

Mike Hawk - Buyer

Mike Hawk is sixty-eight years old. He is the father of three children and the grandson of five. Mike Hawk is an old man living alone in his own home. Mike Hawk does not own a smartphone, but rather uses an old flip cellphone which only supports calling and basic texting. He is not familiar with technology, or can keep up with what's new in the smartphone market. However, he does use his computer a few times each week to email his friends and family. Mike Hawk's grandson's birthday is coming up and he is not sure what to buy him. His grandson is 19 year's old and is very tech savvy.

Every week he attends bingo with his friends. Last week at bingo, Mike Hawk's friend Terry Ma brought his new iPhone 7 Plus that his son bought him as his gift. After seeing Terry's phone, Mike Hawk came up with an idea to purchase a smartphone for his grandson. However, he is not familiar with smartphones, and wants to make an informed purchase. He wants to gift his grandson and a quality made smartphone. He requires a platform where he can learn about popular smartphone options, and can have a safe transaction.

Haywood Jablomee – Seller

Haywood Jablomee is 21 years old. He is a college student studying web programming. He is an introvert and gets very nervous when confronting new people. He just received a really good deal on his new cell phone and needs to sell of his old one and make a bit of extra money. He does not want to use Kijiji because it involves too much physical interaction, and would like to use a website that can quickly and securely sell his phone and then receive his pay.