

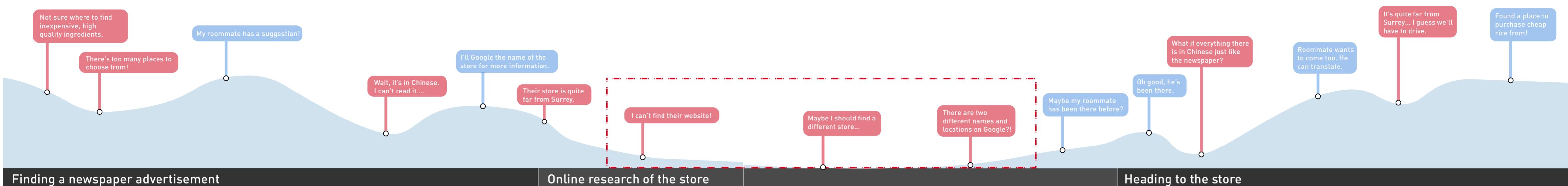


**Nick Atwal**  
indian graduate student

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.

## store discovery journey map

### 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.	Can't find a China World Supermarket website with a Google search.	Notices there are two China Worlds on Google Maps: China World Supermarket in Richmond and Rice World in Vancouver.	Asks roommate if they have purchased anything there before. He has visited the Vancouver location once, but never bought anything.	Roommate willing to come along and translate at the store if necessary.	Heads to the car with roommate. Drives to the Vancouver location looking to buy cheap rice.
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.	Why don't they have a website? Starting to consider finding a different store to buy rice from.	Which one is the one shown in the ad? Are they the same store? Why do they have different names?	Is this store trustworthy? Do you have any first-hand experience with the store?	Wondering if the store has any English signage unlike the ad on the newspaper.	What's the fastest way to get there? I hope there's no traffic - it's far enough.
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.	Unsure about visiting the store anymore. Is this a legitimate store?	Confused and apprehensive about visiting the store because Google shows two different names and locations.	More interested in going now that his roommate said he has been there before.	Happy his roommate wants to come along. Not worried about being unable to read Chinese.	Excited to have found a place to purchase cheap rice from.
Digital presence via social media, and website.		Other methods of advertising, commercials, and have content translated to English.	Create a website for China World Supermarket. Have a presence on social media.	Rebranding of their name, logo. Change both stores to have the same name.				A delivery service would help bring customers in who live further away from Richmond and Chinatown.

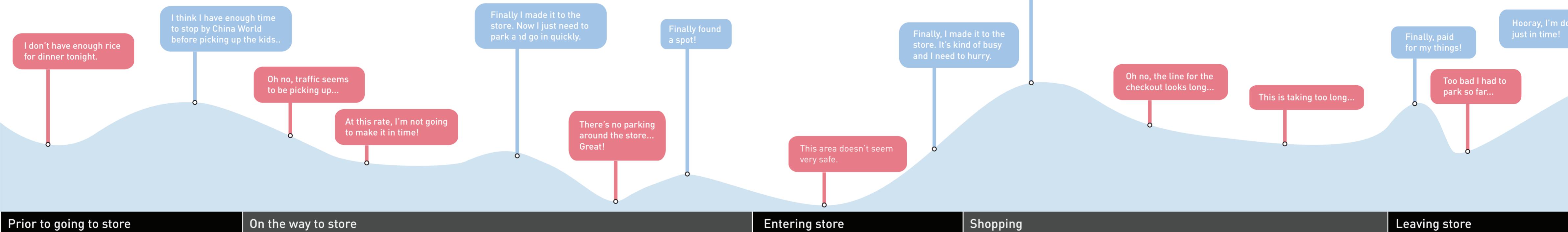


**Amanda Yu**  
chinese stay-at-home mom

Amanda Yu is a 44 year old Chinese woman who is a happy wife and mother of 2. She loves to cook for the family and prepares dinner every night after picking up the kids from school. She lives in Richmond and she usually shops at the China World location in her neighbourhood.

## store visit journey map

### Emotional Experience



### Actions

Checking the fridge to see if she has the required ingredients for the dinner she was planning to make.	She gets stuck in heavy traffic downtown in the afternoon. The drive takes longer than it should.	She struggles to find free parking around the store.	As she walks to the store, she is weary of the many homeless people in the area which the store is located in.	Finally in the store, she is able to find what she is looking for without too much effort.	Lines up for the checkout line which is rather long	She walk back to her car two blocks away, while carrying all her groceries.
Is it too late for me to head to China World on the way to picking up my kids from school?	This traffic is pretty bad. Am I going to be late picking up the kids?	Great, there's no parking spots at the store, now I have to find a paid spot and walk to the store.	There is a lot of theft and crime in this area, I should be a little more careful.	Why is this store so unorganized? Thankfully I see everything I need.	This store is busy right now. How long will this take?	Finally, I bought the things in time. I just have to walk everything to the car.
Slight concern due to whether she'll be able to get what she needs in time and make her kids wait at school.	Slightly aggravated as the traffic is causing the trip to take longer than expected.	Happy to finally make it to the store but slightly annoyed to find theres no parking close by	Happy that she finally found a parking spot. Feels rushed to get her shopping done quickly. Feels unsafe because of neighbourhood	Quite happy to finally be in the store after the frustration of getting there. Relieved because she is able to find what she needs quickly.	Slight concern that the check-out process will take too long because of how busy the store currently is.	Very happy because she was able to do her shopping in time to pick her kids up on time and make dinner. Slightly frustrated that she had to park so far.
Increase parking availability around the store.				Improve layout to be more efficient and standardize the labels and signage so it's easier to see and read.	Reorganize layout to make room for more checkout tills.	Assistance service to help customers carry products to their vehicle.