



Persona 4: Lui

Age: 37

Education: MA in Fine Arts

Occupation: Textile Designer

Photo by Benjamin Earwicker

taken from <http://www.sxc.hu/photo/1075968>

Lui is a young father working in an art field. Even in his spare time he loves to spend time at his studio, experimenting with new designs. He is married and has two daughters. Thanks to his beloved wife who gifted it to him, he owns an iPhone and says that new technology has greatly eased his life lately. Lui hates completing general everyday tasks and says that he often gets lost when his wife sends him on a shopping.

Goals:

Live updates about shopping lists: “With my working schedule it’s hard to complete things at a planned time and sometimes when I have to go shopping it appears that my wife has already done it before me. Would be great to have an application which will allow my family members to update shopping lists from home, so we could avoid buying the same product twice”

Receiving accurate information about the products: “I am not really an expert in terms of shopping especially when it comes about brands...I should know what to buy and how much when I go shopping”.

Crossing out the products from the list: “If I go shopping without taking a list with me I usually forget something, but the worst is if I forget to take pen with me to cross out already bought products from my list...if I had an app which would allow me to cross out the items from the list, it would significantly lower the amount of time I spend per shop”