

Creating Personas And Journey Maps

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Personas

Sam - Small business owner

Background: Sam runs a small cafe and frequently purchases bulk supplies from local retailers. He is also looking for high quality products at reasonable prices and prefers vendors with reliable shipping. John needs an efficient way to place recurring orders and manage invoices without disrupting his busy schedule.

Needs: Bulk ordering, invoicing, customer service support

Goals: Find quality products for his business at a competitive price

Tasks: Bulk purchases, applying discount codes, setting up recurring orders, checking stock availability.

John - Customer / Busy parent

Background: John is a working single father of two who juggles demanding job and family responsibilities. He prefers online shopping because it saves time and allows Him to quickly reorder essentials for her household. He often shops on her phone during breaks or in the evenings after putting his kids to bed.

Needs: Quick and easy shopping, mobile-friendly experience, secure payments, fast delivery

Goals: Purchase essentials for his family efficiently

Tasks: Browsing products , filtering by category, adding to cart, using saved payment methods, tracking orders.

Bob - Store Manager

Background: Bob has been managing the store for over 10 years, overseeing daily operations, staff, and customer service. He is now responsible for integrating the new e-commerce system into existing workflows.

Needs: . A centralized system system to manage online and in-store operations efficiently. Needs real-time inventory tracking, order fulfillment management, and employee coordination tools.

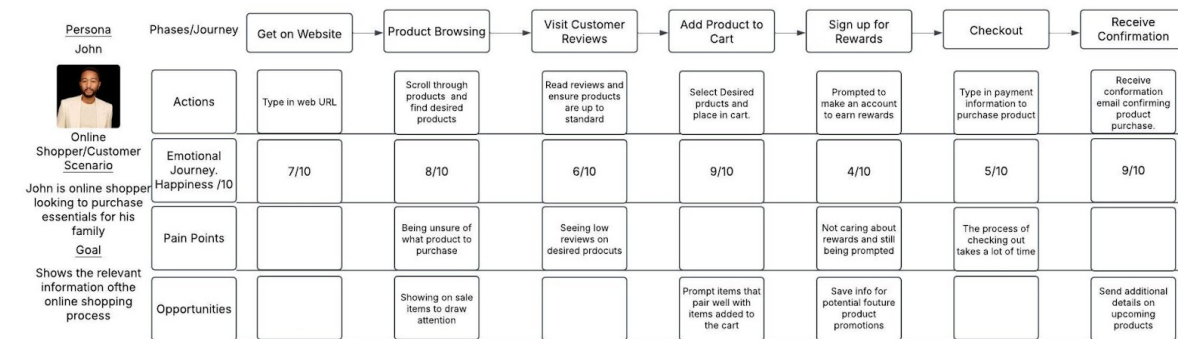
Goals: Ensure smooth operations between physical store and digital storefront. Minimize errors in order processing and inventory tracking. Provide excellent customer service through fast issue resolution.

Tasks: Monitor sales, Coordinate with employees to manage online orders and deliveries. Track inventory to prevent stockouts or overstocking. Respond to escalated customer issues. Implement promotions and discounts across platforms.

Journey Maps

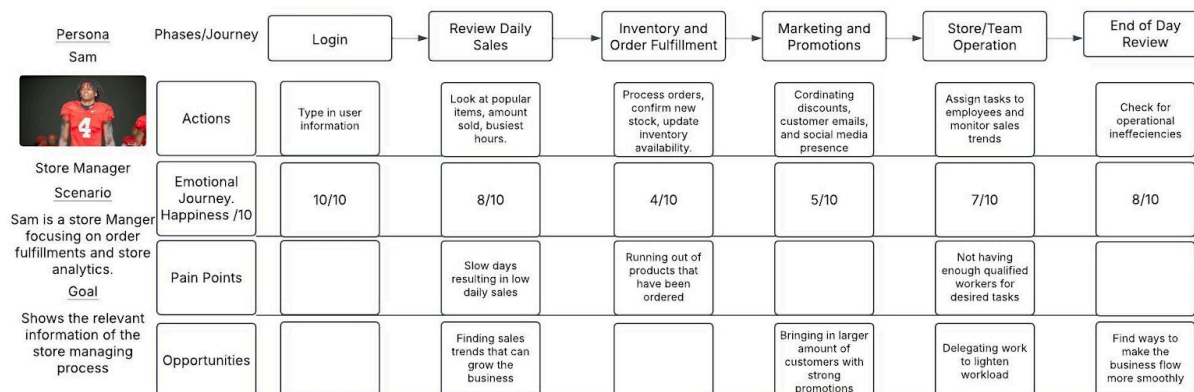
Online Customer

- Product Discovery- customers visit the website via google search or direct website visit
- Browsing- customer Visit Customer Reviews
- Add product to cart
- Enter email to sign up for rewards to receive sale discounts and offer notifications
- Checkout/enter payment details



Store Manager

- Enter login information
- Review daily sales, inventory levels, and outstanding customer inquiries
- Inventory and Order Fulfillment; confirm new stock and update product availability. Ensure pending orders are processed and ready for shipping/pickup
- Marketing & Promotions; coordinating discounts, email notifications, & social media presence
- Store/Team operation; assign tasks to employees, monitor sale trends and report key issues to owners.
- End of day review; check sale performance and identify any operational inefficiency.



System Flow

