ManoMano

WILD CODE SCHOOL

Julie Colin | Head of Product

Emmanuel Hosanski | Head of Product

1. User Journey

2. Personas

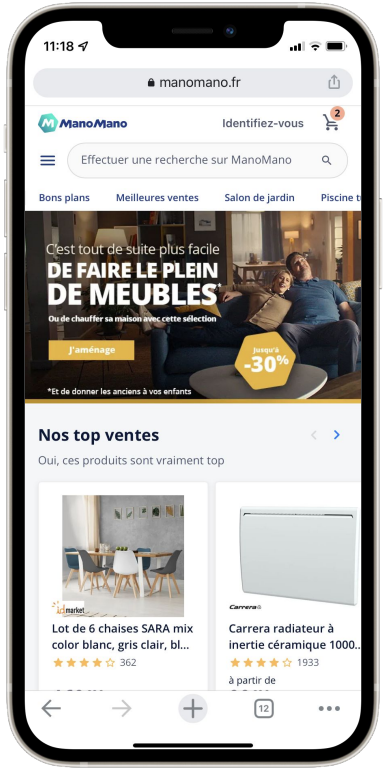
3. Pain points

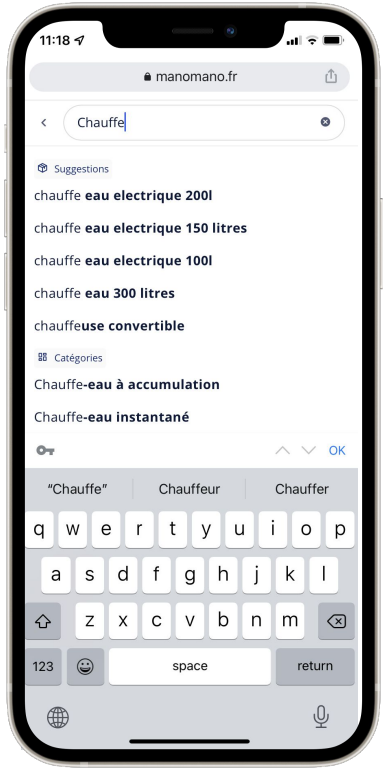
1. User Journey

2. Personas

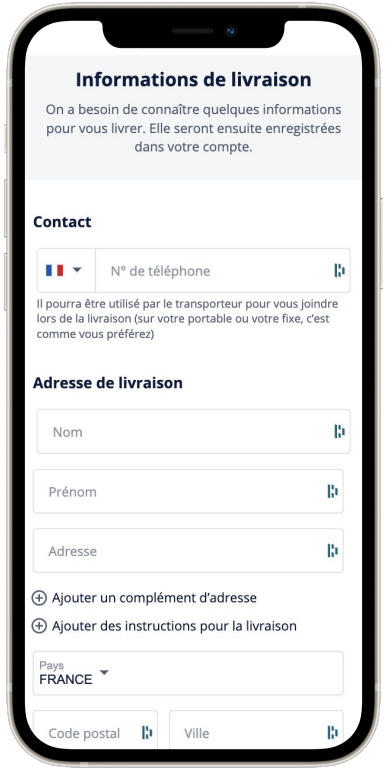
3. Pain points

User journey (1/3)





User journey (2/3)



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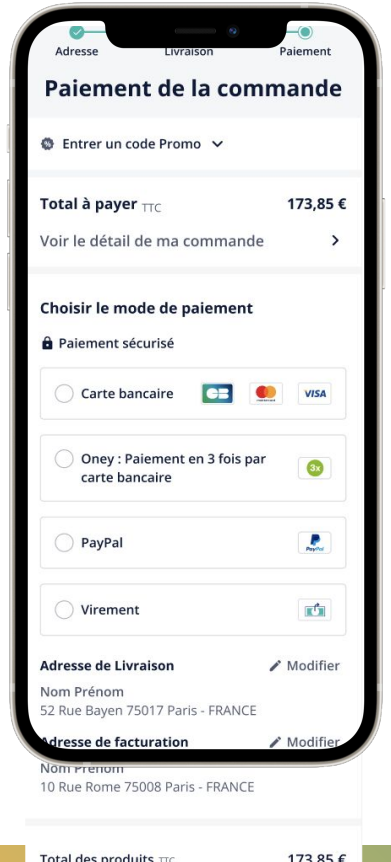
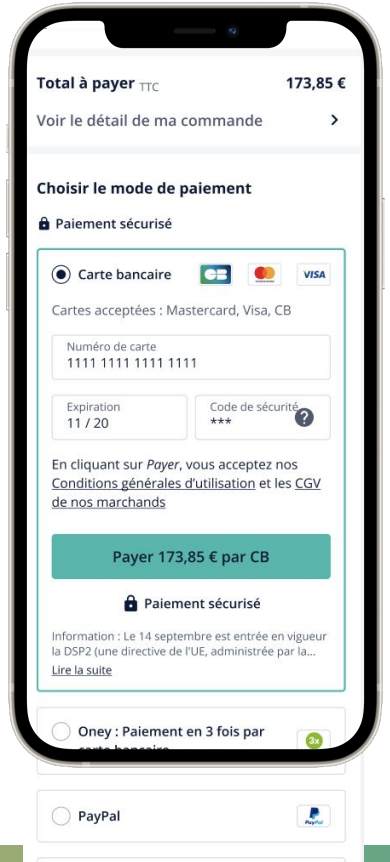
User journey (3/3)





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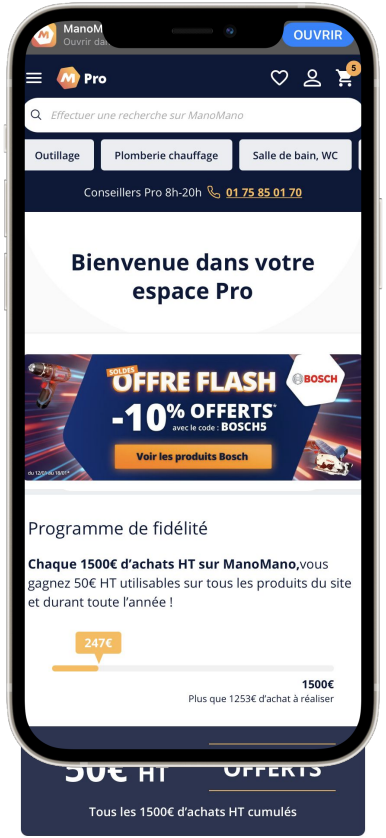
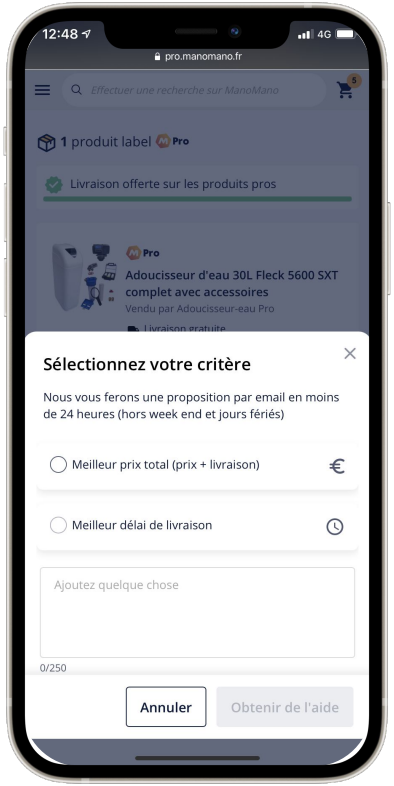
User journey (Pro specificities)





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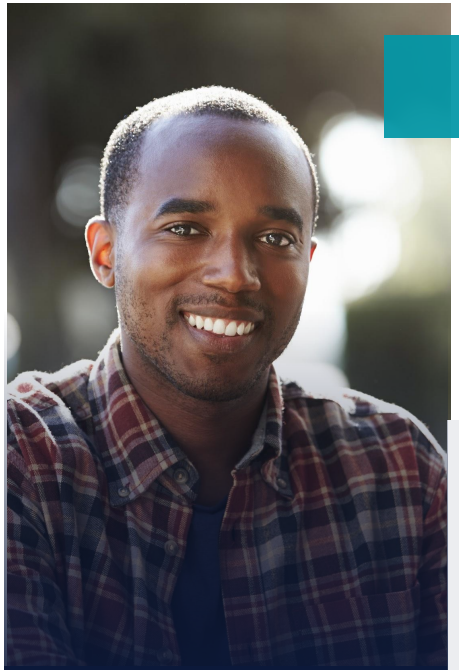

THE BEGINNER

MAIN PROBLEMATIC

I need to be reassured about my project, what I need to do, what I need to buy.

> *Finally owner with my wife, we bought an old house, but there are some works to do inside...*

DEVICE

DIGITAL EASE

ATTRIBUTES

Autonomous

Limited budget

Lack confidence

NEEDS

Needs more **guidance to choose his products** with the best value for money

Needs **simple but exhaustive product informations**

Needs to feel **part of a communit**y that help each other to learn and do

FRUSTRATIONS

Feel forced to **create an account**

Are we sure all the **products are compatible** ?

Difficulty to find advice i need, **no easy / fast access to guides** or help

MAXIME - 34 year old

Manager
In couple with young child
Project :Bathroom renovation
Var

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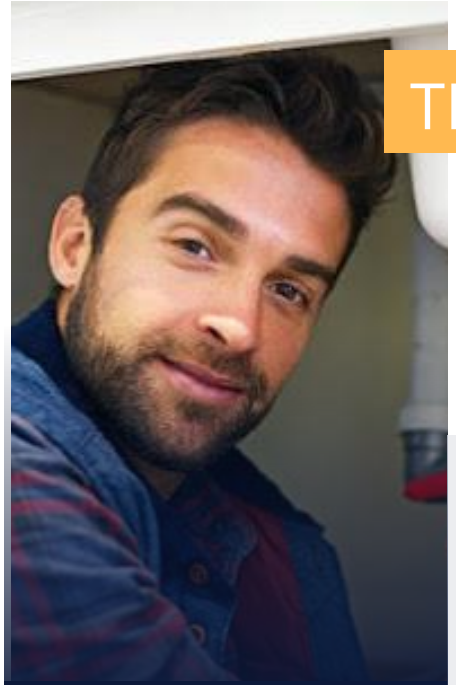

THE WELL ORGANIZED PRO

Hervé - 34 year old

Manager
2 employees
Work : renovation
Mayenne (Pays de la Loire)

MAIN PROBLEMATIC

I care about planning precisely all my construction site needs at night while @ my office/desk to be more effective on site

> *When I am on site, it is for working only.*
> *If I need to order stuff there, it means I missed something before*

NEEDS

Being able to **compare** product's **technical specifications**, **prices** and **availabilities** between his usual providers.

Plan deliveries according to the construction steps.

Getting pro advantages :
Dedicated sales rep and adviser, differed paiement, bulk prices, free returns.

FRUSTRATIONS

Wanting to get too fast, making **mistakes on references**, being **scammed** cause of hurry.

Approximative **delivery date.**

Time consuming **returns.**

DEVICE

DIGITAL EASE

ATTRIBUTES

Expertise

Lack of time

Check prices, technical details.

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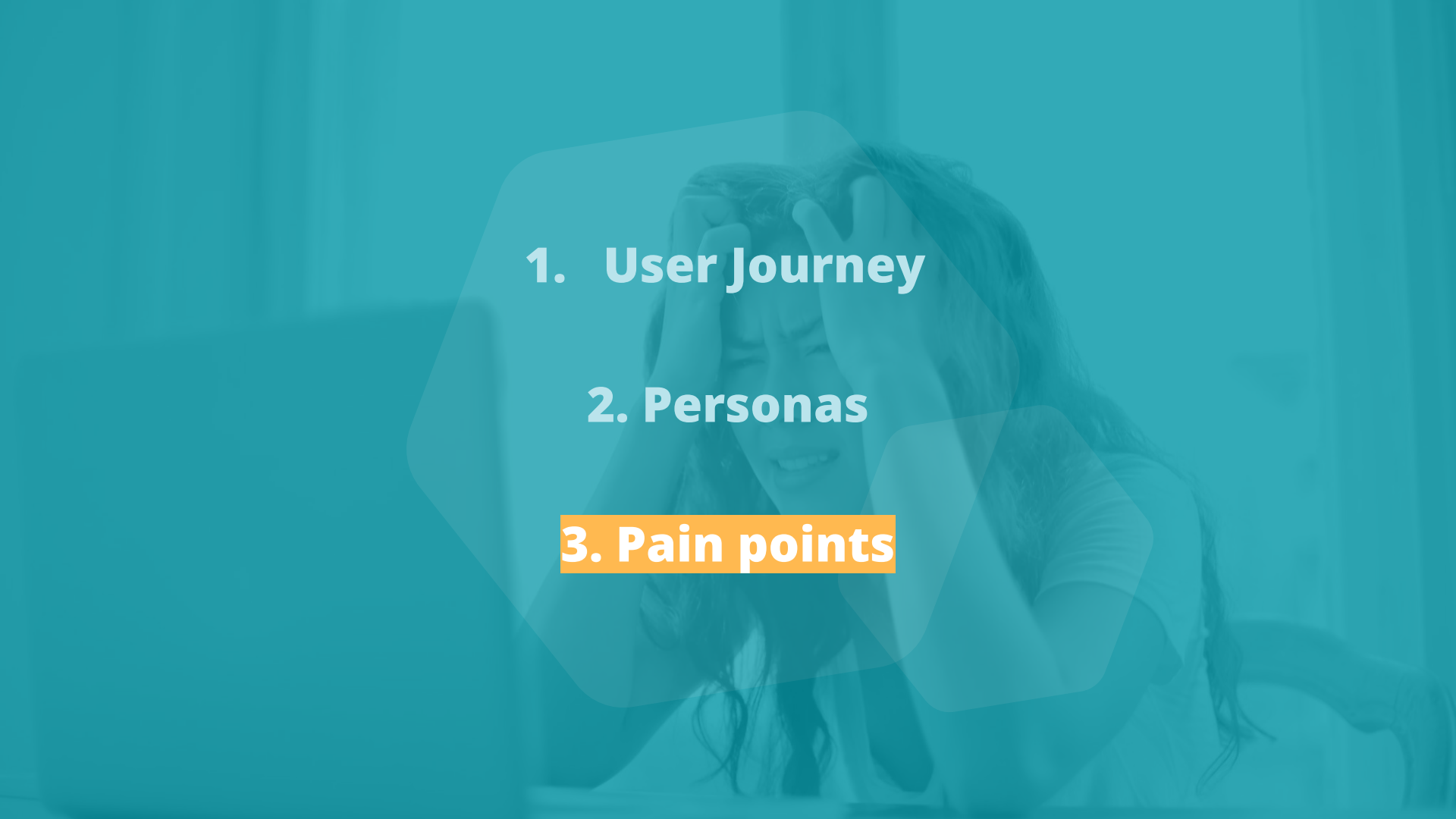

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SEARCH

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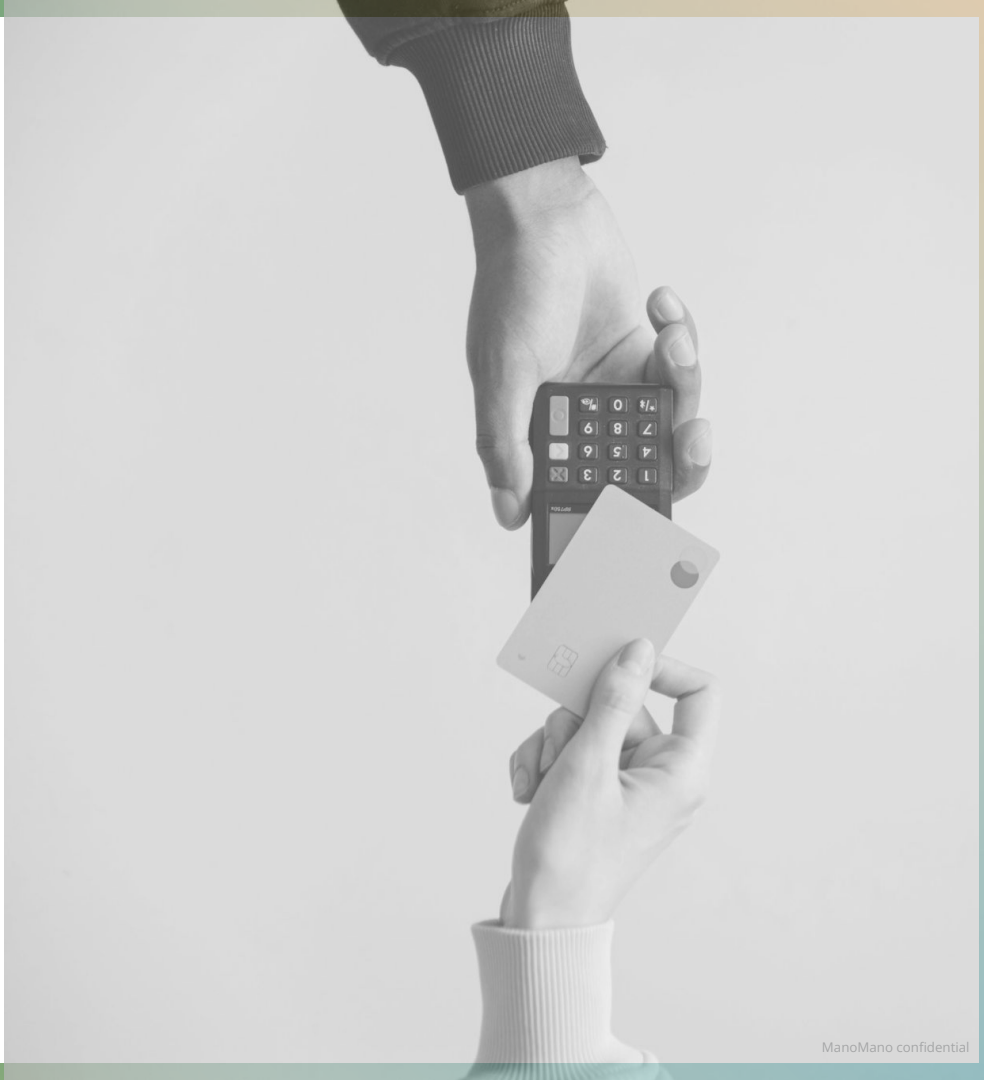
CROSS-SELL

CHECKOUT



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SERVICES

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REPURCHASE

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MAIN PAIN-POINTS (recap)

SEARCH

CROSS-SELL

CHECKOUT

SERVICES

REPURCHASE

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Any questions?