

1. Who are your users?

- Anyone who wants to announce their loppis (yard sale/flea market) or anyone who would like to find and visit one.
- The initial target audience would be Sweden as Loppis is culturally very popular within the country.

2. What do your users need?

- Find loppises near to their location
- Announce and publish their own loppis events
- Signup to site newsletter to be informed about loppises announced
- Save any loppis to view later

3. What information and features can you provide to meet those needs?

- Create loppis advertisement function
- Specific location of where the loppis is
- Which days and what time the loppis is available.

4. How can you make the information easy to understand?

- Landing page describes what the page is about with simple and direct purpose. In this case : To add a loppis and to find a loppis.
- Easy navigation within the site.
- Amount paid for each loppis announced.

5. How can you demonstrate expertise, authoritativeness and trustworthiness in your content?

- Display the name of the loppis seller.
- An about page that describes the sites purpose and steps on how to create their advertisement. And any additional information they may need to ask.
- Contact mail to reach site owner found at footer at all times for any support.
- Ability to ask questions to the loppis owner about their loppis.

6. How can you help users discover other relevant parts of your web application?

- Easy navigation within the page throughout
- About page that lists the main features of the site

Plan out which marketing types you think would work best for your chosen business. Jot down which ones you think the business would benefit from using, and why.

Questions to ask yourself

1. Who are your users?
 - Second-hand sellers
 - Second-hand buyers
 - Environmentalists
 - Residents in Sweden
2. Which online platforms would you find lots of your users?
 - Facebook
3. Would your users use social media? If yes, which platforms do you think you would find them on?
 - Facebook and Facebook Marketplace
4. What do your users need? Could you meet that need with useful content? If yes, how could you best deliver that content to them?
 - Constant post in facebook when a new feature is added and posts for marketing and advertisement purposes.
5. Would your business run sales or offer discounts? How do you think your users would most like to hear about these offers?
 - Discounts announcements via social media and newsletter subscriptions.
 - Our site can have a yearly membership for a reasonable price and they can announce unlimited times of loppis.

6. What are the goals of your business? Which marketing strategies would offer the best ways to meet those goals?

- The goal is to be a brand which organises easy and useful application for my target audience.
- To be the biggest platform for Swedish Flea Market/Yard-Sale/Sverige Loppis.
- Sverige Loppis is hoping to be a platform for all the second hand sellers and buyers.

7. Would your business have a budget to spend on advertising? Or would it need to work with free or low cost options to market itself?

- Since I am a student, I do not have budget to spend on advertising, It needs to work with free options to market itself.