Customer Personas

# Unestablished Ecommerce Entrepreneur

This is an entrepreneur new to the scene. As an ecommerce entrepreneur, I would like to be able to start my own ecommerce site for a decent price. Maybe work out a payment plan that scales with the sales I make after a smaller initial deposit. I will need a blog attached to get the SEO really going!

# Established Ecommerce Business

I want to extend my ecommerce site to application in the easiest way possible. I want to add on this capability to what I already have established. I’m willing to pay more than some people, but still would like something to scale with the revenue I make.

# App Development Company

I want to create a cross platform app with a lower budget than a big time company. I also want it to be an efficient process. One codebase to deploy to every platform. I don’t have a big team, so I might need assistance for support and what not.