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| --- | --- | --- |
| A person with her arms crossed  Description automatically generated |  | Tilly |
| Quote “Loving aunt, great friend, bad gardener, somewhat impatient and avid, impulsive online shopper.”  AGE:  60  GENDER:  Female  OCCUPATION:  Sales Manager  TECH LITERATE: Medium |  | 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.** |