



Stay-at-Home Stan

Pain Points

Annoyed by janky business UIs that don't provide clear descriptions and images

Needs & Goals

Wants reliable delivery of goods to his home, but is conscious of the negative externalities of big e-commerce players

Current Behaviors

Checks big online storefronts first for specific items

Uses Amazon due to ease of use and the convenience of delivery

Scenario

Stan wants to buy a graphics card for his computer. He could just head to Amazon, where he knows the item is likely to be available for delivery at a competitive price, but he wants to avoid supporting the e-commerce behemoth.

Stan opens the Agora app, searches for what wants, and specifies that he wants his purchase delivered. He finds what he wants at a local tech store, with images and detailed descriptions.