

Persona 1



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.

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