



*"eCommerce is a faster way to make money"*

**AGE** 38

**JOB TITLE** Entrepreneur

**STATUS** Married

**LOCATION** Ottawa, ON

DEDICATED

COMPETITIVE

ENTERPRISING

METICULOUS

### FAVOURITE APPS

WORDPRESS, FACEBOOK,  
OFFICE 365, WHATSAPP

## USER PERSONA

# Eric O'Connor

### ABOUT

Phil is a small business owner who used to run a physical store selling phones and phone accessories. He noticed people were succesful selling products online and decided to create his own eCommerce store. After testing several eCommerce platforms like Wix, WooCommerce and Squarespace, he decided on Shopify. His wife is about to give birth to their first child in a month and he wants to balance his balance his family obligations with his business.

### GOALS

- Increase global presence and revenue.
- Ability for customers to purchase products online at anytime.
- Reduce overhead cost.

### PAIN POINTS

- It's difficult integrating accounting apps that connect to the cloud and ERP system.
- Setting up shipping and logistics for cross border transactions gets complicated with customs and duties.
- Customization is not optimized for mobile due to banner and alignment issues.

### NEEDS

- Integrate the eCommerce platform with his own internal enterprise resource planning (ERP) in order to better manage cash flow and inventory.
- Achieve work-life balance.

### PERSONALITY

