



USER NEEDS

FourLeggedFasions.com / ITC 200

Jennifer Multari

Name: Leigh Ann Bickerstaff

Age: 41

Occupation: Executive Admin

Family household income: \$68,000/yr

Profile:

Leigh Ann is originally from Memphis, TN and has lived in Seattle for 9 years. She is the epitome of the classic southern belle, accent and all. She attended an all-women's college not far from where she grew up. She is single, has a strong sense of self, very independent and places more value in her friendships with her closest girlfriends than having a relationship. She has no desire to get married or have children. She takes pride in her work. All her co-workers adore her but knows that they have to go through her to get to the CEO! While she is a "strong, independent woman", she does not mind the executive assistant or "secretary" stereotype. "Where I come from, we don't care about that kind of thing." Leigh Ann does not own a car, rents an apartment in lower Queen Anne and often has drinks and eats out with friends.

Leigh Ann LOVES to shop! If she is not shopping in the stores, she is shopping online. And when she is not shopping for herself, she shops for her 5 year old Dachshund, Vivian. She often refers to Vivian as her "child that deserves anything and everything she wants! Just like Mommy". Price does not hinder her shopping habits or purchasing decisions. She is often an emotional and impulsive buyer.

Leigh Ann takes Vivian to The Barking Lounge (doggy daycare) everyday before going to work and picks her up after work. She often will take Vivian over to her friend's house every two days so Vivian can visit with her sister regularly. When Leigh Ann gives gifts to co-workers, friends or family, they are often photos of Vivian, surrounded in a pink glitter, rhinestoned, frilly frame. Anyone who knows Leigh Ann, knows she dotes on Vivian like a child. They also know she will dress Vivian like a little girl...think tutus.

Internet usage:

Leigh Ann does not like to spend much time online outside of work. While at work, especially if the CEO is out of town, she will spend time surfing the internet. However, when she is not in the office, she rarely gets on a computer. When at home, she will use her work laptop to correspond to email and work on work-related documents. She MIGHT be logged into Facebook at this time but rarely looks at it.

When she is surfing the internet, she is usually logged into Facebook which will run in the background. She mainly interacts with FB when she is chatting with her online friends. She does not take the time to update her status or look for other pages or friends. Leigh Ann will spend much of her time online shopping. She loves shopping online department stores and shoe stores. Her favorite things to buy Vivian are collars with rhinestones and are pink.

Product pictures are important but pictures displaying the product in use are optimal for buying persuasion. If measurements for doggy clothing is not offered, she “cannot” purchase for Vivian. Length, width, and weight references must be provided. Leigh Ann will not spend much time making a purchase if it is too complicated. The only exceptions to this is when it is a preferred shopping site or when she finds a “must-have”. If it is a “must-have”, she will have the patience beyond any normal user to figure out the purchasing process.

Frequently visited websites:

cozypetclothes.com, barkinglounge.com, amazon.com, nordstroms.com, facebook.com