

JOE BLOGS MELBOURNE



ABOUT

Joe Blogs is a 29 year old newly married man with a 2 year old daughter. Joe works full time as a electrician and loves to do crossfit after working hours. Joe's wife is often is traveling for work and Joe takes on the responsibility of the grocery shopping for both himself and his daughter. Joe is new to the idea of shopping for more than one and often has his wife help him organise a list of items for their daughter.

GOALS

- Wants to be able to get to the shop at times that are quieter.
- Joe wants to be able to sucessfully shop getting everything his wife has asked.
- Dislikes writing lists & always forgets items from the list.

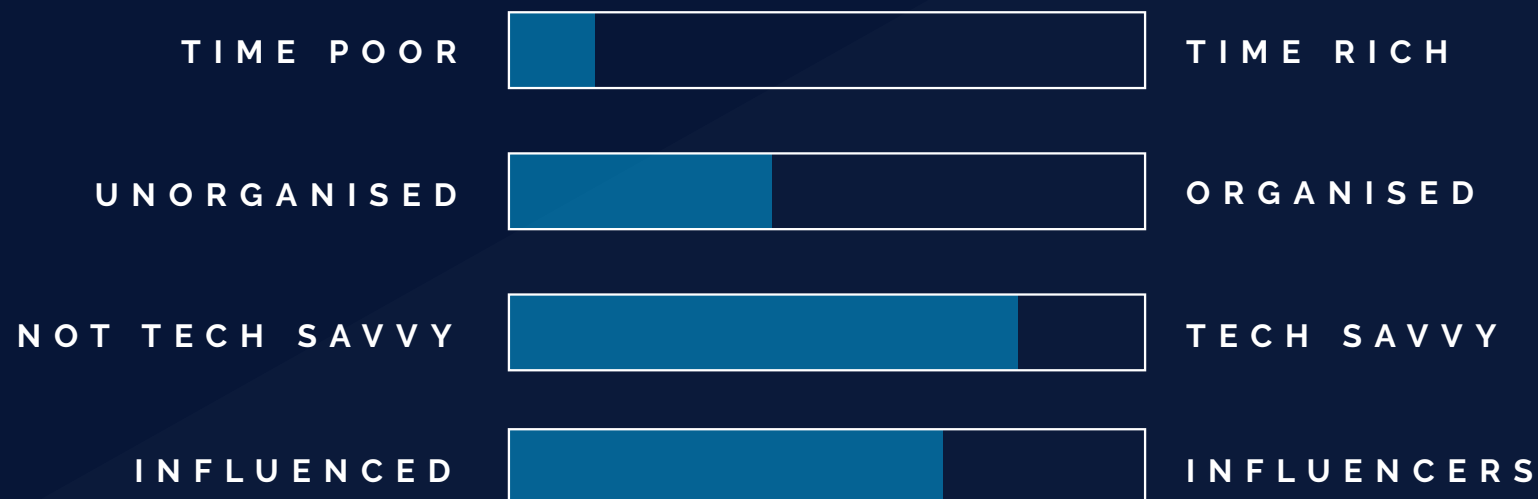
PAINS

- Hates going to the shop at peak hour after long day of work.
- Struggles to find where particular items are in shop.
- Dislikes writing lists & always forgets items from the list.
- Finds it harder to organise his shopping when he has his daughter with him.

MOTIVATORS

- Hates going to the shop at peak hour after long day of work.
- Struggles to find where particular items are in shop.
- Dislikes writing lists & always forgets items from the list.
- Joe is open to change and is not one to be stuck in his ways.

TRAITS



THOUGHTS

- Joe somtimes goes to different stores depending on where he is - This makes it hard for him to find paticular items.
- When Joe switches supermarkets he sometimes is not sure if the store is stocking an item.
- Often finds him self walking through multiple items looking for an item.
- Joe's pantry is often not stocked up he buys items as he needs them so food doesnt go to waste.

FEELINGS

- Joe's friends are starting to use click and collect and he is thinking of trying it although think's its too much effort.
- Joe trys to go to the shops off peak hours if he has the chance.
- Joe has tried writing lists to be more organised at the shop although finds it too much effort & instead trys to remember everything.
- Joe find it harder when he is shopping for multiple people although can cope easily when only shopping for himself.