

Combined Stakeholder Profile

User Number: 1

Age Demographic

- ☐ 17-25
☒ 26-35
☐ 36-45
☐ 45+

Comfort With E-Commerce

1 = Low 10 = High

1 2 3 4 5 6 7 8 9 10

E-Commerce Features Used

- ☒ Product Search Filters
☒ Recommended Products
☐ Most Viewed Item
☒ Amazon's Choice
☒ Zoom to item
☒ Darkmode
☐ Product Livestreams
☒ Wishlists
☐ Gift Registry
☐ Subscription Service
☐ Product Search Filters

Interaction Mode

☒ Direct

☐ Indirect

Social Environment

☐ Public

☒ Personal

☐ Collaborative

☒ Individual

Technical Environment

☒ Fixed

☒ Mobile

Item Category Shopped For

☒ Clothing

☒ Technology

☐ Grocery

☐ Home Furnishing

☐ Accessories

☐ Home Improvement

☐ Pharmaceutical

☐ Beauty Products

☒ Pet Supplies

☐ Automotive

☐ Arts and Crafts

☐ Video Games

Finds Product Recommendations Useful

☐ Yes

☐ No

☒ Sometimes

Makes Use of Deals/Sales/Coupons

☒ Yes

☐ No

Frequency of E-Commerce Use

1 = Low 10 = High

1 2 3 4 5 6 7 8 9 10

Visits With Intent to Purchase

☐ Yes

☒ No

Influenced to Purchase by Loyalty/Credit Incentives Frequency

1 = Low 10 = High

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Frequency of E-Commerce Use

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1 2 3 4 5 **6** 7 8 9 10**Visits With Intent to Purchase**

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☒ No

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1 2 3 **4** 5 6 7 8 9 10

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Technical Environment☒ Fixed☐ Mobile**Item Category Shopped For**

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Visits With Intent to Purchase☒ Yes☐ No**Influenced to Purchase by
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