



Sandra Marques

SHORT NAME
SAN

IMAGE



QUOTE

"Setting goals is the first step in turning the invisible into the visible."

BUDGET

200€

MOOD IMAGES



BACKGROUND

Sandra is married and has a son.
She is also a friendly person who likes doing volunteering work.
She is also an organized person, strait-laced and introverted.

PREFERRED COMMUNICATION CHANNELS

SMS; Verbal; Email; Calls;

TECHNOLOGY ADAPTABILITY

Very bad

Very good

KEY MOTIVATION

- ▶ Make clients happy;
- ▶ Be promoted;

MAIN FRUSTRATIONS

- ▶ Clients who waste her time;
- ▶ Annoying clients;
- ▶ Clients that don't know the name of the medication;

A DAY IN THE LIFE

Sandra works a 9 to 5 job at the local pharmacy. She likes easing her clients' pain by giving them the needed medication, according to what was prescribed.

When some of her clients don't actually know what they are looking for or have a faint idea, she tries to help them so that they do not waste much of her



time.

After leaving her job, she spends a huge amount of time playing candy crush or other puzzling games. She also enjoys going for a walk with her friends at night.