

# Profile

Gender : Female

Age : 24 years old

Education : BA in Software engineer

Status : Computer engineer



I want to my daughter to be healthy and happy with the food that she eats.



# Psychographics

- Love to do online shopping.
- supports small businesses.
- She enjoys authentic food.
- wants her daughter to be happy and healthy

# Bio

Kim Suhye, a dedicated computer engineer from Korea, has embarked on a continue her career in Malta. Her decision to come to Malta was motivated by her desire to embrace new experiences and break out of her comfort zone. When she's not at work,she goes to church and spend time with her family.She thinks that eating well will lead to a happy and healthy life.She used to make homemade kimchi and other vegetable-filled dishes when she lived in Korea.Sadly, she no longer has the time to accomplish that.



# scenario

I want to buy meals for my daughter while she's at school. In Korea, it was simple with cafeterias and street market food. However, in Malta, I've struggled to find time to prepare healthy lunches. I'm searching for a local shop in Malta that delivers nutritious lunches for my daughter.



# End Goal

ensuring that the daughter has access to healthy and convenient meals while at school in Malta.

## Profile:

Gender : Female

Age : 34 years old

Education : BA Performing arts

Status : Teacher



I'm looking for lunches that I can freeze

## Psychographics:

- Loves to see other peoples works
- Supports small business that has uniqueness
- she prefers to know what she is getting as a serves

## scenario

I'm looking for freezer-friendly lunches I can prepare in advance for my daughter, who stays with her grandmother while I'm at work. The child is young, and it's challenging for her grandma to make healthy lunches regularly due to her other responsibilities.

## Bio

A-Yeong is an aspiring teacher that teaches performing arts. Since she was six years old, she has acting in plays and theatre. She enjoys doing online shopping in her free time. She experiments with various things to discover new talents in her free time. She is a mother of one and married to a maltese man.

## End Goal

She needs meals that can freeze ang give them to her daughter

## Profile:

Gender : Female

Age : 26 years old

Education : Certificate in Marine Biology

Status : Ecologist



I'm searching for meals suitable for my son to have at the daycare center.



## Psychographics:

- Loves to order online
- wants a professional photographer
- enjoys reading reviews to see what other people about the product
- prefers to find deals when buying somethings

## Bio

Ae-Ri's commitment as a single mother is evident in her work as an ecologist, investing nine hours daily in Malta. Entrusting her child to the care of the Magic Childcare Centre enables her to pursue her professional endeavours. During weekends, she passionately dedicates her free time to crafting cherished moments and adventures with her child, fostering a strong and loving bond.

## scenario



As a single mother, I'm struggling to prepare diverse lunches for my child at the childcare center. After a long nine-hour shift, I lack the energy to cook dinner, let alone make lunches for the next day. My child dislikes eating the same meal two days in a row, so relying on leftovers isn't an option. I'm seeking a solution where I can find ideas for varied meals that I can pack for my child at the childcare



## End Goal

in easy and reliable way to make lots of different tasty lunches for the child to bring to daycare.