



Name: Bill

Age: 47

Gender: Male

Occupation: Manager

Income: 50k\$

Location: Geneva, NY

Technology expertise level

Internet



Mobile apps



Bill is a retail manager in his mid forties who moved to the city 20 years back. He has dealt with customers for the last 7 years and is evolving his store to meet his customers needs. He understands the implications of the pandemic and the digitization and is open to making the changes required in his store.

Goals

Simple and easy to use solutions that maximum customers will adapt

Inexpensive solution

Ease of migration

Reliable

Responsible for safety

Frustrations

Footfall is very high in peak hours and causes traffic in his crowded store

Lack of space and expenses makes it hard to implement other systems

Have to manage with only two cashiers

Concerned about people not visiting the stores often

Concerned about ease of use and reliability of digital solutions

Safety and trust in customers is an issue