

Buyer Personas for Walking Shoes

1. Active Mom on the Go

- **Name:** Sarah Thompson
- **Age:** 32
- **Background:** A stay-at-home mom with two kids under five. Sarah takes her kids for daily stroller walks to the park. She's balancing comfort, style, and practicality in her footwear.
- **Key Needs:** Comfortable, durable, stylish shoes that provide good support.
- **Pain Points:** Shoes that wear out quickly, uncomfortable soles, or designs that don't match her casual yet put-together style.

2. Active Retiree

- **Name:** Harold Williams
- **Age:** 68
- **Background:** A retired school principal who enjoys morning walks with friends. Harold prefers slip-on shoes that are easy to wear and remove. He values stability, arch support, and comfort to accommodate mild arthritis.
- **Key Needs:** Slip-on walking shoes with solid support and cushioned soles.
- **Pain Points:** Difficulty tying laces, shoes that lack grip, or those that irritate sensitive feet.

3. Outdoor Enthusiast

- **Name:** Daniel Brooks
- **Age:** 41
- **Background:** A digital nomad who explores cities and hiking trails alike. Daniel needs versatile shoes that can handle urban walking and occasional dirt paths. He values durability and waterproof features.
- **Key Needs:** Hybrid shoes with strong grip, waterproofing, and all-day comfort.
- **Pain Points:** Shoes that wear out too fast, inadequate arch support, or poor breathability.

4. Dedicated Mail Carrier

- **Name:** Maria Lopez
- **Age:** 47
- **Background:** A dedicated mail carrier who walks 15-20k steps daily. Maria values shoes that minimize foot fatigue, provide excellent grip, and last longer than average shoes.
- **Key Needs:** Durable, cushioned shoes that can withstand heavy walking.

- **Pain Points:** Shoes that wear out in less than 4 months, insufficient arch support, or poor traction on wet surfaces.

5. Urban Commuter

- **Name:** Jason Kim
- **Age:** 29
- **Background:** A marketing professional who commutes by walking to the subway station and to meetings across the city. Jason prioritizes shoes that are sleek yet functional, pairing well with smart-casual outfits.
- **Key Needs:** Stylish, breathable shoes that support active movement without compromising on looks.
- **Pain Points:** Shoes that are too sporty for office settings, uncomfortable soles, or lack of durability for daily commuting.