

Tilly



AGE	60
GENDER	FEMALE
OCCUPATION	SALES MANAGER
TECH LITERATE	MEDIUM

“Loving aunt, great friend, bad gardener, somewhat impatient and avid, impulsive online shopper.”

Bio

She lives in Chicago and has recently been promoted to Sales Manager. She is currently single, likes to socialize with friends and go on exotic holidays.

Core needs

- Needs to find time to organize her life around her promotion
- View all her expenditure in an overview
- The time consumption of any service is very important

Frustrations

- Trying to find time to shop for basic items like food, clothes, etc.
- Speed at which items purchased online are delivered
- Not much choice, if not prepared to wait