

Maria



Demographic Information

- Age Range: 25-29
- Profession: Marketing Director
- Location: City Dweller
- Marital Status: Married
- Children: 1

Pain Points and Needs

- Works ~50 hours / week.
- "I'm over-reliant on my smart phone."
- Buys groceries 1 / week.
- Buys similar items most trips.
- Comfort with Technology: 10 / 10
- Price focused: 6 / 10

Solutions

- Grocery list (save and edit)
- Delivery options
- Voice commands and shortcuts in UX
- Save preferences over time
- Offer promotions (bulk items)