



Maddie Bell

Teen

Age: 17
Family: Child
Work: Student
Location: Adelaide SA
User Type: Child

Frustrations

- Don't have a lot of spare time with all my study to delve into tech apps, want it to be simple to set up and use.

Motivation

Speed 
Social 
Convenience 

Brands

General Pants
Dotti
Kmart
H&M
Sephora
Apple



About me

I am a full time student studying year 12, I don't have a lot of free time, and I also work a casual job. Any free time I have I spend with my friends. Birthday gifts are getting harder and harder each year, as the things I want are more specific to the things I love.

Goal

As I have gotten older I am realising that my family has really no idea what I want for my birthday and Christmas. An app that can store all the relevant websites and items I want would be perfect.

Preferred Channels

- Online
- Social Media