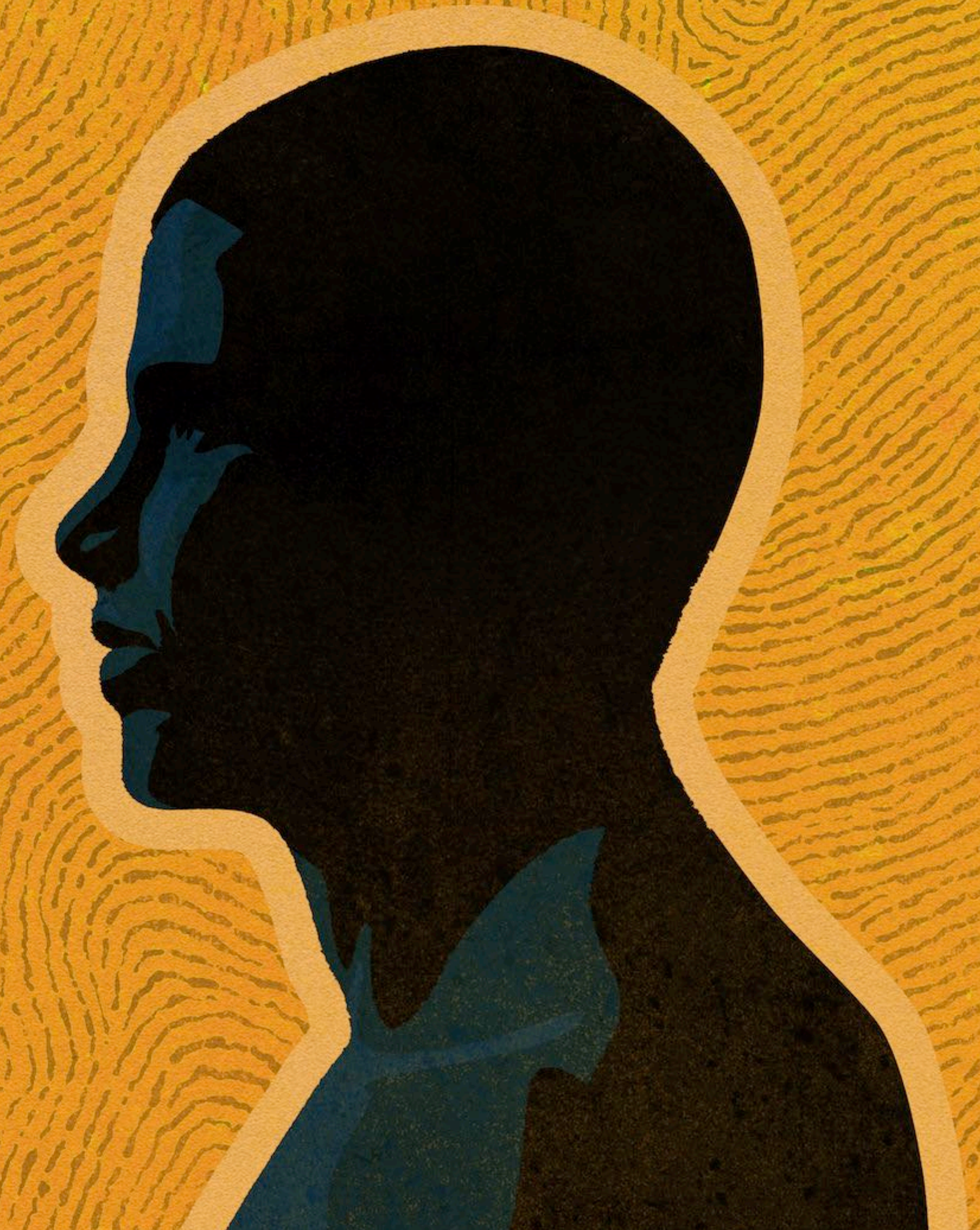


PROFILER

PHYSICAL PRODUCT AND ECOMMERCE

IDEAL CUSTOMER
PROFILE KIT



OFFERING

DURABLE PHONE CASES MADE FROM RECYCLED MATERIALS

DEMOGRAPHICS

- ▶ 14-25 years old
- ▶ Currently in school or university
- ▶ Does most of their shopping online

COMPANY

- ▶ Uses Instagram, TikTok, and YouTube daily
- ▶ Follows tech and fashion influencers
- ▶ Has clicked on and purchased from online ads

GOALS

- ▶ Cares about the environment
- ▶ Values products that are unique

PAIN POINTS

- ▶ Main challenge: Keeps breaking their phone case
- ▶ Is concerned about buying products that help the environment

PRICE SENSITIVITY

- ▶ Budget for phone accessories: \$100
- ▶ Ideal price range for a phone case: \$40 to \$120

COMMON OBJECTIONS

- ▶ Wonders whether the phone case is truly durable enough for their life
- ▶ Concerned about return policy if the product breaks

DECISION FACTORS AND PROCESS

- ▶ Most likely to find out about our product from an ad on Instagram
- ▶ Could also hear about our product from a sponsored post or video from an influencer
- ▶ Also considering product X and product Y
- ▶ Deeply moved by stories of how our product directly helps the environment and where the recycled materials come from

USE OF YOUR PRODUCT

- ▶ Will normally purchase several cases in their lifetime as a customer
- ▶ Likes getting discounts for future purchases
- ▶ Normally shows off their purchase on social media
- ▶ Normally keeps the same case for 1 year and purchases a replacement when they want a change, not because the product is broken

ELEVATOR PITCH

HELP PROTECT OUR LOVELY PLANET EARTH
WHILE YOU PROTECT THAT BRAND NEW
PHONE. GIVE EACH THE CARE IT DESERVES
WITH OUR DURABLE PHONE CASES BUILT
WITH RECYCLED MATERIALS.