

PERSONA



Amir

Age: 27

Occupation: Marketing Assistant

Location: Greenwich, London, UK

Devices

iPhone

MacBook

Personality

Independent

Impatient

Detail-Oriented

Pragmatic

Bio

Alex is a tech-aware individual who values efficiency and convenience in his daily routines, especially when shopping. Due to his busy schedule he frequently use and appreciate autonomous shopping technologies because these solutions often save time and allow him to shop at his own pace. However, Alex also has high expectations for the reliability of these systems. He quickly becomes frustrated by technical glitches, incorrect charges, or the absence of human assistance when needed, particularly for issues like age verification, troubleshooting, or product information. Alex believes in a balanced retail future where technology streamlines mundane tasks, but human interaction and support remain available to enhance the overall "experience" beyond just a "transaction".



Goals

- Save time with fast, queue-free checkout.
- Reliable and accurate billing, without unexpected charges or the need for "random checks".
- Frictionless and easy shopping experience.
- Staff support for troubleshooting or inquiries.
- Privacy and security without feeling overly surveilled.
- Track costs as they shop, to aid with budgeting.



Frustrations

- Tech glitches like weight errors, wrong charges, double scans.
- Lack of staff which cause delays in fixing errors, age checks, or malfunctions. Waiting for staff assistance negates the time-saving benefits.
- Having to resolve technical issues or perform tasks that feel like a staff responsibility.
- Surveillance feels intrusive.
- Random checks add delays and annoyance.
- Finds that full automation creates an impersonal experience that feels dystopian and transactional.



Behaviours & Preferences

- Prefers convenience and speed.
- Avoids shops with clunky autonomous checkout implementation if possible.
- Frequently uses App Checkout to pack items while shopping.
- Supports a hybrid model with tech for efficiency and staff for support and human connection.
- Chooses autonomous options for quick buys, but manned tills for expensive items, or to avoid tech issues.