

## **Persona**

### **Happy Food**

#### **Behavioral Variables**

- Budget – Moderate to low importance
- Shopping Habits – Once or twice a week at various stores/markets
- Shopping for – Herself and spouse
- Frequency of Shopping - Regular
- Motivation to Shop - Regular weekly staples
- Store Environment – Important to very important
- Service - Important
- Brand – Moderate to Important
- Organic - Moderate to Important
- Multiple Stores – Yes, plus the local farmer's market
- Desire to Shop – Very low
- Time Spent Shopping – 3 hours a week split between multiple stores/markets
- Shopping Bags – Religious about supplying own
- Shopping List – Small and mental
- Shopping Turnoffs – Un-stocked staples
- Online Grocery Shopping Experience – Once or twice
- Online Shopping Experience in General – Frequent

## Persona

Name	Vikki
Gender	Female
Age	37
Marital Status	Married
Education	Bachelors Degree
Occupation	Sitcom Line Producer
Household Income	\$250,000
Children	No
Dependants	No
Shopping Style	Regular
Internet Experience	Intermediate to Advanced



## **Background**

Vikki grew up in a middle-class household with two working parents who still managed to cook dinner 5 nights a week. Because of her busy academic and extracurricular activities, she stopped accompanying her mother on weekly grocery store outings by the age of 12. She relearned the skills during college and married life.

Vikki is currently an independent, successful businesswoman who spends too much of her time at the office. She graduated college near the top of her class and feels a sense of duty to her parents and family to be successful. She is generous and respectful to her co-workers and in return is well liked. She has no kids and no plans on becoming a mother. Her husband is also successful. He works as a freelance commercial artist and logs long hours. They spend their downtime, watching movies, dining with friends, traveling and spending holidays with family.

## **Eating habits**

Vikki eats three small to medium meals a day. She starts each day by making herself a breakfast of two eggs and a cup of coffee. If she is rushed, she will pick up a cup at the local Starbucks and skip the eggs. For lunch, she either eats a catered meal at her desk or goes out to a local restaurant with coworkers. She never brings lunch. During the week, Vikki does one of three things for dinner, she eats another catered meal at her desk, she prepares a small meal alone at her house or finally prepares a small meal with her husband. During the week, dinners are not a high priority. During the weekends, she eats out every meal except Sunday dinner. She enjoys cooking, especially for family and friends, so reserves this meal as a special time not to be interfered with. She plans the menu all week and shops for the ingredients all weekend. It is her one-day to relax and do something she enjoys, entertaining.

## **Health**

Vikki is educated about health issues but doesn't follow any strict guidelines. Food is something she enjoys, so she is not going to police her habits as she does with most other activities. She is active, healthy and set in her ways. Although she enjoys cooking, she doesn't enjoy talking about food or calories. With this said, because Vikki often works long hours, she doesn't always have the time to enjoy her meals and food can become merely maintenance. When this happens, she tries to make healthy, low calorie choices from the available prepared dishes.

## **Environment**

Vikki is very concerned with environmental issues, such as: organic produce, organic meat, sustainability, location of farm, distance between farm and table and other general farming practices, including labor and genetically modified produce. She is well educated on the topics and knows the difference between "All Natural," "Free Range" and "Organic" certifications. So when preparing for her Sunday meals, she always brings her own shopping bags to any market and prefers markets, which give discounts to costumers who do so. She believes organic and other more natural practices lead to a win, win situation. The food is healthier, the environment is healthier and the farm is more likely to be small and sustainable. However, Vikki's is concerned about the trustworthiness of the farmers at her local farmer's market. There are certainly many organic produce to choose from but she wonders if it really is organic. Few farmers' have any more than a single rickety sign declaring their organic certification. Since the environment is an important part of Vikki's decision making, she would like stronger guarantees.

## **Shopping habits**

Vikki only uses the grocery store for items she can't find at her local farmer's market or butcher. Items, such as: coffee filters, sweeteners, paper products, soda, flour, cereal, etc. Although her spouse helps select items at the butcher and farmer's market, she generally is left to her own devices at the grocery store. She shops for these items every Sunday. Since groceries make up a very small percentage of her household income, budget isn't really a factor. However, since she grew up middle-class home, price checking is not beneath her. She doesn't really like grocery shopping and time is a big factor. She more often ways the time it takes to bargain hunt against the cost to her limited free time. Speed, i.e., short distance to store, short checkout lines, plenty of parking, plenty of clean shopping carts, fully stocked shelves, etc, almost always wins out. Service is also very important to Vikki, so although she doesn't frequent boutique markets, such as, Whole Foods or Bristol Farms, she is not adverse to paying more for a luxury experience. Vikki is also very loyal to brands but doesn't really think of herself that way. She believes her choices are made on facts and logic but are probably much more based in habits and familiarity. She is always trying new products but generally returns to the staple items she grew up on, such as: Coca-Cola, Heinz Ketchup, Oroweat bread.

## **Online Shopping**

Vikki tried online shopping in the year 2000, at the height of the online craze. She liked the idea but not the results. The produce was just so, so. The window of time for delivery (2 hours) required more of her time than if she just went to the store herself. Even though the store's website clearly said, "No Tips," she didn't feel comfortable not tipping which added to the overall cost. Vikki has plenty of online shopping experience (non grocery store) to reference, has limited time and generally buys the same staples week to week, therefore, should be a good fit with Happy Foods online grocery store. Vikki just needs the right kind of service and experience to get her hooked.

## **Vikki's Goals**

- If possible, eliminate grocery shopping for staple items from her busy schedule
- Get staple products, quickly, affordably and reliably
- Make grocery shopping more exciting and trustworthier
- Get products from local and documented organic and other natural farming practices suppliers