

# Sarah



AGE	28
GENDER	FEMALE
OCCUPATION	PRODUCT DESIGNER
TECH LITERATE	EXPERT

“ Dreamer, traveller and enthusiastic tech learner and an awesome product designer”

## Bio

She lives in Michigan and has been working as product designer for past years. She is currently single, like to go to movies and travel when find a window.

## Core needs

- Need of organize her self and organize product designs.
- Consume time efficiently and manage extra time.
- Keep track of her expenditure.

## Frustrations

- Instead of physical shopping, tries to buy items online, quality matters.
- Items bought online, should be delivered in time.
- Less alternative options if gets delayed.