



UNDERSTANDING USERS



**Shridevi**  
52 years  
Homemaker, Lives with a family of 4, in Bengaluru.



Everyday platforms, she hops on

**Biography**  
A wife and homemaker of 2 kids who have completed their education and now are working. Her husband runs a business.

**Goals**

- To become a Health-conscious homemaker who strives to provide her family with nutritious meals.
- Wants to cook, what she watches on social media
- Want's to keep her kitchen well organised.
- Want's to keep a track of her grocery's in the cabinets.

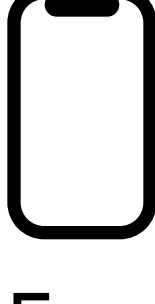
**Uses phone for**

- Social Media
- News & Entertainment
- Mail & Messaging
- Watching Recipes

**Motivations**

- Cooking
- Organisation
- Maintain fresh ration in inventory
- Try trending recipes
- Lead a Healthy Lifestyle

**Frustrations**  
Has to run the daily chores at home, manage groceries and buy ration on own, which becomes mundane and tiring.




**Everyday Phone Usage**  
3hrs 40min  
Everyday Phone Usage

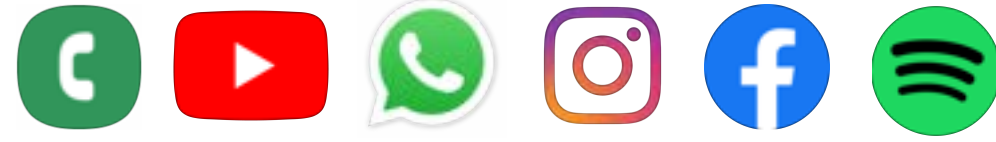
1hrs 30min  
Spends on call

2hrs  
Browsing recipes

If I had a helping hand in maintaining the stock that's there inside the cupboards & fridge, it would be great as I tend to forget to forget things that I have kept and they go stale in a few days if unnoticed.



**Dhanalakshmi**  
78 years  
Homemaker, Lives with her husband, in Bengaluru.



Everyday platforms, she hops on

**Biography**  
She sorts ration & groceries and cooks for both. Loves to listen to religious music all the time. Watching videos of cat's and dog's in youtube is her favourite pastime.

**Goals**

- To make at least two times of meal a day.
- Wants to remember & cook, what she watches on social media
- Want's to remember what she has kept where in the kitchen cabinets.

**Uses phone for**

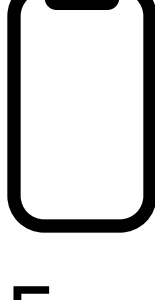
- Talking with her daughter on phone
- Instagram & Youtube Shorts
- Music
- Alarm

**Motivations**

- To add "passed on knowledge from her mom" in her recipes
- Get compliment's from grand children on her recipes

**Frustrations**

- Can't remember if the item is there in the kitchen cupboard.
- Makes list, but keeps it somewhere and forget's.
- Each time remembering the quantity of what is left get's difficult, therefore, even if the item is there, she re-order's it, making it excess leading to food wastage.



**Everyday Phone Usage**  
2hrs 40min  
Everyday Phone Usage

1hrs 45min  
Spends on call

4hrs  
Listen's to music

I want somebody to remember what I want and how much I want because I forget to write it down or I keep the list somewhere and misplace it.

Data based on the Primary Research

Age Group	Percentage
55-60 Years	60%
60-65 Years	21.4%
65-70 Years	15.3%
70 & Above	3.2%

Age group

Occupation	Percentage
In Service	47.7%
Home Makers	28.6%
Business Owners	14.2%
Retired People	9.5%

Major chunk of people work or are homemakers.

Cooking Status	Percentage
Cook	76.2%
Don't Cook	23.8%

Majority of the people cook themselves

Who Buys	Percentage
Self	51%
Partner	34%
Children	15%

Majority, buys the grocery themselves.

Preference to Buy	Percentage
Yes	90.5%
No	9.5%

90% of them prefer to buy make the grocery list themselves.

Where to Place	Percentage
Self	20%
Partner	70%
Grandchildren	5%
Children	5%

Grocery is sorted by self, as they will know where to place it to access better.

Number of People Living	Percentage
4 members	33.1%
5 members	19.1%
3 members	14.4%
2 members	14.3%
Live Alone	19.1%

20% out of 30 people live alone.

Reliance on Grocery Apps	Percentage
Yes	58.8%
No	41.2%

Nearly 60% of the population relies on grocery apps

Who Cooks	Count
Partner	15
Myself	55
Cook	28
Children	2

The food is cooked by

Frequently Bought Item	Count
Oil and ghee	80
Pulses	80
Grains	80
Spices	65
Dryfruits	65
Snacks	55
Disposable	40
Cosmetics	5
Cleaning materials	5

Frequently bought items

Reaction	Count
Annoyed	20
Panic	0
Fear of missing out	0
Wants to go out and get it	5
Worrying to cook without the item	0
Change the stock in shelf to substitute in kitchen	65

Reactions given when unable to find a certain item

Place to Keep List	Count
In the kitchen	40
In the fridge	25
On the glass table	10
On sofa	15
Shopping cart	5
Made notes in the phone	20

Different places people kept their monthly grocery lists

Action Taken	Count
Write down list of items to buy	95
Memorize things to the thought	30
Write it in calendar	15
Make notes in phone	50
Add items to cart in an app	20
No intention to buy anymore	10

Actions taken when a certain item gets over

Majority of them buy, organise in shelf, maintain stock and cook on their own, which leads to them making list on their own and going out with list to shop. This research also lead us to how people put up items they want in "wish list" in app, or in notebook, and then, place an order at once.

It was noticed that many who made paper list's tend to keep it anywhere they want to and forget it after sometime leading to frustration, anxiety and last minute shopping rush further leading to chaos.