







Customer Profile

PEOPLE AGED 22-35 WITHIN CREATIVE COMMUNITIES WHO VALUE EMOTIONAL CONNECTION AND COMPANIONSHIP, AND SEE THEIR PETS AS FAMILY MEMBERS AND EMOTIONAL SUPPORT.

- * INTERESTED IN ART, DESIGN, AND SLOW LIVING
- * SENSITIVE TO TACTILE EXPERIENCES AND MATERIAL QUALITIES
- * DRAWN TO SOFT, WORN, AND MEMORY-EVOKING TEXTILES
- * EMOTIONALLY RESPONSIVE TO THEMES OF HEALING, COMPANIONSHIP, LONELINESS, AND EMOTIONAL CONNECTION
- * APPRECIATES UNDERSTATED, POETIC, AND FRAGILE AESTHETICS



Customer Board

Demographic

Gender: All genders (primary female)

Age: 20–35 years old (Gen Z – Millennials)

Life Stage: Students / early-career workers / young professionals seeking everyday comfort and emotional support at home

Location: UK (London), UK major cities, Europe (urban areas)

Occupation: Students, office workers, creatives, service industry, freelancers

Education Background: College / university educated (or in higher education), open to wellbeing lifestyle and design

Income Level: £22,000–£50,000 per year (middle income, willing to spend on “worth it” comfort items)

Social Class: Middle to upper-middle

Marital Status: Single, partnered, or married

Family Situation: Pet owner (dog/cat), home-focused lifestyle, values a calm and cosy living space

Psychographic

Prefers calm, cosy home environments and simple lifestyle interiors (not “pet shop style”)

Values wellbeing and mental health in everyday life (stress relief, better sleep, comfort routines)

Enjoys animal companionship and finds comfort in touch (hugging, stroking, soft textures)

Needs practical products: machine washable, easy to clean, quick to maintain

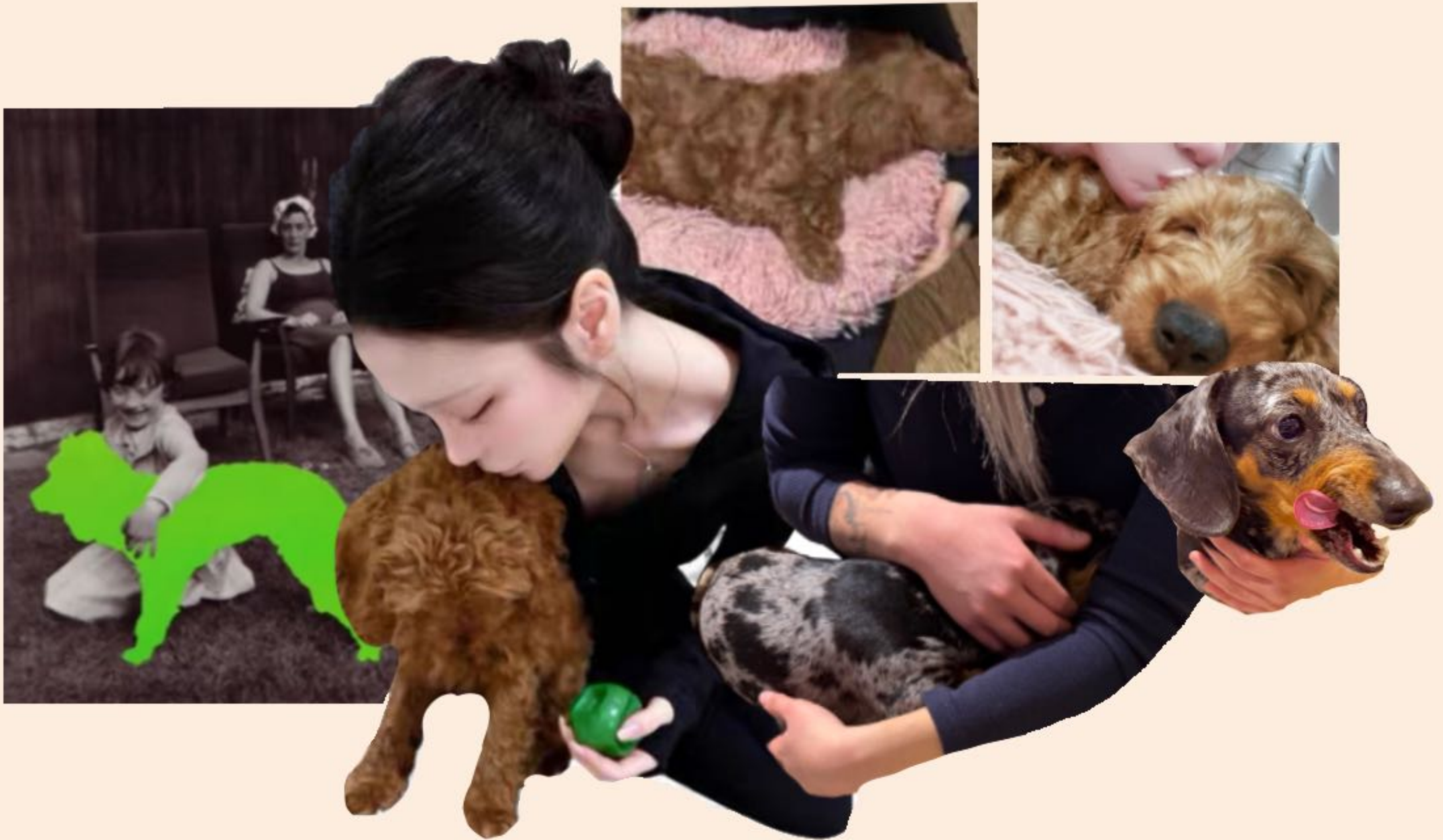
Cares about durability (pets scratch/chew, daily use) and safe design (no small loose parts)

Likes soft tactile textures (fluffy / warm / gentle pressure) and neutral or warm tones

Wants “shared-use” items at home (sofa throw, cushion) that both people and pets can use comfortably



Mood Board



Color Board



Yarn Board



Context



fluffy → brushed surface / boucle (small area)

grounding texture → waffle / moss / bubble

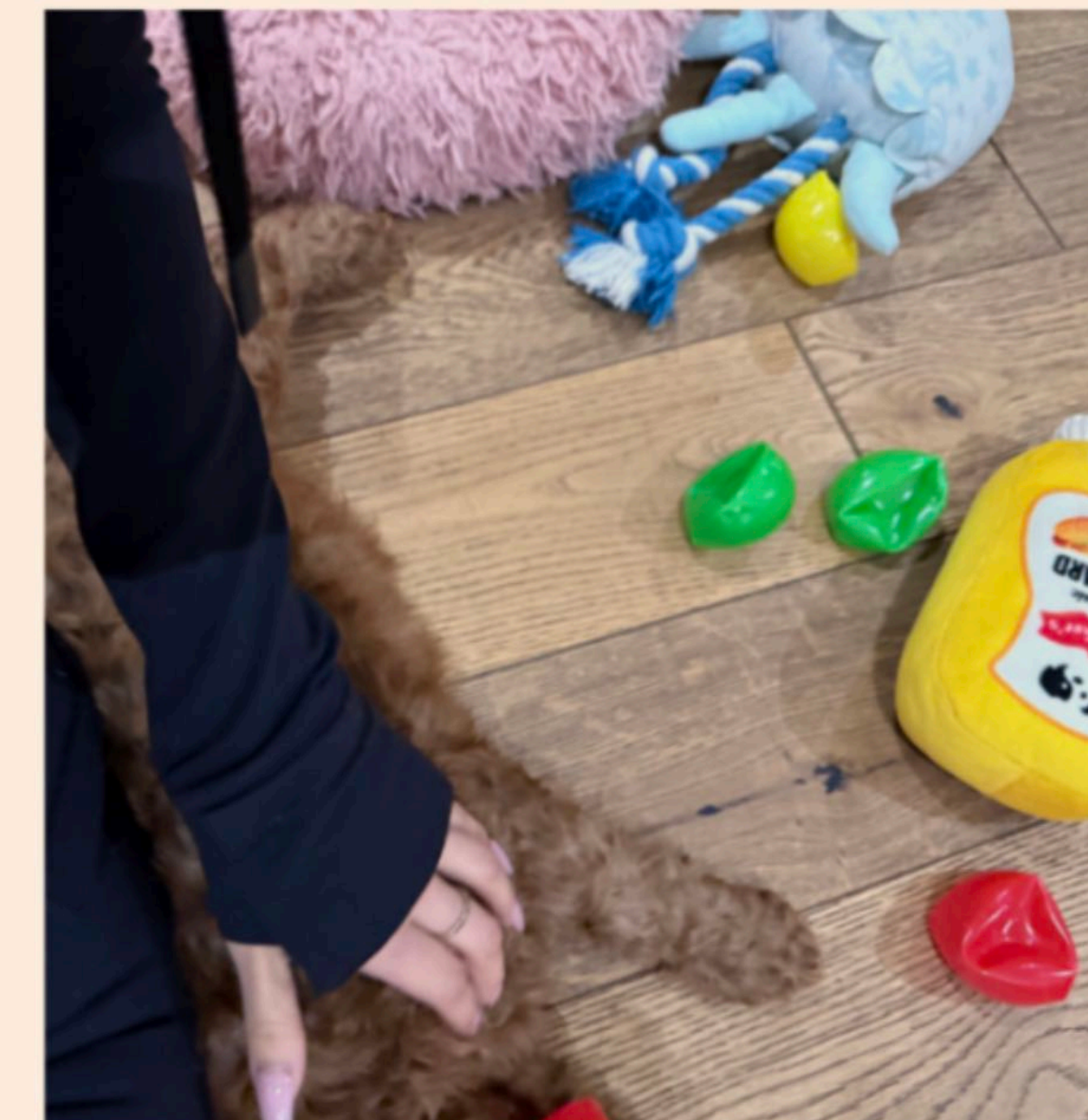


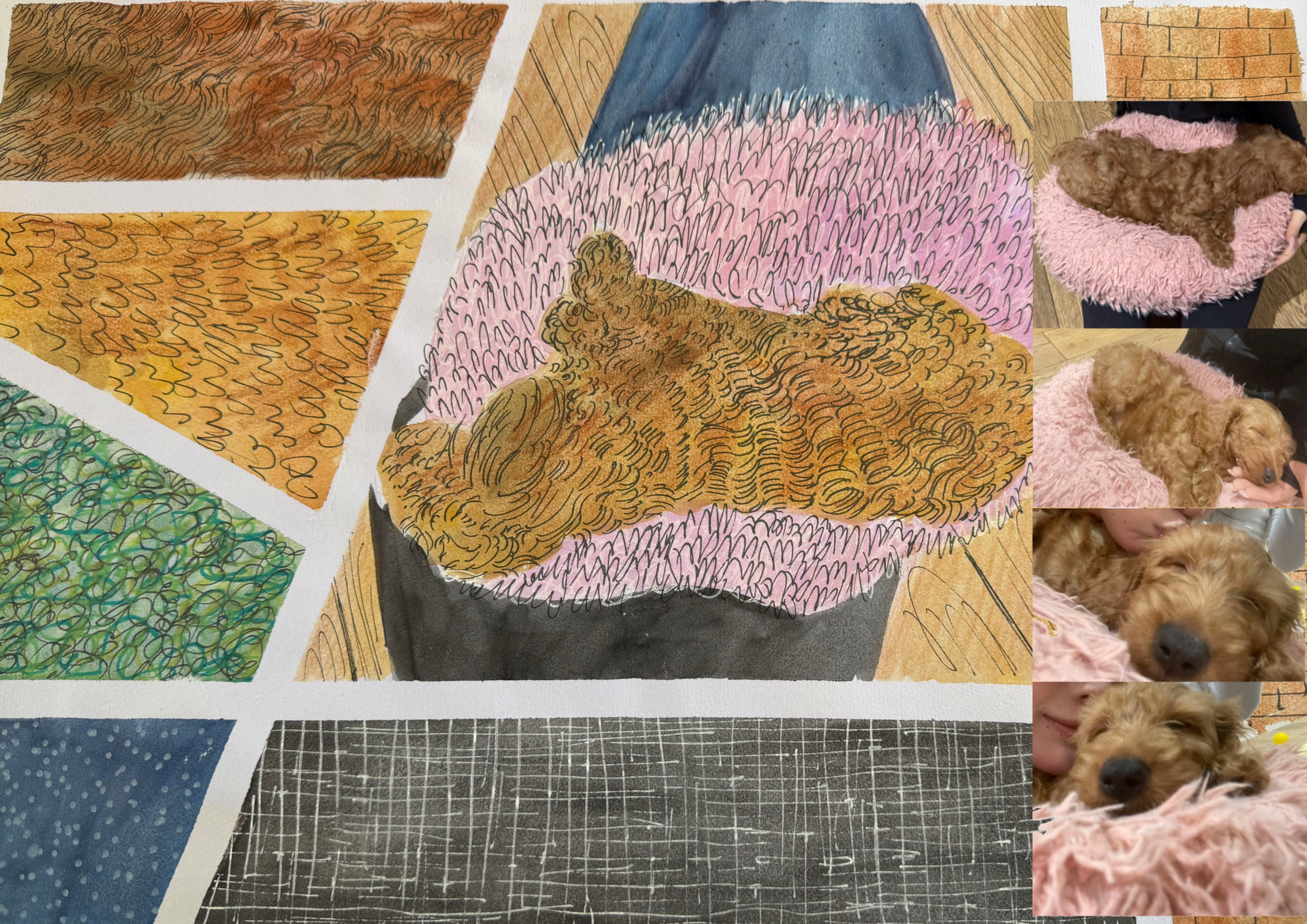
- Warm light + quiet space = calm mood.
- Soft mats/blankets encourage sitting, hugging + repeated stroking.
- Plastic toys + plush toys create a playful, cosy setting.

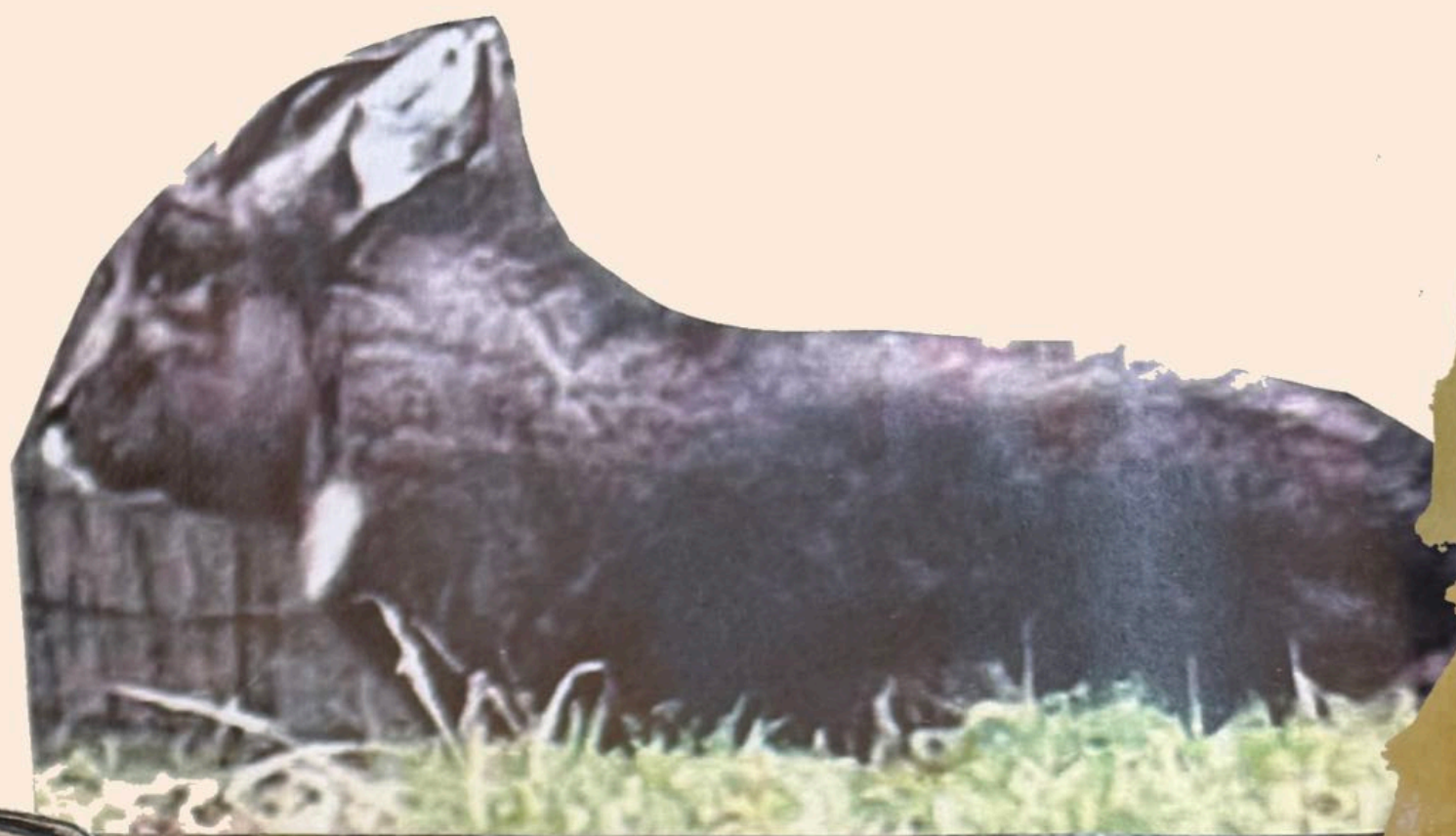
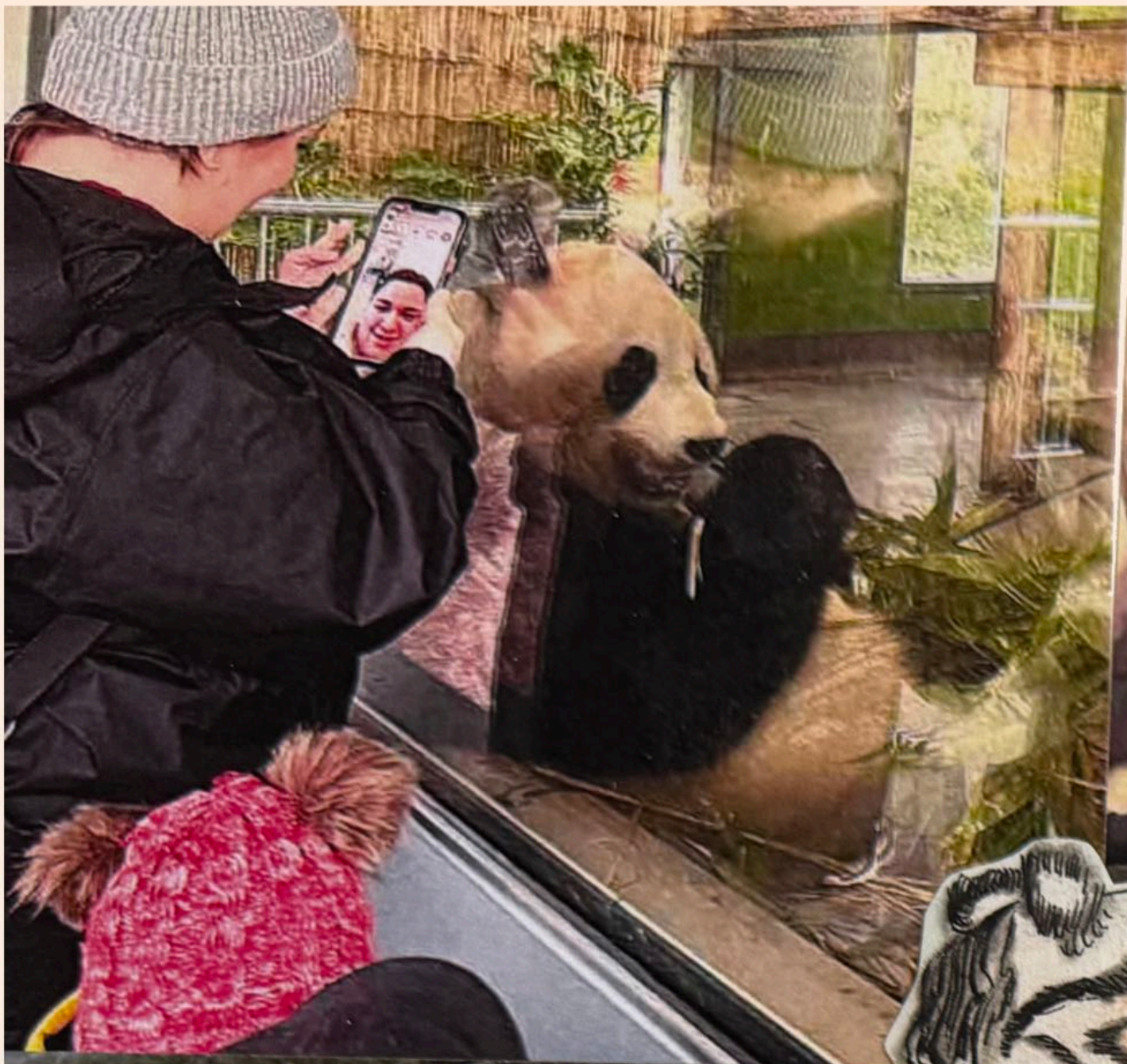
Behaviour Observation

Hugging makes me feel more held and comfortable.

I keep stroking the same spot, and it helps me calm down

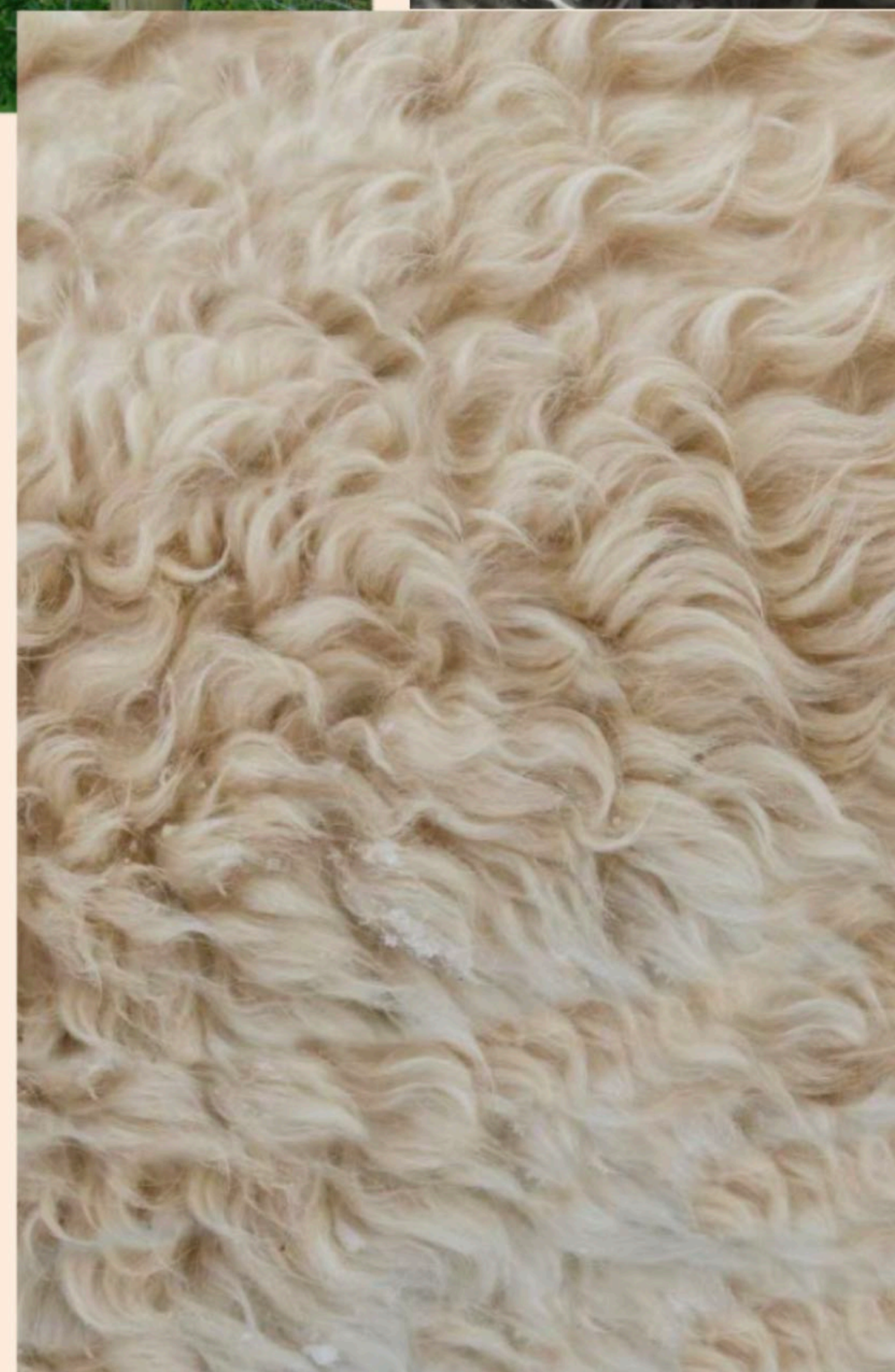








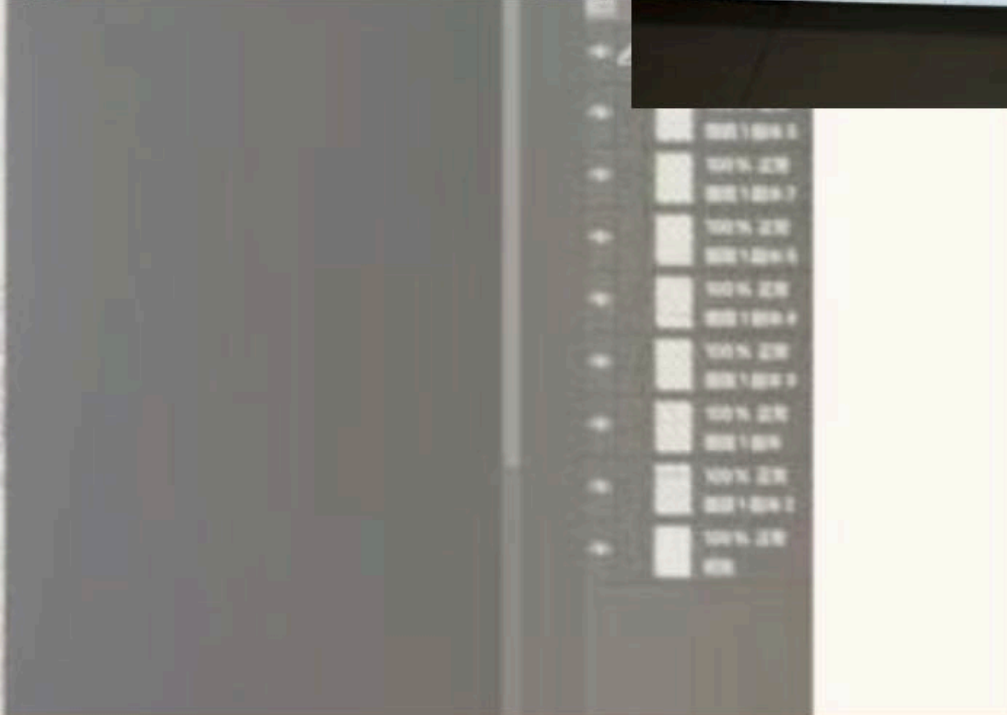
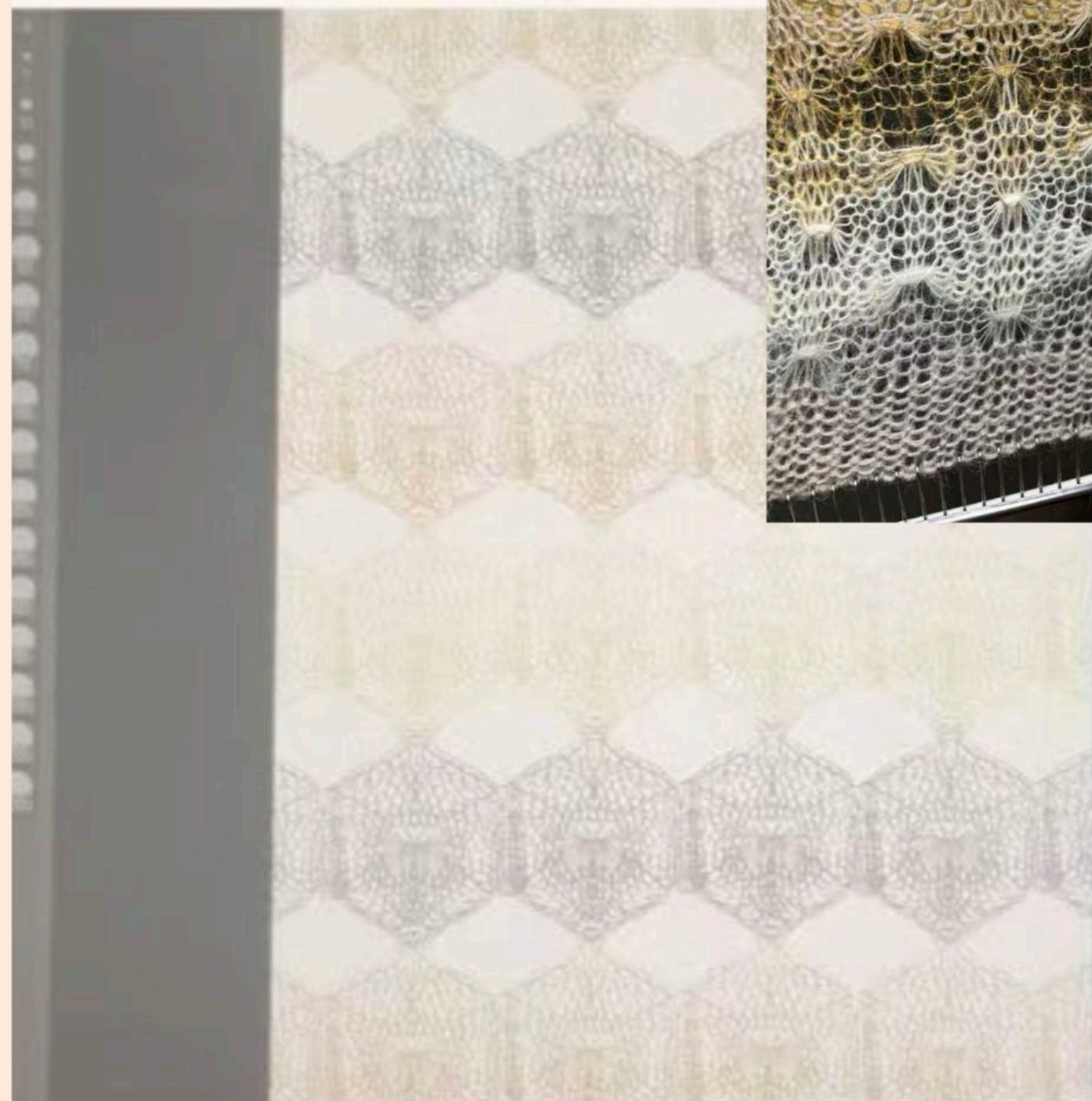
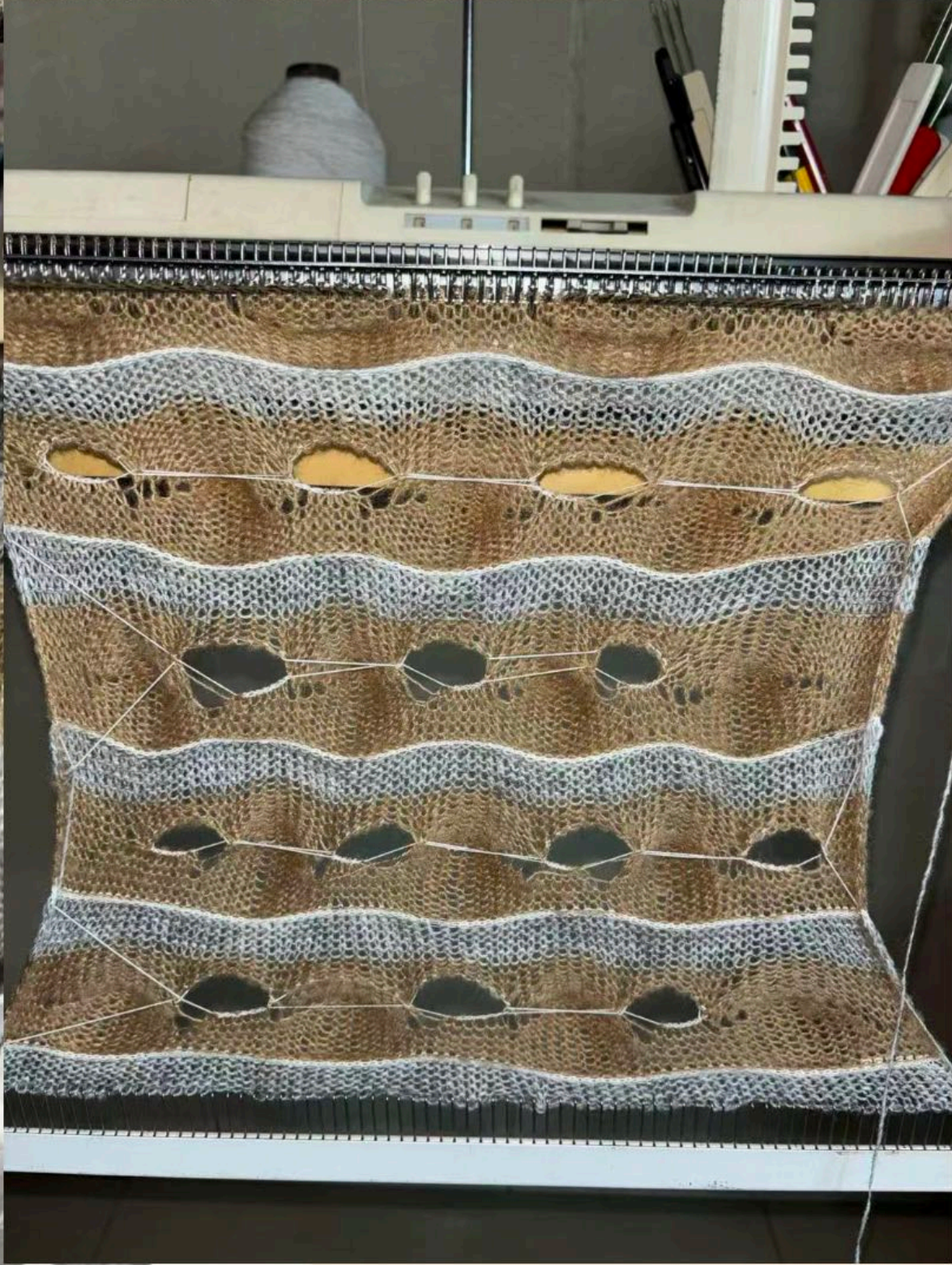
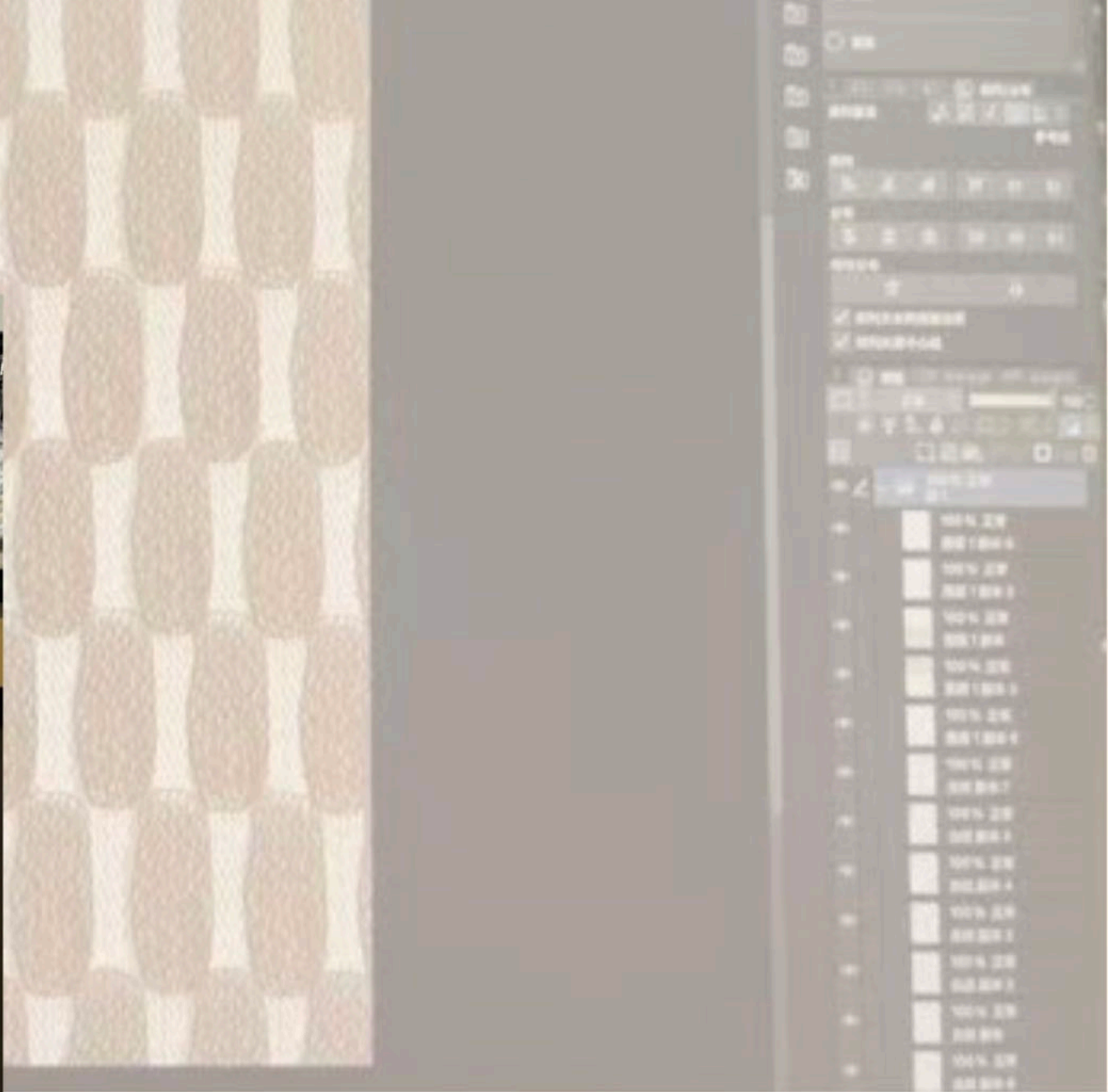
own photographs



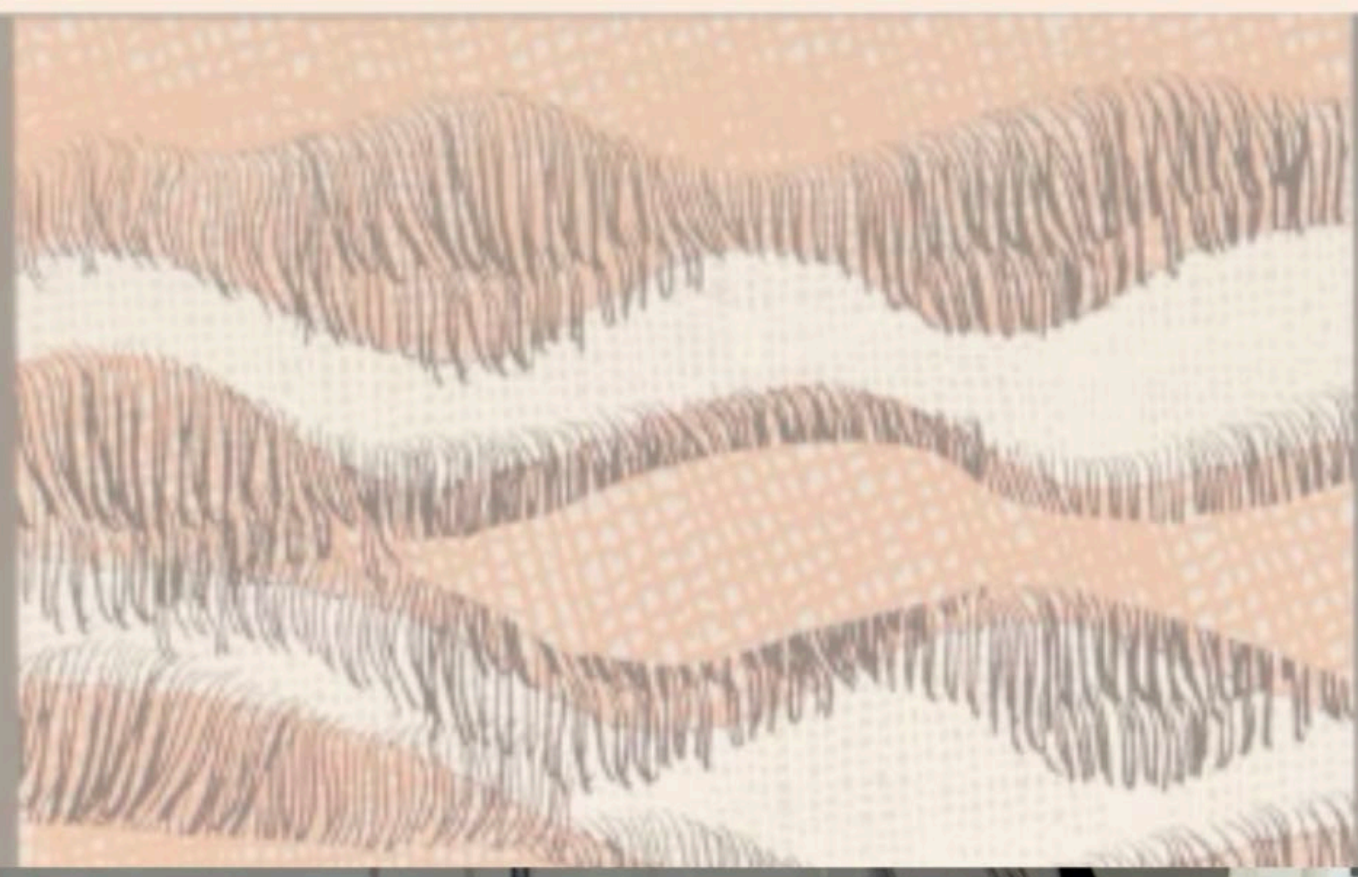
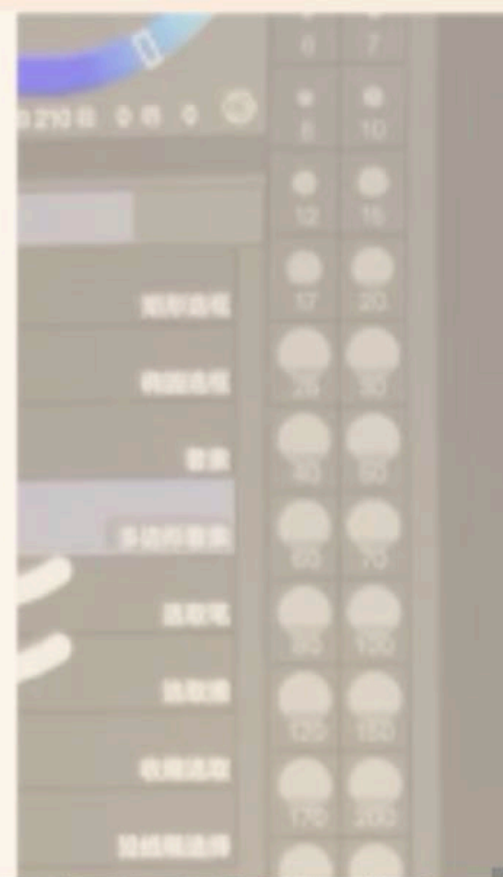
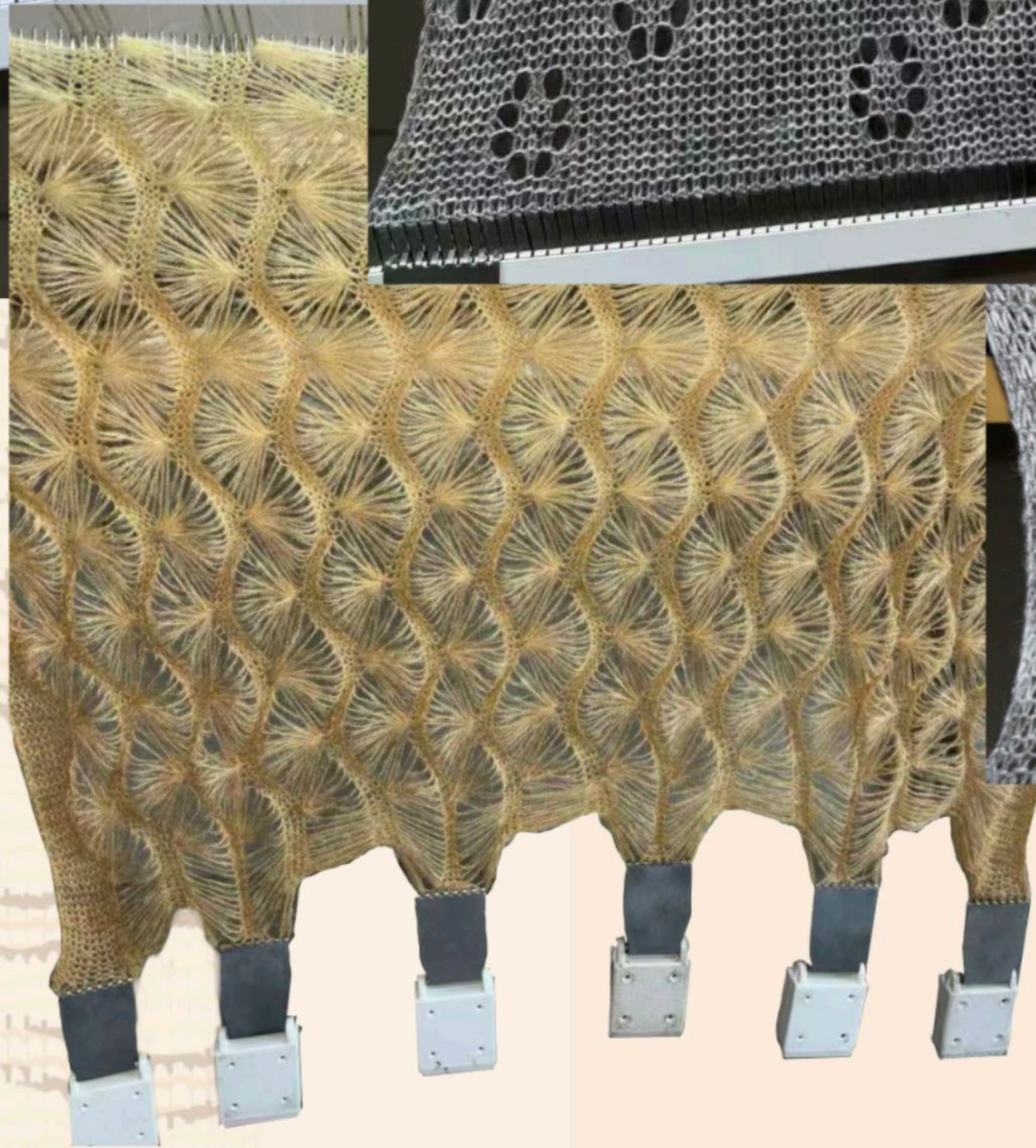
Domestic Tension 10

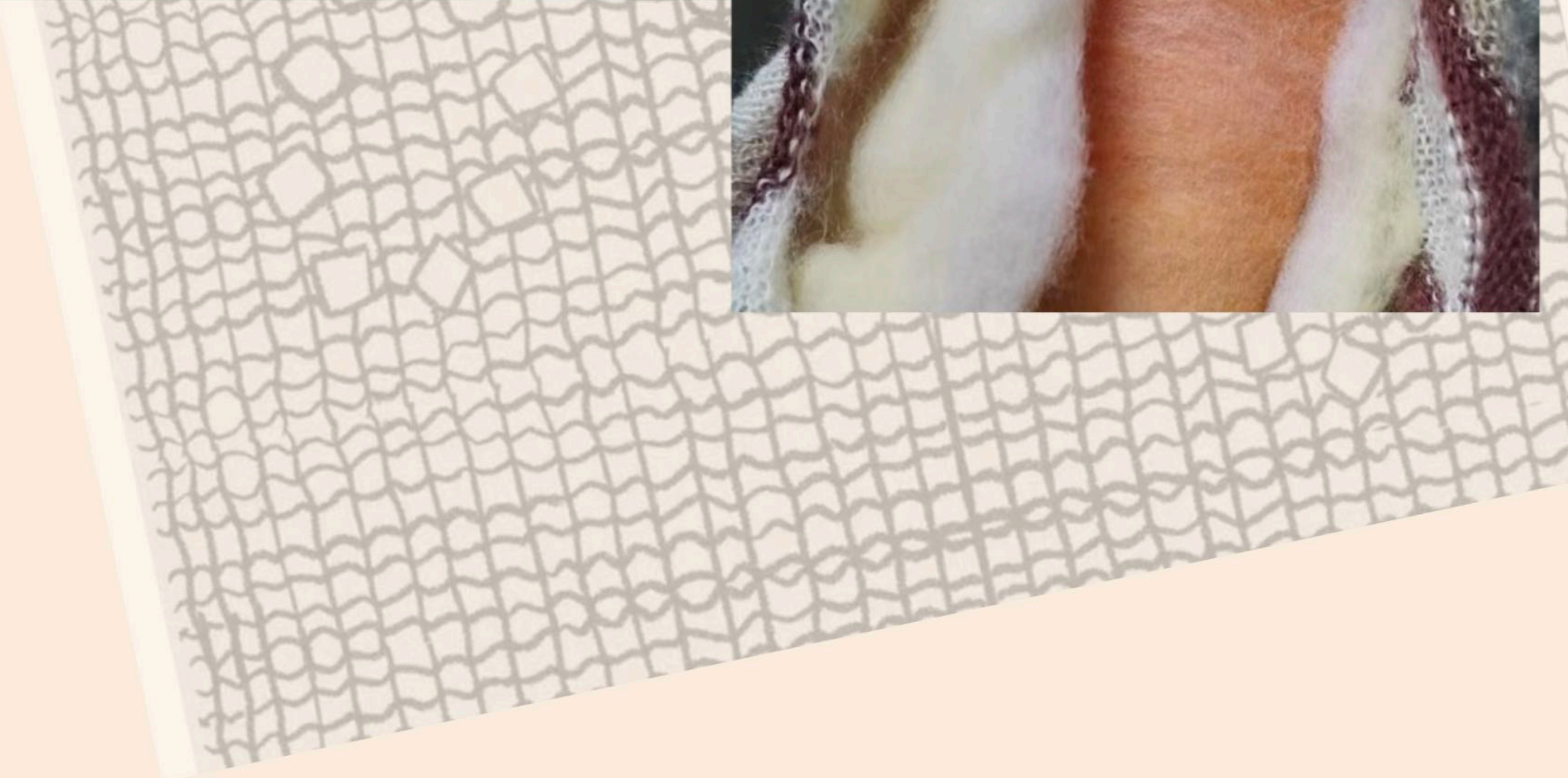
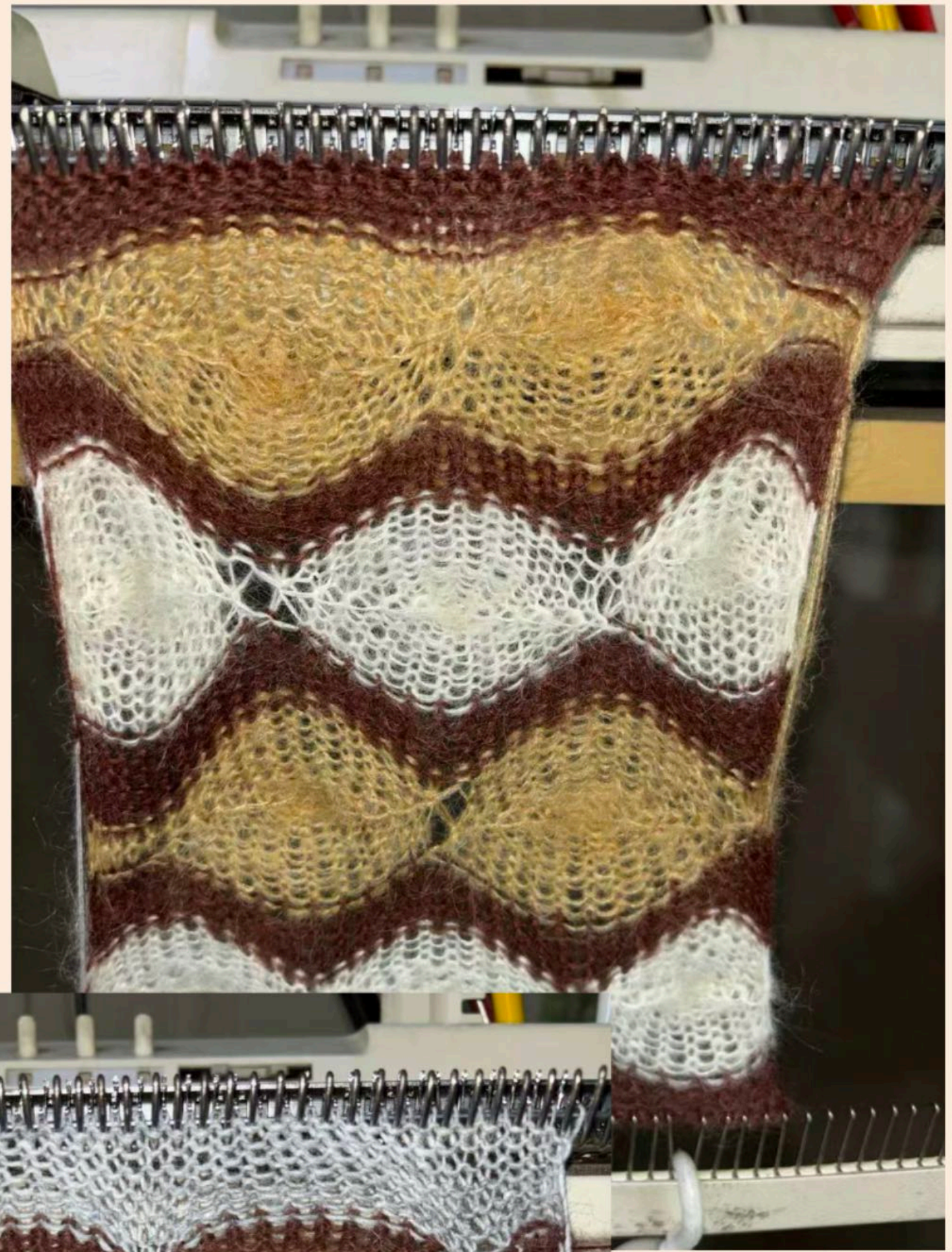
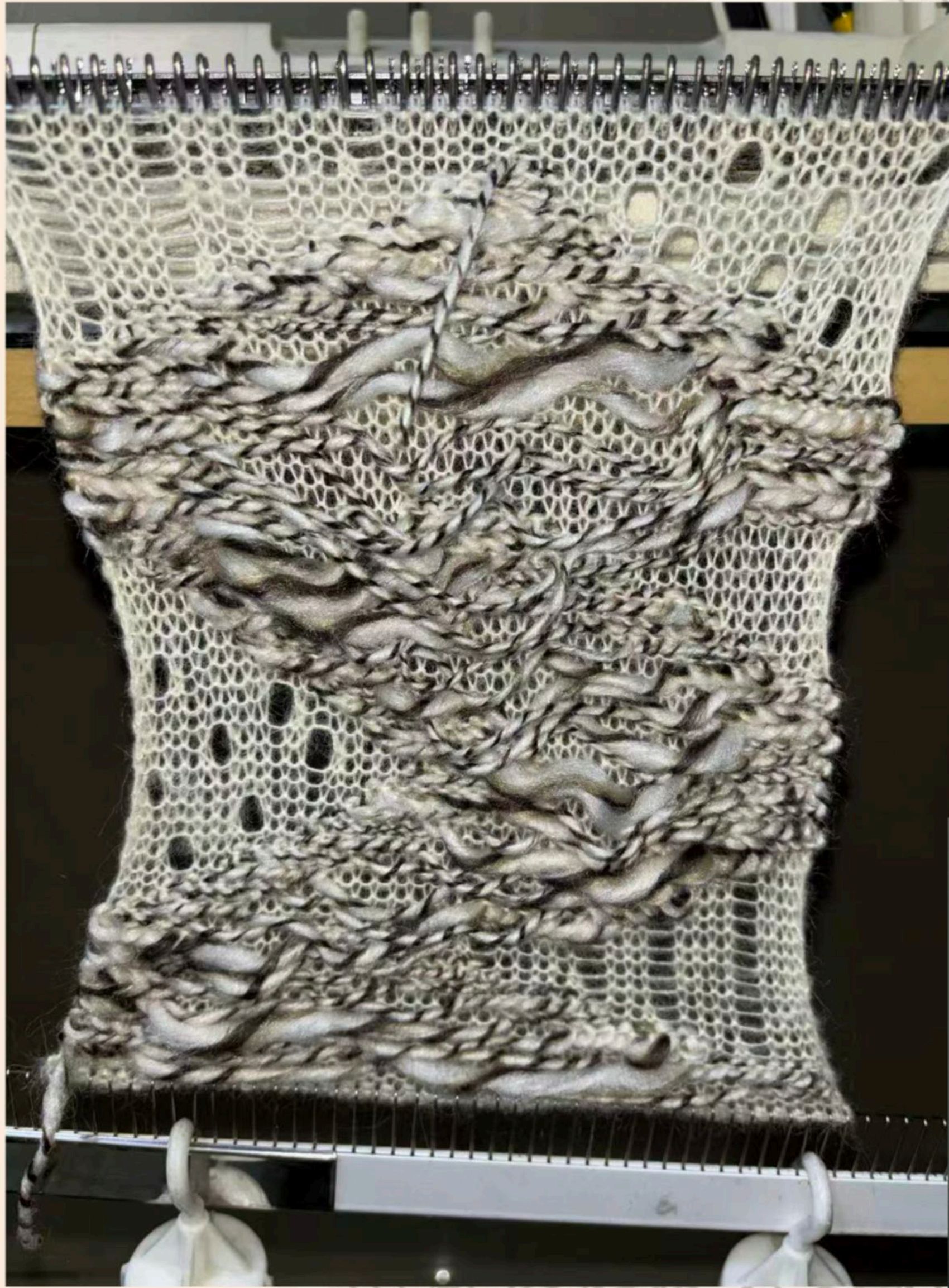






DEVELOPMENT

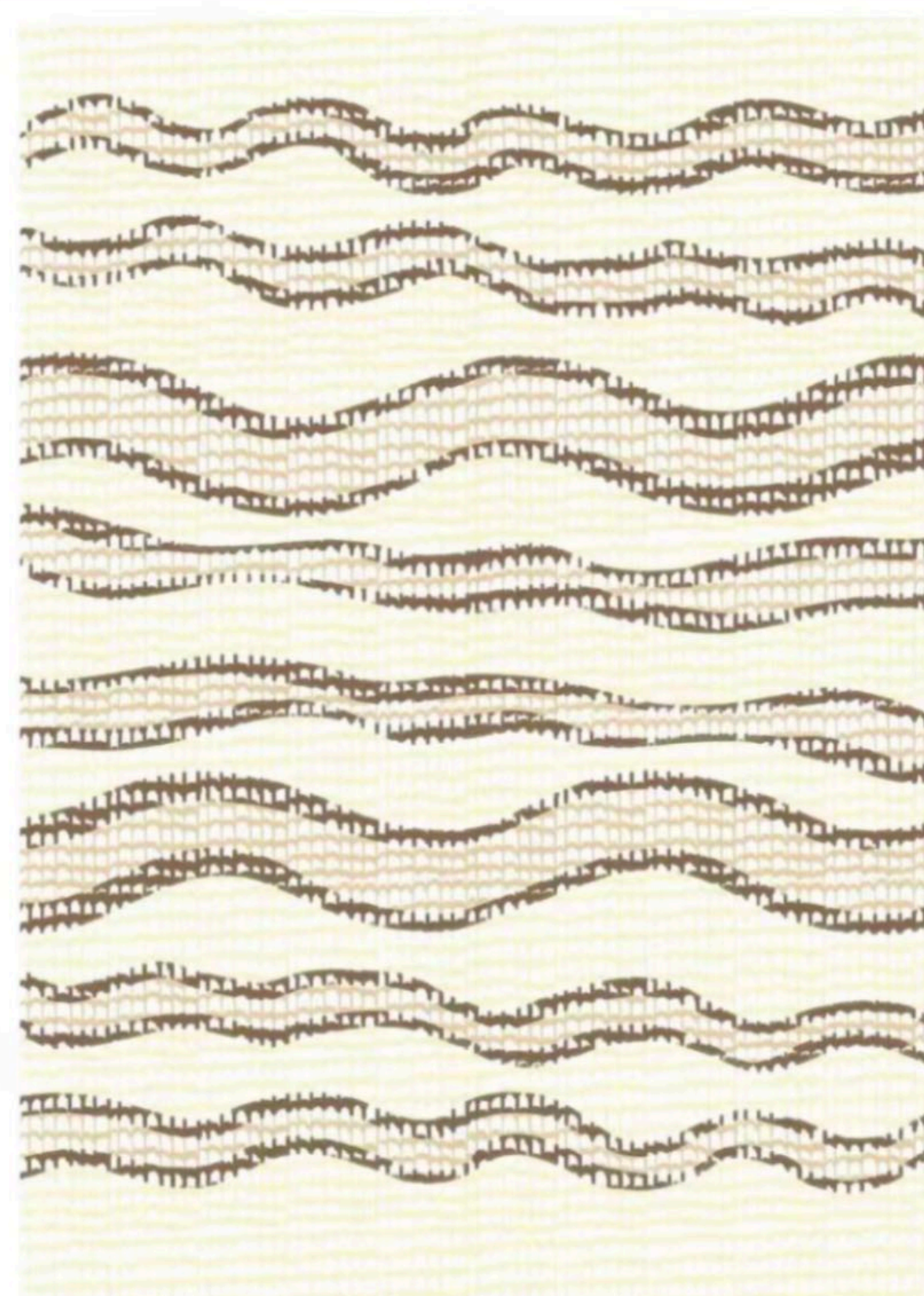




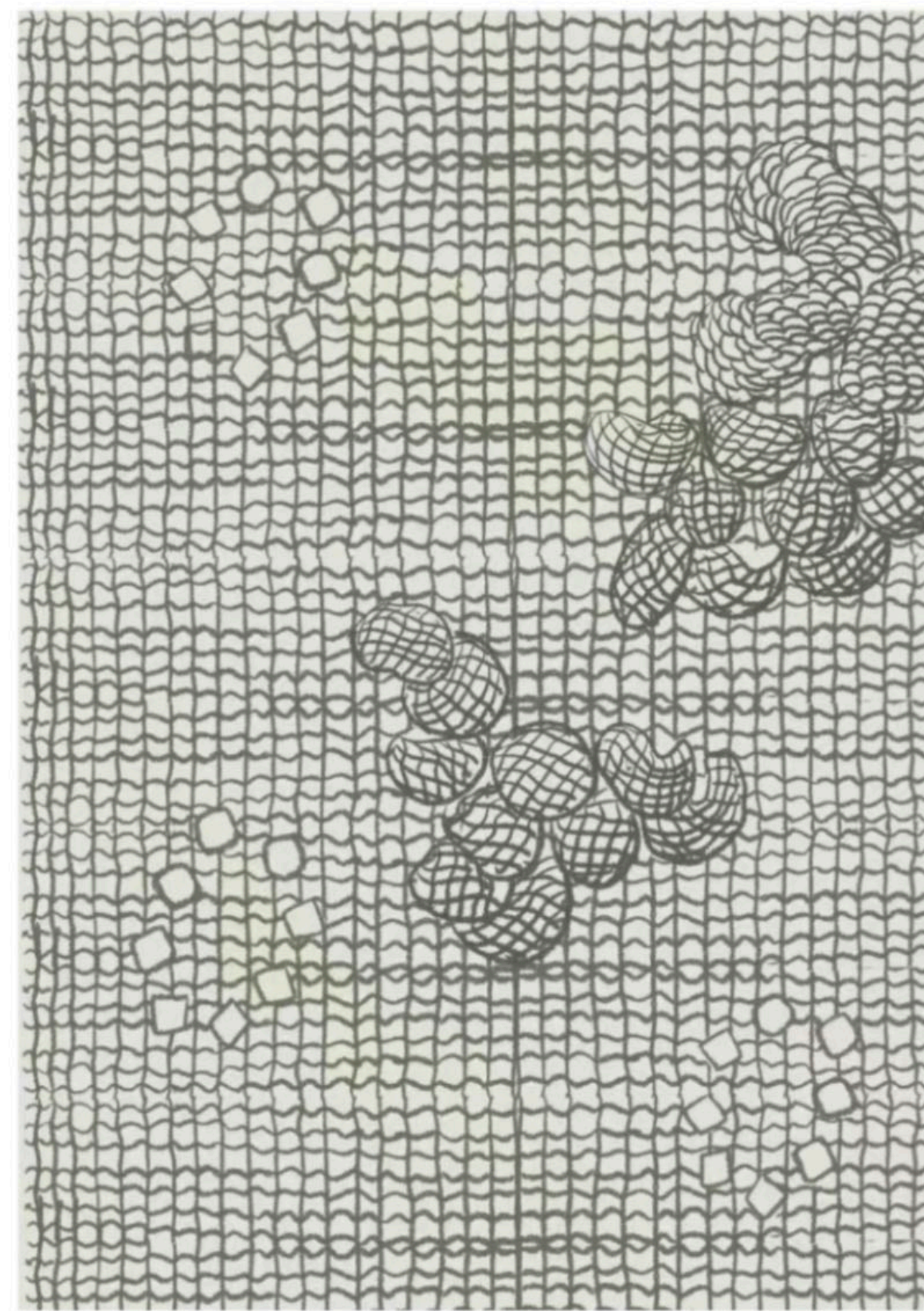
SHIMA DESIGN



final 1



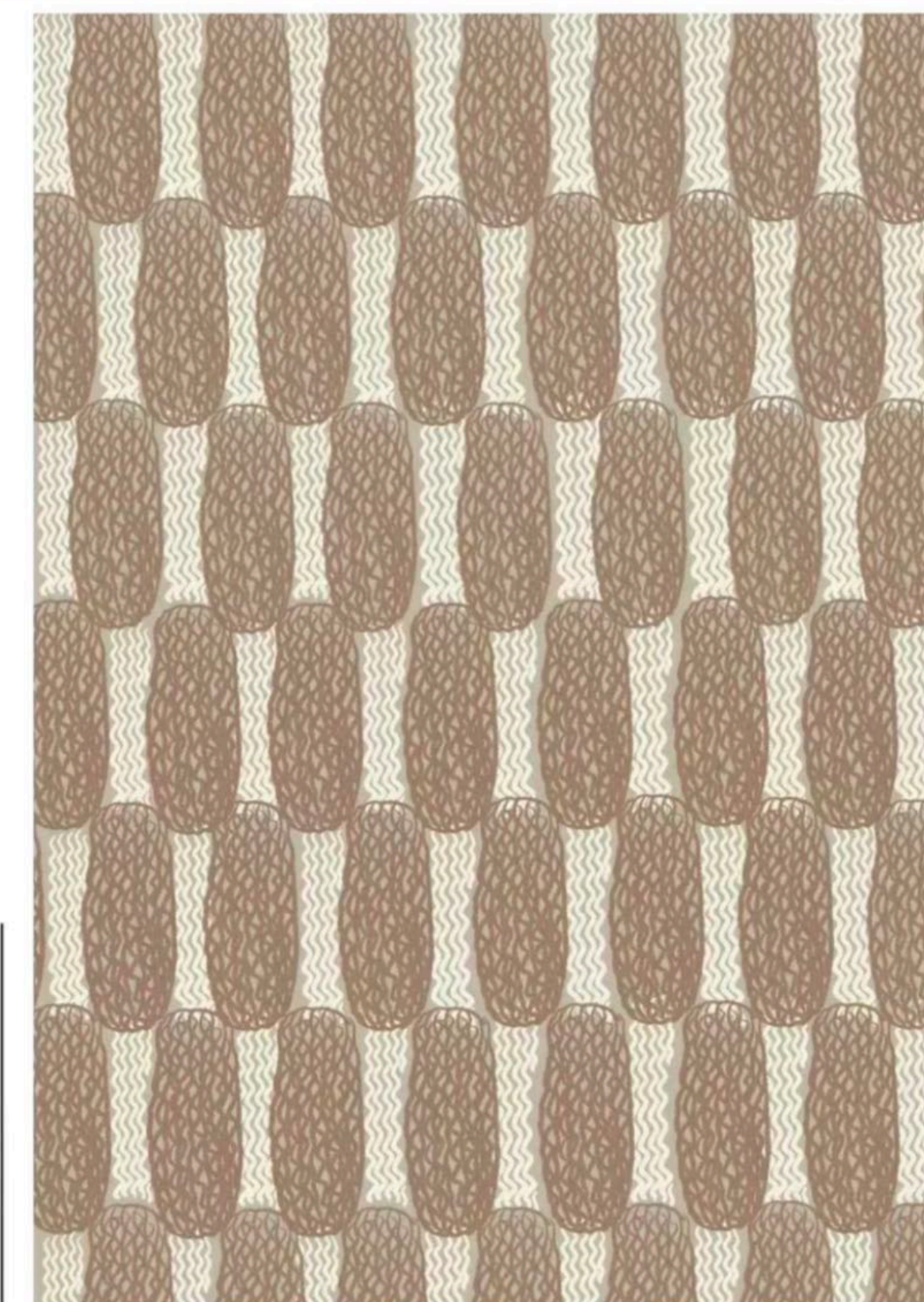
final 2



final 3



final 4

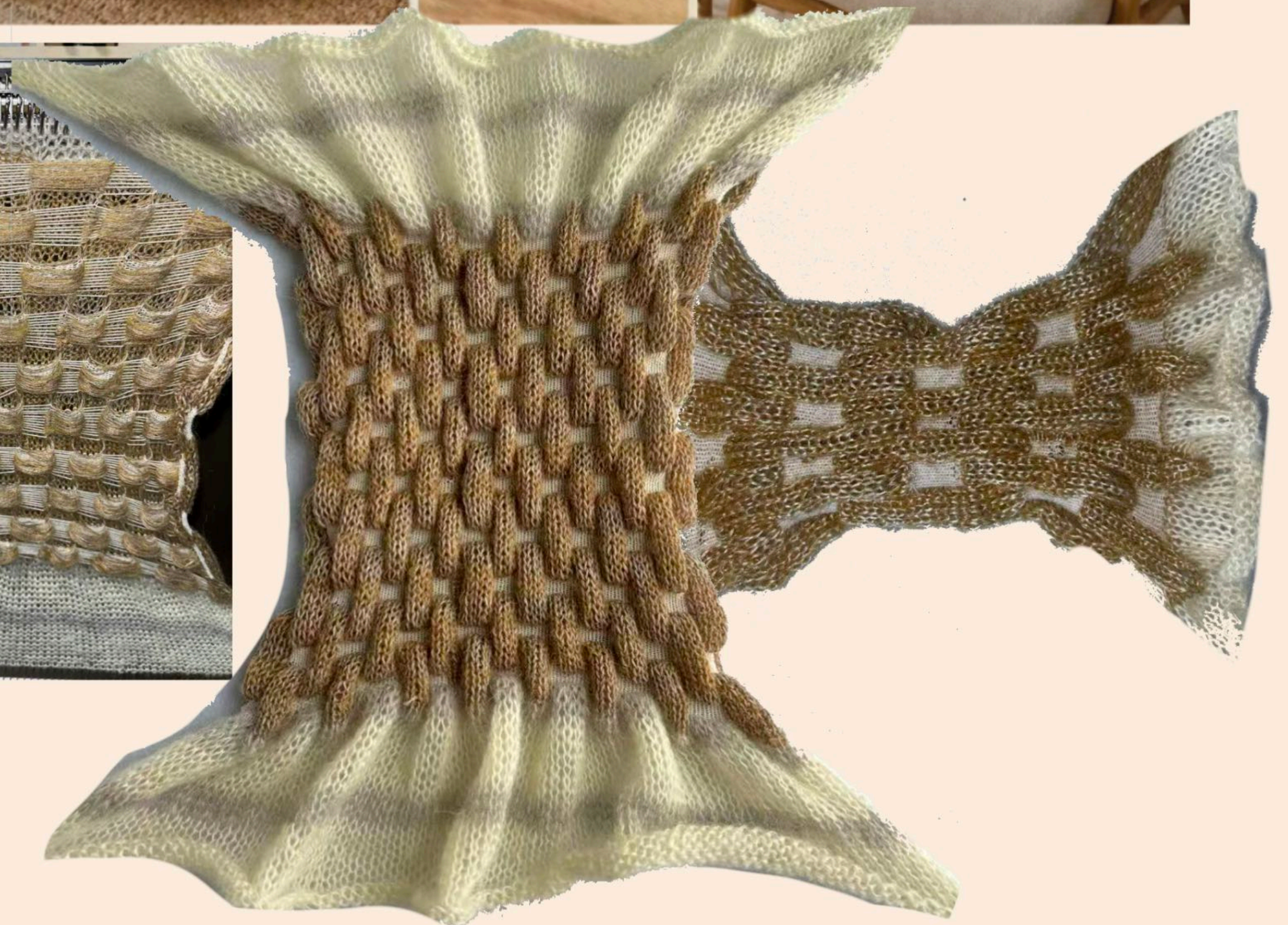


final 5





- AI-assisted visualization





- *AI-assisted visualization*

