***Brock, a graduating student at Columbus University***Brock, age 23, has just finished his degree in Chemical Engineering at Columbus University. He has a girlfriend and no children. He is a local from the area around Columbus University, but he is not opposed to moving out of the state to further his career. He graduated over the summer with honors and is looking forward to entering the industry professionally. He has even received a great offer, but it requires him to move to a neighboring state. Fortunately, his girlfriend has also found career opportunities in the same area.

Brock already has a new apartment already picked out for himself and his significant other, and he feels that it is time he parts ways with his old college dorm furniture to make the move easier. While he has sold some items over Facebook marketplace before, he wants his old furniture to support the next class of Columbus University students. His girlfriend suggests a new online marketplace website, ColumbusList. Users of the site must verify that they are students with their school email address. Brock makes a mental note of the site for later.

***Adam, a freshman at Columbus University***Adam, age 18, is new student at Columbus University. He is from out of state and is acclimating to his new environment. He graduated high school cum laude and is now pursuing a degree in business administration. He is single, but two of his high school friends are also attending Columbus University with him. One of his friends is also his roommate.

Adam and his friends all join the ultimate frisbee club. Adam is also looking at joining the Club of Business Associates. He wants to quickly create a network of friends at his new college to enrich his college experience with. He also needs his and his roommate’s dorm to be well furnished so they can invite others to hang out, but they are tight on money and as they are both new to the area, they aren’t sure where they can find affordable furniture at. Adam is Googling online marketplaces when he comes across a website called ColumbusList.

***Brock’s scenario***Brock decides it’s past time he sells his old dorm furniture. He searches and finds the website his girlfriend recommended, ColumbusList.com. He is greeted by a homepage that prompts him to either log in or signup. He clicks on “signup”, which brings him to a sign-up form. He reads the page instructions and enters in his school email with a new password. He is then prompted to log in with his newly created credentials and does so.

Now at the home page, he finds and clicks the “List Items for Sale” button. He is brought to a form that requires him to enter a title, description, image, price, contact information, and tags. He enters in *“Used Bedframe”*, *“This is a twin sized bedframe, brought new and used for three years.”,* he takes a picture of the bedframe and uploads it, he then puts $100 dollars for the price, adds his email, and adds the tag *“Dorm Furniture”*.

Brock then similarly enters in three more items of furniture. After half an hour, he receives an email from a buyer named Adam about to of the pieces of furniture. Brock really wants to sell the other two pieces of furniture as well, so he decides to lower the price. The same buyer reaches out to Adam for those two pieces shortly after. He and Adam arrange the pickup of the furniture, and Adam pays Brock securely over ColumbusList. Brock then removes the four listings he posted and logs out.

***Adam’s scenario***Adam decides to begin his search for dorm furniture on ColumbusList.com. He searches and finds the website and is prompted to either log in or sign up. He clicks sign up, skims the sign-up form, and quickly enters his personal email and a password. He is then told that his sign up failed because his provided email is not a @columbus.edu email. Perturbed at his failing to read instructions, Adam uses his school email instead, and successfully creates an account.

Adam then logs in and is brought to the homepage. He finds a search bar and enters in “Dorm *Furniture”*. Several listings for furniture are brought up along with images of them. He clicks on two that are in his price range, finds that they are listed by a seller named Brock, and emails Brock about his interest in the furniture. There are also two other pieces of furniture that Adam wants but are out of his price range, so he puts them on his wish list. He is shortly after notified that the prices of the items on his wish list have changed. He notes that they are also sold by Brock, and so he emails Brock again. They arrange a pickup date, and Adam pays Brock using his credit card over ColumbusList.