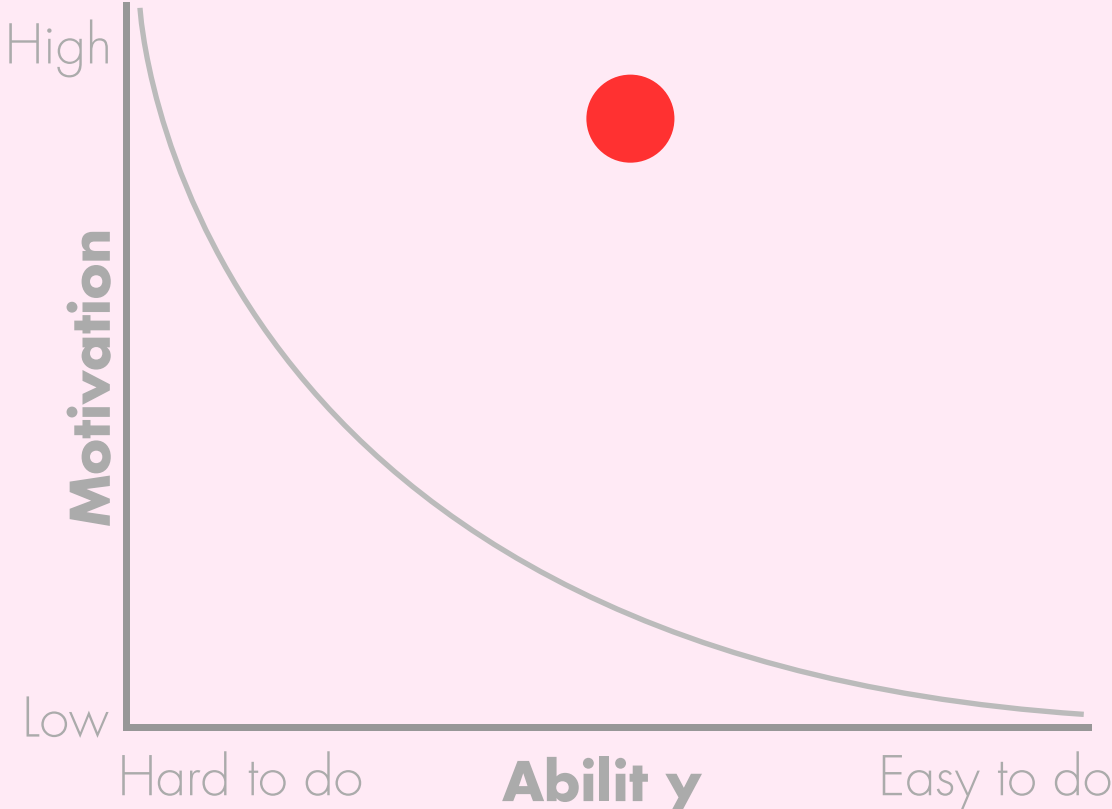


Persona Notepad

First impressions

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

<div>GOALS</div> <div>What does the user want to achieve</div> <div>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 priotizes 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.</div>	<div>JOURNEY</div> <div>How does the user currently solve this problem?</div> <div>Jane feels frustrated when realizes last minute she ls running low on diapers and orange juice and coffee creamer for the week on monday morning 15 minutes before she needs to be ln 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 ls able to park and take a moment to herslef as a target employee bring out her order and unloads lt Into her trunk for her.</div>
<div>MOTIVATION VS ABILITY</div> <div></div>	<div>MOTIVATING FACTORS</div> <div>Easy, quick fix for groceries for the week</div> <div>INHIBITING FACTORS</div> <div>Target may not have everything she needs or run out of an Item before they pack her order</div> <div>POSSIBLE TRIGGERS</div> <div>Running low on groceries, baby care essentials</div>

Influencers

<div>INFLUENCER 1</div> <div>Quote or insight</div> <div>Her Kids (young kids may Impact how and what she shops for (picky eating, messy activites)</div>	<div>INFLUENCER 2</div> <div>Quote or insight</div> <div>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.</div>	<div>INFLUENCER 3</div> <div>Quote or insight</div> <div>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.</div>
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Environment


<div>CONTEXT 1</div> <div>Device, think, feel, hear, see</div> <div>On her phone, In between meeting walking back down to her office</div>	<div>CONTEXT 2</div> <div>Device, think, feel, hear, see</div> <div>On her computer, at work when she first arrives.</div>	<div>CONTEXT 3</div> <div>Device, think, feel, hear, see</div> <div>Early on a sunday morning beofre her kids get up.</div>
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Persona Family

<div>RELATED PERSONAS</div> <div>Which other personas are related to this one?</div> <div>Husband Child</div>	<div>PERSONA MATRIX</div> <div>How does this Persona fit, in the context of other Personas</div> <div><div>No Time</div><div>Jane Doe</div><div>A masters student who also works full time</div><div>Married with Kids</div><div>A stay at home parent</div><div>Free Time</div><div>A college student</div><div>Single Person</div></div>
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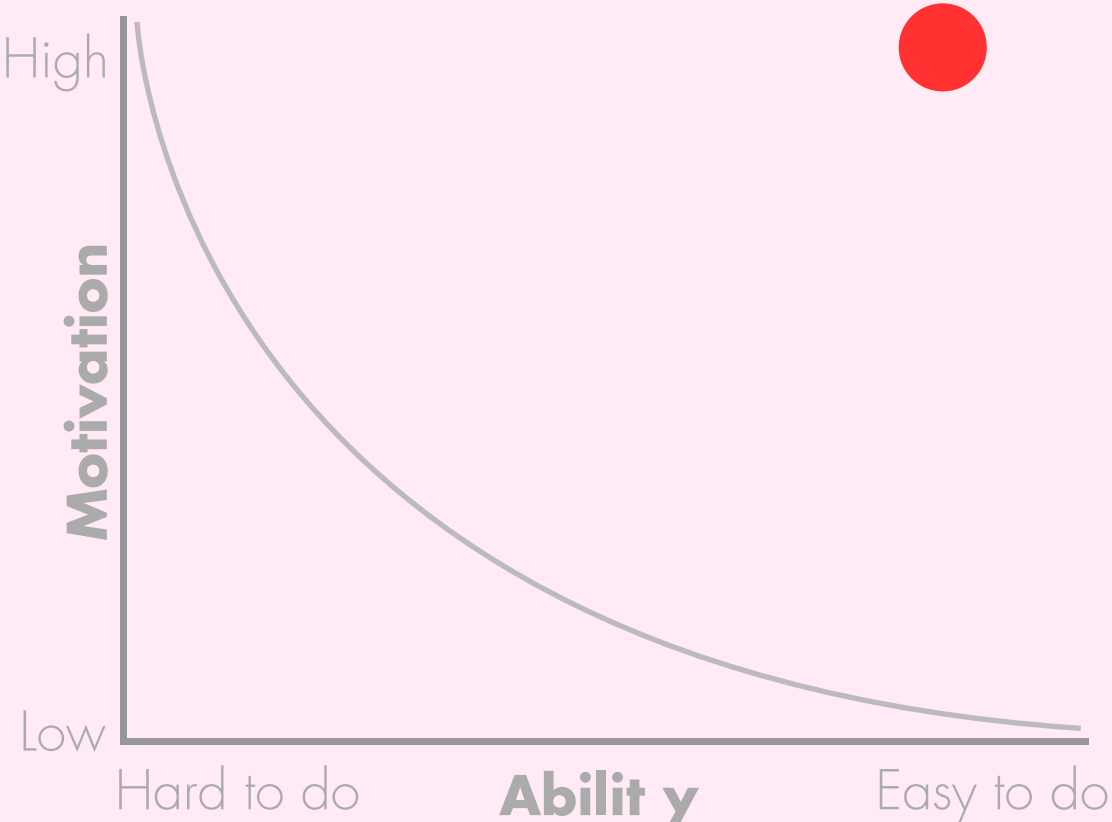
Persona Notepad

First impressions

<div>PROFILE PHOTO</div> <div></div>	<div>NAME</div> <div>Kelly</div> <div>QUOTES</div> <div>“I go to target to know all my needs from groerioes to self care and school supplies/ technology will be met”</div>	<div>ROLE</div> <div>Master’s Student</div> <div>DEMOGRAPHICS</div> <div>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</div>
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Motivation & Behaviour

<div>GOALS</div> <div>What does the user want to achieve</div> <div>I want to be able to maximize my free time on weekends to spend It doing hobbies I enjoy, seeing friends and fmaily 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.</div>	<div>JOURNEY</div> <div>How does the user currently solve this problem?</div> <div>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 relaize a new course ls starting and requires school supplies I dont 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 ,et and I dont have add any more stress to my already busy schedule.</div>
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<div>MOTIVATION VS ABILITY</div> <div></div>	<div>MOTIVATING FACTORS</div> <div>Easy, quick fix for groceries for the week</div> <div>INHIBITING FACTORS</div> <div>Target may not have everything I need or run out of an Item before they pack my order</div> <div>POSSIBLE TRIGGERS</div> <div>Needing groceries or school supplies or self care Items</div>
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Influencers

<div>INFLUENCER 1 Quote or insight</div> <div>My 9-5 (and a added commute that takes 40 mins)</div>	<div>INFLUENCER 2 Quote or insight</div> <div>My School Schedule</div>	<div>INFLUENCER 3 Quote or insight</div> <div>“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.”</div>
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Environment

<div>CONTEXT 1 Device, think, feel, hear, see</div> <div>On my phone, before I leave work fro the day</div>	<div>CONTEXT 2 Device, think, feel, hear, see</div> <div>in my car on my lunch break</div>	<div>CONTEXT 3 Device, think, feel, hear, see</div> <div>Early on a sunday morning, when I begin to plan and prep for the week ahead</div>
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Persona Family

<div>RELATED PERSONAS Which other personas are related to this one?</div> <div>Other Students 9-5 Commuters</div>	<div>PERSONA MATRIX How does this Persona fit, in the context of other Personas</div> <div><div><div>No Time</div><div>Single Person</div><div>A masters student who also works full time</div></div><div><div>Married with Kids</div><div>A stay at home parent</div><div>A college student</div><div>Free Time</div></div></div>
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