

Target Audience

1. Elderly

Demographics

Age - Above 60
Gender - All
Income - Above 5k per month and have a bank account
Languages - Indian Languages

Geographics

Rural, Suburban and Urban India

Psychographics

Beliefs

User's who believe in checking a couple of products before picking on one.
User's who think they get a better price when they buy online.

Values

User's who like to know A-Z about the product before buying.
Grasps all information from all sites available.
Check's product reviews.

Pain Points

- Afraid of online payment
- Frustration on Bad internet connectivity
- Jargon Terms
- Afraid of Fraud

Eyesight Related

- Lack of hand-eye co-ordination
- Long-sightedness or hypermetropia
- Cataract
- Loss of peripheral vision
- Lower light sensitivity
- Color confusion

Behaviour

Hobbies

Social Media Apps, Gossiping, Asking everyone on how to use mobile better, showing funny videos to family and friends

Habits

Watching TV, Cooking, Playing with grandchildren and buying gifts for them, Gardening, Talking on phone with their children.

Purchasing Styles

Buys from nearby Kirana Stores
Asks family member's to buy.
See's lot's of products online and send's screenshots of image to their children to buy for them.
Goes to neighbours/friends home, like's some products and tries to buy it for own.

Social Media Use

Using social media for more than an hour a day.

Mobile Phone Use

Using Phone for more than just call and messages.

Media Consumption

Active media consumption on Amazon, Flipkart, Instagram and similar e-commerce apps.

2. Unlettered / Poorly Read

Demographics

Age - 18 - 60
Gender - All
Income - Above 5k per month and have a bank account
Languages - Indian Languages
Occupation - Working class (many in this TG will be working)

Geographics

Rural, Suburban

Psychographics

Beliefs

Might get cheaper online.
Constantly doubts self on making mistake while paying online.
If the vendor is genuine?

Values

Carry's password/pin in written everywhere.
Asks people on how they experience paying online but feels helpless.

Pain Points

- Afraid of online payment
- Need more data for paying online?
- Jargon Terms
- Afraid of Fraud
- Dyslexia
- Gramatical Errors
- Word decoding
- Poor reading comprehension
- Fluency
- What if I get lost in the app?

Behaviour

Hobbies

Likes to scroll endlessly on phone on deals and offers on the products they want to buy and adds to cart.
Checks on new products on advertisements, celebrities, influencers and friends.
Wants to follow recent product/fashion trends

Habits

Working class, Buys essential products for everyday life, afraid of buying online due to lack of knowledge and hesitant towards e-pay.

Purchasing Styles

Ends up buying from nearby Kirana Stores
Asks someone close to buy for them and pays
Buys in rent/emi

Social Media Use

Using social media for more than an hour a day.

Mobile Phone Use

Using Phone for more than just call and messages.

Media Consumption

Active media consumption on Amazon, Flipkart, Instagram and similar e-commerce apps.