

**Jyoti Patil**

31 year single female

B.Com

Works as a receptionist in a private firm in Nariman Point, Mumbai. Stays in the Mumbai suburb of Dombivili and commutes by local train to CST daily for work.

Uses a mid-range Nokia smart phone.

Loves to read, likes to listen to old Bollywood and Marathi songs. Occasionally plays games like Candy crush and is active on friends and family groups on WhatsApp. Hasn't shopped much online but is familiar with Amazon, Flipkart, Myntra etc. She has heard about online shopping from friends and colleagues in office.

Scenario

As part of a company sponsored health checkup earlier this year, Jyoti's medical report suggests that she is a bit overweight and needs to lose some weight. As someone who doesn't believe in quick fixes or fads, she begins planning to address her health issue more holistically...

During her daily commute in the train, while checking her WhatsApp messages, Jyoti comes across a video shared by a friend.

