



Isabella Castillo

Age: 41

City: Santa Monica, CA

Job Title: Regional Sales Director

Annual Salary: \$99,427

List of mobile devices used:

iPhone, Tablet, Smartwatch, Laptop and Bluetooth headset

Technical comfort: Medium

Favorite mobile Apps:

OpenTable, Slack, Postmates, BofA, myDressing and Uber.

“Work, love, and play are the great balance wheels of a woman's being”

Personality - ESTJ

Introduction: Isabella is career driven and happily married. At work, she is proud of her management skills, eye for talent, mentorship and her career path. She lives in Santa Monica with her husband Marco and teenage son Eric. She's a weekend warrior and loves to spend time with her family when she's not traveling for business.

Interests

Isabella loves fashion, makeup, perfumes, shopping, home decorating, cooking for her family and taking care of herself physically & mentally. Mentoring young women who are interested in business. She likes to hang out friends and with her immediate and extended family in the Hollywood area.

Concerns

Currently, she is worried about her dad's recent cancer diagnosis. Spending more quality time with her son before he goes off to college. Finding time to do the things that she enjoys. In relation to the mobile App being developed, she is worried that App might be more work and distracting when she is spending time with friends or family.

Mobile use

She has 14 Apps on her smartphone. Time spent on phone is concentrated on work, navigation, itineraries, and communicating with family. In her spare time, she organizes her wardrobe, watch home decor tips and DIY on her tablet.

Motivations

Fashion, makeup, perfumery, shopping, home decorating, and cooking. She wants to achieve balance. She uses the smartphone ,often, for communication - personal and work.

Scenarios

- Wants to refresh her wardrobe with the aid of the mall's Nordstrom personal stylist.
- She wants to set up an appointment with nail salon (for self and a girlfriend).
- She wants to make a lunch reservation for 'Sixth & Pine' (before they get their nails done).

Wants to refresh her wardrobe with the aid of the mall's Nordstrom personal stylist.

With App: Opens app and goes to Nordstrom store info. She fills out the form with the best time for a call from stylist. Stylist contacts her to ask more questions and set up an appointment. Isabella can view appointment on the App and will receive a notification the night and an hour before appointment.

Without App: Isabella will fill out form online. Get phone call and appointment. Isabella has to put in her calendar as a reminder. Stylist may or may not call to give courtesy phone call to remind her of appointment.

She wants to set up an appointment with nail salon (for self and a girl friend).

With App: She goes to salon info. She searches for available time with her favorite staff member. She sets her appointment(integrated with salon software). Gets notification. She shares the location pin and appointment with friend via email/App account. Without App: She calls to make an appointment. After she sends friend a text of location. Friend will spend time looking for location in unfamiliar mall.

She wants to make a lunch reservation for 'Sixth & Pine' (before they get their nails done).

With App: She opens app. If she made a reservation before, it will be in her previous reservations lists. She makes reservation. Without App: She can use the Google or OpenTable's App. She will need two Apps instead of one.