



Victoria Clarke

ARCHETYPE: THE COLLECTOR

ABOUT

Victoria always has so many ideas, and is endlessly creative and crafty. She loves to write stories and keeps a sketch book with random doodles and observations of things she sees in her daily life.

Victoria has been using fountain pens since primary school, where it was mandatory for students to use fountain pens. She treasured her first pen, a savannah green LAMY safari pen, and she still has it today. She has always loved using fountain pens and is fascinated by them, & loves using them to write on a daily basis.

Over the years, she has accumulated an impressive collection of fountain pens, and owns roughly 30 fountain pens. Some were gifts from family and friends, and others she bought for herself. She considers using fountain pens a relaxing and fun hobby which allows her to creatively express herself.

“There’s something special about writing by hand, and writing with a fountain pen.”

AGE 29

GENDER Female

JOB TITLE Content Manager

LOCATION London, England

STATUS Single

OF FOUNTAIN PENS 30+

FAVORITE BRANDS



GOALS

- Using fountain pens & writing as a means of self-expression and artistic creation
- Wants to build her collection with pens that are special, unique, and interesting

PAIN POINTS

- Not being able to find specific info on products (weight, body thickness, etc)
- Overseas Shipping and Return policies, along with customs fees when shipping to the UK
- Worried about bad customer service / lack of support if something goes wrong

NEEDS

- Wants to be able to search and filter through pens easily and quickly
- Wants to buy from trusted sources; brands with good reputations & customer service

PERSONALITY

