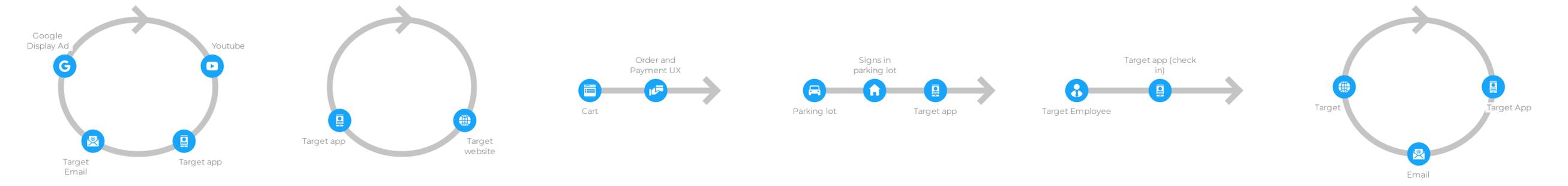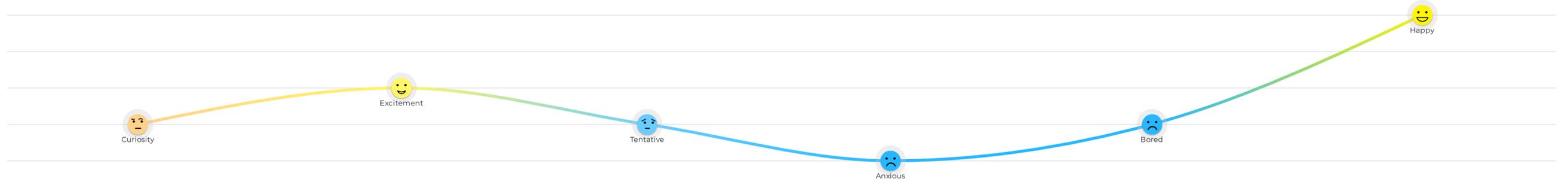**Lisa Gutierrez**

Lisa is the new mom of an 8-month-old baby named Stevie. Lisa's mother had moved into her and her husband's home for a few months to help Lisa adjust and learn the ropes, but her mother has just moved out and Lisa is feeling overwhelmed. She's a big Target fan, but hadn't tried Drive Up until recently - without her mom there to shop with her, Lisa had been feeling too busy and overwhelmed to do a browse and shop to grab some cute clothes for her and little Stevie, as well as grab a Starbucks coffee and check out the sales. Lisa loves the service but finds that it doesn't provide that "magic" Target experience that she still craves, so she just uses it for the bare essentials (like milk, diapers, baby powder, toilet paper, paper towels, formula, and bread). Although Lisa could use pick up from a competitor like Walmart, she finds that the Target employees are more pleasant. She's willing to pay what she thinks of as more expensive prices on stapes for a good experience.

	AWARE	BROWSE	ORDER	PARK	WAIT + LOAD	LEAVE + REORDER
	Substage title	Substage title	Substage title	Substage title	Substage title	Substage title
Think	• I really enjoy shopping at Target, but I don't always have time to shop because of the time demands of a new baby. • I love the idea of just driving to Target, parking, and not having to go into the store, because getting the baby in and out of the car is such a hassle.	• I'm used to using the Target app to browse coupons and order products to get shipped to my house, but I haven't used it for Order Ahead or Drive Up - I want to make sure I'm doing everything right. • Can I use my coupons from the app when I drive up? What do I do if I have a gift card or paper coupon from a flyer?	• Am I really getting a great deal on this item? Or am I missing a sale because I'm not in the store? • The ordering process isn't as easy as I'd like it to be - I can't really tell where if my coupons and promotions have been applied.	• Where do I need to park to get my order? I haven't used this service before (or that often) and I want to find the right place to get my items. • What do I do after I park? Do I need to check-in on the app or call the store?	• Do I need to tip the person who fills my car with my Target items? • How do I make sure all of my items are in my order safely?	• I want to order mostly the same things I got last time - is there a way I can just copy and paste or reorder the same items? • Will I get any benefits, coupons, rewards, etc. for using this service more than once?
Do	• Click a digital ad and watch an explainer video to learn more. • Clip a digital coupon to try Drive Up for free.	• Log into the app • Browse items and add them to the cart • Browse sale items and add them to my cart	• View items and quantity in cart • Add and delete items from my cart • Clearly see coupons, sales, and promotions. • Prompt my memory with	• Drive to the store • Find a Drive-Up parking spot • Park my car in one of the spots • Check-in on the app (if location services are not enabled)	• Wait for the Target employee to come out and scan my QR code on the app • Open my car and have the items loaded in. • Peek into my items and make sure everything is there.	• Drive home • Order again the next time I need to use the Drive Up service.
Stop	• Isn't getting something delivered to my car going to cost more? • My baby hates sitting in a parked car - he gets fussy really quickly. How long will I have to wait if I use this service. • This seems complicated - what happens if they forget to put an item in my order? I don't have time to check everything.	• This seems complicated - what if I get stuck in traffic and my frozen items melt. • What if I want to reorder my list - do I have to enter everything one by one? • I don't want to have to spend too much time trying to figure out how to use the Drive-Up option in the app.	• The app still shows me out of stock or unavailable items. That's frustrating because I can't order them for Drive Up and it wastes my time. • It's not always obvious how to choose the Drive-Up option the first time I checkout.	• It's hard to find the Drive-Up parking spots. They all seem to be in different places depending on what store I'm at. • It's hard to see the signs when I'm trying to concentrate on finding a spot - they need to be taller or more visible. • It's not clear to me what I should do if I can't find a parking spot.	• Sometimes there aren't enough designated spaces - can I park in a normal space and use that? • Why is this taking so long! I feel like every time I use this service it takes 20 minutes or more - lots of people are using it at the moment. • The loading process makes me nervous - how do I know everything I ordered is there?	• Last time my Target Drive-Up service didn't include a few items - the process to get those items was such a pain. I don't want to repeat that process. • I don't feel like I save as much money when I use Drive Up. • I miss the "magic" browsing in-store when I use the Drive-Up app.
Goals	• I need a cheap, fast, and easy to use service that helps me skip the hassle of getting in and out of Target with the kid(s).	• I want the same fast, easy, friendly service I've come to expect from Target, but in an app. • I want to be able to save money / pay less the same way I save money in-store.	• I want to check out as quickly and easily as possible. • I want to feel secure that I will get all of my items in my physical order.	• I want to find the right spot quickly and easily.	• I want to get in and out really quickly without confusion or errors. Convenience is mainly what's driven me to use Drive Up.	• I want to have an easy reorder experience - the fewer actions I can take, the better (don't make me think)! • I want to feel rewarded for ongoing use of Drive Up - are there any benefits I get from continuing to choose this service.
Touchpoints	Google Display Ad / Youtube / Target Email / Target app	Target app / Target website	Order and Payment UX / Cart	Signs in parking lot / Parking lot / Target app	Target app (check in) / Target Employee	Target / Target App / Email
Emotional Journey	Curiosity	Excitement	Tentative	Anxious	Bored	Happy
Opportunities	TBD	TBD	TBD	TBD	TBD	TBD