|  |  |
| --- | --- |
| AGE | 15 |
| OCCUPATION | Student |
| MARITAL STATUS | Single |

**FOODIE BLOGGER FUN-LOVING**



“I Like getting discounts. I always check for a better deal while choosing anything and extremely fond of websites which offer free coupons.”

EXPECTATIONS

* Discounts and deals on dental treatments
* Friendly greetings on her homepage
* Soothing color contrast on the website
* Visible graphics and fun to fill forms
* Live chat option with a medical representative

FRUSTRATIONS

* Boring forms and repetitive information
* High medical expenses

PERSONAL INTERESTS

* Big foodie and enjoys gorging on fast food
* Swimming and Ballet dancing

BIO

Andrea is an only child and lives with her mom and dad in an apartment house with her parents. Both her parents are working professionals and so they have a good financial condition. Andrea is a big foodie and enjoys gorging on fast food. Her favorite hobby is to experiment with new cuisines. She also has a sweet tooth and can’t resist anything sweet. Lately, she has been advised by her doctor to control her habit of eating outsides for health reasons. Like any other girl of her age even she relishes getting discounts. She always checks for a better deal before making a purchase and extremely fond of websites which offer free coupons.