

Tech-savvy online shopping enthusiast in her mid-to-late 20s. Expects fast shipping options. Follows beauty influencers on social media. Not afraid to DIY her hair color or try something new. Shops everywhere, but appreciates Sally for its good deals and professional level products. Upgrades her iPhone every other year.



☆ Core Needs:

- **A well-designed and seamless shopping experience.** Checkout should be quick & easy. If a retailer can't keep up with a modern online business model, she will avoid shopping there.
- **Flexibility.** She appreciates an app with multiple payment options and choices for delivery or pickup. If her usual store is out of stock, it's a big plus for her to know where else she can find it and whether or not she can get it today.
- **Fast, reliable shipping is a must.** She expects her order to arrive when it says it will, without any delays or disappointments.

🛒 Why She Shops at Sally:

- **She's a DIY enthusiast.** She follows hair influencers on Instagram and TikTok for inspiration. She isn't afraid to color at home as long as she can find a good tutorial. Many tutorials list where they get their supplies (often at Sally).
- **She's creative and likes trying bold colors.** She follows trends, but she also likes to experiment and stand out. Sally has the most reliable selection of vivid color brands and all the accessories she needs.
- **She learns about Sally products from organic social media.** TikTok users often share hidden gems they find at Sally, especially if it's perfect for a look that's currently trending.

⚠ Frustrations:

- **Unreliable shipping.** It feels haphazard and inconsiderate when her order is suddenly canceled due to inventory problems or drop-shipped unexpectedly. She considers it wasteful to get multiple packages for just one order.
- **When 2-hour delivery fails** due to issues like the courier being unable to access a gate code or directly call/text them for assistance.
- **When 3rd party payment options don't work.** She's a fan of P2P money transfer apps for the speed and convenience. It's a huge annoyance to be forced to dig out her credit card and add the information manually.
- **Being forced to call customer service,** as she's used to being able to troubleshoot most technical issues.



Devices:

- iPhone
- MacBook Pro

Tech Literacy:

- High

Allison



24



College Student



Single



Coffee Barista

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Honestly using the app can be more of an inconvenience. Having to go through the process of creating an order can be time consuming. Things go out of stock while in your bag. One annoying thing about buying online from Sally is that they drop ship. This means your order will come in many boxes and the packaging is a bit overwhelming.

A bargain hunter in her 30s. Loves thrifting. Clearance sales are her jam. Has multiple browsers open to compare prices. Yes, she *will* sign up for your member perks. Prefers the experience of shopping in a store, but appreciates the internet as a tool for finding coupons and racking up reward points. Will hold a cashier hostage to negotiate a deal.



☆ Core Needs:

- **To get the best possible deal every time she shops.** She feels more confident about a purchase when she knows she’s saving money.
- **The ability to track coupons, sales, and special offers easily.** She’s willing to put in extra effort to save money, but having an app that makes it simple does a lot to win her loyalty as a customer.
- **The ability to join the rewards program and sign up for a Sally card through the app itself.** She’d be more enthusiastic about shopping here not having to go back and forth between the app and the website.

🛒 Why She Shops at Sally:

- **Sally has some amazing dupes.** Why buy a \$600 dryer when Sally sells one that’s just as good for under half the price? Ever since she discovered GVP products she’s never bought anything a stylist tries to sell her after a haircut.
- **There’s always a sale or a promotion going on.** Sally prices are already competitive, but she really likes how much more focused we are on discounts compared to other beauty retailers.
- **She can rack up extra savings through loyalty programs.** She already likes Sally products, and the more she shops here the more she can leverage special offers and discounts.

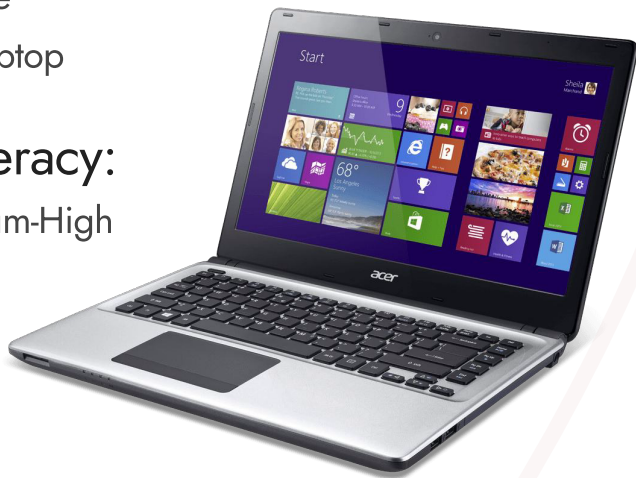
⚠️ Frustrations:

- **When a discount is available in the app, but she can’t successfully use it** and has to explain the situation to customer support or take the app to a store.
- **When the app fails to automatically update rewards points**—often it requires her to log out and back in, or even uninstall and reinstall the app.
- **That rewards expire after 30 days.** Points that she earned by being a loyal customer should be more valuable than the average coupon.
- **That certain types of rewards coupons aren’t displayed in the app at all** (anything that is “percent off” rather than a dollar amount off).
- **When promised reward offers fail to appear**, particularly when signing up for the rewards credit card.



Devices:

- Android Smartphone
- iPhone
- PC Laptop



Tech Literacy:

- Medium-High

Amanda



31



Some College



Single



Sales Manager

“

Sally is great, I love the products. But I’m always having issues with the app. It won’t let me use my rewards for orders in the app, I usually have to go in store to use them.

I also wish Sally had better prices. I find more deals on Amazon & Ebay.

Mom in her 40's-50s. Always busy, often a little stressed. A longtime Sally shopper who likes to save both time and money by doing her own hair. Not the most tech-savvy, but she can get around the app and likes the convenience of ordering from home and using 2HD or BOPIS. Has an older, cheaper Android phone she'll stubbornly use until it's on its last legs.



☆ Core Needs:

- **To not feel like she's wasting time or energy.** She's often low on both. Her app experience should not cause her any additional stress. The less work she has to do to get through the process of making a purchase, the better.
- **Sally is a reliable place to find textured hair products.** She likes that she can find a wide variety of textured haircare brands at a major retailer at a good price. She often needs to wear her hair in a protective style for work and she can pick up the right tools and styling products here.
- **She can usually get something the same day.** Not many beauty retailers (especially ones that cater to the needs of people with textured hair) offer convenient options like 2HD straight from their app, and BOPIS makes shopping flexible even when her schedule is unpredictable.

🛒 Why She Shops at Sally:

- **She does her own gray coverage.** It's faster and cheaper to just touch up her roots at home, but she also doesn't want to damage her hair with cheap box dye. She has a favorite brand and a go-to shade she buys regularly.
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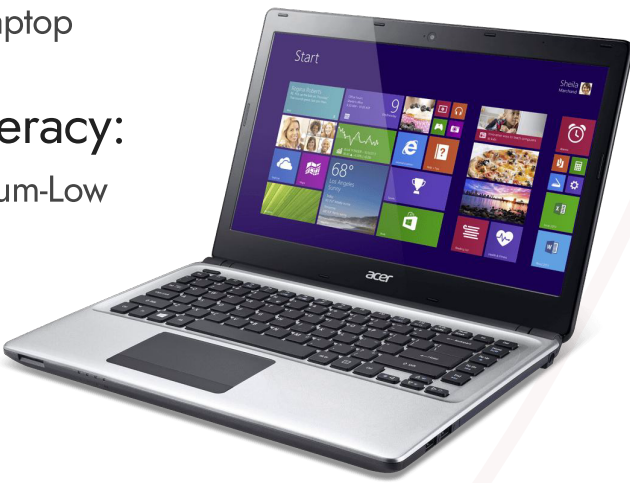
⚠️ Frustrations:

- **Not being able to use Google Wallet on the app.** If ApplePay is available, why don't Android users have a similar option?
- **When the app hides products that are out of stock.** This leaves her confused and wondering if one of her long-time favorite products was discontinued suddenly.
- **Running into technical problems during checkout,** particularly if her card doesn't work when it should. Having to resort to using PayPal as a backup is annoying and makes it feel like her information is not secure on the app.
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Devices:

- Android Smartphone
- Tablet
- PC Laptop



Tech Literacy:

- Medium-Low

Lisa



49



College Graduate



Married



Nurse

“

Love Sally, hate the app. Took all day just for my payment card to be processed. It's taken 7 hours just to process a two hour delivery. Sometimes you look up an item just to not find it. It doesn't always let me use my card and I have to manually check every item in the basket to make sure it won't be sent/picked up in store. Thumbs down all the way.

Grandmother in her 60's. Just now getting used to the idea of shopping online in general. Prefers devices with larger, more readable screens. Only uses the internet for reading the news, email, and shopping. Doesn't know what a "face book" is and chances are her OS hasn't been updated since she bought her device.



☆ Core Needs:

- **A simple and intuitive shopping experience.** Keeping the cognitive load to a minimum is important for a less tech-savvy user.
- **The ability to shop on older, larger, slower devices.** She feels more comfortable using a larger screen, and is more acclimated to shopping on a traditional desktop website than on a smartphone app. Her lack of interest in keeping up with new technology means she often has a device that's at least somewhat outdated.
- **Good customer service she can reach over the phone.** She relies on it heavily as it is easy for her to feel overwhelmed when running into problems.
- **Accessibility considerations that address her needs as an older user,** like higher contrast, larger text, and the ability to use a screen reader.

🛒 Why She Shops at Sally:

- **To either cover her gray hair or brighten it.** Sally has lots of options for mature hair, from color with nourishing formulas to purple shampoo that removes discoloration from silver and white hair.
- **For products that help with thinning hair.** Hair gets thinner as we age and Sally is one of the only major retailers that sells a variety of non-prescription hair loss treatments, supplements, and solutions.
- **For her go-to styling products.** She's been shopping at Sally for a long time and loves how easy it is to find a good curling iron and can of hair spray.

⚠ Frustrations:

- **Confusion when it comes to fulfillment methods.** She is not as familiar as younger customers with options outside of standard shipping. Often runs the risk of choosing the wrong fulfillment type and not receiving her order as expected. Doesn't understand why tips aren't included in a same-day delivery.
- **Losing track of important details while placing an order.** She often misses things and is forced to backtrack. Confusing billing vs. shipping address, struggling to update her payment information, or even forgetting to place her order because the CTA button on desktop is not in an intuitive place.
- **When customer support is unavailable or unhelpful.** She's more likely than other customers to encounter roadblocks due to both user error AND technical issues, so live support from patient and knowledgeable representatives is crucial to not losing her business.



Devices:

- Tablet
- PC Desktop

Tech Literacy:

- Low

Jane



63



College Graduate



Married



Retired

“

While placing an order I had to change my password. Then the system froze. Very slow when I was trying to check out and process my payment. It said there was a problem and deleted everything from my cart and I had to do it all over again. I don't like that it doesn't hold items in your cart very long. If you have to step away, you have to start over.

Pro stylist in his 30's. Based in Toronto. Wishes that the app included BOPIS and 2HD for Canadian stores. Needs to know if certain things are in stock nearby and be able to track his business purchases. His schedule is unpredictable and picking up supplies on short notice would be awesome.



☆ Core Needs:

- The ability to track and itemize business purchases for his taxes.
- An app experience that reflects his account status as a Pro customer and makes the benefits of having one clear.
- An app experience that includes Sally’s Canadian stores, especially so he can benefit from 2HD and BOPIS even while he’s away from his computer.

🛒 Why He Shops at Sally:

- He likes bulk pricing discounts. He regularly needs to restock single-use products like gloves, foils, disinfectant, and color in large amounts.
- He needs a wide variety of styling products and tools. Sally has everything he needs for every type of client, and if he doesn’t already have it he knows he can probably find it here.
- Multiple store locations. Sally stores are easy to find, and there’s often several to choose from in larger cities. This makes them much more accessible than the average salon supplier.

⚠ Frustrations:

- Not enough clarity with regards to special pricing and discounts for Pro users. If the benefits aren’t clear, what’s the advantage of shopping at Sally?
- Not having a full, pre-tax purchase history available in his account that includes in-store purchases (particularly to help itemize personal vs. business purchases). Having to save paper receipts just for that is a massive pain.
- That the app does not reflect Canadian locations, prices, or payment options, which limits him to using the .ca website. This is less favorable as the site has a lot of issues on mobile browsers and he can’t always be at his laptop.



Devices:

- Tablet
- iPhone

Tech Literacy:

- Medium

Alex



39



Technical School



Married



Professional Stylist

“ I’m all about the app. The associate told me to download the app, I get emails to download the app...but I can’t use it. Why? The app is geared towards American clients as opposed to Americans AND Canadians.