



JOE BLOGS

AGE: 29

JOB DESCRIPTION: Electrician

RELATIONSHIP: Newly Married

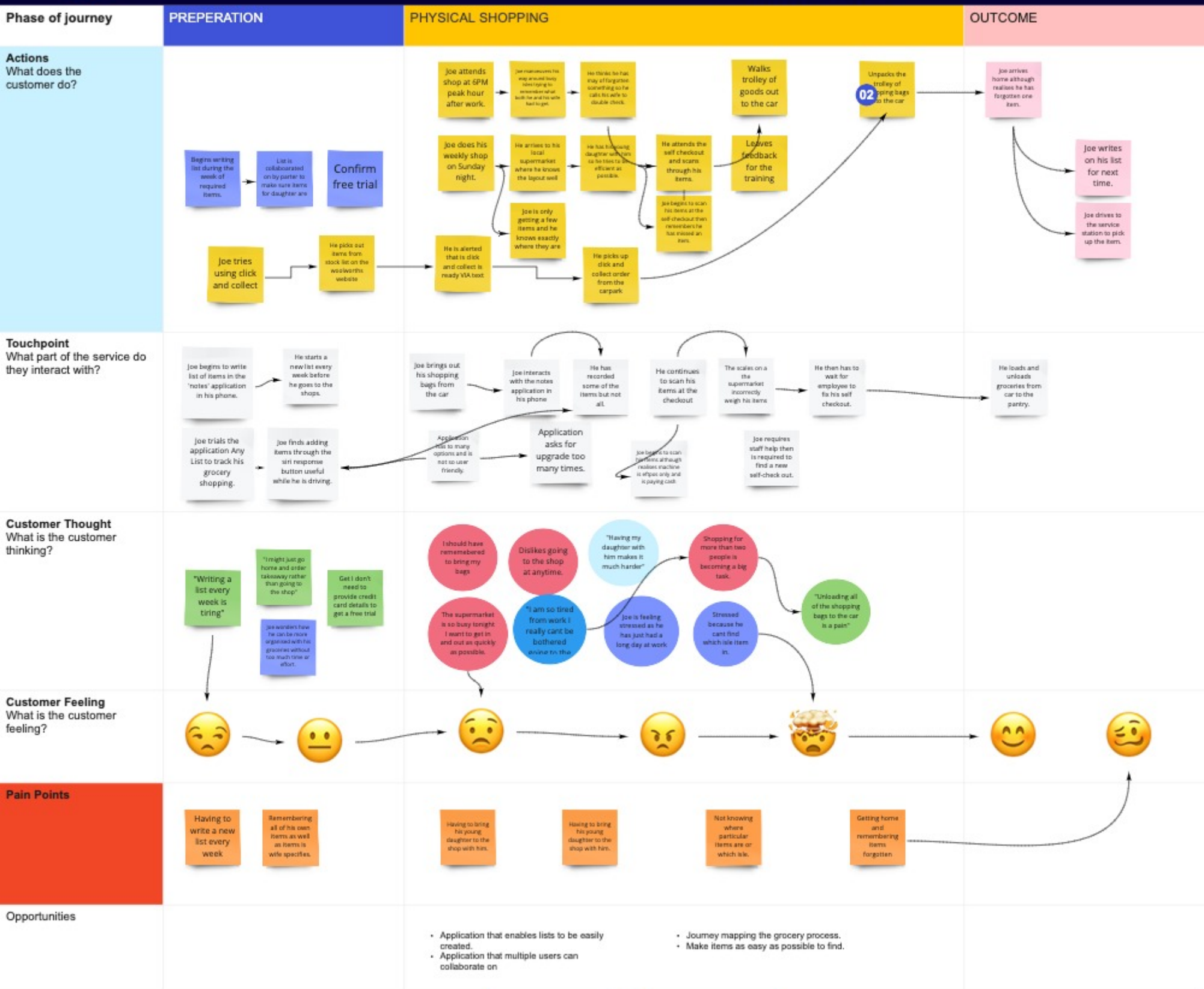
LOCATION: Melbourne

ABOUT JOE:

Joe takes on the responsibility of the grocery shopping for his family while his wife is away on work trips - He is new to grocery shopping for more than himself.

USER GOALS:

- To get in and out of the shop as quickly and as efficiently as possible.
- To navigate his way around the shop & avoid the wrong aisles or having to find employees to ask.



TRAITS

TIME POOR | TIME RICH | UNORGANISED | ORGANISED | NOT TECH SAVVY | TECH SAVVY | INFLUENCED | INFLUENCER