

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”