

*PERSONAES*

*AND*

*EMPATHY  
MAPS*

Matthew Anderson







Creative Focused Value Shopper

Goals

- Buy 10-15 grocery items in a quick trip.
- Try out new brands to coincide with my creativity.
- Stay up to date on newest grocery trends and newest products.
- Try to eat healthy at a reasonable price.

Frustrations

- Long lines at traditional stores.
- Brands my wife and I like being out of stock.
- Dislike self checkout.
- Paying premium prices at other expensive companies.

Bio

Nick does graphic design work for Hasbro full time and also for Nvidia as a freelancer. Nick and his wife like Trader Joe's brands. Originally from New York City, Nick moved to Rhode Island after graduation where he and his wife Gia live in the Warwick area.

Needs

Nick needs convenience and flexibility with a nearby store. He also needs new seasonal products to try, short lines to spend more time on his creative work, and healthy products at affordable price points.

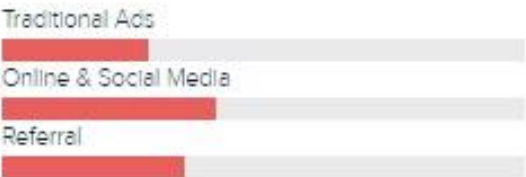
Motivation



Brands/Influencers



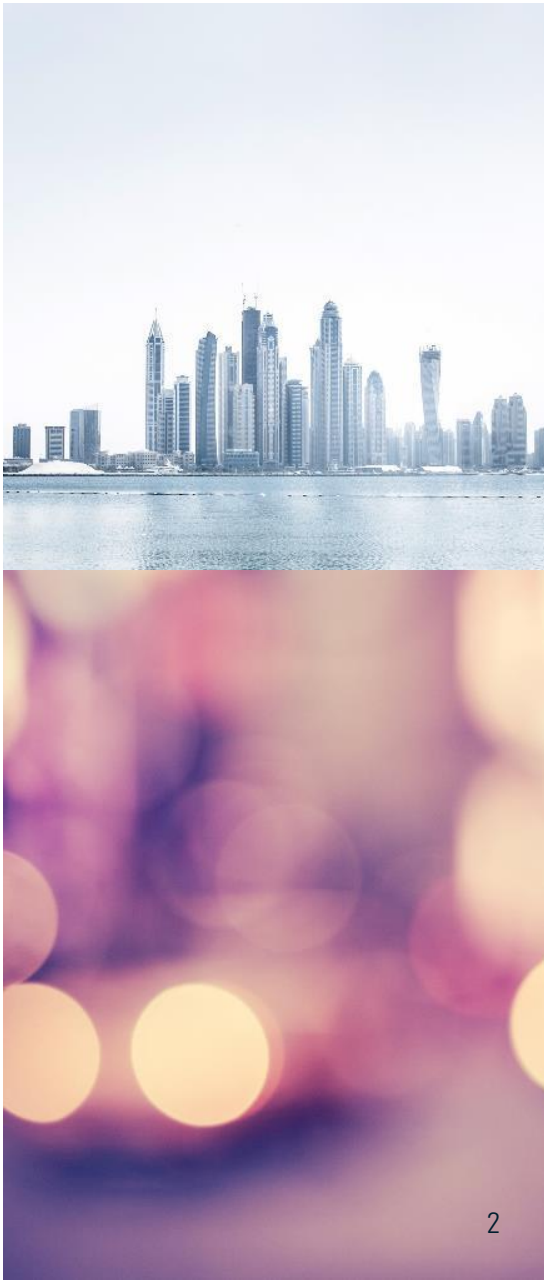
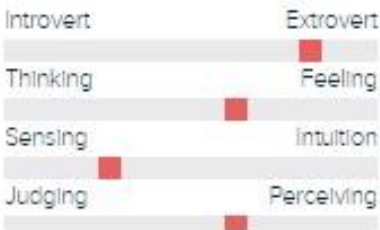
Preferred Channels



"Convenient, good value and my favorite brands is what I like."

Age: 41  
Work: **Graphic Designer**  
Family: **Married.**  
Location: **Warwick, RI**

Personality

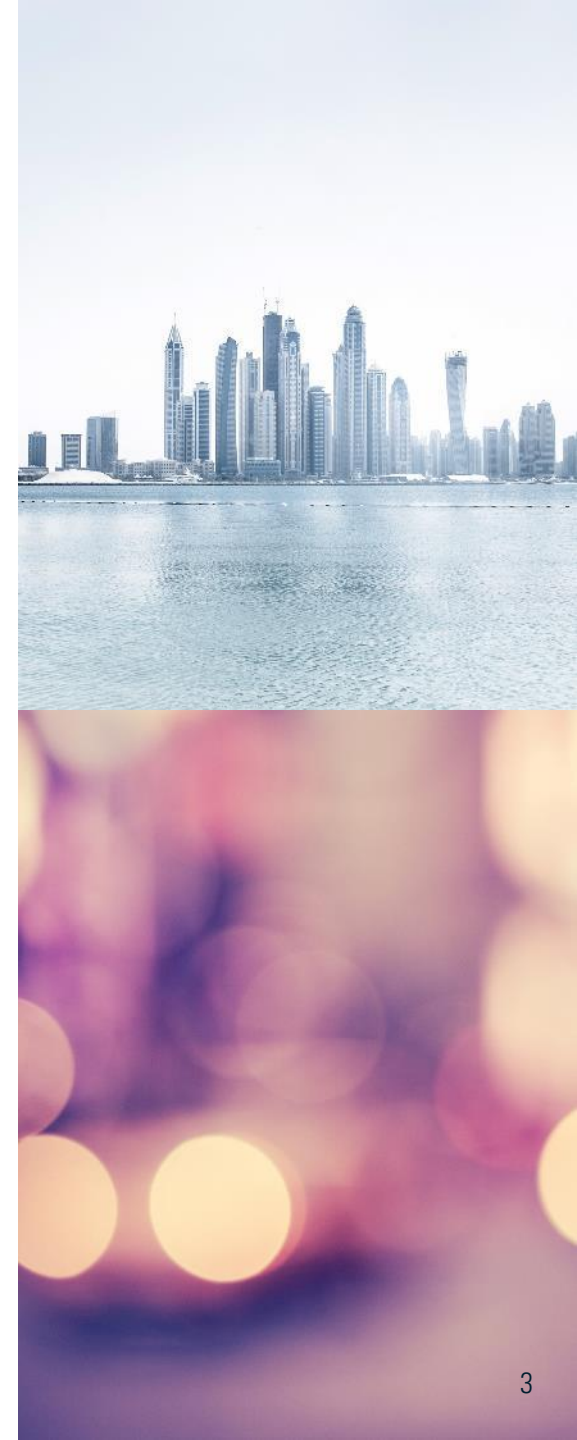


## UI/UX DESIGN EMPATHY MAP FOR TRADERJOE'S CUSTOMER



[HTTPS://WWW.TRADERJOES.COM/HOME](https://www.traderjoes.com/home)

## Empathy Map – Trader Joes Grocery Store





## Personae 2 – Car Buyer

### Jonathan Parker



"My car has to look new, clean and stylish, but be reliable also."

Logical · Organised · Curious

Age: 25

Occupation: Military

Family: Single

Location: Tacoma, WA

#### Bio

Jon is an IT in the Navy. He has been in the Navy 2 years and wants to buy his first car. He heard Tacoma has a large volume of cars due to being close to the port of Tacoma, WA. He is inexperienced at buying a car and an E6 from his command is going with him to help him navigate buying a car.

#### Goals · Interest

- Buy a new car.
- Use \$15,000 savings to get a sedan with a \$10,000 loan from USAA.
- Get a 2022 Hyundai Elantra or Kia sedan.
- Touch panel Navigation upgrade in sedan.
- Low miles (less than 20,000).

#### Frustrations · Concerns

- I follow brands on social media and want certain brands.
- Despite viewing on websites, has to see car in person.
- Wants to verify car is in good condition.
- Can't surpass a certain price point or total price due to savings amount.

#### Needs

I want a car for driving after work and to go places on weekends like Chik-fil-a, other cities. I have no experience dealing with car salesman, so my command is having someone go with me who's bought several cars before.

#### Motivations

Self-Transportation



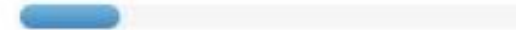
Entertainment



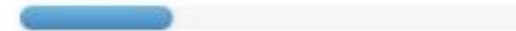
Independence



Convenience



Weekend Fun

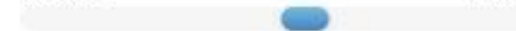


#### Personality

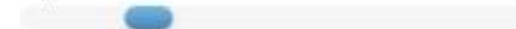
Introvert ————— Extrovert



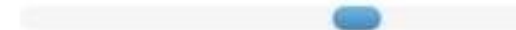
Analytical ————— Creative



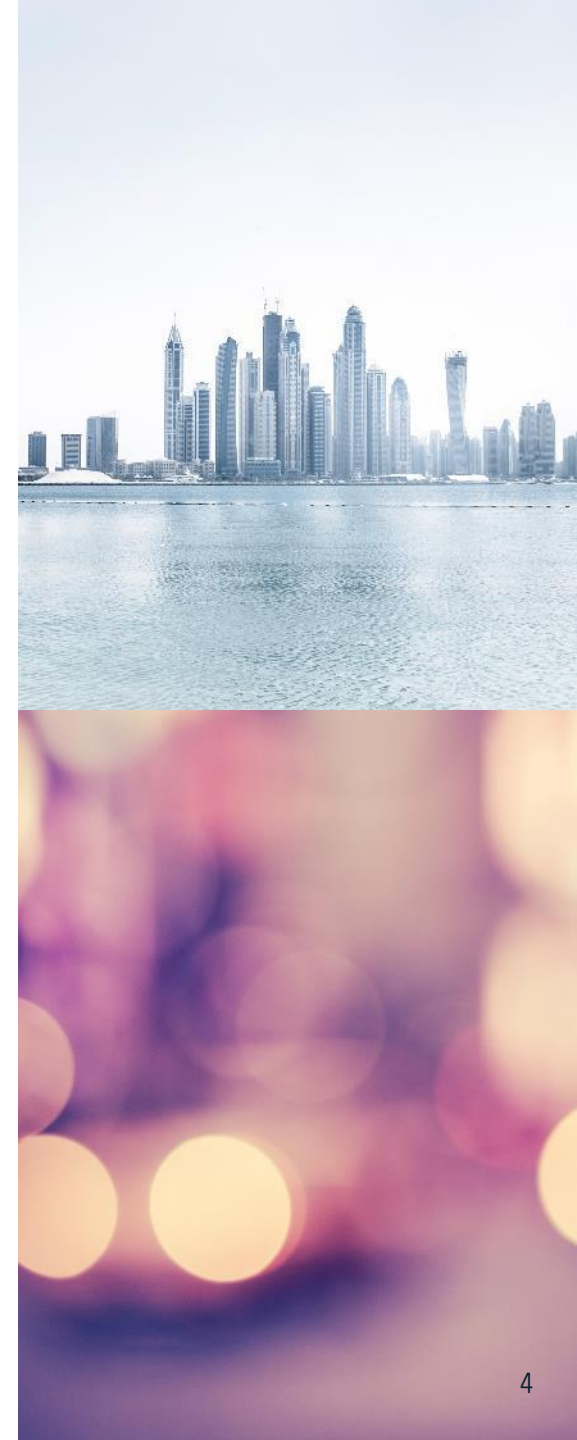
Loyal ————— Fickle



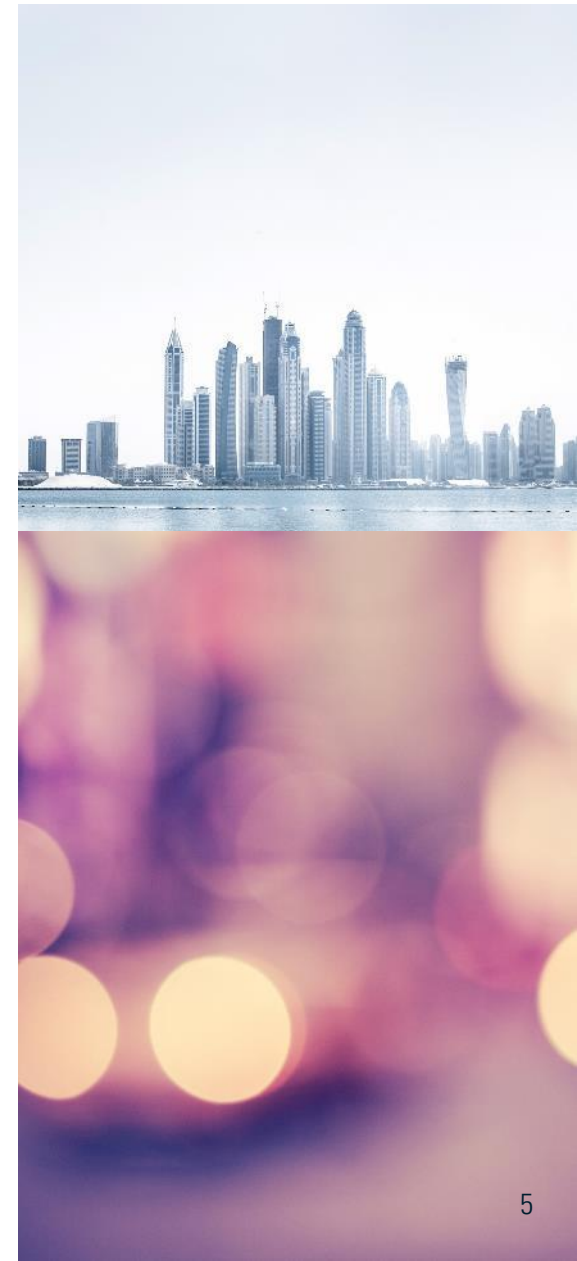
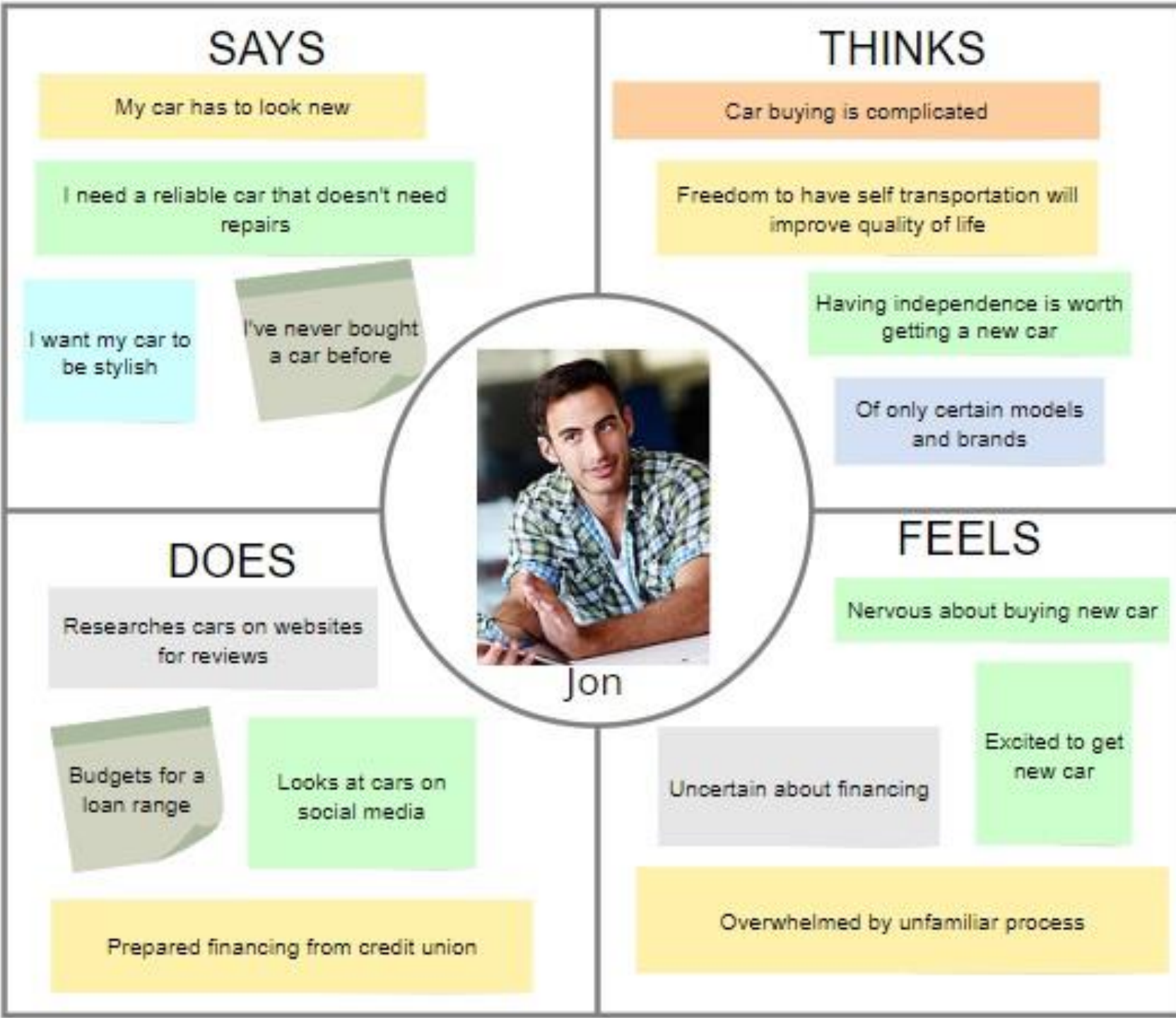
Passive ————— Active



#### Brands



## Empathy Map – Car Buyer





# *SUMMARY*

Trader Joes grocery store has an average customer that is age 25 to 44, tends to live in urban/suburban areas, married and prefers Trader Joes for their unique brands, along with short lines of convenience, along with the location of the store to their neighborhood.

Car buying trends show that Boomers make up most new overall car sales, but there is a growing trend that for New Sedan Buyers by Age Group: the age range 25 to 54 makes up the majority of that market at 51%.





# *THANK YOU*

By Matthew Anderson