

| Persona: <Name> <Age> <Position> |  |   |                                      | Scenario: This is sample text   |   |  |   |   |
|----------------------------------|--|---|--------------------------------------|---|---|--|---|---|
| Stages of Journey                | Motivation                               | Search For Websites                                     |                                      | Browse The Site   | Evaluate Products                           |  | Pay   |   |
| Activities                       | Want to buy a product                    | Search for products Keyword on search engine)           | Click the 1 <sup>st</sup> ads result | Check online again and go to the 1 <sup>st</sup> original result                    | Check out ongoing deals & hot sale products | Open a product page to check product details | Open more product page to compare                             | Process to pay  |
| Feelings                         |  |   |                                      |   |   |  |   |   |
| Experiences                      | Excited to give a surprise to the friend | Happy to see many options Confusing about how to choose | Annoyed at the useless info          | Happy with the informative shopping site. Not sure about how to find the best price | Surprise to see lots of discounts           | Frustrated about review from other customers | Praise with usage & designs. Sad to see out of stock products | Satisfied with bank card payment. Feels unhappy to wait for a bit of long time. |
| Customer Expectations            | Easily to obtain discount news           | More user-friendly search engine                        | Allow to hide unnecessary ads        | Clear and innovative website design   | More discounts during holidays              | Higher quality products                      | Faster supply chain system                                    | More payment choices  |
|                                  |  |   |                                      |   |   |  |   | Faster website speed  |