



David Higgins

Grandparent

Age: 61
Family: Grandparent
Work: Retired
Location: Melbourne VIC
User Type: Parent

Frustrations

- I have plenty of time, but am not very tech savvy, need it to be simple to use and set up.
- Needs to link what the kids want directly to the websites to order from.

Motivation

Speed
Social
Convenience



Brands

Woolworths
Amazon
Target
Big W
Kmart



About me

Retired Grandparent, my kids have grown and moved to other states, but my grand kids are still active in my life. I want to be able to give them the perfect gifts so they know even though I am not with them all the time, I still love them and think about their needs and wants.

Goal

My kids have grown up and now I have grand kids, but I live in Melbourne and my families all live in other states. So finding gifts for all of my grand children is a challenge. Finding an app that lets me order what they want and get it shipped directly to them is certainly a godsend.

Preferred Channels

- In Store Shopping
- Traditional Ads
- Online
- Social Media