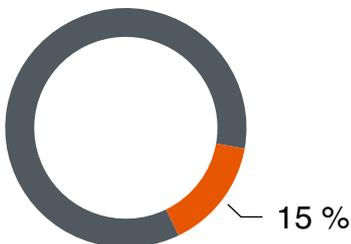**Age:** 26

Job: Product Manager

Income: €46,000/$55,400

Family: single

Location: Barcelona, ESP

female

single

urban

● Representative   ● Non Representative

15 %

The persona Kelly is representative for 15% of the data.
Total data amounts to 6,000,000 data points.

Bio

Kelly is a 26-year-old-single working in the fashion industry as a product manager. She is originally from the UK but lives in Barcelona. Kelly studied design and dreamed of becoming a fashion designer herself. Even though she loves her field of study, she quickly realized that she is not good enough to create fashion lines independently. She used her knowledge to work for a well-known fashion high gloss magazine. Due to declining sales, she felt she better looked for a new job, which she found at a large fashion label. She loves her job, being at the center of fashion, living in the south of Europe with much better weather than she is used from home.

Needs

Kelly is responsible for overlooking the process of digitalizing the finished designs and submitting them to the factories in Asia.
She monitors the whole process, from scanning the drafts to archiving the finished measurements and uploading it to the factories' system.
The whole process is fragmented, and Kelly uses various tools and excel sheets to manage her work. She often has the feeling she spends more time searching for data than actually working with it. On multiple occasions, she only hardly dodged a bullet because of erroneous data in an excel sheet.
Kelly pushed firmly for the purchase of new software and a roll-out for all teams. She is on the buying committee.

Go-To:

- Mobile ready: Kelly works mainly on her notebook and checks process status on her mobile frequently. She wants a solution that works seamlessly on any device.
-
- Ease of use: Kelly is tired of searching in endless menus for the report she needs. She wants an easy to use solution.
-
- Kelly wants everyone to use one software. She knows that especially design teams are not technical and need a solution that works without training for everyone.

Emotions

Joy
- *Kelly is happy that the software-issue gets addressed finally.*
- *She felt honored that her boss reacted to her complaints and even chose her to sit on the committee.*

Fear
- *Kelly is afraid of forgetting an import attribute of the software and getting a subpar result she will be responsible for.*
- *She is afraid of not understanding the technical terms everyone on the committee talks about and embarrassing herself.*