



His

Rohit is an Orthopedic doctor who owns a clinic in Mumbai. Since 5 years he is running this clinic and now wants to start his own lab.



Habits

- Spends most of his time at the clinic visiting patients
- Likes to gather complete knowledge before making any decision
- Keeps himself updated with the latest technology



Pains

- Getting right financial advice to start his own lab
- Has to connect with multiple finance companies
- Understanding which is the right equipment for his lab



Goals

- Buys products that are considered best in the market
- Is up to date with the latest technologic advancements
- Arrives at a decision based on his research

Rohit, 30

Doctor

Scenarios

Knowledge

As an Orthopedic doctor, Rohit's clinic is doing well. But he is now planning to start a lab for which he requires machinery and financial guidance. He begins to research about the best brand that provides good X-ray machinery. He faces difficulty in choosing the ideal one. He gets in touch with some finance companies and receives multiple finance plans.

Rohit lands on Origa's website and starts exploring. He has queries related to leasing and wants to clear it out before he starts the process.

Applying

Rohit's schedule is tight and he has no time to meet an agent to start the leasing process.

He is a tech savvy person and likes to do things online. Instead of meeting an agent, he prefers a portal where he can apply online and upload his documents. He requires notification for his lease approval.

Managing

Rohit has an AMC with the machine and its time for his first service for which he receives a notification through SMS and email with the date and time. He is not available on the day of service so he wants to change the date and time. Rohit wishes to call for service as per his availability.

His machine has stopped working and needs an emergency contact number where he can call for service.

His supplies are getting over and want to keep a stock of it. Rohit is looking for a portal where he can find dealers who can provide best quality product.

There's a new updated machine has come in market for which Rohit recives a notification. He look forward to upgrade his machinery because by doing that he feels his work will be done much faster with quality.

Needs

- Needs a place to gather information on machinery
- Needs to know benefits of leasing
- Wants to clear his queries through portal
- Multiple options of machinery

Features

- Lease information
- Requirement form
- Live chat
- Compare machinery

Behaviour

Knowledge

Rohit lands on origaleasing.com. He explores the site which explains the concept of leasing to him. The website also provides him with a detailed comparison between Loan and Lease. The system provides him with a Live chat option where Rohit raises his query and gets a quick reply. Rohit is enlightened by the website experience as the system prompts him to gather information about the machine. He provides all the information and gets details of X-ray machine which fits his requirement.

Applying

Once he gathers all the information he needs, the system prompts him to provide his personal details. He goes ahead and provides his information and an account is created for him. Rohit likes the idea of leasing and decides to apply. The system provides him an option to apply and handles his documentation online. He receives a confirmation regarding his lease approval via SMS and Email.

Managing

An account has been created for Rohit where he tracks and manages his services. He is unavailable on the day of service and wants to change the date. The system provides him an option of changing the date as per his availability. Rohit changes the dates and the system updates the service list. He also receives a confirmation call one week prior to the service date. For managing and ordering his supplies system provides a place where he can maintain a checklist of all his stocks. He is also getting contact details of nearby dealers who can deliver the quality product.

Rohit's lab is going well and his lease is also getting over in a couple of month. He is looking forward to upgrade his machine for which Origa provide him an option to upgrade his machine. Rohit clicks on upgrade machinery button in his account, within 24 hours he recives a call from Origa to set up a meet to start the process. Origa replace his old machine with the new one in just 2 months at minimum cost as the amount has been compensated by selling his old machine to Origa.



His

Sanjay is a printing press owner based out of Mumbai. Since 10 years he is running his family business. He looks forward to expand his business for which he requires upgraded machines.



Habits

- Researches online for new machines and business plans
- Gathers information regarding finance companies



Pains

- Speaking to multiple finance agents
- Calculating the overall spending for buying new machinery
- Deciding the right machinery as per the company requirement
- Sharing business plans with multiple finance companies
- Resource crunch, has to manage things alone



Goals

- Finds High quality, durable & best in class products
- Needs detailed comparison amongst products shortlisted by him
- Needs an assured suggestion by experts about the best product
- Needs an online portal to manage his business

Sanjay, 34

Business owner

Scenarios

Knowledge

Since 10 years, Sanjay is running a good business in the printing sector. But now he wants to expand his business and so he starts to research.

Sanjay had planned his budget for new machines and wants to know the expenditure for buying those machines. He wants to sell his old machine and use the money to purchase new ones. One of his friends suggest him to visit Origaleasing.com.

He starts exploring and finds that leasing fits his budget. Before starting the process he would like to meet an agent from Origa and finalize leasing. He would like to discuss the leasing plan with his family before making a decision.

Needs

- To know the amount he is going to spend on new machines
- Want to sell his old machinery
- Want an option of scheduling a meeting
- Needs downloading option for a leasing plan

Features

- Lease calculator
- Recycle option
- Schedule appointments
- Download lease plan

Behaviour

Knowledge

The website loads quickly and Sanjay starts exploring. The system provides him an option where he understands the expenditure of taking the new machinery.

Sanjay provides his business details, and machine requirements based on which the system gives him a full bifurcation of lease. He also gets an option to download this plan and can share the same with his family.

With Origa, Sanjay gets an option of selling his old machine by providing the existing machine details on the website. The website provides an approximate cost, which he will be received by him. Within few days, Origa checks the existing machine and compensates the cost with the lease rental cost.

Sanjay likes the idea of leasing so he schedules a meeting with an agent from Origa, through the website. Within 48 hours an agent visits him.

Applying

Sanjay applies for a lease on origaleasing.com. He wants the documentation to be done offline because he is not sure whether it is safe or not. He also wants to know what all documents he needs to submit. Sanjay wants to keep a track of the process and need updates for the same.

- Offline documentaion option
- Information on the list of documents
- Place to check his application status
- Document list
- SMS, Email notification
- My account
- Application status

Applying

Sanjay applies for a lease through the website. The system provides him online and offline documentations options, he chooses the offline option. He gets the list of documents he needs to submit. Origa's agent collects his documents and updates it in the system. Sanjay can now check his application status on the website from his account.

Managing

Sanjay keeps himself updated with new extensions and upgradations. Post expansion, Sanjay is facing a resource crunch so he would like to manage things himself, where he can track his services, finance, manage supplies and breakdown. He would prefer doing things online through his smartphone.

- Needs update on new extensions and upgradation
- Needs a place where he can manage his business services, supplies, and breakdowns
- Mobile accessibility
- Notifications/Updates
- Manage services
- Emergency breakdown button

Managing

Post expansion, Sanjay's business is doing well. He receives updates from Origa regarding new extensions in the market which he finds very useful as he likes upgradations.

Sanjay doesn't have to worry about resource crunch because with origa it has become easy for him to manage things like services, finance, and supplies. He does all this single-handedly through his mobile phone as the website works on mobile devices as well.





His

He runs a laundry in Pune. He is facing some problems with machines and services for which he is planning to replace them.



Habits

- He plans his daily work as per priority
- He keeps a track of all the things related to his machinery, from service to supplies
- Keeps a stock of supplies in case of an emergency



Pains

- Finds difficulties in tracking his services
- Has to contact service providers when in need
- Has to call service providers incase of emergency breakdown
- Checks the service book to keep a track of scheduled services



Goals

- Needs a company who provides end to end service
- Looking for a one stop shop for managing his finance and maintenance

Akash, 32

Business man

Scenarios

Knowledge

Akash is facing problems with his machine from the past few months. He is frustrated with the services he is receiving from the existing service provider. All these issues are affecting his company's productivity hence he plans to replace the existing machines.

He is looking for a brand, which provides him with machinery on better rates with the latest technology and a service package. According to the current scenario, money is his first priority, but he doesn't want the productivity of his company to be affected by a cheap brand machine. Akash came across Origa leasing where he finds best quality machinery with AMC packages. He decides to go ahead with Origa.

Needs

- Requires good maintenance plans
- Want to replace his old machines

Features

- AMC/CMC packages
- Replace machines

Behaviour

Knowledge

Akash lands on origaleasing.com where he finds leasing is a better option for his new machinery. The system provides basic AMC plans as well as additional AMC plans, if he wishes to upgrade before taking the machine. He gets convinced with Origa's leasing plans and starts the process.

Applying

Akash applies for a lease and completes the documentation online. He would like have a demo of the machinery before he installs it. He requires this process to be speedy as he doesn't want his work to be closed for a long time.

- Needs a demo of the machinery
- Needs the process from approval to installation to be faster

- Demo videos
- Fast forward process

Applying

With Origa Akash gets an option to take a demo of the machine. He likes the idea and requests a demo. Origa organizes a demo for him. Akash is satisfied with the demo and applies for a lease.

Managing

His machine has stopped working because of some reason, hence the work has stopped. He has to deliver clothes to his client in a couple of days, he doesn't want it to be delayed. He is looking for a quick resolution for it. so that he can start his work and complete it on time.

His AMC is also getting over and he wants to renew it. He wants the best plan which suits his requirement He need an online solution for managing his service

A couple of years later he realizes his company is now stable and doing well. He is also happy with the machine, and in future he would like to own this machine.

Akash is a social person who likes to share things with his friends. He is happy with the services provided by Origa and would love to share the idea with his friends

- Quick resolution incase of emergency breakdown
- Option of AMC renewal
- An option of owning the machine in future
- Sharing the idea of leasing

- Emergency breakdown button
- Renew AMC
- Compare AMC/CMC plans
- Buy out machine
- Share and earn

Managing

It's an emergency breakdown in his company for which the system provides him an emergency breakdown button in his account. He clicks on the button, within a couple of hours and a servicing guy visits his company and resolves the issue. His machine is working well now and he can deliver the clothes on time.

He is planning to renew his AMC plan for which he doesn't have to call anyone. He as an option of doing it online. He clicks on Renew AMC, the system provides him multiple plans to choose. He buys a plan which suits his budget and for which he receives confirmation and the system updates his new plan in his account. Akash is very happy with Origa and shares the website link with his friends, for which he earns free service which he can use anytime.

Akash is planing to buy the machine from Origa and he has an option for it as well. According to this option, he only has to pay the remaining amount after deducting the lease amount. He clicks on 'Buy the machines' for which he receives a call. Origa starts the process of selling the machine to Akash. Within a month Akash owns the machine.





Her

Suman is an entrepreneur and owns a Textile unit in Mumbai. It has been 5 years she is running a factory. She is looking forward for an expansion for which she needs new machines at affordable price.



Habits

- She likes to work in an organised manner
- Likes to manage things herself
- Always consider references before taking decision



Pains

- Managing factory with less resources and inadequate equipment
- Keeping a track of service and maintenance of machinery
- Finding good machines at low cost.



Goals

- Having better equipment in her factory and providing better service
- Keep the factory up-to-date with new technologies
- Expanding her factory and creating her own brand identity

Suman, 50

Entrepreneur

Scenarios

Knowledge

Suman is an Entrepreneur and owns a textile unit in Mumbai which she is running for the last 5 years. She is looking for an expansion for which she needs machines at low cost. She is looking for a company who can provide capital in form of a Lease or Loan. She cannot afford new machinery hence she is comfortable with second hand machinery. Her friend advises her to visit Origaleasing.com.

She start exploring on origaleasing.com where she discovers that leasing is a better option. She wants know the amount she is going to spend on buying the second hand machine and would need an options to choose a better one for her factory. She want to be sure that the machine she is taking is the best one.

Applying

She decides to buy second hand machinery from Origa on lease. She is not a tech savvy person and wants to start the application process however she prefers doing it offline. As this is her first time leasing, she needs guidance in terms of documentation, application status etc.

Managing

Suman is facing issues with her machinery and services. Once Suman missed a service as her service provider came unannounced. Due to a tight deadline she had to request the service provider to come later. However her service provider was not flexible. Her services were missed several times as she couldn't keep a track of it. In addition to this she is facing a resource crunch. Hence she is looking for a system where she can manage her services and maintenance on her own. She loves to do everything through her smart phone hence this system should be mobile friendly.

Needs

- Wants to buy a machine at low cost
- Needs financial help
- Wants to know the cost of buying the machinery
- Requires multiple options of machinery
- Wants a comparison option

Features

- Refurbished machinery
- Lease information
- Lease calculator
- Related machinery
- Compare machine

Behaviour

Knowledge

Suman visits Origaleasing.com where she explores the site which provide her with lease information. After reading about it she realises that leasing is a better option for her. With Origa she has an option to buy a refurbished machinery which fits her budget. The system provides her an option where she can calculate the amount she is going to spend in buying the refurbished machinery. Based on the given input by Suman, the system provides her the best option of machinery along with some related machineries for choosing. She also gets an option to compare machineries with price, technologies and service plans they are offering. After comparing, she selects the best option. She is happy with the guided experience provided by the website. She now goes ahead and start the application process.

Applying

For lease application Suman has two options, apply offline and apply online but she prefers to apply offline. After selecting the offline option the system provides her with the document list which she needs to submit. Within 24 hours she receives a call from Origa scheduling an appointment with her. She submit her application and documents to the agent for which she receives a notification on her mobile regarding her account creation where she can check her application status. She also receives SMS notification regarding her application. Suman creates an account on Origa and easily checks her application status on Origaleasing.com.

Managing

Post expansion, Suman's business is doing great. After connecting with Origa it has become easier for her to manage her business through the dashboard where she can keep a track of her services, her payments and supplies. Suman doesn't have to worry about her services because with Origa she is receiving time to time services. She receives a call one week prior to her services where she has an option to confirm or shift the dates as per her availability. She also has an option where she can change the service dates. She does all this single-handedly through her mobile phone as the website works on mobile devices as well.





His

Amar is a DSA who works with multiple companies. He is very passionate about his work so he spends his day on-field, meeting customers.



Habits

- Likes to make a note of all his meets and sales call in a notepad.
- Sometimes he also uses "Excel and Docs" to keep a track of the meetings.
- Communicates with companies for invoices via mail and call.
- Shares all the invoices via Email
- Insecure about sharing customers details to others



Pains

- Faces difficulties in managing and tracking his daily meetings and sales calls.
- As he travels from one place to another to meet customers, Amar has to carry product handouts with him to show it to the customers.
- Finds difficulty in tracking his invoices with multiple companies.
- Unable to track various processes
- Difficulty in educating customers about leasing



Goals

- Sell the Product for high profit
- Manage his work online
- Work with any company that sells the product

Amar, 36

DSA

Scenarios

Operations

As a DSA, Amar works with multiple companies. He has to daily meet people looking for financial help. He is facing difficulties in managing his meetings and has to create notes to keep the track of same. If he fails to carry his notepad he misses out on meetings.

Amar travels from one place to another for meetings. He carries handouts, brochures of the products to show it to the clients. It becomes very hectic for him to carry the materials of different companies, so he is looking for a solution. He is looking for an online portal where he can manage his daily meetings, documentations, e-brochures etc. One of his colleague advices him to visit Origaleasing.com where he registers himself, and in no time has a dashboard created for him.

Managing

Every month end, Amar has to raise an invoice to the companies with whom he has worked with. He starts contacting companies and sharing invoices via email. Some payments are delayed. He would like to review his past work and earnings, which will help him to perform better.

Needs

- Needs a place to manage his meetings
- Looking for online solution for handouts and brochures
- Needs an invoice tracking system
- Payment reminders would be helpful for him
- Needs Reports and Updates

Features

- Dashboard
- Product gallery
- Raise invoice
- Payment reminders
- Reports and analytics

Behaviour

Operations

As soon as Amar decides to register with Origa he is guided to an onboarding form. Once he completes filling the form, his dashboard is created where he can manage his work like meetings, sales calls etc. He starts creating a meeting list on the portal. For his daily meetings, he receives notifications every morning. The system notifies him an hour prior to his meeting. Amar can now show product brochures and handouts online. Thanks to Origa!

Managing

With Origa, Amra's life has become easy as the system gives him all the updates regarding his meetings and payments. He can easily raise invoices online and check its status. Every month the system provides him statistics of his work. After connecting with Origa, Amar is performing well.

