



Zühre

56

Housewife

“ I want to feel productive, succesfull, social and help my family. ”

Zühre is ready to create her own business, needs a little encouragement and tutoring.

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I need to boost my confidence, improve my online skills and learn how to be successful in online selling.

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About Zühre;

Zühre is 56 years old, he has two son, one of them is in college and the other is lawyer. She is a proud mom but since her children left home for college and work she started to feel numb and non productive. Even though she had things at home to do, she does not feel aappreciated or applausd.

She wants to feel productice again. She wants to see that she can create value. She also dreams sometimes that she would have job before her kids was born so she would make money, help family and feel more independent.

She already uses social media, have some friends that use it sell food also but she never feels confident enough to take action and start to sell even though she keens on it.

Motivations

- Contribution to the family economy
- Feeling productive
- Learning new recipes
- Need of appreciation

Needs&Goals

- Improve technological knowledge&skills
- Lack of confidence
- Lack of know-how

Frustrations

- Reaching to narrow audience
- Hard to distribute meals in a limited time
- Money transaction
- Pyhsical disabilities

Tasks

- Learn about online platforms, create account, how to socialize, how to promote herself.
- I want to figure out how to take beautiful pictures that will impress people
- Read about e-commerce