



Kavita Chopra

- 32
- Chandigarh
- Teacher
- Living with husband and kids

BIO

Married woman ,teacher by profession.

lives in a joint family.Takes care of everyone's needs.

Finds creative methods to deliver her lessons.

Simple,composed,smart.

Goals

- o Keeping the family together
- o Being creative in her job
- o Plan weekends for her family
- o keeping check on her kids progress

Technology

Internet	★ ★ ★ ★ ★
Social Media	★ ★ ★ ★ ★
Online	★ ★ ★ ★ ★
Gadgets	★ ★ ★ ★ ★
Early	★ ★ ★ ★ ★

Favourite Brands



Frustrations

Not getting enough time for planning.

kavita needs a way to do all her shopping with ease without having to take out time specially for that so that she can spend some time on herself.



Fabiha Sheikh

- 20
- New-york
- Student
- Lives in a rented apartment

BIO

Fine arts student .Youtuber.

Loves to experiment with her style.

After a long day relaxes by sitting in balcony ,listening to songs and reading books.

Fan of marvel movies.

Loves to hangout with friends for movie,coffee.

Gaols

Producing fresh content for her youtube channel.
She defines her own style.
Using her art for good cause.

Technology

Internet	★ ★ ★ ★ ★
Social Media	★ ★ ★ ★ ★
Online	★ ★ ★ ★ ★
Gadgets	★ ★ ★ ★ ★
Early Adapter	★ ★ ★ ★ ★

Favourite Brands



Frustrations

Time wasted in travelling.

Managing budget.

Doesn't like hustle of supermarkets



Raunak Bhatia

- 25
- Bangalore, India
- Software Developer
- Lives in an apartment with his friends.

BIO

- Freelancer
- Loves to cook
- plays guitar
- dog lover
- loves solo travelling, lone time, introvert,
- old school
- particular about his brand choices.

Goals

Upgrade his wardrobe
Keeping up with latest
technology to increase his
productivity.

Technology

Internet	★ ★ ★ ★ ★
Social Media	★ ★ ★ ★ ★
Online	★ ★ ★ ★ ★
Gadgets	★ ★ ★ ★ ★
Early Adapter	★ ★ ★ ★ ★

Favourite Brands



Frustrations

Hates traffic.
Low internet speed.
Having to think what to
wear for client meetings



Alex Fish

- 50
- Chicago, US
- Writer
- Lives with wife

BIO

Family man. Loves his kids. Successful
writer.
Heads the editorial team of a known
publish house.
Calm. simple. sorted personality.

Goals

Convenience-shops in stores close to
home.
Best prices-may run from store to
store, aisle to aisle to get the best
price

Technology

Internet	★ ★ ★ ★ ★
Social Media	★ ★ ★ ★ ★
Online	★ ★ ★ ★ ★
Gadgets	★ ★ ★ ★ ★
Early	★ ★ ★ ★ ★

Favourite Brands



Frustrations

Doesn't like shopping very
much.
Wishes 24/7 shops so
shopping for essentials