

AGE 39

OCCUPATION Programmer

STATUS Married

LOCATION San Francisco

ARCHETYPE Over-achiever

MOTIVATIONS



PERSONALITY



Millennial

Mobile

Mom



Personal quotation

“When I am on vacation I want to find snacks for everyone while on-the-go”

GOALS

(What they are trying to achieve)

- Find treats family agrees on
- Find treats while exploring island (mobile)
- Find treats with quality ingredients

FRUSTRATIONS

(The pain points they'd like to avoid)

- Confusing directions
- Websites that don't work on phone
- Pictures that don't represent the real product

TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

BRANDS



BIO

Aoki's family is in Waikiki on vacation. Her kids are exhausted from their surfing lesson, and they are starving. They told her about a place they found on Instagram before they left San Francisco with things that look like ice cream cones, only better. Truth be told, she's hungry too. She pulls out her phone to see if she can find the bubble waffle shop and get directions quickly.