

# 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"><li>• High share of online electronics sales</li><li>• Strong familiarity with marketplaces (Rozetka, Allo)</li><li>• High demand for fast navigation and personalized recommendations</li><li>• Low tolerance for complex interfaces</li></ul>	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"><li>• Large Ukrainian population enabling UA/EN localization</li><li>• Openness to innovative recommendation systems</li></ul>	Low entry barrier and strong fit for early EU expansion with minimal localization complexity
	Romania, Czech Republic, Slovakia	<ul style="list-style-type: none"><li>• Similar purchasing behavior and mental models</li><li>• Stable demand for electronics</li><li>• Lower competition compared to Western Europe</li></ul>	Controlled scaling in culturally and behaviorally aligned EU markets
Tier-3 Future Markets	Germany	<ul style="list-style-type: none"><li>• High demand for consumer electronics</li></ul>	AI assistant positioned as a key differentiation factor in a

(Long-term)		• Highly competitive market	saturated market
	Italy, Spain	• Large mobile-first user segment	Suitable for expansion once mobile UX and conversational flows are fully optimized
	Scandinavian Region	• 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				