

AFFINITY MAP

Participants



Research Process

- When looking for products or services, I usually search on Google and read reviews and ratings of different options available.
- When I need a product I google it and look for different distributors and I do think the personality of their brand is important to gain trust
- I use Google Reviews and Reddit to get to know their work and when I find reviews in a website it feels like they've saved me some time
- Home Depot is the first site I check to find brands and high prices, and then I look for the brands separately, most of them have websites, not as nice as HD but better prices
- Typically looks for "new" distributors in google if none is proving a recommendation or if he wants to compare prices
- I also like to go ahead and look for more real-life information, like searching for the brand in facebook or instagram
- I browse websites of different service providers to compare prices and services offered.
- I usually type the specs of the product in Google and hope to find what I need in the first link

Participant Industries

- Small business owner from New Delhi, uses copper wire in headphones and audio product
- Architect in charge of improvements in Hospital, Mexico City with experience in buying in bulk products
- Machine Learning Engineer with experience with B2B commerce, India
- Sales representative of manufacture company, with expertise in building relationships B2B, currently living in Boston originally from India
- Entrepreneur owner of a mobile repair centre with medium income, Ontario CA

Trustworthiness

- I usually ask for recommendations with peers, trust is important for me as I'm not living in the same country where I do business, when they share a contact I do some research online
- I evaluate the trustworthiness of a website or online business by checking if they have a physical address and phone number listed on their website
- My concern is to know if they will deliver on time and reading other's reviews is the way I feel like I can trust the brand
- Experience in the industry, quality of products and pricing are key factors when deciding to make a purchase
- When I need a product I google it and look for different distributors and I do think the personality of their brand is important to gain trust

Factors that influence purchase

- The most important factors I consider when making a purchasing decision are quality of the product or service, price, reputation of the business, and customer service.
- When making a purchasing decision, I need support and resources such as customer service, FAQs, warranty or guarantee information, and product demonstrations or videos.
- The most important thing to know is if the product solves the problem that I have, I wouldn't mind to pay extra if I get a personalized or customized product
- Knowing extra details like the process of how it's made it's always interesting but it's also necessary to consider the time that I usually spend in a website, it is short
- It's very important for me to know the possibilities of the product, in manufacturing you often need to get customized products
- Before making a purchasing decision, I need to see information about the product or service, pricing, availability, and customer reviews or testimonials.

Navigation In-Site Needs

- A search bar is the first thing I look for after someone recommended me a distributor, just to know if they have the product that I need
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- I look for technical specifications, drawings or CAD models of their products, and information about their manufacturing process and quality control procedures.
- Adding visual content that explains in a more effective way the process that are behind the product is great, video format is my preferred one
- I love filters, they make everything easier and if the site provides different categories it's always nice to find them well organized
- In this specific field we require a lot of important product details, so finding them in an organized way is essential
- I like to skip right to the information that I'm looking for, it's really pleasing to find a site where I don't lose my time with cookies and that stuff

Friction Points

- I'm in charge of comparing different types of products and if I take too much time looking for one in a page I just jump to another site.
- Small text over weird and bright colours is horrible, it's painful for my eyes, specially if there's no other way to obtain information
- I don't like when there's too much visual imagery that is just a cluttered reference. And I really think that search bars are a great relief for that
- By a good website I mean, one that's clear with all the specifications and terminology that I require as a professional, if it looks cluttered I get stressed

Preferred Communication Method

- I prefer to communicate with businesses through phone or email. However, I am open to using chat or social media if it is a quick and efficient way to get in touch with the business.
- Having direct contact with the providers also gives me a hint as to how they treat their customers and if the quality of the product is good, chances are that you gain a loyal client
- Finding a quick answer to my questions is important if they provide a FAQ section I feel like I don't need to make a call to get an answer
- The preferred way to do business in India is through calls, to concrete sales we want to hear that we will receive what we payed for, so contact information needs to be there
- Requesting quotations is good but I prefer to have the price before hand to see if I want to invest my time into this company
- The first contact with the customer is important to me, I like to know that they value my time and my preference
- I usually compare prices on the websites, but if the provider is not showing them I prefer to use whatsapp business because it feels easier as I check my chat regularly

User Experience

- How the website looks is important to me because it reflects the overall quality and professionalism of the business. However, I prioritize functionality and ease of use over that
- User experience and ease of use are crucial in my purchasing decisions because it reflects the level of professionalism and customer service of the business.
- I would suggest that they make it easier to request a quote or place an order on their website.
- The websites that I like are minimalist, easy to navigate, and they give the necessary information but always proving extra if I need it
- I love to find aesthetically pleasing website, but it's super rare to find that, a brand with a great visual identity and a great website it's gold, but it also can equal to higher prices.
- Filtering the products in an organized way is the best thing to save some time

WOM Reinforcement

- I usually share information about products or services with colleagues or peers through email, messaging apps, or social media.
- I know for sure that in India, having a good website isn't usual, IndiaMart is the place where everyone looks for things, but after you've find an item there, having a website is a must
- I start the process by asking peers for recommendations and if they share a website, and the website is good I don't do much research, that's all I need