



Melissa Taylor

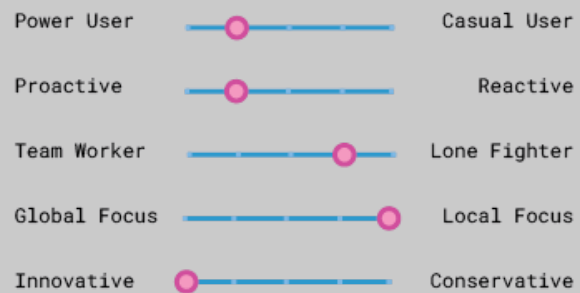
Procurement Manager, Gadget World

"In order to be able to successfully manage our available products, I need all relevant product information accessible in one place – easy to consume from everywhere and always up to date. "

About

- 31 years old
- Female
- Unmarried
- 3 years' experience
- Likes: Sudoku, puzzles, mountain biking

COMPETENCIES



Main Goal

- Achieve highest quality and on-time delivery of goods and services at lowest risk and total cost

Tasks

- Make purchases easily and quickly
- Research and compare prices and conditions.

Needs

- Be able to return to purchases-in-progress and edit or remove products
- Overview of the history of specifications in case new ones are created

Pain Points

- Interruptions to the process, like quantity, quality, or delivery problems



Emilios Najib

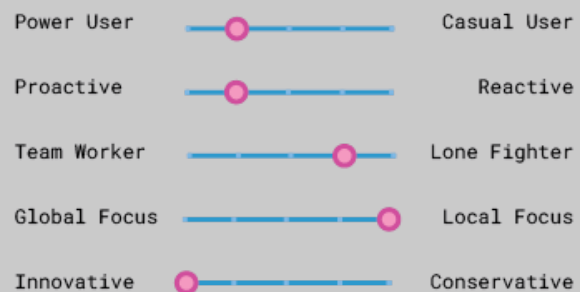
Small Business Owner, Life in Stills

"To be able to provide my clients with high quality photographs, I need to be able to purchase the necessary equipment quickly and efficiently. "

About

- 38 years old
- Male
- Married, 3 children
- 12 years' experience
- Likes: Photography, modern art

COMPETENCIES



Main Goal

- Satisfying customer's requirements and keeping his equipment at the highest quality.

Tasks

- Ensuring his equipment is up-to-date.
- Ordering specific products for photoshoots as requested by his clients

Needs

- Easy-to-understand comparisons between products
- Easily and quickly navigable product catalogue that is sorted by category.

Pain Points

- Disparate systems, tools, and master data, when the information is in too many places to be truly helpful
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