Customer Discovery – Persona

Local shopkeeper
Owns and runs a supermarket by himself

1. Pains Fears, frustration and anxieties	2. Gains Wants, needs, hopes and dreams
1. Not able to keep track of customers at store, at given point of time 2. Difficulty in getting insights due to lack of data and following covid guidelines.	1. Get data on how many users enter store and at what time. To know how many visitors actually become customers 2. To ensure social distancing is maintained in the store and prevent overcrowding.

3. Jobs to be done What are they trying to do and why is it important for them?	4. Reality How do they achieve those goals today? Any barriers in their way?
1.They try to keep track of how many users enter store and at what time. 2. This data is important as they can observe how many visitors end up purchasing products. This data can help them strategize and market their products.	1. They assign employees to do this task. 2. It is more expensive and data is often inaccurate.

5. Stories and observations
Write down quotes or observations that best describe their experience

"With an autonomous system like inSight to keep a track of visitors we can better observe buying patterns and plan offers on the right products at the right time to maximize sales. The ability to get alerts when store is overcrowded to prevent risk of Covid transmission is an added bonus." – Local shopkeeper.

6. Context
Are there other factors that we should take in consideration?

1. We need to ensure the system is reliable and has very low maintainence.
2. Should be easy to setup.
3. Must work with basic hardware.
4. Data gathered must be presented in an easy-to-understand manner.
5. Alarm to prevent overcrowding must work accurately.