



Julia

Age: 28

Education: BA Marketing

Hometown: Paris, France

Family: Single, lives alone

Occupation: Marketing manager

“Simplify my shopping and support local Business”

Goals

- Convenient and quick payments at local shops
- Access to digital receipts and transaction history.
- Ensure safe and secure transaction.

Frustrations

- Long checkout queues at stores.
- Concern about the security of online payments
- Lack of eco friendly payment options

Sarah often visits her favorite local coffee shop, bakery, and grocery store. She wants to use the payment app to make quick, contactless payments at these places while also earning rewards for her loyalty. However, she's frustrated when she can't find information about ongoing promotions and wishes for a more eco-friendly payment option.



"I want a simple way to pay at my favourite local store"

Goals

- Streamline payment at local store.
- Avoid carrying large sum of money.
- Keep track of purchases.

Frustrations

- Desire for a personalised shopping experience.
- Difficulty is managing business expenses
- Limited to tech skills make it difficult to keep up with new technology

Alias

Age: 42

Education: Highschool Graduate

Hometown: Malgas, Spain

Family: Married with 3 Kids

Occupation: Small business owner,
Hardware store.

Alias is the owner of a small hardware store, and he frequently purchases supplies from his local distributor. He wants to use the payment app to simplify transactions and manage expenses efficiently. However, he often finds the app's interface confusing and worries about the security of digital payments.