**Donedeal.ie case study**

Adam Lloyd + Louise Jennings

**1. Identify Users**:

Buyers, Browsers, Sellers, Advertisers, Job Seekers, employers, employment agencies, tourists, travel agencies, auctioneers, letting agencies

**2. Identify features by user**

As a **Buyer/Browser**: I can use Donedeal to :

* Find items and services that I need
* Discover ones that I didn’t know I needed/wanted before I visited the site.
* Communicate with sellers
* Provide feedback to Donedeal to improve the site.

As a **Seller**: I can use Donedeal to:

* List the items I have for sale in a way that is easy for me and ensures that buyers searching for my item type will find it.
* Modify the listing at my convenience.
* Communicate with buyers.

**??**

As an **Advertiser**: I need Donedeal to:

* Have sufficient space to display my adverts such that they are visible to the maximum amount of users.
* Enable me to update my adverts conveniently
* Enable me to geotarget users
* Enable me to present users with specific adverts based on their browsing history(cookies)

**??**

As a **Job Seeker** I can use Donedeal to:

* Quickly search for job listings.
* Refine that search to suit my needs.
* Easily apply for the listed positions.
* Communicate with employers

As an **Employer + Employment agent** I can use Donedeal to:

* Add my job listing quickly and easily
* Ensure listing is displayed in related searches
* Modify the listing quickly (position filled/changed)
* Communicate with job seekers

As a **Tourist** I can use Donedeal to:

* Find accommodation in the area I am visiting
* Refine my search based on my preferences
* Communicate with owners/letters

As a **Travel Agent** I can use Donedeal to:

* Find suitable accommodation listings for my customers
* Communicate with letting agents or owners(B&Bs)

As a **B&B, Auctioneer + Letting agent** I can use Donedeal to:

* List my properties
* Modify my listing easily
* Communicate with customers

**Entities**

**User:** Name, Age, Gender, Location, Preferences

**Jobs:** Title, Wage, Employer, Requirements, location, keywords, section

**Items:** Title, description, price, images, location, keywords, section