Modeling Users & Brainstorming

Two Personas

Pro-active Jordan   👤 28 years old   📍 New Jersey   💼 Computer Scientist

Bio

Jordan is a recently graduated computer scientist trying to make a difference. She commutes everyday by train to New York City where she works. Jordan takes part in many different activist activities and protecting and sustaining the Earth is one of here goals.

Wants & Needs

- limit the amount of plastics used when shopping
- quick small deliveries and meal kit for the week

Grocery Shopping Places

amazon   TRADER JOE'S

Motivations

- Helping the environment by reducing waste and being able to help others motivates Jordan.
- Overcoming different challenges in her diet due to peanut allergy
- Keeping track of her footprint from products consumerd or used

Frustrations

- Not enough info on food sources
- Not sure where to buy local goods
- Not being able to nut free products on buy pages

I am honestly always commuting back and forth from work that I do not have time to grocery shopping. When I am off I just relax at home

Tech Savvy   ● ● ◑ ○ ○
Social Media Usage   ● ● ● ● ○

Protective Nancy

🎒 42 years old   📍 Bergen   💼 Teacher

Bio

Nancy is a hard-working mother and a full-time teacher. Nancy juggles multiple needs for here students and family regularly. She has minimal downtime, but she always manages to make it work.

Wants & Needs

- Affordable and easy to access grocery system.
- Healthy clean options and diverse food options

Grocery Store Places

Walmart   ShopRite

Motivations

- Helping the environment and setting a good example for her students and children
- Providing the very best food for
- Cash back and incentives

Frustrations

- Not enough time to get everything done in one day to go food
- lack of assistance in grocery stores or online orders
- Not have easier access to info on where food came from

> " My family and students are everything to me, and I must keep them safe and healthy. "

Tech Savvy   ● ● ◐

Social Media Usage   ● ●

Two Storyboards

Persona 1

By: navias

Persona 2

By: navias

Nancy remembers she needs ingredients for tonight's dinner. Unfortunately she has work and needs to bring her son to his school.

Nancy is trying to remember everything she needs during this busy morning.

While at work Nancy hope she can find fresh ingredients for tonight's meal
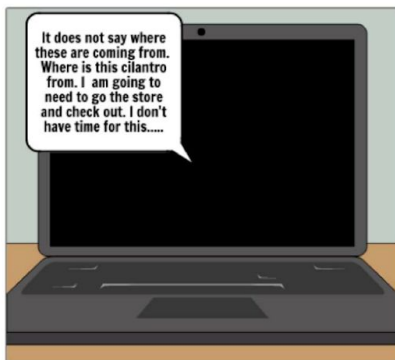
Going online she can't find specifics on the food she is trying to get.

She goes to store, but the worker does not know either.

Nancy is unhappy with food products she has bought and hopes to find a solution soon.

Persona Story 3

Persona3

By: jrl220

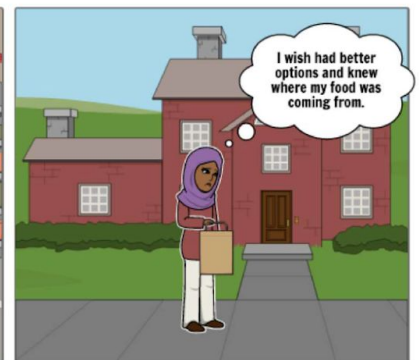Journey Maps

CUSTOMER JOURNEY MAP 1

STAGES	Reads existing customer	Researches provider	Visits website	Delivery
USER GOALS	Needs online delivery of foods	Checking the legitimacy of the website.	Review website homes details	Find out what they can find on the websites
TOUCHPOINTS	Google Search / Person/ AD	Review Provided by the site.	Homepage, About page	Food pages/ Food Source Details/ Delivery Options
ACTIONS	Interested after reading some information	Looking for positive reviews or negative ones	Looks for environmental sustainability	Fill out Delivery time sheet
CHALLENGES	Needs to make a account to continue	Concerned about one negative review concerning delivery times	Having issues finding out what the company does to address these issues	Finding optimal time slot
CUSTOMER EMOTIONS	Encouraged	Apprehensive	Apprehensive	Unknown
OPPORTUNITIES FOR IMPROVEMENT		Address negative reviews and give feedback response to any negative reviews	Improve visibility of information	Improve multiple delivery options

NOTE: *Persona 1*

CUSTOMER JOURNEY MAP 2

| STAGES	Reads existing customer	Researches provider	Visits website	Food Choices
USER GOALS	Needs food source information on fresh products	Checking the legitimacy of the website.	Review website home details to see what is says on the food products	Find the food source info on the page
TOUCHPOINTS	Google Search / Person/ AD	Review Provided by the site.	Homepage, About page Food Pages	Food pages/ Food Source Details/ Farmer Details
ACTIONS	Interested after reading some information	Looking reviews on accuracy	Looks for food source information	Put in cart
CHALLENGES		Concerned about lacking information or inaccurate.	Missing food source info	Finding the right farmers
CUSTOMER EMOTIONS	Encouraged	Apprehensive	Apprehensive	Unknown
OPPORTUNITIES FOR IMPROVEMENT	Promote food sourcing options	Verify option for products	Improve quality and information. Button to access more about info through email.	Give plenty of options

NOTE: *Persona 2*

Journey Map Proactive Jordan Story 3

Objective:
Jordan wants to order online groceries but she has a nut allergy

Expression Chart
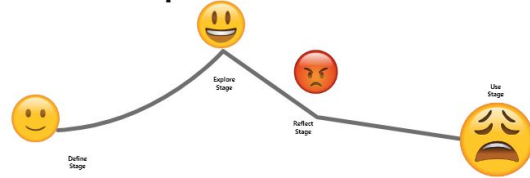
Define	Explore	Reflect	Use
1. Needs food 2. No car 3. Nut allergy	1. Shopping online 2. Recommended by Susan 3. See if online grocery is a solution for her	1. Jordan goes through different virtual aisles 2. She can not filter out products with peanuts 3. She has to go through all the pictures of products	1. Jordan becomes exhausted of searching 2. She choses to go to an in-person grocery store

Journey Map Protective Nancy Story 2

Objective:
Nancy wants to order online but she want to know where her food comes from and

Expression Chart

| Define	Explore	Reflect	Use
1. Nancy needs food, but her schedule is to too busy 2. She wants fresh vegetables and herbs preferably local	1. Shopping online 2. Nancy wants to find local foods online	1. Nancy struggles to find food sources 2. She struggles to find dates online for freshness 3. She decided to go to in-person store to get info	1. Online grocery does not suit needs 2. Lack of transparency on sites leave Nancy disappointed

Design Requirements

- Data requirements: the objects and information that must be represented in the system
  - Multi-access delivery times: multiple ways to get food to your home.
  - Food Sources
  - Farmer Details Page
  - Kid Reviewed
  - Delivery Costs
  - Minimum Purchase Cost
  - Social Media Recipes Tips, Connections, #hashtags
- Functional requirements: the operations or actions that need to be performed on the system's objects
  - Diet Options
  - Allergy Item
  - Meal Kit / Prep Packages
  - Coupon Saver
  - Reward Program
- Contextual requirements: relationships or dependencies between sets of objects in the system.
  - .Geolocation Food Source Updates
  - Geolocation Delivery Driver
  - Local Reviews
  - Local Video Reviews

Sketch ideas

PICKUP

ABOUT
ABOUT
US   LOGU   DELIVEY TIME
OUR FARMER

| KETO | PALEO | VEGAN | VEGA | ATKINS |

WEEKLY SPECIAL   SEARCH   CART

On this page
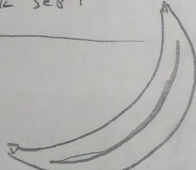
FROM ①
AZURE MARKET FARM
Costa RICA
PICK SEB 1   GRADES
                                        ADD   X

1

2   2

3   3

BANANA
FRUT   % DV

OUR ON   TF 44   4
                        SAT .1
SALE!   BUTTON   PULY .1
                        MONO 0
             ADD #   Chules 0
                        Sodien 1
                        Potassium 422 mg
             REVIEWS   Carb 24   5
                        DF   3.1

        Close BAR   Close
                               Bar

SETTING PAGE

Shopping FOR

NANCY

Johnn

SALV

(+) ADD BUTTON PERSON

ALLERGIES

☐ GIVE warning if PRODVE has
☐ NUT
☐ Gluten
☐ LACTOS
☐ SOY
☐ EGG

☐ HIDE all Product

DIET

incidigote if any people are specific diet or eating regime

☐ KETO
☐ PALEO
☐ ATKINS
☑ vegan
☐ PESCatrian
☐ vega

COUPON ADD

☐ Yes ADD coupon auto

☐ ASK ME BefOre

☐ NO

ML Preference

☐ OPT in for catered exe

☐ Opt out and self shop