



PERSONA PROFILES

Karin's Style

- Feminine colors are OK with athletic styling
- Logo shirts
- Distressed artwork
- Collegiate graphics
- Confident slogans
- Prefers a minimal range of colors



Karin's Shop

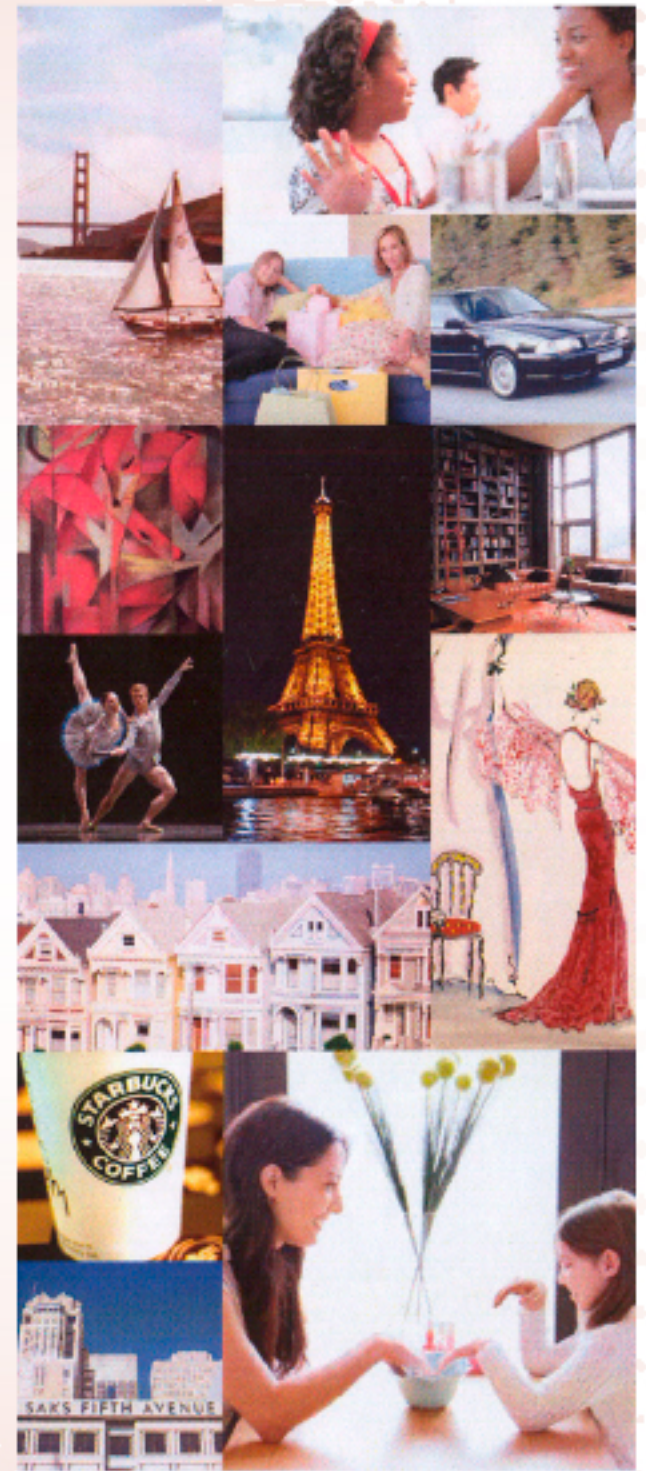
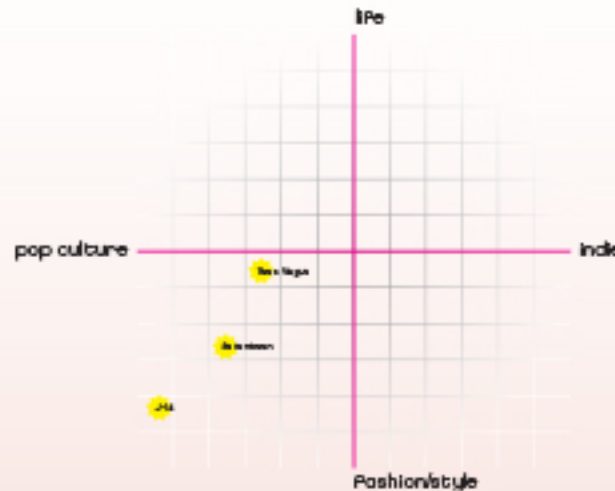
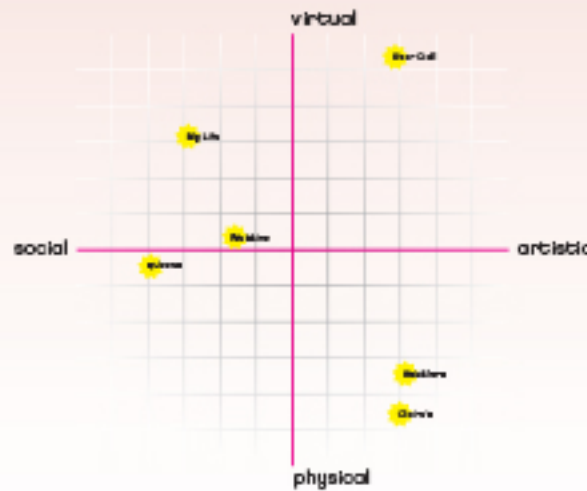
- Clubs
- Inner goddess
- Moods
- Events/situational

Clarisa's Activities

- Clarisa's activities emphasizes her motivation for personalization.
- Like all of her friends, Clarisa has several Webkinz animals, and she enjoys taking care of them online and decorating their rooms.
- She loves to spend time on Star Doll, dressing up celebrities that she sees in her mom's Vogue. She has also created her own Me Doll and she plays on the site often to earn Starpoints to purchase virtual clothes for herself
- Her My Life console is fun for her as well, because she can dress up her avatar in different fashions all the time. Her friends have My Life too, and she can text them through the console.
- When she and her mom go shopping, she loves to go to Claire's and look for the accessories to complete her look. The items are cheap enough that her mom lets her buy enough to play with different styles

Clarisa's Informative Sources

- Teen Vogue and Seventeen are her favorite magazines, the articles are most often over her head, but she gets so much inspiration from the fashion spreads. Her friends think she is so cool for having a subscription.
- She reads J-14 as well, because it covers the celebrities that are more relatable to her as well

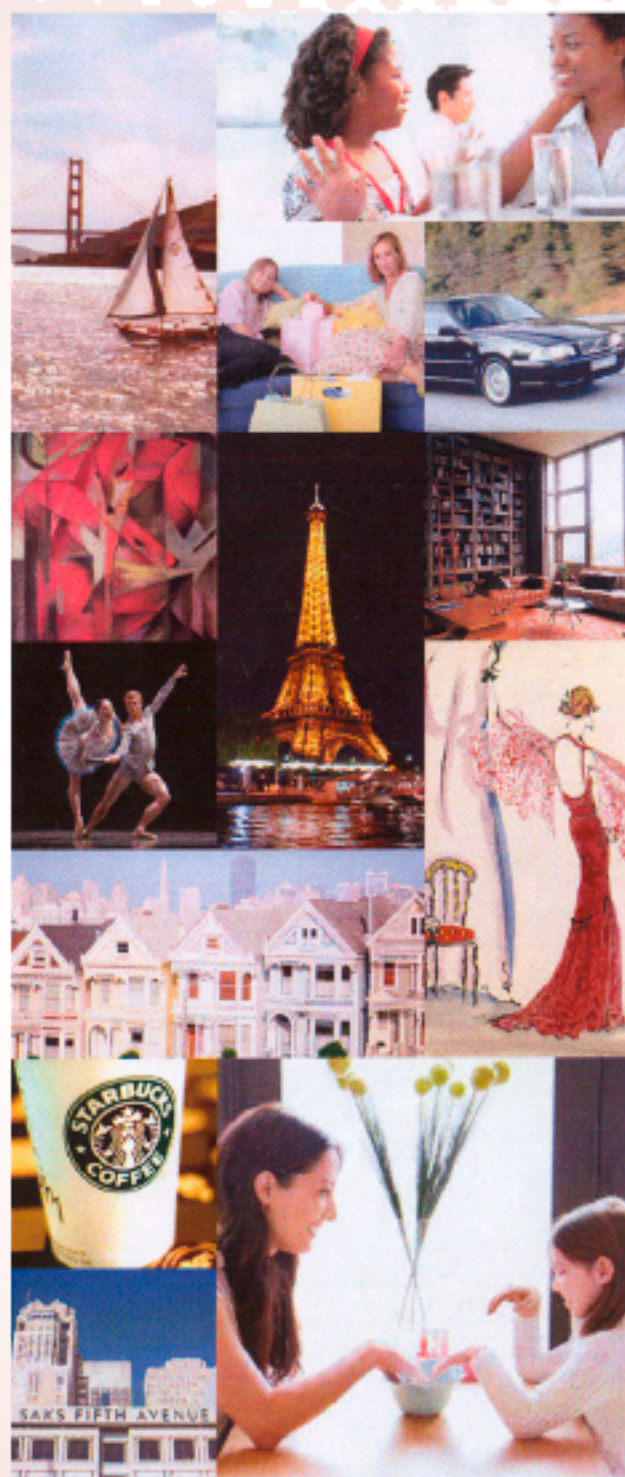


Clarisa's Style

- Girlie looks
- Fashion references
- Silver and gold foil
- Accessory graphics
- New York references
- Abercrombie vintage sporty look if it has a feminine feel
- Stars, hearts and other cute icons
- Fabric patterns in graphics (houndstooth, plaid, etc)
- Rhinestones

Clarisa's Shop

- Moods
- Inner goddess
- Colors
- Trends
- Personalities



Seema's Inspiration

- Seema is widely inspired by wholesome and creative aspects of culture.
- Her creative outlets are any activities that she can perform (singing, dancing, acting), but she has a dynamic personality that she likes to express in her fashion choices
- She admires reality television performers because she gets to see their personalities shine through in their acts.
- She religiously follows the fan sites of American Idol and So You Think You Can Dance. The characters are just so cool to her, and they further fuel her dreams of being a star.
- Her parents support her performing interests and regularly takes her to the ballet and Broadway for inspiration– which they enjoy too.
- Seema and her friends get together to play with stage makeup and dress up in recital costumes. They stage dance contests and sing songs from their favorite pop singers, Aly & AJ.
- Seema's parents are practical in nature, they are informed on current events and environmental issues. They give Seema room to explore her personality, but try to keep her balanced grounded in reality as well.

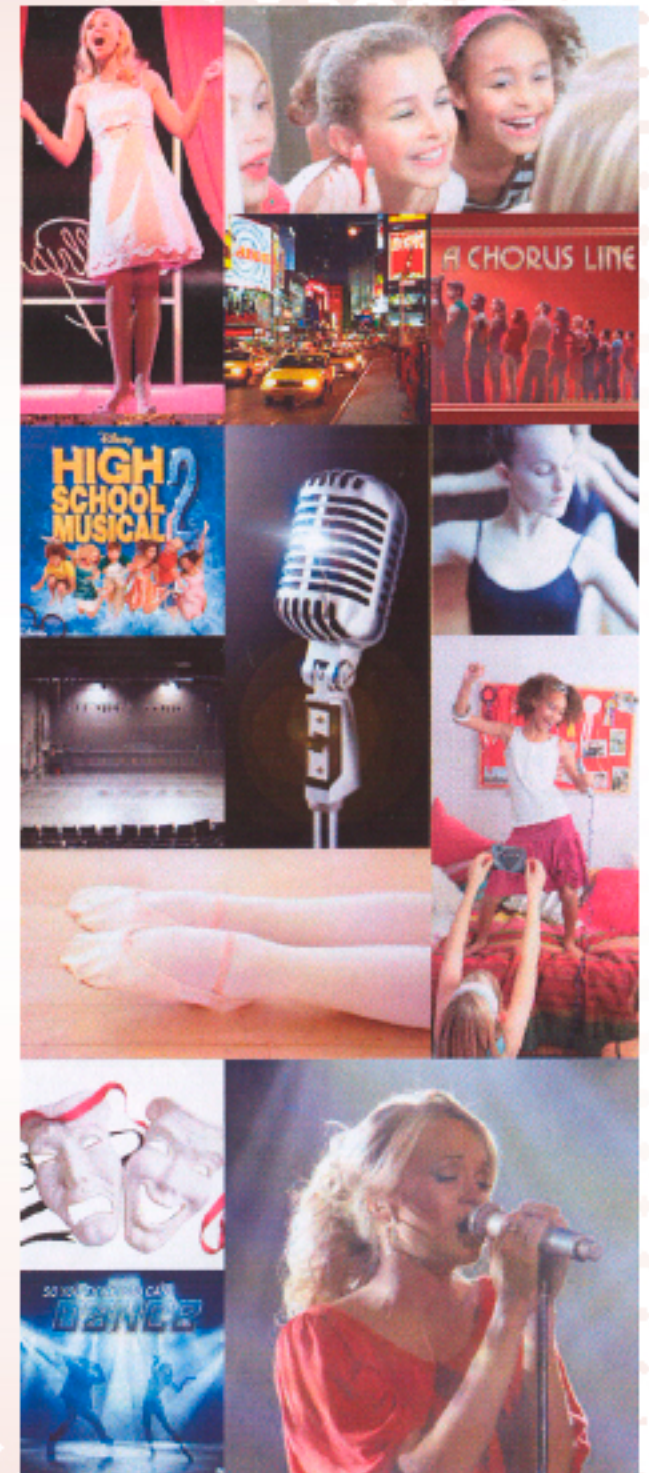


Seema's Activities

- Seema spends a minimal amount of time on the internet, but she loves her Webkinz and she makes sure to take care of him in his virtual world as well. The games are appealing for her on the site and so she regularly logs on in her downtime.
- Her My Life console lets her act out her life in the virtual world, and personalizing this world to her tastes has been really exciting to her.
- This year she received a Disney Flix video cam so she and her friends can film their song and dance routines and practice their television look.
- Her parents gave her a Firefly mobile phone and they allow her to use flyKicks to personalize the phone with wallpapers of her favorite performers, new ringtones and games.

Seema's Informative Sources

- She loves to read J-14 and Twist so she can keep up on Idol stars and other famous kids she looks up to.
- Her parents want to make sure she stays grounded so they purchased Discovery Girls for her as well, and Seema enjoys the articles, quizzes and overall cute look of the magazine

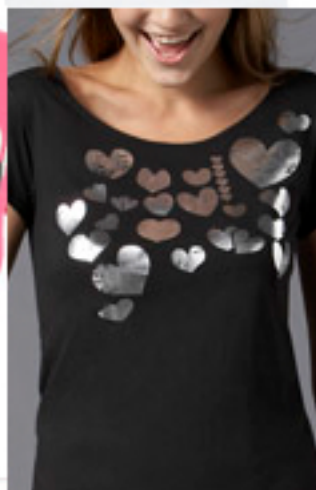


Seema's Style

- Dynamic and theatrical
- Anything that sparkles or shines
- Bright feminine colors
- Music themes, with a youthful look
- Confident slogans
- Cute icons– stars, hearts, music notes
- Trendy looks, but with graphics more appropriate for her age
- Youthful glamour

Seema's Shop

- Moods
- Inner goddess
- Clubs
- Top 10



Betty's Inspiration

- Betty is inspired by kindness and gentleness, so she gravitates towards wholesome interests
- Her family is conservative and maintain strong moral values. They expect Betty to do the same, and regularly make sure that her influences are healthy to a moral upbringing.
- Her favorite pop stars have a spiritual life along with their fame, and she admires them for being true to their beliefs.
- She likes reading a lot since she is allowed little time watching television and surfing the internet.
- Her favorite book series is Harry Potter, but she also really enjoys the Beacon Street Girls.
- Betty loves Charlotte's character in BSG because she wishes she too could visit cities all over the world. But Charlotte is very down to earth, and posts journals on the site that are entertaining as well as directly relate to situations in Betty's own life
- It makes Betty feels good that her parents approve of the site she likes so much. Sometimes \she has a hard time convincing her parents to let her explore her interests in popular culture.



Charlotte's Home

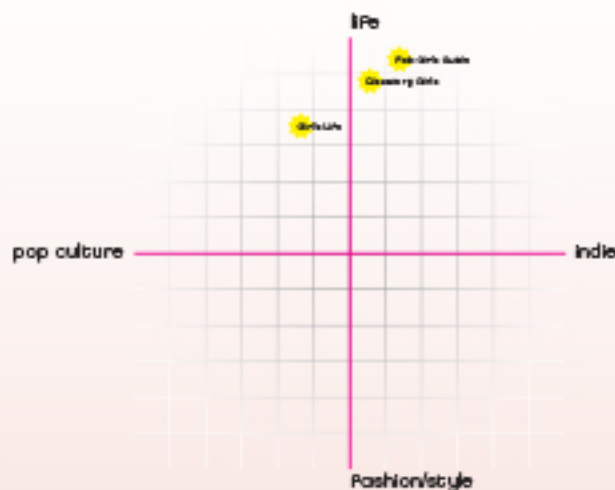
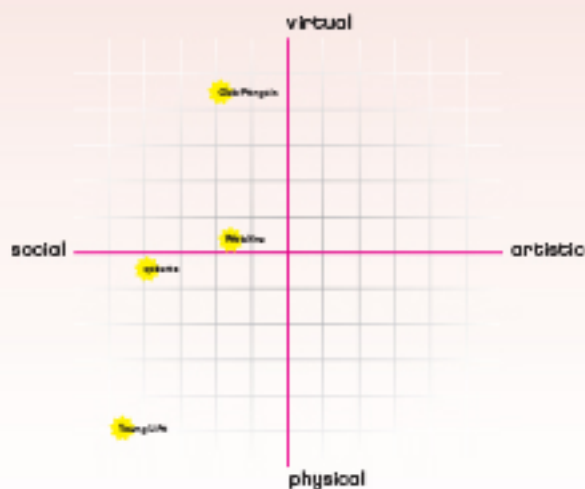


Betty's Activities

- Betty has a limited amount of time allotted for internet use, but when she does have time, she likes to visit game sites like Club Penguin, but has noticed that the games are less exciting for her now that she is getting older
- She has a couple Webkinz plush toys and she enjoys nurturing them and building rooms for them to play in. Her friends also have Webkinz so she will chat with them through the site as well, and visit their rooms to see how they have decorated.
- She has recently joined Young Life, and although she is younger than most of the group, she has fun participating in outreach and social activities. She is still learning how to fit in with the group but feels comfortable since everyone likes to think of her as their little sister.

Betty's Informative Sources

- She reads Discovery Girls and Girl's Life Magazines and finds the articles on life issues to be very helpful.
- The Fab Girl's Guides to Life books are also helping her navigate this difficult time in her life.
- She appreciates the little fashion advice in these magazines, but she mostly learns what is in style from her friends



Betty's Style

- Conservative but feminine and pretty
- Pretty florals
- Organic, flowing hand drawn graphics
- Preppy sport
- Cute icons
- Some sparkle is OK
- Positive and optimistic messages
- Animal graphics
- Nature themes

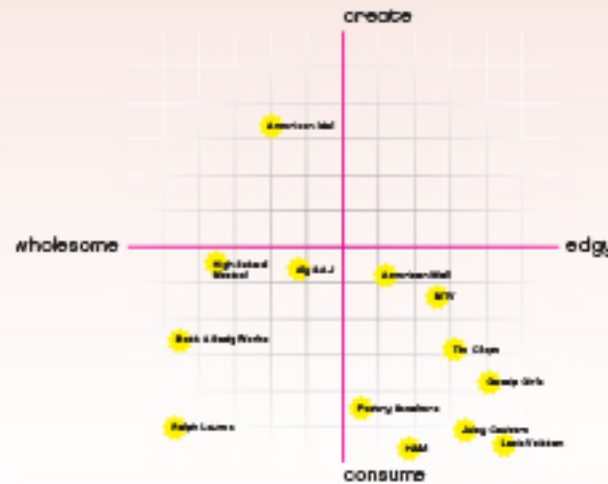
Betty's Shop

- Personalities
- Moods
- Clubs



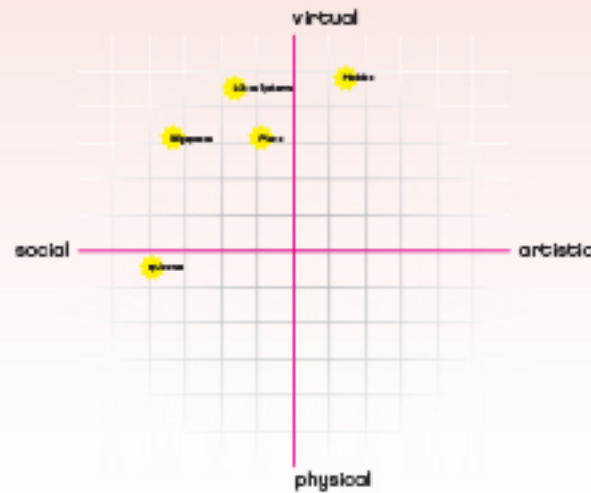
Nancy's Inspiration

- Nancy's mom is one of the biggest inspirations in her life. Because her mom keeps up on all the trendy aspects of culture, Nancy's interests are more forward thinking than most of her friends.
- Nancy's mom exposes her to more mature tastes so some of the offerings for her age group seem too young for her.
- She likes MTV, The Clique and Gossip Girls because they are more mature and she relates to their more mature tastes.
- Nancy keeps up with what her friends are interested in too, and likes watching High School Musical, American Mall and American Idol. These shows give her style inspiration as well.
- Nancy is quite familiar with popular fashion and the major players in the industry.
- She doesn't participate in too many creative pursuits, but shopping and developing her own personal style is how she expresses her creativity.
- Her mom fully supports her by taking her shopping and guiding her in what is cool. Nancy listens closely to her mom's advice because she has great style herself. She looks up to her and tries to emulate her adult style.



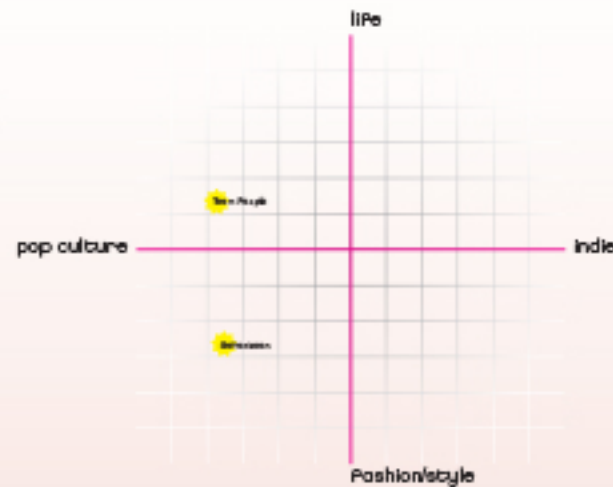
Nancy's Activities

- Nancy spends her time online socializing and updating her Myspace and Piczo pages to display her evolving tastes.
- She likes the options that Piczo provides her because it makes it easy for her to express herself
- She has a Habbo account that she uses mostly to socialize with kids around the world. It fascinates her to see how everyone designs their room differently, and she never tires of seeing new rooms and meeting places.
- Nancy has a better grasp on her personal tastes than most girls her age, but she enjoys taking quizzes in the magazines she reads simply because its fun.



Nancy's Informative Sources

- Teen people and Seventeen magazine keeps her up to date on what the celebrities are wearing and the current fashion trends

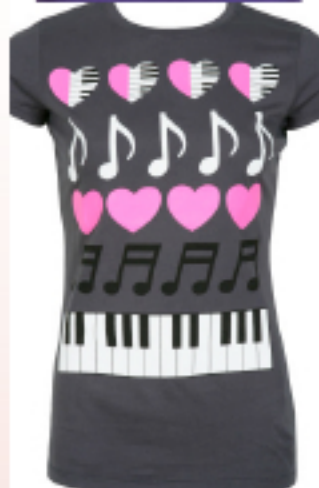
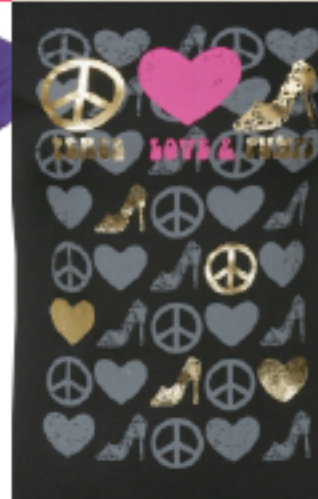


Nancy's Style

- Trend driven designs
- Bold colors and neon
- Sassy themes
- Kitsch
- Hipster vintage styles, "Old School"
- Cute graphics that have an edgy feel
- Gold and silver foil- flashy, but not rhinestones
- Animal prints
- graphics that would appeal to Teens as well
- Music and fashion references

Nancy's Shop

- Top 10
- Personalities
- Moods
- Inner goddess



Shop Themes Compared

- Successful Themes

- Moods

- Potential for new experience every time the shopper returns to the site

- Universal appeal

- Clubs, Communities

- Reflects the consumer's need to belong to a social group

- The clubs can represent a variety of interests for the girls, so the potential to give them new experiences still remains

- Inner Goddess

- Connects to the quest of developing a sense of identity, and expressing that identity through personal expression and fashion

- Aspirational figures represent feminine strength and confidence

	Art Themes	Colors	Personalities	Clubs, Communities	Trends	Top Ten	Moods	Inner Goddess	Events, Situations
Beth	■	■	■						
Avery				■	■	■	■		
Karin				■			■	■	■
Clarisa		■			■		■	■	
Seema				■		■	■	■	
Betty			■	■			■		
Nancy			■			■	■	■	
Total	1	2	3	4	2	3	6	4	1

Moods

- Chipper
- Confident
- Enlightened
- Flirty
- Mischievous
- Motivated
- Peaceful
- Random
- Pretty
- Smart
- Silly
- Vibrant



Clubs/Communities

- Comedies and Tragedies
- Garage Band
- Gem Club
- Chroma Club
- Socialites of the Halls
- Daughters of the Earth
- Style Mavens
- Esteem Team
- Fauna Friends



Inner Goddess

- Ruella, Goddess of competition
 - sport
- Starla, Goddess of the stage
 - drama
- Aria, Goddess of melody
 - music
- Loria, Goddess of the heart
 - romantic
- Huella, Goddess of chroma
 - art
- Nista, Goddess of the runway
 - fashion
- Novella, Goddess of prose
 - writing, communication
- Orla, Goddess of nature
 - environmental
- Nuria, Goddess of leadership
 - trends

