

Niche: Online Business and E-commerce.

- Dropshipping
- Agencies
- Digital products
- Online courses
- And more...

First top player: Amazon:

1. Perform full research on their target market and avatar.

Kinds of people Amazon is talking to:

- Any gender
- Any age: For the most part, younger people are using Amazon.
- Any occupation
- Any geographical location
- Any income level

Painful Current State(red) / Dream state distinction(green) (reviews):

- Unlike “ebay” Amazon is a company that can be trusted I have bought hundreds of items from Amazon , a few of these items I didn’t like and returned. Not once have I ever had an issue returning items , their returns process is so simple and quick its second to none ! and great customer service !Thank you Amazon team
- Amazon is 99% perfect- Thank you :-) No company or person is perfect, but Amazon Strives to make it better each day and that's very impressive. The problems I have had, have always been taken care of without any issues. I have always treated people at customer service with complete respect and I have received the same respect back. When calling in with a complaint, problem, etc. please keep in mind the customer representative did not ask Amazon to make your life miserable, but are there to help you :-)
//Lot of dream state vibes from the below review: This is a good one!!!
- Navigating through the virtual aisles of Amazon.com is nothing short of a shopper’s dream! The immense variety and ease of use have transformed my shopping experience, making it my go-to for practically everything - from everyday essentials to the latest gadgets. The sheer diversity of products is unparalleled, catering to a myriad of tastes and needs. Whether I’m hunting for a niche hobbyist item or restocking household staples, Amazon never disappoints. The detailed product descriptions, customer reviews, and Q&A sections have been invaluable, providing insights that guide my purchasing decisions. Amazon Prime has been a game-changer! The promise of fast, reliable shipping and exclusive access to deals, movies, and music is well worth the subscription. It’s the epitome of convenience, with my orders often arriving at my doorstep faster

than anticipated. Customer service deserves a shout-out too! On the rare occasion when issues arise, the resolution process is smooth, ensuring a hassle-free experience. The ease of returns and refunds only adds to the peace of mind while shopping. Beyond products, Amazon's expanding ecosystem, including Kindle, Amazon Fresh, and AWS, showcases their commitment to innovation and customer satisfaction. It's a holistic shopping and entertainment platform that keeps me coming back for more. In a nutshell, Amazon.com epitomizes online retail excellence, offering an unbeatable combination of variety, value, and convenience. It's a seamless, user-friendly experience that has revolutionized the way I shop. Five stars well earned!

- I truly enjoy Amazon Prime. Prime is needed to receive the full benefits like Prime delivery, free Amazon music, Amazon movies and so much more. You can schedule household staple deliveries depending on your needs weekly, every two weeks, and so on.

//Shift to primarily focusing on negative reviews

- Well, another completely useless global company. I am based in the UK - I have a friend in India I like to send presents to from Amazon India. I have done it previously. It worked like a dream. Not any more. If I order more than one item, I have to set her address as default on all the global Amazon websites I use before I can pay - and no matter how many times I enter set default address, Amazon's pathetic 1990s IA capacity cannot understand that I am in London but wish to send some items to a friend in India. This blows its tiny IA brain. So much for global enterprise. I spent over an hour choosing items, and just as long trying to pay. Pathetic.

Deep Dive Section into Pains and Desires:

- People are afraid that they might not be able to have a certain product on time which is why Amazon offers a simple solution to that. A student might need a book to read for an assignment which is due the next day. Amazon could help with that.
- People can get angry at customer service based on reviews lol. :) More importantly, people can get angry at other companies who do not deliver as well as Amazon does. They can also get angry at other companies in the sense that the other e-commerce store does not have as much diversity in their products as Amazon.
- Daily frustrations of people is not being able to get products very fast and efficiently without having to physically go to a store.
- Dealing with their problems without Amazon might look like them trying to scour the internet trying to find their product or calling a disgruntled worker at a store for delivery or booking of a product. Other people might think the same as them and understand their pain. They are in the same boat as a lot of other people.

Other people can also just tell the person trying to solve the problem to simply go to a store and buy a product. "It's not that hard bro."

- "Man, I just can't seem to find the thing I wanted for Christmas so badly. I've been trying to find something for myself, my wife, and kids online but it's just impossible. I've also checked a bunch of other stores but the thing I want is just not in stock. I wish there was an easier way to get what I want.

//Deep dive into the desirable dream state:

- They can just have an app or website where they can find anything they want for cheap. Additionally, the process of picking and buying the product is flawless. Customer service is first class and the product is delivered quickly and on time.
- They want to impress people they buy gifts for or other people who are affected in a way that the customer uses the product. They might also want to impress their friends with how simply they can get things bought and done. Additionally, they might also want to impress grandparents or family.
- Customers living in their dream state would feel so much at ease with the ability to simply get anything they wanted with just the click of a button. They desire the power to just instantly get anything whether that be a physical or digital product.
- "Man I wish there was an app or something, maybe like a website, I couldn't care less. I just wish there was a way I could just buy something for cheap and just get it instantly delivered onto my doorstep. I wish it was easy to buy and I wish I could reward my family with it. I also wish there was a place with excellent customer service just in case there were some problems.

//Deep Dive into Values and Beliefs:

- These are people who find going to a physical store inefficient and not worth it. They might not have so much time due to their job or whatever to actually go out. Most of these people are young so it also might be a part of trends that makes them use Amazon.
- These people blame other companies for not being efficient or good online. They blame these companies for not delivering the customers' needs. Additionally they blame the lack of companies that have a diverse product base as if they don't have a huge diversity in the sense of what kinds of products they actually have.
- Customers evaluate how a solution will work based on its effectiveness and ease of use. If there is a platform like Amazon that has all the products, payment methods, and delivery options at fast paces and cheaper prices, that would be highly rated in the eyes of the customer.
- Customers respect brands like Amazon of course but also brands like eBay(though not as much as we would like). They respect such sources because they are reliable and offer what they want at low costs. These sources are also strong brands and are also well known.
- Customers might value their patience when it comes to customer service and their ability to tolerate rude people. This applies to some people and other people. Some might also have a low tolerance and low patience. People also like

their ability to be professional and polite. Some people also hate that they might not have this ability in addition to patience. Another thing that people might not like is their internal laziness. They might not like it because they don't want to go to the store but are also not finding what they want on another purchasing platform.

- People are mostly aware of trends that can help boost their social status and hit those higher tiers on the Maslow's hierarchy of needs. Younger people are mainly aware of TikTok trends or social media trends or are aware of business trends.

Avatar:

Name: Ned

Age: 37



Background and mini life history:

- Ned graduated as a software engineer from A&M
- Has two kids and a wife
- Kids are pretty young

- Takes Christmas seriously
- Has a job at some electricity company
- Works hard and parties hard as well.
- Loves barbeques with family and friends
- Has had a history of building cars and tools

Day-in-life:

- Wakes up
- Brushes and has breakfast
- Drops kids to school
- Goes to job
- Comes back and starts working on car or tools
- Makes multiple trips to Home Depot to get supplies. He sometimes cannot find certain tools or materials so he has to make them.
- He also works computer coding and stuff so he is always buying new electronics and always in the market for the latest edition stuff.
- Has dinner
- Goes back at it again
- Spends time with family
- Goes to sleep

Values: What do they believe is most important? What do they despise?

- He believes in providing and giving his family a good life and time
- He always buy presents for his wife and kids and believes in that
- He believes in hard work and also thinks it's his duty to build software tools or actual tools that can help him or other people.
- He believes that being able to have an ample amount of resources is important and using them effectively is also important.
- He believes in being respectful to people
- He also believes in stuff being cheap and not being too expensive and believes in fast and free delivery.
- He despises when he does not have his resources or materials.
- He hates when he cannot provide his family things they need sometimes if it's not available.
- Most of all he hates rude people and loves for people to be respectful to him.

What outside forces are acting on him:

- Friends
- Family
- Job
- Availability of certain products in stores
- Prices of certain products in stores
- Delivery times of certain products in stores
- Ability of people to be nice in customer service

1. What are the reasons their customers decide to buy?

- People buy to fulfill any personal needs they have such as Birthdays
- People also buy from Amazon in order to have a quick fix to any problems they may have that need to be solved.
- People also buy from Amazon because it is easy to track goods and easy to return them as well if need be.

- Products are cheap and high in quality which is why some people buy them as well

1. How are they getting attention? / How are they monetizing attention?

- Amazon uses data to upsell: They use algorithms to figure out what each of its customers is likely to buy. Tip: You should keep track of what every customer buys and whatever you can learn about one's likes and dislikes. Be persistent in how you analyze people.
- Free shipping: Amazon's brilliant approach to this is that for orders over 25 or 35 bucks, there is free shipping or the customer can get free two day shipping by paying \$99 for Amazon Prime. Tip: Making shipping cost is just a way of telling the customer they are a nuisance. They don't like that of course.
- A loyalty program with serious benefits: Amazon Prime is an offer you can't refuse if you use Amazon. Prime provides tremendous value and it is such a brilliant idea that when you have Prime, the customer gets a lot of value from it and then uses Amazon even more to make use of that value. Consumers are much more motivated to shop on Amazon and they can get repeat business in this way.
- Time-limited sales that emphasize fun: Prime Day, Lightning Deals, Treasure Truck are all excellent strategies of making quick sales of perishable items. These are events that make Sales super fun for customers. It involves free things, major discounts, and overall provides massive value for customers. Drives loyalty as well.
- Sell other people's stuff: Amazon has the amazon marketplace where someone with something to sell can do so on their site. Has allowed Amazon to steal business from eBay. Very similar to affiliate marketing for online businesses.

1. What is the brand doing better than anybody else?

- Delivery is fast and faster than anybody else
- Prices are low and delivery is free
- They have really good loyalty programs(Prime) that provide more value than other companies
- They have many events where products are discounted and on sale. The company has found a distinct way of making this unlike other sales in that the events are actually fun and engaging for the consumer.
- They use data to upsell and utilize technology in better ways than other companies.
- Have made an affiliate marketing kind of system where other people can sell their items in Amazon Marketplace. This makes it better because a lot of people buy from Amazon and now people can also sell on the platform as well.
- It is easy to track goods for the customers and also easy for customers to return goods as well.

1. What mistakes (if any) are they making?

- They have declined in the quality of their customer service recently.
- Recently, people are beginning to perceive Amazon as greedy because Amazon frequently refuses to refund their customers.
- For some customers, products are not delivered and are generally cheaper in quality than the same product from an actual store.
- Product is not handled correctly and the delivery driver is not responsible for the product in the sense that the driver does not handle the product properly and does not usually pay the price.
- **Review that outlines a problem with Amazon:** Well, another completely useless global company. I am based in the UK - I have a friend in India I like to send presents to from Amazon India. I have done it previously. It worked like a dream. Not any more. If I order more than one item, I have to set her address as default on all the global Amazon websites I use before I can pay - and no matter how many times I enter set default address, Amazon's pathetic 1990s IA capacity cannot understand that I am in London but wish to send some items to a friend in India. This blows its tiny IA brain. So much for global enterprise. I spent over an hour choosing items, and just as long trying to pay. Pathetic.

1. What can other brands in the market do to win?

- Other brands can have a surprisingly good customer service system. They can be geared to genuinely help people with their problems and compensate them for any inconvenience.
- Work out refunds with the customer. Formulate a system that helps customers get a refund on a justified basis.
- Implement a system where delivery is on time and neat. The product should be delivered to the customer with care. The product should also be of similar quality to the product advertised.
- The delivery drivers or services should handle the product in a careful manner. Hold the driver accountable if they mistreat a product.
- Improve user interface and make it easier and faster for customers to purchase and send products.