Bookbyte SellerActive

## Persona with Quotes, Concerns, Scenarios, Characteristics, and Outcomes

Client: SellerActive.com
Project: New Product Lister

### Persona for RC Carz Online – Stakeholder are Eric

Company Background: RC Carz Online Employees eight people including Jordan and Eric.
Their goal is to expand to possibly 15 people in the next year.

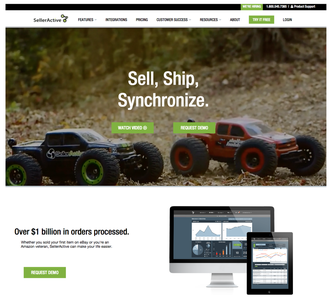
## Other Mico Personas

Brian – Employee at beadz
An online retailer of beading supply store
20-120 Employees

Brenda– Owner of "Brenda's Bowls"
An online retailer of Potery she Currently sells on Etsy.com. Brenda is a soul proprietor

Eric – CEO and new partner to Jordon, the Founder of RC Carz Online

## SellerActive Homepage




## Persona #1 – Jordon (Stakeholder)

### Persona & Charicteristics

**Persona #1 – Jordon (Stakeholder)**
Founder of RC Carz Online

Characteristics

**Need:** Jordon is in need of saveing time in the process of uploading new product not currently listed on retail sites like Amazon and Ebay. Eric, Jordan's new CEO and partner at RC cars online, is tired of watching Jordan waste incredible amounts of time entering new listings individually on multiple retail sites. EricFeels the pain that Jordan is experiencing by wasting so much time and energy relisting products and is searching for a solution for Jordan As their company begins to expand in sales.

**Problem:** Jordan is simply spending too much time managing and uploading new products to Amazon and eBay. It's driving him crazy.

**Said:** "Listing products once on Amazon is painful enough, listing them again on eBay is enough to drive you crazy. That being said, I'm learning more about my product by listing them uniquely in so much detail."

**Belief:** I value and believe in understanding, in great detail, the products that I sell to my customers. I'm the greatest information resource in our company when it comes to understanding our products.

**Habit:** I repeatedly come into work early, often, 1-3 hours of my day, 3 days a week, is spent identifying, uploading, and confirming our new product listings on Amazon, Ebay, and other Retail sites.

**Assumption:** RC Carz is adding new products on a weekly basis, as many as 50 per week.

**Artifact:** Amazon and eBay's new product listings are too long to list our new products

**Goal:** To spend half a day one day a month devoted to uploading new products from our manufacturers. This will allow me to focus more on expansion of product, customer feedback issues, and supporting Eric with expansion strategies.

### Scenario

**The Scenarios**

Jordon
The Founder
and current
Product Slave...

Product lister & Writer (30% Job Role)

Jordan is preparing to list new products that have come in from China for their remote control car company. Because he's the "Product Guru" when it comes to product identification and descriptions, Jordan must be the person to write the content descriptions and product information for listings. This is useful in the long run as he is the product Guru now. However, this is an arduous task that he doesn't look forward to at all and would love to get out from under this role.

Other Frustrations: When Jordan is "In the Zone" of writing new product descriptions there's always issues like phone ringing and other employees needing help that pull him out of focus and drag out the writing. Note: When new products from China arrive to the store for listing, 50% of the time there is no description that is customer ready. Only a title as to what it is, often misspelled or poorly described. The process of writing for our customers is a critical aspect to selling our goods and Jordan take great pride in speaking to customers via his products.

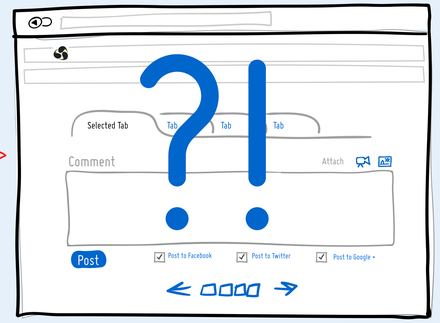
### The old way to list on Amazon

**Amazon Product lister page**

Frustration Point: "The process of listing is a nightmare and arduously repetitive. I do not even want my staff to have to deal with this!" Additionally, when competitors go to lower their prices we must lower pricing to be competitive. That means, going back through all products to maintain a competitive pricing daily, to stay in competition with our competitors and their pricing models and sales.

### A new Way to list on Amazon

**Listing on Seller Active**




?! = Current scope of work, new product listing tool.

### Outcome

Jordon
The Founder
and current
Product Guru

New products have been listed on multiple retailers quickly and easily. My week is now free to support my awesome staff and focus on growth!

Jordan has just experienced listing several new products for the week from his manufactures on selleractive.com in ¼ of the time he's typically used to spending in the morning! This is a game changer!

**Possible unexpected results:**
The ability to expand products at a rate competition is unable to keep up. This resulting in a faster than expected expansion of their product line.

New functionality ideas for the Selleractive platform based on quickly expanding product lines and how to manage those product lines effectively as they grow.