



**Name:** Oleksii  
**Age:** 35 years old  
**Status:** Single  
**Accommodation:** Lives alone in an apartment in the city center  
**Profession:** Front-end Developer at an international IT company  
**Education:** Higher technical education, Master of Computer Science  
**Income:** High

**Device:** Laptop (MacBook Pro), secondary device: smartphone (iPhone 16 Plus)  
**Platform:** Primarily the store's website on a computer  
**Frequency of orders:** 1-2 times a week  
**Average check:** 2000+ UAH  
**Payment:** Exclusively online payments, Apple Pay or saved card

### Story

Oleksii has been working in the IT field for over 7 years. For the past three years, he has primarily worked remotely from home, which has allowed him to build a comfortable workspace and optimize his daily routines. He has a flexible schedule but often works late due to collaboration with international teams and time zone differences.

Before the pandemic, he usually ate at cafes near the office or ordered ready-made food. When the lockdown began, Oleksii started cooking at home more and realized that it was not only more economical but also healthier. However, trips to the supermarket quickly became a tedious routine for him, distracting him from work and taking up valuable time.

Initially, he used various food delivery services, but later discovered that grocery delivery from a supermarket provided more freedom of choice and allowed him to plan his diet for several days in advance. Oleksii values technological solutions that simplify everyday life, so online grocery ordering naturally fit into his lifestyle.

### Problems and pains

**Communication gap:** Oleksii often cannot answer phone calls from couriers or delivery services due to participation in video meetings and team meetings. This creates stressful situations and sometimes leads to problems with receiving orders.

**Lack of text communication:** He lacks the ability to clarify order details via chat or messages instead of phone calls.

**Fragmented user experience:** The need to switch between the website (for ordering) and the mobile app (for delivery tracking) creates inconvenience and disrupts the integrity of the user experience.

**Inflexible time windows:** Sometimes, pre-selected delivery time windows conflict with suddenly scheduled meetings, and there is no easy way to change the time.

**Limited product replacement options:** If a certain product is unavailable, the courier tries to call to clarify a replacement, but Oleksii often cannot answer. He lacks a system for pre-selecting alternatives.

**Predictability of assortment:** Oleksii prefers regular purchases, and he is uncomfortable when familiar products disappear from the assortment without warning.

### Motivations and goals

**Maximum time efficiency:** For Oleksii, time is the most valuable resource. He strives to automate or delegate all routine processes to focus on work, self-development, and hobbies.

**Technological integration:** Oleksii prefers services with a user-friendly interface, intuitive navigation, and the ability to integrate with other platforms or calendars.

**Control over schedule:** As a remote worker with a flexible schedule, he values the ability to plan his time independently, including choosing a convenient delivery time.

**Balance between convenience and healthy eating:** Oleksii tries to maintain a healthy lifestyle without spending too much time and energy on it.

**Contactless and self-sufficiency:** He values the ability to receive everything he needs without excessive social interaction, especially during periods of intense project work.

### Quotes/thoughts/emotions

"I don't need discounts or bonuses; I'm willing to pay the full price for a service that respects my time and doesn't require constant interaction."

"I hate it when my phone vibrates with courier calls in the middle of an important meeting. Why can't they just send a message with product replacement options?"

"The ideal order is when I spend 15 minutes choosing products and then just find the bags at my door at the chosen time, without having to interrupt my workflow."

"I'm willing to pay more for delivery if it means I have more control over the process and fewer surprises."

"It's funny, but my productivity often depends on how smoothly the grocery delivery goes. One missed call can turn into an hour of stress and loss of concentration."

"When I order online, I can calmly continue working, knowing that I won't have to spend the evening shopping after a busy day."