

Persona : Mỹ Mỹ

Problem statement:

Mỹ Mỹ là một chuyên viên tư vấn về môi trường, 28 tuổi, cần một phương thức tiện lợi để mua và bán quần áo đã qua sử dụng nhằm hỗ trợ lối sống thân thiện với môi trường của mình, vì cô ấy đam mê giảm thiểu rác thải và thúc đẩy các lựa chọn thời trang bền vững.



Emily

Age: 28

Education: Bachelor's degree

Hometown: Portland, Oregon

Family: Lives with a roommate

Occupation: Works as a sustainability consultant

"Fashion with a purpose is my mantra. Finding second-hand gems isn't just about style; it's about shaping a sustainable future, one wardrobe at a time."

Goals

- wants an app that provides a wide variety of second-hand clothing options, allows her to easily filter by size, style, and condition, and offers a secure and convenient way to purchase items. She values user reviews and transparency in listings.

Frustrations

- Emily is often frustrated by limited selections and inconsistent quality on other platforms. She worries about the reliability of sellers and the overall trustworthiness of the transaction.

Emily is passionate about sustainability and reducing her carbon footprint. She loves fashion but is increasingly concerned about its environmental impact. She prefers buying second-hand clothes to support a more sustainable lifestyle.