



Justin Mills

"I feel like these delivery apps are trying to sell themselves all at once rather than trying to help me and my needs."

Age: 37

Location: Boston, MA

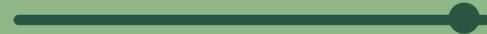
Status: Single Father of 2

Motivations:

Save time



Spend time
with family



MacBook Pro



iPhone



iPad

About Justin

Justin Mills is a 37 year old single father of 2 sons. He is a real estate agent and tries to work from home as much as possible in order to be present for his sons.

He loves Trader Joe's because they provide healthy options and have everything he needs under one roof. He enjoys cooking new recipes for his children but it's hard to find the time to cook if he needs to physically go to the grocery store.

Juggling work and taking care of his children is overwhelming for him so he needs an extra hand to lighten his workload.

Everyday Activities

Throughout the day, Justin can often be found:

- Brewing his own beer
- Cooking for his sons
- Jogging in the morning before taking his kids to school
- Shopping for groceries and household items
- Helping his sons with homework

Goals & Needs

- Justin needs an app where he **doesn't have to create an account just to try** it for the first time
- He needs an app where he can **choose to repeat his orders** so he can **save time** and get his groceries when he needs them
- Justin is looking for a delivery app that will allow him to search for products and groceries at **Trader Joe's**
- Would like to receive grocery items as **early as an hour after checkout**

Pain Points

- Justin does not want to create an account to try out apps
- Justin does not know how to search for certain products because categories are confusing
- The checkout process takes too long
- Delivery time is not up to his needs
- He does not want to pay a lot of money on shipping fees

Brand Loyalty



TRADER JOE'S