**🎯 Persona 1 : Le Découvreur**

**Description :**  
Le Découvreur est un utilisateur curieux, souvent nouveau sur le site. Il explore différentes catégories sans intention d'achat immédiate. Ce persona est sensible à la découverte de nouveaux produits, aux contenus inspirants, et aux recommandations personnalisées basées sur ses intérêts.

**Caractéristiques Comportementales :**

* Temps passé sur le site relativement long.
* Visite de plusieurs catégories de produits.
* Faible taux d'ajout au panier.
* Peu d'engagement immédiat avec les offres promotionnelles.

**Objectifs du Persona :**

* Découvrir des marques et des produits innovants.
* S'informer avant de prendre une décision d'achat.

**Actions/Recommandations Techniques :**

1. Utiliser un **système de recommandation basé sur le contenu (Content-Based Filtering)** pour proposer des produits similaires aux pages consultées.
2. Déployer des **suggestions dynamiques** comme "Produits qui pourraient vous plaire" ou "Les clients ayant vu cet article ont également aimé".
3. Mettre en place un **pop-up d'inscription à la newsletter** avec une offre pour inciter à l’engagement.
4. Implémenter des **emails de retargeting** pour inciter l'utilisateur à revenir.
5. Ajouter une fonctionnalité de **sauvegarde des favoris** pour encourager l'utilisateur à revenir consulter les produits.
6. Tester des configurations de **navigation plus claires** via des tests A/B pour guider l'utilisateur vers des produits plus ciblés.

Exemples des événements json :

«  [

{

"\_id": {"$oid": "6767a1b86937b467b10d4f21"},

"type": "navigation",

"page": "/categories/tech",

"user": "Utilisateur1",

"timestamp": {"$date": {"$numberLong": "1734810000000"}}

},

{

"\_id": {"$oid": "6767a1c96937b467b10d4f22"},

"type": "navigation",

"page": "/categories/livres",

"user": "Utilisateur1",

"timestamp": {"$date": {"$numberLong": "1734810500000"}}

},

{

"\_id": {"$oid": "6767a1e16937b467b10d4f23"},

"type": "time\_spent",

"page": "/categories/tech",

"user": "Utilisateur1",

"time\_spent": {"$numberInt": "300"},

"timestamp": {"$date": {"$numberLong": "1734810800000"}}

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"user": "Utilisateur1",

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"\_id": {"$oid": "6767a2046937b467b10d4f25"},

"type": "interaction",

"interaction": "Ajout aux favoris",

"page": "/categories/livres/produit456",

"user": "Utilisateur1",

"timestamp": {"$date": {"$numberLong": "1734811200000"}}

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},

{

"\_id": {"$oid": "6768a1c96937b467b10d4f22"},

"type": "navigation",

"page": "/categories/accessoires",

"user": "Utilisateur1",

"timestamp": {"$date": {"$numberLong": "1734820500000"}}

},

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"\_id": {"$oid": "6768a1e16937b467b10d4f23"},

"type": "interaction",

"interaction": "Ajout aux favoris",

"page": "/categories/mode/produit123",

"user": "Utilisateur1",

"timestamp": {"$date": {"$numberLong": "1734821000000"}}

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"\_id": {"$oid": "6768a1f36937b467b10d4f24"},

"type": "time\_spent",

"page": "/categories/accessoires",

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"time\_spent": {"$numberInt": "300"},

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"type": "interaction",

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"page": "/newsletter",

"user": "Utilisateur1",

"timestamp": {"$date": {"$numberLong": "1734822000000"}}

}

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"\_id": {"$oid": "6769a1b86937b467b10d4f21"},

"type": "navigation",

"page": "/categories/tech",

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"interaction": "Recherche",

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"user": "Utilisateur2",

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"user": "Utilisateur2",

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"timestamp": {"$date": {"$numberLong": "1734824000000"}}

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"\_id": {"$oid": "6769a1f36937b467b10d4f24"},

"type": "interaction",

"interaction": "Ajout aux favoris",

"page": "/categories/tech/produit789",

"user": "Utilisateur2",

"timestamp": {"$date": {"$numberLong": "1734824500000"}}

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"\_id": {"$oid": "6769a2046937b467b10d4f25"},

"type": "navigation",

"page": "/categories/maison",

"user": "Utilisateur2",

"timestamp": {"$date": {"$numberLong": "1734825000000"}}

}

],

[

{

"\_id": {"$oid": "676ab1b86937b467b10d4f21"},

"type": "navigation",

"page": "/categories/livres",

"user": "Utilisateur3",

"timestamp": {"$date": {"$numberLong": "1734830000000"}}

},

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"\_id": {"$oid": "676ab1c96937b467b10d4f22"},

"type": "interaction",

"interaction": "Lecture d'extrait",

"page": "/categories/livres/produit101",

"user": "Utilisateur3",

"timestamp": {"$date": {"$numberLong": "1734830500000"}}

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"\_id": {"$oid": "676ab1e16937b467b10d4f23"},

"type": "interaction",

"interaction": "Ajout aux favoris",

"page": "/categories/livres/produit102",

"user": "Utilisateur3",

"timestamp": {"$date": {"$numberLong": "1734831000000"}}

},

{

"\_id": {"$oid": "676ab1f36937b467b10d4f24"},

"type": "time\_spent",

"page": "/categories/livres",

"user": "Utilisateur3",

"time\_spent": {"$numberInt": "600"},

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"page": "/categories/livres/produit103",

"user": "Utilisateur3",

"timestamp": {"$date": {"$numberLong": "1734832000000"}}

}

],

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{

"\_id": {"$oid": "676ba1b86937b467b10d4f21"},

"type": "navigation",

"page": "/categories/maison",

"user": "Utilisateur4",

"timestamp": {"$date": {"$numberLong": "1734836000000"}}

},

{

"\_id": {"$oid": "676ba1c96937b467b10d4f22"},

"type": "interaction",

"interaction": "Filtrage par prix",

"page": "/categories/maison",

"user": "Utilisateur4",

"timestamp": {"$date": {"$numberLong": "1734836500000"}}

},

{

"\_id": {"$oid": "676ba1e16937b467b10d4f23"},

"type": "time\_spent",

"page": "/categories/maison",

"user": "Utilisateur4",

"time\_spent": {"$numberInt": "450"},

"timestamp": {"$date": {"$numberLong": "1734837000000"}}

},

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"\_id": {"$oid": "676ba1f36937b467b10d4f24"},

"type": "interaction",

"interaction": "Ajout aux favoris",

"page": "/categories/maison/produit234",

"user": "Utilisateur4",

"timestamp": {"$date": {"$numberLong": "1734837500000"}}

},

{,,

"\_id": {"$oid": "676ba2046937b467b10d4f25"},

"type": "interaction",

"interaction": "Visualisation des avis",

"page": "/categories/maison/produit234",

"user": "Utilisateur4",

"timestamp": {"$date": {"$numberLong": "1734838000000"}}

}

]»

**🚀 Persona 2 : Le Précipité**

**Description :**  
Le Précipité est un utilisateur pressé, souvent impulsif dans ses achats. Ce persona est prêt à acheter rapidement mais peut être freiné par des obstacles dans le processus d'achat. Il cherche des expériences d'achat fluides et efficaces.

**Caractéristiques Comportementales :**

* Temps passé sur le site relativement court.
* Ajout rapide de produits au panier.
* Taux d'abandon de panier élevé.
* Préférence pour des interactions simples et rapides.

**Objectifs du Persona :**

* Finaliser ses achats rapidement et sans complications.
* Rechercher des solutions de paiement pratiques et sécurisées.

**Actions/Recommandations Techniques :**

1. Réduire le **nombre d'étapes pour finaliser l'achat**.
2. Intégrer des **options de paiement rapide** (ex. Apple Pay, PayPal).
3. Déployer des **messages de rareté ou d'urgence** comme "Seulement 2 articles restants en stock".
4. Proposer des **packs ou bundles** pour augmenter la valeur moyenne du panier.
5. Implémenter un **système de recommandations après achat** pour inciter à un futur achat (ex. "Vous pourriez également aimer").
6. Utiliser des **notifications de prix dynamique** pour renforcer l'achat impulsif (ex. "Vous avez économisé 20% aujourd'hui !").

«

["\_id": {"$oid": "64fd123acde00001"},

"user\_id": "utilisateur\_precipite\_001",

"event": "page\_view",

"page": "/produit/chaussures-sport",

"timestamp": {"$date": "2025-01-07T08:15:30Z"}

},

{

"\_id": {"$oid": "64fd123acde00002"},

"user\_id": "utilisateur\_precipite\_001",

"event": "add\_to\_cart",

"product\_id": "chaussures-sport-001",

"timestamp": {"$date": "2025-01-07T08:16:45Z"}

},

{

"\_id": {"$oid": "64fd123acde00003"},

"user\_id": "utilisateur\_precipite\_001",

"event": "checkout",

"products": [

{

"product\_id": "chaussures-sport-001",

"quantity": 1

}

],

"timestamp": {"$date": "2025-01-07T08:18:10Z"}

},

{

"\_id": {"$oid": "64fd123acde00004"},

"user\_id": "utilisateur\_precipite\_001",

"event": "page\_view",

"page": "/produit/sac-a-dos",

"timestamp": {"$date": "2025-01-07T08:20:30Z"}

},

{

"\_id": {"$oid": "64fd123acde00005"},

"user\_id": "utilisateur\_precipite\_001",

"event": "add\_to\_cart",

"product\_id": "sac-a-dos-002",

"timestamp": {"$date": "2025-01-07T08:21:10Z"}

},

{

"\_id": {"$oid": "64fd123acde00006"},

"user\_id": "utilisateur\_precipite\_001",

"event": "remove\_from\_cart",

"product\_id": "sac-a-dos-002",

"timestamp": {"$date": "2025-01-07T08:22:00Z"}

}

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"user\_id": "utilisateur\_precipite\_001",

"event": "interaction",

"interaction\_type": "Learn More",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:19:40.124Z"}

},

{

"\_id": {"$oid": "677c56fc9d2a8c3da0336d6b"},

"user\_id": "utilisateur\_precipite\_001",

"event": "interaction",

"interaction\_type": "Learn More",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:19:40.283Z"}

}

],

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{

"\_id": {"$oid": "677c56fc9d2a8c3da0336d6c"},

"user\_id": "utilisateur\_precipite\_002",

"event": "interaction",

"interaction\_type": "Learn More",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:19:40.426Z"}

},

{

"\_id": {"$oid": "677c56fc9d2a8c3da0336d6d"},

"user\_id": "utilisateur\_precipite\_002",

"event": "interaction",

"interaction\_type": "Learn More",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:19:40.568Z"}

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"user\_id": "utilisateur\_precipite\_003",

"event": "interaction",

"interaction\_type": "Learn More",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:19:40.783Z"}

},

{

"\_id": {"$oid": "677c5d2aa2f0568188eeb979"},

"user\_id": "utilisateur\_precipite\_003",

"event": "interaction",

"interaction\_type": "link\_click",

"href": "http://127.0.0.1:5000/catalog",

"text": "Shop collection",

"class": "btn btn-light btn-lg animate\_animated animatepulse animate\_infinit…",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:46:02.766Z"}

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"user\_id": "utilisateur\_precipite\_004",

"event": "interaction",

"interaction\_type": "Learn More",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:19:41.000Z"}

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"\_id": {"$oid": "677c56fc9d2a8c3da0336d70"},

"user\_id": "utilisateur\_precipite\_004",

"event": "interaction",

"interaction\_type": "Learn More",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:19:41.150Z"}

}

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"\_id": {"$oid": "677c56fc9d2a8c3da0336d71"},

"user\_id": "utilisateur\_precipite\_005",

"event": "interaction",

"interaction\_type": "Learn More",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:19:41.300Z"}

},

{

"\_id": {"$oid": "677c56fc9d2a8c3da0336d72"},

"user\_id": "utilisateur\_precipite\_005",

"event": "interaction",

"interaction\_type": "Learn More",

"page": "/",

"timestamp": {"$date": "2025-01-06T23:19:41.450Z"}

}

]

]»

**💰 Persona 3 : Le Chercheur de Bonnes Affaires**

**Description :**  
Le Chercheur de Bonnes Affaires est un utilisateur attentif aux promotions et aux réductions. Il compare les prix et est motivé par les économies qu’il peut réaliser. Ce persona est fidélisable à condition de lui offrir des avantages réguliers et des promotions personnalisées.

**Caractéristiques Comportementales :**

* Forte attention aux **promotions et réductions**.
* Consultation fréquente des **pages de soldes**.
* Temps passé à comparer les prix sur différents produits.
* Achats motivés par les **offres spéciales** et les **récompenses**.

**Objectifs du Persona :**

* Trouver les meilleures offres et promotions.
* Maximiser ses économies sur ses achats.

**Actions/Recommandations Techniques :**

1. **Clustering des utilisateurs** pour détecter les produits d’intérêt spécifiques à ce persona et proposer des **promotions personnalisées via email**.
2. Intégrer un **programme de fidélité** (système de points ou de récompenses) pour encourager les achats fréquents.
3. Créer une section dédiée aux **promotions ou soldes** sur la page d'accueil.
4. Ajouter des étiquettes comme **"Promo" ou "Réduction"** directement sur les vignettes produits pour les rendre immédiatement identifiables.
5. Déployer des **notifications de prix dynamique** (ex. "Vous avez économisé 20% aujourd'hui !").
6. Proposer des **packs groupés à prix réduit** (ex. "Achetez 3 produits et économisez 15%").
7. Proposer une option pour activer les **alertes de prix**, afin de notifier l'utilisateur lorsque le prix d'un produit baisse.

«

Exemple 1 :

{

"user\_id": "123456",

"search\_history": [

{

"timestamp": "2025-01-06T10:30:00Z",

"query": "promotions électroniques",

"results": [

{ "product\_id": "abc123", "product\_name": "Smartphone XYZ", "discount": 25, "price": 299.99 },

{ "product\_id": "def456", "product\_name": "Casque Bluetooth", "discount": 15, "price": 49.99 }

]

},

{

"timestamp": "2025-01-06T12:00:00Z",

"query": "réductions vêtements hiver",

"results": [

{ "product\_id": "ghi789", "product\_name": "Manteau en laine", "discount": 30, "price": 119.99 },

{ "product\_id": "jkl101", "product\_name": "Bottes en cuir", "discount": 20, "price": 89.99 }

]

}

],

"wishlist": [

{ "product\_id": "abc123", "product\_name": "Smartphone XYZ", "price": 299.99 },

{ "product\_id": "ghi789", "product\_name": "Manteau en laine", "price": 119.99 }

],

"cart": [

{ "product\_id": "abc123", "product\_name": "Smartphone XYZ", "quantity": 1, "price": 299.99 }

],

"loyalty\_points": 150,

"last\_purchase": {

"timestamp": "2025-01-05T14:00:00Z",

"product\_id": "def456",

"product\_name": "Casque Bluetooth",

"discount": 15,

"price": 49.99

},

"promo\_subscriptions": [

{ "store": "Store A", "subscription\_date": "2025-01-01T09:00:00Z", "active": true },

{ "store": "Store B", "subscription\_date": "2025-01-02T11:00:00Z", "active": true }

],

"price\_alerts": [

{ "product\_id": "abc123", "product\_name": "Smartphone XYZ", "alert\_type": "price\_drop", "target\_price": 249.99 }

],

"notifications": [

{ "timestamp": "2025-01-06T15:00:00Z", "message": "Vous avez économisé 20% aujourd'hui sur vos achats !" }

]

}

<!-- Exemple 1 -->

Exemple 2 :

{

"user\_id": "234567",

"search\_history": [

{

"timestamp": "2025-01-06T08:00:00Z",

"query": "soldes jeux vidéo",

"results": [

{ "product\_id": "xyz234", "product\_name": "Console de jeu ABC", "discount": 20, "price": 199.99 },

{ "product\_id": "abc789", "product\_name": "Jeu vidéo XYZ", "discount": 15, "price": 39.99 }

]

},

{

"timestamp": "2025-01-06T09:30:00Z",

"query": "réductions accessoires smartphone",

"results": [

{ "product\_id": "def345", "product\_name": "Chargeur sans fil", "discount": 10, "price": 29.99 },

{ "product\_id": "ghi678", "product\_name": "Coque iPhone", "discount": 25, "price": 14.99 }

]

}

],

"wishlist": [

{ "product\_id": "xyz234", "product\_name": "Console de jeu ABC", "price": 199.99 },

{ "product\_id": "def345", "product\_name": "Chargeur sans fil", "price": 29.99 }

],

"cart": [

{ "product\_id": "ghi678", "product\_name": "Coque iPhone", "quantity": 1, "price": 14.99 }

],

"loyalty\_points": 200,

"last\_purchase": {

"timestamp": "2025-01-03T15:00:00Z",

"product\_id": "abc789",

"product\_name": "Jeu vidéo XYZ",

"discount": 15,

"price": 39.99

},

"promo\_subscriptions": [

{ "store": "Store C", "subscription\_date": "2025-01-02T12:00:00Z", "active": true }

],

"price\_alerts": [

{ "product\_id": "xyz234", "product\_name": "Console de jeu ABC", "alert\_type": "price\_drop", "target\_price": 179.99 }

],

"notifications": [

{ "timestamp": "2025-01-06T14:00:00Z", "message": "Vous avez économisé 30% sur votre dernier achat !" }

]

}

<!-- Exemple 2 -->

Exemple 3 :

{

"user\_id": "345678",

"search\_history": [

{

"timestamp": "2025-01-05T13:30:00Z",

"query": "réductions produits bébé",

"results": [

{ "product\_id": "jkl101", "product\_name": "Poussette légère", "discount": 30, "price": 149.99 },

{ "product\_id": "mno234", "product\_name": "Siège auto", "discount": 25, "price": 79.99 }

]

},

{

"timestamp": "2025-01-06T10:00:00Z",

"query": "offres spéciales jouets enfants",

"results": [

{ "product\_id": "pqr567", "product\_name": "Train électrique", "discount": 20, "price": 29.99 },

{ "product\_id": "stu890", "product\_name": "Puzzle géant", "discount": 15, "price": 19.99 }

]

}

],

"wishlist": [

{ "product\_id": "jkl101", "product\_name": "Poussette légère", "price": 149.99 },

{ "product\_id": "stu890", "product\_name": "Puzzle géant", "price": 19.99 }

],

"cart": [

{ "product\_id": "mno234", "product\_name": "Siège auto", "quantity": 1, "price": 79.99 }

],

"loyalty\_points": 180,

"last\_purchase": {

"timestamp": "2025-01-04T14:00:00Z",

"product\_id": "pqr567",

"product\_name": "Train électrique",

"discount": 20,

"price": 29.99

},

"promo\_subscriptions": [

{ "store": "Store D", "subscription\_date": "2025-01-01T10:00:00Z", "active": true }

],

"price\_alerts": [

{ "product\_id": "jkl101", "product\_name": "Poussette légère", "alert\_type": "price\_drop", "target\_price": 139.99 }

],

"notifications": [

{ "timestamp": "2025-01-06T11:00:00Z", "message": "Profitez de 30% de réduction sur vos produits bébé !" }

]

}

<!-- Exemple 3 -->

Exemple 4 :

{

"user\_id": "789012",

"search\_history": [

{

"timestamp": "2025-01-06T09:00:00Z",

"query": "soldes accessoires maison",

"results": [

{ "product\_id": "mno234", "product\_name": "Lampe LED", "discount": 40, "price": 19.99 },

{ "product\_id": "pqr567", "product\_name": "Horloge murale", "discount": 25, "price": 14.99 }

]

},

{

"timestamp": "2025-01-06T11:30:00Z",

"query": "offres spéciales produits beauté",

"results": [

{ "product\_id": "stu890", "product\_name": "Crème anti-âge", "discount": 30, "price": 39.99 },

{ "product\_id": "vwx123", "product\_name": "Shampooing bio", "discount": 20, "price": 12.99 }

]

}

],

"wishlist": [

{ "product\_id": "mno234", "product\_name": "Lampe LED", "price": 19.99 },

{ "product\_id": "stu890", "product\_name": "Crème anti-âge", "price": 39.99 }

],

"cart": [

{ "product\_id": "mno234", "product\_name": "Lampe LED", "quantity": 2, "price": 19.99 }

],

"loyalty\_points": 220,

"last\_purchase": {

"timestamp": "2025-01-04T16:00:00Z",

"product\_id": "pqr567",

"product\_name": "Horloge murale",

"discount": 25,

"price": 14.99

},

"promo\_subscriptions": [

{ "store": "Store C", "subscription\_date": "2025-01-03T08:30:00Z", "active": true },

{ "store": "Store D", "subscription\_date": "2025-01-02T10:00:00Z", "active": true }

],

"price\_alerts": [

{ "product\_id": "stu890", "product\_name": "Crème anti-âge", "alert\_type": "price\_drop", "target\_price": 29.99 }

],

"notifications": [

{ "timestamp": "2025-01-06T14:00:00Z", "message": "Vous avez économisé 25% sur vos derniers achats !" }

]

}

<!-- Exemple 4 -->

Exemple 5 :

{

"user\_id": "890123",

"search\_history": [

{

"timestamp": "2025-01-05T12:00:00Z",

"query": "promotions vêtements printemps",

"results": [

{ "product\_id": "abc987", "product\_name": "Robe d'été", "discount": 20, "price": 49.99 },

{ "product\_id": "def654", "product\_name": "T-shirt léger", "discount": 15, "price": 19.99 }

]

},

{

"timestamp": "2025-01-06T08:30:00Z",

"query": "réductions matériel de sport",

"results": [

{ "product\_id": "ghi321", "product\_name": "Vélo de montagne", "discount": 25, "price": 349.99 },

{ "product\_id": "jkl432", "product\_name": "Raquette de tennis", "discount": 10, "price": 59.99 }

]

}

],

"wishlist": [

{ "product\_id": "abc987", "product\_name": "Robe d'été", "price": 49.99 },

{ "product\_id": "ghi321", "product\_name": "Vélo de montagne", "price": 349.99 }

],

"cart": [

{ "product\_id": "def654", "product\_name": "T-shirt léger", "quantity": 1, "price": 19.99 }

],

"loyalty\_points": 300,

"last\_purchase": {

"timestamp": "2025-01-04T13:30:00Z",

"product\_id": "def654",

"product\_name": "T-shirt léger",

"discount": 15,

"price": 19.99

},

"promo\_subscriptions": [

{ "store": "Store E", "subscription\_date": "2025-01-01T14:00:00Z", "active": true }

],

"price\_alerts": [

{ "product\_id": "ghi321", "product\_name": "Vélo de montagne", "alert\_type": "price\_drop", "target\_price": 299.99 }

],

"notifications": [

{ "timestamp": "2025-01-06T10:00:00Z", "message": "Économisez 20% sur vos vêtements d'été !" }

]

}

<!-- Exemple 5 --> »