

Target Audience Overview

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Purpose

The purpose of this document is to define and structure the target audience for the AI-powered electronics e-commerce platform. It provides a clear understanding of who the users are, how they behave, and what expectations they have regarding functionality, user experience, and AI-driven assistance.

Market Coverage and Geography

The geographic scope defines a phased market rollout strategy based on user behavior, purchasing power, competitive landscape, and readiness for AI-driven shopping experiences.

Market Tier	Countries / Regions	Key Market Characteristics	Strategic Rationale
Primary Launch Market	Ukraine	<ul style="list-style-type: none">High share of online electronics salesStrong familiarity with marketplaces (Rozetka, Allo)High demand for fast navigation and personalized recommendationsLow tolerance for complex interfaces	Ideal environment for validating core product concept and conversational AI due to high digital adoption and clear UX expectations
Secondary Expansion Markets	Poland	<p>High purchasing power</p> <ul style="list-style-type: none">Large Ukrainian population enabling UA/EN localizationOpenness to innovative recommendation systems	Low entry barrier and strong fit for early EU expansion with minimal localization complexity
	Romania, Czech Republic, Slovakia	<ul style="list-style-type: none">Similar purchasing behavior and mental modelsStable demand for electronicsLower competition compared to Western Europe	Controlled scaling in culturally and behaviorally aligned EU markets
Tier-3 Future Markets	Germany	<ul style="list-style-type: none">High demand for consumer electronics	AI assistant positioned as a key differentiation factor in a

(Long-term)		<ul style="list-style-type: none"> Highly competitive market 	saturated market
	Italy, Spain	<ul style="list-style-type: none"> Large mobile-first user segment 	Suitable for expansion once mobile UX and conversational flows are fully optimized
	Scandinavian Region	<ul style="list-style-type: none"> Strong acceptance of technology-driven and AI-oriented solutions 	Strategically attractive long-term markets after product maturity and trust are established

Target Audience Segmentation (B2C)

The target audience is segmented based on purchasing behavior, level of technical knowledge, decision-making complexity, and expectations from AI-assisted support. The segmentation focuses on B2C users who purchase consumer electronics for personal, educational, or professional use.

Segment	Description	Key Characteristics	Core Pain Points	Expected AI Value
Segment A Mainstream Buyers				