Customer Persona

Jared Thompson

Age	26
Income	31K
Occupation	Bartender
Value	Family & Time
Personality	Impatient, extraverted, A-type

Problem

" 38% of consumers abandoned their item due to long lineups "

Box Technologies

Customer Needs
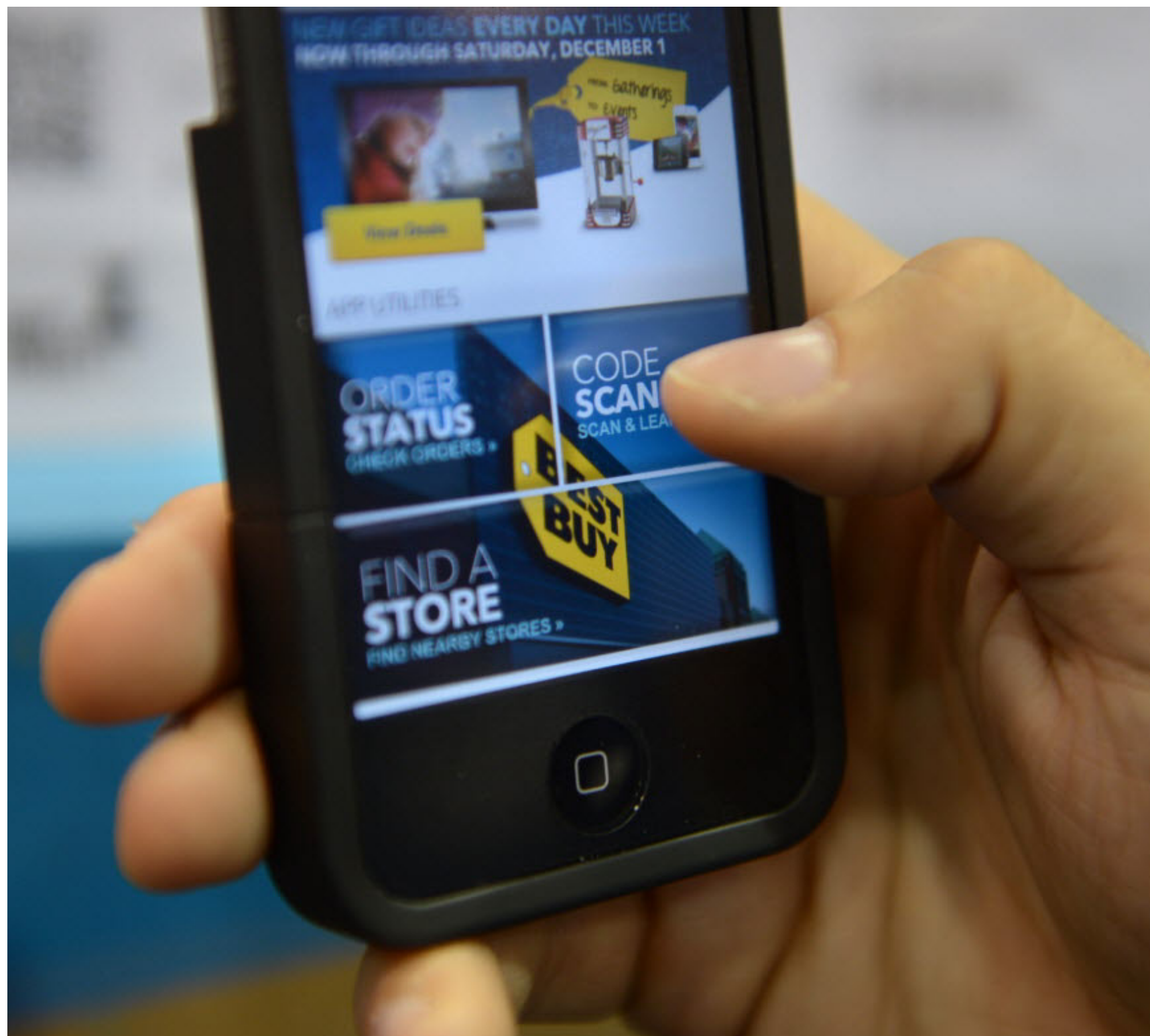

- Friendly customer service

- Human interaction experience

- Fast and convenient service

- Reliability and valuability

Our Solution

For Best Buy customers who need a faster way to checkout in store, our solution is an in-app integration that allows customers to pay for the product without waiting in line.

Our feature will eliminate time spent waiting in line, allow customers to use additional payment methods, and overall provide a frictionless experience for customers.

Demo

https://www.youtube.com/watch?v=_-9NxkS_zM4&feature=youtu.be

Scene1: Scan too add item

https://www.youtube.com/watch?v=XIMvP7xLEtA&feature=youtu.be

Scene2: Confirm and checkout

Key Performance Indicators

Customer Satisfaction

Customer Loyalty

Average Checkout Time

Labour Efficiency

Implementation + Marketing Strategy

Implementation Objective:

- A pilot program to the top 10% active users of the app,

- Feature full launch in Q3 of this year.

Appendix

STP:

Segmentation: Demographics and psychographics – Young adults – with fast pace lives

Targeting strategy: Niche marketing -> individuals with the Best Buy app trying to make fast purchases

Positioning: Speed and convenience through service differentiation + image differentiation -> reliability and trust through an amazing price match and return policy.

Positioning statement: For Best Buy customers who need a faster way to checkout in store, our solution is an in-app integration that allows customers to pay for the product without waiting in line. Unlike the traditional way to pay for an item in store, our feature will eliminate time spent waiting in line, allow customers to use additional payment methods, and overall provide a frictionless experience for customers.