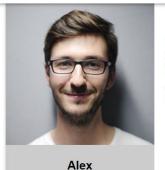
User persona for online bidding system



Bio

Tech-savvy individual with a passion for electronic gadgets, particularly phones, tablets, and TVs. Enjoys participating in online auctions to bid on and acquire the latest technology.

Goals

To stay updated with the latest

tech trends and own cutting-edge

gadgets. To secure good deals on

electronic devices through online

auction platforms.

Motivations

Passion for technology and gadgets drives Alex to continuously seek out the newest devices. Values staying ahead in the tech world and enjoys the thrill of winning auctions.

Devices

Owns the latest smartphones, tablets, and TVs. Possibly uses smart home devices and wearable technology.



Location Urban area, possibly in a tech hub city





Tech enthusiast or professional

Family Status

Single or married without children

Pains

May experience frustration if outbid on desired gadgets. Willingness to spend time and effort in bidding could lead to disappointment if unsuccessful.

Brand Affiliations

Favors brands known for innovation and quality such as Apple, Samsung, Sony, etc.



Bio

Tech-savvy individual who enjoys online auctions for electronic gadgets like phones, tablets, and

Motivations

Thrill of winning auctions, staying ahead in tech trends

Devices

Smartphone, Laptop, Smart TV

Alex



35/Male



Urban area



Goals

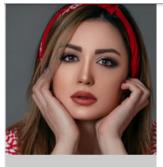
To constantly upgrade and stay up-to-date with the latest technology

Pains

Competitive bidding, encountering counterfeit products

Brand Affiliations

Frequent bidder on major tech brands like Apple, Samsung, Sony



Samantha Smith

Age/Gender 30/Female

Urban area, Toronto, Canada

Location

Single

Family Status Occupation Marketing

Manager at a tech

company

Bio

Samantha is a tech-savvy professional who loves to stay updated with the latest electronic devices and gadgets. She enjoys researching and comparing different products before making a purchase.

Goals

To find the best deals on highquality electronic devices for both personal and professional use.

Motivations

Samantha is motivated by the opportunity to upgrade her tech devices to enhance her productivity at work and enjoy her leisure time with the latest entertainment options.

Pains

She is frustrated by unreliable sellers or counterfeit products that don't meet her expectations. Samantha also dislikes the hassle of physically going to stores to find the best deals.

Devices

Samantha owns an iPhone, MacBook Pro, iPad, and smartwatch. She is interested in purchasing a new gaming laptop and a high-quality camera for her photography hobby.

Brand Affiliations

Apple, Samsung, Sony, Canon

