

Jennifer, the No-Frills Customer



Name	Location
Jennifer	Montreal
Age	Occupation
35	Customer Service

Profile

Simplicity & Effectiveness

"I'm a creature of habit and I like my routine "

Jennifer lives with her partner in a condo in the city. The couple has no children but love to host. They both work full-time remotely. While in a somewhat stable situation financially, the two are paying off their mortgage which requires them to budget accordingly.

Jennifer is health-conscious and explains that maintaining her general health, including her dental health, is important. She also prides herself in a simple hygiene routine which keeps her feeling fresh and ready to tackle each day.

She stocks up on dental care products in bulk on an as-needed basis to limit the frequency of shopping trips.

Objectives

- Easy-to-find, accessible dental care supplies
- Seamlessly integrating her regular purchasing routine to incorporate dental products
- Following her dentist's recommendations for oral care
- Reducing dental treatments

Motivations

- Limiting non-essential dental follow ups
- Maintaining her health and hygiene
- Saving money

Engagement Factors

- Simple, no-frills user experience
- Professional grade dental products
- Reasonable price point

Needs & Expectations

- Reliable and continuous restocking of supplies
- Freedom in making her purchasing choices
- Convenience factor: appreciates that she can find dental supplies at many places (grocery store, pharmacy, given by dentist, etc.)

Abilities

- Committed to her dental care, wants to learn more about improving her oral health and hygiene ("I have a great smile and I'd like to keep it!")
- Reluctant to change her purchasing routine as well as her dental care routine, but is open to try new things

Behaviors



Relationship with the organization

- Loyal to a small number of dental care companies; loyalty to a new brand may be difficult to acquire
- Avoids purchasing no-name brands, because she believes their quality is not as good
- Increased trust in the product if it is certified by a dental care professional or a dental care provider or association

Touchpoints

- Prefers in-person shopping
- Admits she has never tried purchasing dental supplies online and is open to the experience
- Adept at technology; uses mostly her cellphone, primarily to communicate with her friends on social media platforms and to keep up with news and information. She is open to product recommendations and explains she sees ads on social media about various products which she discusses with friends and family.

Pain points

- When her favorite products are out of stock (such as Oral B)
- Too much selection overwhelms her, but too little does not cater to her needs either. A balanced selection is key.
- Long lines at the cash when purchasing in-store

Technology

Internet use

Mobile applications use

Social media use

Typical scenario

- Purchases her dental hygiene supplies in store (typically a pharmacy) in bulk when she runs low on supplies. She hopes there are sales on her essentials, such as toothbrushes, toothpaste and floss!
- In the morning and in the evening, she flosses and brushes her teeth. She enjoys the minty-fresh sensation and feels her routine reduces her worry about her health, including her dental health.

Critical scenario

- While going to purchase her dental supplies, the store is out of stock on some of her preferred products.
- She has to settle on purchasing another product or brand, or go to another store to check if they have the product(s) stocked.
- She is unable to complete her usual dental routine and worries about getting a cavity.