



Background

Emily Ramirez is a 35-year-old single mother living in a bustling suburban neighborhood. She juggles a full-time job as a marketing manager while raising her two children, ages 8 and 5.

With a busy schedule, Emily values efficiency and convenience, especially when it comes to managing household tasks like grocery shopping.

Emily was initially drawn to the grocery store's website due to its promise of convenience and time-saving features. She likes the in-store experience and the friendliness of the staff, but is disappointed that the website doesn't line up with it.



Challenges

- **Product Availability:** Occasionally, Emily encounters issues with items being out of stock, which can be frustrating when planning meals.
- **Website Load Times:** During peak shopping hours, she has noticed the website can be slow, impacting her ability to quickly complete her order.
- **Features not available online:** Though she wants to use Greenleaf's delivery service, she can't access it on their current site.



Goals

- Emily hopes to continue streamlining her household management tasks through digital solutions.
- She is interested in exploring more personalized shopping experiences and integrating meal planning tools to further enhance her grocery shopping efficiency.
- She is eager to start utilizing Greenleaf's online ordering and grocery delivery service.
- She expressed interest in new ways to help ensure her children eat a healthy balanced meal.



Background

Malik Johnson is a 38 year old stay at home dad. He's married to Tracy (37), who works full time, and has two kids, Zara (5) and Jayden (18 mos). He lives with his family in the suburbs, they have a middle class income, and are intermediate when it come to tech savviness.

Malik values efficiency and practicality in his shopping experience.

He likes to be prepared ahead of time and appreciates when a store website suggests ingredients or meals based on his past purchases or search history.

His family's needs come first. He values simplicity but wants a healthy and satisfying meal for everyone at the table.



Challenges

- 1. Time management:** Malik is managing household tasks while ensuring his kids are well-fed and healthy. Shopping for groceries can take longer than he'd like, and he struggles to find time for more than one trip a week.
- 2. Finding kid-friendly meals:** He wants his children to eat well, but he faces challenges getting them to enjoy fruits and vegetables. Finding meals that both kids and adults will eat is important.
- 3. Meal planning stress:** It's easy to get into a rut with meal planning. Malik sometimes feels overwhelmed trying to come up with new ideas every week.



Goals

- 1. Efficient meal planning:** Malik is the go-to person for family meals, so he's always on the lookout for new recipes and grocery store deals.
- 2. Budget-conscious shopping:** As a stay-at-home dad, Malik is conscious of the family's grocery budget. He actively looks for sales, coupons, and bulk-buy options to keep costs low.
- 3. Healthy meals:** Malik is focused on providing balanced meals for his family, particularly looking for nutritious options for his kids but without compromising on flavor.
- 4. Convenience:** Since he's juggling multiple responsibilities (housework, kids, school pickups), Malik wants a quick and easy shopping experience—whether it's through a user-friendly website or click-and-collect services.