



• ~ • **Tori** • ~ •

Role
Busy working mother

Demographic
30 - 45 year old
Mother with 2 kids
Professional female
Tech savvy

“ I am so busy with work and kids; I will gladly give up the chore of grocery shopping.

Goals

- 1. Enjoy time with family. Instead of using the weekends to grocery shop and do other chores, Tori is looking to create lasting memories.
- 2. Having fresh and healthy food options is a high priority. She wants to set a good example and teach her kids the importance of a healthy meal.
- 3. Reduce time spent grocery shopping. Tori tries to stock up as much as possible.

Journey

- 1. Tori goes grocery shopping whenever can squeeze it in. It could be at night or first thing Saturday morning, but often it leaves her feeling exhausted.
- 2. Buying in bulk helps reduce the weekly shopping load, but there is the challenge of storing everything in such large quantities. Plus the process of getting large items home is cumbersome and time intensive.
- 3. Buying online is not perfect. Items can be unavailable, missing, bruised, or completely forgotten, so store trips are still necessary.

Motivating Factors

- Convenience
- Work done for you
- Accurate

Inhibiting Factors

- Bruised produce
- Out of Stocks
- Substitutions
- Long pick up time

Possible Triggers

- Empty refrigerator
- No Milk for kids
- Ordering dinner is too expensive

Influencer 1



Friend
“Just try it. It is so easy.”

Influencer 2



Kids
“I want milk. Buy me Lucky charms. Come play with me.”

Influencer 3



Husband
“What’s for dinner?”

Context 1



Laptop
Victoria sneaks her online shopping between phone calls and meetings.

Context 2



Smartphone
While watching TV, she remembers she needs to add few more grocery items.

Context 3

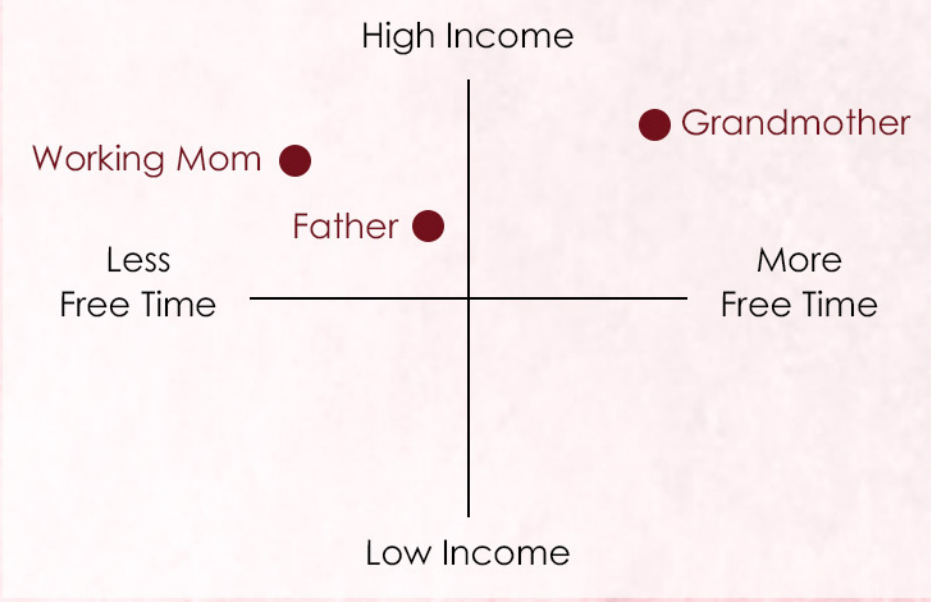


iPad
While sitting at the kitchen table, looking over recipes, she adds more groceries

Related Personas

- Retired Grandmother
- Father priamary caregiver

Persona Matrix





Janice

Role
Retired Grandmother

Demographic
62 - 74-year-old
Retired
Married
Some computer skills
Health condition

“ I normally enjoy going shopping but with my underlying health condition, my family and doctor are advising me to stay home.

Goals

- 1. Stay Safe. Because of the pandemic, Janice’s doctor has advised her to avoid crowds as much as possible.
- 2. Loves to cook for her family. Even though they can’t enjoy a meal together, Janice will still cook a large meal and have them pick it up. It allows here to see them briefly.

Journey

- 1. Writes a detailed shopping list so others can shop for her. She has to work between their busy schedules.
- 2. Using the grocery store website, she looks a the weekly specials, then calls the store and places her order over the phone. A family member will pick it up, or the store will deliver.

Motivating Factors

- Fears illness
- Does not want to be around crowds
- Physical ailment

Inhibiting Factors

- Unsure of online shopping process
- Uncertain of produce quality

Possible Triggers

- Wants to cook favorite recipes
- Prefers homecooked meals

Influencer 1



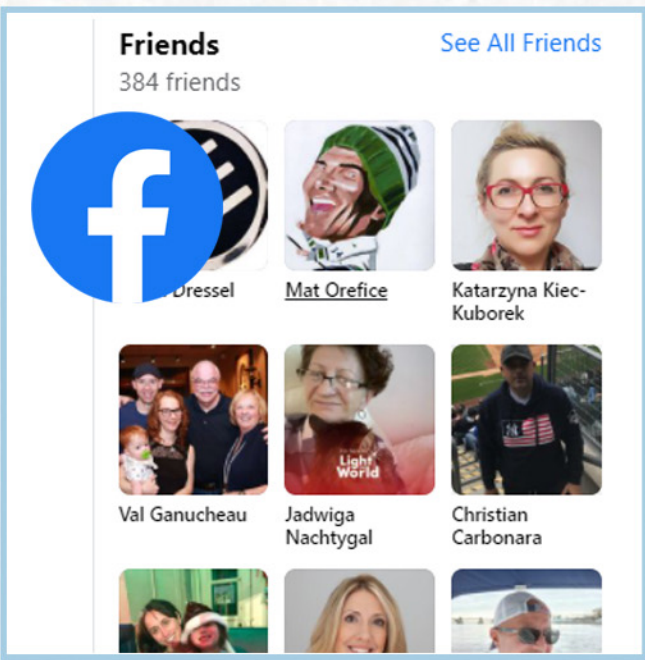
Daughter
“It’s so easy, Mom.”

Influencer 2



Sister-In-Law
“I do it all the time; the customer service is friendly and helpful.”

Influencer 3



Facebook Friends
“I got \$20 off my grocery bill for trying online shopping.”

Context 1



Laptop
Sitting at kitchen table, taking inventory of pantry and refrigerator.

Context 2



Smartphone
Watching TV and a commercial will spur a recipe idea or snack craving.

Context 3



Desktop
Sitting down at home office, listening to the radio.

Related Personas

- Busy working mom
- Father priamary caregiver

Persona Matrix

