A close-up of a person

AI-generated content may be incorrect.

**Personality Traits**

**Family-Oriented:** Maria values natural, chemical-free food for her children and prefers to buy from trusted local sources.  
**Community-Minded:** She likes supporting small family businesses and enjoys learning where her food comes from.  
**Curious but Cautious Shopper:** Interested in exploring new local brands, but hesitant to buy online without trust.

**Motivations**

* **Health & Quality:** Seeks raw, authentic honey that’s natural and additive-free.
* **Supporting Local Producers:** Feels good buying from local families rather than large commercial brands.
* **Convenience:** Prefers online options that are easy to navigate and deliver directly to her home.

**Pain Points**

* **Authenticity Confusion:** Finds it hard to know which brands are truly natural or local.
* **Limited Time:** Between work and family, she doesn’t have time to visit multiple markets.
* **Trust in Online Purchases:** She needs reassurance about product quality before purchasing.

**Goals on the Web Page**

* **Transparency & Storytelling:** Wants to read about where the honey comes from and who produces it.
* **Easy Reordering:** Needs a simple, reliable way to repurchase her favorite products.
* **Subscription Option:** Would value a recurring delivery system for essentials like honey jars.

A person with his arms crossed

AI-generated content may be incorrect.

**Personality Traits**

**Business-Focused:** Seeks consistency and professionalism from suppliers.  
**Quality-Driven:** Prioritizes ingredient quality for his recipes and customers.  
**Relationship-Oriented:** Values long-term, trustworthy partnerships with local producers.

**Motivations**

* **Bulk Supply Management:** Wants reliable, large-volume orders for his café’s honey needs.
* **Consistency:** Requires honey with consistent taste, color, and texture for his menu items.
* **Local Partnerships:** Prefers working with regional farms to highlight sustainable sourcing.

**Pain Points**

* **Hidden Wholesale Info:** Finds it frustrating when websites only show retail options.
* **Slow Communication:** Often waits too long for price quotes or supply confirmation.
* **Unclear Pricing:** Needs transparent wholesale pricing and delivery details.

**Goals on the Web Page**

* **Wholesale Account Dashboard:** A dedicated section to view B2B prices, reorder history, and invoices.
* **Communication Portal:** Direct chat or contact form for quick supplier responses.
* **Product Consistency Info:** Access to batch details or quality reports for each honey variety.

A close-up of a person's face

AI-generated content may be incorrect.

**Personality Traits**

**Eco-Conscious:** Passionate about protecting bees, biodiversity, and sustainable farming.  
**Knowledge-Seeker:** Enjoys reading educational content and sharing eco-friendly information online.  
**Community-Oriented:** Loves connecting with like-minded people through workshops and blogs.

**Motivations**

* **Environmental Awareness:** Wants to support farms that use ethical and sustainable beekeeping methods.
* **Learning & Sharing:** Interested in attending workshops and writing about them.
* **Inspiration:** Drawn to farm stories and behind-the-scenes updates about the beekeeping process.

**Pain Points**

* **Lack of Transparency:** Frustrated by brands that claim “eco-friendly” without showing proof.
* **Limited Engagement:** Few websites offer real opportunities to learn or participate in sustainability efforts.
* **Information Overload:** Prefers clear, digestible content instead of technical jargon.

**Goals on the Web Page**

* **Educational Blog Access:** Wants frequent posts about bees, sustainability, and farm updates.
* **Workshop Registration:** Simple sign-up for farm visits and learning events.
* **Community Connection:** A place to join a newsletter or online bee-friendly community.