



Molly Lovescheese

Age: 42

Location: Scotland

Occupation: Cheese shopkeeper

Profile

Molly's passionate about cheese ever since trying a cheeseboard when she was a teen.

She opened her cheese shop 1 year ago to share her passion with customers, give them the opportunity to try good quality cheeses, and help them explore their own taste.

Molly is:

- ☑ Energetic
- ☑ Self-motivated
- ☑ Organised
- ☑ Has great business skills

Behaviours

- Molly works long hours, including evenings and weekends.
- She spends a lot of time at night checking her extensive inventory.
- She also spends time with providers on the phone to figure out when they can send the next batch of cheeses next.
- Molly only works with farms/importers working with farms.
- She's currently managing everything with a collection of Excel spreadsheets.

Needs and Goals

- Molly's goal is to track her inventory in a quick and efficient way, so she can spend the extra time on other tasks or go home earlier.
- She wants to be able to track all cheeses, who sells them to her, when they can deliver, and when next she should order them, and from whom.

Pain points

- Molly's cheese selection is now so wide that it's taking longer and longer to check her stocks' status.
- There's a lot of information on her Excel spreadsheets, so she can't see what she's looking for at a glance or without many clicks.
- This is also frustrating when a customer asks when the cheese they want to buy will be back in stock and she can't answer quickly.
- Finally, she wants to know when to take products from the shelves before they go bad.