



# Mark Smith

“ I’m usually very busy because of work, so it is very hard to go home and do a lot of research in order to buy something that is worth it for me.”

Age: 24

Location: Toronto, Canada

Gender: Male

Job: Web developer

Income Level: \$45,000

Organized

Busy

Logical

Practical

## Goals

- Spend less time researching the information that he needs online.
- Compare options in a quick way to see what is better for him and his needs.
- Purchase products that are worth it for me and what I expect from my product.

## Frustrations

- It is very time consuming to do research about a product, he’s usually busy.
- When it comes to a completely new product, he doesn’t even know where to start looking for.
- Often recommendations online are hit and misses and ends up disappointed in stuff that he buys.

## Apps



## Brands

logi



android



# Jane Williams

“I enjoy having to do some research before buying something that I’m interested about, however, I do not like the fact that sometimes this can take me more than 3 hours and I just don’t have the time for that”

Age: 36

Location: Vancouver, Canada

Gender: Female

Job: Project Manager

Income Level: \$100,000

Dedicated

Curious

Organized

Logical

## Goals

- Obtain something within her budget that works for her needs.
- Get more details in the recommendations that she wants to buy.
- Find all the information in one same page instead of opening tons of different windows.

## Frustrations

- She finds pictures in a review the most useful, but these are often not included.
- Doesn’t find the time to be thorough in her research before doing a purchase.
- What works for other people, doesn’t necessarily work for her and that can make her buy something that “works” but it is not for her.

## Apps



zoom



## Brands

ZARA



amazon



# Charles Johnson

“With the pandemic, I often need to buy things online. Time is not an issue for me but there have been many hit and misses with my purchases even if they have good reviews”

Age: 55  
Location: Calgary, Canada  
Gender: Male  
Job: Retired  
Income Level: \$70,000

Logical

Confident

Optimist

Proactive

## Goals

- Be able to make purchases that are going to make him satisfied.
- Have an easier, more accessible experience while navigating through informational or review's aggregator websites.
- Obtain enough information in one place

## Frustrations

- Products online do not have enough information to make an informed decision.
- Reviews are often disappointing, they do not really give you reliable information.
- Do not want to spend money on items that are not going to work for him.
- Having to open too many different websites can become really confusing and often his information can get lost.

## Apps



## Brands

