



# Hyper+ Shopper

## MEET JAMIE

Urban dweller, working professional  
Receives at least one parcel a week via Canada Post

“I need to get up-to-date information, so I don’t waste time waiting for a package that won’t arrive today.”

### BEHAVIOURS

- Purchases most items online to save time, money, and choose from a wider selection of products
- Often misses deliveries due to work and has to wait until the next business day to pick up packages from the post office
- Tracks incoming packages at least 1 to 2 times a week
- Prefers to use mobile for shopping, communications, banking and email
- Uses new tech before most people he knows

### EXPERIENCE WITH CANADA POST

- Generally has had a satisfactory experience around trusting Canada Post with mail and parcels, and delivering outstanding service
- Expects a courier service that is reliable, delivers on time, and in good condition
- Dislikes the long lines and wait times at post office locations
- Finds the tracking system to be unreliable
- Has a Consumer account with Canada Post







### DESIRES & EXPECTATIONS

- Wants instant gratification, at his own convenience—to receive packages at once, without delays or having to wait
- Likes the convenience of being mobile, and expects to be able to get answers instantaneously
- Trusts technology and relies on information online to be accurate and up-to-date

### FRUSTRATIONS & PAIN POINTS

- Disappointed when products or services don’t match his expectations
- Dislikes information that is inaccurate and unreliable
- Frustrated by slow shipping, delivery delays, and missing or damaged packages

### COMMUNICATION METHODS

- Social media    
- Online Chat  

### TRUSTED BRANDS



#### WEBSITE

##### Once a week

- Track packages
- Look up rates and delivery times
- Search for post office location
- Find a postal code



#### POST OFFICE

##### Once a month

- Pick up or ship packages
- Mail letters/cards
- Buy stamps/postage
- Buy shipping/mailing supplies



#### MOBILE APP

##### More likely to have the app

- Track packages
- Look up shipping rates
- Find a postal code
- Pay duties and taxes



# Occasional Shopper

## MEET NOOR

Urban dweller, full-time employee  
Receives less than 11 parcels a year via Canada Post

“I want reliable service from a company I trust with my mail and packages.”

### BEHAVIOURS

- Sometimes shops online when it is convenient, in hopes of freeing up some time
- Able to get better value, wider selection of products, and save time shopping online
- Likes being able to purchase items 24/7, which reduces visits to multiple retail stores
- Tracks packages once a day on the online store’s website or tracking tool until arrival
- Prefers mobile for most online activities, but switches to a computer for shopping online
- Uses new technology when most people do

### EXPERIENCE WITH CANADA POST

- Rarely interacts with Canada Post unless triggered by an activity such as receiving a parcel or looking up shipping rates
- Feels it is not easy to get help or support
- Inconsistent visits and experience with touchpoints such as website and post office
- Trusts Canada Post with mail and packages
- Expects a courier service that is reliable, delivers on time, and in good condition
- Does not have an account with Canada Post

### DESIRES & EXPECTATIONS

- Expects to get help easily, to make her task at hand easier to fulfill
- Enjoys the convenience of using technology, and expects to have control over how she interacts with products and services online
- Frustrated by slow shipping speeds, inconvenient delivery times, and missing or damaged packages

### FRUSTRATIONS & PAIN POINTS

- Disappointed when companies she trusts let her down with unreliable or poor service
- Dislikes not getting help or service when she needs it

### COMMUNICATION METHODS

- Social media
  - 
  - 
  -
- Email
  -
- Text/SMS
  -

### TRUSTED BRANDS



#### WEBSITE

2 to 3 times a year

- Track packages
- Look up rates and delivery times
- Search for post office location
- Find a postal code



#### POST OFFICE

2 to 3 times a year

- Pick up or ship packages
- Mail letters/cards
- Buy stamps/postage
- Buy shipping/mailing supplies



#### MOBILE APP

Doesn't have the app



# Online Seller

## MEET MAX

Urban dweller, sells online as a side gig or hobby  
Sends between 1 to 5 parcels a month via Canada Post

“How will shipping impact my costs and profit margins?”

### BEHAVIOURS

- Resells used items like clothes, footwear, and electronics online, but doesn't consider this a business venture
- Currently employed, but would like to earn money on the side
- Prefers to sell on eBay, as it's a convenient one-stop shop enabling them to reach more buyers and sell anywhere
- Uses both mobile and desktop, but slightly prefers computers more for sales activities
- Uses new technology either before or when most people do

### EXPERIENCE WITH CANADA POST

- Generally has had a satisfactory experience with Canada Post, and trusting them with mail and parcels
- Expects a courier service that is reliable, delivers on time, and in good condition
- Finds it hard to get help or information from Canada Post
- Wants to feel like they are getting the best value in terms of rates and fees
- More likely to have a Consumer or Small Business Account with Canada Post







### DESIRES & EXPECTATIONS

- Expects to earn money and reach more buyers by selling items online
- Likes the convenience of doing things online, such as communicating with buyers and sourcing items to sell
- Prefer to use tools that are intuitive, and ensure efficiency and organization

### FRUSTRATIONS & PAIN POINTS

- Worried about the added cost of shipping and supplies, which impacts net profits
- Frustrated by disruptions or delays to parcel delivery, as this impacts buyers' perception
- Dislikes receiving incorrect or conflicting information that could reflect badly on their operations

### COMMUNICATION METHODS

- Social media    Email 
- Online Chat  

### TRUSTED BRANDS



#### WEBSITE

1 to 4 times a month

- Track packages
- Look up rates and delivery times
- Find a postal code



#### POST OFFICE

Once a week

- Ship or pick up packages
- Buy stamps/postage
- Mail letters/cards
- Buy shipping/mailing supplies



#### MOBILE APP

More likely to have the app

- Track packages
- Look up shipping rates
- Find a postal code
- Find a post office



# Small Business Owner

## MEET ARI

Urban dweller, owns a small business as a sole proprietor  
Ships less than 16 parcels a month via Canada Post

“How can I run my small business effectively and achieve work-life balance?”

### BEHAVIOURS

- Started a small business to supplement their current income
- Balances working full time and running the business, as the only employee
- Sells products online on eBay, Etsy, or their own website, enabling them to reach more buyers and sell anywhere
- Has goals of increasing sales and revenue, in addition to establishing more efficiencies
- Uses both mobile and computers, but prefers computers for business activities

### EXPERIENCE WITH CANADA POST

- Trusts Canada Post with mail and parcels, but tends to be dissatisfied by customer service
- Expects a courier service that is reliable, delivers on time, and in good condition
- Finds it hard to get help or information from Canada Post
- Wants to feel like they are getting the best value in terms of rates and fees
- Has Small Business account with Canada Post







### DESIRES & EXPECTATIONS

- Expects to gain financial independence and “to be their own boss” through their business
- Wants to achieve work-life balance, and eventually have more control and freedom over their own time and schedule
- Trusts in business tools that are easy to use, that have good customer service, that provide accurate information, and that assist with marketing

### FRUSTRATIONS & PAIN POINTS

- Is not very confident when it comes to marketing and customer acquisition, finances, and administrative activities
- Worried about cash flow and increasing business expenses
- Frustrated by slow shipping, and disruptions or delays to parcel delivery, as this impacts their business’ reputation

### COMMUNICATION METHODS

- Social media    Email 
- Online Chat  

### TRUSTED BRANDS



#### WEBSITE

Once a week

- Track packages
- Look up rates and delivery times
- Find a postal code



#### POST OFFICE

Once a week

- Ship or pick up packages
- Mail letters/cards
- Buy shipping/mailling supplies



#### MOBILE APP

More likely to have the app

- Track packages
- Look up shipping rates
- Find a postal code
- Find a post office