Sarah Thompson - Small Business Owner

Sarah is a 42-year-old entrepreneur who runs a small retail store selling home decor and kitchenware. She opened her store 10 years ago and takes pride in maintaining a **well-organized** inventory. However, managing stock manually has become difficult as her business grows.

Every morning, Sarah reviews her store's stock levels and updates her **purchase orders** with suppliers. She also checks which products are selling fast so she can adjust her orders. She dislikes dealing with **out-of-stock** issues that frustrate customers, so she needs **automated stock alerts**.

Sarah is tech-savvy but prefers **simple, intuitive tools** that require minimal training. She mainly uses her tablet at the store counter to track sales and inventory. She would appreciate a **dashboard view** that provides a quick over of her store's **inventory health**.

👉 **How She Uses the System:**

- Logs in to check real-time inventory updates.
- Receives low-stock alerts.
- Generates monthly sales reports for financial planning.
- Uses supplier management to reorder stock.

Michael Rodriguez - Warehouse Manager

Michael is a **35-year-old** warehouse manager working in a mid-sized distribution center that supplies groceries to local supermarkets. His job involves tracking **thousands of products** across multiple warehouse sections.

Michael starts his day by **assigning tasks** to employees, ensuring new stock is stored in the correct warehouse **aisles and shelves**. He relies on **warehouse location tracking** to quickly find products and improve efficiency.

He dislikes **paper-based inventory logs** because they cause delays and errors. He prefers a system that allows his team to update stock in real-time using their unique login ID.

👉 **How He Uses the System:**

- Uses the search & filter function to locate items.
- Updates inventory as stock is moved or sold.

Emily Johnson - Retail Store Employee

Emily is **28 years old** and works at a fashion retail store. Her daily responsibilities include assisting customers, restocking shelves and **checking product availability**.

Emily often gets asked, *"Do you have this in stock?"* and needs to check inventory **quickly.** She also updates stock levels after receiving **new shipments**.

She prefers using her phone or tablet to check inventory as she is on the floor working rather than walking to the back office. A **mobile-friendly** system with dark mode feature (as she has sensitive eyes) would help her update stock faster and reduce errors.

👉 **How She Uses the System:**

- Searches for the item using item's SKU to update.
- Checks stock availability.
- Updates product details after receiving new items.