

Singlebound Creative: Users, Goals, Tasks and Personas

Client: Moores Clothing

Project: Promotional Site

Date: 4-30-08

User	Goals and Needs
Retail	<ul style="list-style-type: none">Looking for value, selection and convenience.Requires something that fits the family budget.Appeals to wife's taste.
Rental (wedding)	<ul style="list-style-type: none">Searching for the right tux for her groom, the best man, groomsmen and others.Needs assistance in choosing the perfect color and style.Enjoys free tools and features.
Rental (prom)	<ul style="list-style-type: none">Wants fresh low-cost styles to choose from.Communicate choices online and by mobile with friends.
French Canadian	<ul style="list-style-type: none">Demands sharp and distinctive clothing for corporate use.Expects style-forward apparel.
Coastal	<ul style="list-style-type: none">Seeking quality, durability and reasonable price.Likes style that lends itself to business and nightlife environments.
Central	<ul style="list-style-type: none">Needs business wear for the new job.Appreciates options in Big and Tall choices.

User	Key Tasks
Retail	<ul style="list-style-type: none">Get clothing for work – for professional settings, business casual, or on the golf courseSave time shoppingLook good without having to know much about suits
Rental (wedding)	<ul style="list-style-type: none">Find appropriate groomsmen attire personal to the big dayBrowse colors and styles without making trip to the storeGetting tuxedos for entire wedding party rented and fitted
Rental (prom)	<ul style="list-style-type: none">Fresh selections that will turn headsFind nearest store that can go in with group of friends
French Canadian	<ul style="list-style-type: none">Find good prices on stylish name-brand apparel for professional wardrobe staples
Coastal	<ul style="list-style-type: none">Find high-quality and inexpensive selection of clothes and suits.Hassle-free shopping
Central	<ul style="list-style-type: none">Find affordable professional clothes that fitEnthusiastic about the variety and help from in store salesman in making purchases.

Personas

User 1
Retail

Simon Curtis

Male Age – 25-36



Lives and works in Brampton, ON. Makes his earning as a Director of Risk Management from a leading financial services company.

Simon is often found attending a hockey game or coaching his children's local sports team.

User 2
Rental

Denise Yang

Female Age – 20-30



Lives and works in Vancouver, BC. Earns her living as a pharmacist for a national chain pharmacy.

Denise takes great pleasure in planning her perfect wedding. She is often overburdened on the weekends researching vendors, scouting locations and trying to stay in-budget.

User 4
French Canadian (Québécois)

Renne Marquis

Male Age – 20-50



Lives and works in Montreal, QC. Employed for a Montreal based company specializing in management consulting and property management.

Daniel enjoys wine tasting, cycling and the Montreal Impact.

User 5
Coastal

Mahi Patel

Male Age – 20-30



Lives and works in Vancouver, BC. Works upper middle management for a local high tech software company.

A successful, time-pressed professional that is looking for quality clothes and suits for his daily work lifestyle.

Mahi's social life includes enjoying the local nightlife, dining and extended weekends skiing at Whistler Resort.

User 2
Central

Bill Hill

Male Age – 30-40



Lives and works in Toronto, ON. Employed with a national brewery, blue-collar background that was just promoted to middle management.

Bill is an ardent outdoor sportsman and also collects coins.