



Local-Loyal Larry

Pain Points

Willing pay a little more for closer and more convenient options, but doesn't always know what's available

Current Behaviors

Finds out about local businesses through word of mouth, Instagram, and Facebook

Needs & Goals

Wants to support local businesses that have suffered from the effects of the pandemic

Scenario

Larry's son is going back to school and needs some art supplies. He knows a Target 20 minutes away will have what they need, but he wants to check first to see if a smaller, local business might have the same things.

Larry opens Agora and searches by category. The app returns nearby art supply shops on a map of the local area. The prices are a little higher than Larry would pay at Target, but he doesn't mind since he gets to save himself a drive and support his community.