

Megan Rose

Primary Persona



Age: 32

Location: Torrance, CA

Occupation: Magazine Editor

Marital Status: Married

Children: 2 boys

Hobbies: Writing, Cooking

"Balancing time, money, and quality isn't easy."

Megan is a 32-year-old married, working mother of 2 boys, Nick (6 yrs old) and Travis (4 yrs old). Between her job as a magazine editor, and spending time with the kids, which includes driving them to and from school and baseball practice in the family's Honda Odyssey, Megan also has to cook for the entire family.

When Megan and her husband were first married, they use to go out to eat all the time. Looking to save money to eventually buy a house, Megan decided to learn how to cook and started cooking regularly.

Megan shops alone at a specific Ralph's grocery store after work every Thursday. The store is close by to her work and she is very familiar with the store layout, enabling her to get what she needs and go in and out of the store in a short amount of time, allowing her to pick up her kids from school in time. When she first started shopping there, she couldn't always find what she needed and had a lot of questions but the employees there were very helpful so Megan felt comfortable and appreciated their friendly customer service.

The quality and freshness of foods is important to the health and well being of Megan and her family. When the store doesn't carry something Megan needs, such as certain organic foods, she will also go to a local Trader Joe's. Being relatively new to cooking, she doesn't mind trying something new from time to time and enjoys discovering a quality new product.

Having been regularly shopping for groceries for over 5 years for her family, Megan has a pretty good idea of what she needs to get when going to the store but she'll usually still keep a running list throughout the week to serve

as a reminder, although she'll typically get more than what's on the list. Because the family is on a budget and price is an important factor in her shopping, Megan doesn't always buy the brand name product if a suitable, cheaper substitute can be used. But because she is also on a time constraint, she doesn't have that much time to spend researching and comparing the different brands at the store.

Megan enjoys the grocery shopping experience when she can find everything she needs, the quality is good and fresh, spends a minimal amount of time at the store, and saves money (while staying within the family's budget).

Besides avoiding the long lines, an online grocery shopping experience may benefit Megan by not having to spend time at the store and more time with her family, help her plan and keep track of a shopping list, suggest food products or alternatives, and possibly save money. While this may appeal to Megan, she may be concerned with the quality and freshness of the food as well as the logistics with shipping. She may be open to eventually try it out if she hears good things from other people or only with certain food products that don't need to be fresh. Additional incentives, such as special deals to save money or being able to order online and just pick-up in store to save time would be especially valuable to Megan and her family.

Megan's Goals

- Stay within the budget and get the best deal (end goal)
- Raise a healthy family (life goal)
- Have direction and not waste time shopping (experience goal)
- Be able to get help when can't find something or have questions (experience goal)
- Find quality food that family will like (end goal)