

Lisa Schneider



26, female
Single
Berlin, Germany
Student-studying
Fashion Design
Loves bright
colours, murder
podcasts and her
Iphone

Lisa lives in a "Studenten WG" and enjoys meeting up with friends after uni. Physical activity and nutrition are very important to her.

A DAY IN THE LIFE OF...

Lisa usually cycles to university, which takes her around 25 minutes. She brings lunch as there aren't many shops in the area and the bakery is too unhealthy. She has lunch with her class mates. Lisa lives in the busy city center and passes lots of shops on her way home. To speed things up and save money she likes having a food and shopping plan. She found out about the app through a friend's recommendation

LISA'S GOALS

Lisa wants the technology she uses to be beautiful and practical. She wants to keep her shopping lists and her to-do lists in one place and be able to easily navigate between her lists. She gets a lot of information from the web and would like to add notes or ingredients to her lists from wherever she is, without having to close navigate between apps.

LISA'S BEHAVIOUR

Lisa has grown up with technology and has high expectations of functionality and design. If an app doesn't work she has no problems switching to a better provider.

LISA'S TECH USE



"Why should practicality be ugly? I want both"