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| Persona | Caroline | Hugo |
| Task | Exchange a lot of potery with a microwave | Exchange one of his book of Bachelor 2 with one book of bachelor 3 |
| goal | Find the best microwave | Find this book |

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| --- | --- | --- |
| Where | At her home in Marseille, sitting on the chair of the living room | At his home in Paris sitting on his sofa from his studio |
| When | The sooner | For the 2 September |
| With who | Her children of 10-15 years old sitting next to her |  |
| Which device | On her laptop | On his laptop |
| which mood | She just came from work | He is ready to sleep |

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| --- | --- | --- | --- |
| Caroline go on internet | Investigating | Hugo know our website | Investing |
| Caroline find our website | Curious | He goes to his profile and see no swap propositions | Hopeful |
| She saw microwave | Happy | He puts his old books | Nervous |
| She puts items that she no longer wants after creating her a profile | Excites | He searches for the books he’s looking for | Nervous |
| She compares with other websites which are with a money transaction and our website permits to exchange | Investigating | He saw books but not the good one | Disappointed |
| She clicks on swap for the microwave with one of her article | Hopeful | He puts a description on his profile saying “I’m looking for…. Book, if you have it I am interesting to swap” | Hopeful |
| She saw that the person is interest with her potery | Nervous | He waits | Nervous |
| The exchange has been accepted, she now wait for the delivery | Happy | No one propose the books, so he has to go on another website and give money for it | Sad |