UX Personas

**Szalai Anna**

Age: 26

Gender: Female

Location: Budapest

Occupation: student, intern

Summarizing Quote: "I want to support local producers and buy fresh, eco-friendly products, but I need something affordable and suitable for my busy student life."

Biography: Anna is an Architecture student and an intern at an interior design company. She loves spending time in nature, which is why she is committed to living as sustainably as she can, to do her part in protecting the environment. She lives in Budapest with her partner and enjoys cooking, hiking and cycling.

Motivations: environmental concerns and finding better quality products

Frustrations: Anna doesn't have time to visit several stores and markets every week when she does her shopping, but also doesn't like buying produce that is shipped from far away due to its carbon footprint. She finds that quite often, the Hungarian products at the store she would prefer to buy are pricier than the ones shipped in, and she can't afford them on her budget.

Needs: a convenient way to get local, fresh products, within her student budget

Shopping behaviour: Anna usually does a big shop over the weekend, planning ahead for a week or two. If anything else is missing, she goes to any nearby store to find the missing item. She is comfortable shopping online, but only buys things that she finds indispensable and tries to choose the items and shipping options best for the environment

Technology use: smartphone for social media and communication, desktop for studies, work and anything else

**Tihanyi Gergő**

Age: 36

Gender: Male

Location: Budapest-area

Occupation: Part-time bartender

Summarizing Quote: "I want to share my craft beer with more people, but I need a simple platform to help me reach customers."

Biography: Gergő lives just outside of Budapest and has been working as a bartender for the last decade which is where he found a passion for brewing craft beer. He recently reduced his working hours to start his own business on the side, selling his own craft beer.

Motivations: Gergő wants to eventually support himself from his own business, which he enjoys a lot more than his current profession

Frustrations: Gergő doesn't have any experience with web development, so he is not able to create a website for his brewery like he originally planned. He would still like a platform where people can find his products, because currently he is only able to sell to friends or acquaintances, and get the word out through them

Needs: a platform to list his products, find customers and manage orders, payments and customers

Technology use: smartphone for communication and keeping track of his schedule, laptop for browsing.

**Szabó Gábor**

Age: 44

Gender: Male

Location: Budaörs

Occupation: Data warehouse developer

Summarizing Quote: "I want the best quality food for my family, but my busy schedule means I rarely have time to visit local producers."

Biography: Gábor lives in Budaörs with his wife and two kids. It is important to him that his family eats fresh, high-quality products, but doesn't have the time to regularly go to the market to buy these. He also enjoys trying new products, like artisan cheeses or craft beer.

Motivations: providing his family with quality products and discovering new options

Frustrations: Gábor is usually busy during the hours when local producer's shops are open and is therefore unable to buy the products he prefers to consume. He can only find time to go into a supermarket on his way home from work (or on the weekends) and has to make do with what he finds there.

Needs: a quick-to-navigate platform to find producers and browse products, that has flexible shipping options.

Shopping behaviour: Gábor does his grocery shopping on his way home, planning ahead for the next few days. For other products, he is comfortable ordering online and having it delivered to his home or to a pickup point.

Technology use: smartphone and laptop both for browsing and work.