



Amelie deBray

Child

Age: 8
Family: Only Child
Work: Child
Location: Brisbane QLD
User Type: Child

Frustrations

Something I can store all the presents I want for my birthday on.

Motivation

Speed ●●●●●
Social ●●●●
Convenience ●●●●

Brands

Smiggle
Cotton-On Kids
Target
Toys R Us



smiggle



About me

As an only child with a large extended family, I am the youngest of all my cousins and they have lost touch a bit on what I am currently in to, my current hobbies and likes. This app would help my family, friends and relatives get gifts that I love, and as some of them live far away, it assists them to purchase what I want online and get it shipped to me for my birthday.

Goal

To be able to create a wish list that my family can see to purchase gifts.
Easy to use, easy to add my items to the wish list.

Preferred Channels

- Online
- Social Media