

**Organised**  
**Adventurous**



*"I want to easily find what I'm looking for on the high street"*

Laura is an accounting manager, married with two kids. On a weekend, she loves to go for shopping with her family or college friends, buy some clothes and enjoy some food. Her time is very important to her, so she does not want to lose any time looking for the items she want to buy. She is also very adventurous, and would love to hear about new quirky places to eat.

**Age** 34  
**Gender** Female  
**Marital Status** Married  
**Occupation** Accountant

## Needs

- ✓ Find the exact store the items she is looking for
- ✓ To get recommendations on places for food, drinks and entertainment

## Ideal Features

- ✓ Ability to get a quick and efficient response from the app
- ✓ Having access to a broad range of items and categories
- ✓ Getting recommendations based on personal needs and details
- ✓ Being able to send feedback so that the recommendations would be tailored to her

## Frustrations

- ✓ Not being able to find items she is required to find
- ✓ Not being able to discover new places of entertainment

## Key Attributes

Time management



Patience



Technological experience



Help Use



Knowledge



## Picture Source

<https://randomuser.me/api/portraits/women/90.jpg>