

Desperate Joel - Created by Kaleb Bah



age: 20

residence: San Diego, California

education: High School

occupation: Instacart Driver

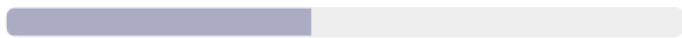
marital status: has a new girlfriend

"No time to waste"

Joel recently dropped out of College after he figured out that he had missed the entire first semester of classes due to partying too frequently. Previously working a 9-5, he felt the job was "demeaning" and "wasn't worth the time" so Joel started working Instacart to pay back the tuition his parents wasted on his education; truly considering this a better alternative for making money.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Joel finds validation in making quick money

Seeing his checking account change everyday

Needs

- Low traffic
- Short checkout lines
- Time reasonable shopping
- Which store will have everything he needs
- His parents to get off his back

Values

- Food
- A good Pledge
- Financial Security

Wants

- People to pickup groceries in one trip when he gets to their location.
- Being efficient about shopping so he'll complete more orders and make more money

Fears

- Parental backlash
- Wasting alcohol

Betty Smith; created by Brent Hopkins

age: 65

residence: Boston Massachusetts

education: Associate of arts

occupation: Retired

marital status: Married

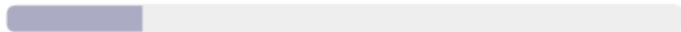


"I can never remember where things are in these massive stores"

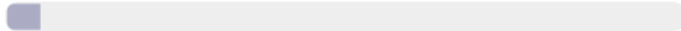
Betty is retired and living with her husband in their family home just outside of Boston. She spends the majority of her time gardening with her husband but enjoys cooking a meal for her daughter and grand kids every month.

Comfort With Technology

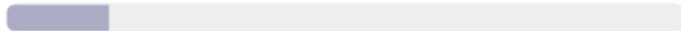
INTERNET



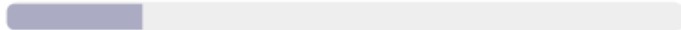
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

complete her shopping as fast as possible so she can spend more time with her family

Needs

- simple and intuitive UI
- accessibility options
- the ability to find items quickly

Values

- family
- respect
- timeliness

Wants

- share her shopping list online with her daughter
- an easy way to find coupons for items on her shopping list

Fears

- snakes
- heights
- the unstoppable marching of time

Joe Graves- Created by Mason Loeb

age: 28

residence: Chicago Illinois

education: 4 year College Undergrad

occupation: Stock Broker

marital status: Single



"Time is money and I got none to waste."

Walks around with an ear piece in his ear. Enjoys driving his Lincoln around the city just to get parking tickets everywhere he parks. Constantly on calls and going into the office. His whole day is a commute.

Comfort With Technology

INTERNET



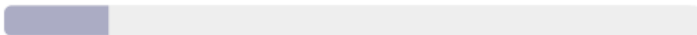
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Having tons of money

Looking better than everyone else

Getting what he wants

Needs

- Quick service wherever he goes
- To get his life together
- To find a girlfriend

Wants

- To be the Wolf of Wall Street
- To make money
- To get home early after work
- To not eat Chinese food every night

Values

- Money
- Time
- Drugs
- Alcohol

Fears

- What if he doesn't make a sale
- What is he going to eat for dinner
- Chinese food in apartment fridge is still there

