

Mahesh



Demographic Information

- Age Range: 40-45
- Profession: School Principal
- Location: Suburban Dweller
- Marital Status: Married
- Children: 3

Pain Points and Needs

- Works ~40 hours / week.
- "I often forget a few items each trip."
- "My kids' tastes change."
- Buys groceries 2 / week.
- Concerned about produce quality.
- Comfort with Technology: 4 / 10
- Price focused: 9 / 10

Solutions

- Grocery list (multiple contributors)
- Pickup and delivery options
- Onboarding flow
- Money-back guarantee for poor quality or damaged goods