Template

Wholesale selling application for supermarkets

- We own a large chain of stores that sells products in bulk to smaller shops. Therefore, this application contributes to the development of our stores and facilitates the ordering service for our customers. Additionally, the app enhances customer convenience through its delivery service to the stores and helps improve business operations.

3. Stakeholder interview

- 1. What are your expectations regarding how the new application will impact the development of the stores?
- 2. What features do you consider most important for improving business operations?
- 3. Do you have any suggestions for additional features that could enhance customer comfort through the application?
- 4. How do you envision integrating the application with your current systems and business processes?
- 5. What feedback have you received from customers regarding the need for this application?
- 6. Are there any potential concerns you foresee after implementing this application?

4. Competitive analysis

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- Features:
- 1- The site features a lot of low-priced wholesale products, leaving you with a large profit margin
- 2-Millions of products to choose from with reviews from previous customers to help you make your decision
- 3-There are many payment methods
- 4-Ensure the quality of products before they arrive by requesting samples or models from sellers!

- Its disadvantages:
- 1-As Alibaba is a wholesale site, there is a minimum order policy in order to complete the sale
- 2-The images of the products on Alibaba do not always match the products you may receive, and the same goes for the quality
- 3-When you face problems with the purchase and work on getting your money back, you may face some difficulty and it takes some time to complete it
- 4-Because Alibaba is not an Egyptian site, so when you order, you will be required to pay the customs value

- features a wide variety of wholesale products at low prices.
- After the customer places an order, we will request a service rating through the app to help new customers assess the quality of the service.
- Customers can request a sample of the product to ensure its quality before placing a bulk order.
- We provide 100% real images of the product to give customers greater confidence in its quality.
- We offer prompt after-sales service and fast refunds.
- Since most wholesale sites offering excellent quality are located outside Egypt and customs duties apply when ordering products, we will provide the required quality and eliminate the need for customs fees when ordering from our site.

5. User interview questions

- 1. What are the motivations that drive you to use this application?
- 2. What are the most important features you have found in the application?
- 3. Are there any features or functions that you find unhelpful or difficult to use?

- 4. What difficulties do you encounter when using the application?
- 5. Have you faced any technical issues? If so, did you receive appropriate support?
- 6. How satisfied are you with the overall experience of the application?

7. Are there any aspects of the application that you feel are missing or need improvement?
8. How can we improve support and customer service in the application from your perspective?
9. Have you used any similar applications before? If so, what do you like or dislike about them?

5. answer of User interview questions

- I'm motivated by the low prices and the convenience of bulk ordering for my shop.
- The wide selection of products and the ability to request samples are really important features.
- Sometimes, the minimum order policy feels restrictive, especially for smaller purchases.

- I occasionally encounter slow loading times, which can be frustrating.
- I've faced some minor technical issues, but the support team was responsive and helpful.
- Overall, I'm quite satisfied with the app; it meets my needs effectively.

- I'd like to see more detailed product information and better filtering options.
- Improving response times for customer inquiries would enhance support significantly.
- Yes, I've used similar apps; I prefer yours for its local focus but dislike long shipping times from others.

3. Answers to Stakeholder interview

- 1. What are your expectati ons reg...
- 2. What features do you...
- 3. Do you have any sugges...

4. How do you envision integrating...

5. What feedback have you r...

6. Are there any potential concerns y...

7. User Persona

Name: khaled
Age: 20- 60 years
Education: Diploma in Agriculture and Commerce & student
The jop: seller

Goals:
- Increase store profits.
- Improve customer experience in the store.

Challenges:
- Increase in product prices
- Requires the store owner to pay a salary to the employees.

Behaviors:
- The customer prefers to buy in large quantities to get a lower price
- The customer feels easy when using the website in the purchase process

8.Empathy map

Empathy Map

Does
He searches online for suppliers who offer competitive prices.
He exploits promotional offers to reduce costs and increase profits.
He visits larger stores to learn about the latest trends and prices.

Thinks
"How can I increase my store's profits?"
"Will I find reliable suppliers?"

Says
"I need suppliers who offer competitive prices."
"Buying in bulk helps me reduce costs."
"It's important that the products are of high quality."

Feels
Excited when discovering new products.
Frustrated when facing difficulties with suppliers.

9.User Journy Map

	Onboarding	Home Screen	product Detail	Add to Cart	Checkout	Order Confirmation
Action	Sign Up / Register	Browse/Search for products	View product Details	Add the products to Cart	Proceed to Checkout	Confirm Order
Task List	Enter personal details - Create an account	Search for a products - View categories	Check product information - Read reviews	Select quantity - Add to cart	Enter delivery address - Choose payment method	Review order details - Confirm payment
Interactions	Email verification	Search bar - product list	Review	Add to cart button - Cart summary	Checkout form	Order confirmation screen - Email confirmation
Emotions	🤔	😌	😟	🙂	😌	🤩
Pain Points	Long registration form	Difficulty finding specific product	Incomplete or unclear information - Few reviews	Issues with quantity	Address entry problems	Unclear status updates
Solution	Simplify registration Add progress indicators	Add filters for the Search	Provide detailed info -Add more reviews	Providing a large quantity of products	Simplify address entry	Improve status tracking