

BINGFEN W.

AGE 55

OCCUPATION Research Scientist

LOCATION San Diego, CA

GENDER Female

TIER Professional

MOTIVATIONS

BingFen needs antibody or any related products for her lab experiments. Even though her current company produces them, she wants to try new or unique products sometimes. She uses desktop, laptop and occasionally phone devices to search the product. She likes google search and would check first 10 companies within a search result. She will buy only quality antibodies with a high number of citations. BingFen may buy products from the same company on regular base, if it sells high quality products and provides “good shopping experience”.

GOALS

- Buy quality products with a high number of citations
- Exciting and interesting content about products/services which encourage to ask questions and be more engaged with Abgent
- “Good shopping experience” and deal on purchasing products

FRUSTRATIONS

- Difficult to find the right product on Abgent website
- Critical product information is missing
- Search within website is not user friendly, it makes easy to give up and look for competitor products

BIO

BingFen is married and residing in San Diego, CA. Bingfen is highly educated and skilled person. She works full time as research scientist at local biotech company. She calls it a “dream job”. Bingfen is proud of being a researcher because she makes potential contribution to human health. She likes “simple and quite life” and happy to have a balance between work and personal life. She enjoys spending time with a husband, family, cooking, playing games, traveling and watching TV.



“On Abgent web site I look for new antibodies or unique products that other companies don't offer yet”

EXPLORE AND BUY

MARIANNA C.

AGE 40

OCCUPATION Sr. Scientist II

LOCATION San Diego, CA

GENDER Female

TIER Professional

MOTIVATIONS

Marianna needs antibodies or related products for each experiment. To make her experiment successful, she prefers search and buy it personally. Her search tool is google, and she will pick first three companies. Marianna compares these companies for the best price and product review. Her purchasing preferences - she wants “something in return”; it can be a discount, free shipping, or “free product trial size”.

GOALS

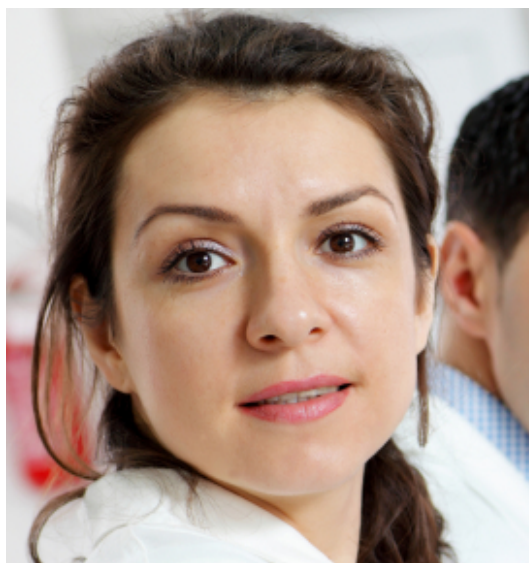
- Find quality and highly reviewed products
- Price or promotion are big motivations for product purchase
- Buy antibodies on regular base from same vendor

FRUSTRATIONS

- Frustrated when she can't find the product that she wants
- Critical product information or image is missing

BIO

Marianna is a bench scientist and works for small biotech company which develops ELISA assay. She works full time in the lab. Even though she enjoys conducting and then analyzing the experiment, often it requires an extra hours. If she has a choice, she would prefer a part time, because life balance is very important to her. She enjoys spending time with a fiends, reading, volunteer job, shopping, traveling and watching TV.



"I am satisfied with my purchase, when company gives me something in return."

OLGA C.

AGE 33

OCCUPATION Sr. Research Scientist

LOCATION San Diego, CA

GENDER Female

TIER Professional

MOTIVATIONS

Olga works in academic research industry and her job depends on federal funding from grants. For conducting a lab experiment, she always needs antibodies. Price can be a big factor of making a purchasing decision. Even though Olga works with well-known companies, she always google to compare the price. Olga may considering to buy products from small, unknown company, if it keeps her interested and offers quality products with a good result.

GOALS

- Buy quality products at reasonable prices
- Read new articles and publications to keep interest to company
- Looking for big discount - 50% off

FRUSTRATIONS

- Difficult to find product immediately
- Product missing important data or images
- Pure web design, pages are cluttered, many steps in order to find product or information

BIO

Olga is married with two kids and resides in San Diego, CA. She works as research scientist at UCSD, San Diego. She has 3 year experience in research of stem cells, cancer cells and new gene. Olga has two part-time positions at the university's labs with flexible schedule. Beside her job, she enjoys spending time with husband and kids. Olga often volunteers in the school and participates in any children activities. She and her family like hiking, traveling, concerts, and restaurants.



"If company keeps me interested, I will more likely buy it again"