



Style-Obsessed Niche Frame Collector

Driven, articulate, and highly social, these kinds of buyers are natural tastemakers who speak their minds and hold brands to high standards. They are energized by dynamic environments, prioritize integrity and fairness, and align with bold, forward-thinking products that match their high-energy lifestyle.

Age: 29
Location: Urban
Education: Bachelors,4-yr Degree
Income: Affluent
Role: Buyer
Region: US

- Needs:**
- Be admired
 - Be heard
 - Be popular
- Nature:**
- Very commanding
- Orientation:**
- Task-oriented

- Decision-Making Process:**
- Speculative
 - Forward-thinking
 - Relies on “sixth sense,” "gut reactions" and hunches
- Group or Self?**
- Group

- Time Focus:**
- Future
- 

Personality Traits & Characteristics



Brands & Lifestyle Choices





Motivation:

- To keep up
- Learn

Connections:

- Type: Transactional/mutually beneficial
- Target: Higher status

Orientation:

Group

Social Media Tendencies:



Relationship Interest:



Open To Interactions?

- Follow
- Like
- Comment
- Share

Favorite Activities:

1. Share news/information
2. Share posts
3. Make positive comments





Primary Shopping Motivations:

- 1. To Get Out Of The House
- 2. To Feel Good
- 3. To Learn Trends

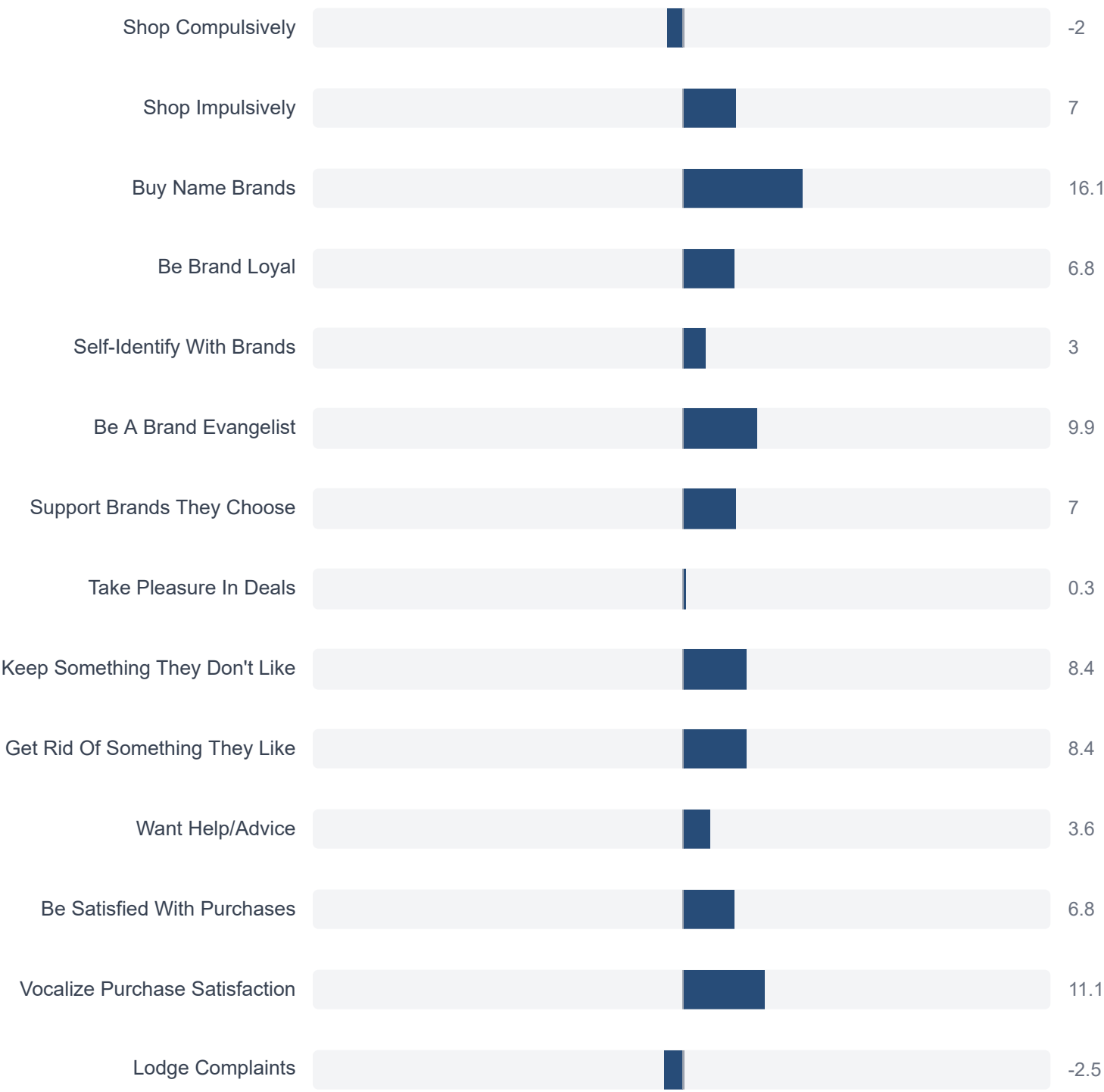


Tendency To Make Hedonic Purchases



Tendency To Make Utilitarian Purchases

More Or Less Likely Than Average To:



Less likely ← 0 → more likely than average

Looking For:

- Qualities In Addition To Style/Design/Aesthetics
- Style/Design/Aesthetics
- Value





Voice:

Authority

Tone:

Competent

Sincere

Sophisticated

Story Arcs:



Messaging

Highlight:

- Impact Of Use

Quote/Reference:

- Feature Experts

Focus On:

- Key Features

Key Product/Service Question Content Should Answer:

- Does it do what it says it does?

Proof Points:

1. Technologically Advanced/Innovative
2. Distinctiveness
3. Safe & Effective

Grammar & Punctuation:

- Proper grammar, punctuation

Use Emojis?

- No

Use FOMO?

FOMO





Content Creation

Subject Line Hierarchy:

- 1. Data/Technical
- 2. Intrigue/Curiosity
- 3. Personal Narratives
- 4. Because It'sTrending/Being Upvoted
- 5. Overall Popularity

Nurturing Sequence:

1

Share category-related best practices from thought-leaders to get likes, shares and comments

2

Share and comment on posts from thought-leaders that mention competitors.

3

Post opt-in offers that can be used to highlight various features and functionality.

4

Share an open-ended invitation to join a rewards program.

5

Share free-download eBooks that present both pros and cons, and feature experts.

6

Send a personalized invitation to a lunch 'n' learn-type event with a transformational theme.

7

Share free-download eBooks that focus on the rational impacts of product/service use.

Keyword Usage:





Awareness

Owner

Mkt.

KPIs

- Site Traffic
- Ad Impressions
- Keyword Searches
- Inbound Links
- Fans
- Followers
- Cold Open Rates

Buyer Questions

- Do I have a problem I need to solve?
- Is there something I want? Or see that others have?

Suggested Content

- Ads
- Blog Posts
- Category Roundups
- Category/Value Prop How To's...
- Collabs/Co-Branding Partnerships
- Content That Explores Category-Related Themes & Issues
- Ebooks
- Educational Posts & Articles
- Findings & Discoveries
- News





Interest

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Likes
- Shares
- Follows
- Opt Ins
- Demos (Virtual or IRL)

Buyer Questions

- What products or services exist to satisfy my need or solve my problem?
- How do others satisfy this need or solve this problem?
- What will happen if I satisfy my need or solve my problem?
- Are there a lot of choices? Or are options more limited?

Suggested Content

- Academic Studies
- Buying Guides
- Category/Value Prop How To's...
- Collabs/Co-Branding Partnerships
- Critic Ratings
- Critic Reviews
- Demos/product in action
- Ebooks
- Free-Download Ebooks
- How Tos...





Consideration

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Re-targeting
- Demos (Virtual or IRL)

Buyer Questions

- Which options do I like?
- Which brands do I like?
- Which brands do I trust?
- What are the features and benefits of each brand?
- What do others say about these brands?
- Which brands can I see myself using?
- What is the cost?

Suggested Content

- Academic Studies
- Assessments
- Blog Posts
- Category/Value Prop How To's...
- Critic Ratings
- Customer Stories
- Ebooks
- Faqs
- Findings & Discoveries
- Free-Download Ebooks





Decision

Owner

- Sales
- Mkt.
- CS

KPIs

- Purchase Orders
- Invoices
- Sales

Buyer Questions

- Which brand do I choose?
- What are the return policies and warranties?
- Can I customize any features to better fit my needs?
- What is the support like after purchase?
- How quickly can I get the brand's product or start its service?

Suggested Content

- Academic Studies
- Category/Value Prop How To's...
- Collabs/Co-Branding Partnerships
- Critic Ratings
- Demos/product in action
- Ebooks
- Faqs
- Findings & Discoveries
- Free-Download Ebooks
- Galas/Social Gatherings





Retention

Owner

- CS
- Mkt.
- Sales

KPIs

- Usage (Volume)
- Frequency
- Churn
- Upsells
- Page Views (How Tos)
- Learning Center
- etc.)
- Page Views (Product Upgrades)
- Click-Through Rates
- Shares
- Referrals

Buyer Questions

- How do I get the most out of this purchase?
- Who do I contact for support if something goes wrong?
- Are there updates or upgrades available?
- What additional products or services does the company offer?
- How does the company reward loyalty or long-term customers?

Suggested Content

- Best Practices
- Best Practices Emails
- Contests
- Faqs
- Forums
- Help Desk Notifications
- How Tos...
- Influencer/Affiliate Content
- Loyalty Offers
- Masterclasseses

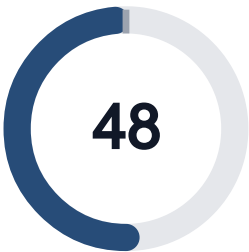




Preferred Brand Qualities



Active



Emotional



Innovative



Traditional



Honest

Jungian Brand Archetypes

1. Sage

- Family:
- Freedom

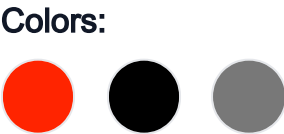


- Description:
- Sage brands are all about the wisdom that comes from understanding the world
- Related Values:
- Knowledge, mastery and stiving for excellence



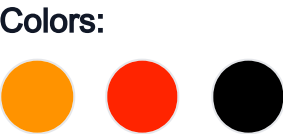
2. Magician

- Family:
- Ego
- 
- Description:
- Magician brands are all about discovering the fundamental laws of the universe
- Related Values:
- "secret knowledge," radical transformations, wonder



3. Creator

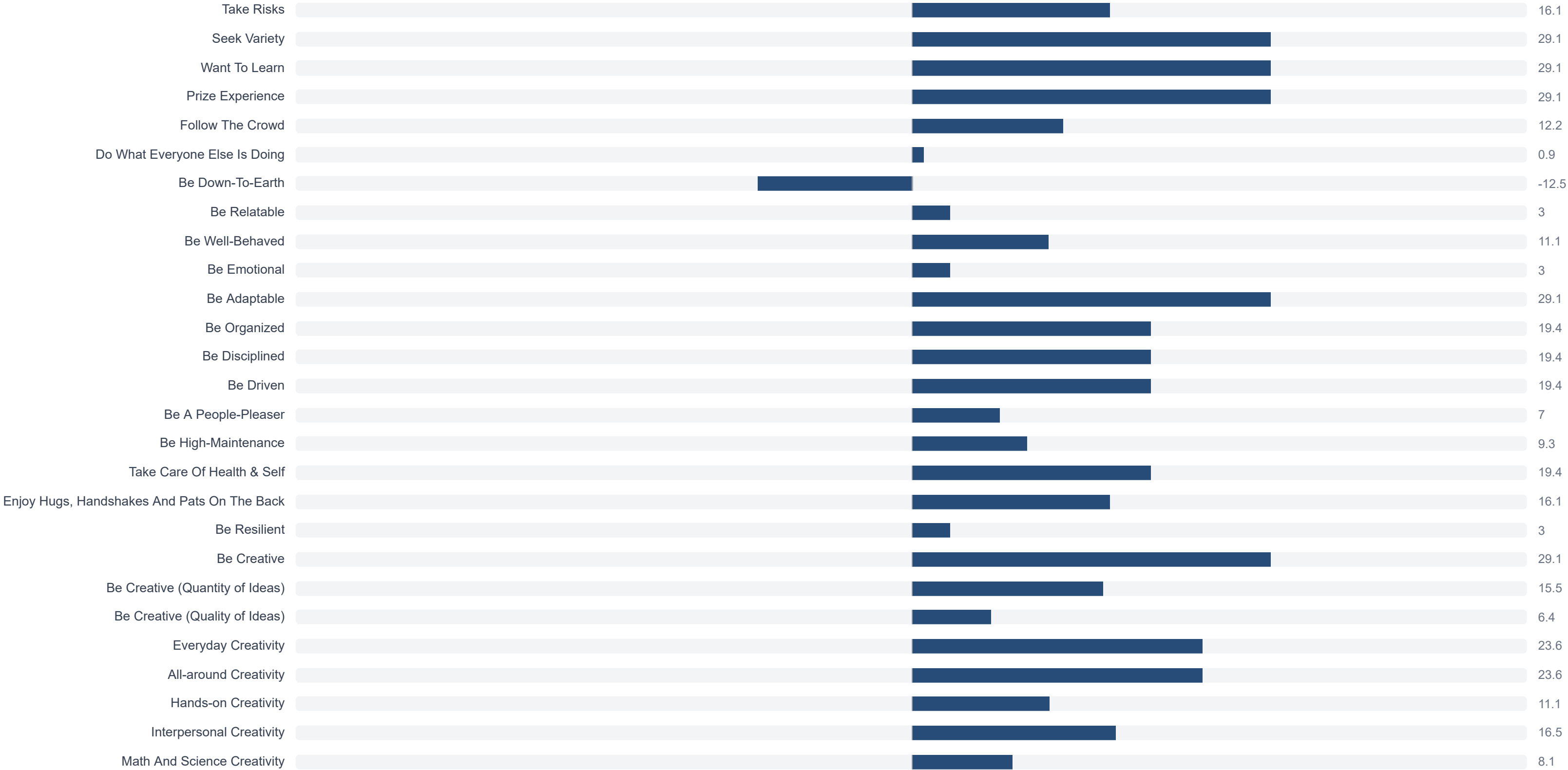
- Family:
- Order
- 
- Description:
- Creator brands are all about externalizing an inner vision of what could be
- Related Values:
- Innovation, aesthetic perfection, artistic fulfillment





Behavioral Tendencies

More Or Less Likely Than Average To:



Less Likely ← 0 → More Likely Than Average





THINKS/FEELS

Trusts:

- Reason

Seeks:

- Knowledge

Prizes:

- Deference

SAYS/DOES

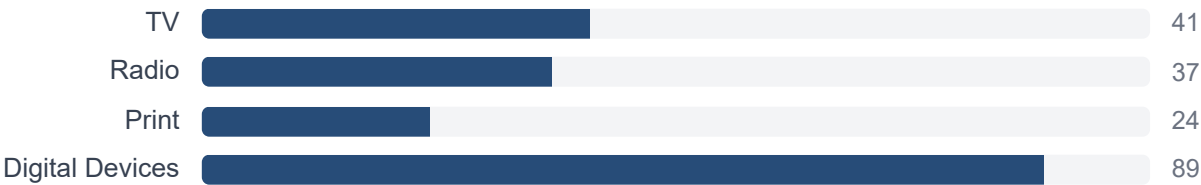
Actions Influenced By:

- Imagined outcome
- Big picture

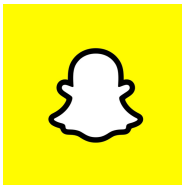
True North:

- The Power Of Visionary Leadership

INFORMATION SOURCES



SOCIAL MEDIA USAGE



Sources: Deloitte Digital Media Trends, Pew Research



Snapshot:

- "Social native", "Fun and Frugal"

Generational Label:

- Connected

Familial Orientation:

- Friends = family

Attitude Towards Technology:

- Technoholics

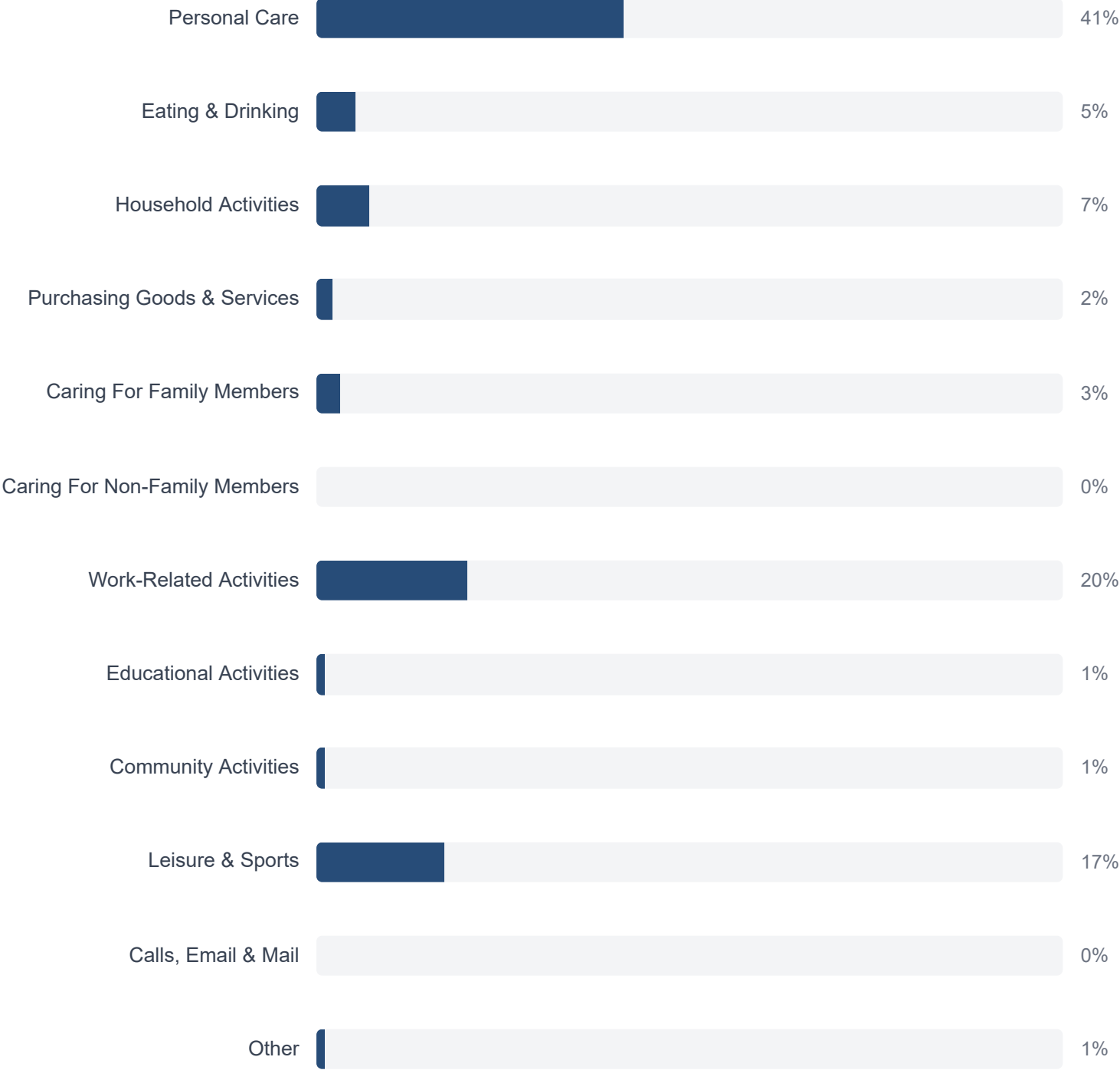
Communicates Via:

- Social platform w/emojis

Aspiration:

- Security and stability

Time Use:



Source: Census Bureau

Cohort:

25 to 34 years





UIUX Profile

User Summary:

- Users like this are analytical and like reading detailed information, but they don't follow a strict order; instead, they jump around based on their instincts. They're good at understanding complex text on their own, without needing extra context. They thrive in setups that let them deeply analyze text while following their own insights and connections, not just a predetermined logical path. This way of exploring text helps them use both their sharp analytical skills and their intuition.

Generational Considerations:

- More important to grab attention quickly
- Looks at similarities and differences, focuses on literal meaning of text
- Just wants top hits
- Needs summary, most relevant information
- Links may be less effective
- Prefers text
- Focuses on literal meaning of text

Design Systems:

- Can be more distinct, independent

Concrete Or Conceptual Framework?

- Conceptual

Foundational Theme:

Conceptual





Interaction Style:

- Passive
- Watch and Learn
- Waits for Things To Happen

Interactivity?

- Less appealing

UI Needs:



Beauty/Aesthetics



Consistency



Clarity

Site Map Structure:

- Conceptual

List Structure:

- By relevance

Display Query Results As:

- Thumbnails

Pop Ups?

- Yes, timed after action

Videos?

- Opt in

Interactions & User Guides:

- Prefers examples and instructions to exercises and tutorials

Wants To Know:

- What can I do?





Key Behaviors:

- Sees the parts that make up the whole as a collection of mini-experiences
- Quick to absorb new information

Self-Exploration?

- More likely to explore

UX Needs:



User Control



Efficiency

Learns Through:

- Abstract conceptualism

Learns By:

- Interpreting facts through the filter of intuition and personal experience

Search Process:

- Specific to general (bottom-up)

Blind Spot:

- Sees the trees, not the forest

Feedback:

- Moderate need





Product Development

Best Practices For Focus Groups:

- Discuss desired state in a group setting

Grouping (A, B or C):

A

Likely To Participate?

- Less likely to be immediately receptive

Preferred Product Qualities & Capabilities:

Durability and Reliability

A product that users can depend on builds trust and loyalty. Durability ensures the product withstands everyday use, while reliability means it consistently performs as expected, enhancing user satisfaction.

Authenticity and Morality

Users increasingly seek products from brands that demonstrate ethical practices and authenticity. Products that align with moral values and transparent operations build trust and positive brand perception.

Innovation and Creativity

Products that offer new solutions or enhance creativity stand out in the market. Innovation drives user engagement by offering unique experiences or solving problems in novel ways.

Support for Personal Growth

Products that facilitate learning, development, or the pursuit of passions cater to the user's desire for self-improvement. Supporting personal growth can turn a product into an essential part of the user's daily routine or long-term goals.

Ease of Use and Intuitiveness

A product that is easy to understand and use right out of the box minimizes frustration and learning time. This accessibility increases user satisfaction and can lead to higher adoption rates.

Adoption Curve Tendency:

- Early-adopter

