

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 ofDombivili and commutes by local train to CST daily for work.

Uses a mid-range Nokia smart phone.

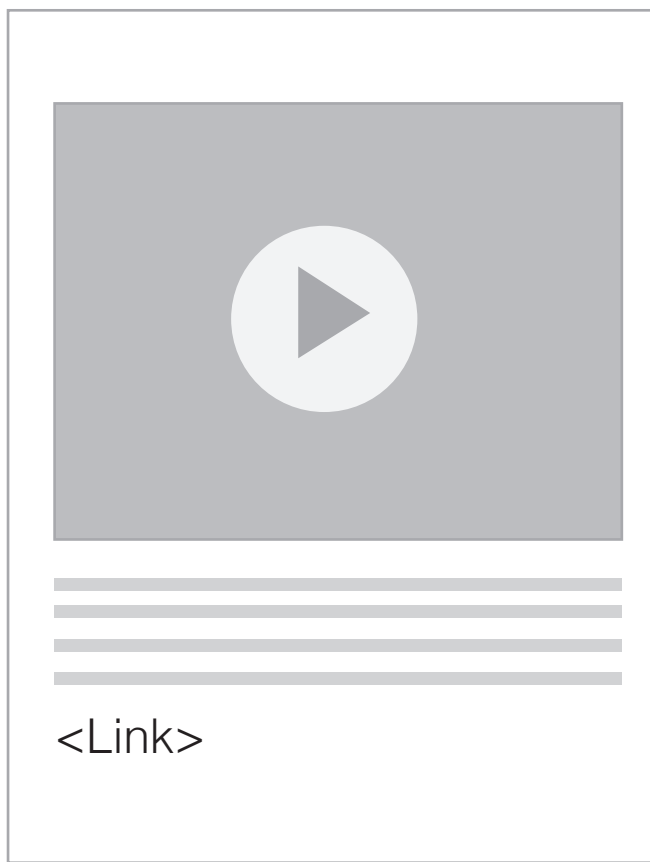
Loves to read, likes to listen to old Bollywood and Marathi songs. Ocassionally plays games like Candy crush and is active on friends and family groups on Whatspp. Hasn't shopped much online but is familiar with Amazon, Flipkart, Myntra etc. She has heard about online shopping from friends and colleagues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

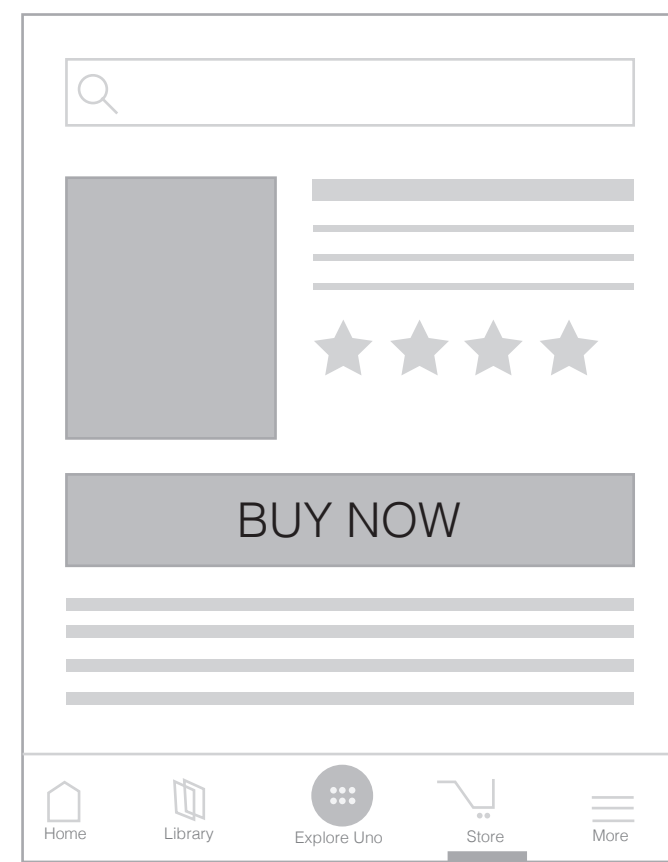
During her daily commute in the train, while checking her Whatspp messages, Jyoti comes across a video shared by a friend.

What'sApp



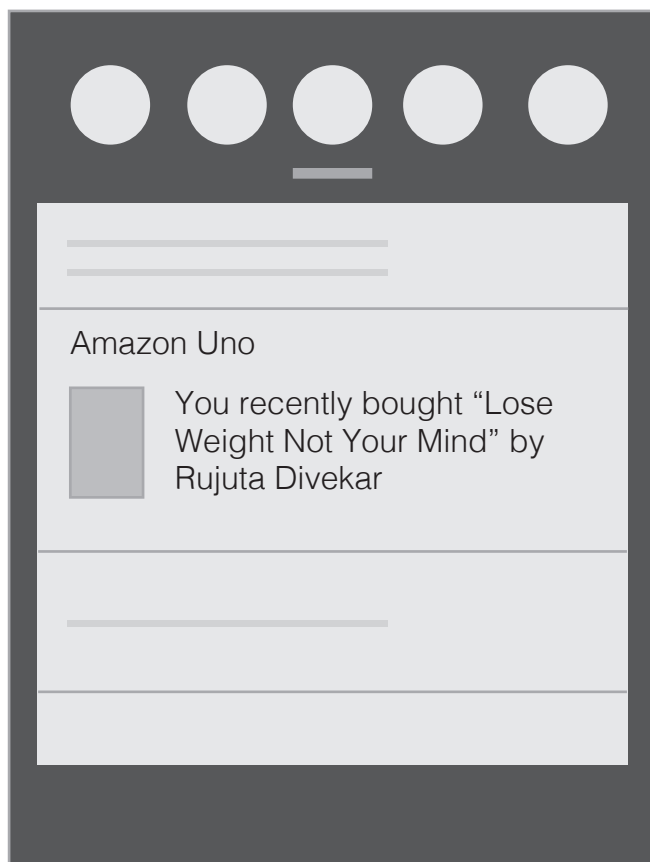
Jyoti watches a Rujuta Divekar video about healthy ways of losing weight. After watching the video, Jyoti taps on the link

Amazon Uno launched



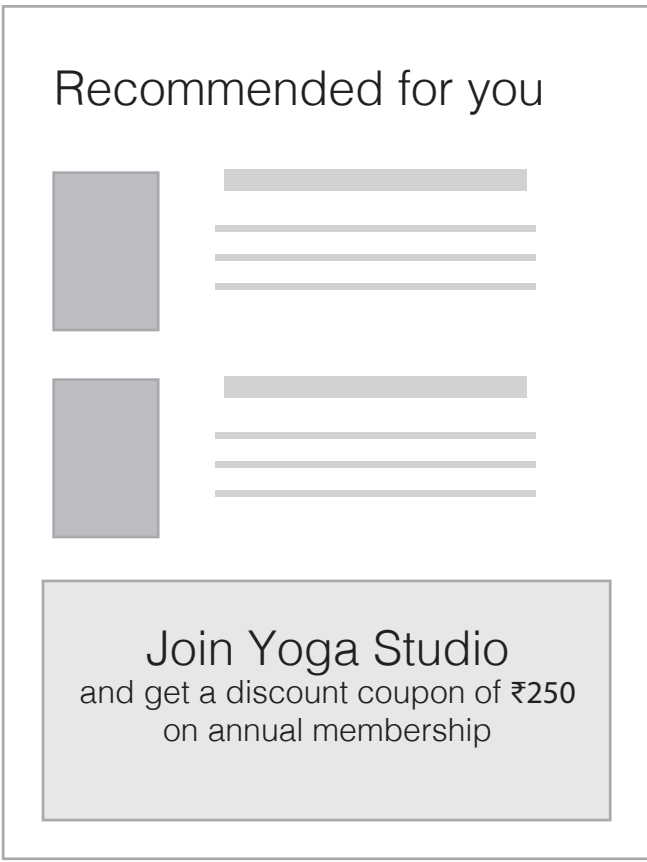
Jyoti is taken to the detail page of Rujuta Divekar's book - Lose Weight, Don't Lose your Mind". She finds that there is an e-book version available. It's cheaper and she has never read an e-book before so she decides to buy.

Notification on Amazon Uno



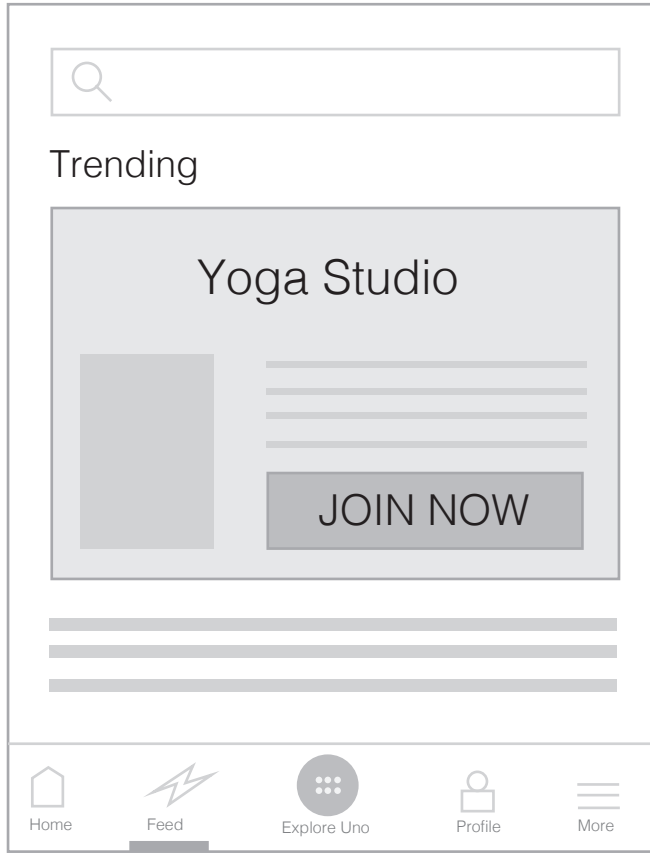
Next morning, as Jyoti gears for the 1 hour commute to work she looks forward to reading the book on Amazon Uno. On cue, a notification pops on on her home screen for her recently downloaded book. She begins reading

Reading experience in Amazon Uno



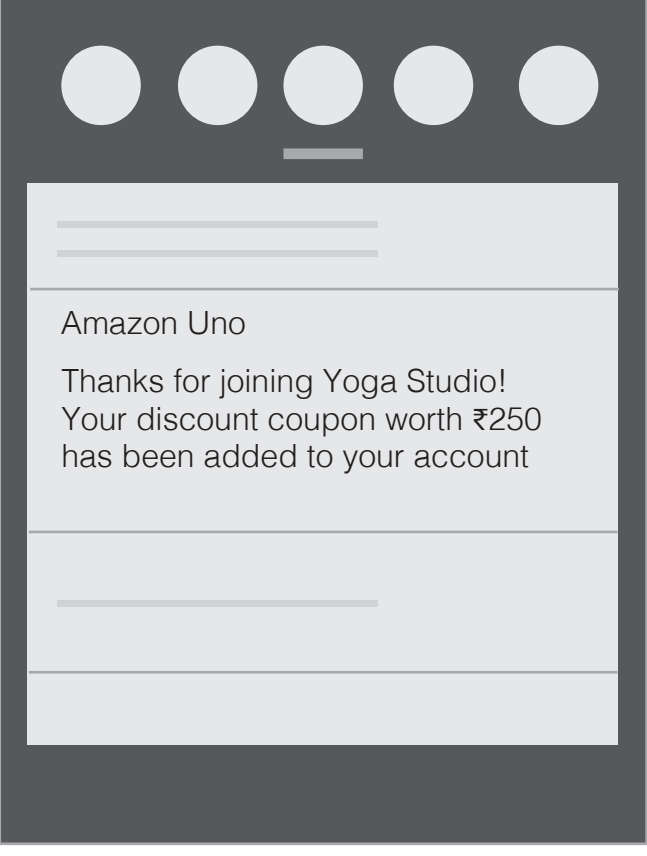
After reading a couple of chapters, as Jyoti explores other books she might like, she comes across a promotional message...

Amazon Feed



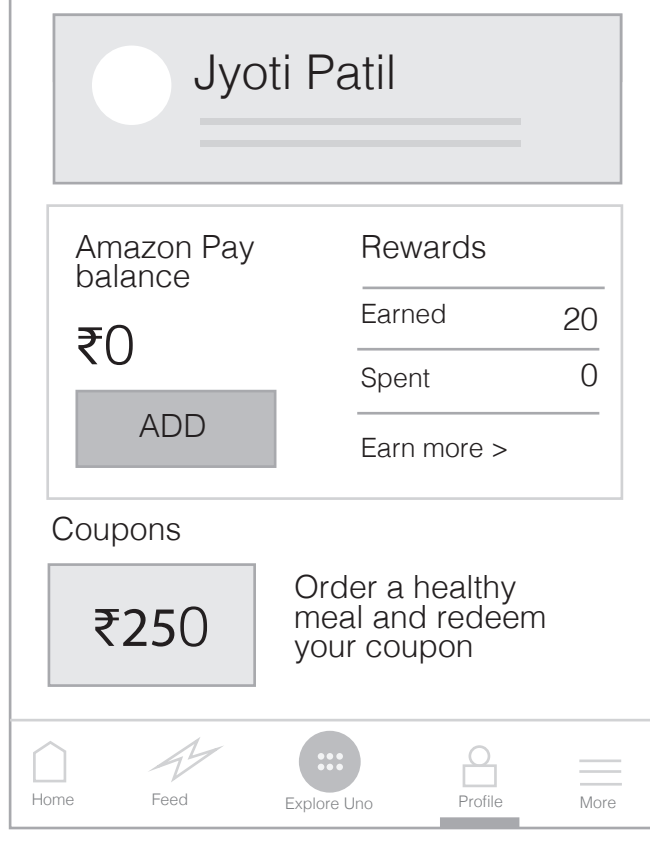
Jyoti lands on the Yoga Studio post on Amazon Feed (Spark) and quickly gets engrossed in videos, photos, reviews and comments from the community.

Notification on Amazon Uno



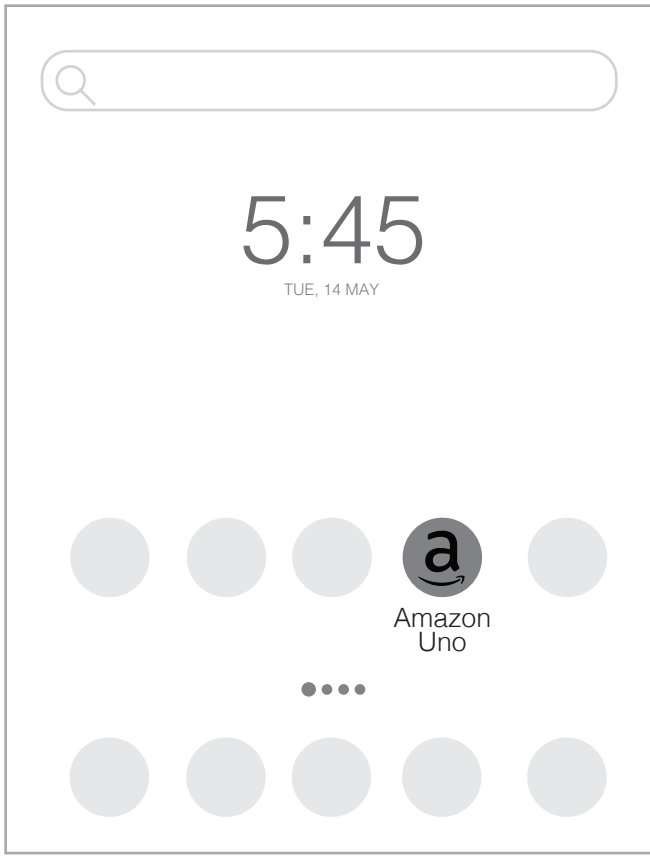
Taps on notification and lands on her profile

Jyoti's consolidated profile

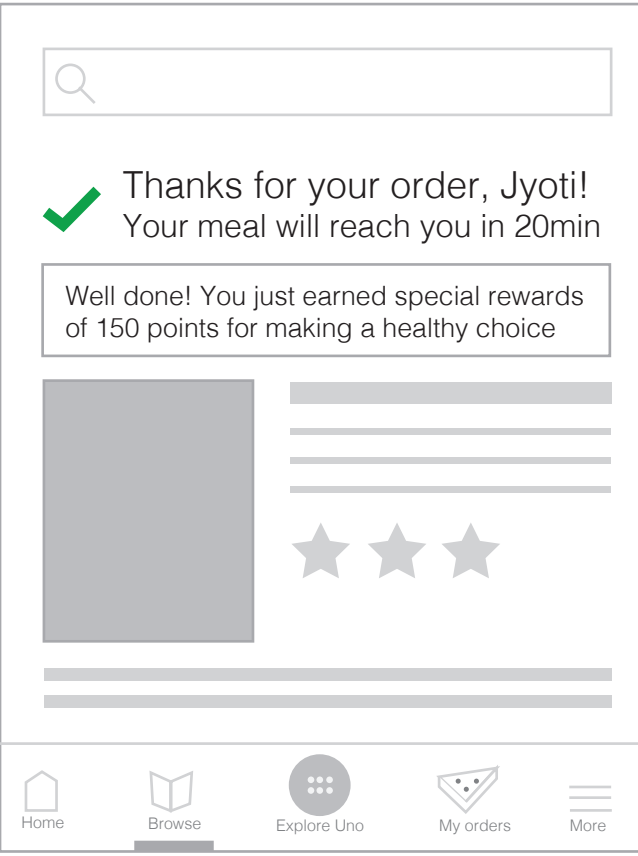
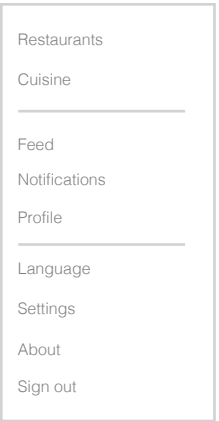
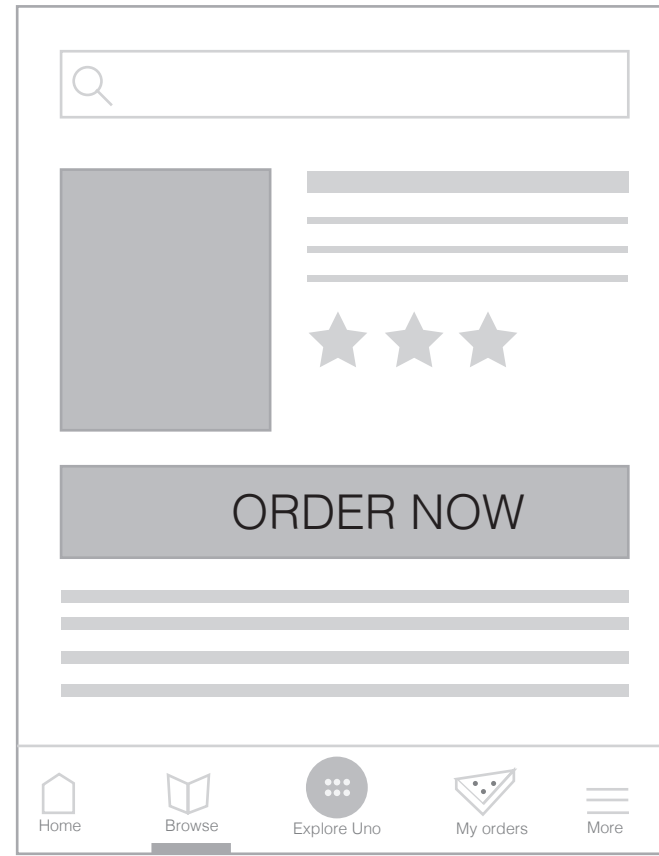
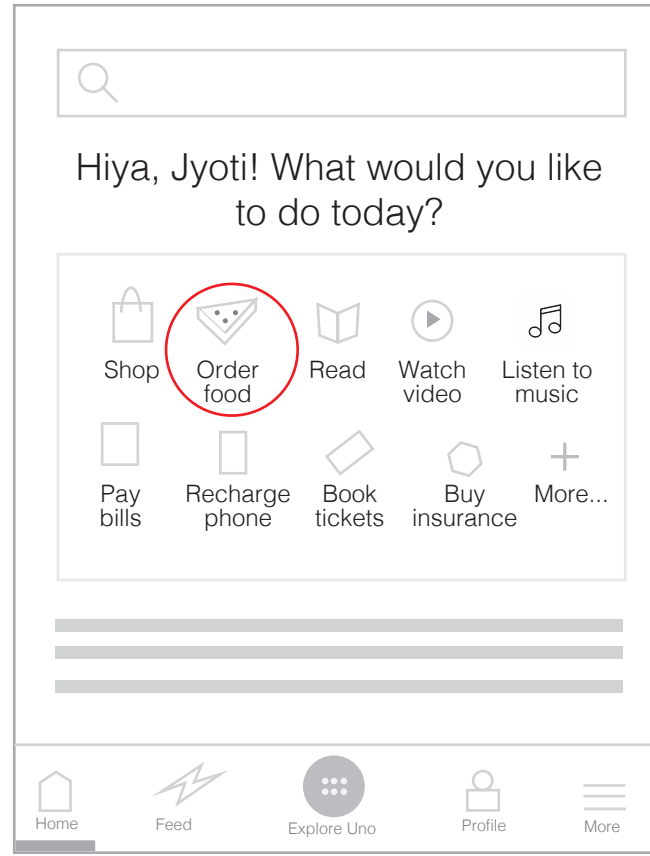


Later in the afternoon...

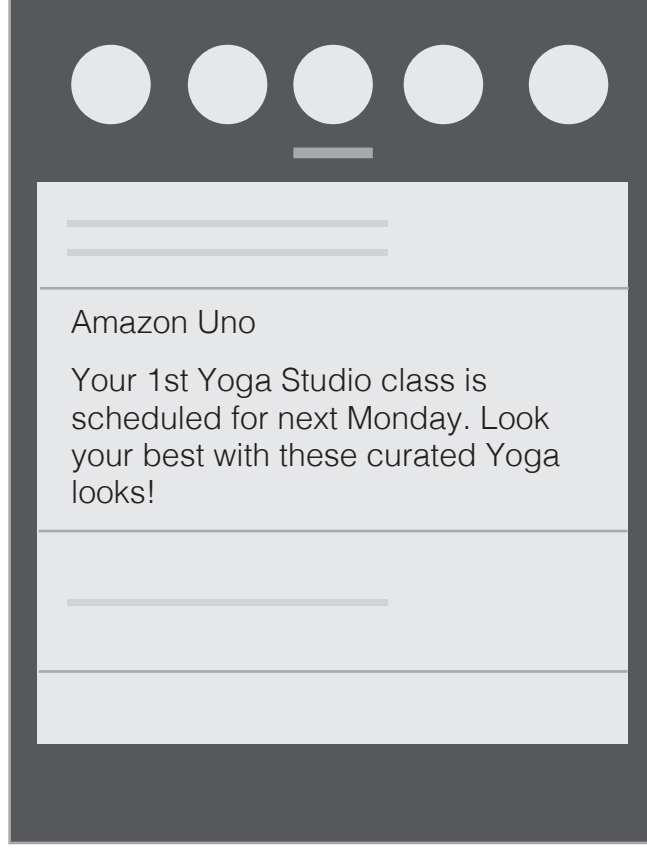
Ordering food on Amazon Uno



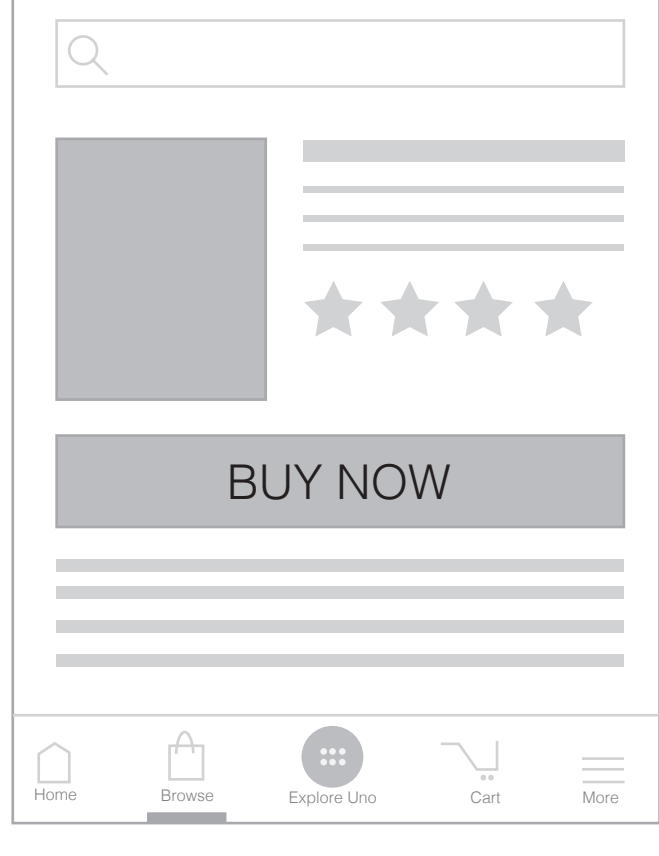
Jyoti is truly bitten by the health bug by now! She remembers she has a coupon she can redeem for a healthy meal. She fires up the app to order lunch



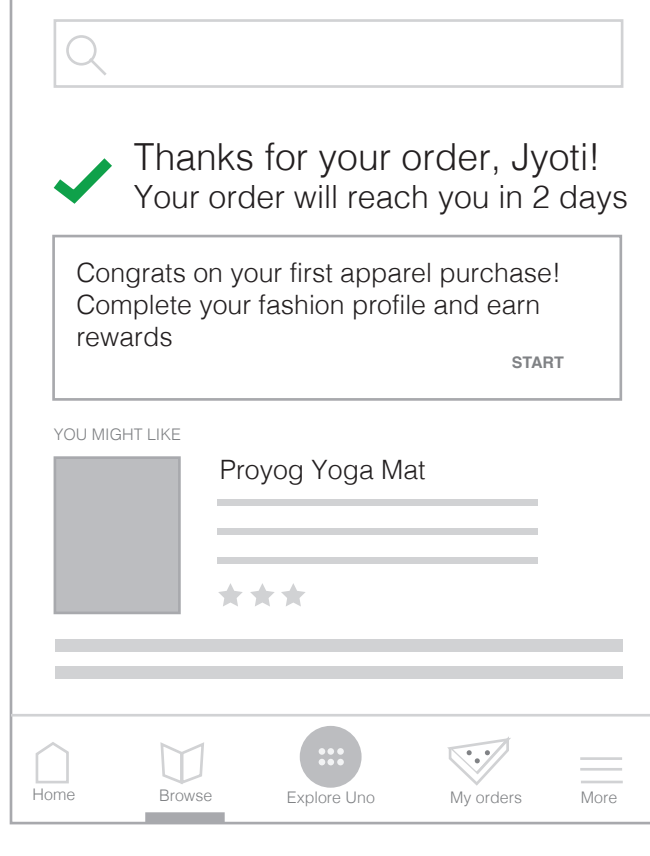
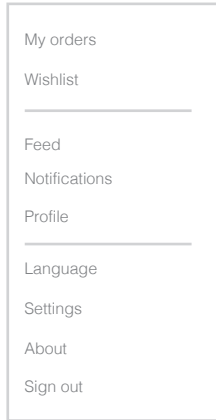
Notification on Amazon Uno



It's 7 days to go for Jyoti's first Yoga class. She is looking forward to it. As she wonders what she should wear, she receives an app reminder notification...

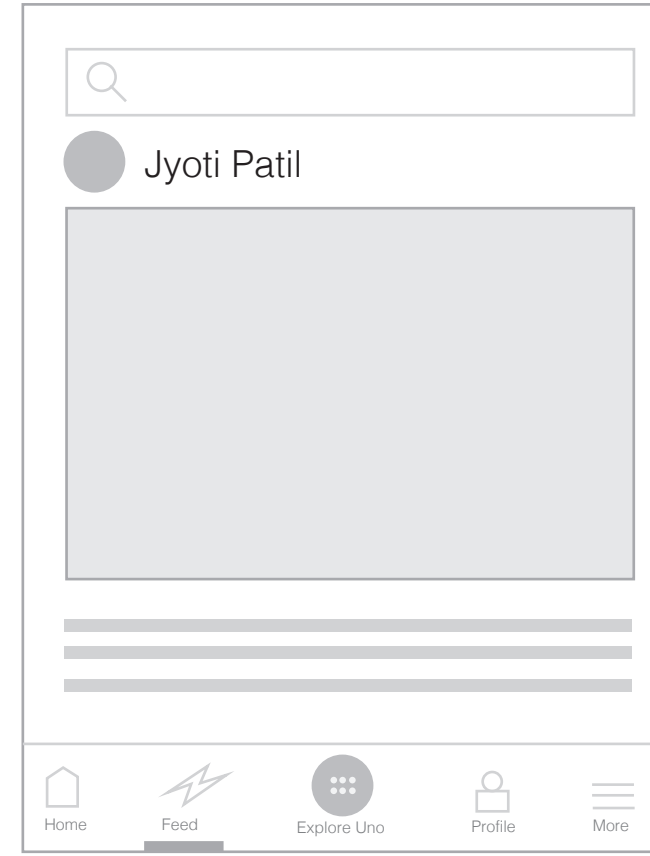


She browses a curated selection of Yoga apparel and picks a look to purchase that's within her budget



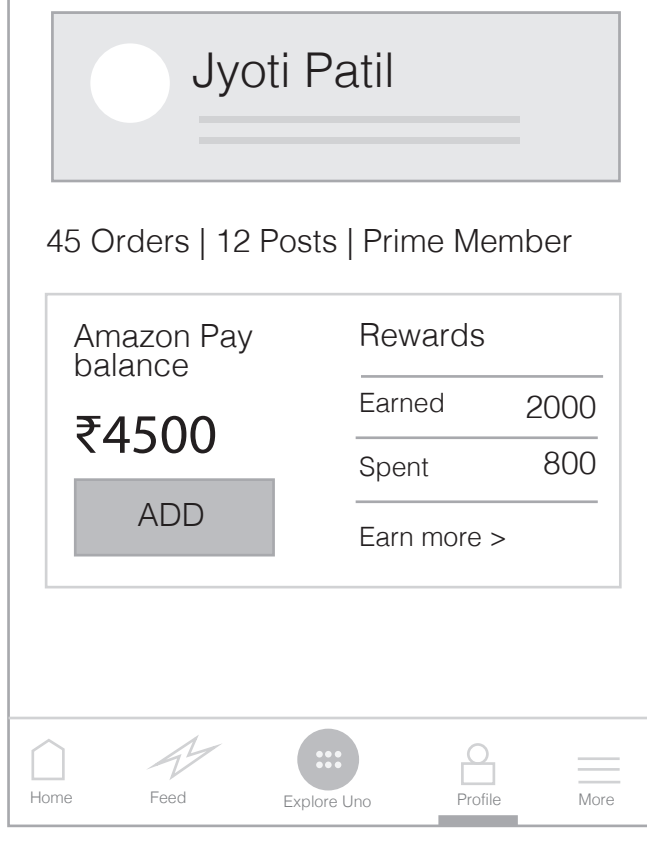
2 days later

Amazon Feed



Jyoti tries out her newly purchased Yoga apparel. She proudly shares her Yoga look selfies on Amazon Feed and kick-starts her wellness journey.

Jyoti's evolved profile



Jyoti is now not just 4kg lighter, but also a Prime member, 45 purchases and 12 posts about her wellness story