



Alexandra **ALEXANDRA'S JOURNEY**



Alexandra **DETAILED JOURNEY DESCRIPTION**

Alexandra had a busy day and while coming back to home from work she sees a grocery store. She suddenly remembers that she wanted to buy some stuff as this week it was her son's birthday.

She decides to go for shopping and parks her car in the nearby parking lot.

She enters the store and picks up an empty cart from the stack of empty carts outside the store thinking about all the things she wanted to get for the birthday.

She walks around to find items and look around what all things she would require. She is unsure where each item is and where to go.

Finally she finds some items and begins to compare the different flavors, brands and ingredient as she wants the most healthy food options for her family.

She also looks for items in sale to find something expensive and unique in lesser cost that she could gift her son.

Unable to find anything good in the sale section she picks up other items and adds to her cart.

She does not want to waste time standing in checkout lines and hence chooses to go to self-checkout for faster processing.

As she begins to add the items, she finds some trouble in checkout with the kiosk. The machine was not working properly and had to try 2-3 times to finally pay for the items.

She takes up all the items and puts in the car trunk. She is frustrated with all the hassle and wants to reach home as soon as possible as the kids would be waiting for their mom.

Alexandra **EMOTIONAL JOURNEY**



Alexandra **ALEXANDRA'S PROBLEM**

Unable to find items she wants and where to find them.

Spends a lot of time in comparing quality, ingredients and value of the products.

She is not able to find any section where she could get things on sale or lesser price.

The self-checkout kiosk is having a technical problem and she frustrated as she ends up spending too much time.