Daniela

Age
25 to 34 years

Highest Level of Education
Bachelor's degree (e.g. BA, BS)

Social Networks

Industry
Technology

Organization Size
Self-employed

Profile

Daniela is a 29-year-old freelance project manager with two kids.

She is keen on healthy living which for her includes daily exercises (yoga, pilates, gym or swimming), having at least 1 day a week which is spent in nature, eating bio food which is produced locally and taking naturally produces supplements.

She does not have plenty of time on her hands so she has a very well organised schedule which includes doing her shopping online. Once a week she visits her favourite online shops and buys the food for the upcoming week, plus supplements & vitamins for her and the kids.

She loves the fact that most of the pages she is using have the option to add certain products to a favourites list which makes the process of repetitive purchasing much easier each week and she also likes to browse through weekly deals or use shopping vouchers/coupons.

For her, it is vital to have information available related to the content of the food & supplements she is buying plus how they are being produced. Additionally, she loves to educate herself and read about the benefits of a certain type of foods or additives, plus read through products which she hasn't yet tried herself.

Frustrations

- The products have no background information on how they are being produced.
- Difficult to understand descriptions.
- No information related to quantity/quality.
- No option for free delivery after a certain amount of purchase.
- No kids-friendly products.

Goals

- Simple, easy and fast shopping.
- Have the possibility to add products to favourites or frequently bought list.
- Be able to save money on products through discounts, membership cards, vouchers etc.
- Strives not to pay delivery costs so prefers to reach a certain amount for purchase which provides free delivery.
- Learn more about healthy living, bioproducts & natural supplements.

Technology: 1(least comfortable using) - 10(most comfortable using)

- Mobile Apps/Phone: 9
- Laptop/PC: 8
- Tablet: 6

Frequently used channels: Facebook, Instagram, Google, LinkedIn, YouTube.