



Name of the person: Catherine

Familiarity with technology:

Phone: low, but understand how to use some very fundamental apps.

Computer: low, barely cant even start a computer

Ipad: Low haven't use Ipad at all

User background : Catherine is an old grandma whose memory is getting worse in the recent years, she likes to shop for her family. However, with a bad memory, she always forgets to buy some important stuff from the market. She is so careless that she sometimes will forget the shopping list she wrote one the paper. She really needs some tool which can reminds her to buy the right thing in the right place.



Name of the person: Joseph

Familiarity with technology:

Phone: high. knows to use almost all the fashion apps

Computer: high, but always put his computer at home

Ipad: do not have an ipad for now

User background : Joseph is an international student who lives on his own and is grocery shopping for the first time and is on a tight student budget. Joseph routinely forgets how much pistachios cost and is always over spending by buying things on an impulse rather than planning ahead. So he really needs an app that can help him save more money. He is a high-tech person who do not like to use paper to keep track or record the stuff. But he does use his phone a lot and feels convenient to use the application from the phone all the time.



Name of the person: Sherry

Familiarity with technology:

Phone:Medium,able to use most of the apps

Computer: medium, does not use computer a lot

Ipad :high,leave it at home most of the time.

User background : Sherry - Married mother of two, both her and her husband work low paying jobs and are living paycheck to paycheck. They want to feed their kids the best possible nutritious food but can't always afford it and have a hard time finding best prices of quality items that they routinely buy. Sherry is looking for an easy way to plan her weekly grocery shopping trips.