



Name: Olena
Age: 42 years old
Status: Married with two teenage children
Accommodation: Lives alone in an apartment in the city center
Profession: Chief Accountant in a medium-sized company
Education: Higher economic education
Income: Above average

Device: Smartphone (iPhone 12), sometimes tablet
Platform: Mobile application
Frequency of orders: 1-2 times a week
Average check: 1299+ UAH
Payment: Primarily by bank card online

Story

Olena has been working as a chief accountant for over 10 years. Her workday is usually busy and long, especially during reporting periods, when she often works late. She lives with her husband Andriy, who works as an engineer in a construction company, and two teenagers: Lilia (13 years old) and Sofia (12 years old).

Previously, Olena went on large grocery shopping trips to the supermarket every weekend, spending almost half a day on it. She made lists of groceries for the whole week, but still often forgot to buy something and had to stop at the store on her way home from work. This took a lot of energy and time that she could have spent with her family or relaxing.

When the COVID-19 pandemic began, Olena tried ordering groceries online for the first time and was pleasantly surprised by the convenience of the service. Now, even when life has returned to normal, she cannot imagine going back to the old way of grocery shopping. Over the past two years, online orders have become an integral part of her life, helping her balance work, household chores, and personal time.

Motivations and goals

Saving time and energy: It is critical for Olena to optimize her time. Online ordering allows her to avoid spending precious hours visiting the store, standing in lines, and carrying heavy bags.

Planning the family budget: As an accountant, Olena carefully tracks all expenses. The online store allows her to easily control the purchase amount in real time and stick to the planned budget.

Organizing meals for the whole family: Olena is responsible for ensuring that all family members are fed healthy and varied food. She tries to cook breakfasts, lunches, and dinners, taking into account everyone's preferences.

Finding a balance between work and personal life: Ordering groceries online is part of her strategy to find a more harmonious balance between professional and family responsibilities.

Culinary diversity: Olena strives to diversify the family's diet, but often faces a lack of ideas for dishes. She looks for inspiration and new recipes.

Problems and pains

Lack of time: Constant time pressure is Olena's biggest problem. When the reporting period at work ends, she has practically no energy left for household chores.

Creative exhaustion: The need to come up with new dishes several times a day, every day, is exhausting. "What to cook today?" is a question that stresses her out almost every evening.

Logistical difficulties: Sometimes there are difficulties with scheduling delivery times. There are situations when the courier arrives at an inconvenient time, such as during an important online meeting.

Product quality: Olena is concerned that she cannot personally choose fresh vegetables, fruits, and meat. It is important for her that the products are of high quality, especially when she cooks for children.

Lack of a recipe system: Olena would find it much more convenient if the application offered recipes with the ability to immediately add all the necessary ingredients to the cart, instead of searching for each product separately.

Special needs of family members: Her older daughter plays sports and needs a protein-rich diet, and her younger daughter is experimenting with vegetarianism. Satisfying the tastes of all family members is becoming increasingly difficult.

Quotes/thoughts/emotions

"Sometimes I feel like a juggler trying to keep work, cooking, cleaning, and raising children in the air at the same time. Online grocery ordering is like an extra pair of hands that I need so much."

"When I get home at 7 pm and the kids and my husband are hungry, the last thing I want to do is go to the store. Online ordering saves my evening and nerves."

"I dream that the app could offer me a ready-made menu for the week, taking into account our preferences. This would relieve me of a huge burden of daily planning."

"The biggest stress for me is not so much cooking as constantly thinking about what to cook. This creative work is more exhausting than the cooking process itself!"

"Every time I see a message that my courier is on the way, I feel such relief... As if part of my mental load simply disappears."

"I'm willing to pay for delivery because I understand that I ultimately save the most valuable thing—my time and energy, which I can devote to my family or just relax."