Image

## BIO

*Student B has the need to go to grocery stores every week. He wants to be organized, so he has the habits to note down every single item he wishes to buy on his phone.*

## GOALS

*Need a mobile app to create shopping lists, preferably with bullet points and checkboxes.*

## FRUSTRATIONS

* *Cannot remember what exact brand he wants to buy – need to take pictures of items at home to find matching ones*
* *Too many notes on the app and he cannot find the note which has the shopping list that he wrote*
* *List of shopping items may get too long and it’s difficult to sort out all items he wants to buy in a specific grocery section (categorization)*

TECH KNOWLEDGE

DOMAIN AWARENESS

Has been using Apple Notes for many years.

*Student B*

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| --- | --- |
| **Age:** | 22 |
| **Occupation:** | Student |
| **Status:** | Single |
| **Location:** | Waterloo |
| **Archetype:** | Classmate |
| **Personality:** | Organized |

## QUOTES

*“FOOOOOODIE”*

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