

Type: Primary



Name: Popescu Maria

Background: being raised from a low income family, she had average grades all throughout her middle school and highschool years, and she decided that, rather than follow higher education, she would rather work and earn money after going through childbirth and a divorce.

Date of Birth: 10/23/1990

Gender: Female

Location: Iasi, Romania

Work place: Mamma Mia, Waiter

School: Colegiul Tehnic "Ghiorghe Asachi" Iasi

Technology Level: Intermediate

Main Points

Maria has some experience with apps like "Lidl Plus" or "Shopsavvy".

Maria would like to get the best prices for the products she buys due to her prospects on making a savings account.

Maria is looking for products to facilitate her day to day life "like a car".

Goals

- **Practical Goals:**
 - make some savings.
 - buy things to make her day to day life easier
- **Personal Goals:**
 - learn more about crocheting.
 - provide Pavel with a favorable environment for his upbringing
- **Business Goals:**
 - work diligently, catch the eye of the bosses.
 - get a raise

Frustrations and Pain Points

- the user can't find all the stores she would like to check (there are small stores that we can't incorporate in our app)
- the reviews are not 100% reliable

Detailed Description

Maria is a 27 yrs old woman, living in a flat in the "Valea Lupului" residential zone in Iasi. at the age of 19 she promoted highschool from the Technical College "Ghiorghe Asachi" from Iasi, shortly after that meeting her ex-husband "Mihai Popescu". At the age of 21 she had her first child, Pavel, who she loves enormously, and for who the absent father pays child support, but those funds are not enough for a comfortable living for her son, so she started working as a waiter(ess?) in a mildly known local restaurant chain.

One of her recent concerns regard the higher costs of baby food supplies, higher difficulties regarding finding quality products for her son so he could live his life more comfortably and finding ways to save more money for a fund for darker days or, who knows, maybe a college fund for her son.

Nowadays, she is focusing on working diligently at her job, with a hope of climbing the hierarchical chain, hoping that would result in a raise of her salary and, thus, alleviating the pressure of the everapproaching number 0 on her bank account balance. she has found a pleasure in crocheting as of late, being a practical hobby, as it not only represents a way of reducing stress, but also providing warm clothing for herself, if he ever shows interest in the clothing his mother makes. Among her more practical goals is also the prospect of buying a small, low consuming car, as that would not only provide her with a more comfortable way of commuting from and to work, but would also open more possibilities for social gathers for her, as well as for her son in the future.

Yet, all great dreams start with small steps, or, in our case, with small economies.

She uses apps like "Lidl plus" or the Kaufland mobile app to make small economies, keep an eye out for cheap pleasures on sale, and saving up points for reduced costs on different supplies. She also uses apps like "Shopsavvy" or "google shopping" to shop for practical things or toys for her son on birthdays and special occasions.

Scenarios

Afternoon: Maria's boss calls out to Maria, telling her her phone has been ringing for a while. Pavel's teacher called her to tell her that her son had a little accident at school today and that she has to come to take him home. Maria explains the situation to her boss who, unexpectedly, shows concern for her waitress' son, and lets her get off work early to take care of him. She finds her son at school, heavily stained in ink. She will have to buy her son a new shirt and a new backpack and, while we're at it, some new notebooks. She checks the BeGR app on her computer, checking for school supplies, preferably to be delivered to her home since she is working fulltime and doesn't really have the time to go shopping with her son. She finds out that the best price for delivery of notebooks comes from emag, since they have a special promotion going on at the moment making shipping free. She makes an order and patiently awaits the message of her package arriving in the nearest easybox to her home.

Dusk: After work, it is finally time for Maria to go home. On the way home, she has to do some shopping first. She checks her favorite app "BeGR" so she can check on the best prices for the stuff she either wants, needs or both. the app can't check on every single small shop in town, but it can definitely check on the ones that give the prices of their products and the actual sales to the public on a digital medium. She finds out that there is actually a sale on bath bombs at the carrefour 10 minutes away from her workplace. she doesn't need them, but she certainly enjoys them from time to time, and what better time to buy a set for the time she finally gets some time for herself than now? she gets there, buys some bath bombs, checks what other products she needs get a decent price at the store she is in, and then she finally goes to another nearby store where, as per what her best buddy BeGR said, she would find a sale on salami and chesse, thinking about maybe making some homemade pizza for herself and her son.