



Name: Marina
Age: 26 years old
Status: Single
Accommodation: Rents a two-room apartment with a friend from university
Profession: Marketer at a digital agency
Education: Higher, Master in Marketing and Communications
Income: Average, with irregular bonuses

Device: Smartphone (Samsung Galaxy S21)
Platform: Mobile app
Frequency of orders: 1-2 times a month
Average check: Varies from 400 to 1000+ UAH
Payment: Payment when received, sometimes accumulated bonuses

Story

Marina lives in a rented apartment with Polina, her friend from university. After graduating from university, the two decided to split the rent to save money. Marina works in a marketing agency, where she promotes brands on social networks. Her work involves creativity, constant monitoring of trends, and sometimes an irregular schedule, especially when project deadlines are approaching. So sometimes due to this, she has bad eating habits, which she want to get rid of.

She first tried ordering food online after a friend recommended her to install the app to track interesting discounts. Since then, ordering online has become a regular, although irregular, practice. She actively monitors the promotions and loyalty systems offered by the service. Also Marina appreciates the ability to order food for her elderly parents, to help them.

Living within walking distance of one of the chain's physical stores, Marina discovered that the "pick-up" option works perfectly for her routine. She frequently places orders during her lunch break or slow periods at work and picks them up on her way home, saving on delivery fees while still enjoying the convenience of having everything pre-collected.

Problems and pains

Eating Instability: Marina tries to eat healthily, but is often tempted to order unhealthy food, especially when she is stressed or tired.

Communication Difficulties: She puts orders in time right after work on the way back home, so it is crucial for her that the order will be ready on time and that she won't be distracted during work hours. She had a few instances when she was called for details while on meeting (from then she doesn't pick option to communicate. And had a few instances that the order was not ready on time or was not communicated to be ready on time.

Freshness concerns for parents' orders: While generally satisfied with the quality, she still worries about fresh produce, fruits, vegetables, and meat products when ordering for her parents' delivery.

Financial Instability: Irregular bonuses at work affect her budget, so sometimes she has to save on food, and sometimes she can afford more expensive options.

Impulse purchases: Due to the convenience of online ordering, she often adds unplanned items to her cart, especially sweets and snacks, which negatively impacts both her budget and her attempts at healthy eating.

Motivations and goals

Convenience and time efficiency: Marina values the ability to select products in advance and have them ready for pick-up, eliminating the time spent wandering through store aisles.

Caring for parents: Regularly orders groceries for her elderly parents, who live in another part of the city and have limited opportunities to visit the stores independently.

Balance between healthy eating and gastronomic pleasures: Strives to maintain a healthy diet, but does not deny herself treats, especially during stressful periods at work. Wants to make it more structured and controlled.

Smart shopping: Actively tracks promotions, discounts and special offers to optimize her spending and get the best value.

Quality assurance: After regularly using the service and seeing the quality of picked items firsthand (through her pick-up orders), she feels confident ordering for her parents as well.

Social connections: Often coordinates orders with a neighbor, which creates an additional moment of togetherness and joint planning.

Quotes/thoughts/emotions

"Placing my order during my lunch break and picking it up on my way home is the perfect system. I get all the convenience of online shopping without paying delivery fees for my smaller orders."

"I always worry when I order for my parents. My mother is very picky about the freshness of vegetables, and I'm afraid that she won't get what she would have chosen herself. If only there were more guarantees for choosing fresh products..."

"What I love about the pick-up option is that I can still personally check the fruits and vegetables they've selected before taking them home. If something doesn't look fresh, I can ask for a replacement right there."

"I often order together with Polya, it not only helps save on delivery for her (she doesn't like going to the store), but also turns into a kind of ritual - we plan the menu for the week together, because that is another challenge for me. Breakfast, lunch and dinner..."

"I've become a pro at spotting good deals in the app. Last week, I saved almost 200 UAH just by taking advantage of the Wednesday promotions. My marketing brain appreciates clever promotional strategies!"

"My diet is a strange mix of superfoods and comfort foods. One day I order quinoa, avocado and organic eggs, and the next - chips, ice cream and ready-made convenience foods. I would like more stability, but life dictates its terms."