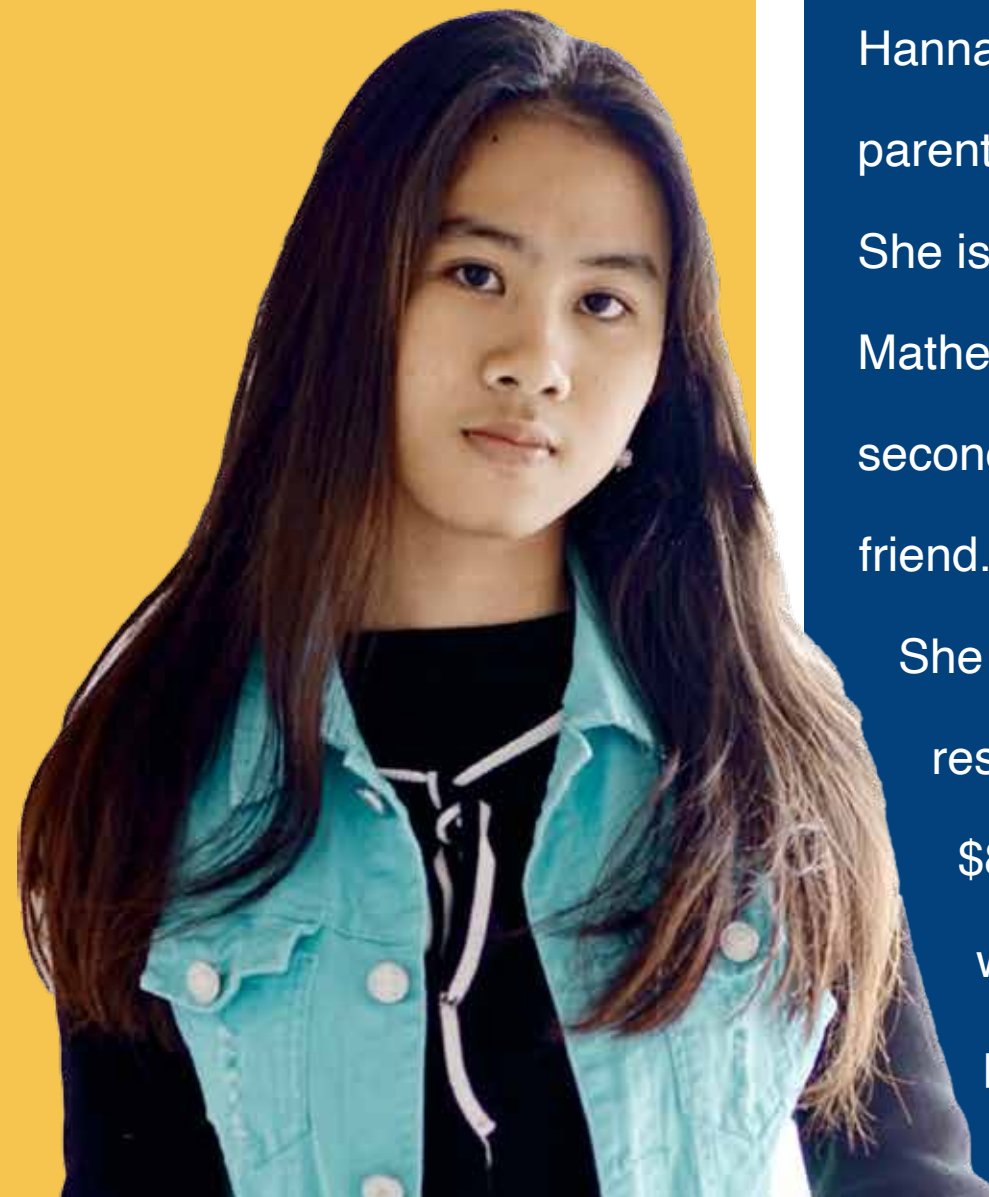


“I want to find things quickly without asking any people.”



Hannah Park 19, Korean

Hannah is a Korean girl. She followed her parents to live in the US 6 years ago. She is a Freshman at UT Dallas, majoring in Mathematics. She speaks English as her second language and is struggling to make friend. Her parents support her \$1,200/month.

She also works part-time at a Korean restaurant and receives an additional \$800/month. She shares an apartment with her cousin, who work at the same place.

About

- Korean, lives in Carrollton.
- Freshman at UT Dallas.
- Major: Mathematics.
- English is the second language.
- Mid-high tech efficiency.

Frustrations



English



Shyness



Communication

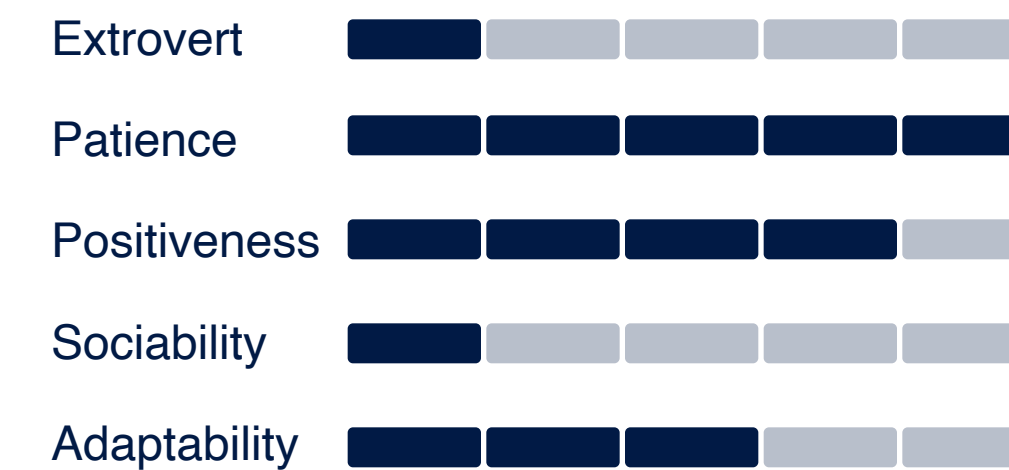


Social connection

Behaviors

- Frequently shop at Walmart.
- Loves social medias.
- Listening to K-Pop, a fan of BTS boyband.
- Always wear headphone.
- Frequently check her phone.

Personality

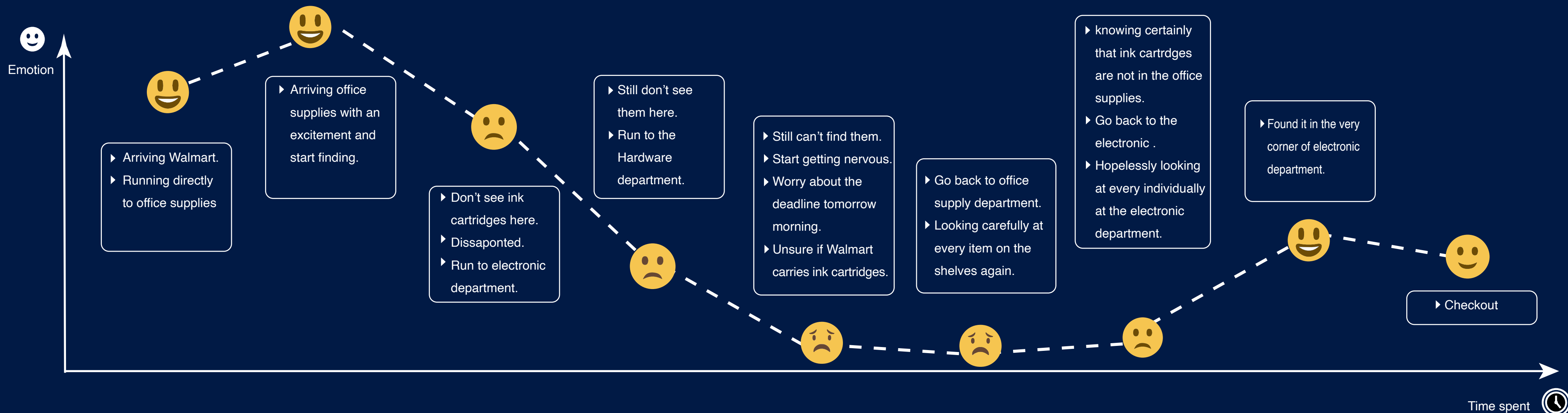


Needs and Goals

- personal care products, snacks, canned food, and school supplies.
- Language support.
- Access to internet.

Scenario

Hannah has a final research paper due tomorrow morning and she needs to print out her papers. However, the printer in her apartment is out of ink. Therefore, Hannah has to run to Walmart to buy a new set of ink for her printer.



Pain points

- ▶ **Going pass the store department directory in hurry. The directory became useless.**
- ▶ **The items were stored in a glass cabinet, so user couldn't see it at the first time. Since user left the department, user comes back with hopelessness and exhaustion.**
- ▶ **User doesn't pay attention on labels or categories written on the wall. Even though it said "Photo and electronic," user only finds clues by looking at the products displayed on the shelves, which is obviously mainly electronics.**