

Alyssa Garcia



“I want to find the dress of my dreams, but it has to fit within my budget.”

AGE	27	GENDER	Female	
OCCUPATION	7th Grade Teacher	CHARACTERISTICS	Imaginative Warmhearted Humble Disciplined Patient	Clever Easy-Going Amiable Observant Optimistic
STATUS	Engaged (3 months)			
LOCATION	San Jose, CA			

BIOGRAPHY

Having only gotten engaged a few months ago with the intention of having her wedding next year, Alyssa is still very much in the beginning stages of wedding planning and enjoying fantasizing and discovering options for her big day.

After being in her sister's wedding a couple of years prior and having attended a handful of other weddings, Alyssa knows what a stressful process dress shopping can be, not to mention a big wedding expense! Although she is very grateful to her parents, who have voluntarily offered to pay for her dress, she would like to stick with the budget that she was given and hopes that it will be enough for her “dream dress.”

In her personal life, Alyssa is somewhat fashionable, but does not put a lot of effort into following trends—when shopping, she simply relies on her own style intuition. As far as a wedding dress, Alyssa has done some research, but only on a very surface/general level and has not put much thought into specifics.

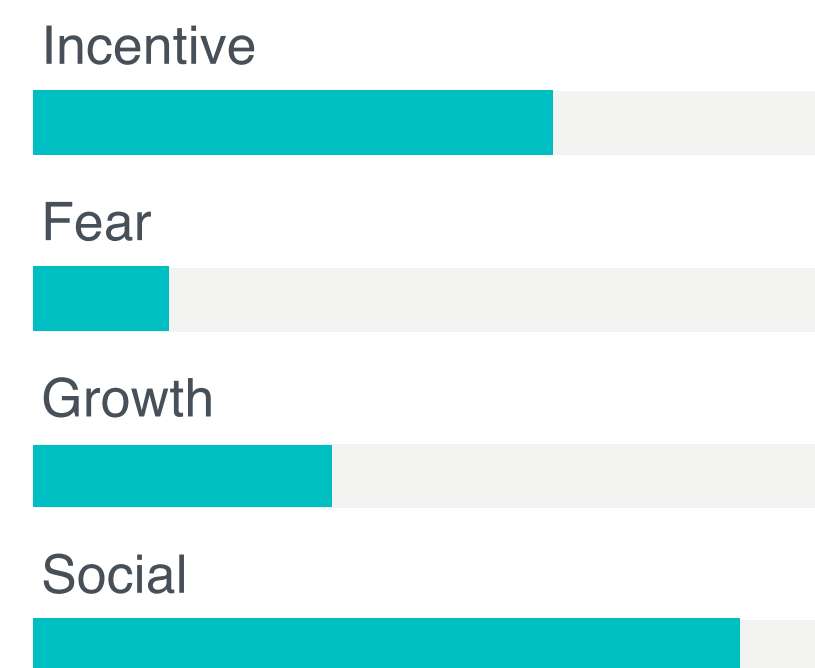
GOALS / NEEDS

- Wants to find the dress of her dreams
- Wants to feel special on her big day
- Hopes for her fiancé to be surprised and amazed

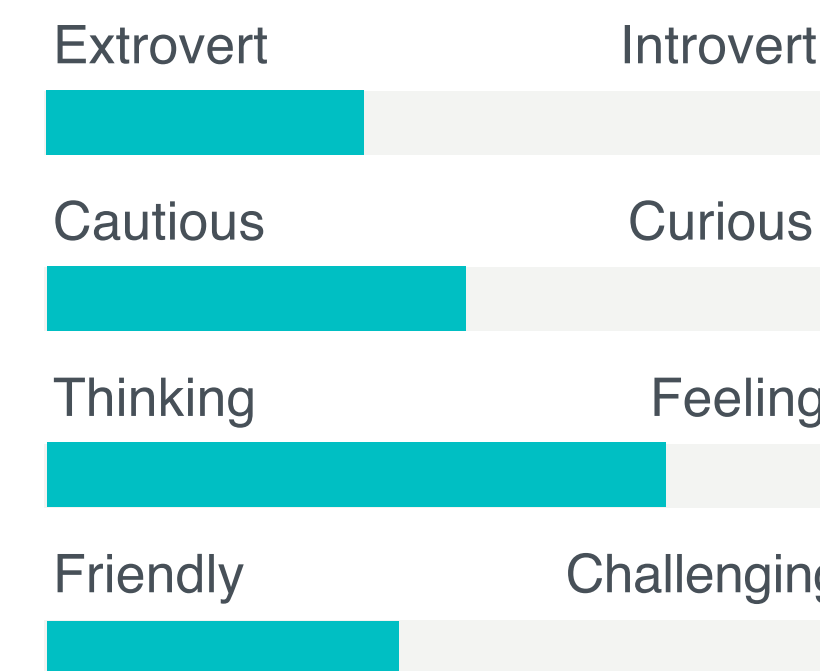
FRUSTRATIONS / FEARS

- Worried she won't be able to afford her dream dress
- Her family has a lot of input
- Afraid of feeling self-conscious in slim-fitting dresses

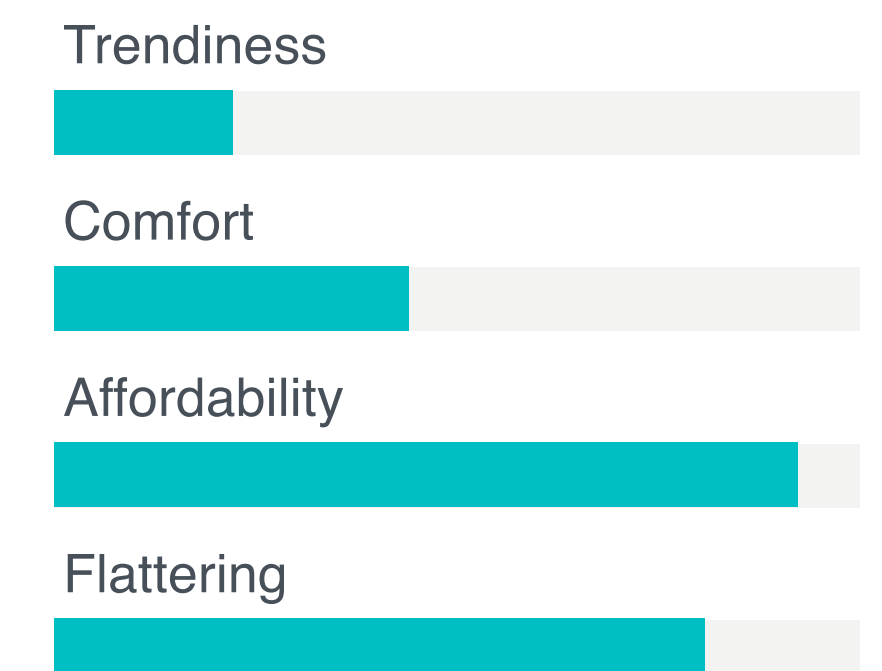
MOTIVATIONS



PERSONALITY



DRESS DESIRES



BRAND AFFILIATIONS

