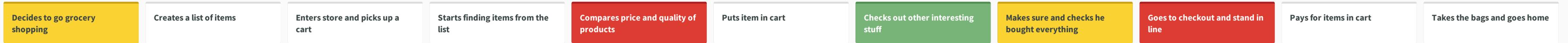


Mike Brown **MIKE'S JOURNEY**



Mike Brown **DETAILED JOURNEY DESCRIPTION**

Mike is at his home and sees that his grocery is about to get over. He looks at his schedule and decided a time to go shopping and bring all the stuff for him and his roommates.

Mike tends to forget things when he is in the grocery store and often makes a list of items on his phone. He wants to buy to save time in making decision in store.

He reaches the grocery store and picks up a cart from the stack of empty carts outside the store.

He opens his list of items on phone to buy and starts finding the items in store. He does not know where the items are located so wanders around looking for stuff.

As he is student he does not want to spend too much money on any product. Nor does he want to buy things which are of bad quality and harmful for his health.

One by one Mike starts putting stuff in his cart. The cart is becoming full and hard to move around the store.

He bought all the things wanted to buy from the list and now looks for some new electronics product. He is not sure if he wants to buy anything or not, but is fascinated by just seeing it.

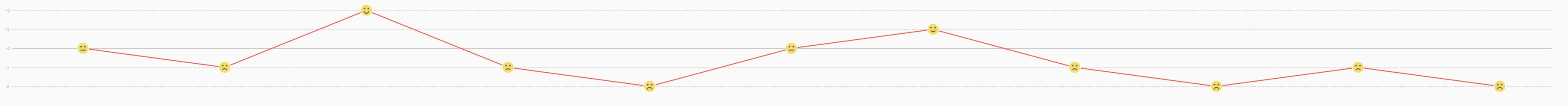
He checks all the item realizes he bought 2 packs of ice-cream which is not good for his diet plan. He goes back to keep in the place where it took from.

Finally after spending 1 hour looking and buying items in grocery store he is confident he bought everything he wanted and goes to stand in the checkout line.

After waiting for 10 minutes in the line his number has arrived. He did not think his total amount would go so high & wants to remove few items but feels embarrassed and pays the total amount with is credit card.

After the checkout the store person puts all his stuff in some plastic bags and he is ready to leave. The bags are heavy and he is very tired from this experience. He want to go home and take some rest.

Mike Brown **EMOTIONAL JOURNEY**



Mike Brown **MIKE'S PROBLEM**

Faces problem in finding the items as he does not know where each item is located.

Has a hard time comparing products which matches his budget and is of good quality.

Confusion while buying the products. Not sure if he wants to buy a product or not.

Wasting time in finding product and checking label/ ingredients.

Cannot check the total of all the products and add/remove unnecessary things.

The items are heavy to carry and it is tiring to take back home.