



# pepagra

## USER JOURNEY MAPPING

**PREPARED BY: TEAM 5**

**WEEK 2**

## INTRODUCTION

This week, our team collaborated to complete the **User Journey Map & Insights Summary** task. The activity focuses on understanding how different types of businesses join and onboard on **Pepagora**.

Each subgroup was assigned one persona type, consisting of 3–4 members led by a team lead. Together, we explored the Pepagora platform, documented each onboarding step through screenshots, and analyzed the user's thoughts, feelings, and pain points across the journey—from **Awareness** to **Activation**.

By the end of this activity, our team was able to develop realistic user personas, visualize their onboarding journeys, and summarize insights that highlight major challenges and opportunities for improving the overall user experience.



# USER PERSONAS

## USER PERSONA 1: Grace (Small Local Manufacturer)

Element	Details
<b>Who They Are (Business Background)</b>	Grace Textiles Ltd. is a small textile and garment production business located in Nairobi, Kenya, with around 15 employees and an annual turnover of approximately KES 6 million. The company is owned and led by Grace Wambui, who manages daily operations. Grace has beginner-level digital skills, mainly using WhatsApp and Facebook to promote her products.
<b>What They Want to Achieve</b>	Grace aims to expand her market reach and attract verified wholesale buyers beyond local walk-in customers and tender-based sales. She wants to build an online presence easily, without creating a full website, and learn how to use digital B2B marketing tools to grow her business sustainably.
<b>Challenges Faced</b>	Grace struggles with limited technical skills—especially in areas like product photography, keyword tagging, and profile optimization. She also finds it difficult to understand verification, payment, and logistics systems on online platforms. Her main concerns are buyer authenticity, online scams, and whether her digital efforts will lead to real sales.
<b>How They Behave</b>	Grace learns best through <b>visual guides</b> and <b>local-language instructions</b> , relying on peer recommendations over lengthy manuals. She logs in occasionally to monitor activity but commits fully only when she sees clear results. She prefers <b>phone or WhatsApp communication</b> over emails or self-help documents, reflecting a cautious but growth-oriented mindset.

## USER PERSONA 2: Sumaiya (Distributor / Wholesaler)

Element	Details
<b>Who They Are (Business Background)</b>	<p><b>Business Type:</b> Regional wholesale distributor sourcing household goods and small electronics from manufacturers and reselling to retailers.</p> <p><b>Size:</b> Medium enterprise (10–25 employees).</p> <p><b>Region:</b> South Asia (e.g., Bangladesh, expanding cross-border within SAARC).</p> <p><b>B2B Experience:</b> Moderate — familiar with trade fairs, local suppliers, and manual sourcing but limited experience with digital B2B marketplaces.</p> <p><b>Current Channels:</b> Offline supplier network, some use of Alibaba for comparison, exploring Pepagora for verified, cost-effective sourcing.</p>
<b>What They Want to Achieve</b>	<p><b>Goal:</b> Expand supplier base and product categories by connecting with verified global manufacturers through Pepagora.</p> <p><b>Expected Benefits:</b> Lower procurement costs by comparing multiple verified suppliers. Reduce dependency on middlemen through direct sourcing. Access new categories to strengthen retail partnerships. Increase operational transparency and credibility via Pepagora's verification features.</p>
<b>Challenges Faced</b>	<p><b>Supplier Trust &amp; Fit:</b> Difficulty assessing reliability of overseas suppliers despite platform verification.</p> <p><b>MOQ &amp; Lead Time Mismatch:</b> Most suppliers cater to large buyers, creating a mismatch with her mid-volume needs.</p> <p><b>Complex Platform Workflow:</b> Adjusting to posting Buying Requests, quote comparison, and tracking leads digitally.</p> <p><b>Communication Barriers:</b> Time zones, inconsistent response quality, and negotiation delays.</p> <p><b>ROI Uncertainty:</b> Unsure if premium tools or paid plans will yield measurable cost savings.</p>

<b>How They Behave</b>	<p><b>Tech Savvy:</b> Moderate to High (comfortable with ERP, email, Excel; new to B2B marketplaces).</p> <p><b>Guidance Need:</b> Medium — needs clarity on supplier verification, quote negotiation tools, and trust mechanisms.</p> <p><b>Decision Style:</b> Practical and ROI-driven — will continue using Pepagora only if first few transactions are smooth and profitable.</p> <p><b>Engagement Level:</b> Actively browses supplier catalogs, posts selective buying requests, and prefers verified supplier matches.</p>
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## Pepagora vs Traditional B2B Platforms

Feature	Pepagora	Traditional B2B Platforms
Listing Fee	Free (limited product catalogue)	High annual or monthly fees
Commission on Sales	0% (you keep 100%)	5%-25% commission per transaction
Buyer-Seller Communication	Direct, no middlemen	Often through platform or delayed
Market Focus	B2B only	B2B and B2C mix
Verified Product Pages	SEO-optimized free static catalogues	Premium plans only
Supplier Access	Yes	Mostly region-specific or premium only
Industry Segmentation	Smart categories for B2B	Generalized categories
Bulk Discount Support	Yes	Rare or limited

## USER PERSONA 3: Kit (Start-up)

Element	Details
<b>Who They Are (Business Background)</b>	<p><b>Business Type:</b> Creative micro-enterprise/startup. Sells unique, custom-designed printed t-shirts and apparel with original artwork/doodles.</p> <p><b>Size:</b> Micro-business (1-2 people).</p> <p><b>Region:</b> Southeast Asia (or any region outside major hubs, adding to logistic complexity).</p> <p><b>B2B Experience:</b> None. Currently uses B2C platforms like Etsy &amp; Shopee, and is only familiar with Amazon for retail.</p>
<b>What They Want to Achieve</b>	<p><b>Goal:</b> To transition from small-scale D2C (Direct-to-Consumer) to <b>B2B wholesale</b>. Kit is seeking <b>new, bulk-volume buyers</b> (example: promotional companies, small retail chains, event organizers) to scale production and revenue.</p>
<b>Challenges Faced</b>	<p><b>Documentation:</b> Lacks formal export licenses or extensive business documentation. The concept of "TruVerified" status feels distant.</p> <p><b>Product Listing:</b> Tees are highly customizable; struggle to list standard <b>SKUs</b> (Stock Keeping Unit) and <b>MOQs</b> (Minimum Order Quantities).</p> <p><b>Lack of Trust:</b> Worries that B2B buyers won't take a tiny, creative startup seriously.</p>
<b>How They Behave</b>	<p><b>Tech Savvy:</b> High (due to D2C and e-commerce experience).</p> <p><b>Guidance Need:</b> High for <i>B2B Processes</i>. Kit is a self-starter for <i>tech setup</i> but needs hand-holding for <i>wholesale terms, pricing, and quote generation</i>.</p>



# JOURNEY MAPS

# PERSONA 1 JOURNEY MAP

## 1. AWARENESS

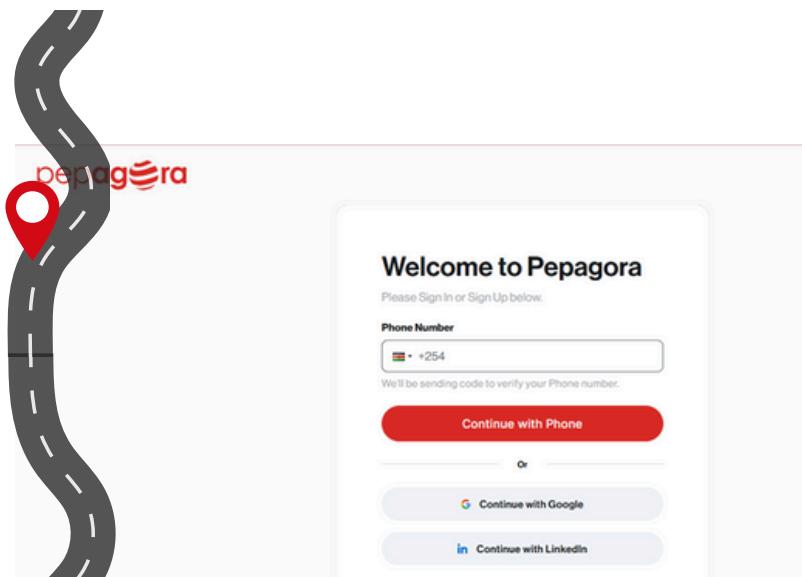
**Actions:** Sees Pepagora advertisement on Facebook + attends SME seminar.

**Thoughts & Motivations:** "Could this platform really help me find more clients?"

**Emotions:** Curious, sceptical

**Pain Points:** Limited local awareness about Pepagora's credibility.

**Opportunities:** Run local SME success-story campaigns and testimonials in Swahili/English.



## 2. INTEREST & EXPLORATION

**Actions:** Visits Pepagora.com, browses supplier listings, reads "About Us".

**Thoughts & Motivations:** "Looks promising, but can I manage the technical setup?"

**Emotions:** Hopeful, cautious

**Pain Points:** Some descriptions too technical; membership/fee structure unclear.

**Opportunities:** Simplify homepage navigation; include a "For Small Manufacturers" guide.

## 3. REGISTRATION / SIGN-UP

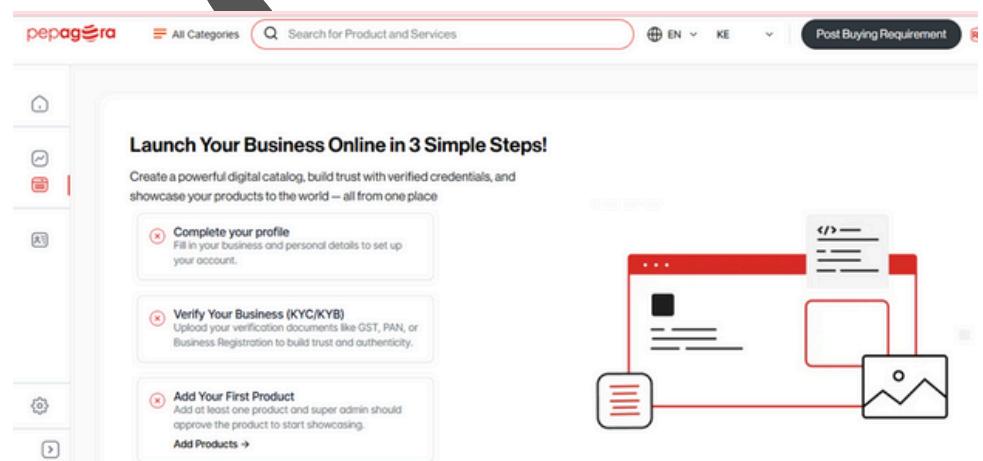
**Actions:** Clicks "Join Free", fills company name, email, contact, product category.

**Thoughts & Motivations:** "I hope this form isn't too complicated."

**Emotions:** Overwhelmed, uncertain

**Pain Points:** Long form; unclear which documents required; progress unknown.

**Opportunities:** Provide progress bar, field-tips, "Save & Continue Later" option.





## 4. PROFILE SET-UP

**Actions:** Uploads logo, product photos, business certificates, adds product details.

**Thoughts & Motivations:** "I'm not sure how to make my products stand out."

**Emotions:** Frustrated but determined

**Pain Points:** Struggles with image sizes, unclear description standards, keywords.

**Opportunities:** Offer onboarding templates, short video tutorials, sample listing examples.

The screenshot shows the pepagro website's profile setup interface. On the left, there's a sidebar with icons for Home, Categories, Search, and Profile. The main content area has several sections: 'Branding & Media (Optional)', 'Trade Information' (with sub-options: Market & Logistics, Shipping & Payment Terms, Additional Information (Optional)), and 'Factory & Warehouse Details'. The 'Market & Logistics' section is currently active, showing fields for 'Select Main Markets' and 'Shipping Modes' (Sea, Air, Road, Rail). To the right, there's an 'Easy setup Guide' with three steps: 'Complete Your Business Profile', 'Complete KYC & KYB Verification', and 'Add your first Product'. The status bar at the bottom indicates '0 of 3 steps completed'.

This screenshot shows the continuation of the profile setup on the pepagro website. The 'Factory & Warehouse Details' section is active, featuring a dropdown for 'Total Factory Size' set to '1500 sqm' and a file upload area for 'Infrastructure Image' with a placeholder 'Drag & Drop file from computer or Choose File'. Below this is a note: 'Upload up to 3 files (JPEG, JPG, PNG), each max 5MB'. To the right, the 'Easy setup Guide' remains the same with three steps: 'Complete Your Business Profile', 'Complete KYC & KYB Verification', and 'Add your first Product'. The status bar at the bottom indicates '0 of 3 steps completed'.

## 5. ACTIVATION

**Actions:** Receives confirmation email, sees "Profile Approved", starts receiving inquiry notifications.

**Thoughts & Motivations:** "Finally! I hope I get genuine buyers."

**Emotions:** Excited, proud, slightly anxious

**Pain Points:** Fear of fake inquiries; unsure how to respond or how long before results.

**Opportunities:** Add "Verified Buyer" badge, live chat support, first-lead response tips.

# PERSONA 2 JOURNEY MAP

## 1. AWARENESS

**Actions (What Sumaiya Does):** Discovers Pepagora through trade blogs, ads, and LinkedIn recommendations

**Thoughts & Motivations:** "This looks like a trusted platform for verified global suppliers"

**Emotions:** Curious but cautious.

**Pain Points:** Unsure if the platform truly caters to medium-scale distributors.

**Opportunities:** Targeted awareness campaigns showing success stories of distributors (not just exporters).

## 3. REGISTRATION / SIGN-UP

**Actions (What Sumaiya Does):** Creates a Pepagora account; inputs business credentials and sourcing needs.

**Thoughts & Motivations:** "Let's see if I can find reliable suppliers faster here."

**Emotions:** Hopeful, slightly overwhelmed by form length.

**Pain Points:** Business verification requires multiple documents and trade licenses.

**Opportunities:** Simplify onboarding with "Distributor Verification Path" using fewer required documents initially.

## 2. INTEREST & EXPLORATION

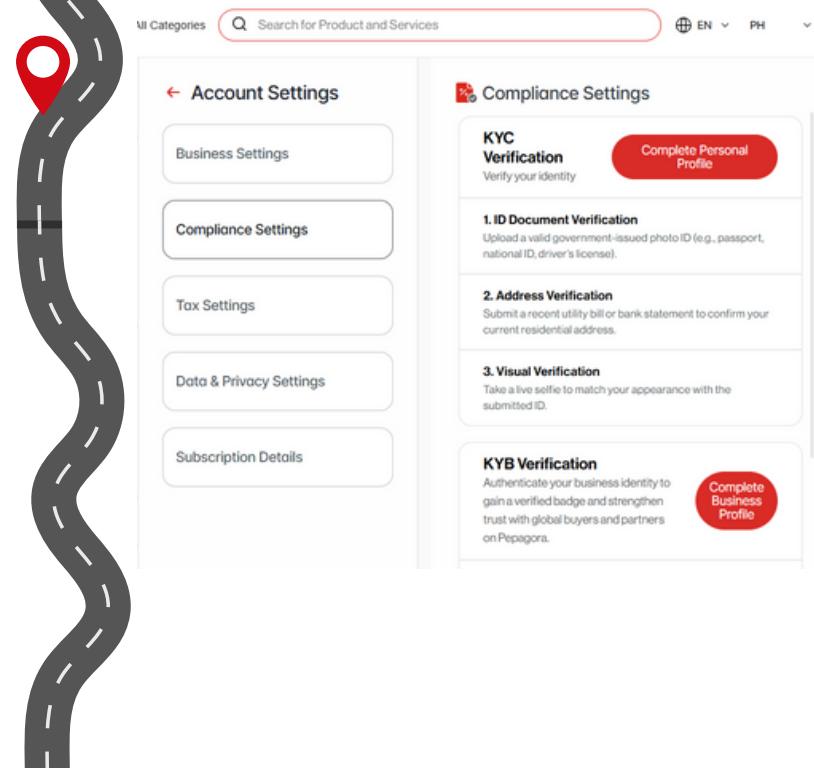
**Actions (What Sumaiya Does):** Browses supplier categories and reads blogs about verified sourcing and zero-commission benefits.

**Thoughts & Motivations:** "It seems transparent — but how do I know suppliers are genuine?"

**Emotions:** Interested yet slightly skeptical.

**Pain Points:** Limited regional filtering; difficulty finding nearby suppliers.

**Opportunities:** Add "Region Match" and "MOQ Range" filters to refine supplier discovery.





## 4. PROFILE SET-UP

**Actions (What Sumaiya Does):** Completes company profile, selects preferred product categories, and posts first "Buying Request."

**Thoughts & Motivations:** "I hope suppliers respond quickly — I need quotes soon."

**Emotions:** Anxious but motivated.

**Pain Points:** No onboarding coach to guide on quote setup and comparison

**Opportunities:** Add onboarding assistant with sourcing best-practices & tooltips (e.g., AI onboarding coach).

Business Details Personal Information Business Information

### Verify Your Business Representative Details

This information helps us confirm your identity, ensure account security, and meet regulatory requirements. For more details, check our Privacy Policy.

First Name: Usman  
Enter your First legal name as registered with your business.

Middle Name (Optional):  
Enter your Middle legal name as registered with your business.

Last Name: Shafiq  
Enter your Last legal name as registered with your business.

Work Email: usbusifyon1005@gmail.com  
Your contact email for account-related updates

Phone Number: +234  
IN +234

**Continue →**



## 5. ACTIVATION

**Actions (What Sumaiya Does):** Receives supplier quotes, compares offers, and contacts top verified suppliers for trial orders.

**Thoughts & Motivations:** "The system works — but some offers are irrelevant to my scale."

**Emotions:** Confident but mildly frustrated by low-quality leads.

**Pain Points:** Overwhelming number of generic or high MOQ quotes.

**Opportunities:** Introduce advanced quote filters (MOQ, delivery region, supplier rating) to save time.

All Categories

- Apparel & Fashion
- Automotive & Transport
- Construction
- Electronics & Electrical
- Food & Agriculture
- Health & Personal Care
- Home & Lifestyle
- Industrial Equipment & Machinery
- Office Supplies & Equipment
- Packaging & Printing
- Raw Materials & Chemicals
- Services & Support
- Sports & Entertainment
- Tools & Hardware

Apparel & Fashion

Category	Sub-Categories
Apparel & Fashion	Apparel ERP / Inventory Software, Bag & Footwear Manufacturers, Bags, Clutches, Wallets, Bolts, Ties, Caps, Hats, Blended Fabrics, Branding & Packaging for...
Apparel & Fashion	Cotton, Linen, Wool, Silk, Rayon, Dresses, Gowns, Skirts, Dyed, Printed & Embroidered...
Apparel & Fashion	Eco-Friendly Dye Units, Embroidery Services, Ethnic & Cultural Clothing, Ethnic Footwear (Mojari,...
Apparel & Fashion	Exporters & Buying Houses, Casual Wear, Button, Zipper, Lace, Hook...

# PERSONA 3 JOURNEY MAP

## 1. AWARENESS

**Actions (What Sheriff Does):** Searches Google for "Amazon Business alternative for small sellers" or "sell custom apparel wholesale online." Sees a Pepagora ad or a blog post mentioning its AI-Powered SME focus.

**Thoughts & Motivations:** "I want a platform where my custom designs can stand out."

**Emotions:** Curious; Confused by the B2B jargon, Hopeful to find a new channel.

**Pain Points:** Confusing B2B jargon and industrial branding.

**Opportunities:** Use creative-friendly messaging like "Scale Your Custom Business."

## 3. REGISTRATION / SIGN-UP

**Actions (What Sheriff Does):** Signs up quickly using email and business name.

**Thoughts & Motivations:** "Easy start. I hope my small-business docs are enough."

**Emotions:** Relieved but cautious

**Pain Points:** Unclear verification process for micro sellers

**Opportunities:** Add a sign-up guide or quiz to explain document requirements.

## What do you want to achieve with Pepagora?

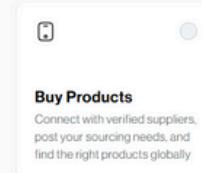
Choose your primary goal, and we'll guide you with tailored steps to help you succeed



### Sell Products

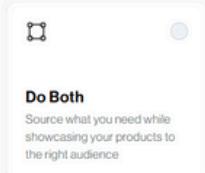
List your products, reach global buyers, and grow your sales

Continue →



### Buy Products

Connect with verified suppliers, post your sourcing needs, and find the right products globally



### Do Both

Source what you need while showcasing your products to the right audience

## 2. INTEREST & EXPLORATION

**Actions (What Sheriff Does):** Browses Pepagora's main categories, looks for "Apparel & Fashion" listings, and checks the pricing page for the cheapest paid tier.

**Thoughts & Motivations:** "Is this platform really for sellers like me?"

**Emotions:** Skeptical, cost-conscious.

**Pain Points:** Site looks too corporate; lacks relatable examples

**Opportunities:** Highlight success stories from creative or fashion sellers.

The screenshot shows the Pepagora account settings interface. At the top, there are tabs for 'All Categories' and a search bar. Below the search bar are two main sections: 'Account Settings' and 'Compliance Settings'. Under 'Account Settings', there are links for 'Business Settings', 'Compliance Settings', 'Tax Settings', 'Data & Privacy Settings', and 'Subscription Details'. Under 'Compliance Settings', there are four sections: 'KYC Verification' (with a 'Complete Personal Profile' button), 'ID Document Verification' (with a note about uploading photo ID), 'Address Verification' (with a note about submitting utility bills), 'Visual Verification' (with a note about taking a selfie), and 'KYB Verification' (with a note about authenticating business identity). Each section has a red 'Complete [Section] Profile' button.

## 4. PROFILE SET-UP

**Actions (What Kit Does):** Uploads product photos (which look very B2C). Struggles to fill in fields for HS Codes, MOQ, and FOB Pricing. Uploads limited business registration paperwork for TruVerified.

**Thoughts & Motivations:** "What is an HS code? I just sell a t-shirt. I need a template to calculate my wholesale price! I hope my few documents are enough for the badge, otherwise, no one will trust me."

**Emotions:** Frustrated, overwhelmed by new B2B requirements. Determined to get the TruVerified badge.

**Pain Points:** Complex B2B setup and unclear pricing structure.

**Opportunities:** B2B Setup Assistant: An AI tool that suggests an initial MOQ and wholesale price based on cost/material inputs. Provide clear, simple explanations of B2B terms.



### Pricing & MOQ

#### Currency

Select Currency

#### Pricing

Fixed Price: Standard per unit price

Negotiable: Buyer can request price

Bulk Pricing: Volume discounts

Price Range: For variable/custom items

Request Quote: Buyer can request Quote

#### Minimum Order Quantity (MOQ)

Enter Numeric

Select Unit

## 5. ACTIVATION

**Actions (What Kit Does):** Profile is approved (just partially). Kit posts her first "Sell Offer" and waits for a response.

**Thoughts & Motivations:** "Okay, I'm live, but now I need to filter out the spam. And what do I do with a 10,000-unit quote? I need smaller, more manageable buyers first."

**Emotions:** Excited by the first lead, quickly followed by panic because of overwhelmingly large request.

**Pain Points:** Difficulty in calibrating the platform to attract right-sized buyers for a micro-startup.

**Opportunities:** Offer a simple "Target Buyer Size" filter (e.g., "Micro-retailer," "Small Distributor," "Large Corp.") for Sell Offers. Provide a templated response for politely declining oversized orders.

Leads						
All(1)	Drafts(0)	Archive(0)	Search Leads		10 item:	
<input type="checkbox"/>	Date Created	Contact Name	Email	Phone No	Company Name	Source
<input type="checkbox"/>	07/11/2025	Janreb	j.ravee29@gmail.com		Pepagora	<a href="#">New Inquiry</a>



# INSIGHT SUMMARY

**Key Findings + Improvement Opportunities**

## INSIGHT SUMMARY

### Core Finding

Across all the three personas, Grace (Small Manufacturer), Sumaiya (Wholesaler), and Kit (Startup), the key insight is clear: Trust, simplicity, and clear guidance define a successful onboarding experience.

### Persona-Specific Insights

#### 1. Grace (Small Manufacturer)

- Needs visual, step-by-step onboarding and accessible support (e.g., WhatsApp or tutorial videos).
- Limited confidence with digital tools but motivated to grow once she sees results.

#### 2. Sumaiya (Wholesaler)

- ROI-driven and efficiency-focused.
- Needs clearer supplier verification details, streamlined quote comparison, and better cross-time-zone communication tools.

#### 3. Kit (Startup)

- Tech-comfortable but new to B2B conventions.
- Faces friction in listing customizable products.
- Would benefit from SKU templates and examples of similar small-business success stories.

### Major Pain Points

Most users struggled with **complex setup steps** like verification, product listing, and payment integration. The process often felt overwhelming, especially for beginners with limited digital experience. There was also a noticeable **trust gap**. Many worried about scams, fake profiles, or unclear verification details.

For users like Grace, technical terms and long instructions made onboarding feel intimidating, while Sumaiya faced mismatches in supplier needs, delayed responses, and issues with minimum order quantities (MOQs). Kit, though tech-savvy, found it hard to fit creative, customizable products into Pepagora's structured format. Across all, one concern stood out: "*Will this effort actually bring results?*" which reflects early uncertainty about ROI.

## **Key Opportunity**

**Simplify the onboarding flow:** Replace long texts with visuals, short tooltips, and guided walkthroughs.

**Build trust through transparency:** Show what each verification badge means, highlight verified suppliers, and share successful transaction stories.

### **Tailor support to user type:**

- Grace needs short video explainers and easy help access.
- Sumaiya would benefit from better supplier filters and ROI-tracking tools.
- Kit needs flexible product listing templates for creative items.

**Encourage peer learning:** A small community space or quick Q&A section could make the platform feel more human and supportive.

## **Conclusion**

At the heart of it all, one message stands out: **clarity builds trust, and trust drives engagement.** When onboarding feels guided, personal, and transparent, users don't just join Pepagora, they start to believe in it.

## APPENDICES

### Journey Maps:

- **Person 1** - <https://tinyurl.com/Persona01JourneyMap>
- **Persona 2** - <https://tinyurl.com/Persona02JourneyMap>
- **Persona 3** - <https://tinyurl.com/Persona03JourneyMap>

### References:

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<https://www.pepagora.com/en/s/about-us>

Pepagora Marketplace Homepage – Supplier Search, Buying Requests, and Global Categories: <https://www.pepagora.com/en>

Pepagora Blog – “Why Buyers & Sellers Choose Pepagora”:  
<https://blog.pepagora.com/why-buyers-sellers-choose-pepagora/>

Pepagora Pricing & Plans – Free vs Premium Features:  
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