



MARIA CHOPRA
28, Richmond, BC.

REGULAR USER

HOUSE WIFE

- STATUS
MARRIED
- SALARY
\$25K
- TIER
MID-LEVEL
- ARCHETYPE
EASYGOING

LIKE: FAST INTERNET
DISLIKE: BAD CONNECTION

LIKE: AFFECTIVE
DISLIKE: IMPOLITENESS

LIKE: WATCHING AN AMAZING TRAILER
DISLIKE: WAITING FOR RELEASE DATE

LIKE: BAD EATING HABITS
DISLIKE: GAINING WEIGHT

HARDWARE

- ANDROID
- NOTEBOOK
- TABLET
- IPAD

TECH

- INSTAGRAM
- SNAPCHAT
- WHATSAPP
- YOUTUBE



GOALS

- Go learn the languages while experiencing in real life
- Use her own mobile to book a tutor for fixed hours to help her in grocery and other activities
- Finding an app that could make her life more practical and easier

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“Life is too short to not take advantage of technology.”

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BIO

Maria is a married woman living happily with her family in Richmond. She likes to spend most of her time at home with her family. She likes to explore new places whenever she gets time.

She likes to teach students at home and thus earning a good money for herself and her family. She is a keen learner and thus always love to learn new things.

But she gets frustrated a lot because the place where she is living has almost Chinese stores nearby and thus she always faces difficulty while doing grocery or communicating with any of the employees over there.



PERSONALITY

- Decided
- Serene
- Organized
- Optimistic



MOTIVATIONS

FRIENDLY UX



LOVE & CONNECTION



LEARNING



CURIOSITY



FREQUENTLY USED BRANDS



JIMMY CHOO



FRUSTRATIONS

- Difficulty in grocery from nearby Chinese stores
- Slow internet connections in emergency
- Time consuming translations for Chinese words into English while purchasing