



Imarni Byford

Parent

Age: 40
Family: Parent
Work: Full Time
Location: Sydney NSW
User Type: Parent

Frustrations

- Don't have a lot of spare time to delve into tech apps, want it to be simple to set up and use.
- Needs to be attractive to kids to encourage them to use it.

Motivation

Speed 
Social 
Convenience 

Brands

Myer
Coles
Amazon
Apple



About me

Work full time and very busy with two sporty kids, finding time to shop in regular shops is out of the question as I nearly always have one or the other in tow when shopping, so getting gifts to be a surprise is always a challenge. Would love to know what the kids actually want instead of wasting money on things I think they will like.

Goal

As a busy mom of two school aged children, I work full time and am time poor. Finding an app that my kids can put their wish list into would help me immensely. I could farm out gifts to other Aunties and Uncles, avoiding the whole double up gift issue. I can order directly online and have the gift shipped home in time for the big day.

Preferred Channels

- Traditional Ads
- Online
- Social Media