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

Jordon – Stakeholder
The Founder of RC Carz Online

Real SellerActive Testimonials

"Not only do they provide a seamless order fulfillment process, but they are also able to manage our prices with a custom algorithm and keep inventory levels accurate and up to the minute across all marketplaces so we don't over-sell."

Bradley Arkell
Dollar Hobbyz

"Working with SellerActive has been a great experience from their knowledgeable and courteous staff and their straightforward system."

Tammy Masau
PAWSitive

"We have over 10k orders a month and without SellerActive we would be spending more time managing our inventory then growing our business."

Barry Schreiber
CEO, Couch Potato Entertainment

Persona #2 – Eric –CEO of RC Carz Online

Persona

Persona #2 – Eric
The new CEO/partner to Jordon at RC Carz Online

Need: Eric Feels 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. Eric needs his partner Jordan to spend more time with him finding and researching new retail opportunities, manufacturing solutions, and to get out of the trench of managing their products online.

Problem: Eric's problem is that his partner Jordan isn't available throughout the day as their manufacturing and product solution options are expanding weekly. If this continues, we will lose out on new opportunities and relationship I'm forming!

Said: "I understand the necessity of listing these products on each of our retail sites, however it's killing us. I need to have Jordan, my new partner, 50% more invested in the decision-making strategies, so that our existing decisions for expansion impacts our customers in a positive light. Currently Jordan is simply unavailable. We either need to hire somebody to do the work he's doing and train them, or find another solution. Jordan doesn't even want others to have to do this work because he knows it's a mess to deal with. I just sent an email to seller active.com to see if they can help us."

Belief: I value and believe in delivering to our customers a broad spectrum of products that are difficult to find all under one roof.

Goal: I need to Find a solution for Jordan, my partner, so that we can focus on broadening our product line base to compete with our competitors. As our product line grows, Our customers needs needs are also growing. This is great and I hope we can get there soon!

Scenario

The Scenarios

Eric's Roles
Customer
Babysitter and
Data/Product
Info Checker

Product info checker (5% Role)

5% of Eric's job role is to check the work Jordan produces, lists, on both Amazon, EBay, and other retailers for consistency, and ease of understanding from his perspective as a businessman vs a hobbyist or customer. Some of the questions Eric is asking are as follows; Is the information digestible to the consumer?, Is the product description understandable from a consumer's perspective?, Do beginners to experience customers both understand our product descriptions?

Other frustrations: Multiple Inventory management solutions. Looking the same product on as many as five different major retailers websites is a complete nightmare. We would love to find a way to put this to end. If there was only a software solution that allowed us to list the same product across all of the retail sites we sell on this would be worth its weight in gold.

The old way to list on Amazon

Amazon Store & Listings on Amazon

Other frustrations: Multiple Inventory management solutions to worry about.

A new Way to list on Amazon

Listing on Seller Active

Outcome

Eric
Product GOD

Witnessing new product integration in a heads up display scenario has put Eric in an expanded position of power!

Due to the ease of watching Jordan upload new products with the new and powerful product listing tool, from SellerActive, has allowed Eric to witness and oversee the "SellerActive experience" expand the scope of sales his strategies with NEW items the same as the existing listed Items.

Possible unexpected results:
Product Babysitter into a Product GOD
(20% Role shift possibility)