



AGE 32

OCCUPATION Post-doc researcher

STATUS Single

LOCATION Ann Arbor, MI

Personality

Introvert ■ ■ ■ ■ ■ Extrovert

Privacy ■ ■ **◆** ■ ■ ■ **Sharing**

Planned  Flexible

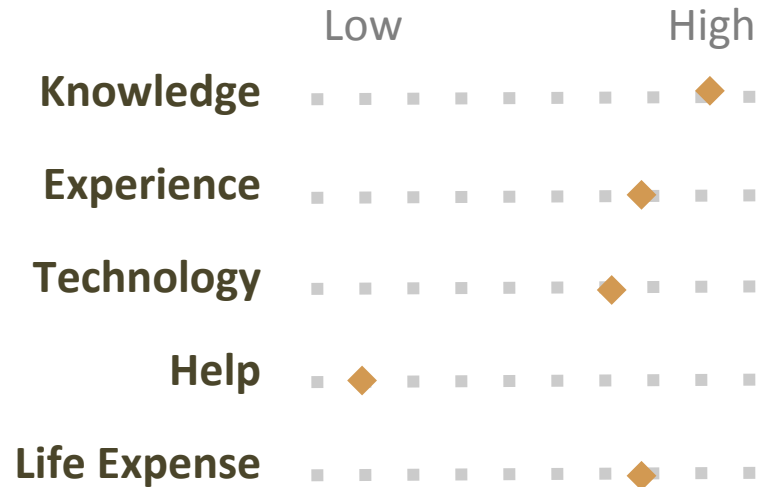
Tom Smith

“Dinner is the only time I can temporally escape from the stressful works, so I usually eat pretty much. However, the food here is just too expensive”

Tom is a post-doc researcher in University of Michigan. He is an international student that came from the Europe.

He works really hard in order to have more publication. The most relaxing time for him is the dinnertime. He ate out in the first few months when he arrived at Ann Arbor. He then found that it is more flexible to cook at home. Every night he will cook a delicious dish to relieve the stress of the day, then go back to work.

Key Attribute



Tom is an organized person who plans things ahead. He has a strong background in technology, so he is quite willing to try new technologies. He prefers to collect the information comprehensively. When encountering new things, he would search the information on the internet rather than asking other people.

Key Features

- provide local and fresh food
- the price should be reasonable
- flexible time to access the store
- Pre-order function, so he can pick up easily and save some time.

Frustrations

- his work is pretty busy, so he do not have enough time to go to the distant supermarket by public transportation.
- grocery in the nearby stores are usually pricy.
- Fresh foods rot quickly, so he cannot buy too many food at a time.

Needs

1. To get the fresh food.
2. A method to finish the food he bought from rotten.
3. To get what he wants in the most efficient way.
4. To explore the variety of items.



AGE 28

OCCUPATION Master student

STATUS Single

LOCATION Ann Arbor, MI

Personality

Introvert ■ ■ ■ ■ ◆ ■ Extrovert

Privacy ■ ■ ■ ■ ■ **Sharing**

Planned ■ ■ ■ ◆ ■ ■ **Flexible**

Key Features

- Less time for transportation
- Has a variety of options
- Adequate size of packaging
- Cheap

Ashley Wells

“It bothers me every time when I have to spend an hour on the transportation to the supermarket. “

Ashley is a part-time master student who lives and works in Ann Arbor. She works in daytime, and takes two online classes in this semester. She came from Boston and has a house and her own car there. She plans to go back to Boston after she graduates from university of Michigan.

In order to save more money, she eats a lot of instant food. She needs to go to the supermarket every week to buy the food for next week. It takes a whole morning to do it.

Frustrations

- Transportation is time-consuming.
- Nearby grocery stores have limited selections of instant food.
- Packages in the supermarket are always more than she needs.
- It is expensive to buy groceries nearby.

Needs

1. To get the food in a faster way
2. Manage her time in a more efficient way
3. To have a better quality of life
4. To share information with others

Key Attribute

Low

High

Knowledge 

Experience

Technology

Help

Life Expense

Ashley loves to explore new things, and is not afraid of failures.

She has a strong social network that can share useful resources with her. She also loves to ask her friends to try new experience together.



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AGE 26

OCCUPATION Bank intern

STATUS Single

LOCATION Nashville, TN

Personality

Introvert **Extrovert**

Privacy **Sharing**

Planned **Flexible**

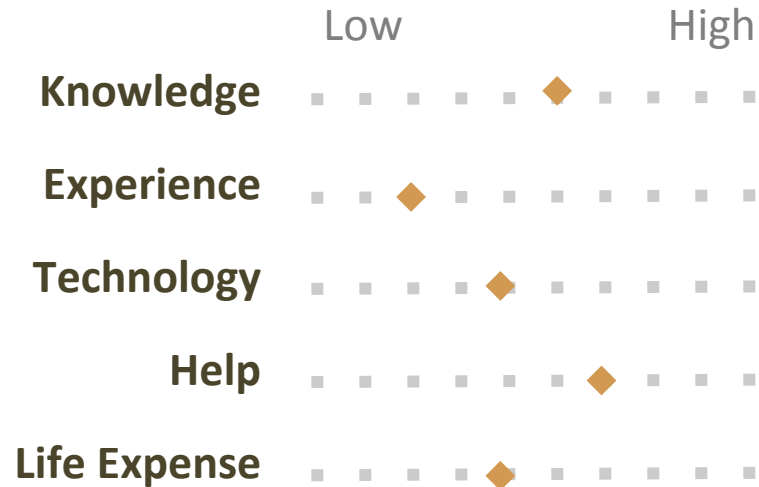
Josh Williams

"It would be nice if I do not have to take so many times on transportation to buy a small amount of things."

Josh is an intern in a bank who lives in Ann Arbor. He studies financial business in other state, and came to Ann Arbor for 6 months to finish his internship.

He is just new here, and does not have any local friends. It is so inconvenient for him to get to the supermarket. It also takes a lot of time when he wants to buy some daily groceries. He works from Monday to Friday, and most of time he eats in the office. Therefore, packages in the supermarket are usually too big for him. He feels it is a waste of money to buy the surplus amount of things.

Key Attribute



Josh is an passive learner for the new experience. He did not search for the new technology actively. However, when everyone is using it, he will not left behind. He usually collect his information from the internet or from his friends.

Key Features

- Convenient transportation that can link different kinds of grocery stores or supermarket together.
- Home delivery even with items such as egg or dairy product.
- Share large packages with other people

Frustrations

- In order to buy a small amount of things, he has to go to a distant store.
- If he want to buy many things from different stores, it takes a long time to transfer buses.
- It is heavy and clumsy to take a public transportation by having all the purchased goods on one's shoulder.

Needs

1. To get the grocery every week
2. Convenient transportation
3. To get what he wants in a more efficient ways
4. share with others



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AGE 37

OCCUPATION SOHO, free-lancer

STATUS married

LOCATION Ann Arbor, MI

Personality

Introvert ◆ ■ ■ ■ ■ **Extrovert**

Privacy ◆ ■ ■ ■ ■ **Sharing**

Planned ◆ ■ ■ ■ ■ **Flexible**

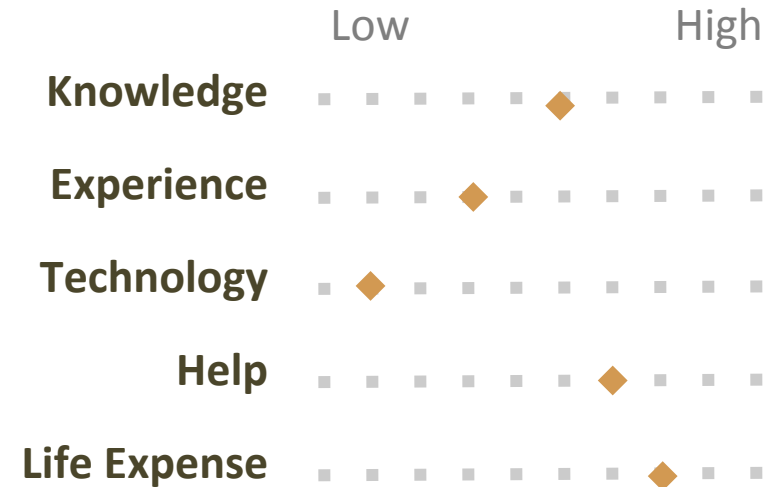
Maya Lawrence

"I enjoy walk from shelve to shelve. Shopping in the supermarket is not a weekly routine but a spiritual refreshment."

Maya came to Ann Arbor with her husband, who works in an government organization in Michigan. She has been living in Ann Arbor for 4 years. Since she works at home as a designer. She prefers to go to the supermarket during the weekday, and shopping in the supermarket helps to clear her mind. There are fewer people in the supermarket, and she really enjoy walking through the shelves and see what is new.

She loves to host a party to invite her friends, so she needs special spices or food occasionally.

Key Attribute



Maya lives a simple life, and basically she does not use too much technology. She is a person who prefers to have more privacy and holds a conservative attitude towards new technology.

She would love to try new things, but only in the area that she already has some experience.

Key Features

- provide local and fresh food regardless of price.
- store should be a comfort space that can help her relaxed
- special and distinguished products that can be found only in this store.
- Large packages for the whole family.

Frustrations

- supermarket gets too crowed in the weekend.
- Most of the grocery stores only provide ordinary items but special collection.
- There is no fresh seafood in the nearby supermarket.

Needs

1. Place that provide a relaxing experience.
2. Special products that can fulfill the need of different kinds of cuisines.
3. Fresh and organic food.
4. Creative display that can provide some inspiration to her.