



Hala Emam

Background

Hala is a 24-year-old professional working in marketing. She has always had a passion for handmade crafts and loves supporting small artisans and independent businesses. She often spends her free time browsing online marketplaces for unique and handmade items to decorate her home or give as gifts to friends and family.

Goals and Needs:

- ☆ Emily wants to find high-quality handmade crafts that are unique and reflect her personal style.
- ☆ She values transparency and authenticity, preferring to purchase from sellers who provide detailed information about the craftsmanship and materials used.
- ☆ Emily seeks a seamless and secure online shopping experience where she can trust the quality of the products and the credibility of the seller.
- ☆ She enjoys reading customer reviews and ratings to gauge the quality and reliability of the products and the seller's reputation.
- ☆ Emily appreciates discounts or promotions that allow her to save money on her purchases and support her favorite artisans.

Frustration(Pain Points:)

- ☹ Lack of detailed product information makes it challenging for Emily to assess the quality and authenticity of the handmade crafts.
- ☹ The absence of customer reviews and ratings makes her hesitant to make a purchase, as she cannot gauge the satisfaction of previous buyers.
- ☹ Insecurity about the safety of her payment information and the reliability of the website's security measures deters Emily from completing her purchase.
- ☹ Limited discounts or promotions make her feel less incentivized to make a purchase, especially when considering the higher price point of handmade crafts compared to mass-produced items.
- ☹ Difficulty navigating the website or viewing products on mobile devices frustrates Emily and diminishes her overall shopping experience.