Persona 1

Goals

- List items in under a few minutes
- Trade only with verified university students
- Reduce waste and avoid throwing clothes away

Key Points:

- Selling platforms are slow and require too many steps
- Public platforms feel unsafe and anonymous
- Arranging handovers is unclear and inconvenient

Design Implications:

- Streamlined listing flow (photos, condition, category)
- University-email verification
- Built-in messaging to arrange collection on campus

Emma

Age: 20   **Gender:** Female

Course: Business Management

Year of Study: Year 2

Emma balances lectures, coursework, and a part-time job. She often buys clothes for specific events like society event and nights out but then stops using them. She wants a fast and reliable way to pass items on to other students without the stress of public marketplaces.

Persona 2

Goals

- Find affordable, good-quality clothes quickly
- Buy items suited to specific purposes
- Trust sellers before making contact

Key Points:

- Too many irrelevant listings
- Unclear item quality and sizing
- No way to assess seller reliability

Design Implications:

- Strong filtering (size, category, condition, occasion)
- Clear item descriptions and images
- Seller profiles with ratings and history

Tom

Age: 22

Gender: male

Course: Computer Science

Year of Study: Final Year

Tom needs clothes for interviews and social events but avoids fast fashion due to cost and sustainability concerns. He prefers buying from students because it feels more local, transparent, and trustworthy.