few days

SCENARIO TWO

- She just received a gift card from her parents to celebrate her birthday
- Looking for something new she opens up her laptop and purchases some items that were in her cart
- The package arrives a few days later and she is thrilled with her new outfit

SCENARIO THREE

- She goes to the mall with her boyfriend to get out of the apartment
- They enter Aeropostale and she can see online they have a sale going on
- She looks around the store and uses her online coupon at checkout

SIMILAR PERSONAS

MR. MONEYBAGS



He is not afraid to spend money. He sees something he wants and he gets it! Don't worry about checking the tags.

THE FASHIONISTA



She is looking for the new highest fashion trends. She has to stay up to date on the newest looks and share it on social media.

THE PICKY SHOPPER



He can't find much he likes. He seems to find something wrong with everything he picks up. He has a hard time shopping.



PERSONA MATRIX





Liam Anderson



Age: 19

Occupation: Student

Location: Hamden, CT

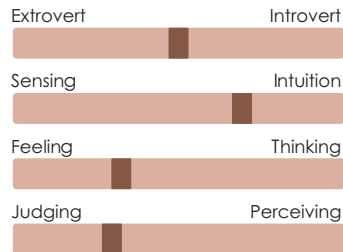
Relationship: Single

Motivations

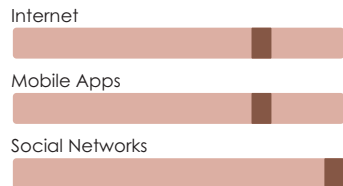


Liam is a new college student looking for a new style at this new phase of his life. He isn't exactly sure where to start. He doesn't know what styles he does and doesn't like and what trends are popular.

Personality



Technology





INFLUENCERS

“I want to start fresh, but am not exactly sure where to begin.”

“I need some assistance when trying to figure out my style. Some recommendations would be nice.”

“Convenience is a main priority of mine when it comes to shopping.”



MOTIVATIONS & BEHAVIORS

GOALS

Fashion Icon:

Looking for a new style for his college life

Shopping Trip:

Wants something convenient, doesn't like to spend much time shopping

Money Bags:

Money isn't much of a concern, Liam just wants a new style

Options:

He is looking for some options and recommendations for his new style, he isn't sure what exactly he is looking for

JOURNEY

Online Shopping:

He isn't too familiar with online shopping

In Store:

He hates shopping in store, especially for clothes, he would rather do it online

Sales:

He isn't too concerned with sales, he will buy what he likes

Research:

He has done little to no research, he is hoping the advertising on the website will help him figure out the style he is looking for



MOTIVATIONS & BEHAVIORS

MOTIVATING FACTORS

Fresh start:

He needs something new after coming to college and is willing to start completely fresh

Friendships:

He's hoping his new style will help him identify some potential new friend groups with a similar style

Growing up:

He's in college now, and no longer wants to dress like he is still in high school

INHIBITING FACTORS

Uncertainty:

He doesn't know where to start when looking for his new style

Convenience:

With limited traveling options, convenience is a high priority

Fear:

He doesn't want to make the wrong style choice and make a fool out of himself, he needs to be certain on what he likes

POTENTIAL TRIGGERS

Friend Offers Help:

When a friend offers to help him look for new clothes, he is inspired

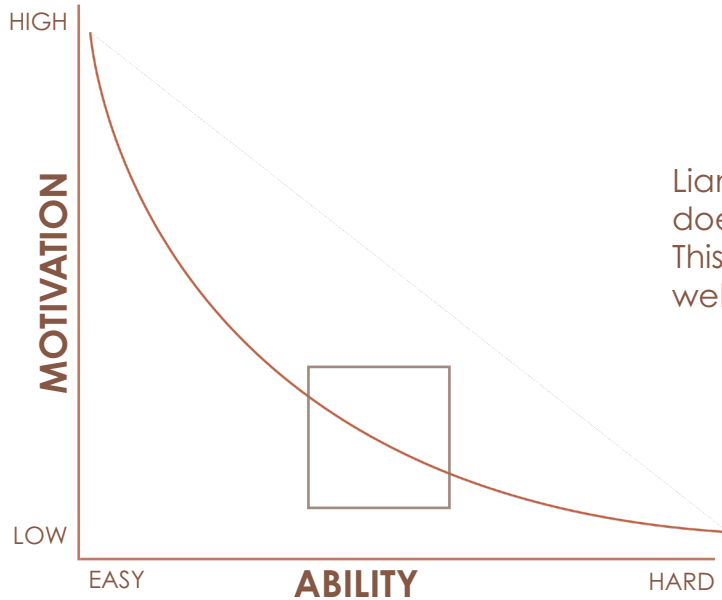
Style Located:

After walking around campus, he spots a style that he likes and wants to emulate it

Online Help:

Finds a website that categorizes different products into different style types

MOTIVATIONS & BEHAVIORS



Liam doesn't know where to start and doesn't have much motivation to start. This decreases his ability to use the website as well.



ENVIRONMENT

SCENARIO ONE

- His public speaking class has a dress code that he has to follow when presenting his speech
- He goes online to find something that is business casual quickly and easily
- He orders the items he likes and the package will arrive in the next few days in time for his presentation

SCENARIO TWO

- His friends offer Liam to join them when they go out, but they are all dressing up a bit
- Liam knows he needs new outfits, so he opens the Aeropostale website to find some
- He orders a few options and is looking forward to his new wardrobe

SCENARIO THREE

- Liam's friend has a social media page devoted to fashion
- She offers to help him define exactly what he is looking for when it comes to a new style
- They identify his desired style and he orders a few different products on Aeropostale's website

SIMILAR PERSONAS

THE STYLIST



She knows everything when it comes to fashion. She loves to put together interesting combos and push the boundaries.

THE BUSINESSMAN



He is always dressed to impress. You will never find him in sweatpants. Is he going to the cafeteria or a business meeting?

THE CASUAL SHOPPER



He goes shopping whenever his girlfriend makes him go. He will buy something he likes every so often.



PERSONA MATRIX



