











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.	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.
Alex  Age/Gender 35/Male  Location Urban area, possibly in a tech hub city  Occupation Tech enthusiast or professional  Family Status Single or married without children	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.	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 TVs	Motivations Thrill of winning auctions, staying ahead in tech trends	Devices Smartphone, Laptop, Smart TV
Alex  Age/Gender 35/Male  Location Urban area  Occupation Tech professional  Family Status Single	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

Location
Urban area,
Toronto, Canada

Occupation
Marketing
Manager at a tech
company

Family Status
Single

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.

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.

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.

Goals

To find the best deals on high-quality electronic devices for both personal and professional use.

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.

Brand Affiliations

Apple, Samsung, Sony, Canon

