

Joshua Navarro

Practical • Energetic • Friendly



Age: 29

Gender: Male

Income: 100k

Occupation: Critical Care Nurse (ICU)

Location: Torrance, CA

Archetype: Otaku

BIOGRAPHY

Joshua lives in Torrance, CA and works as a critical care nurse in the ICU of a hospital. In his spare time he enjoys watching anime, collecting figurines, and breakdancing. With 12-hour shifts throughout the week, he doesn't have a normal "9-to-5" schedule like most people. So during his days off he tends to catch up on series on his Crunchyroll watchlist. But when he is able to request certain days off, he and his friends attend anime conventions and other local events. He doesn't mind spending extra money if it means purchasing merchandise he really likes. When shopping he normally has several items in mind, but usually ends up browsing a website to see if anything catches his eye like new releases, exclusives, etc.

“One of the biggest things that influences me are the series that I enjoy. If there's merchandise from an anime I'm invested in, I'm willing to spend more money. **”**

GOALS

- Search for limited edition and special exclusive products
- Browse and discover new items
- Find products in a timely manner
- Save items for later with a wishlist
- Seamless checkout process

WANTS & NEEDS

- Clean, modern, and intuitive user interface that is easy to navigate
- Clear product photos and detailed product descriptions
- Inventory tracker to keep an eye on items about to sell out

FEARS & FRUSTRATIONS

- Too many advertisements for irrelevant products
- Search functions and filter options that are lacking
- Unable to find products from his favorite series

BRAND AFFILIATIONS



MOTIVATIONS

ANIME SERIES

PRODUCT PHOTOS & DESCRIPTIONS

SPECIAL EXCLUSIVES & LIMITED EDITIONS

FILTER OPTIONS & CATEGORIES

PERSONALITY

EXTROVERT

INTROVERT

SENSING

INTUITION

THINKING

FEELING

JUDGING

PERCEIVING

TECH KNOWLEDGE

IT. AND INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORKS