

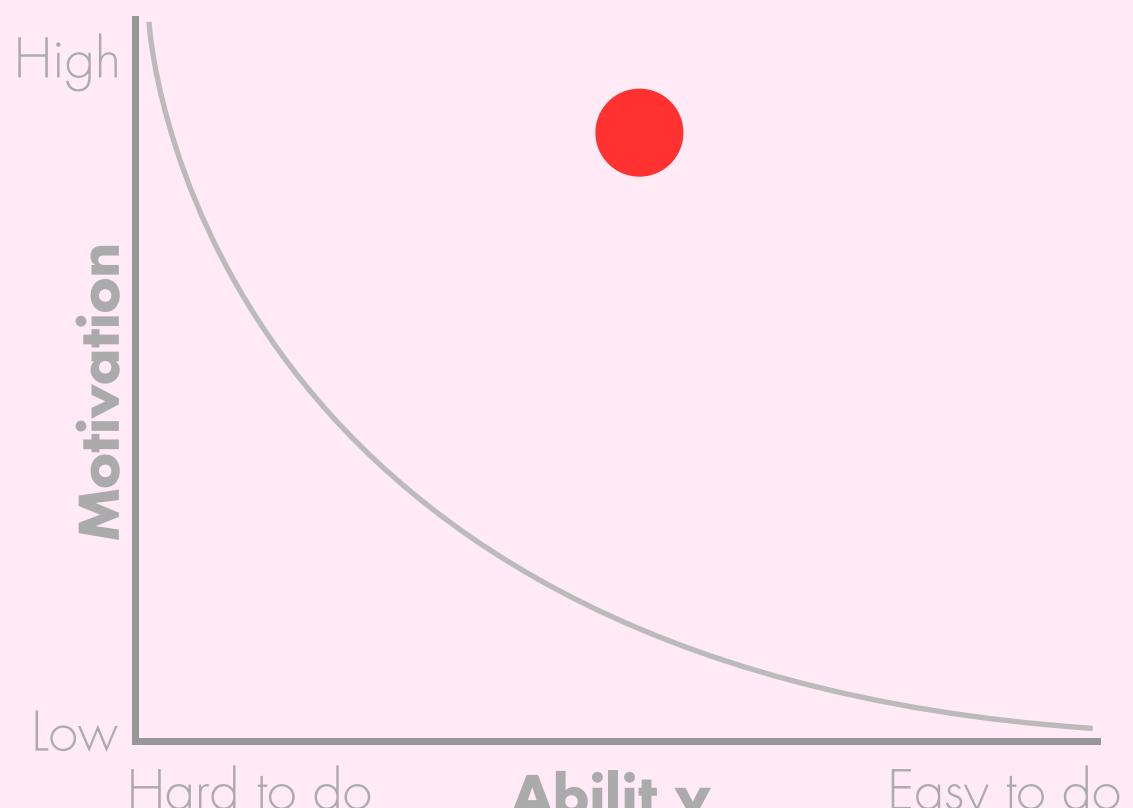
Persona Notepad

First impressions

PROFILE PHOTO 	NAME Jane Doe QUOTES <p>“I need a place to do all my shopping at once. From baby food and diapers to groceries”</p>	ROLE Busy Mom DEMOGRAPHICS <p>Age: 33 Job: Guidance Counselor Income: 95,000 Married for Five Years Has two kids (4 yo girl and 2 yo boy)</p>
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Motivation & Behaviour

GOALS What does the user want to achieve <p>Jane wants a place where she have all her needs met on a after work trip before she picks up the kids from daycare. She also prioritizes the option for order pick up for when she has to stay late for work events and her husband John has to do the shopping for the week. Target provides the opportunity to hit all areas she needs and makes the week less stressful for her and her family. this allows her to focus on her job better and be able to help her students through academic and personal issues.</p>	JOURNEY How does the user currently solve this problem? <p>Jane feels frustrated when realizes last minute she is running low on diapers and orange juice and coffee creamer for the week on monday morning 15 minutes before she needs to be in the car on the way to daycare drop off and work for the day. During her free period, Jane is able to place a pick up order for 3pm at the target down the street from her school. After school, she is able to park and take a moment to herself as a target employee bring out her order and unloads it into her trunk for her.</p>
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MOTIVATION VS ABILITY 	MOTIVATING FACTORS <p>Easy, quick fix for groceries for the week</p> INHIBITING FACTORS <p>Target may not have everything she needs or run out of an item before they pack her order</p> POSSIBLE TRIGGERS <p>Running low on groceries, baby care essentials</p>
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Influencers

INFLUENCER 1

Quote or insight

Her Kids
(young kids may Impact how and what she shops for (picky eating, messy activites))

INFLUENCER 2

Quote or insight

Her Students, If a student come sinto her office late In the day or crisis arises she may not be able to eave before the store gets to busy or daycare closes.

INFLUENCER 3

Quote or insight

Her Husband, he works late as an accountant and often doesn't get out of his home office until 7pm with enough time for dinner and to help with bedtime. occasionally he Is able to run out at night and pick up an order.

Environment

CONTEXT 1

Device, think, feel, hear, see

On her phone, In between meeting walking back down to her office

CONTEXT 2

Device, think, feel, hear, see

On her computer, at work when she first arrives.

CONTEXT 3

Device, think, feel, hear, see

Early on a sunday morning beofre her kids get up.

Persona Family

RELATED PERSONAS

Which other personas are related to this one?

Husband Child

PERSONA MATRIX

How does this Persona fit, in the context of other Personas

No Time

A masters student who also works full time

Single Person

Married with Kids

Jane Doe

A stay at home parent

A college student

Free Time

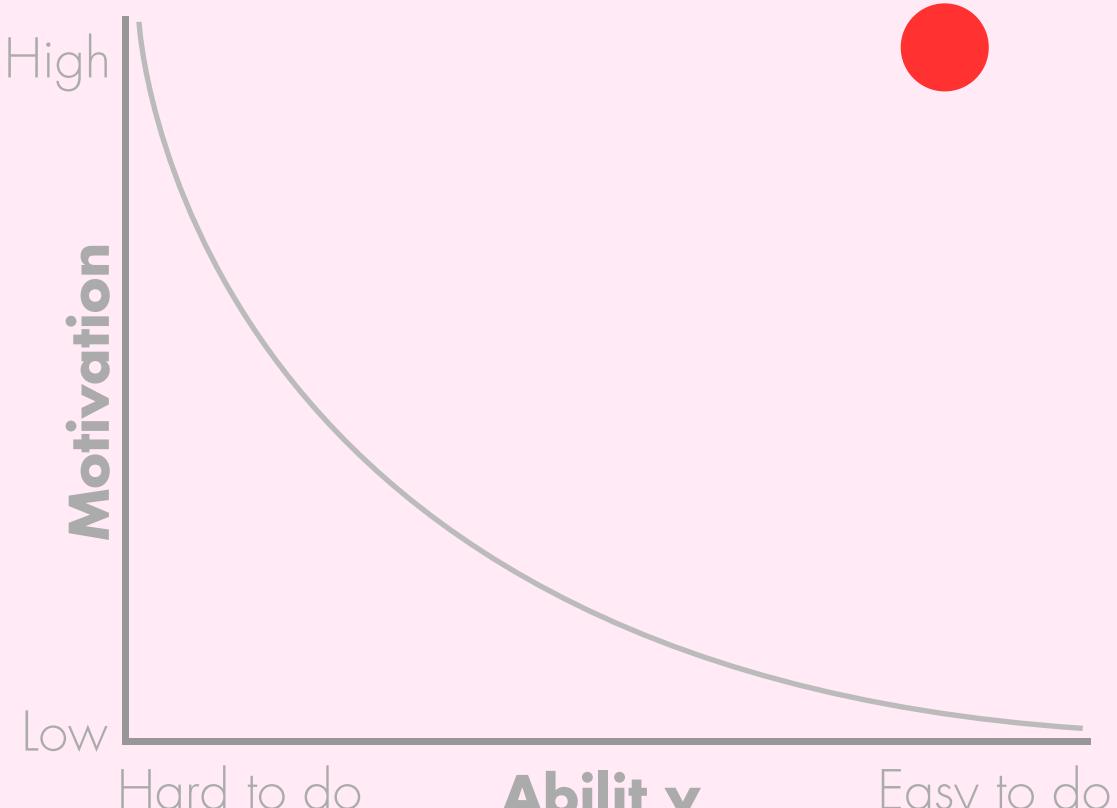
Persona Notepad

First impressions

PROFILE PHOTO 	NAME Kelly QUOTES <p>"I go to target to know all my needs from groceries to self care and school supplies/ technology will be met"</p>	ROLE Master's Student DEMOGRAPHICS <p>Age: 24 Job: Higher Education Admin. Goes to school Full time and works from 9-5 M-F Still lives with parents at home Weekends are majority of free time</p>
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Motivation & Behaviour

GOALS What does the user want to achieve I want to be able to maximize my free time on weekends to spend it doing hobbies I enjoy, seeing friends and family and relaxing before another busy week balancing school and work begins. target allows me place orders to quickly pick up what I need for the week and be on my way. Target also allows me to pick up on nights after work from 5pm on.	JOURNEY How does the user currently solve this problem? I realize I need Ingredients for lunch for work for upcoming week and I place orders for groceries on the app and get to pick up the order. or I realize a new course is starting and requires school supplies I don't have at home and I can place an order online and pick up more shampoo, this allows me to feel all my needs are being met and I don't have to add any more stress to my already busy schedule.
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MOTIVATION VS ABILITY 	MOTIVATING FACTORS Easy, quick fix for groceries for the week INHIBITING FACTORS Target may not have everything I need or run out of an item before they pack my order POSSIBLE TRIGGERS Needing groceries or school supplies or self care Items
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Influencers

INFLUENCER 1

Quote or insight

My 9-5 (and a added commute that takes 40 mins)

INFLUENCER 2

Quote or insight

My School Schedule

INFLUENCER 3

Quote or insight

“its easier to pick up and order and not have to rush through a store or wait in line and lose time Id rather spend doing something that fulfills me.”

Environment

CONTEXT 1

Device, think, feel, hear, see

On my phone, before I leave work fro the day

CONTEXT 2

Device, think, feel, hear, see

in my car on my lunch break

CONTEXT 3

Device, think, feel, hear, see

Early on a sunday morning, when I begin to plan and prep for the week ahead

Persona Family

RELATED PERSONAS

Which other personas are related to this one?

**Other Students
9-5 Commuters**

PERSONA MATRIX

How does this Persona fit, in the context of other Personas

		No Time		
		A masters student who also works full time		
				Single Person
Married with Kids	Jane Doe			
	A stay at home parent			A college student
			Free Time	