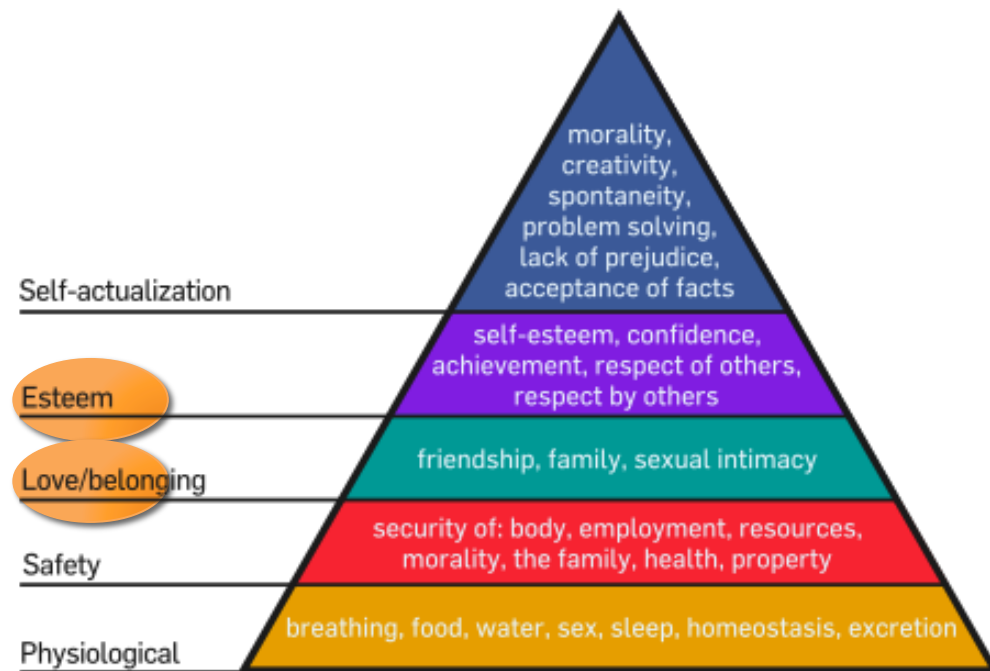


Gladys – a grandmother

- Female, 75, grandmother, married, not tech savvy
- Needs to send her grandson a handwritten graduation card
- Calls USPS courier service
- Courier makes delivery on same day
- Gladys is reassured that her grandson will receive her personal message in a timely manner.



Maslow's Hierarchy of needs