The Genesis

"Power to new beginnings"

Project Tester Submission – Personas & Scenarios

Project: Spaza Shop Regulatory & Management System (SSRMS)

Prepared for: The Genesis Project

Persona 1: Thabo Ndlovu – The Township Spaza Shop Owner

- **Profile**: Thabo is a 45-year-old man who runs a small spaza shop in Mamelodi, Gauteng. He has owned the shop for 10 years.

- **Challenges**:
    - Struggles with keeping manual records of sales and inventory. ○ Limited understanding of digital platforms.
    - Often misses municipal registration updates or compliance checks.

- **Needs**:
    - A simple, mobile-friendly system to manage shop registration and track compliance deadlines.
    - An inventory management system that doesn't require advanced training.

User Story:

As Thabo, I want a system that helps me register and manage my shop easily so that I can stay compliant with local laws and run my business efficiently.

Scenario – "Thabo Registers His Shop Digitally":

- **Problem**: Thabo forgets to renew his license every year, risking penalties.

- **Solution Approach**: The system should prompt and assist him through a guided digital registration form.

- **Objective**: Ensure compliance and save time.

- **Steps**:

    1. Thabo logs into the SSRMS web app.

    2. He selects "Register Shop" and enters required details.

    3. The system confirms submission and sets a reminder for future renewals.

    4. Thabo receives an SMS confirmation and email reminder for next year.

Persona 2: Naledi Molefe – Youth Entrepreneur Starting a Spaza Shop

- **Profile**: Naledi is a 23-year-old recent graduate who wants to start a legal spaza shop in her neighbourhood in Soweto.

- **Challenges**:

    o Has no knowledge of business registration processes.

    o Fears being scammed or misinformed by word-of-mouth.

- **Needs**:

    o A platform that guides first-time users step-by-step.

    o Educational content and FAQ section.

User Story:

As Naledi, I want a beginner-friendly system that helps me understand the registration process so that I can start my spaza shop the right way.

Scenario – "Naledi Learns and Registers Successfully":

- **Problem**: Naledi is unsure where to begin with shop registration.

- **Solution Approach**: Provide educational content and a chatbot for assistance.

- **Objective**: Encourage youth entrepreneurship.

- **Steps**:

1. Naledi signs up on the SSRMS website.

2. She accesses the "First-Time Registration" wizard.

3. The system walks her through required documents and fees.

4. She uploads the documents and gets feedback via email.

Persona 3: Bongani Mhlongo – Community Member / Customer

- **Profile**: Bongani is a 37-year-old resident of Umlazi, KwaZulu-Natal. He frequently shops at local spaza shops for groceries, airtime, and household essentials.

- **Challenges**:

  o Sometimes shops close unexpectedly or sell expired goods.

  o He doesn't know which shops are registered and following regulations.

- **Needs**:

  o A way to check if a shop is registered and compliant.

  o A platform to give feedback or report issues.

User Story:

As Bongani, I want to check if the spaza shop I buy from is registered so that I can feel confident about the quality and safety of their products.

Scenario – "Bongani Checks a Shop's Registration Status":

- **Problem**: Bongani recently bought expired milk and wants to know if the shop is legit.

- **Solution Approach**: A public-facing tool on SSRMS allows customers to search for and verify shop registration.

- **Objective**: Build community trust and accountability.

- **Steps**:

  1. Bongani visits the SSRMS verification page.

  2. He enters the shop name or registration number.

  3. The system confirms the shop's compliance status.

  4. He leaves a review and reports the expired product, which is logged for inspection.