

# Motivation map

## User interview with customer

Motivation	Functional aspects	Emotional aspects
Create a quality time moment through a chocolate ritual.	<p>Buys one good-quality chocolate bar rather than many mediocre ones, roughly once or twice a month.</p> <p>Sets aside specific time to sit down and eat chocolate attentively, noticing the flavour and texture.</p> <p>Pairs the experience with a cup of tea, sometimes outside on the deck when the weather allows.</p> <p>Treats the ritual as something deliberately created, not something that just happens.</p>	<p><b>Personal:</b> The ritual represents time that belongs entirely to her. As someone who works full-time and carries responsibilities, it's a conscious act of doing something purely for herself, something she feels is important and not negotiable.</p> <p><b>Social:</b> She sees this as a broader issue for women specifically, noting that women often do things for others and rarely stop to do something for themselves. The ritual is a quiet act of self-prioritisation.</p>
Buy chocolate that reflects a commitment to quality and intentional purchasing.	<p>Reads the back of the packaging to check ingredients, cocoa origin, and whether there are any unwanted additives.</p> <p>Looks for packaging that feels considered, with typography, colour, and overall design that signals care and intentionality.</p>	<p><b>Personal:</b> Buying quality chocolate is an extension of a broader principle she applies across categories like coffee and skincare. It reflects a conscious decision she made as an adult, having grown up without access to good-quality food. Spending money on something good feels like a form of self-respect.</p>

	<p>Uses price as a signal of quality.</p> <p>Avoids mass-market supermarket chocolate, preferring to spend more on something genuinely good.</p>	<p><b>Social:</b> She wants her purchases to align with her values around intentionality and not buying mindlessly. Quality purchasing is part of how she defines herself as a consumer.</p>
<p>Support local New Zealand brands and feel connected to where products come from.</p>	<p>Actively seeks out brands with a clear New Zealand provenance story, including where ingredients are sourced.</p> <p>Browses the chocolate aisle looking for something with a distinctive local identity, not generic premium branding.</p> <p>Returns to Kahurangi specifically because it is made in New Zealand and uses local ingredients where possible.</p> <p>Is willing to pay a higher price, or feel better about the current price, if ingredients are from a specific New Zealand grower or region.</p>	<p><b>Personal:</b> Buying local makes her feel like she is part of something beyond a simple transaction. Knowing her purchase supports New Zealand jobs and businesses gives the act of buying chocolate a sense of meaning and connection to place.</p> <p><b>Social:</b> She actively recommends local brands like Kahurangi to friends in conversation. Recommending a brand with a good local story is something she finds worth sharing.</p>
<p>Give chocolate as a thoughtful, high-quality gift that communicates genuine care.</p>	<p>Chooses premium chocolate as a gift for occasions like Christmas, visiting friends, or hospital visits.</p> <p>Selects something that signals thought and effort, rather than something that looks like a last-minute grab.</p>	<p><b>Personal:</b> Giving a quality chocolate bar feels like an honest expression of how much she values the recipient. A cheap or generic bar would undercut that message entirely.</p> <p><b>Social:</b> She wants the gift to communicate thoughtfulness. When she brought a Kahurangi bar to a friend who had just had a</p>

	<p>Considers whether the packaging looks good enough to give as a gift when making a purchase decision.</p> <p>Prefers gifts that are practical and enjoyable over ones that are purely decorative, such as choosing chocolate over flowers.</p>	<p>baby, the quality of the chocolate made the friend feel genuinely cared for.</p>
<p>Discover and trial new chocolate products that feel distinctive and worth exploring.</p>	<p>Browses the chocolate aisle without a fixed plan, looking for something that catches her eye.</p> <p>Is drawn to packaging that feels intentional and different from standard premium chocolate branding.</p> <p>Looks for flavour combinations that feel interesting or unusual rather than safe and predictable.</p> <p>Uses the first purchase as a trial, with repeat purchases depending on taste.</p> <p>Rotates between different flavours rather than buying the same bar repeatedly.</p>	<p><b>Personal:</b> There is genuine curiosity in how she shops. Her interest is piqued by a bar that surprises her or offers something she hasn't seen before.</p> <p><b>Social:</b> If a new product has a compelling story alongside good taste, it becomes something she wants to tell other people about.</p>