

Tilly



AGE 60
GENDER FEMALE
OCCUPATION SALES MANAGER
TECH LITERATE MEDIUM

Bio

She lives in Chicago and has recently been promoted to Sales Manager. She is currently single, likes to socialize with friends and go on exotic holidays.

Core needs

- Needs to find time to organize her life around her promotion.
- View all her expenditure in an overview.
- The time consumption of any service is very important.

Frustrations

- Trying to find time to shop for basic items like food, clothes, etc.
- Phoning to make appointments and reservations.
- Being unsure if online shopping bookings etc have gone through.

“Loving aunt, great friend, bad gardener, somewhat impatient and avid, impulsive online shopper”