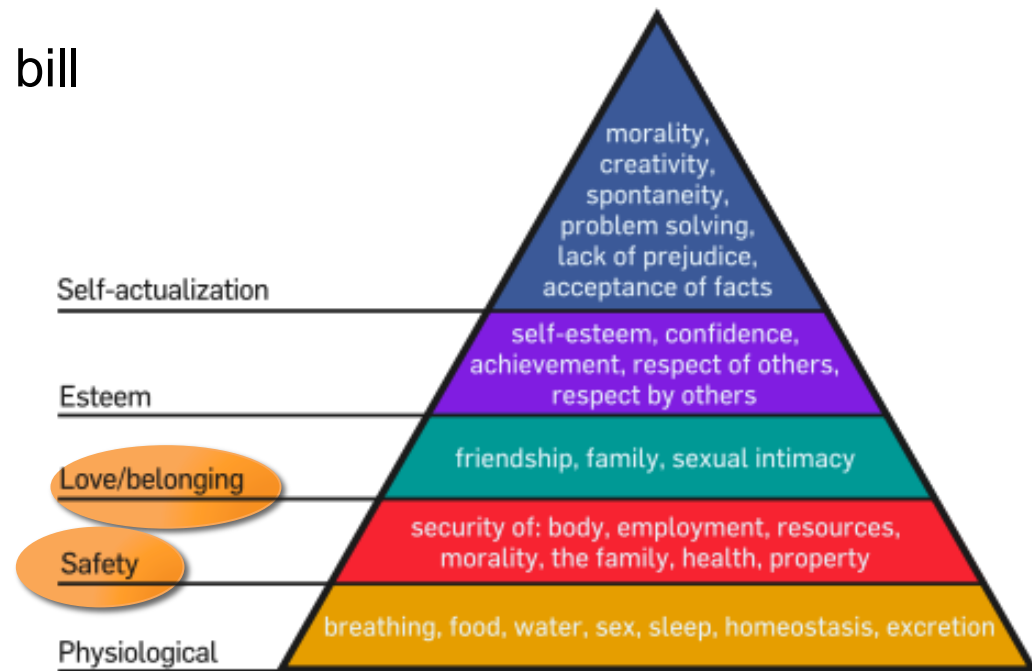


Jill – a single mother

- Female, 37, divorced, has 3 kids
- Needs to pay PECO electricity bill
- Bill is due today
- Calls USPS courier service
- He makes delivery within the same business day
- Jill can multi-task and get as much done while USPS does her delivery for her



Maslow's Hierarchy of needs