

Seller & Buyers persona

Seller:



"I always keep up with market trends to stay ahead of the competition."

AGE 32
JOB TITLE running a small business
Social Class A
LOCATION Alexandria

Self-motivated

Ambitious

Resilient

Customer-focused

USER PERSONA

Yahya Saad

About

I'm a 32 -year-old small business owner based in Alexandria , passionate about building my brand and connecting with the right audience. Social media is my main platform for marketing and selling, and I'm always looking for new ways to grow my online presence.

I focus on high-quality products and customer satisfaction, valuing secure payment options and efficient delivery services. I trust digital tools to manage my business smoothly and stay updated on trends that help me stand out. Driven and creative, I believe in the power of local brands and love engaging with my customers to build a loyal community.

GOALS

- Increase brand visibility and grow my online presence.
- Build a loyal customer base and improve engagement.

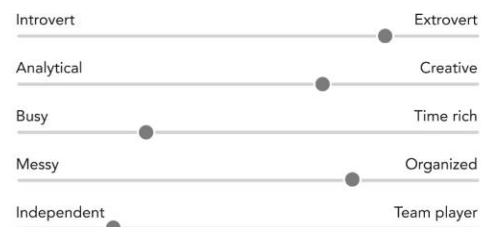
PAIN POINTS

- Struggling to reach the right audience and increase brand awareness.
- Managing secure payments and reliable delivery can be challenging.
- Keeping up with social media trends and marketing strategies takes time and effort.

NEEDS

- I need reliable payment and delivery solutions to keep my business running smoothly.
- look for effective marketing strategies to reach more customers online.

PERSONALITY



Buyer:



"I need a platform I can trust—clear product details, real reviews, and fast support. Easy returns and quick delivery are a must!"

AGE:

23

INCOME LEVEL:

Middle to upper-middle class

LOCATION:

Cairo

Cautious

Quality-Conscious

Practical

Tech-Savvy

MOST USED PLATFORMS

- Amazon
- Noon
- Jumia

USER PERSONA

Lina omar

ABOUT

Lina is a young, tech-savvy shopper who loves discovering new products but values trust and reliability when buying online. She prefers a seamless shopping experience with clear product details, real customer reviews, and fast support. While she enjoys the convenience of online shopping, she still values the assurance of physical stores, making easy returns and high-quality visuals essential for her purchasing decisions.

NEEDS

- Access to high-quality, authentic local brands with secure payment options.
- A secure and convenient payment process, including e-wallets and credit cards.
- A seamless online shopping experience with fast delivery and easy returns.
- A platform that showcases exclusive and unique products.

PAIN POINTS

- Hard to find a centralized platform for local brands
- Concerns about product authenticity and return policies
- Wants a seamless, user-friendly shopping experience

GOALS

- Discover and shop from trusted local brands easily.
- Find unique, high-quality products that stand out.
- Enjoy a smooth and secure checkout process.

PERSONALITY

