



Nourah, 32 years

/school teacher,
married, has 2 children /

/ goals & needs /

- Provide family with high-quality drinking water of safe origin;
- Save time and automate delivery (no need to place orders manually every week);
- Be confident in the quality of your water - origin, certificates, purification technology;
- Get transparent prices and clear subscription options;
- Get quick help in case of questions;
- Want to set up automatic repurchases on convenient dates.

/ frustration and pain points /

- She forgets to order and has to buy water at the store for more;
- It's often hard to tell the difference between brands on websites — they all look the same;
- Ordering takes a long time, too many fields and steps;
- She isn't sure when it will be delivered, can't choose a convenient time;
- Can't see the order status in real time, worries whether it's even on its way;
- Does not receive discounts or bonuses for regular orders, so does not feel loyal.

” I don't want to think about water every week... just want it to arrive on time. “



Fahad, 43 years

/office manage,
married/

/ goals & needs /

- Ensure regular water delivery for 50 employees;
- Know the exact delivery schedule and monitor deliveries online;
- Pay in a convenient way (invoice / corporate wallet / subscription);
- Receive discounts or bonuses for regular purchases;
- Have quick contact with a company representative.
- Have the ability to track delivery in real time.

/ frustration and pain points /

- He has to order water for the office manually — every week;
- “I don't know when it's going to be delivered, and people start complaining that there's no water.”
- No option to choose multiple payment methods or get a bill easily;
- Looks for stability and loyalty to see benefits for repeat customers;
- Doesn't see order and expense history;
- No B2B offers or corporate bonuses, despite large order volumes.

” Our office can't function without water. I just need a reliable supplier who makes it simple.“