

Filomena Ribeiro



Job Title
Teacher

Age
45

Highest Level of Education
University (Master's degree)

Goals

- Buy Nicholas Sparks' new book
- Intuitive and easy-to-use application

Frustrations

- Application with too many steps to make a purchase
- Not being able to give a gift to her daughter on her 18th birthday

Environment

As a Portuguese teacher in the 21st century, she knows how to do the minimum with a computer, because she uses it to prepare her classes and show some multimedia resources in class to her students. She is also adept at online shopping platforms, so using another one will not be a problem. She just wants the web application to be simple and quick to use to realise her daughter's wish.