Rupinder Kaur

REGIONAL VOICE INTERFACE USER

Age 46, Female
Owner, Tailor Shop
Patiala, Punjab
Married, with two children

Language
Speaks - Punjabi, Hindi
Reads - Punjabi

TECHNOLOGY COMFORT LEVEL

Low	Comfortable	Very	Extremely
Sometimes needs assistance	Sending emails, browsing internet, using software	Downloading & setting up own software	Advanced programming, building own software

WIKIPEDIA USAGE

WIKIPEDIA

INTERNET			
20 hours	40 hours	60 hours	80 hours

DEVICES USED

Android Smartphone
Vivo

GOALS

To stay informed about the latest fashion trends, type of clothes and embroideries

· To communicate with her customers, to share design ideas, fabric, embroideries, to take orders

· To increase her customer base, in India and abroad

CHALLENGES

· Unaware that regional content in available on her phone

· Difficulty in using a smartphone due to lack of proficiency in English and knowledge of technology

Photo credit

ABOUT RUPINDER

Rupinder owns a tailoring shop in Patiala. Following the Indian tradition of joint families, her daughter, son, and daughter-in-law stay with Rupinder and her husband, in the same (family) house.

A typical day begins with morning household chores. Once at her shop, Rupinder orders a cup of Chai and browses through images and YouTube videos on her phone, in order to learn more about the latest fashion trends to better serve her clients. The default language on Rupinder's phone is English. However, since Rupinder only knows a few English words, she uses the voice-based search feature on Google, using English keywords to look for specific videos or photos.

> **If I have to search about Aari Work (a kind of embroidery), I say 'hand work' and then browse through the images that are shown in the results. I shortlist the designs and then give them to the tailor.**

When it comes to international clients, Rupinder takes business orders through Whatsapp. While interacting with these customers, Rupinder relies on voice messages and images sourced from Google, or taken with a good phone camera.

Since Rupinder often clicks pictures of garments to send to her clients, a smartphone with a good quality camera, and a robust internet connection, are crucial for business success. Currently, she uses a Vivo phone because it offers the best camera specs within her budget. She is happy with her phone, which was selected by her son, based on her requirement and budget.

Rupinder was unaware about Wikipedia in Punjabi, but she is thrilled at the possibilities it can open up for her.

Rupinder wishes to find online content in Punjabi that is relevant to her research on fashion. She is frustrated at being limited to images and videos.

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AWARENESS OF WIKIPEDIA (vertical axis: None to High)
ACCESS TO THE INTERNET (horizontal axis: None to High)