

# Georgia



## Job Title

**Webshop Retail Manager**

## Age

**31**

## Highest Level of Education

**Marketing**

## Social Networks



## Industry

**E-commerce**

## Goals that she wants

- Increase sales by providing high-quality product images and descriptions on the website.
- Improve customer experience by providing accurate product recommendations and personalized shopping experience.
- Streamline the product upload process to save time and effort.

## Background about Georgia

Georgia is a young professional who manages a webshop retail that specializes in selling Pokemon merchandise. She has been a fan of Pokemon since she was a child and has always been fascinated by the colorful and imaginative world of Pokemon. As a retail manager, she is always looking for ways to improve the customer experience and increase sales.

## Challenges for her solutions

- Limited resources and budget for hiring additional staff to manage product images and descriptions.
- Difficulty in identifying and categorizing different types of Pokemon products.
- Time-consuming process of manually uploading product images and descriptions.

## Values and motivation

Georgia is motivated to use the Pokémon image classification tool to make her job easier and more efficient. By using the tool, she can quickly and accurately categorize the Pokémon products on the website, ensuring that customers can easily find what they're looking for. She is also motivated to improve the website's overall user experience and increase customer satisfaction, which she believes will ultimately lead to increased sales and revenue for the company.