|  |  |  |
| --- | --- | --- |
|  |  | Bete souza |
| Age: 65 years  Gender: Female  Marital Status: Single  Profession: Fine Artist  Relationship with Technology: Poor skill with electronic devices Quote Critical, likes to personalize, good listener and observer, focuses on details, does not like commitments, has little organization, does not act impulsively and is impatient  Hobbies:  Check stock options daily  Read news comments  Read books  Watch Talk Shows  To Drive |  | BIO **She lives near the metro station at Mooca in Sao Paulo, Brazil. She owns a car, likes to travel, and works just to make ends meet.** Core Needs  * **She needs time to be able to choose what you want to do** * **Need to choose a good, healthy meal** * **She needs to pay less, but sometimes she doesn't mind paying a little more** * **Likes to keep up with the day-to-day news**  frustrations  1. **Small details make her lose interest** 2. **Struggles to interact with technological novelties** |