



AGE

35

GENDER

M

OCCUPATION

small business owner

TECH LITERATE

well literate

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Every loaf, every pastry, every cookie—made with love, passion, and a little bit of flour-covered magic

## Bio

Alex Popescu is a 35-year-old entrepreneur who owns a small bakery in a bustling neighborhood. He takes pride in his handcrafted pastries and believes in using high-quality ingredients. Alex is passionate about connecting with local customers but struggles with digital marketing. Most of his customers come through word of mouth, and he wants to expand his reach online without spending too much time managing another platform.

## Core needs

Clear Business Representation – Wants his bakery’s description, reviews, images, and location to be accurately displayed.

Better Customer Communication – Prefers structured contact methods (email, dashboard) instead of phone calls at busy hours.

Improved Visibility – Needs an effective way to reach local customers without spending excessive time on marketing.

Transparent Service Information – Wants people to understand exactly what his bakery offers.

Customizable Location Sharing – Needs the option to show an exact or approximate location on the platform.

Automated Inquiry Handling – Would benefit from an AI-powered bot to answer customer questions when he’s unavailable.

Search Filtering by Proximity – A feature that helps customers find his business based on their location.

## Frustrations

Miscommunication About Services – People often misunderstand what his bakery offers.

Lack of Transparency in Online Listings – Wants customers to know they are dealing with his business directly.

Inefficient Contact Methods – Prefers structured communication (email, dashboard) rather than constant phone calls.

Unclear Location Display – Dislikes that some platforms don’t show exact locations, making it harder for customers to find his bakery.