



Matilda

“ I’m an active person, enjoy my work a lot, and hate wasting my time. ”

Age	28
Gender	Female
Occupation	Marketing consultant
Tech Literate	High

Bio

Matilda is Marketing Consultant who lives in New York City, She is single. She love exercising, hanging out with friends and family. At home, at work, she give the best of her, she knows how to deal with people.

Core needs

- Upgrade the communication channel
- Improve the timing to design survey
- View all her expenditure in an overview

Frustrations

- Waiting for feedback and ability to reflect the changes.
- Speed at which items purchased online are delivered.
- Not much choice, if not prepared to wait.