**Persona for fLuX App**



|  |
| --- |
| Name: Anvita Dsouza  Age: 32 yrs  Occupation: IT  City: Mumbai, India  Income: Good income  Status: Single, Independent  Likes: Meeting with friends, shopping online, Watching fashion shows  Dislike: Keeping a tab on expenditures  Bio: Anvita is a friendly and cheerful person so she has lots of friends. She likes meeting friends and attending their special occasions. She needs to attend a wedding of a dear friend for which she is looking for some traditional yet modern designs. But doesn’t have much time to visit boutiques so looking for an online purchase. |