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12 Points of View (POV) in E-commerce

User	Need	Insight
A busy urban professional	To shop quickly and conveniently without disruptions.	Urban professionals lack time for physical shopping. They need an efficient, hassle-free way to get essentials delivered fast.
Fashion enthusiast	To find stylish, good-quality clothes that fit their taste and budget.	The user loves staying updated with new trends and prefers online shopping for its convenience and variety. They need it to save time, access a wider range of styles, and find trendy items not always available in local stores.
Price conscious consumers	To find discounts and deals on products they love	The user shops on a budget and needs discounts to save money. They compare platforms to find the best deals and feel frustrated if discounts are unclear or hard to find. Clear pricing helps them trust the store.
Rural shopper	To access products unavailable in local stores	The user lives far from stores and depends on online shopping for various products. They need reliable delivery to their location and clear shipping details.
Frequent traveler	To ensure flexible delivery to temporary locations	They need the convenience of flexible delivery to hotels or airports, fast shipping, and easy tracking to fit their tight

		schedules. Apps also help them find travel-friendly products.
First-time online shopper	To confidently make their first purchase without fear of scams, poor-quality products, or complicated returns	The user feels nervous about online shopping and worries about payment security and product quality. They need easy-to-use websites, clear product details, honest reviews, and guarantees like "Money Back" or "Free Returns" to feel safe. Helpful customer support gives them extra confidence. Responsive customer service adds reassurance.
Tech-savvy consumer	To purchase the latest gadgets and electronics	Tech-savvy consumers love staying updated with the latest gadgets. They want a simple way to find and buy the newest electronics at good prices, with clear reviews and fast delivery.
College student	To find affordable books, gadgets, and essentials for their studies	The user has a limited budget and looks for discounts or special student deals.
Elderly shopper	To buy health products and daily essentials.	The user buys health products, daily essentials, and simple gadgets online because it saves time and provides convenience. They may have difficulty visiting physical stores and prefer the ease of getting everything delivered to their doorstep.
Small Businesses	To sell their products online to reach more customers.	Small business owners see online platforms as a way to grow their reach without needing a physical store. They need easy tools to list products, manage sales, and connect with buyers.