



Neda ,52

Serial “Headspace” meditator, yoga beginner

Neda is a financial analyst living in NYC. During her downtime, she has found that meditating has helped her manage her stress. She recently started practicing yoga at a local studio but felt uncomfortable purchasing tight fit yoga clothing due to her age. “Are there other options?” She wondered.

Goals

- Spending less time online
- Lowering her stress
- Getting more advanced in yoga, especially for her backpain

Needs

- Yoga clothing that fit her better
- Less clothes, but with better quality
- Spend more time with her daughters who live 2 hours away, and less time browsing the internet

Painpoints

- Not used to shopping online
- Doesn't trust reviews
- Prefers shopping in real stores
- Nervous about returns process

Neda Task FLOW

