

Anne Kohl



51, female
Lives with her husband
and two daughters
Hamburg, Germany
Masters in Architecture
Freelance Interior
Designer
Enjoys bike rides and
yoga

Anne's family members all have busy lives and share household responsibilities, so organizing the shopping can be quite hectic. Her eldest daughter introduced her and the rest of the family to the app to reduce confusion about who should buy what.

A DAY IN THE LIFE OF...

- Anne has a studio in the city center where she incites clients. She is on the road a lot to visit different locations she is working on.
- Her flat is large and she has lived here for many years
- She is usually home last and expects her daughters to organize dinner, as they are living rent free.
- Anne passes a Bio supermarket on her way home and usually picks up a couple of things she know are too expensive for her daughters

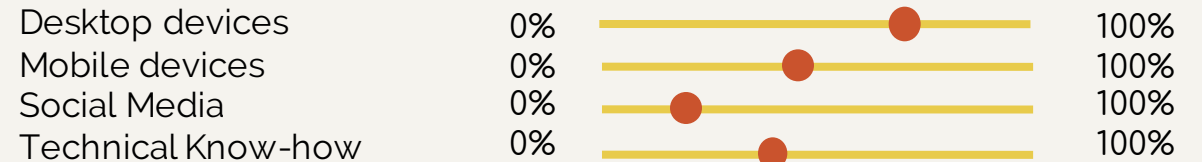
ANNE'S GOALS

- Anne wants to be able to add items to the lists from her desktop, as she doesn't want to be on her phone a lot at work.
- She refuses to be the organizer and therefore needs the app to have good communication channels

ANNE'S BEHAVIOUR

- Anne expects the app to update on time on all devices and needs thorough feedback on what has changed, as there are many people amending the lists
- She is not an early adopter of technology and only takes the time to try out new things when absolutely necessary

ANNE'S TECH USE



“I will only use an app if it actively frees up time and reduces stress. I have enough of that at work!”