

## LOCAL RESIDENT

Name: Tai Wen Chen  
 Age: 29  
 Education: BA Business Management  
 Job: Store Manager at GAP  
 Income: \$47,500 / year



Situation:  
 Tai lives and works in downtown Oakland. She rents a condo just a few blocks from the market, and she often tries to shop locally. She typically does not go to work until the afternoon, so the market's morning hours fit her schedule perfectly. Tai buys mostly fresh produce to cook at home, but sometimes she will buy ready-made foods and baked goods to have for the weekend.

Tasks & Goals	Importance (Necessity)	Urgency (Time)
What needs to be accomplished on the market web site?          	Are the tasks optional or essential?  1-2-3-4-5-6-7 Optional                      Essential	Are the tasks casual or time constrained?  1-2-3-4-5-6-7 Casual                                      Urgent

**Actions Before Visiting the Market**  
 What, if anything, needs to be done on the market web site before visiting the market?

**Actions While Visiting the Market**

What, if anything, needs to be done on the market web site during the market visit?

**Actions After Visiting the Market**

What, if anything, needs to be done on the market web site after visiting the market?

**Creates Positive Emotions**

What content, interactivity, and features on the market web site would lead to positive emotional experiences?

**Engages Creativity + Play**

What experiences on the market web site would engage the visitor and produce a sense of personal involvement?



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## VISITOR

Name: Shandra Guidry  
 Age: 38  
 Education: Ed.D. Childhood Development  
 Job: Exec. Director of Head Start Atlanta  
 Income: \$78,900 / year

**Situation:**

Shandra is visiting Oakland for a professional conference, and she is staying in a downtown hotel. She considers herself a “foodie” and likes to explore local cuisine and foods when she travels. Rather than eat the box lunch provided by the conference, she decided to look for something local. She did a quick web search and asked about options at the hotel concierge, who told her about the market.



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## FARMERS' MARKET FAN

Name: Bess Kirchen  
 Age: 40  
 Education: BA History  
 Job: Paralegal  
 Income: \$61,000 / year



Situation:  
 Bess lives in Pleasanton and works at a law firm in Berkeley. She is a fan of farmers' markets and tries to shop at them for local produce and food products as often as possible. She often stops at markets on her way to or from work, and she has become friends with some her favorite farmers and vendors at the local markets. She looks for new items and new vendors, and she always wants to know what is just in season.

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## ASPIRING VENDOR

Name: Deirde “Dee Dee” Bel Aire  
Age: 35  
Education: BA Communications  
Job: Sales Associate at Whole Foods  
Income: \$39,250 / year

**Situation:**

Dee Dee lives in Oakland and works at the local Whole Foods store. She understands the value of high-quality ingredients, and she aspires to create her own line of organic sauces and spreads. She wants to buy seasonal ingredients from local farmers, and she thinks she can start her business by selling at local farmers’ markets first, so she wants to establish relationships with the farmers and market personnel by becoming a regular.



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## LOCAL CHEF

Name: Rajiv Pandey  
 Age: 59  
 Education: AS Culinary Arts  
 Job: Chef / Owner of Maharaja Star  
 Income: \$73,400 / year



**Situation:**

Rajiv open his restaurant 27 years ago when there were fewer farmers' markets and local produce was harder to find. He (or his sous chef) now shop several times a week at area farmers' markets for fresh produce to use in the restaurant. Several local farmers grow special items just for him, and he looks for new products and vendors every time he visits a market. He loves tasting and trying new ingredients.

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