

# SOPHIA VINDA



## PROFILE

**AGE:** 63 years old

**LOCATION:** Ottawa, ON

**OCCUPATION:** Admin. Assistant

**STATUS:** Married 40 years

**INCOME:** \$50,000

**FAMILY:** Husband + 2 kids +  
3 grandchildren

## ABOUT SOPHIA

- Married in her early 20's
- Grandmother of 3 children under the age of 5
- Worked as an admin assistant but retired 5 years ago
- Loves to spoil her grandchildren with treats and presents
- Likes to show her friends photos of her grandchildren on her phone and facebook
- Prefers to shop at local places where she can trust and the people will remember her face

## GOALS

- Purchase sweet treats for her grandchildren on the fly
- Purchase custom cakes for birthdays or special celebrations
- See pictures of other cakes to know what options she has
- Be able to pre-order treats on days she cannot make it out
- Trust the people she is buying through and to feel this trust when she visits their websites
- Show photos of treat options to kids and grandkids

## FRUSTRATIONS

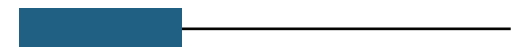
- Text too small to read and understand
- Flashing or quick moving images on a website
- Websites that have lots of steps to follow before reaching end goal
- Not being able to talk to a human when she has questions
- No being able to see a picture of an option or the picture being too small
- Accidentally hitting links or not knowing when she can click on an item to view more

## TECH SAVVY

MOBILE (GENERAL USE)



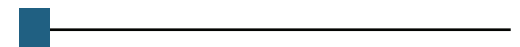
MOBILE (APPS)



SOCIAL MEDIA (FACEBOOK)



SOCIAL MEDIA (INSTAGRAM)



# KATEY WALSH



## PROFILE

**AGE:** 34 years old

**LOCATION:** Orleans, ON

**OCCUPATION:** Marketing Strategist

**STATUS:** Married 7 years

**INCOME:** \$75,000

**FAMILY:** Husband + 2 kids

## ABOUT KATEY

- Works Monday-Friday 9 to 5
- Carpools to work or cycles when the weather is good
- Is a busy + energetic marketing strategist with a good life work balance
- Loves blogs and follows DIYers and like minded Moms
- Loves her children and loves to surprise them
- Children have serious nut allergies so Katey is always very cautious about buying food for the
- Enjoys posting her own DIY projects

## GOALS

- Order products online to save her time with her already packed schedule
- Purchase custom cakes for birthdays or special celebrations
- Purchase nut free baked goods that are safe for her children
- Be able to find unique sweets that will make her and her blog stand out and her children happy
- Loves boasting about unique finds and sharing on social media

## FRUSTRATIONS

- Websites with confusing navigations that do not work well on mobile
- Is turned off by dated websites, if there is no love put into the website she feels like this is reflected in the product
- Not being able to order online
- No nutritional information about food products (allergens)
- No product/restaurant reviews available
- Boring websites that do not hold her attention

## TECH SAVVY

MOBILE (GENERAL USE + APPS)



ONLINE (BLOGS + ORDERING)



SOCIAL MEDIA (FACEBOOK)



SOCIAL MEDIA (INSTAGRAM)

