

Customer Persona



Clark

Age: 26 years

Education: MS SE

Hometown: Islamabad

Family: Lives with Parents

Occupation: Software Developer

"I feel like there's a smarter way for me to transition into a healthier lifestyle"

Goals:

1. To Purchase his things and get these things on door step.
2. An App that has too large inventory, with every thing household needd for Clark to easily orders things to be delivered at his door step.

Frustration:

1. Don't have time to go for shopping in Market because of his Busy Schedule.

Clark is a software developer. He remains busy all the time. Clark likes shopping but he don't have time to go to market. He prefers online shopping at it is easy for him.