

# Vennd | Customer Persona

**Customer Name:**

**Demographics (age, gender, location, income, language)**

Australian-based, 25 to 40, likely female  
 Metro areas, disposable income \$60,000+

**Background (Job, career path, family / home life)**

Working or studying, rents or owns home, does have a partner. May not have own children, but has friends and family with kids.

**Challenges (what are your customer's pain points / frustrations)**

Finding unique gifts, poor quality, wants to make sustainable fashion choices but struggles with lack of transparency, gets frustrated by poor / hard online experiences

**Interests (what do they like, what other brands do they engage with)**

Likes eating out locally, shops small, uses photo book apps like once upon, goes to local farmers markets

**How do we help (them achieve their goals)**

Easy to use online store, plenty of customisation options, community give back to let them know the impact they've made

**Goals (what are your customer's goals)**

Wants to feel good about choices, choose unique gifts and products. Looking for ways they can feel-good about purchases.

**Objections (why wouldn't they buy from you)**

Higher price point than other providers, potential turn around time delays

**Pitch (how does your product address their challenges and overcome objections to reach their goals)**

unique, sustainable fashion that clothes you, and your local community

