



Goals

Aims to prototype and develop products by finding a solution for the problems people face in the lockdown situation

Quote

I feel anxious and sad most of the time, my health is bad because there's always not enough air for me.

Biography

Emily is an innovation engineer in a Fortune 500 listed Forbes company. She stays reserved and is an introvert. She lives with her partner. She stays in touch with her family and a few close friends through Skype call daily. Sometimes, she makes out some time to meet them out of her busy work schedule. Her professional life involves developing innovative products for the daily problems people face in their lives. She is motivated and influenced by Viome, a company that uses Artificial Intelligence to eliminate diseases. She is asthmatic and not entirely fit, so she exercises daily in the morning. In her leisure she watches Netflix TV series, her favorite genre being sci-fi. She loves sushi and misses her favorite sushi place.

Ukrainian

Female 22 years

Kyiv, Ukraine

Innovation Engineer

Lives with her partner

Christian

Languages- Ukrainian, English

Motivations

1. To improve the time spent with partner.
2. Learning new activities in her alone time..

Frustrations

1. Lack of exercise and fresh air
2. Overthinks a lot
3. Can't multitask properly
4. Alone time decreased, more fights

Context/environment

Socialization in Lockdown

Traits

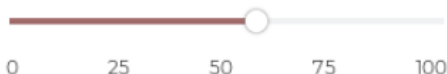
Innovator



Techn-Sawy



Oldschool



Communication



Entertainment



Expectations

1. Expects the lockdown situation to not extend more than a month
2. To return to her office and restart her passion for creating new products.
3. Going to her favourite sushi place.

Influencers

VIOME