

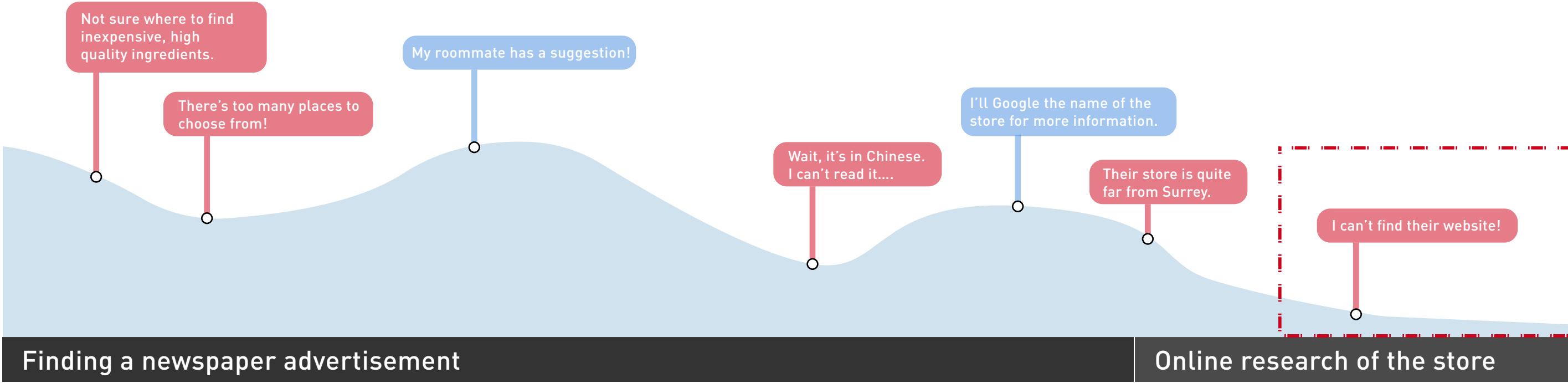


Nick Atwal

indian graduate student

Nick is an Indian graduate student currently living with a local Chinese roommate in Surrey. He loves to cook and prepare meals for himself rather than eating out, as he tries to lead a healthy lifestyle and save money. Being relatively new in Surrey, he doesn't know where to find inexpensive grocery stores to help with his weekly meal preps.

Emotional Experience



Actions

Checks the pantry and fridge for ingredients. Notices there isn't enough to make a week's worth of meals.

Asks roommate if he knows where he could buy cheap ingredients.

Roommate shows an ad on a newspaper for a store called China World Supermarket that sells rice in bulk at a low price.

Search up China World Supermarket on Google to look up more information.

Questions

Which stores have the cheapest, yet high quality ingredients?

Wonder what types of meals my roommate usually eats? Does he eat out instead of cooking at home?

Has my roommate ever bought anything from there? I can't read it because it's in Chinese.

Is it possible to order online and have it shipped? Their downtown and Richmond locations are both far away.

Feelings

Hopeful that there are inexpensive stores that carry high quality ingredients.

Hopeful that a local to the area will know some good stores to visit.

Thankful that there's a suggestion already. A bit frustrated because the ad is in Chinese.

Hopefully their website has some English. Their ad on the newspaper didn't.

Opportunities

Digital presence via social media, and website.

Other methods of advertising, commercials, and have content translated to English.

store discovery journey map



Can't find a China World Supermarket website with a Google search.

Why don't they have a website? Starting to consider finding a different store to buy rice from.

Unsure about visiting the store anymore. Is this a legitimate store?

Create a website for China World Supermarket. Have a presence on social media.

Notices there are two China Worlds on Google Maps: China World Supermarket in Richmond and Rice World in Vancouver.

Which one is the one shown in the ad? Are they the same store? Why do they have different names?

Confused and apprehensive about visiting the store because Google shows two different names and locations.

Rebranding of their name, logo. Change both stores to have the same name.

Asks roommate if they have purchased anything there before. He has visited the Vancouver location once, but never bought anything.

Is this store trustworthy? Do you have any first-hand experience with the store?

More interested in going now that his roommate said he has been there before.

Roommate willing to come along and translate at the store if necessary.

Wondering if the store has any English signage unlike the ad on the newspaper.

Happy his roommate wants to come along. Not worried about being unable to read Chinese.

Adding English onto their advertisements to ease non-Chinese speakers' concerns about visiting.

Heads to the car with roommate. Drives to the Vancouver location looking to buy cheap rice.

What's the fastest way to get there? I hope there's no traffic - it's far enough.

Excited to have found a place to purchase cheap rice from.

A delivery service would help bring customers in who live further away from Richmond and Chinatown.