

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. “

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| About  * 31 years old * Female * Unmarried * 3 years’ experience * Likes: Sudoku, puzzles, mountain biking |  |
| 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. “

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| About  * 38 years old * Male * Married, 3 children * 12 years’ experience * Likes: Photography, modern art |  |
| 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 |