USER PERSONA



Chris Male, 45, married, retail business owner, lives in Norway

Balance is my challenge these days and I am trying to practice it as much as I can.

UXD PREFERENCES

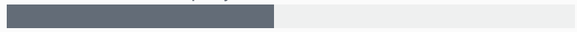
Ease of finding info and products



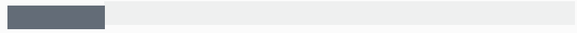
Good product images



Nice nice and display



Innovation



PERSONAL BIO

Chris has retail business since six years. He has been selling well, but is now looking for a new product. His target is middle class women and men. Preferable everyday use product made of sustainable materials. He has not travelled much to Central Asia and struggles to trust manufcaturers from the countries he is not well aware of. Launching a new business is always a risk and requires a good amount of research and invesment. He is looking for a long-term and stable product supplier/ manufacturer/ wholesaler.

MOTIVATIONS

- To market to the end consumers with his private label;
- To sell well and make profit;
- To grow as a long-term and stable business;
- To be affiliated as a brand with sustainable values;

GOALS

- To be able to trust the manufacturer as a potential long-term business partner;
- To be able to differentiate its products from other competitors selling online;
- To be able to see all the customization possibilities;
- To be able to sell at better accessable price than provided at competitors' online shop;
- To be able to see all the product options;
- To be able to feel sense of control and confidence about the process: order, customizatio, delivery, shipment.

CHALLENGES

- The product offer at higher price than other competitor manufacturers in Nepal and China;
- High shipment cost;
- Not being able to travel often to Kyrgyzstan to see the production site and for marketing purposes;

FRUSTRATIONS

- Lack of transparent and timely communication from the manufacturer;
- Complicated navigation system on manufacturer's website;
- Colour, quality and size inaccuracy of products;
- Unoptimized product offer, product range, its functionalitym target and use;
- Delay in delivery timelines;
- Unclear and vague partnership polices;