About the User

Katie is a busy working mom, who struggles with household responsibilities, her job and taking care of her 3-year-old boy. She appreciates the efficient and convenient solution for daily grocery shopping.

Motivations

- All items on the list are available in one platform
- Getting deals, offers when being a loyal customer
- Application recommends from previous purchases or "May you also need this?" section.
- Can schedule auto-deliveries like laundry supplies, toilet paper, coffee, etc.. through Subscribe and Save

Name	Katie
Age	31 years old
Occupation	Sales assistant
Location	Minnesota, US
Family relation	Married with 1 child

Skills

- Basic computer skills
- Good at using mobile-app
- Good at online navigation
- Interested in social media (FB, Instagram)

Pain points

- Does not remember all the items needed to buy
- Lengthy checkout process
- Price of items increases when re-ordering them
- Not able to get all the items on the list at one platform

Goals and Needs

- Not spending too much time on ordering
- On-time delivery, no postpone
- Make a shopping list before placing an order
- Good deals everyday
- Trusted brands, wide range of selections

1	What kind of research would give useful information for personas presenting the target users for the service? - Primary research, which collects data directly from the targeted customer's group like surveys, customer interviews, or focus groups. - Secondary research, which is based on available information and online market research (Google analytics, Facebook analytics, Quora and Reddit - they are question-answer forums so we can find out what problems people face while doing shopping online, Social media research (Instagram, TikTok), online surveys.
2	Mention a couple of other types of personas that could be relevant users for this service. - Single man, who is busy at work and does not have time to go shopping. - People, who are disabled or are having difficulties to move around. - Deal hunter, who is interested in hunting the deals on online platform