



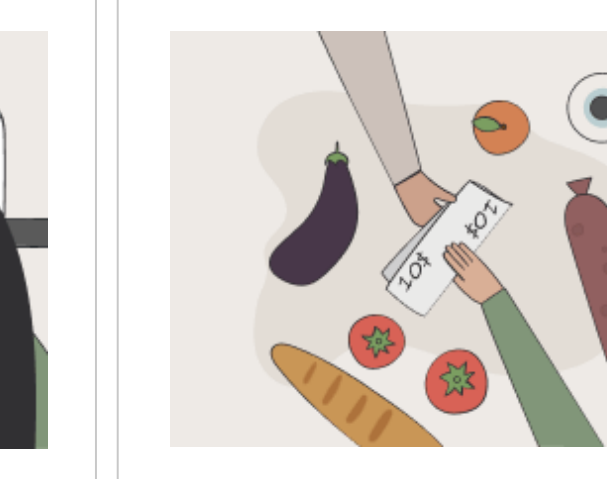
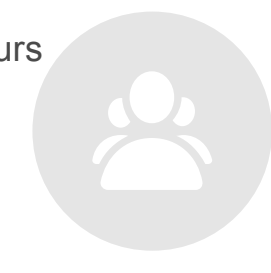
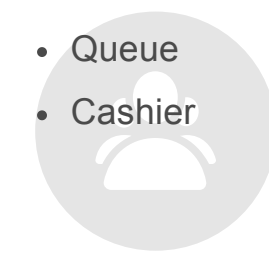
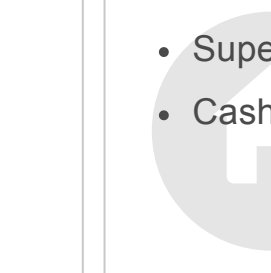
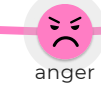


PERSONAS (1)

 Olivia, 32

- 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.

	RESEARCH	DECISION	GETTING TO THE SUPERMARKET	PURCHASE	POST-SALE			
	A PLACE TO BUY FOOD	CHOOSING BETWEEN TWO OPTIONS	DRIVING A CAR	PARKING	FINDING FOOD AND OTHER ITEMS	PAY AND EXIT	SIGNING UP FOR A BONUS PROGRAM	SECOND VISIT
GOALS	<ul style="list-style-type: none"> • Buy some food. • Find a store not far from her home. 	<ul style="list-style-type: none"> • Find everything from her shopping list in the supermarket. 	<ul style="list-style-type: none"> • Quickly get to the supermarket. 	<ul style="list-style-type: none"> • Find a place to park easily. • Find a parking spot close to the store entrance. 	<ul style="list-style-type: none"> • Quickly find everything she needs. 	<ul style="list-style-type: none"> • Pay for the goods without waiting in a queue for too long. 	<ul style="list-style-type: none"> • Get a discount during the next visit. • Be informed about all best deals. • Have no problems while joining the bonus program 	<ul style="list-style-type: none"> • Buy the coffee and leave the store. • Have no negative experience this time
ACTIONS	<ul style="list-style-type: none"> • Olivia's fridge is empty, and she's hungry. She needs to buy food somewhere. • Olivia is not sure about which store she should go. In this case, she prefers directly asking someone with first-hand experience rather than spending time searching the internet. • She goes outside and meets two neighbours. She asks them where she can buy food. They tell her about a small shop and supermarket nearby. 	<ul style="list-style-type: none"> • Olivia makes a shopping list. • Olivia decides to go to the supermarket because she's not sure whether she'll find all the stuff in a small shop. From her experience, quinoa is not available in small shops. 	<ul style="list-style-type: none"> • Olivia drives a car. • It takes her 30 minutes to get to the supermarket, much longer than Olivia expected. • She asks herself whether the store will be open. 	<ul style="list-style-type: none"> • Olivia looks for the store entrance as well as certain restrictions that are present in some parking spaces (e.g. disability and time restrictions). • The parking lot seems to be nearly full. Olivia spends 10 minutes looking for a place to leave the car. 	<ul style="list-style-type: none"> • Olivia is greeted by the store staff. • Olivia looks for a shopping cart. • Olivia is zigzagging around the store because she has no clue where anything is. • Olivia compares same items for different brands (nutrients, calories, expiration dates, etc.) • Olivia asks a customer service assistant for help with finding quinoa, but he can only guess where it's located. • It took Olivia 20 minutes to find everything she needed. 	<ul style="list-style-type: none"> • Olivia joins a queue where she spends about 10 minutes. • Not far from the cashier counter, she finds out that customers participating in the loyalty program pay much less. 	<ul style="list-style-type: none"> • Olivia subscribes to the supermarket's Instagram account to be informed about the best deals offered by the supermarket. She also notices the information about a bonus program. • The post says that she must install a mobile app to start participating in the program. Olivia visits the App Store, reads the app description, and downloads the app. The app doesn't work as it's not compatible with her device. 	<ul style="list-style-type: none"> • Olivia comes back to the supermarket. She already visited a small shop. She likes it, but she didn't find her favorite coffee there. • It took her less than a minute to find the coffee. But the queue is still long. • She decides to give the supermarket a second chance.
STORYBOARD								
TOUCHPOINTS	Collecting information about the store	Choosing the store	Getting to the store	Parking the car	<ul style="list-style-type: none"> • Getting help and support • Collecting information about the products 	Checkout	Signing up for the bonus program	<ul style="list-style-type: none"> • Looking for product • Checkout
CHANNELS	Neighbours 	Personal experience 	Car, pedestrian 	Parking lot 	<ul style="list-style-type: none"> • Customer service  • Store aisles  	<ul style="list-style-type: none"> • Queue  • Cashier  	<ul style="list-style-type: none"> • Instagram  • App store  • Mobile app  	<ul style="list-style-type: none"> • Supermarket  • Cashier 
THINK & FEEL	<p>“</p> <p><i>I trust my neighbour's recommendations about grocery stores. They know the neighborhood very well and they gave me very good tips!</i></p> <p>”</p>	<p>“</p> <ul style="list-style-type: none"> • <i>It's a bit stressful to decide between two options. I'm very indecisive.</i> • <i>But I love to have the great choice at a supermarket. So I actually enjoy go grocery shopping.</i> • <i>I always write a shopping list. Otherwise I tend to buy more than I need or the wrong things and it ends up costing me more money.</i> <p>”</p>	<p>“</p> <p><i>The traffic is a nightmare, it's taking me forever to take there!</i></p> <p>”</p>	<p>“</p> <ul style="list-style-type: none"> • <i>It's tough for me to find a parking space. It's packed!</i> • <i>Hey, I was going to take that space! She cut in front of me...</i> <p>”</p>	<p>“</p> <ul style="list-style-type: none"> • <i>The store employee who just greeted me with a smile was really nice!</i> • <i>It's really hard to make a decision on what brand I should purchase.</i> • <i>I can't seem to find quinoa but there is no one around me who can help me. Employees are not competent.</i> <p>”</p>	<p>“</p> <ul style="list-style-type: none"> • <i>There's too much line at the cashier.</i> • <i>This is a stressful moment. First you have to wait endlessly in the queue and then you just have to be quick, quick, quick and put all the stuff in your bags.</i> <p>”</p>	<p>“</p> <p><i>How disappointing! This store's app does not work. It is not reliable.</i></p> <p>”</p>	<p>“</p> <ul style="list-style-type: none"> • <i>It was cool, they have my favorite coffee brand! They have a really good product assortment.</i> • <i>I will continue coming to this store.</i> • <i>I'll have to make sure to avoid peak hours.</i> <p>”</p>
EMOTIONS								
PAIN POINTS	<p>The usual way for a non tech-savvy person to find a store nearby is to ask friends or neighbours for recommendations.</p>	<ul style="list-style-type: none"> • Olivia makes a decision based on her experience. • Although the shopping list seems perfect, usually there are items that are forgotten to be purchased at the store. 	<ul style="list-style-type: none"> • The time to get to the store varies by time and day. • Time willing to spend inside the store could somewhat depend on how long it takes to get to the store. 	<ul style="list-style-type: none"> • Parking takes too long. • Sometimes it is annoying because there isn't enough parking and people rush into free spaces without respecting the entry order. • Indication of vacant spaces are not present which makes it hard to locate a free space. 	<ul style="list-style-type: none"> • Sometimes the shopping carts are wet, dirty and full of trash. • Poor in-store navigation. • The items written down in the notes are not generally ordered to optimally pick up items around the store. • It's tough to compare items because it depends on many variables. • Sometimes the layout of the store is too complicated and it takes too much time to navigate around the store. • Sometimes the store staff is too busy, unfriendly or is not to be able to answer questions properly. 	<ul style="list-style-type: none"> • A long queue. • Sometimes people with ore than 10 items are queued in the express lanes. • Some lanes have people who don't bag items while the cashier is reading the prices which takes longer to check out of the store 	<p>Mobile app wasn't properly tested.</p>	<p>Long queue.</p>
IDEAS & IMPROVEMENTS	<ul style="list-style-type: none"> • Take advantage of offline marketing campaigns: banner ads in the neighborhood, brochures put in post boxes, etc. • Send personalized welcome emails to people who have just arrived. • Increase the volume of content we upload on our social media platforms. • Use influencer marketing as a tool to increase brand awareness by identifying influencers to promote our brand. 	<p>Launch a website to allow customers to check individual store product availability online.</p>	<p>Improve communication report of opening hours and inform about usual busiest store hours.</p>	<ul style="list-style-type: none"> • Install a board to display parking info and rows where drivers can park easily. • In order to reduce emissions and parking load, we can arrange shopping buses which will also help people get us for shopping from suburban areas. 	<ul style="list-style-type: none"> • Posting a sign way up above the aisles to inform customers of categories and selected products. • A printed map available to store visitors with all sections and products categories. • A mobile app to assist customers with in-store navigation. • Use of digital shelves that interact with shoppers' smartphones to alert them when an item on their shopping list is available in the aisle they're standing. • Use of Augmented Reality to inspire consumer use, for example, to find a specific product (quinoa) or to help a shopper with food allergies to "see" all the items with ingredients she should avoid. 	<ul style="list-style-type: none"> • Self-payment checkout. • Contactless payment system. • Supermarket app for loyal customers that can be installed while staying in the queue. • Virtual queues to allow customers to secure a place in a queue without actually having to stand in line. • Make the line feel shorter by using background music, having staff members to interact with queuing shoppers, and having entertaining surroundings. • In order to reduce paper bags usage, we can offer to buy reusable textile bags with our store symbols. 	<ul style="list-style-type: none"> • Test a mobile app on different devices to eliminate compatibility issues. • In order to reduce the emissions of spoiled products, we can offer special discounts in addition to out bonus program and sell perishable goods faster. • We can work with food banks, which is also good for our reputation. 	<ul style="list-style-type: none"> • Work on improving in-store experience. • Hire more staff to work during peak hours.