

pepaga^{ra}

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
Who They Are (Business Background)	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.
What They Want to Achieve	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.
Challenges Faced	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.
How They Behave	Grace learns best through visual guides and local-language instructions , 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 phone or WhatsApp communication over emails or self-help documents, reflecting a cautious but growth-oriented mindset.

USER PERSONA 2: Sumaiya (Distributor / Wholesaler)

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

How They Behave	<p>Tech Savvy: Moderate to High (comfortable with ERP, email, Excel; new to B2B marketplaces).</p> <p>Guidance Need: Medium — needs clarity on supplier verification, quote negotiation tools, and trust mechanisms.</p> <p>Decision Style: Practical and ROI-driven — will continue using Pepagora only if first few transactions are smooth and profitable.</p> <p>Engagement Level: 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
Who They Are (Business Background)	<p>Business Type: Creative micro-enterprise/startup. Sells unique, custom-designed printed t-shirts and apparel with original artwork/doodles.</p> <p>Size: Micro-business (1-2 people).</p> <p>Region: Southeast Asia (or any region outside major hubs, adding to logistic complexity).</p> <p>B2B Experience: None. Currently uses B2C platforms like Etsy & Shopee, and is only familiar with Amazon for retail.</p>
What They Want to Achieve	<p>Goal: To transition from small-scale D2C (Direct-to-Consumer) to B2B wholesale. Kit is seeking new, bulk-volume buyers (example: promotional companies, small retail chains, event organizers) to scale production and revenue.</p>
Challenges Faced	<p>Documentation: Lacks formal export licenses or extensive business documentation. The concept of "TruVerified" status feels distant.</p> <p>Product Listing: Tees are highly customizable; struggle to list standard SKUs (Stock Keeping Unit) and MOQs (Minimum Order Quantities).</p> <p>Lack of Trust: Worries that B2B buyers won't take a tiny, creative startup seriously.</p>
How They Behave	<p>Tech Savvy: High (due to D2C and e-commerce experience).</p> <p>Guidance Need: 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

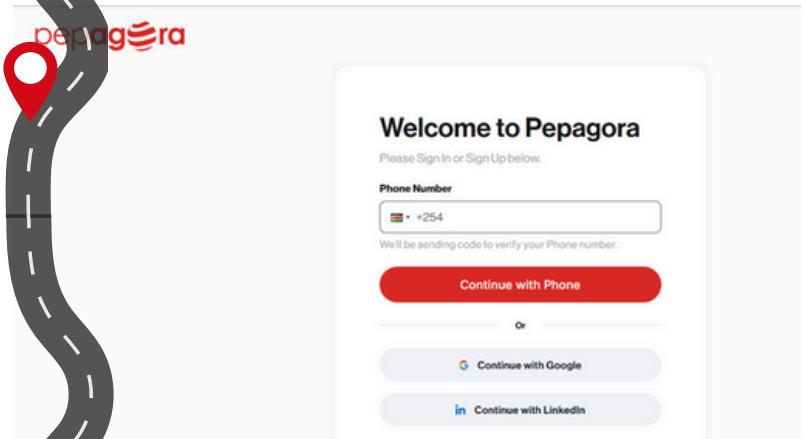
Actions: Sees Pepagora advertisement on Facebook + attends SME seminar.

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

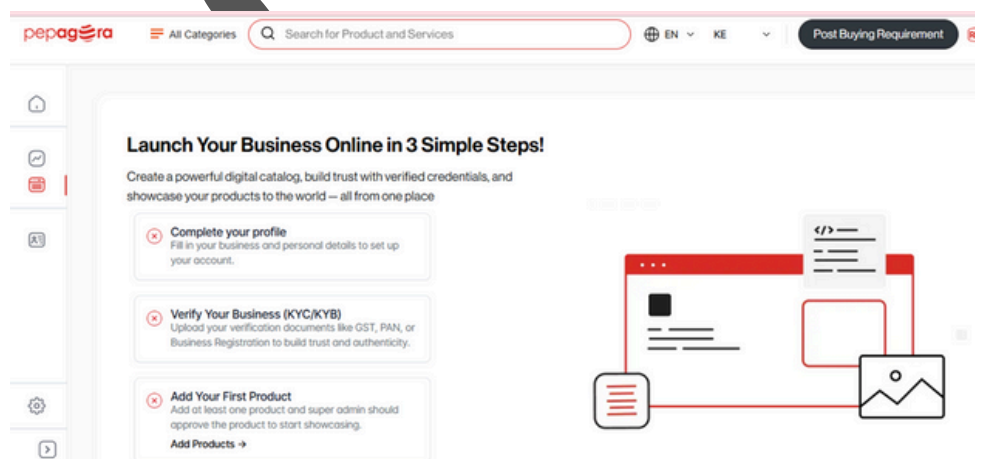
Actions: Clicks "Join Free", fills company name, email, contact, product category.

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.

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.

The screenshot shows the 'Market & Logistics' section of the pepagora profile setup. On the left, a sidebar contains 'Branding & Media (Optional)', 'Trade Information' (with sub-sections for Market & Logistics, Shipping & Payment Terms, and Additional Information), and 'Factory & Warehouse Details'. The main area has a 'Main Markets' dropdown, a 'Shipping & Payment Terms' section with checkboxes for Sea, Air, Road, and Rail, and an 'Easy setup Guide' on the right with steps: 'Complete Your Business Profile', 'Complete KYC & KYB Verification', and 'Add your first Product'. The top navigation bar includes the pepagora logo, 'All Categories', a search bar, language/currency selectors (EN, KE), and a 'Post Buying Requirement' button.

The screenshot shows the 'Factory & Warehouse Details' section of the pepagora profile setup. The sidebar remains the same. The main area features an 'Additional Information (optional)' dropdown, a 'Factory & Warehouse Details' section with a 'Total Factory Size' dropdown (set to 1500 sqm) and an 'Infrastructure Image' upload area with a 'Choose File' button. The 'Easy setup Guide' on the right is identical to the previous screenshot. The top navigation bar is also consistent.

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).

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.

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.

The screenshot displays the Pepagora user interface. At the top, there's a navigation bar with 'All Categories' and a search bar labeled 'Search for Product and Services'. Below this, the 'Account Settings' panel is visible on the left, containing links for Business Settings, Compliance Settings, Tax Settings, Data & Privacy Settings, and Subscription Details. The 'Compliance Settings' panel is active on the right, showing three verification steps: 1. ID Document Verification (upload a valid government-issued photo ID), 2. Address Verification (submit a recent utility bill or bank statement), and 3. Visual Verification (take a live selfie). Each step has a 'Complete' button. Additionally, there are sections for 'KYC Verification' (Complete Personal Profile) and 'KYB Verification' (Complete Business Profile).

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).

The screenshot shows a web form titled "Verify Your Business Representative Details". At the top, there are three tabs: "Business Details", "Personal Information", and "Business Information", with "Business Details" being the active tab. Below the title, a small text block states: "This information helps us confirm your identity, ensure account security, and meet regulatory requirements. For more details, check our Privacy Policy." The form contains several input fields: "First Name" (with "Usman" entered), "Middle Name (Optional)" (empty), "Last Name" (with "Shah" entered), "Work Email" (with "abusufyaz1005@gmail.com" entered), and "Phone Number" (with a dropdown for country code and "+234" entered). A red "Continue" button with a right arrow is at the bottom. The form is displayed on a desktop screen with various application icons visible in the taskbar at the bottom.

5. ACTIVATION

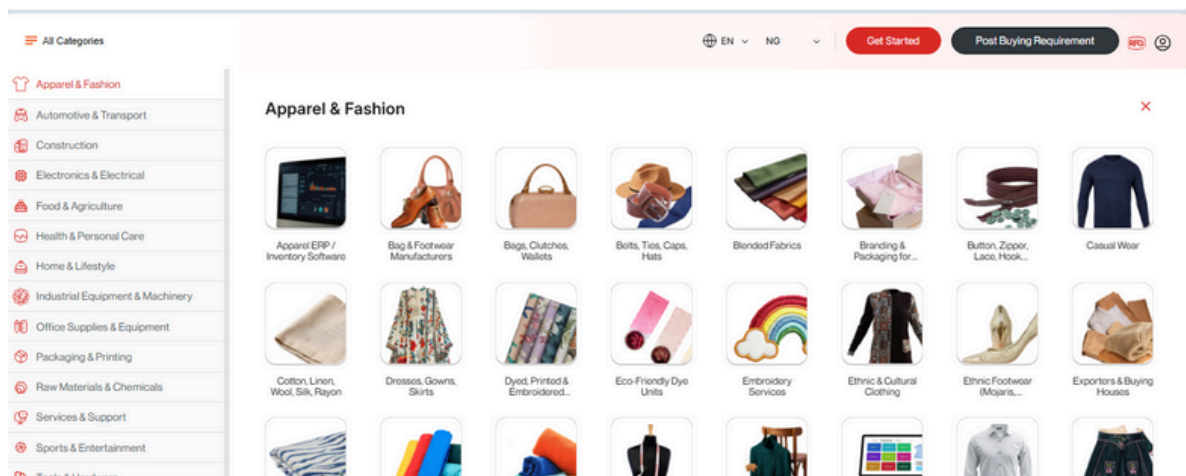
Actions (What Sumaiya Does): Receives supplier quotes, compares offers, and contacts top verified suppliers for trial orders.

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.



PERSONA 3 JOURNEY MAP

1. AWARENESS

Actions (What Sherif 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 Sherif 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

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

Continue →

2. INTEREST & EXPLORATION

Actions (What Sherif 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.

Categories

EN PH

Account Settings

Business Settings

Compliance Settings

Tax Settings

Data & Privacy Settings

Subscription Details

Compliance Settings

KYC Verification

Verify your identity

Complete Personal Profile

1. ID Document Verification

Upload a valid government-issued photo ID (e.g., passport, national ID, driver's license).

2. Address Verification

Submit a recent utility bill or bank statement to confirm your current residential address.

3. Visual Verification

Take a live selfie to match your appearance with the submitted ID.

KYB Verification

Authenticate your business identity to gain a verified badge and strengthen trust with global buyers and partners on Pepagora.

Complete Business Profile

4. PROFILE SET-UP

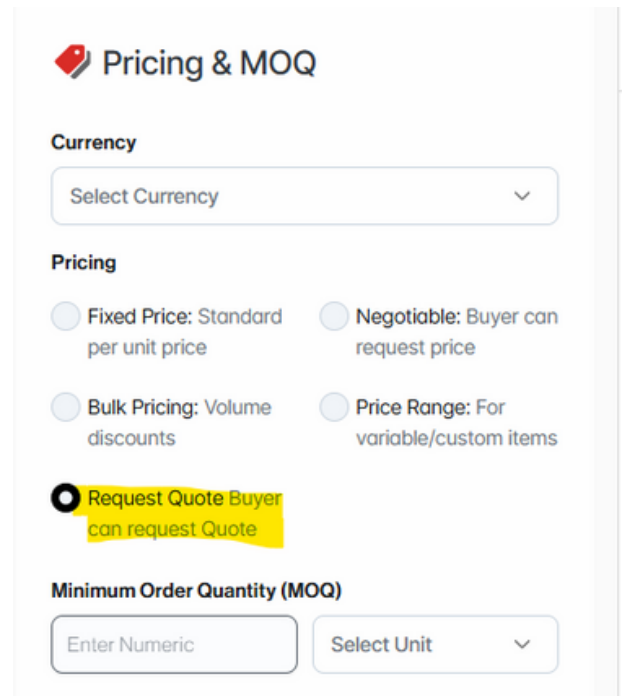
Actions (What Kit Does): Uploads product photos (which look very B2C). Struggles to fill in fields for HS Codes, MOQ, and FOB Pricing. Uploads limited business registration paperwork for TruVerified.

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.



5. ACTIVATION

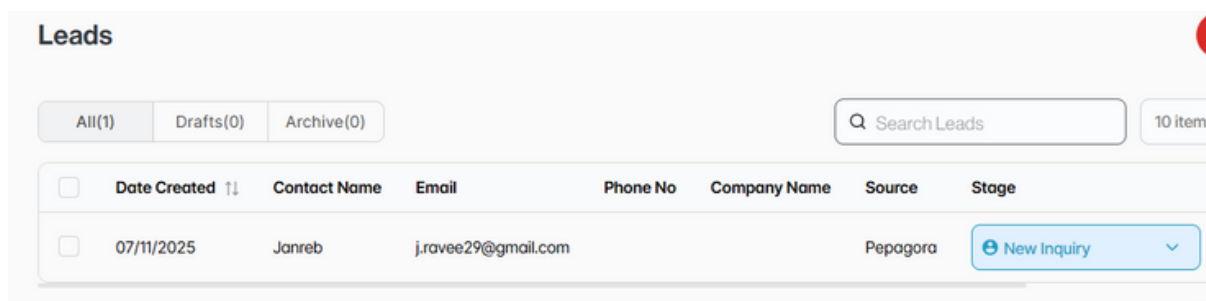
Actions (What Kit Does): Profile is approved (just partially). Kit posts her first "Sell Offer" and waits for a response.

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.



	Date Created ↑↓	Contact Name	Email	Phone No	Company Name	Source	Stage
<input type="checkbox"/>	07/11/2025	Janreb	j.ravee29@gmail.com			Pepagora	New Inquiry



INSIGHT SUMMARY

Key Findings + Improvement Pppportunities

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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