



Customer

Maya Everette
F, 27
from Minneapolis, MN

Background

Education

Bachelor's Degree

Occupation

Digital Editor

Devices

iPhone, Macbook Air

Favorite sites, apps

Refinery29, Apartment Therapy,
often reads lifestyle blogs and
watches youtubers

Brands

Madewell, J.Crew, Kiehls

Social Media Activity

Digital Confidence

Motivations

- Often browses lifestyle inspiration - looks for self-improvement opportunities
- Loves immersive brands that can become a part of their lifestyle
- Once a brand has earned her trust she is happy to share her experience with them via social media
- Will often write reviews and tell friends to help feel apart of the brand.
- Often impulsive and reaches record time when making a purchase.

Needs and Expectations

- Outlets and brand run promotions that promote social sharing
- Quality customer reviews

"I told all my friends the about how my photo was picked to be showcased on their site. They even gave me a discount code!"