

Persona 1:

Erika is a young lady who is a team leader of a company department. She lives in her own apartment alone and has a very fixed timetable. She makes a simple breakfast almost every weekday morning, like toast with coffee and an egg. While waiting for the toaster and coffee maker, she likes to play some music and browse her phone. After finishing her breakfast, she will drive to work and start her busy day. Usually, on Monday morning, she will hold a meeting with her team for the week's plan. And for the rest of the week, she needs to do some social work and solve the problems to make sure the teamwork follows the right track.

During the weekdays, she usually has a very short break time where she can chat with friends, browse her phone or take a nap. After work, she also needs to attend some social events, have dinner with her family or go to the gym. In that case, she usually comes back home around 9 PM and takes a shower then goes to bed. She is used to watching some popular series and reality shows before sleeping, sometimes her friends share some new trending products within the chat, and she will have a look at them then add something she's interested to her shopping cart and will decide later.

On the weekend, she needs to buy the groceries for her next week, and hang out with her friends, do some shopping, watch a movie or drive to a place which is far away from the city then spend a whole day there.

She needs to keep the connection with her friends since she is busy during the day and has no time to communicate with them. In this case, she always wants to buy some gifts for her friends. She tries the current shopping app but when she wants to browse the recommendation for gifts, she always could not get the satisfied answer. In this case, she wants a platform that will have a category of gift that she can browse the items within that page.

Persona 2:

Wendy runs a pet shop and pets two dogs. Usually, she opens it at 9:00am every morning during the weekdays and 10:00 pm during the weekend. And she closes it around 5:00pm every day. She loves to bring her dogs to the store, and the dogs are the “little staff” to help her take care of the store by bringing happiness to the customers. Her shop is in a quiet place within a community. She is a kind person and knows almost every pet within that community, so sometimes, she will tell people how to choose pet accessories and give their pets a perfect experience. She also hired some staff who love pets as well. During the day, she needs to record the inventory and update it on her computer.

With the popularity of short videos in recent years, she also makes some short videos about her lovely dogs. There are so many young people who follow her and want to visit her store to look at her lovely dogs. With the increase in her number of fans, more and more people messaged her asking her to open an online shop, in that case, they can buy the pets' stuff at home and want her to write a recommendation on the shop home page. She decided to follow the trend and opened an online store.

After opening the online shop, she found that the old working method did not work anymore. Since people will place the orders at any time, she has to monitor the inventory very frequently and update the new inventory every 30 minutes, which makes her have to sit in front of the computer for the whole day. She tried to use the current inventory applications, but each of the apps has a fancy UI. For example, they show a pretty chart within the homepage and hide the important functions like updating inventory and adding new items in a very deep menu. Every time she must find the key functions from that menu. She wants to have a platform that not only sells products but also helps her manage everything in a simple way.