

## Alisia De Beurs



AGE	36
EDUCATION	Masters in Tech
STATUS	Married
OCCUPATION	Software engineer
LOCATION	Glasgow
TECH LITERATE	High

“ As a working mom I don't have much time so I prefer to buy & order & message online.

### Personality

Introvert

Thinker

Happy Mom

Tech-savy

### Bio

She currently lives in Glasgow. She finished her master in computer science and recently changed a job. She has a 6 year old daughter and married for a second time.

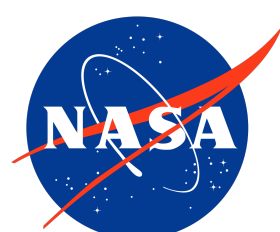
### Core needs

- Improve skills to get promoted.
- Parenting her daughter.
- Save money for investing in stocks.

### Frustrations

- Cannot find a family friendly restaurant to celebrate different occasions.
- A lot of work meetings with colleagues and most of these meetings could be replaced with an email.
- Little time.

### Brands



### Payment medium



Digital Payment

### Platform



Website



Mobile App