



Nian Zhen

Married ,28

Vancouver,Canada

"I often forget pads at home
when I need it most,
I feel awkward asking from
others having pad"

Loving

Introvert

Motivated

Kind

Frustrations

- -she is often forget about period pads
- -keeping track about her period and ovulation cycle.
- -She feels tired and concerned about her persona health.

Technology Expertise

IT & Internet

Online & Social Media

Web Applications

Motivations

Achievement

Social

Fear

Growth

Personality

Introvert

Extrovert

Analytical

Creative

Judging

Perceiving

Goals

- Period tracking ,ovulation system
- connect with women's to share their personal experiences
- health service about women's personal health

Brands

always

whisper

TENA

Stayfree