

Persona one: (general user)



"I am looking for a research company to help me with a specific research project"

Goals / objective

- This user's reason to visit the Ti' website is to learn more about the company and understand Ti as an FMCG

Frustrations

- Too much content
- No direction to follow

Name:

Age:

Education:

Hometown:

Family:

Occupation:

This is a user already knows about Trade Intelligence but will like to get insights through training to gain knowledge about the industry. This is a potential subscriber for the newsletter and a potential buyer of various services

Persona one: (General – research)



“I am looking for specific information on the FMCG industry or a specific topic to gain more info or find reports or articles or news”

Goals / objective

- This user’s reason to visit the Ti’ website is to get more insight about the FMCG industry

Frustrations

- Need more info on the FCMG / retail industry which I don’t have to pay for

Name:

Age:

Education:

Hometown:

Family:

Occupation:

This is a user who is trying to understand what the FMCG industry is and learn more about Trade intelligence.

This user is just a curious and a good candidate to drive brand awareness and be a potential client

Persona Three (L&D person)

"I am head of a L&D team and looking for different training options to improve the staff ~~industry~~ knowledge"



Goals

- Understand the SA FMCG industry
- Browse to the school of retail programmes
- Browse upcoming webinar

Frustrations

- There is no clear user flow
- No registration option
- Next steps are not clear on the SOR pages

Name:

Age:

Education:

Hometown:

Family:

Occupation:

This is a user already knows about Trade Intelligence but will like to get insights through training to gain knowledge about the industry. This is a potential subscriber for the newsletter and a potential buyer of various services

Persona Three
SoR onboarding / capability building(Newcomer to the FMCG industry)



Name:

Age:

Education:

Hometown:

Family:

Occupation:

“I am new in the FMCG industry and looking for a company offering short courses online which I can use upskill myself or material I can read to improve my knowledge”

Goals

- Want to learn more - Training needs
- New in the FMCG industry

Frustrations

- Battle to find a programme to help me understand the FMCG industry
- Battle to learning specific skills to help me in building my capability in the FMCG industry

This is a user that is new to the industry and does not know about Trade Intelligence but already knows about Trade Intelligence but will like to get insights through training to gain knowledge about the industry. This is a potential subscriber for the newsletter and a potential buyer of various services

Persona: Category Manager - Carla

Goal: Actively engages in industry conferences, follows category management blogs, gathers insights and info to make effective decisions on range placement in respective category

Stage	Stage 1: Arrival	Stage 2: Onboarding	Stage 3: Exploration	Stage 4: Engagement	Stage 5: Advocacy
TRIGGER / ACTION	Carla becomes aware of Trade Intelligence through industry conferences, professional networks, or recommendations from peers	Carla decides she wants to create an account or subscriber after recognising the relevants of some of our reports to her category management role	Carla logs in regularly to explore content and features aligned with her category management responsibilities.	Carla receives notifications about upcoming webinars and new reports related to manufacturing trends	
ACTIONS	<ul style="list-style-type: none">• Visits www.tradeintelligence.co.za to explore the homepage.• Navigates down and find our offering retail Insights and thought leader (articles)• Reviews our different reports on offer and review a sample report as well as read a though leader article on on “retail trends”• She also does an online search to see what we have to offer on category management specific	<ul style="list-style-type: none">• Complete a lead generation form providing details about her role, industry focus and preference• She choose to receive personalised email updates and newsletters	<ul style="list-style-type: none">• Uses the search filter feature to find content relevant to category management• Engages with the website and focuses on innovation/articles in retail which can assist her role in manufacturing	<ul style="list-style-type: none">• Registers for and attends webinars relevant topics• Downloads whitepapers and “free” reports to gather in-depth insights.• Shares her experiences and insights	
Emotional state	Curiosity and cautious optimism about the potential benefits of the platform.	<ul style="list-style-type: none">• Expectant and engaged• Looking forward to a personalised experience	<ul style="list-style-type: none">• Empowered and informed as she discovers valuable insights to enhance her category management strategies.	<ul style="list-style-type: none">• Fulfilled and appreciated, experiencing the platform's value in her professional growth.	
		<ul style="list-style-type: none">• Opportunity to create customized dashboards /	<ul style="list-style-type: none">• Look at developing online discussion		