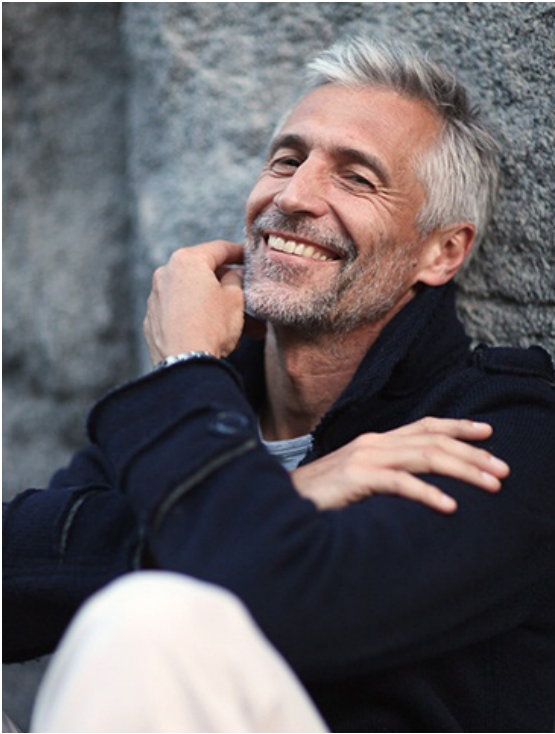


CITIZEN SUPPLY



Mark Lawson

Age: 52

Profession: CFO of the Atlanta Magazine

Location: Buckhead, Atlanta, GA

Salary: \$160,000

Goals

- Quickly filter through the site to desired content
- Wants to save his favorite items for easy repurchasing
- Likes discovering new products and vendors through suggestions
- Wants to know extensive product details before purchasing
- Easily checkout and purchase items through apple pay
- Frequently be able to check on his order and track the package

Technical Proficiency

Mark Lawson is very comfortable with using technology, he's most often seen with his iphone in his hand and his laptop in his bag. Mark uses his laptop to review the Atlanta Magazine's finances and then uses his iphone to check emails, schedule meetings, and social media to keep up to date with his family and trends. Mark's iphone acts as a planner and keeps him on track during his busy days.

Likes and Dislikes

Mark appreciates quality over quantity when it comes to his clothing. He has a classic, preppy style, that is comfortable, casual and can be worn year round in Atlanta, GA. He is more often than not seen wearing a 100% organic cotton oxford and khaki pants. Mark doesn't worry about prices when he loves a product that looks good and is also durable. When Mark really loves a product he is also most likely to repurchase either for himself or for his friends and family. When it comes to actually shopping online, Mark likes a quick, customized experience. When Mark is leisurely shopping he wants to view suggested brands and similar products. From there he likes to review extensive product details and dislikes when a product isn't described thoroughly. After spending some time shopping, Mark likes to navigate to his saved items for easy ordering and future reordering. Mark dislikes a lengthy checkout process, making him a fan of apple pay to check out with ease. Overall, Mark wants to avoid complication when shopping so he can enjoy the products he loves.

User Story

As the warmer weather starts to roll in to stay for the summer in Atlanta, Georgia, Mark starts his Saturday morning at home, with a freshly brewed cup of coffee and the company of his partner, scrolling the internet on his laptop for new clothing to carry him through the summer. Mark navigates to the Citizen Supply new arrivals page, which features the new seasonal arrivals from clothing to apothecary. Mark begins to filter the page by searching for Men's shirts and scans the narrowed down search. The perfect white t-shirt catches Mark's eye and he selects to view the product and its details. Mark looks at the different images of the shirt and likes the way it looks on the model. He reads the product details and finds out that the shirt was made in the United States with organic cotton and saves the product for later to compare to other suggested products at the bottom of the page. Mark selects a few more similar products but doesn't love each detail and eventually navigates back to his saved product page to the first T-shirt. Mark shows his partner and decides to place an order of two T-shirts, he confirms his payment method of Apple pay and is able to complete his order with ease. The purchase is then finalized with an email and the hardest part of the experience is to wait for his new shirts to arrive.

CITIZEN SUPPLY



Rebecca Sherry

Age: 28

Profession: CEO and Head designer of Catbird Jewelry

Location: Los Angeles, California

Salary: \$60,000

Goals

- Find products and vendors by filtering through content
- See competitors and their products through suggestions
- Read detailed products descriptions, she wants to know materials, sizing etc.
- Access vendor details about current brands and becoming a part of Citizen Supply
- Read available product reviews for product comparison
- Statistic breakdown of sales available when reviewing her account

Technical Proficiency

Rebecca Sherry is very proficient when it comes to technology proficiency, as she uses multiple media devices for her design work, along with her day to day activities. When Rebecca is on the go she prefers her iPad Pro and Apple pencil to sketch out ideas, and complete research. Rebecca also avidly uses her phone to take photos and keep up with emails, she doesn't usually shop on her phone.

Likes and Dislikes

As a Jewelry designer, Rebecca pays attention to details and likes when other brands do as well. She likes discovering new trends and believes in supporting small businesses and local artists as she is one herself. When looking for a place to sell her products the company must share these values. She likes being able to navigate easily between many different pages. Rebecca's main concern is to find a secure company in which she can create an account as a vendor and sell her desired products. Rebecca dislikes when companies don't create an interface for their vendors to utilize and optimize their sales. She wants to be able to have access to her sales and product reviews, so she can pin point where she needs to improve. She likes being able to provide large descriptions of each product and express her craft to her customers. Along with reviews and product details Rebecca likes when her other products are suggested to the user. As a vendor Rebecca wants her brand to stand out in comparison to others, she likes strong imagery to capture the customer's attention when scanning the page and then relies on the ease of the web space to guide them to her story that will then completely capture their attention.

User Story

After a busy week of finalizing her latest collection and preparing for its launch in May, Rebecca lays down on her couch with her iPad and a glass of wine to review her last season's total sales. Her previous collections are selling well but not as well as she would like on one E-commerce site, she makes the executive decision to find a replacement. When researching Multi-Market websites she discovers Citizen Supply, intrigued by the name she clicks the link to find out more. Rebecca lands on the home page and reads about the company's purpose and mission and likes what she's read. The aesthetic of the company is exactly what she was looking for but wonders about how much competition she would have on the site, so she navigates to the new arrivals page and filters through the products to look at other jewelry vendors, the pieces are beautiful and her simple, trendy designs would look great in comparison. Feeling really good about the possibilities of her business on the Citizen Supply website, she navigates to the vendors page and reads about the process of becoming a vendor. The vendors interface is able to project intended sales based on her sales history and the averages sales on the website. Rebecca feels it's a match made in heaven, she has found a website that will optimize her time and allow her sales to improve greatly. She finally creates an account so she can start the process of becoming a full-time vendor so she can launch her upcoming collection.

CITIZEN SUPPLY



Sarah Anne Connelly

Age: 24

Profession: Recent Georgia Tech Grad—
Currently a Madewell store manager

Location: Charleston, South Carolina

Salary: \$40,000

Goals

- Sarah enjoys learning about a brand, she wants to read about their story to get to know them.
- Wants to see suggested products and vendors
- Likes extensive product details, so she knows how to care for the products
- Be able to save products for later for future purchasing
- View social media content within the website
- Easily view and track purchases

Technical Proficiency

As a Millennial, Sarah is fearless when it comes to technology and is rarely seen without her phone in her hand or typing away on her laptop. She is an active user of many social media platforms and actively surfs the web while on her phone. Sarah uses technology more for personal enjoyment and shopping rather than for work or as a personal assistant.

Likes and Dislikes

Sarah attended college in Atlanta, Ga and originally from a small town she was exposed to new, hip, local shops. She enjoys products that look cool and have a great back story or history. She enjoys buying from brands that are able to create good products and do good in the world. Sarah likes her shopping experiences to be very personal and loves when products are suggested to her along with styling tips for the most perfect outfits. Sarah loves social media and likes to view social media posts for further inspiration on the website and dislikes when they are not easy to find. Quick ordering and trackable shipping is also very important for Sarah's shopping experience as she likes ordering gifts for her friends and family around the world. Sarah's shopping experience is guided by the story of the brand and without a good description will cause her to stop her search, rather than carry her through the rest of the site.

User Story

Sarah started her day with a yoga session in the park with her best girlfriends and is ready to head into work feeling refreshed. It's a Monday morning and the new promotions have come in to be displayed throughout the store and Sarah realizes Mother's Day is just around the corner. On her lunch break, Sarah grabs a fresh salad and sits down on her phone to tackle the task of buying gifts for her mother and both of her grandmothers. Sarah reaches the Citizen Supply website and is intrigued by the store's purpose and continues on to the new arrivals page. When scanning the page, apothecary and handmade candles catch her eye. Sarah reached the product details page and loves finding even more information about the individual product and the vendor, Sarah's emotions are running high and with pure excitement she adds the items directly to her cart. After determining which item is going to each family member Sarah finishes her purchases with Apple pay and is immediately notified of her purchase confirmation and tracking information. Sarah immediately saves her tracking numbers and still has time to relax and enjoy her lunch. Until each package has arrived to their final destination, Sarah actively checks their progress and waits eagerly for her loved ones to receive the wonderful products.