Daniel Cianfrone

User Personas

1. Sales Representatives- The things about sales reps from companies is that they want to sell more product and get their product out into the hands of people. In bicycling, brands and sales reps want to have a lot of your floor space, or inventory, as their product. The more product you have of theirs that can be seen the better. That also goes for your website, in that, they want to be seen. If people are going to go to your website to see what product you carry you must have a balanced amount of imagery and product from each company shown on your site. To go hand in hand with that sales reps want to be linked into your website. They want your inventory to be linked to your website and their website so that if a customer is to go to their website and try to purchase product they can direct them to your website or just say to go to the store and purchase one.

2. Consumers- The consumer is a very important person in this process. When they go to your website they want it to be visually appealing and easy to navigate. They want to be able to find how to contact you as the seller and ask questions over the phone or via email. If that information is not available or easy to find for them then something is wrong. Another thing that is very important to customers is being able to find the product they are interested in and information about the product including one very important thing, the price. If a consumer finds something like a bike that they love but there is no price they can be caught very off guard. Having specs and pricing on bikes, parts, accessories, and repair services are very important.

3. Team Members- As a local bike shop we want to have a lot of community engagement. One way we can give back and help the community is by sponsoring and developing cycling teams. Personally, Pops Bike Shop sponsors a youth racing team called Team Somerset. We offer them free tune ups and labor on repairs and we give them discounts on product. These team members love being shown off in their accomplishments. When they win events or acquire new members they enjoy having a bit of spotlight and our website provides that. It also helps in aspects of marketing for them. They can get their name, logo, and info into our website and that can help push people into joining their team. So not only do they get support from a local shop in their victories they also get nice marketing through our site.