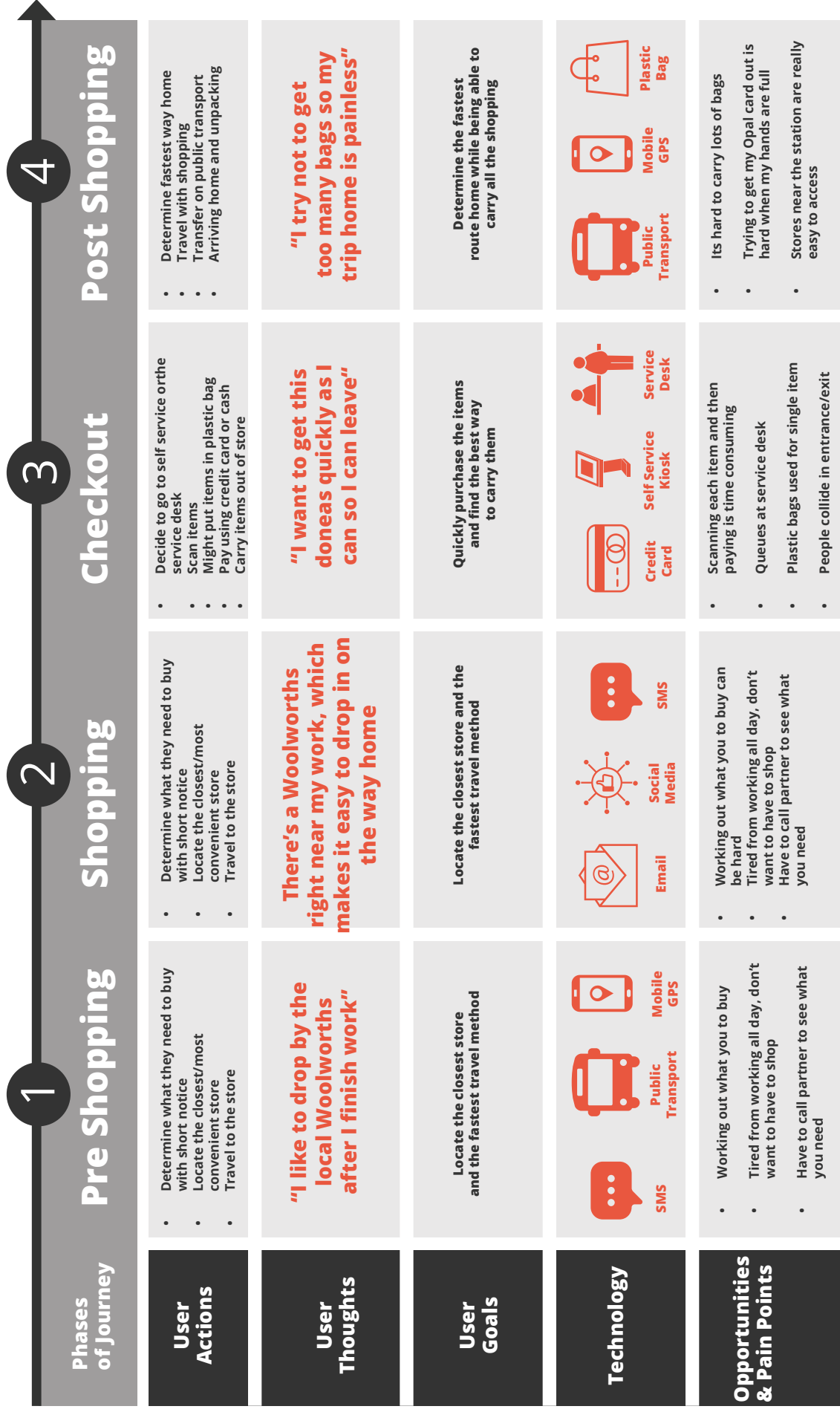


Shopping at Woolworths Metro

Service journey map of the Metro store customer user experience



PERSONA



Name

Jason Furnell, 23

Occupation

Financial Strategist

Gender

Male

// **The metro store is handy because I don't have a car, but coming home from the store on a train can really add to my exhaustion //**

BACKSTORY

Jason graduated university two years and now works full time for a large bank in Sydney's CBD. He is comfortable around computers but doesn't always keep up on the latest technology or know how to fix things when they break. He lived a reasonably frugal life as a student but since getting his new job he has far more money than before but far less time. He lives with two other roommates in the CBD and will often pick up the groceries for both him and his roommates.

MOTIVATIONS

Having far less free time than he had as a student, Jason loves that he can pick up groceries on the way home from work at Woolworths metro rather than go out on the weekend. The metro stores are open later and since he doesn't have a car, being able to walk to the metro station from work and then catch the train home is the easiest way for him to pick up food and household essentials. He normally goes here after work about once a week.

FRUSTRATIONS

While he loves the convenience of the metro store, Jason hates how crowded it can be when he goes after work, as this slows down his shop and makes it less efficient. He doesn't mind paying more for the ready made products as it saves him time, but is annoyed that the only ready to go dinners are unhealthy and bland like instant noodles. He also tries to shop once a week to save time, but when he picks up groceries for his roommates as well, travelling home on the bus and train it can be really difficult to juggle all the grocery bags along with his work bag and swiping and Opal card.

IDEAL EXPERIENCE & FEELINGS

After a busy day of work Jason would like to be able to grab a restaurant quality dinner he can heat up in the oven if he is already at the grocery store. He is always exhausted after work, and battling crowds on the train and at the metro store only adds to this. He likes the convenience of a metro store but thinks that it could be even quicker, and would ideally have to carry the least amount of bags home.