



"Be seasonal, ethical and gentle."

AGE	75
JOB TITLE	Retired, Grandparents
STATUS	Married,4 Grandkids
LOCATION	Palo Alto, CA
INCOME	\$90,000 +

CHARACTERISTICS

PASSIONATE

LOVABLE

CURIOUS

ECO-FRIENDLY

Mary Doe

ABOUT

Mary Doe is a retired grandmother that loves her kids and grandkids more than anything in the world. She is ethical and loyal towards the local economy of the country. She believes in the organic fresh produce that farmers bring in different seasons. Ever since she started shopping she believed in eco-friendly environment, so she brings her own stiched bags to buy stuff from farmers market. She loves farmers market as she can try different sample products before purchasing. Moreover she believes in learning all the history of vegetables and fruits before buying for her beloved ones to make sure they are fresh. She frequently visits the nearest farmers market with her neighbors every weekend to buy her daily grocery.

GOALS

- Buy only fresh seasonal organic products for her family.
- Help local economy to grow by supporting local farmers.

PAIN POINTS

- There are some vendors which sell products at really high price.
- Sometimes the vendors display different samples and sell different products.
- Certain times vendors use plastic as cover for their products.

NEEDS

- Looking for an application which tells which products will be available in the farmers market.
- Learn from reviews which products are better for her next purchase from particular vendors.

PERSONALITY

