

Dream buyer analysis

What are their biggest pains and fears?

Wearing a bad dresses and not looking good enough

What are their biggest hopes and dreams?

Getting a good job for financial security till the end of their life.

What are some barriers or uncertainties they may have?

Not getting relevant information

Where does our dream buyer hang out and congregate?

They congregate in informal sector

Where does our dream buyer get their information?

From their peers, friends and families.

What is their biggest frustration and challenges?

Taking a bold decision.

What is their preferred form of communication?

Phone calls

What does a day in your dream buyer's life look like?

Engage in work activities to earn a living.

What makes them happy?

Making enough of money to meet their needs.