

# Persona



## Primary Persona

Name: Erin Cookson  
Age: 40  
Degree: Bachlor Degree  
Household Income: \$100,000

Erin is a stay at home mom, she has two kids. One is 5 the other one is 3. She is an early adopter of smart device, and she shops at Target very often.

Everytime before she goes to Target she will read weekly ad from target.com and write down some good deals on her shopping list, and she will print coupons from there. Sometimes she goes to Target alone, and sometimes she will bring her kids with her. When she brings her kids to Target, she will usually play with them at the toy section. Her kids are always really curious about the price scanner, and they will always trying to scan the price.

She likes to shop at Target because it is never too crowd , she can take her time to choose products. The other reason she likes Target is she knows that every 1 percent of her purchase will be donated to the communities and education, she likes to be a giver. She likes to buy upscale mechandise for her family and the price at Target are always very competitive. She can find almost everything she needs at Target. However, sometimes she needs to visit other stores for more fresh groceries. She can find almost everything she needs at Target, so she never needs help from the sales.

Sometimes she will use her smartphone at Target because she wants to use her google shopper app to see if the price Target offers is the best one and also to read the reviews if she never purchased it before. Other than that her smartphone stays in her purse. She uses target Redcard to checkout because it saves 5 percent of her purchase ecerytime. She also knows that if she purchases a 99 cent resuable bag than she will save 5 cent everytime she uses it, but the bag is just too small for her.

### Erin's Goal:

- Upscal mechandise: Erin prefer healthy organic food for her family.
- Welcome enviroment: Erin likes to have her own space when she shops, she dose not like any where too crowded. She also likes the healthy educated enviroment for her kids
- Save money: Erin's likes to use coupons to save money.



## Secondary Persona

Name: Sarah White  
Age: 23  
Degree: College Senior Student  
Income: \$5,000

Sarah is a college student, she has a part time job. She is a smart device lover and she shops at Target few times a month. Sometimes she goes to Target alone somethimes with her friends.

She reads target weekly ad when she remembers, when she sees some good deal then she will go to Target in the weekend. She likes to shop cloth at Target, because sometimes Target carries designer and name-brands cloths. She always checkout the clearance area when she goes to Target, sometimes she can find some good deal from there. When she finds something from there she will always use Price Scanner to make sure the price is equal to the marked one.

She never goes to Target with a list, because fresh groceries are the things she needs most every week, but Target only has limited col-lections of those. She will just go and see what Target offers.

She likes Target because it is more of a place for relax and experiment. She will always spend sometime to try the on display products or just wondering in the store to explore things.

She uses the google shopper app in store a lot, because she always wants to see if she can find a more competitive price. Sometimes she will take a photo of something she thinks interesting and post it to Twitter and Facebook for her friends to see.

She knows the Resuable bag deal, but she do not plan to buy it, because she think she will probably forget to bring it sometimes.

### Sarah's Goal:

- Designer brand: She likes the affordable designers brand cloth Target offers.
- Explore: She likes to try products in Target and explore what Target has.
- Save money: She like to compare price Target offers with other stores to get the best offer.
- Social: She likes to interact with her friends about something she thinks interesting.
- Relax: She likes wondering around in Target to just take some rest from school work.

# Engagement Map

