

User Persona: Steffi Müller



Age: 34
Gender: Female
Occupation: Web Developer

Bio

Steffi is a mid-30s web developer living in a German city. Working from a co-working space, Steffi values meals that are both nutritious and easy to prepare. On weekends, Steffi enjoys experimenting with regional German recipes and occasionally treating her and others to a special meal or drink. While they have the means to indulge occasionally, Steffi generally prioritizes cost-effective and fresh groceries, occasionally trying out something new that catches their eye.

Quote

"I enjoy fresh foods and cooking at home, but convenience is key when life gets busy."

Goals

- Find fresh ingredients for home-cooked meals.
- Seek convenient grocery shopping options to fit a busy schedule.
- Explore new and varied foods without breaking the bank.

Pain points and frustrations

- Struggles to shop when there's no time.
- Prefers in-person shopping but recognizes the convenience of online shopping.
- Heavy bags hard to carry, especially with health issues.
- Going on foot or by bicycle / public transportation limits the shopping amount.

Motivations

- Enjoys preparing traditional German meals, especially when hosting friends.
- Eager to discover new foods and flavors.
- Values nutrition and cost-effectiveness in their grocery choices.