

## **ABSTRACT**

*Signature Store is a reseller shop that sells a variety of shoes and clothing products from several well-known brands. This business was established in November 2019. Currently, Signature Store has a problem, namely the inability to recognize and understand consumers, also align the benefits offered with the needs and desires of target consumers. As a result, planning in business operations cannot be mapped out optimally. If the benefits are not in accordance with the needs and desires of consumers, it will make consumers switch to other businesses. Therefore, a company needs to know its customers to create the right business strategy.*

*The purpose of this research is to design a Signature Store consumer persona with Empathy Map to describe an understanding of consumers in terms of characteristics, needs, and goals so that they can design and implement appropriate benefits. The research method used is descriptive qualitative with an ethnographic strategy.*

*The study results found that each element in the Empathy Map can describe the characteristics, needs, and goals of consumers that help the process of forming a persona. There are two categories, the first one is consumers who have fashion preferences based on music and the second one those who have fashion preferences based on minimalism. These two preferences greatly influence how consumers view fashion products and their styles. From these two categories, two personas are formed.*

*The suggestion for Signature Store business is to focus on one market segment as means to the benefits provided is right on target. The personas that have been designed in this study can be reviewed by the management of the Signature Store and can be used as consideration in designing products that suit the needs and desires of target consumers. The researcher suggest to conduct further research by validating personas on real people who are the target market or users.*

**Keywords: Signature Store, Persona, Design Thinking, Empathy Map**