

User personas

The Grocery Shopping App



User personas



Laila

The busy professional
with a tech-savvy twist.



Maria

The health-conscious
entrepreneur.



Omar

The eco-friendly family
man.



Colin

The budget-aware
culinary expert.

Meet Laila

The busy professional
with a tech-savvy twist.



Demographics

Age: 32

Occupation: Marketing manager

Location: Urban area

Tech savvy: Highly comfortable with technology, uses a smartphone extensively, and is open to trying new apps and features.

Frustrations

Finds traditional grocery shopping time-consuming and overwhelming.

Struggles to find inspiration for healthy meals that fit her dietary preferences.

Dislikes impulse purchases at the grocery store due to lack of a pre-made plan.

Goals

Wants to simplify her grocery shopping routine by minimizing trips to the store.

Aims to find healthy and delicious meal options at affordable prices.

Seeks a way to efficiently plan and manage her meals throughout the week.

Desires the convenience of in-app grocery shopping with delivery options.

Behaviors

Uses meal delivery services occasionally but finds them expensive.

Relies on convenience foods during busy weeks, leading to unhealthy choices.

Frequently researches recipes online but struggles to find reliable and easy-to-follow options.

Prefers visual content and appreciates detailed instructions and ingredient lists.

Actively seeks apps and online tools to streamline her busy lifestyle.

Meet Maria

The health-conscious entrepreneur.



Demographics

Age: 28

Occupation: Founder of a fitness apparel startup

Location: Suburban area

Tech savvy: Very comfortable with technology, uses multiple apps, and prioritizes health-tracking features.

Frustrations

Lacks the time to cook elaborate meals during the week.

Struggles to find healthy convenience foods that are readily available.

Dislikes feeling overwhelmed by the sheer volume of recipe options online.

Goals

Wants to find healthy and quick meal options that fit her busy schedule.

Seeks recipes that cater to her specific dietary needs (e.g., vegan, gluten-free).

Aims to track her calorie intake and manage her overall health through an integrated app.

Behaviors

Occasionally uses meal delivery services focused on healthy options.

Prioritizes healthy eating habits but struggles with meal planning during busy work weeks.

Frequently uses fitness and calorie-tracking apps on her smartphone.

Prefers recipe videos with clear dietary information and calorie counts.

Meet Omar

The eco-friendly family man.



Demographics

Age: 38

Occupation: Environmental engineer

Location: Urban area

Tech savvy: Comfortable with technology, uses a smartphone but prioritizes user-friendly interfaces.

Frustrations

Feels overwhelmed by the lack of transparency in grocery store labeling.

Struggles to find affordable and readily available sustainable groceries.

Dislikes the amount of plastic packaging used in pre-made meals and convenience foods.

Goals

Wants to find sustainable and ethically sourced groceries for his family.

Aims to reduce food waste by planning meals and utilizing leftovers creatively.

Seeks ways to support local farmers and reduce his carbon footprint.

Behaviors

Rarely uses meal delivery services due to concerns about sustainability and packaging.

Makes a conscious effort to reduce food waste and utilize eco-friendly practices.

Seeks out farmers markets and shops at stores with a focus on sustainability.

Prefers recipe recommendations with information on ingredients' origins and environmental impact.



Meet Colin

The budget-aware
culinary expert.

Demographics

Age: 45

Occupation: Culinary instructor at a community college

Location: Rural area

Tech savvy: Moderately comfortable with technology, uses a smartphone but prefers in-person interaction.

Frustrations

Feels limited by the selection of affordable groceries in his rural area.

Struggles to find recipes that are budget-friendly but still exciting.

Dislikes the high cost of organic and locally sourced produce.

Goals

Wants to find creative and delicious meals using seasonal and local ingredients.

Needs to stay within a strict grocery budget due to his income.

Aims to reduce food waste by planning his meals efficiently.

Behaviors

Rarely uses meal delivery services due to cost.

Makes a conscious effort to avoid processed foods and cook at home.

Relies on local farmers markets and discount grocery stores.

Prefers text-based recipes with clear instructions and cost breakdowns.