



Reetha

Age: 43

Education: Master degree in english

Hometown: Payyanur

Family: Single

Occupation: Lecturer

“I want to buy fresh fish and meat. I don’t have time for market.”

Goals

- Effective use of time at college and gym
- Getting fresh meat and fish to home.

Frustrations

- Fish and meat delivery are not available.
- Fresh fish are not available everywhere.

Reetha is a Lecturer in payyannur college. She goes to gym after her lecture. So that she couldn't go for market for purchasing fish or meat. She wanted to deliver fresh meat and fish to her house.