

Amy Wu

Demographics

Age: 32

Location: Portland, OR

Occupation: Marketing Manager
(remote)

Family: Married, mom to a 3-year-
old daughter & 2 year-old son

Goals

To reduce waste by giving her children's outgrown clothing a second life through reuse or resale, and to shop more sustainably by choosing pre-loved items over new.

Bio

A mindful mom who cares deeply about the planet her children will grow up in. She's intentional with her purchases, often choosing secondhand and sustainable brands.

Pain Points

Frustrated by how quickly her children outgrow clothing, leading to unnecessary waste. She finds most resale platforms cluttered and time-consuming, making it hard to stay consistent.

Motivations

Cares about sustainability and conscious consumption.

