



“Life is full of surprise and happiness.”

- Positive
- Hard-working
- Adventurous

Age:

29

Gender:

Female

Location:

Mountain View

Education:

Master in Translation & Communication

Occupation:

Language specialist

Income:

60k

Nationality:

France

Marital status:

Married

Family size:

2 (with husband)

Housing type:

Single family house

Languages:

French, Spanish, English

Hobbies:

Travel, cooking, hiking, table tennis

Biography

Maella was born and raised in Brittany, France. Followed her husband came to the bay area about 5 years ago. Now, she works as a language specialist in a tech company and enjoy the life with her husband in California. She loves travel, exploration, accompanying her friends and cooking.

- Motivation

 - Enjoy the casual atmosphere; get fresh veggies and fruit for a couple of days; a great start on a Sunday morning.
 - Live a healthy and energetic life.

- Attitudes

 - Keep food as fresh as possible.
 - Try organic food sometimes.
 - Reduce unhealthy snacks.
 - Buy sesonal fruit and veggies.
- How often to visit Farmer’s market

Every couples of weeks.

- Pain Points

 - Can’t use credit card at most stands.
 - Food lacks variety.
 - Expensive for a week’s consumption.

Technology

Computer proficiency

Tenure of Online Usage

Amount of Online Usage (hrs/day)

Website/Mobile Apps

Home decoration/style, cooking recipe, culture, translation

Type of usage

Work emails and informatio,news, social network

Internet device

Laptop, iPhone

Source of Information

Magazine

Internet

TV commercials

Friends and coworkers

Expectation

- User friendly, simple to use.
- Can know and compare the price of similar produce.
- Can know what’s in the market and if they are organic or not.
- Hope they can accept credit card.