



Hedonistic User

Age: 27
Status: Single

Sex: Male
Location: Naka-ku, Hiroshima

Occupation: Student doctor
Income: 2-5M Yen

Amazon purchases: 7
Rakuten purchases: 14

“Saving and applying points to redeem my dream purchases which I couldn’t otherwise afford _へ_(´▽`)>”

Likes

He is highly motivated to take advantage of promotions to multiply his points (sometimes up to 10x) on eligible purchases.

- Promotions
- Use credit card to earn points and make purchases at the same time
- Use points to minimize costs

Frustrations

He feels disappointed when he discovers some points he was expecting to cash in on had limited duration and would “disappear” from his account

- Zero points product
- Points apply to certain sizes/colors due to different sellers
- Difficulty applying points during checkout

Motivation

Promotions



Earn Points



Pay with Points



Device usage



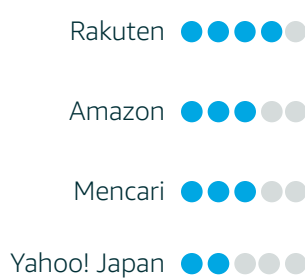
Sony
Laptop
Usage: Personal



Android
Smartphone
Usage: On-the-go

App consumption

Shopping



Social Networking



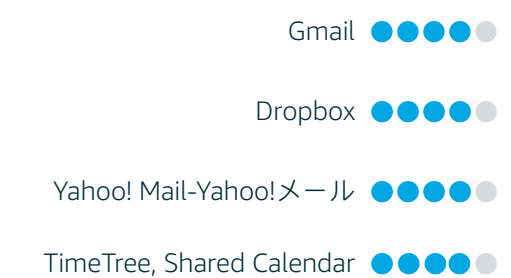
Entertainment



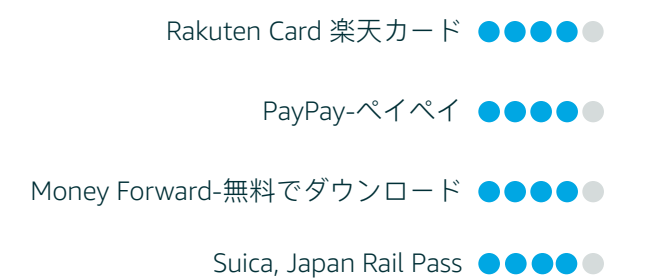
Books



Productivity



Finance





Hana Shimada
はなしまだ

Utilitarian User

Age: 31
Status: Married

Sex: Female
Location: Abeno-ku, Osaka

Occupation: Administrative assistant
Income: <5M Yen

Amazon purchases: 1
Rakuten purchases: 15

“I always apply points to get a discount on any purchase I made (^ ▽ ^)”

Likes

She uses points as rebate where she can apply to the purchases to help her save money.

- Savings, discounts and/or flash sales
- Wide selections
- Compare pricing and/or plans
- Online retailers who offer points program
- Earn or use points of increased value
- Convenient payment options

Frustrations

She feels discouraged when she cannot earn points on items she intends to purchase.

- No idea how points work
- Difficult to search for points
- No clue on points expiration
- Unaware of points promotion
- Expensive shipping and/or delivery options

Motivation



Device

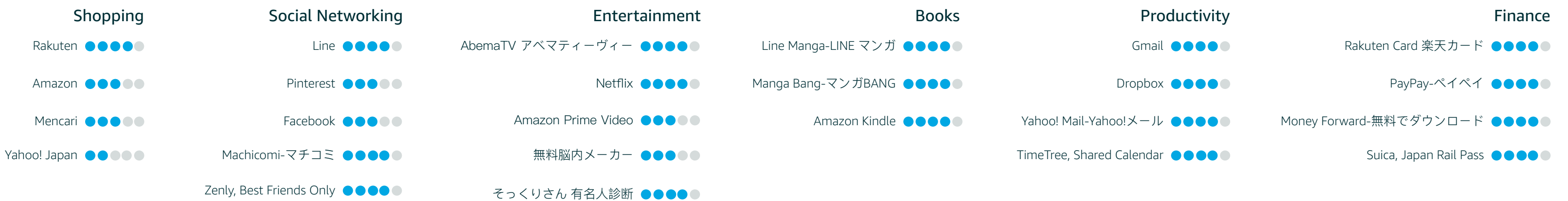
Smart TV
Television
Usage: Entertainment

Macbook
Laptop
Usage: Personal

iPhone
Smartphone
Usage: On-the-go

iPad
Tablet
Usage: On-the-go/Travel, Children

App consumption





Kikue Oriyasa
折笠 きく江

Altruistic User

Age: 23
Status: Married

Sex: Female
Location: Yoyogi, Tokyo

Occupation: Housewife
Household Income: 5-10M Yen

Amazon purchases: 20
Rakuten purchases: 3

“I like to apply points on special occasion gifts for my friends and family like birthday, graduation... Δ(◁)㊄”

Likes

When shopping for gifts, she enjoys receiving product recommendations she can apply points to

- Savings, discounts and/or flash sales
- Wide selections
- Compare pricing and/or plans
- Earn or use points of increased value
- Convenient shipping options

Frustrations

She is disappointed when she learns that after all the years of shopping on Amazon, she is not earning very many points.

- Insufficient points to apply on gifts she intends to purchase
- Product recommendations more expensive than the amount of points she has
- Difficulty finding how many points she has accumulated

Motivation

Earn Points



Gifting



Pay with Points



Device



Smart TV
Television
Usage: Entertainment

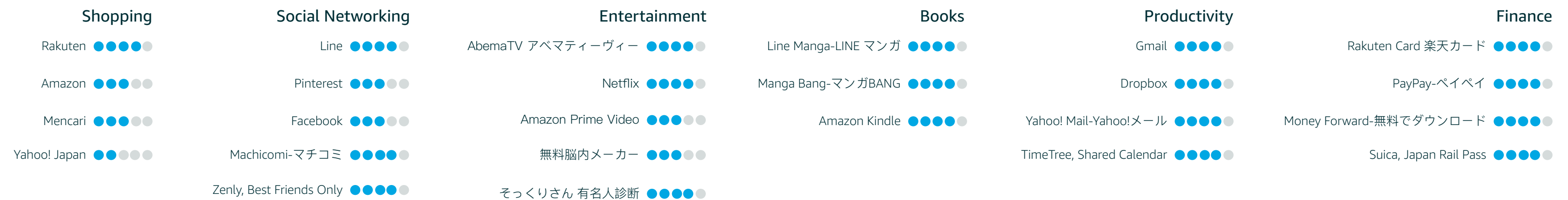


iPhone
Smartphone
Usage: On-the-go



iPad
Tablet
Usage: On-the-go/Travel, Children

App consumption





Hideo Yokoyama
よこやま ひでお

Rebate Seeker

Age: 46
Status: Married

Sex: Male
Location: Nakameguro, Tokyo

Occupation: IT Facility
Household Income: 10+M Yen

Amazon purchases: 23
Rakuten purchases: 3

"I will make a purchase after I have compare the deals on Amazon, Rakuten or Yahoo (^ v ^)"

Likes

He prefers returning to the same sites/apps to make a purchase

- Using Google to search for the best prices
- Comparing deals across multiple sites/apps
- Earning triple points when paying with a Rakuten credit card

Frustrations

He feels discouraged if free rebates, discounts or special offers expire.

- Limited payment options
- Extra shipping cost
- Difficulty applying points during checkout

Motivation

Cost savings



Value



Pay with Points



Device



Smart TV
Television
Usage: Entertainment



iPhone
Smartphone
Usage: On-the-go



iPad
Tablet
Usage: On-the-go/Travel,Children

App consumption

Shopping

Rakuten ●●●●●○

Amazon ●●●●○●

Mencari ●●●●○●

Yahoo! Japan ●●●●○●

Social Networking

Line ●●●●○●

Pinterest ●●●●○●

Facebook ●●●●○●

Machicomi-マチコミ ●●●●○●

Zenly, Best Friends Only ●●●●○●

Entertainment

AbemaTV アベマティーヴィー ●●●●○●

Netflix ●●●●○●

Amazon Prime Video ●●●●○●

無料脳内メーカー ●●●●○●

そっくりさん 有名人診断 ●●●●○●

Books

Line Manga-LINE マンガ ●●●●○●

Manga Bang-マンガBANG ●●●●○●

Amazon Kindle ●●●●○●

Productivity

Gmail ●●●●○●

Dropbox ●●●●○●

Yahoo! Mail-Yahoo!メール ●●●●○●

TimeTree, Shared Calendar ●●●●○●

Finance

Rakuten Card 楽天カード ●●●●○●

PayPay-ペイペイ ●●●●○●

Money Forward-無料でダウンロード ●●●●○●

Suica, Japan Rail Pass ●●●●○●