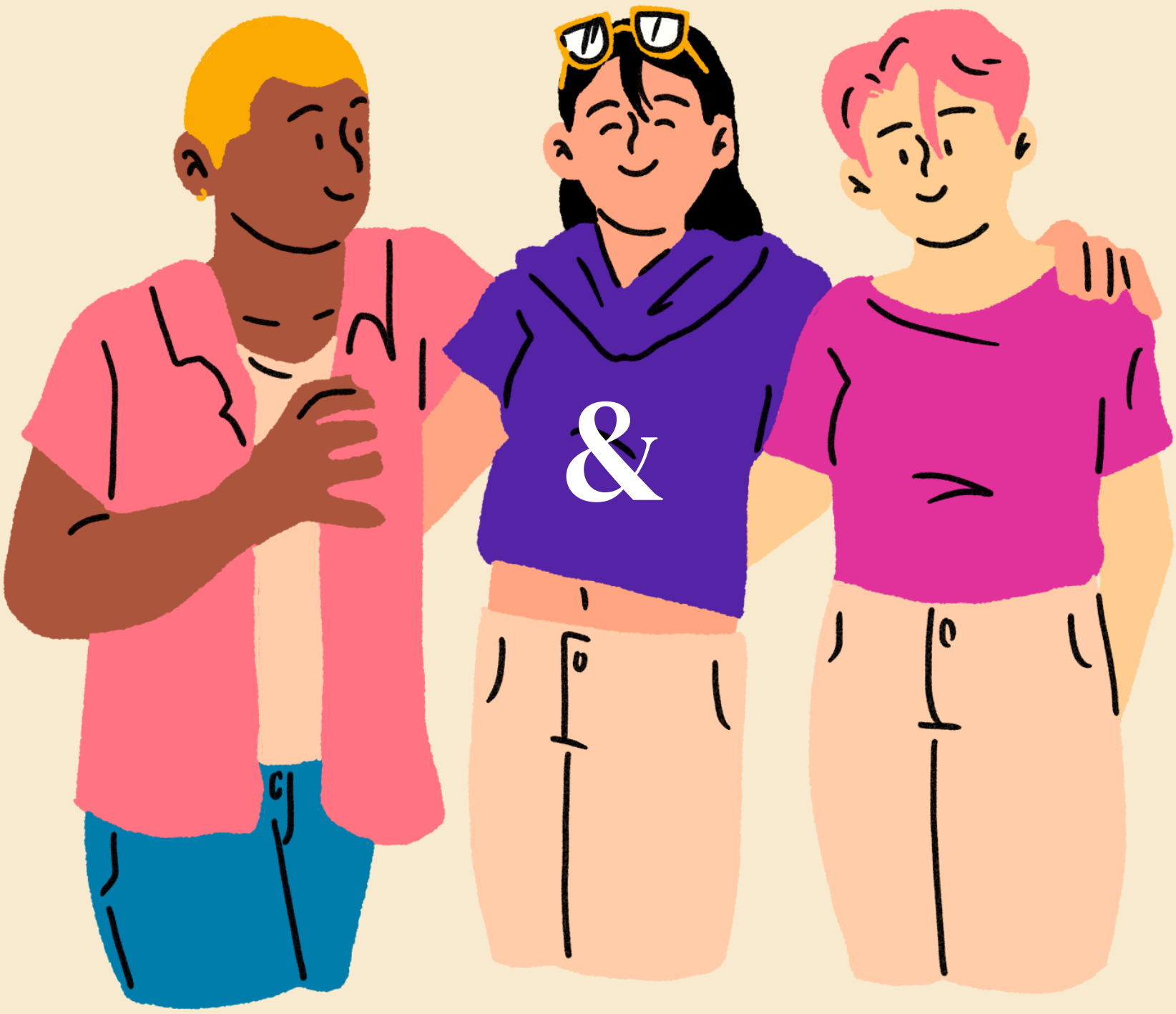
Personas



Storyboards

Jordan - The Sneakerhead (Age 22)
Bio: College student who camps out for drops and tracks resale values.
Goals: Stay ahead of release dates and get alerts for hyped sneakers.
Frustrations: Bots stealing drops, poor mobile experience.
Needs: Fast-loading drop calendar, exclusive info on Hot Topics, and size alerts.

Jordan - The Sneakerhead

Maya - The Fashion Mom (Age 35)
Bio: Mom of 2, always looking for fresh kids and women's sneakers.
Goals: Buy stylish kicks for herself and her kids.
Frustrations: Complicated checkout, no kids filter.
Needs: Easy filtering by size, clean UI, and mobile-first design.

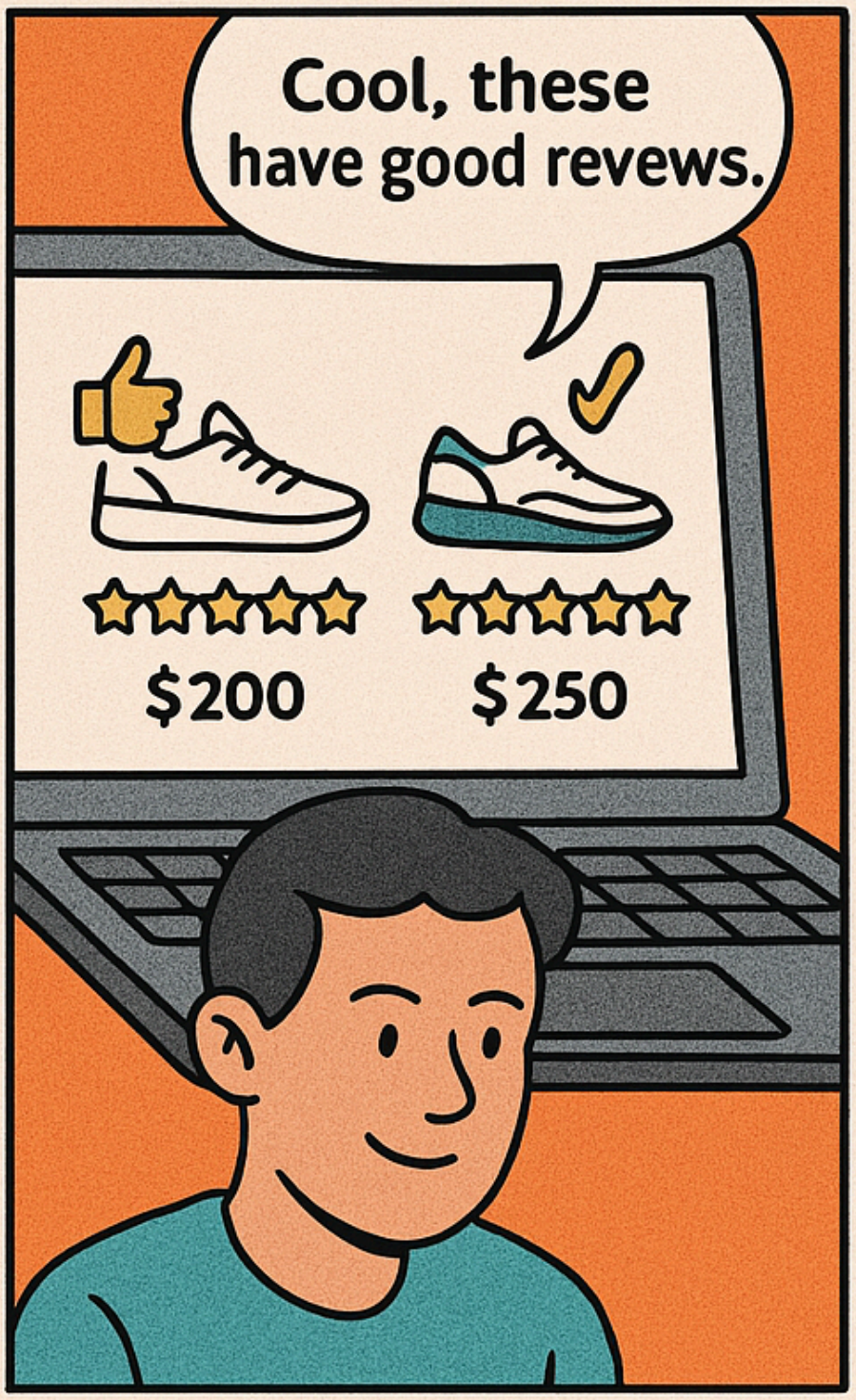
Maya – The Fashion Mom

Derrick - The Everyday Buyer (Age 28)

Bio: Works in tech, buys sneakers casually but loves brands.

Goals: Browse by style and get good prices.

Frustrations: Overwhelmed by too many “hyped” releases.

Needs: Clean categories (Men, Women, Kids), product reviews, and price sorting.

Derrick - The Everyday Buyer