

Team 10

# User Persona





# John

**Age:** 28

**Education:** Economy University

**Hometown:** Balti

**Family:** Single

**Occupations:** Trader

**Likes:** money, policy, law.

**Dislikes:** pizza

## Goals:

- To open a Second Hand business.
- To increase awareness about possibilities of finding reusable stuff.
- Help other people in need of materialistic stuff.

## Frustrations:

- Often loses stuff.
- The poor and rich gap .

John believes in the second hand era, the times when consumerism reaches boundaries where it have to leave good materialistic stuff behind. So, the era where rich people still competes for a flying bugatti but the simple citizen may get a good mercedes.



Let's analyze our user persona



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# Project Presentation



Concept





Give Away





Swap





reddit







# Concurents







- We don't sell stuff
- We are an online second hand
- Easy to use mobile app
- Easy swapping system



Tools







Demo