



**Joe**

**Age:** 22

**Education:** PG

**Hometown:** Hyderabad

**Occupation:** Student

*As an e-commerce user, I want to have verified product reviews so that I select the best ones.*

## Goals

- Find the best of the products available online with clear description, reviews and proper experience

## Frustrations

- Misleading product descriptions and unverified reviews
- Inconsistent website and app experience

Joe is a 22 year old student who depends significantly upon several e-commerce websites to shop online. He wants to make his search easy by using a service that shows products of various e-commerce sites along with verified customer reviews, proper descriptions about products, user friendly website and suggestions to proceed with the best product.

### **Problem statement:**

Joe is a frequent e-commerce user, who wants to have verified reviews for products so that he can select the best one.



**Haseeni**

**Age:** 35

**Education:** Ph.D

**Hometown:** Calcutta

**Occupation:** Engineer

*As a busy customer, I want to have ad-free e-commerce site so that I can complete my purchases in minimal time.*

## Goals

- Find the best of the products available online with trustworthy reviews and limited pop-up ads.

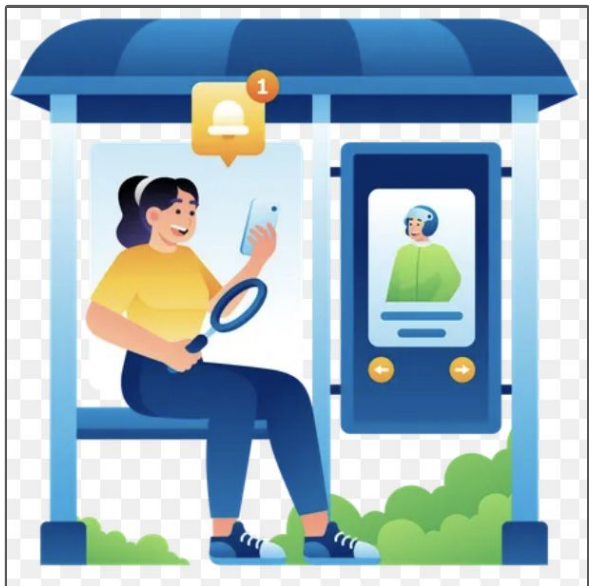
## Frustrations

- Misleading product descriptions and unverified reviews
- Pop-up ads disturbing the user wasting their time.

Haseeni is a 35 year old engineer, who uses e-commerce websites very often. But several e-commerce websites show huge number of ads that she has to spend a lot of time in searching for a product and placing the order, in her busy schedule. Also, sometimes she gets mislead by untrustworthy reviews making her feel it's a waste of both time and money.

### **Problem statement:**

Haseeni is a busy employee, who wants too have ad-free site so that she can select and purchase the product in minimum time.



**Ishrat Jahan**

**Age:** 41

**Education:** Intermediate

**Hometown:** Srinagar

**Occupation:** House wife

*As a user from an underserved area, I want to select from only those products which can be actually delivered to me such that I don't need to look at products which are not available.*

## Goals

- Find the best product which is available to be delivered at her location as quickly as possible.

## Frustrations

- Concerned about higher costs of shipping and availability of quality products to her location

Ishrat is a 41 year old home maker. She tries to get the things of her need online. But as she is in such a location where delivery services are not provided much for some reasons, she always finds the product she likes is not available at her location after spending a lot of time on choosing the product.

### **Problem statement:**

Ishrat is a user from an underserved area, who wants to see only those products that are available at her location to choose from, so that she doesn't need to look at those which are unavailable.



## Jenny

**Age:** 48

**Education:** Illiterate

**Hometown:** Jaipur

**Occupation:** House wife

*As an uneducated user, I want to have the website in language that I'm comfortable in, so that I can make purchases way easily.*

### Goals

- Find the best product with minimal effort and language issues.

### Frustrations

- Concerned about the language that the site is available to use in.

Jenny is a 48 year house-wife. Even though she is uneducated, she however tries to use online shopping methods to buy things online. But since she is not good at English that much, she feels comfortable shopping in her mother tongue, as she can avoid confusions and problems with language.

### **Problem statement:**

Jenny is an illiterate customer, who wants to have the website available in language she is comfortable in, so that she can make her purchase easily.