

USER PERSONAS



1. INFLUENCER USER (THE AVERAGE JOE - FREELANCER)

- All registered users on the system fall under the influencer category, this category enables a user to earn points for sharing and buying products.
- The earned points can be used to make payments, as users proceed to share and buy there are promoted through the user influencer levels



2. FIRST TIME USER (OLD BOB - RETIRED DAD)

- Not a tech savvy, online shopping only because of an emergency, recently learned about online shopping.



3. DISCOUNT CHASER(KYLE - STUDENT)

- Broke, will go lengths to use discounts and save money.
- A discount chaser user isn't primarily a loyal customer as they will always jump to the "next best thing" they typically shop only for discounts or sales. he gains his experience with "window shopping" and knows when the product he needs is really on a discounted rate.



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4. RESEARCHER (TINA - ENGINEER)

- A research user is a returning user who will always first do their research if the business indeed offers the best prices on their product and if the loyalty program does give them additional benefits.



5. PRODUCT FOCUSED USER (EMMA - JOURNALIST)

- A product-focused user, have the same benefits as an influencer user. These users typically only make online purchasing on a need to have basis and won't be a frequent shopper but will look for the best quality in the specific product.