



Demographic

 Female 34 years

 Spain

Single

Project Manager

Medium income level

Olivia, 34, Project Manager

Background

- Olivia has just moved to a new neighborhood. She lives alone and she doesn't know where shops, restaurants, and other buildings and facilities are located.
- Olivia is a moderated technology user. In her personal life she likes to use technology, especially Instagram, for the bare essentials, such as keeping in touch with family and friends.
- Olivia has a car. She never uses public transport.

Goals

Excel·lent customer service: Find out the food she needs, with the highest quality, the most compelling offers and a seamless, efficient and safe in-store experience.

Best prices: She writes grocery lists, participates in loyalty/saving programs. But she shops less often and has smaller transactions than average consumers.

Speed/convenience: She has little time in her everyday life and values to shop as fast as possible. She considers that a long time at checkout is unacceptable.

Healthy food: She seeks out healthy foods (nutrient-rich foods like fruits, veggies, and legumes), along with fortified foods like juice, eggs, and cereals.