

Name: Monica Freudenfeld
Age: 35
Occupation: Marketing Manager
Location: Chicago, IL
Income Level: \$70,000/year

Bio

- Monica is a cost-conscious shopper who looks for deals and discounts when making purchases.
- She plans her shopping carefully and often adds items to her cart to qualify for free shipping.
- Since she's usually not in a hurry to receive her items, she often chooses standard delivery, which takes 5-7 days.

Goals & Motivation

- Maximizing Value: Plans purchases to get the best deals, especially on shipping.
- Minimizing Shipping Costs: Consolidates orders to qualify for free shipping.

Factors Influencing Monica's Purchases on Amazon

- Exclusive deals
- Product Variety
- Product reviews
- Free shipping
- Price

Frustrations
The membership cost doesn't match her low purchase frequency.

• Triggers
Monica notices her kids need new school supplies or her home is running low on essential items.

• Research
Monica compares prices on Amazon, Target, and Walmart, checks for free shipping thresholds, and looks for reviews and discounts to ensure she gets the best value.

• Purchase
Once she's made her comparisons, she adds the selected items to her cart but may wait if the order doesn't yet qualify for free shipping.

Non-prime User

"I love the convenience of Amazon, but I only shop when I can bundle enough items for free shipping—Prime just doesn't seem worth it for how little I order."



Name: Alex Wu

Age: 22

Occupation: Male

Location: Los Angeles, California

Income Level: No fixed income
(family support)

Prime User

"As a Prime member, I find it worthwhile; I really enjoy the convenience of fast shipping and exclusive discounts. However, I sometimes find myself putting items in my cart, waiting for better prices or promotions.."



Bio

- Alex Wu is an Amazon Prime member and is accustomed to buying school supplies, electronics, and groceries on Amazon.
- Prime's fast delivery service is always there to help when he has an urgent need to make a purchase.
- He likes to browse user reviews on Amazon to make purchasing decisions as he has high expectations for the quality of goods and services.
- Due to the convenience of Prime, Alex is prone to impulse purchases when shopping.
- He sometimes puts items in his shopping cart first and waits for promotions or discounts before ordering.

Factors Influencing Alex's Purchases on Amazon

- Exclusive deals 
- Product reviews 
- Price 
- Product Variety 
- Free shipping 

Frustrations

Feel frustrated when his high expectations for fast, free shipping, and exclusive deals are not met.

Goals & Motivation

To seek fast, free shipping, exclusive discounts, easy returns, and early access to deals.

• Triggers

As a Prime user, Alex is motivated to shop on Amazon for urgent needs at most of the time, with Prime's fast shipping.

• Research

Alex usually did research on fast delivery, relying on reviews without comparing other platforms, while prioritizing exclusive deals, free shipping, and competitive pricing.

• Purchase

Once Alex decided which product to purchase, he will buy immediately if it's urgent need. Sometimes, he waits for discounts if its' not urgent or it's expensive.