

# Example Persona Assignment

## Behavioral Variables

- Price – moderately important
- Organic food – Moderately important
- Group shopping – sometimes alone, sometimes with kids
- Shopping for –family
- Brand – Moderately
- Reason for shopping –planned
- Service – Moderately important
- Multiple stores –Goes to two stores
- Conservative – interest in new products within specific categories
- Time spent shopping – less than one hour
- Shopping style –focused/directed
- Shopping bags – uses store’s
- Shopping list – Reasonably robust
- Budget – Important

## Persona



Name: Kari  
Gender: Female  
Age: 33  
Marital Status: Married for 6 years  
Education: Bachelor’s degree in Communication  
Occupation: Professional  
Household Income: \$80,000  
Family: 1 boy, 1 girl (both under 10)  
Shopping Style: Planned, Goal-oriented,  
Convenience- and  
Quality-driven

Kari is a good mother who is strict about the amount of junk food her kids can eat. Desserts in her house are a rare treat. Her family almost never eats fast-food. Kari knew that this would be her parenting style even before she got married and had kids due to the numerous studies that have shown why and how American children are so unhealthy. She wants to condition her kids to eat well and have a healthy lifestyle. She used to frequent the gym a lot when she was young and single, but now

the demands of family and work leave her with no time to join a club or gym. However, this does not stop her from jogging around the neighborhood or doing some pilates at home once or twice a week. If it weren't for Kari, her husband and kids would probably not know what to do and would order out at fast food restaurants. She wants her and her husband to live long, full lives so they can enjoy their retirement and see their grandchildren (and maybe their great-grandchildren).

Kari does most of the shopping for her family alone, but occasionally she must take the kids with her. She finds herself trying to consider everyone's wants and needs as well as the needs of the family as a whole when she shops. Kari and her family are health-conscious so she likes to buy only the freshest ingredients, and is particularly picky with the quality of the produce and meats. Her family prefers to eat organic, but it is only produce, meat, and dairy that must be organic. Although, Kari is willing to spend more money on organic products, she still keeps a budget in mind and likes to buy sale items.

Kari usually shops once a week and buys groceries for 1-2 weeks at a time. She usually shops at two stores so that she can save money. She always has a shopping list which is an aggregation of a list at home in which her husband and kids write items they want. Only those that she is willing to buy make it onto the shopping list she takes to the store. Kari is very goal-oriented and goes directly to what she wants to buy. She will, however, browse within a category such as organic yogurt to evaluate what to buy based on price and expiration date. Kari is picky about the quality of the meats and produce, and she always checks for freshness and quality. Sometimes she will ask the butcher to customize a meat product for her (size of cut, trim all fat, etc.). Kari will try to buy sale items and use coupons. She doesn't have a strict budget amount she can't go over; instead, she judges the quality and price for every item she buys when she pulls it from the shelf. Many times, while waiting in the checkout line, she will browse a magazine on the shelf and buy it. She often does not like to spend more than 1 hour shopping (total for both stores).

Kari is open-minded to online shopping. She would like the convenience and simplicity of it. Online shopping could make shopping easier for Kari if the computer system would show her only those products that meet her criteria (organic, price, etc.) and it would make it easier for her to maintain a shopping list and keep track of her expenditures. However, she does have some concerns. First and foremost, she doesn't think she can trust someone else to select the produce, meat, and dairy products. She is afraid that the grocery workers will just select the items they need to get rid of. It isn't that Kari particularly enjoys selecting her produce, meat,

and dairy, it's just that she doesn't think a stranger will do it correctly. This concern could be mitigated if Kari could write specific instructions and specify that the dairy has to have a certain expiration date, or the produce to have certain characteristics (freshness characteristics like color, firmness, smell, etc.). Kari is willing to try online shopping and is not too concerned about the extra cost as long as it isn't too much more and if she feels the convenience and ease is worth the extra money.

**Goals**

- Maintain a healthy lifestyle for self and family
- Balance price vs. quality/organic foods
- Learn about new products, but only if they're truly relevant to her
- Get exactly what she needs as quickly and easily as possible