



Persona 3: Anna

Age: 26

Education: BA in Psychology

Occupation: Currently unemployed

Photo by D.J Jones

Taken from: <http://www.sxc.hu/photo/963742>

Anna has recently graduated from the university and received her Bachelor's degree in psychology. She is married and currently stays at home raising her twin boys. She considers starting to look for the job as soon as kids reach the kindergarten age. She is an amazing cook and at her free time enjoys sharing new recipes via her cooking blog.

Despite the fact that most of the time Anna has to deal with the housework and kids, her iPhone 5 which she purchased several months ago, helps her to keep up with the technology and stay updated.

Goals:

Shopping list creation: "I enjoy cooking and discovering new recipes. However I often find it hard to remember what kind of ingredients I have to buy for the certain dish. I'd be glad to use an application which would allow me to transfer items from the recipe to the list".

Comparing Prices: "I am unemployed, it is getting more and more important for me to stay on a budget while shopping. I need something that can allow me to track my expenses and compare prices according to the shopping history"

Adding items according to specific brands: "I am a big lover of cooking and it won't be a surprise if I say that I do have my favorite brands. Would have been great if I could add items to the shopping list according to the specific brands and check out if the shops have them...I mean adding not just "chips", but also "Estrella sour cream and onion" for example".