

HEALTHY HEATHER

PROFILE

Gender : Female

Age : 27

Education : Master's degree

Occupation : Interior Designer

Address : Lagos, Nigeria



BIOGRAPHY

Heather is a middle class, millennial woman, she's a self-employed interior designer who was formally a project manager at a bank. She is a fitness guru who goes to the gym 5 times a week and maintains healthy diet most of the time, but is not afraid to treat herself. She lives alone and works a lot, so she prefers meals that are quick, and satisfying.

MOTIVATIONS

- Affordable
- Quick delivery
- Satisfies craving

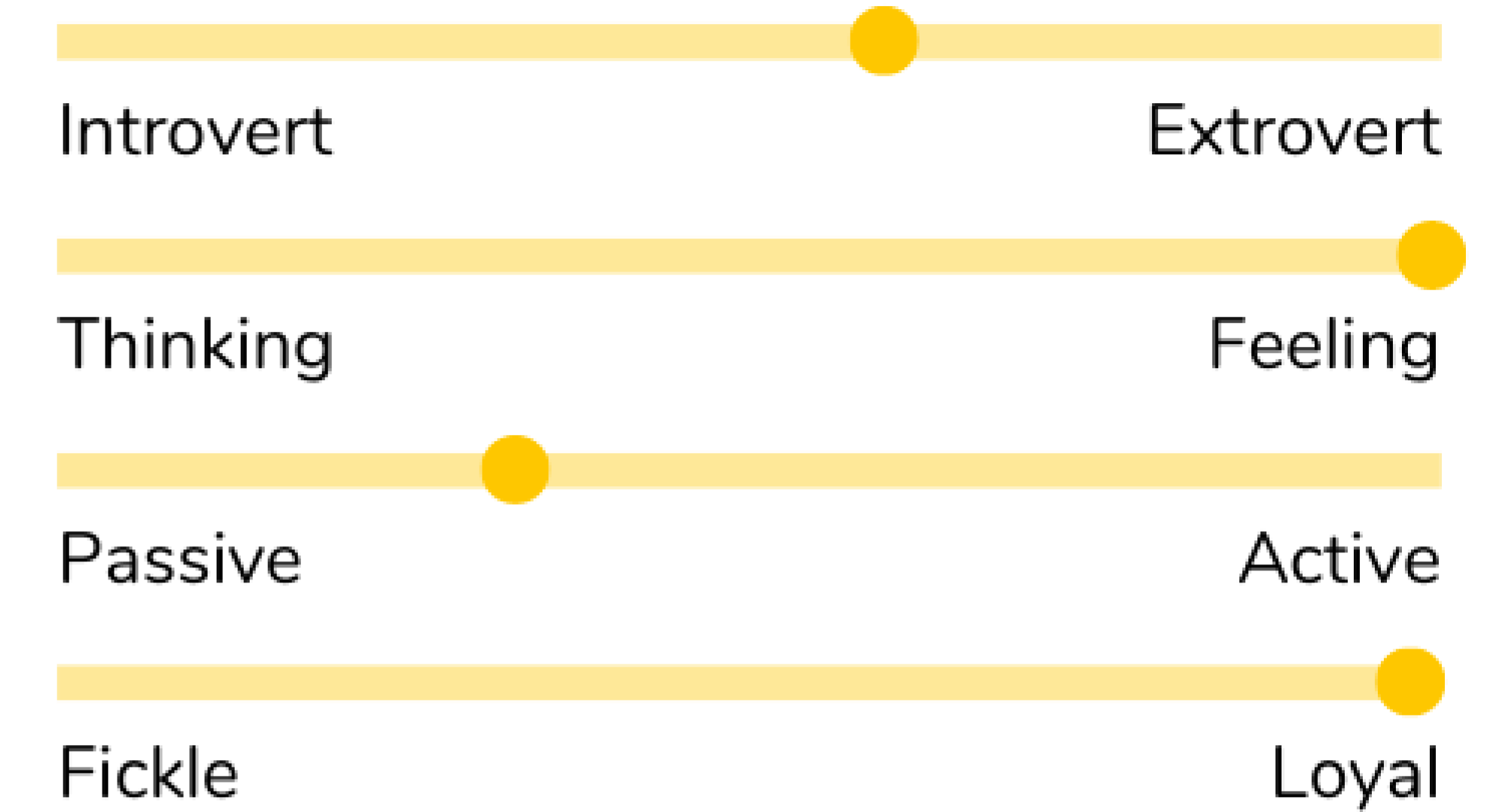
GOALS

- To be able to satisfy her sweet cravings at an affordable price.
- She wants to order food with her mobile phone, without wasting time
- She would like to be able to use any payment method, and track her orders without any hassle.

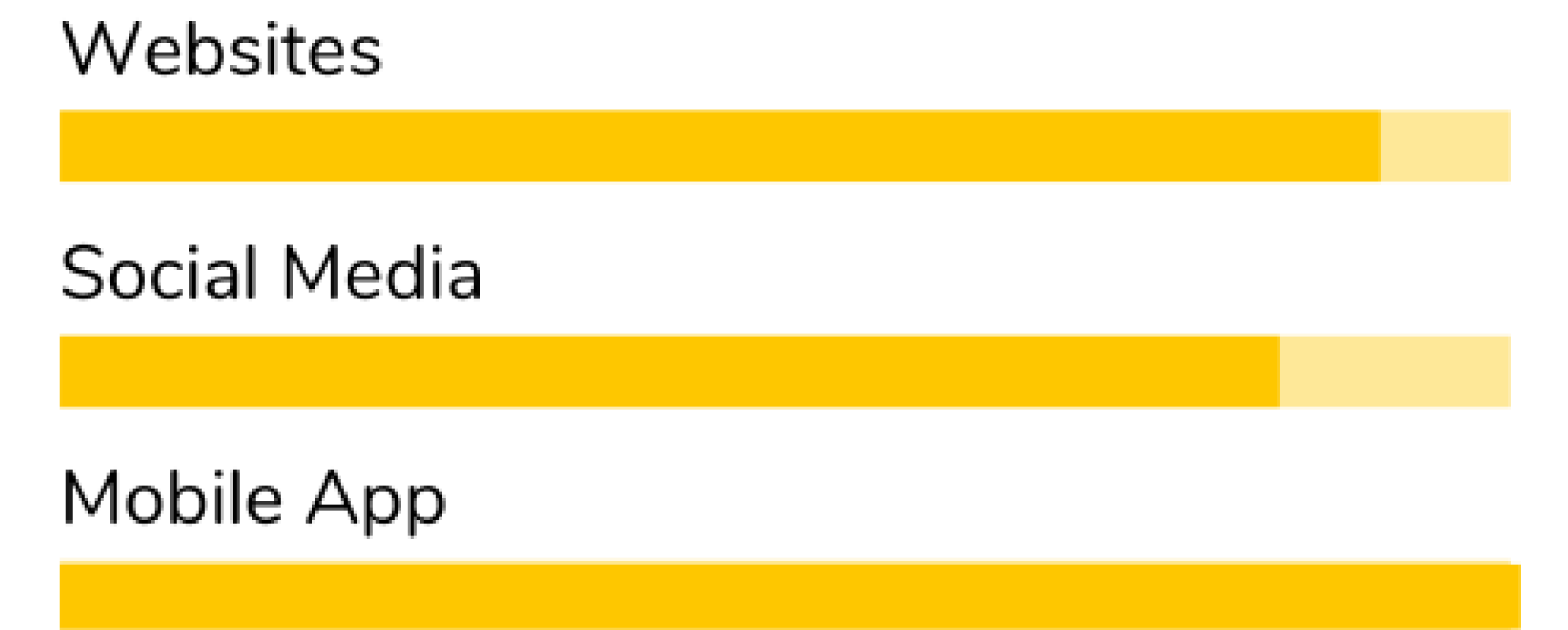
FRUSTRATIONS

- Hates waiting too long for her food
- Hates complicated app ordering process
- Hates not being able to track her food preparation progress

PERSONALITY



TECHNOLOGY



QUOTES

"I love to life, and having a balanced lifestyle is very important to me. But I am not scared to enjoy a treat or 2."