

CUSTOMER PERSONNA

Chantal Weber

Demographics: Female, 25 years old, Masters Degree student, Living with partner in Germany. Frequent traveller has family in UK.



AGENDA

LAPTOP AND MOBILE SHOPPER IPHONE COMPATIBLE

Buying furniture for first home.

Influenced financially by partner when making purchasing decisions.

Relies on visual elements of website for inspiration.

Paying off student debt so looks to spread cost of large items on credit card.

Want a one stop shop website rather than to hunt around and compare.

NEEDS

- Clear pricing in Euros. Reliable delivery times and cost breakdown.
- Options for credit or debit cards.
- Ability to share item images from Website with partner
- Express order process
- Detailed dimensions of furniture
- Room layouts upload feature to see options of furniture placement in her own space
- Colour swatches
- Filter items so displayed by colour. Also by same tone, complimentary colour suggestions and contrasting colours

DECISION MAKING BEHAVIOUR

Regularly imitates hotel interiors

Designs room by Colour

Uses loyalty cards

Will pay premium for reliable delivery and quality service and product

Buys furniture from local craft market and specialist oak supplier her Father works for so is heavily discounted

SOCIAL MEDIA USE

Instagram	<div><div></div></div>
Facebook	<div><div></div></div>
Snap chat	<div><div></div></div>
Pinterest	<div><div></div></div>

CHALLENGES

- Delivery to address -Lives will no roadside parking bay
- Has cats that will destroy rope like materials and tassels
- Studies long hours can easily miss special offers

CUSTOMER PERSONNA

Ethan Hollins

Demographics: Male, 37 years old, Landlord, Living with wife and children in UK. Frequent traveller to parents Chateau in France.



AGENDA

TABLET AND MOBILE SHOPPER

Buying furniture every term to refresh student accommodation.

Influenced financially by profit margins from letting business.

Relies on maintained stock levels of key reorder furniture on website.

Paying off mortgages. Uses business credit card and needs clear VAT receipt records for expenses.

Wants to have a record of previous regular order to repeat or amend needs suggested similar size and price alternative items.

NEEDS

- To order in bulk repeat suite of furniture. Be updated when stock levels are low and when replenished.
- Record of business credit but multiple delivery addresses.
- Large orders to arrive at same time to locations
- Detailed dimensions of furniture, notification of discontinued lines and suggested suit of alternatives
- Matching suite of furniture as one order
- Tracking on delivery and lifting equipment suitable for flats
- Filter items so displayed by style. Also by same stock level and price

DECISION MAKING BEHAVIOUR

Heavy wearing durable furniture

Designs rooms by matching items

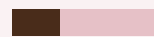
Uses special offers and returns frequently

Will pay premium for good customer service and careful handling guarantee

Buys furniture ready built, end of line closing down sales and kitchen specialists

SOCIAL MEDIA USE

Instagram



Facebook



Snap chat



Pinterest

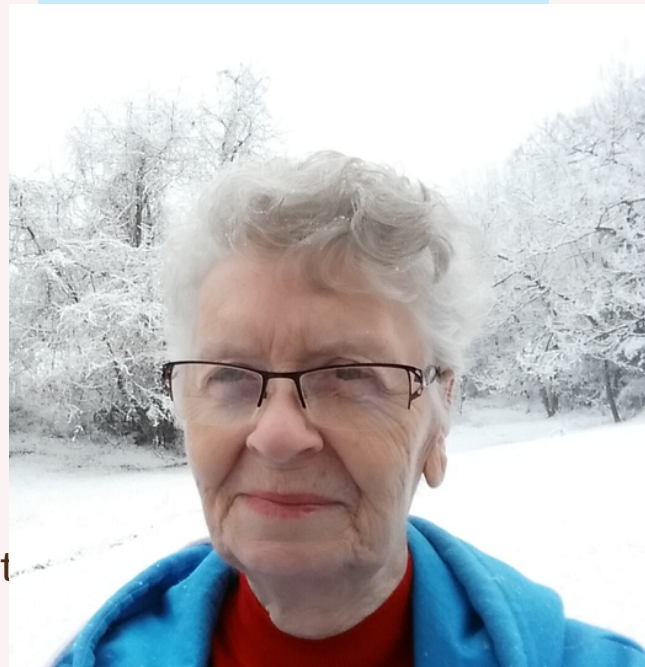


CHALLENGES

- Time constraints on refurbishing multiple properties needs to personally oversee deliveries and check deliveries are complete
- Has small sized rooms in students flats that require smaller furniture
- Always mobile - needs real time notifications of all specials, refunds, deliveries and stock issues

CUSTOMER PERSONNA

Sandra Austin



Demographics: Female, 65 + years old, Retired, Lives alone in US. Travels once a year internally to visit children in different State.

AGENDA

LAPTOP SHOPPER DOES NOT HAVE OTHER DEVICES

Buying home gifts for friends, family and her quilting group.

Influenced financially by spending a large proportion of her disposable cash treating her children and grandchildren .

Relies on large type and simple buying process.

Mortgage free - pays on debit card or Paypal frequently buys gift cards.

Enjoys giving gifts and sharing her love of fabric.

NEEDS

- Frequent new gift ideas and expended ranges
- Personalised birthdays gift with wrapping service.
- Saved list of favourite gift items
- Zoom in on items to check fabric.
- Phone line to talk through making online orders
- Filter items by fabric and personalisation

DECISION MAKING BEHAVIOUR

When visitors give compliments about items in

her home they receive the same item as a gift

Handmade items in interesting fabrics appeal

Seasonal home gifts are sort after in advance

Likes to spend the same budget on all family members.

SOCIAL MEDIA USE: NONE CHALLENGES

- Keeping record of special dates and what gift have already been purchased for same individual historically
- Relies on phone to communicate rather than social media or emails.
- Likes to be included on mailing lists and promotions but doesn't know how to access them