

LC's contractor customer's persona

Name: Chris Wen

Age: 47

Occupation: Electrical Contractor

Location: Melbourne, Australia



Quotes

To do a good job, you need to consider all aspects, among which cost control is very important.

Background

Chris has been an electrical contractor for over 20 years, specializing in residential and commercial projects. He started his own contracting business a decade ago and has since built a solid reputation in the industry. His work involves everything from small residential repairs to large-scale industrial installations.

Goals

1. **Streamlined Ordering:** Chris needs a fast and efficient way to order electrical supplies and equipment. He often works on tight schedules and cannot afford delays in receiving materials.
2. **Reliable Delivery:** Timely delivery is crucial for Chris, as any delay can lead to project setbacks. He prefers suppliers who can guarantee prompt delivery directly to his job sites.
3. **Order History:** Keeping track of past orders is essential for Chris, as it helps him manage his inventory and avoid ordering mistakes.
4. **Promotions and Rewards:** Chris values suppliers who offer competitive pricing, promotions, and loyalty rewards. He is always on the lookout for deals that can help him reduce costs.
5. **Mobile Access:** Given his busy schedule and the fact that he's often on the road, Chris requires a mobile-friendly platform that allows him to place orders and track deliveries from his smartphone.

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Description

As LC's contractor customers are the majority of the business's customer base, they need a reliable and efficient online ordering system that allows them to save time, track their orders, and benefit from targeted promotions and loyalty rewards. This system should be accessible on mobile devices for easy ordering on the go and must provide a comprehensive order history to streamline their purchasing process.

User stories

1. As a contractor customer, I want to be able to place orders online using my mobile phone so that I can quickly and conveniently order supplies while I'm on the job site.
2. As a contractor customer, I want to view my order history in the online system so that I can easily track what I've ordered in the past and avoid duplicate orders.
3. As a contractor customer, I want to receive targeted promotions based on my purchasing habits so that I can take advantage of relevant discounts and loyalty rewards that help me save money.