

Persona: Yahya

Goal: Boost sales through social media and e-commerce platforms.

ACTION	Sign up on the app	Display products on the app	Improving marketing strategies	Communicate with customers	The sale process takes place between customers and the seller.	Receive money through more than one payment method
TASK LIST	Tasks A. Download the application. B. Sign up on the app as a C. application is being reviewed	Tasks A. Preparing pictures and descriptions of products B. Display products	Tasks A. Position products in an attractive manner for customers. B. Offers and discounts.	Tasks A. Responding to customers and answering their requests	Tasks A. The customer chooses one or more products. B. Shipping location and other details	Tasks A. Receiving money B. Transfer part of the money to taxes and advertisements
FEELING ADJECTIVE	<ul style="list-style-type: none">● Confused● Intimidated● Curious	<ul style="list-style-type: none">● Uncertain● Overwhelmed● Creative	<ul style="list-style-type: none">● Confused● Strategic	<ul style="list-style-type: none">● Helpful● Empathetic● Pressured● Impatient	<ul style="list-style-type: none">● Optimistic● Anxious	<ul style="list-style-type: none">● Excited● Accomplished● Worried
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Registration on the application is more clear	<ul style="list-style-type: none">• Provide in-app assistance in displaying products.	<ul style="list-style-type: none">• Providing advertising and marketing strategies	<ul style="list-style-type: none">• Communicate with customer faster and more accessible	<ul style="list-style-type: none">• More offers, discounts and competitions	<ul style="list-style-type: none">• Payment methods are easier and simpler

Persona: LINA

User Goal: Purchase a high-quality, authentic local brand online easily and securely.

ACTION	Discover Local Brands	Browse Products & Reviews	Secure Payment	Track Order & Delivery	Receive & Review Product
TASK LIST	<ul style="list-style-type: none">A. Explore Instagram, TikTok & Facebook for brands.B. Check influencer recommendations.C. Visit e-commerce apps.	<ul style="list-style-type: none">A. Browse product details and images.B. Read customer reviews.C. Compare options before deciding.	<ul style="list-style-type: none">A. Choose between e-wallets, credit cards, or cash on delivery.B. Look for secure payment options.	<ul style="list-style-type: none">A. Check order status via app or website.B. Contact seller for updates if needed.C. Expect fast delivery.	<ul style="list-style-type: none">A. Unbox and inspect the product.B. Decide to keep or return.C. Leave a review if satisfied.
FEELING ADJECTIVE	<ul style="list-style-type: none">• Curious• Interested	Excited Skeptical	Confident Anxious	Impatient Hopeful	Satisfied Frustrated (if issue)
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">- More visibility for local brands.- Clearer influencer disclosures.	<ul style="list-style-type: none">More real-life product images.- Verified customer reviews.	<ul style="list-style-type: none">- Trust badges for secure payment.- Clear refund/exchange policy.	<ul style="list-style-type: none">- Faster delivery options.- Real-time tracking updates.	<ul style="list-style-type: none">- Easy return/exchange process.- Quick customer service responses.