

# Victoria

## About

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Industry: Sales  
Age: 35-44 years  
Education: BA / BS

## Demographics

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Victoria is a female. She has been married and living with her husband in downtown Portland, Oregon since 2020. Victoria and her husband live in a third-floor apartment with two cats and one dog. She is a 30 year old female working from home for \$125k per year. This is her second year working from home and she prefers it. However, her husband is gone most of the day at his job, leaving her more alone time than she would like. Loneliness takes a toll on her mental health, so she occupies social media during the day to stay connected, which takes a toll on her productivity. She frequently worries about the health of her community, family, and environment, especially after the COVID-19 pandemic.

## Media Consumption Habits

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Victoria gets her news from Facebook, Instagram, and local news TV stations. She mostly consumes content through social media posts or shared articles. She uses social media more for entertainment purposes rather than to push and share content. However, she is always posting her latest purchases and experiences for her friends and family to see. And, she loves taking recommendations on social media for restaurants, travel locations, and pet sitters. She is impressionable and information hungry. She watches a lot of video online and feels nostalgic towards animated and cartoon content. Overall, she is most drawn to products and brands through social media, word of mouth, and online searches.

## Values and Principles

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Victoria is a loyal, money conscious, independent, cause-driven consumer. She wants to feel comfortable, familiar, and tailored to when shopping online and looking for brands. She will avoid brands and products that do more harm than good for the environment. She measures success by experiences and stories, putting more value on what she does rather than what she has. She is obsessed with staying in the know. Her focus is on the now rather than the past or future. She believes in business for good, to cut down consumption and work towards a worthy cause, where she is fulfilled by the feeling of making and impact. She is open and adaptive to change. She places higher priority on the quality of a product rather than the price. She is motivated by sharing her knowledge and gifts and making an impact on others and within her community.

## Preferred Communication

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 Email  
 Text Messaging  
 Social Media



## Purchase Factors and Decisions

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Convenience, payment flexibility, fast shipping, and brand name are what encourage her most to make a purchase. She is likely to make impulsive purchases, so her husband doesn't let her have a credit card. She uses online shopping as a way to maintain her mental health and appreciates the convenience of not having to leave the house. She is very brand driven, her favorites being Apple, YouTube, Jeep, and Disney. She is also driven by brand values, like sustainability and diversity. She is more likely to shop businesses that support their employees or make positive societal and environmental impacts. For her, social responsibility matters more than price. Most of her money, and her husbands, goes to eating out, groceries, and leisure services.

## Responsibilities and Everyday Activities

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A typical day in Victorias life goes like this: wake up at 7am, tend to the animals, make avocado toast, check social media before 8am meeting, work for a few hours, skip lunch to go get an overpriced coffee, try not to have an existential crisis, keep working for a few hours, ask Facebook friends for dinner recommendations, finish up work tasks, take the dog for a run, make dinner, watch Netflix with husband, get too tired, lay down in bed, scroll social media, look for a renter-friendly DIY home renovation to do over the weekend, try to forget it's only Monday, and finally, get some rest. If you asked her, she'd tell you an ordinary work day is exactly that. Ordinary. She sits at her computer, fumbling through tasks and Zoom meetings, until her collaboration is no longer needed for the day. She measures the success of her work by how she feels about it. Her work day was successful if she enjoyed what she was working on, feels fulfilled by her contribution, and still has the freedom to do what she wants with her time. Most days are successful, but sometimes she wants to know that what she is doing is making a difference and that her talents are valued.

## Biggest Challenges

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Overwhelming student debt payments partnered with job insecurity. The COVID-19 pandemic and its threat to mental health. Technology addiction as a result of isolation and climate change affecting her community.

