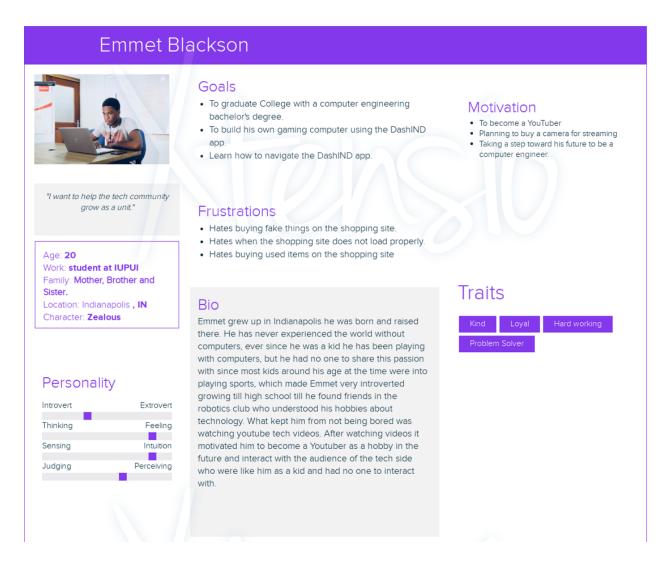
Building A Persona

Persona scenario #1

Emmet is a 20-year-old student at IUPUI and his goal is to graduate with a bachelor's degree in computer engineering. Emmet will use the DashIND application to shop for tech items he can buy to build the computer parts he needs in other to build it. Like the processor, graphics card, memory card, and so on. The DashIND app provided such services for customers like Emmet so he won't have a hard time finding the items he needs to build his pc. Furthermore, Emmet's goal was to be a streamer for Youtube and with the DashIND app, he can buy the better webcams and cameras he needs in other to start his streaming career on YouTube.



Persona Scenario #2

Edward is a 38-year-old man whose dream is to meet up the needs of customers and become a competitor with companies like Amazon in the future. Edward will use the

DashIND app to see which products customers are buying a lot and use that data to get more of those products which are in high demand furthering the reach he has on his consumers and gaining new consumers on the way who use the application, which can help him gain more revenue to hire more staff and build upon the products he currently has.

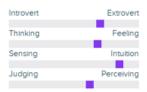




"In other to be the best shopping app you have to put your customer needs first."

Age: 38
Work: Founder
Family: Married 2 sons and 1
daughter.
Location: Indianapolis , IN
Character: Goal-oriented

Personality



Traits

Hard working Risk taker

Staunch Experimentalist Realist

Goals

- To meet every customer's needs to make sure they are satisfied.
- To make sure products get shipped worldwide.
- · To be the most customer-centric company.

Frustrations

- Lack of e-commerce devices to navigate the app like Al chatbots.
- Lack of warehouse workers to package and ship products to customers.
- · Trying to keep the FDA from taking over businesses.

Ever since Edward was a young man he always envisioned himself building a shopping site because he loved the idea of e-commerce after watching big company owners like Jeff Bezos, which motivated him to start his own business. After several trials and errors, he was able to get his company functioning. Although it is still in its early phase Edward hopes to one day be a competitor for companies like amazon and so on by taking consumer needs into consideration when it comes to the kind of products customers buy.

Motivation

- To be the best shopping site
- · seeking customers satisfaction
- To create an establishing business in electronic retailing.

Preferred Channels

Traditional Ads
Online & Social Media

Guerilla Efforts & PR