Obligatory assignment 1

Project group 104

Target audience:

The target audience of the site can be divided into two groups, **buyers** and **sellers**:

- **Sellers**: people that want to sell items they have hunted/gathered.
- **Buyers**: Home cooks, nature interested people, environmentalists
- Age group: adults
- Gender: equal mix of women and male.
- Location: rural and natural areas.
- **Devices**: web users.

motivation - the website serves the purpose of platforming the trades between independent gatherers/hunters/farmers, and people that want free range food.

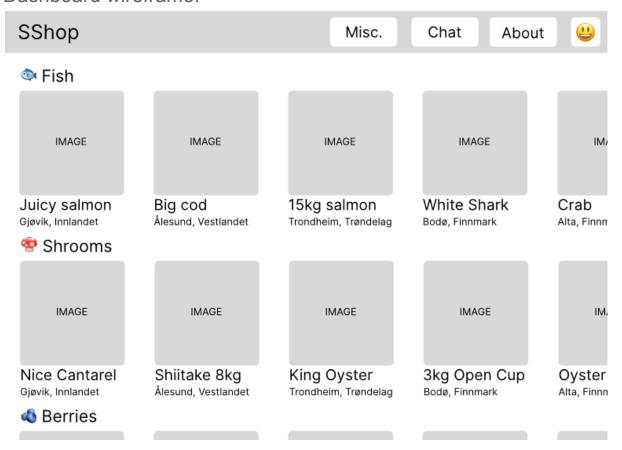
goals - the users either want to sell or buy goods from nature.

activities - recurring sellers and buyers.

achieve - the users are trying to achieve good purchases.

info - the users would need information about each other and the products they are buying/selling.

Dashboard wireframe:



Basic site map:

