|  |  |
| --- | --- |
| Proto | typing |
| Name: Hasan Alhwietat | Section number: |

**End Users Identification Lab**

**Each member of your team should handle one type of segmentation:**

# End users’ segmentation

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| --- | --- | --- |
| **Segmentation types** | **Segmentation Chosen Ex: age, region, …etc.** | **Segmentation criteria Ex: age>18, region=Amman, …etc.** |
| Demographic Segmentation | Age, professionals | Age>18  Construction professionals, such as contractors or architects |
| Geographic Segmentation | Country | Country = Jordan |
| Lifestyle Segmentation | Interests | Target construction clients who may be interested in purchasing materials for their own home renovation projects, or clients who are interested in building materials |
| Behavioral Segmentation | Navigation patterns, usage data, browsing habits | We can target customers who frequently purchase building materials for large projects, or customers who have previously purchased premium products |
| Business Customer  Segmentation | Building materials | It can target small and medium-sized construction companies or architecture firms |

# Persona Canvas

**Persona element analysis:**

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| --- | --- |
| **Element** | **Details** |
| Name & Role | Ahmad Mahamid  Civil Engineer  Owner of a small construction company. |
| Needs | Improve social status.  Maintaining health and fitness.  In my work, I need to obtain building materials that I could not find in the market, and this frustrates me and increases fatigue and stress. |
| Positive trends | Motivational, Optimistic. |
| Opportunities | The corporate budget, learning more about the process, met a possible co-founder |
| Hopes | Get the materials you need easily.  It is preferable to use the required material over the alternative.  Build my startup, Learn market strategies. |
| Negative trends | Busy, Concerned, Stressed. |
| Headaches | Corporate politics, no true passion for the project. |
| Fears | Small projects, no focus. |

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| **Element** | **Details** |
| Name & Role | Hasan Basil  General Contractor |
| Needs | Need to browse an easy-to-use application for purchasing building materials  High quality materials  Prices are in line with the market  Maintaining physical fitness  Quiet places |
| Positive trends | Finds inspiration by following design programs and providing feedback on appropriate virtues |
| Opportunities | The app's selection of sustainable materials in eco-friendly options |
| Hopes | Get an easy and effective experience that saves time and effort  Trying to get reliable service |
| Negative trends | Prices may be a challenge Not finding the required products Do not get advice while purchasing items |
| Headaches | Visiting many stores takes time searching  Difficulty tracking requests and receiving notifications |
| Fears | Obtaining materials of lower quality than required Increased costs Obtaining similar materials Concerned about online purchases due to lack of security |

**User Persona:**

* User 1:

Demographics: Ahmed Mahamid lives in Amman. He is 40 years old. He is an architect and has a small construction company.

Goals: seeks to improve social status, maintain physical fitness, and find a company specialized in building resources at reasonable prices and high quality in order to contract work with it to complete projects on time.

Challenges: the difficulty of finding reliable vendors, the lack of time due to projects that need to be completed quickly, the limited budget of the company, and the use of many alternative materials instead of the original ones because they are less expensive.

Motivations: His desire to improve the company's reputation and attract customers through building materials companies that offer discounts and offer quality and reliability at reasonable prices.

* User 2:

Demographics: Hasan Basil lives in Amman, he is 35 years old, he works in contracting, he likes to live in less noisy places in order to relax and be able to brainstorm.

Goals: He needs an easy system that provides an easy way to buy building materials, and he wants to buy high-quality materials so that the prices are appropriate based on the markets and to maintain health, and he likes to eat meat.

Challenges: Difficulty finding a smooth app that provides all the features plus the lack of environmentally friendly materials. So that it provides sustainable materials, and he wants to get advice in order to buy these materials, and he faces a problem in buying the wrong materials, and he has a fear of payment methods, as they are not safe, and visiting places that sell materials takes time.

Motivations: his desire to find an application or site that suits his needs and is easy to use and to find a person who explains all the materials and what he benefits from each of them in order to purchase materials at reasonable prices and of high quality.

**User Scenario:**

* User 1: Ahmed Mahamid lives in Amman and loves to go to his work and focus on fitness and maintaining health. He lives in mountainous areas and goes to work daily. He is the owner of a small construction company and usually employs more than one person in order to search for the materials they need in building the project and they are usually good at the original materials And they come with an alternative, so there is not much time for them, and they need to focus on building projects, and they always look forward to finding solutions to this problem, as there are no reliable vendors, and the company’s budget is limited, so that a specialized company is found at reasonable prices and contracts with it in order to receive more projects and accelerate construction operations in order to improve the company Reputation and quality assurance.

* User 2: Hasan Basil lives in Amman. He likes to work in the field of contracting, but he likes to engage a lot with people. He likes places away from noise in order to relax. He loves his family very much. He is a person who seeks to improve his personality and develop his skills. He likes volunteer work, but in his work he faces difficulties and challenges in Knowing each building material and what is its benefit and ways to use it, but he suffers from time constraints because he is responsible for huge projects and he does not have the ability to go to building materials stores and search for materials and inquire about them because he is responsible for employees and he needs an easy way to buy materials without wasting time and at reasonable prices He wants these materials to be more sustainable and make his daily life easier.

# 3- Value proposition Canvas

## Value map

1. What are the products and services

* The application offers a wide range of building materials, providing customers with a comprehensive selection.
* It provides personalized recommendations and preferences to the user which helps them find articles easily that match their needs
* They can purchase materials which will be available in real time to avoid having any shortage of materials
* The application provides order tracking, contact with the delivery person, and provides support services and inquiries
* Existing materials help make decisions about the appropriate materials for the project

1. What are the pain relievers

* It saves time and effort by simplifying the application and ease of use
* The application provides a delivery service and the possibility of payment after obtaining the materials, which provides more reliability and quality assurance by receiving the materials that suit you
* Ease of communication with support in the event of a problem through e-mail messages, phone number

1. What are the gain creators

* Providing a user-friendly and smooth interface, which speeds up the material ordering process and improves the user experience
* The application provides offers on materials with the aim of promoting in order to save some money on project investors
* The application helps to access the latest technologies and materials related to construction
* Helps clients visualize ideas and ways to implement them because of the information

## Customer profile

1. What are the customer gains?

* He sought to provide convenience and effort for customers to purchase building materials easily
* Obtaining a variety of different building materials in order to obtain materials that meet the requirements and needs
* Make informed decisions in the project creation process through the information that is found in the application
* Clients are assured of getting materials from reliable suppliers
* Get competitive prices that are suitable for everyone

1. What are the customer pains?

* Finding resources through suppliers and comparison requires a lot of time and effort
* Difficulty finding suitable materials, which leads to frustration and delay in completing the project
* Difficulty knowing the available quantities, which leads to additional costs and less efficient materials
* Lack of access to material details may make decisions difficult and less efficient

1. What are the customer jobs?

* Customers need to select the appropriate materials by knowing the main suppliers in the project
* Compare prices and evaluate materials and obtain the required quality for the project
* Effective budget management with the possibility of obtaining materials at lower prices with the same quality
* Alleviating suffering and solving problems for the success of the project

## Check the fit of the value map with customer profile

## Value map

1. Products and services

* The application offers a wide range of building materials, providing customers with a comprehensive selection. [TRUE]
* It provides personalized recommendations and preferences to the user which helps them find articles easily that match their needs [TRUE]
* They can purchase materials which will be available in real time to avoid having any shortage of materials [TRUE]
* The application provides order tracking, contact with the delivery person, and provides support services and inquiries [TRUE]
* Existing materials help make decisions about the appropriate materials for the project [TRUE]

1. Pain relievers

* It saves time and effort by simplifying the application and ease of use [TRUE]
* The application provides a delivery service and the possibility of payment after obtaining the materials, which provides more reliability and quality assurance by receiving the materials that suit you [TRUE]
* Ease of communication with support in the event of a problem through e-mail messages, phone number [TRUE]

1. Gain creators

* Providing a user-friendly and smooth interface, which speeds up the material ordering process and improves the user experience [TRUE]
* The application provides offers on materials with the aim of promoting in order to save some money on project investors [TRUE]
* The application helps to access the latest technologies and materials related to construction [TRUE]
* Helps clients visualize ideas and ways to implement them because of the information [TRUE]

## Customer profile

1. Customer gains

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* Compare prices and evaluate materials and obtain the required quality for the project [TRUE]
* Effective budget management with the possibility of obtaining materials at lower prices with the same quality [TRUE]
* Alleviating suffering and solving problems for the success of the project [TRUE]

# 4- Product canvas

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| **Name** | **Goal** | **Metrics** |
| **JoConstruction** | Providing an easy-to-use platform that meets all customer requirements in order to purchase building materials and deliver them to customers without much effort and wasting any time. | * The percentage of the number of customers who have accessed the application and made purchases * Obtaining comments and ratings from customers through their application experience * The percentage of successful applications over a period of time * The average percentage of purchases |
| **Target Group** | **Big Picture** | **Product Details** |
| Owners of project construction companies, people who need simple materials, contractors, and those interested in the field of building materials and their development | JoConstruction aims to be the first platform that offers various building materials to different people by providing seamless experiences and improvements to gain customer satisfaction and ensure reliability of materials by contracting with companies that provide high quality and meet customer needs | It contains comprehensive building materials such as cement, iron, etc., and helps customers find the most appropriate options. It provides the advantage of tracking orders, quality of materials and prices, and the ability to help customers choose the materials suitable for their needs, enhance decision-making, and focus on providing satisfactory value to customers and meeting requirements in the purchase process. |