

Persona 1: Karen Miller



35-year-old Karen Miller is a proactive and ambitious online business owner. She has a bachelor's degree in e-commerce, and, for the past 7 years, has run an e-commerce store that sells a large variety of products, from clothing/accessories to dishware/silverware. Karen is a married mother of 2 children, and the proud owner of two dogs. She is grateful to be capable of working from home, where she gets to stay close to her family.

As an online business owner, Karen places great importance in staying on top of the latest trends in the market, in

order for her to be aware of her competition and to be capable of beating their prices. She is constantly looking for ways to improve her online presence and to optimize her pricing strategy, as she knows how fluid the online market can be.

However, Karen has been struggling to do so, as the range of her competitors is vast, and the market is constantly changing. This has resulted in Karen being stretched thin and overwhelmed by the demands of trying to keep track of the ever-changing market. She has been searching for a more convenient method of conducting her market research, but to no avail.

Karen would greatly benefit from a tool that tracks changes in prices for products sold by her competitors. Such a tool would provide her with a convenient interface for collecting valuable insights and information about the market. Features such as the ability to track and compare prices across her different competitors and set up alerts for price drops and sales would help her make informed decisions about her pricing strategy. She would also value the ability to share important information and insights with her team.

Persona 2: Bob Smith



Bob Smith is a 21-year-old university student, studying for his bachelor's degree in Business studies. In addition to this, he works part time at a local retail store in order to gain practical experience in the industry and apply what he's learned in the classroom to real-world situations. Bob currently lives at home with his mother, father and two younger brothers, but plans to move out once he completes his studies. He wants to work hard to help support his family, as well as set a good example for his brothers.

Bob is very passionate about the retail and consumer industry, as he is always looking for ways to improve his understanding of the market. He spends a lot of time researching and analyzing the industry and is always on the lookout for trends and changes in the economy. Bob is interested in starting his own business in the future and wants to learn as much about the behavior of the market as possible.

However, Bob has noticed that his research has become increasingly more time consuming, due to the large variety of retailers, as well as the frequency of changes in market prices. This has made his research more of a chore, and much more difficult to balance with his studies and career. He has been struggling with collecting this vast amount of data, resulting in a decreased quantity of meaningful conclusions.

Bob would be interested in a tool that automatically tracks the trend and behaviors of market prices of a large variety of products for him. Such a tool would provide him with a quick and convenient method of collecting valuable insights and information about the market. He can use these insights to improve his understanding of the retail market, excel in his studies and advance in his career. He would benefit from the ability to track prices for specific products, set up alerts for price drops, compare prices across different retailers, and view the price history of various products, in order to quickly and effectively analyze market trends. He would also value the ability to share the insightful information collected with his classmates and colleagues, much more that he would have been able to collect otherwise without this tool.

Persona 3: Jeremy Morris



Jeremy Morris is a tech-savvy 17-year-old high school student. He lives in a suburb of a major North American city with his younger brother and parents. His mother works as a nurse while his father runs his own carpentry business. They live a middle-class lifestyle.

Jeremy doesn't take school too seriously. He studies well enough to pass his classes but doesn't go the extra mile. Instead, he chooses to spend most of his free time either watching YouTube on his laptop, or gaming with his friends on a console he shares with his younger brother.

He works at Walmart on the weekends as a shelf stocker to earn money to spend mostly on entertainment. He's seen that one of his friends has been earning money doing freelance web development and he wants to try doing the same. He's tried out some online learn-to-code tutorials and finds it cool, but he's not confident in his programming abilities yet.

Because of uncaring attitude towards school, he's unsure if he'll attend college once he graduates high school. He knows though that his current shelf stocking job won't lead anywhere, and so he'll need to figure something out.

He's been watching let's plays of YouTuber's playing PC-exclusive strategy games and is thinking about buying either a premade gaming PC or individual parts to make his own gaming PC. Since he doesn't earn much money and this is his first large purchase, he wants to get the best deal.

He's found a few prebuilt computers on random small-time websites but isn't sure if now is the right time to buy. Every day he's been checking the price of the computers and seeing if anything changes but he's starting to find it annoying. He's tried out tools like Honey and Price Dropper, but they don't support the small prebuilt computer companies he's interested in.