



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.

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