

SUKANYA



Initiator

Organized

Visionary

Age 29

Work Associate Manager

Family Husband

Location Delhi, India

TIER Primary Planner

ARCHETYPE The Hero

Bio

Sukanya is a very focused employee as well as a very caring and loving wife. Sukanya takes the lead and manages her house be it getting plumbing repairs or trivial issues as regular pest control.

Sukanya is a very social lady but hates getting in long queues or crowded places. Sukanya is very particular about utilizing time efficiently and that is why she avoids getting into situations where unnecessary time wastage might happen.

Despite being super loaded Sukanya takes care of all the home needs very efficiently

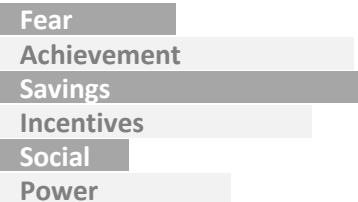
Goals

- To create shopping list
- To use shopping budgets efficiently
- To ensure a value for bucks expenditure

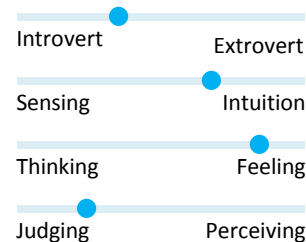
Frustrations

- Over expenditure
- Delays
- Unfamiliar environments

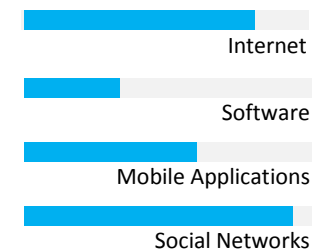
MOTIVATIONS



PERSONALITY



TECHNOLOGY



madame

Scenario 1

Sukanya gets a monthly reminder on last Friday of the month at 4:00 PM which is pre-scheduled by her. She snoozes the reminder for 30 minutes as she will be having a tea break at 4:30 PM. At 4:30 PM Sukanya again gets the reminder which mentions about a visit scheduled on Saturday 11:00 AM to a nearby grocery store.

Sukanya opens the list app to create new list, defines shopping budget, selects all the items she need to purchase, adds quantity and defines price estimates.

As Sukanya adds the item prices, a budget status indicator goes from green to orange which indicates that she is about to reach the budget limit defined for grocery purchases.

Sukanya saves the list by a name for future reference and shares the list with her husband via an e-mail.

Scenario 2

Sukanya has some free time at office as a result of occasional low work load. She thinks about preparing the shopping list then only. She opens the list app to create a list of items to be purchased in the next shopping visit.

Sukanya looks at the trend indicator and finds out there has been a couple of times when they have exceeded budget limit. She opens the last 12 shopping lists and compares the list of an over budget expenditure with the list where the expenditure was under the budget.

She finds out there were some items purchased which were more expensive in the over budgeted list than the under budgeted list.

Sukanya opens the list which was under the budget, figures out which items were missing or which items need to be more or less in quantity.

After finding out the list is good enough and complete, Sukanya saves the list for next purchase & adds a calendar schedule further sharing it with her husband

Scenario 3

Sukanya tells Rajneesh, while having dinner, that she has to go on a recruitment drive to Bangalore and Hyderabad next month for two weeks.

Rajneesh suggests Sukanya to make adjustments in the next grocery shopping list to limit wastage.

Post dinner Sukanya opens the list app and selects the previous month's list. Sukanya then removes some items and reduces quantities of some others and confirms the list with Rajneesh.

After Rajneesh's approval, Sukanya saves the list as "July 16" and schedules a visit to grocery store on the last Saturday of "June 16" at 11:00 AM.

Rajneesh accepts the calendar invite and both call it a day.