



Lily Flemming

26 | They/Them
Sales Associate | Brooklyn, NY

- PERCEPTIVE
- ECLECTIC
- QUESTIONING
- DIRECT

Bio

Lily is interested in tarot cards, but they never seem to have a deck on hand when they feel like doing a reading. The boutique where Lily work’s recently started carrying The Meryl Streep Tarot Deck. Its cute, but rubs them the wrong way. Lily has dabbled with tarot since before it was trendy and wonders if such things are appropriative or disrespectful. Lily is deliberate in the choices they make and how they choose to express themselves. They recently began working towards a master’s degree in social work with a specialty in administration, but not before giving lengthy consideration to whether or not the subject was the right fit for them. Lily has a whole folder of new-agey apps on their phone and often thumbs through them to pass time on slow days at work. They recently had to delete the Co-star astrology app, which bummed them out because they loved its minimal design. The horoscopes were way too harsh and they did not need that negativity in their life.

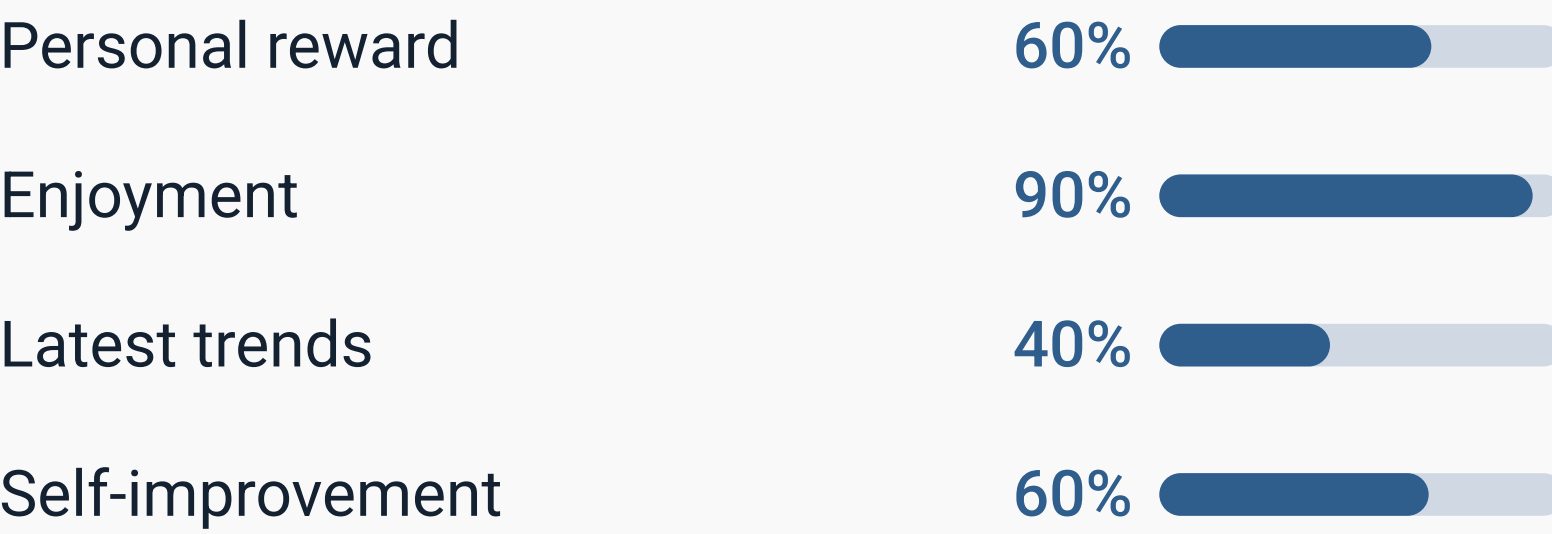
Goals & Needs

- Establishing a relationship with a community of learners with shared interests
- Lots of specific information and additional reading
- Clean and unobtrusive visual elements that do not compete with the task at hand
- Product that will assist in daily card draw and journaling practice
- Respectful, friendly, and conversational tone

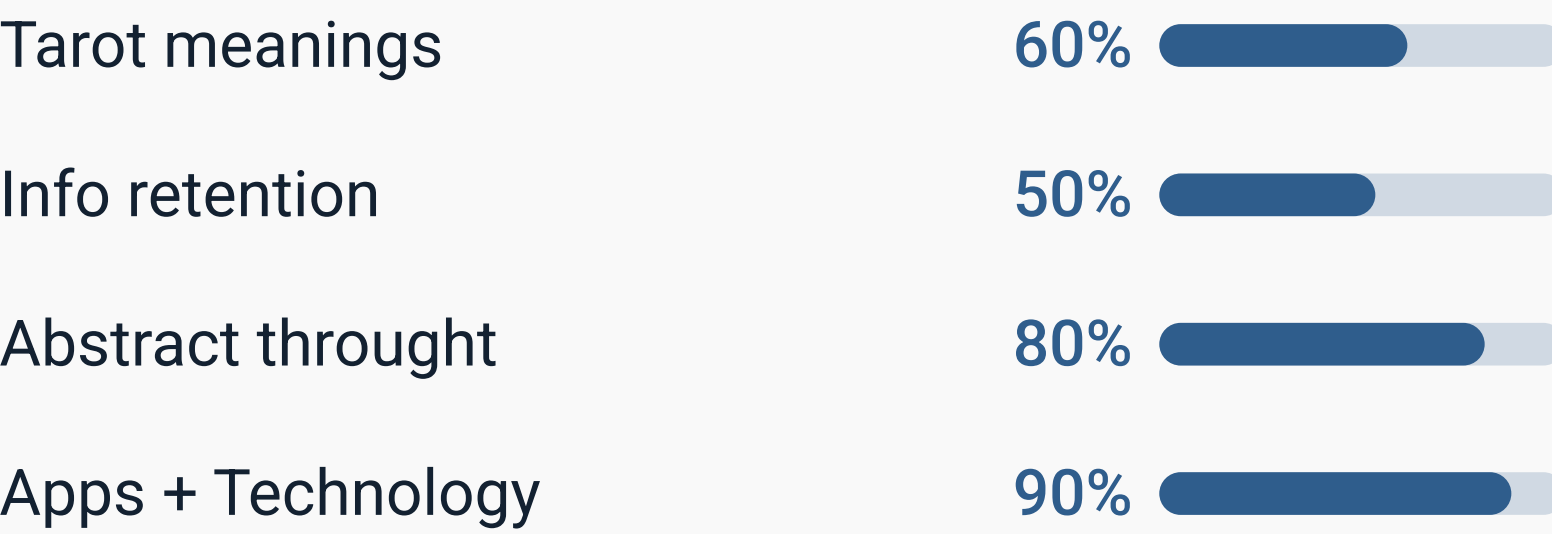
Frustrations & Fears

- Doubts about the usefulness or marketability of new skills
- Doubts about whether an experience is ethical and/or inclusive of all backgrounds and abilities
- Getting swept up by the bandwagon effect
- Being presented surface level information with no option to dig deeper into topics of interest
- Finding ways stay entertained during slow workdays

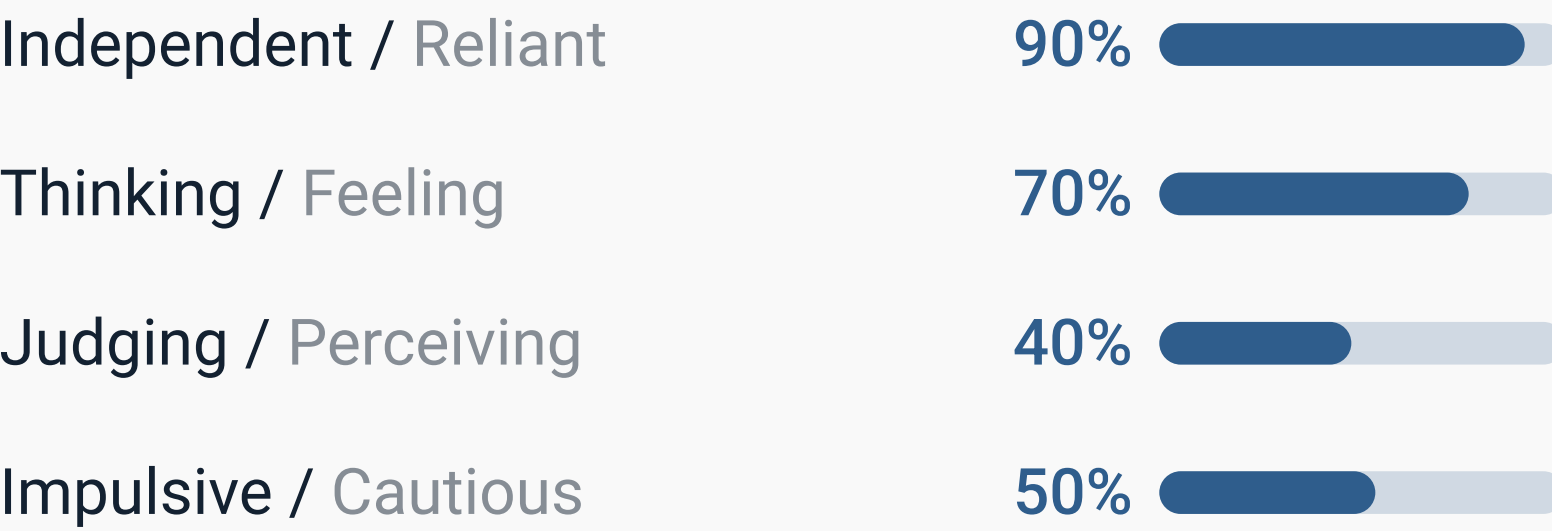
Motivations



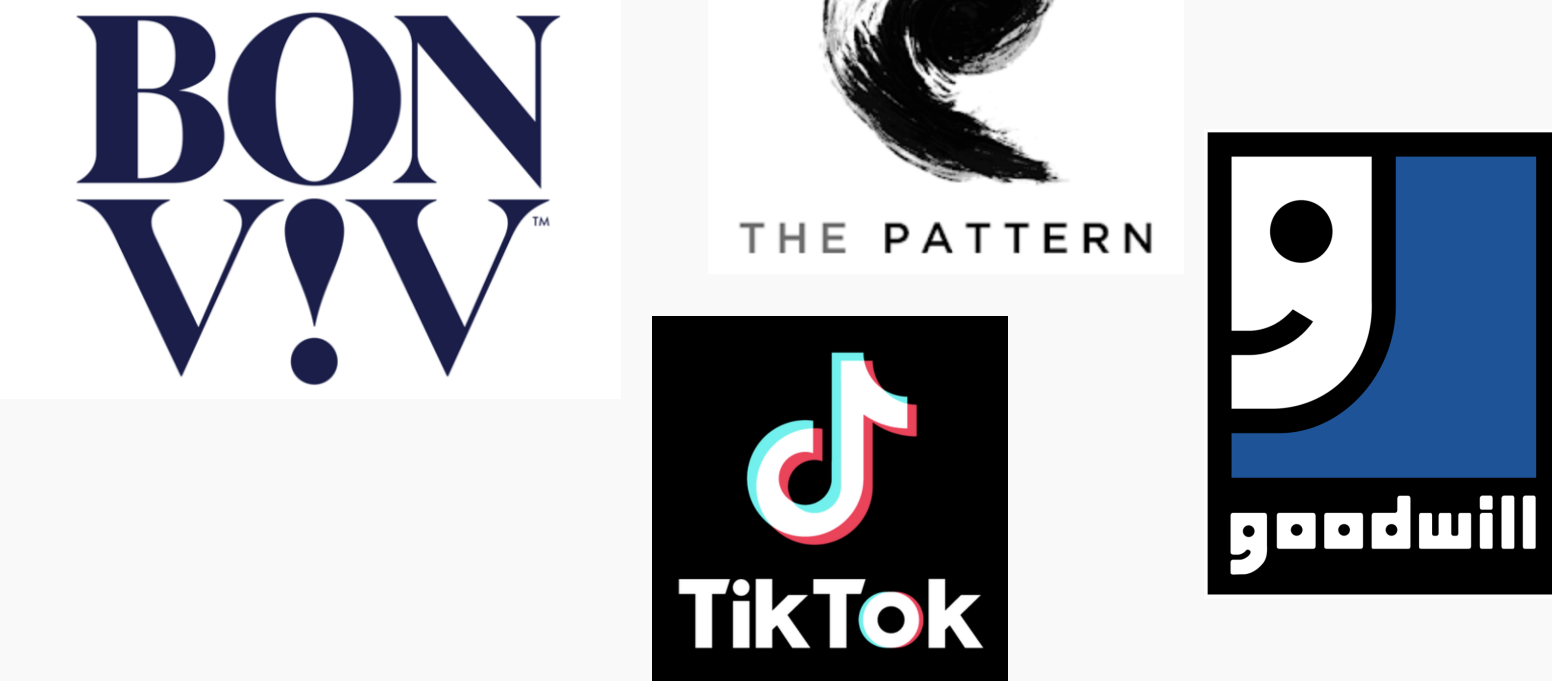
Skills & Understanding



Personality



Brands



“I always ask myself if this thing vibes with my dreams for an equitable, inclusive, and accessible world.”