

MOMPREENEUR MOBO

PROFILE

Gender : Female

Age : 34

Education : Bachelor's degree

Occupation : UX Designer

Address : Lagos, Nigeria



BIOGRAPHY

Mobo is a mother of 2 adolescents and a freelance UX Designer. Her husband is a Medical doctor and has very long shifts. She has to balance her job with being a full time mother for their kids. She likes for her children to have freshly made meals and snacks. She likes to know what ingredients are in their food just to make sure her family's health needs are met. Overall food quality is important to her.

MOTIVATIONS

- Quick delivery times.
- Kid friendly/ aesthetic food for casual eating and kid's parties
- Freshly made to order

GOALS

- Quality food ingredients displayed
- Vegan, Gluten free, organic options available
- Able to scan through the menu's and order quickly

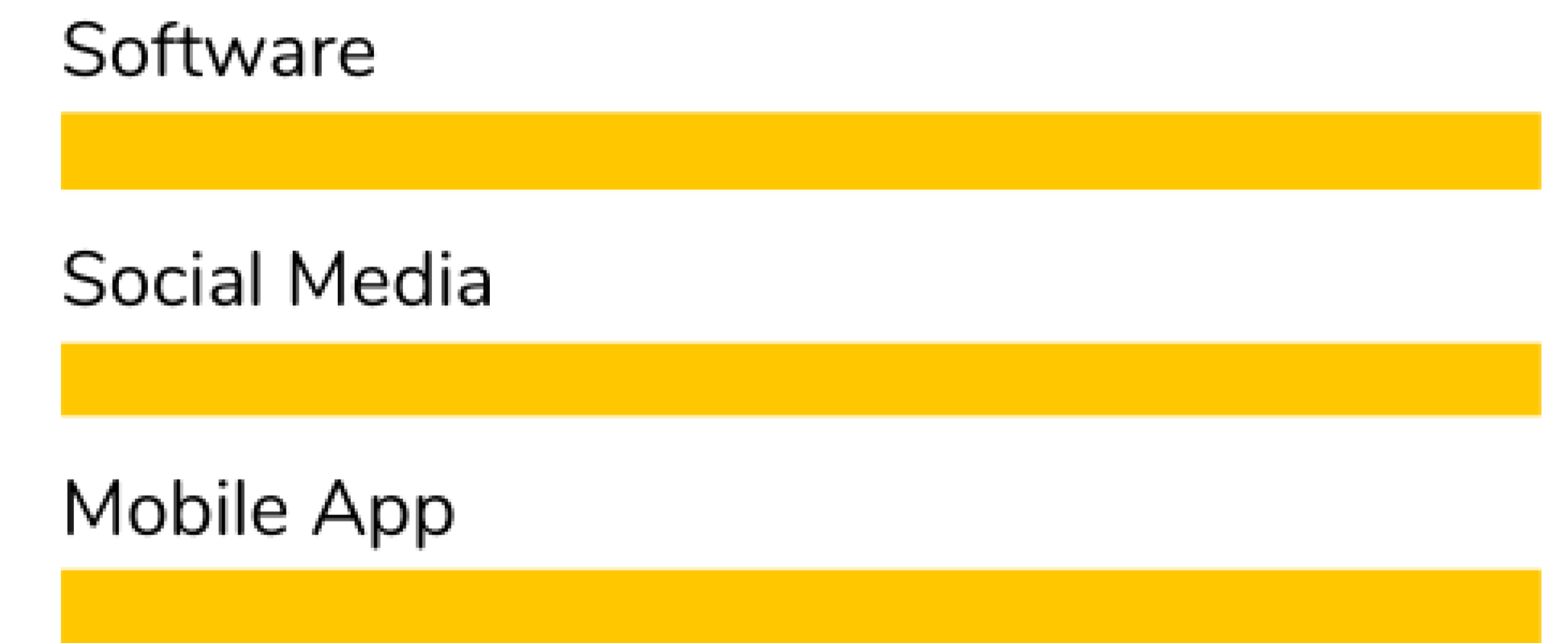
FRUSTRATIONS

- Hates waiting too long for her food
- Hates complicated menu's app ordering process
- Hates not having food dietary information

PERSONALITY



TECHNOLOGY



QUOTE

"I am super easy to satisfy, fresh food and a variety of options is all I need..... oh yeah and happy children"