



### Amina Khan

Muslim teenager who enjoys shopping for trendy phone cases online. She is tech-savvy and likes to personalize her phone with unique accessories



To find stylish and affordable phone cases that represent her personality and beliefs.



Willing to explore individuality and trends



Budget + doesn't ensure product aligns with her own limitations.

Problem:

With solution:

<p><b>Journey</b></p>	<p>Hears about the business through an event or university club</p>	<p>Searches: Sultana's Cases website</p>	<p>Sultana's landing page</p>	<p>Browsing products via collections, and banner</p>	<p>clicking a product's page </p>	<p>browsing pictures of product</p>	<p>perplexity about case type </p>	<p>(in photos) infographic with case type description </p>	<p>check out</p>
<p><b>Feeling</b></p>	<p><b>Intrigue</b></p>	<p><b>Slight Anxiety</b> (new interface)</p>	<p><b>Overwhelming</b> (lots of products)</p>	<p><b>Curious Browsing</b></p>	<p><b>Delight</b></p>	<p><b>Excitement</b></p>	<p><b>Confusion</b></p>	<p><b>Realization</b></p>	<p><b>Satisfaction</b></p>
<p><b>Thought</b></p>	<p><i>This could be what I need ... I have been looking for a cute phone case that expresses and speaks to my identity and personality.</i></p>	<p><i>I wonder how this is going to look, how easy it will be to navigate, if I'll even find something I like.</i></p>	<p><i>Wow! what a wide variety of products, where should I start?</i></p>	<p><i>I should look into this particular collection.</i></p>	<p><i>I really like the Fruit Hambra case from the Unutha collection.</i></p>	<p><i>The aesthetic of the case design and photos are really speaking to my style I think I might purchase!</i></p>	<p><i>But wait, what's this in the options menu about tough vs snap cases??</i></p>	<p><i>I see! tough cases provide more protection for my phone, I'd like that for myself.</i></p>	<p><i>I am very satisfied with my purchase and can't wait to get my new phone case</i></p>