

Persona 1: Raul

Age: 29

Education: MA in economy

Occupation: Sales representative

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Raul is a 29 year old sales representative working for a medical company. He is happy with his well paying job and his busy life suits him. Long working days and frequent travelling are also the reason why Raul is still single – he barely has time to keep his own issues in order and a wife just doesn't fit in his schedule right now. Raul's phone is his best assistant and helps him in any situation – they have grown together and understand each other perfectly.

Goals:

Organized shopping: "Grocery stores are like puzzles for me – they're big and usually I spend lots of time on searching for the items I need. For me a perfect shopping tour is fast and well organized."

Time-efficiency: "For me time is money and I don't like spending time on activities that offer me nothing. Standing in lines waste the minutes I could use for resting after a hard day at work."

Handy access: "My head is constantly full of different thoughts and I often forget the little things. Therefore I quickly need to store those little things in different lists and notebooks."