



NAME

Vihaan Verma

MARKET SIZE



TYPE

Artisan

Demographic

Male 30 years

Delhi, India

Live-in

Project Manager

Rs 9.5 LPA

English

Quote

“Get short but meaningful description and well segregated categories to look into for a comfortable buying experience.”

Background

- Living with his partner in his own apartment
- Working as a Project Manager
- Indecisive while shopping
- Checks social media and newsletters for new recommendations
- Uses both debit cards and cash on delivery
- Looks for products based on experience

Skills

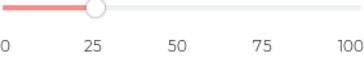
Technical/Uses Technology



Comfortable with E-Commerce



Uses Mobile for Purchase



Uses Desktop for Purchase



Goals

- Buying grocery and clothing items frequently online
- Budget friendly purchase only
- Buying based on expert recommendations

Needs

- Efficient sales
- Crisp descriptions and reviews
- Lesser steps and complexity of purchase
- Specific categories to explore through

Pain Points

- Too expensive at times
- Confused due to many similar products
- Have to sign up for purchasing
- Too much information on screen
- Don't trust privacy and security of information

Technology



Browsers

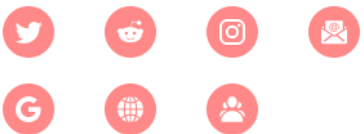


Chrome



Firefox

Source of Information



Brands and influencers

