RACHEL

Age: 23

Education: Undergrad from Wesleyan, Master's at Columbia

Occupation: Student, has two years of work experience in the tech industry.

Location: Paris

Income: 100k$

Budget: 2500$

Technology expertise level

Internet	●	●	●	●	●
Mobile Apps	●	●	●	●	○
Social Media	●	●	●	●	○

USER ENVIRONMENT

Location : Home/School

Devices: Laptop, iPhone

Apps: Social Media, Banking, Online shopping

Frustrations

Going to the store is tiring
Its hard to locate things if stores rearrange
Carrying back bags is a lot of effort
Hates waiting in line for small baskets
Hard to find good deals
Time consuming
Things are always out of stock
For online orders, delivery is not immediate
Returns are such a hassle
Too many options, unsure of quality/size

Psychographics:

Bubbly and an extrovert
Enjoys sitcoms and comedy shows
Like to vacation on the coasts with family and friends, and uses social media extensively to document it
Uses news apps like The Economist to get her news
Is tech savvy and likes online shopping (Almost twice a week)
Is always on the look out for deals and sales and shares them with her friends
Shares her flat with two other girls and they split responsibilities
Likes apps that are easy to use
Constantly on her phone for all day-to-day activities
Likes learning languages
Shops for groceries every week, often last minute
Eats out once a week
Prefers a good price over quality, but it depends on the item
Is decently organised but feels like she can do more
Roughly budgets her expenses by checking her account, but wants to do it better
Her to-do-lists and shopping lists are documented in her notes app as rough drafts

Scenario

Rachel is a 23 year old student who shares a flat with 2 of her roommates in Upper West Side. Rachel is very busy with classes and as hard as she tries to plan her day, she finds it hard to stick to it. Rachel is trying to spend less and plans on eating in more often. She is learning to cook using recipes from her favorite influencers online. She orders and buys her groceries every week. However, she always forgets something and has to make a quick last minute pickup at her local grocery store.

Goals

Quick shopping trips
Good deals and offers
Information about product availability
Location of product
Keeps track of her receipts and expenses
Facilitate easy returns
Grocery and shopping lists