**Task 2: Creating user personas and empathy maps**

Submit your responses in the template below:

**Persona 1: The Busy Parent**

* **Name: Aisha Rahman**
* **Age: 37**
* **Occupation: Marketing Manager**
* **Location: Mississauga, Ontario**
* **Goals:**
  + **Save time by ordering groceries online for home delivery.**
  + **Find healthy, kid-friendly meals without overspending.**
  + **Quickly reorder staple items without navigating through multiple screens.**
* **Frustrations:**
  + **Complex checkout processes and hidden delivery fees.**
  + **No clear labels on nutritional information or allergens.**
  + **Lack of easy filtering for essentials vs. extras.**

**Empathy Map for The Busy Parent**

* **Thinks:**
  + **“How can I get everything done today?”**
  + **“I wish grocery shopping didn’t take so much time.”**
  + **Concerned about food quality, delivery timing, and affordability.**
* **Feels:**
  + **Stressed by time constraints.**
  + **Anxious about forgetting important items.**
  + **Grateful when services are smooth and fast.**
* **Says:**
  + **“I just need to get this done in five minutes.”**
  + **“Why can’t I just repeat last week’s order?”**
  + **“Healthy food shouldn’t be so hard to find.”**
* **Does:**
  + **Multitasks while shopping on mobile during lunch breaks.**
  + **Uses search more than browsing categories.**
  + **Prioritizes speed over exploration.**

**Persona 2: The Elderly Shopper**

* **Name: Harold Thompson**
* **Age: 74**
* **Occupation: Retired School Principal**
* **Location: Kelowna, British Columbia**
* **Goals:**
  + **Maintain independence by shopping online.**
  + **Find deals and basic items like produce, dairy, and bread easily.**
  + **Use a simple, readable interface with clear instructions.**
* **Frustrations:**
  + **Confusing navigation and small text.**
  + **No option to enlarge images or change contrast.**
  + **Difficulty understanding digital coupons or offer restrictions.**

**Empathy Map for The Elderly Shopper**

* **Thinks:**
  + **“Is this the right product?”**
  + **“I hope I don’t make a mistake.”**
  + **Wants to feel confident using technology.**
* **Feels:**
  + **Frustrated by unclear interfaces.**
  + **Hesitant and cautious when entering personal info.**
  + **Empowered when he completes a purchase on his own.**
* **Says:**
  + **“Can someone help me figure this out?”**
  + **“Why is the text so small?”**
  + **“I just want the basics.”**
* **Does:**
  + **Writes shopping lists on paper first.**
  + **Shops from a desktop or tablet, not mobile.**
  + **Avoids unclear promotions and overly modern design features.**