**zaten’s User Personas**

**Name**: Melis Akyürek

**Age**: 23

**Occupation**: Professional Photographer

**Education**: Photography (University)

**Interests**: Photo editing, editing

**Description**: Melis is a 23-year-old student starting out in the visual arts department. As a student, Melis works and studies simultaneously, which can be challenging under present circumstances. After working and studying, she wants to purchase a professional camera using her savings, but she only has access to websites with user reviews. At this point, she uses our app, zaten, to connect with individuals who have the camera features she's seeking. She can rent these cameras at affordable prices and try them out for a short time. After the rental period, she makes an informed decision about the right camera for her, avoiding future issues and discovering exactly what she wants.

**Name**: Tufan Çapa

**Age**: 42

**Occupation**: Public Servant

**Education**: Economics (University)

**Interests**: Camping

**Description**: Tufan is a 42-year-old public servant who enjoys hiking and camping during his short vacations. However, due to recent price hikes, he doesn't want to invest in an expensive tent for his day trips. In this case, he uses our app, zaten, to explore rental tents. He rents the one he likes best and can quickly go on a new journey. This way, he can enjoy his vacation economically without incurring a costly expense.

**Name**: Elif Mutlu

**Age**: 20

**Occupation**: Student

**Education**: Software Engineering (University)

**Interests**: Conducting Research

**Description**: Elif is a 20-year-old university student. She loves reading articles and conducting research related to her field. However, her current computer can't keep up with her demands for writing code and developing as a software engineer. After deciding to buy a new computer, she encounters a plethora of computers on the market claiming to meet her requirements. Since she sees this as a long-term investment, she finds it difficult to choose the right computer easily. So, Elif uses our zaten app. She negotiates with both sponsored companies renting their products and individuals renting their computers for testing. After renting the most suitable computer for a trial, she decides if the product is right for her. This process saves her from making a mistake in a large investment.

**Name**: Murat Yılmaz

**Age**: 35

**Occupation**: Tradesman

**Education**: High School

**Interests**: Marketing

**Description**: Murat is a 35-year-old tradesman involved in his profession. A projector he bought years ago for a business idea remained unused when the venture didn't take off. After hearing some suggestions from his surroundings, he opens our zaten app and rents out the projector under suitable conditions. Through safe negotiation and trading, he opens a new business door for himself and turns the unused product into a continuous income stream.

**Name**: Mehmet Kılıç

**Age**: 60

**Occupation**: Retired

**Education**: High School

**Interests**: Sports

**Description**: Mehmet used to be involved in sports, but in recent times, due to aging and hypertension, certain movements were prohibited by his doctor, including high-tempo running. As a result, the treadmill he has been running on for years remains unused and takes up space in the house. Following his wife and children's suggestion, he rents it out on our zaten app. This not only helps him get rid of clutter at home but also opens a door for earning an additional income alongside his retirement pension.