

# "The Contractor"



**Name:** John Maker

**Age:** 42

**Occupation:** General Contractor

**Tech Skill Level:** Moderate

## **Goals & Needs :**

- Find the best prices for bulk materials.
- Track supplier availability for large projects.
- Save time by avoiding in -store price checks.

## **Pain Points:**

- Material prices fluctuate frequently.
- Difficult to compare prices across multiple suppliers.

## **How the App Helps :**

- Instantly compares prices and stock availability.
- Saves favorite suppliers for quick reference.

## "The Supplier"

**Name:** Mark Seller

**Age:** 50

**Occupation:** Owner of Hardware Store

**Tech Skill Level:** Low

### **Goals & Needs :**

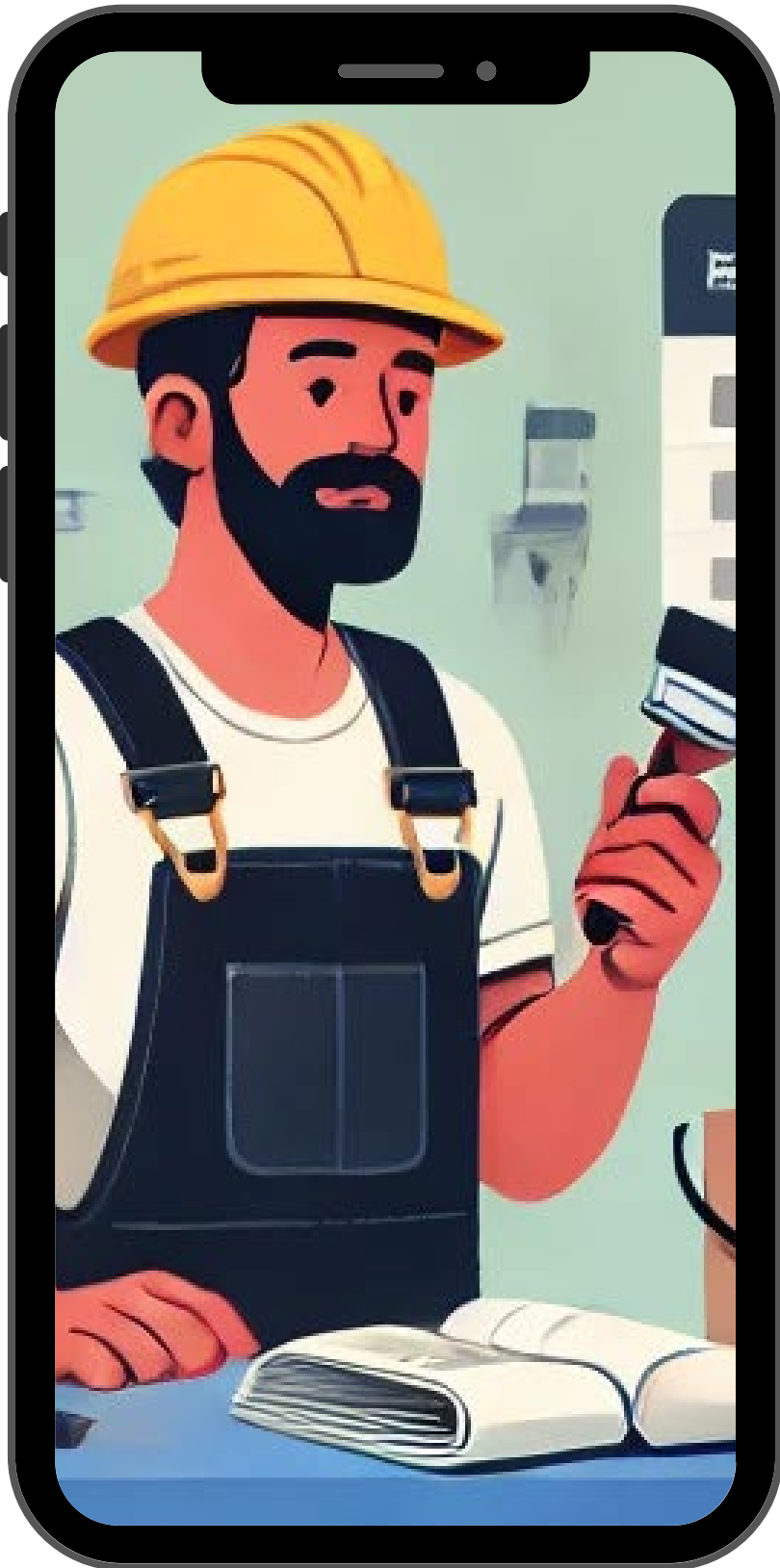
- Attract more buyers to his store.
- Keep pricing competitive with larger suppliers.
- Update prices easily.

### **Pain Points:**

- Losing customers to big retailers.
- Hard to manually update product prices everywhere.

### **How the App Helps :**

- Allows him to upload and update pricing easily.
- Gives visibility to local customers.





## "The DIY Enthusiast"

**Name:** Sarah Dewit

**Age:** 29

**Occupation:** Homeowner & Weekend DIYer

**Tech Skill Level:** High

### **Goals & Needs :**

- Get the best deals for small renovation projects.
- Find materials available locally.
- stay within a tight budget.

### **Pain Points:**

- Hard to track discounts and sales.
- Confused about product quality differences.

### **How the App Helps :**

- Displays real -time prices for quick decision -making.
- Allows her to compare supplier reviews.



## "The Project Manager"

**Name:** Lisa Runit

**Age:** 35

**Occupation:** Construction Project Manager

**Tech Skill Level:** Moderate

### **Goals & Needs :**

- Budget and track material costs efficiently.
- Ensure materials are available on time.

### **Pain Points:**

- Suppliers sometimes change prices unexpectedly.
- Wasted time looking up invoices and purchase history.

### **How the App Helps :**

- Integrated with Jobber for cost tracking.
- Provides historical pricing for better budgeting.