

3 Consumer Segments + Retailer

POTENTIAL TARGET USERS

 <h3>SHOP 'N SAVE SABRINA</h3>	 <h3>SMALL BUSINESS STACEY</h3>	 <h3>JUST(IN) CASE JUSTIN</h3>	<h3>RETAILER RANDY</h3>
<p>BEHAVIOR & MINDSET</p> <ul style="list-style-type: none"> Saves most if not all receipts (returns / organization) Avid shopper who regularly shops with the intention of returning a portion of their purchases Seeks savings and/or a good deal Shopping is fun <p>CUSTOMER PAINS</p> <ul style="list-style-type: none"> Not being able to find a receipt when trying to return a purchase A purse, shoebox, shopping bag or desk cluttered full of unorganized receipts Time spent organizing and categorizing receipts Receipt amnesia - unable to remember charges that appear on credit card/bank statement <p>KEYS TO SUCCESS</p> <ul style="list-style-type: none"> Easy, effortless and hassle free (no work) Opportunities to save time & money Feeling of effortless organization <p>DESIRED OUTCOME</p> <p>RETURNS ORGANIZATION <small>CREDIT CARD RECONCILIATION/INSURANCE CLAIMS</small></p> <p>WARRANTY/REBATES</p> <p>FREQUENCY & LIKELINESS TO SHOP</p>  <p>HIGH</p>	<p>BEHAVIOR & MINDSET</p> <ul style="list-style-type: none"> Needs to separate personal expenses from business expenses Looks to reduce business expenses by using rewards card Repeat customer with multiple receipts at multiple retailers Needs to save receipts for taxes & accountant <p>CUSTOMER PAINS</p> <ul style="list-style-type: none"> Spending time organizing/categorizing receipts for accountant Not being able to differentiate between business and personal expenses Receipt amnesia - unable to remember charges that appear on credit card/bank statement <p>KEYS TO SUCCESS</p> <ul style="list-style-type: none"> Easy, effortless and hassle free (now work) Assistance with expense & tax preparation Free up time to focus on the business Reduce business expenses <p>DESIRED OUTCOME</p> <p>ORGANIZATION</p> <p>RETURNS WARRANTY/REBATES</p> <p>FREQUENCY & LIKELINESS TO SHOP</p>  <p>MED</p>	<p>BEHAVIOR & MINDSET</p> <ul style="list-style-type: none"> Rarely saves a receipt, on occasion may save receipt for particular purchase categories Buyer v Shopper. Goes to store with goal to buy a specific product and rarely returns the item Likes to save, but has tendency to make emotional purchases Shopping is a necessity not a hobby <p>CUSTOMER PAINS</p> <ul style="list-style-type: none"> Spending time dealing with retailers / manufactures on returns or warranty claims Not being able to find a receipt when trying to return a purchase <p>KEYS TO SUCCESS</p> <ul style="list-style-type: none"> Purchase protection Easy, effortless and hassle free (no work) Feeling of effortless organization <p>DESIRED OUTCOME</p> <p>WARRANTY/REBATES</p> <p>RETURNS ORGANIZATION</p> <p>FREQUENCY & LIKELINESS TO SHOP</p>  <p>LOW</p>	<p>BEHAVIOR / MINDSET / PERSONA</p> <ul style="list-style-type: none"> Schizophrenic - Selfish, but understands desire of customers to have all receipts in one place Connecting retailers to customers Looking for attention Fear of competition Desperate for deeper consumer insight Need to provide consumer benefit not tied to discount <p>CUSTOMER PAINS</p> <ul style="list-style-type: none"> Declining margins and revenue Difficult to acquire customer insight with current consumer data Maintaining competitiveness Ability to differentiate and remaining relevant <p>KEYS TO SUCCESS</p> <ul style="list-style-type: none"> Improved customer insight Increase and extend brand with improved mind and wallet share Increase loyalty program participation Increase customer retention and expand existing customer base <p>DESIRED OUTCOME</p> <p>MARKET & WALLET SHARE</p> <p>CUSTOMER LOYALTY/SATISFACTION BRANDING</p> <p>FREQUENCY / LIKELINESS</p>  <p>N/A</p>

CUSTOMER PERSONA DISCONNECT
EMPHASIS ON RETURNS • PERCEIVED OWNERSHIP OF CUSTOMER DATA