AfriReuse UK – User Persona Documentation

Primary User Persona for UI/UX Design

Project: AfriReuse UK – Free Community Reuse Platform
Audience: UI/UX Designers, Product Designers, Frontend Developers
Date: 2025

Persona 1: Primary Recipient User (New Migrant)

Name: Ayo Adeyemi
Age: 29
Gender: Male
Country of Origin: Nigeria
Current Location: Manchester, United Kingdom
Immigration Status: Skilled Worker Visa (recent arrival – under 6 months)
Household: Lives alone in a rented studio apartment
Languages: English (fluent), Yoruba (native)
Digital Literacy: Medium
Primary Device: Android smartphone

Background & Context

Ayo arrived in the UK recently after securing a skilled worker role in healthcare support. While he was able to secure accommodation quickly, the cost of rent, deposit, and initial living expenses left him with limited funds to furnish his apartment. He does not yet own a car and relies on public transport.

Although Ayo is comfortable using popular mobile applications such as WhatsApp, Google Maps, and Instagram, he is cautious about unfamiliar platforms, especially those involving money or personal data. He values community trust and often relies on recommendations from fellow Africans, church members, or colleagues.

Goals & Motivations

- To quickly obtain essential household items (bed, table, cookware) without spending money.
- To feel welcomed and supported within the local African community.
- To use a platform that is simple, trustworthy, and easy to navigate on mobile.
- To avoid scams, hidden costs, or uncomfortable interactions.
- To regain financial stability during his first year in the UK.

Pain Points & Frustrations

- Limited disposable income after paying rent and bills.
- Difficulty transporting large items without a car.
- Anxiety about meeting strangers or entering unfamiliar homes.
- Confusion caused by overly complex apps or long registration processes.
- Fear of being judged or exploited due to newcomer status.

Behavioural Traits

- Prefers mobile-first experiences with minimal text input.
- Trusts platforms that clearly state rules and expectations.
- Likely to abandon apps that request payment details upfront.

- Reads safety guidance when presented clearly and concisely.
- Responds positively to culturally respectful language and visuals.

User Needs & UX Requirements

- Simple onboarding with phone or email verification only.
- Clear confirmation that all items are free (no payments).
- Location-based browsing with approximate areas, not full addresses.
- Visual-first listings with large images and clear condition labels.
- In-app messaging that feels familiar (WhatsApp-like).
- Safety prompts before pickup and clear reporting options.
- Accessibility considerations such as readable fonts and low data usage.

Typical User Journey

1. Discovers AfriReuse UK through a church WhatsApp group.
2. Visits the website on his phone and quickly understands that items are free.
3. Signs up using his email or phone number.
4. Browses items filtered by his local area.
5. Requests a microwave and a small table.
6. Chats with the donor and arranges a safe pickup time.
7. Collects the item and confirms completion in the app.
8. Leaves optional feedback and feels confident using the platform again.

Design Implications for UI/UX

For users like Ayo, the platform must prioritise clarity, trust, and emotional safety. Design decisions should minimise cognitive load, avoid financial cues, and reinforce the community-driven nature of the service. Icons, colours, and language should feel welcoming and non-intimidating.

Any friction in onboarding, messaging, or pickup coordination risks user drop-off. Therefore, the interface should guide users gently, provide reassurance at critical points, and always make support and reporting options visible.