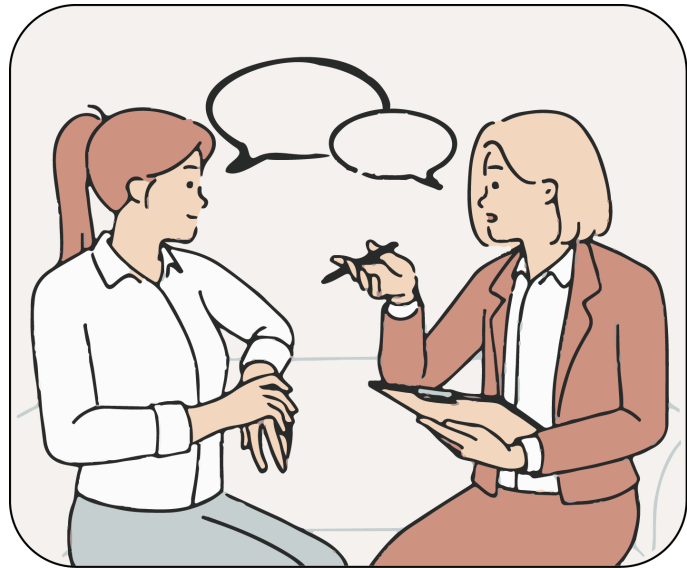


DEFINE: ANALYSIS AND SYNTHESIS

INSIGHTS



Interviews:

People

- The individual lives with their girlfriend and takes decisions based on collective preferences.
- Family seems to play a significant role in shaping the individual's shopping habits and preferences.
- The person might interact with store employees if they cannot locate items.

Environment

- Nearby Store Preference - Convenience matters. Proximity to the store influences the decision to shop.
- Store Ambiance - Music is a positive factor, enhancing the shopping experience.

Tools

- Typically pays using credit cards, checks offers via promotional brochures in emails, and also takes note of discounts.
- Uses physical lists over digital ones. Emphasizes on tools like bar code scanners and weighing machines in-store.
- Relies on a car for transportation to the store.

Behaviors

- Spontaneous Purchase - Buys unplanned items when they come across them in the aisle.
- Sale-Driven Purchases - Weekly deal advertisements influence the shopping choices.
- Produce Selection - Prefers selecting fresh items and has a set sequence in which they visit different store sections.
- Shopping Frequency - Typically shops twice a week.
- Discounts & Offers - Tends to benefit from store deals and offers.

Preferences

- Fresh over Planned - Buys what's fresh in the store over detailed meal planning.
- Convenience & Time - Prefers to save time by knowing store layout and does not like visiting multiple stores.
- In-Store Experience - Likes organized store layouts and avoids self-checkout for larger shopping trips due to possible complications.

Feelings

- Frustrations & Discomforts - Gets frustrated or upset when they cannot find specific items or when they end up buying items they already have.
- Trust Issues - Has trust concerns regarding the quality of online shopping.

Activities

- Meal Planning - Doesn't involve a strict routine but rather assesses bought items to decide the day's meal.
- Online Shopping - Utilizes Amazon's two-hour services for quick purchases.

Needs & Wants

- Bargain Shopper - Prioritizes low prices and discounts.
- Convenience & Experience - Desires an enhanced and convenient shopping experience.

Motivations

- Family-Centric - Strives to please family members with meal choices.
- Influence of Social Media - Gets inspired by recipes seen on social media platforms.
- Time-Driven - Seeks ways to save time in the shopping process.