

## INTERVIEW TRANSCRIPT

### UNIVERSITY MARKETPLACE / BARTERING APP

*Interview with Emilio Mesa*

Hello! We're gathering feedback on an idea for a university-specific marketplace where students can buy, sell, and exchange academic resources. The goal is to make these resources more accessible, affordable, and sustainable. I'll be asking you a few questions to understand your experiences and whether this platform would be useful to you.

**Question:** Before we begin, I'd like to inform you that this interview will be recorded for analysis purposes. Do you consent to being recorded?

**Answer:** Yes.

**Question:** What year are you in, and what are you studying?

**Answer:** 4th year, studying design.

**Question:** How often do you need specific academic resources (textbooks, calculators, lab equipment, etc.) for your courses?

**Answer:** Not very often, just a few times a year.

**Question:** Do you typically buy new or second-hand materials? What influences your decision?

**Answer:** I usually buy new materials because I feel that, for my major, they work better.

**Question:** Can you tell me about the last time you had difficulty finding a specific academic resource (e.g., a textbook or lab equipment)?

**Answer:** Sometimes I have trouble finding very specific resources, like a particular color of something.

**Question:** Have you ever used a social network group (e.g., Facebook, WhatsApp) to find or sell academic materials? How was your experience with it?

**Answer:** No, I haven't used one.

**Question:** Have you ever been in a situation where you had an unused academic resource after a course? What did you do with it?

**Answer:** Yes, I usually give it away to friends and classmates.

**Question:** In your opinion, what is missing from existing online marketplaces or social network groups when it comes to buying or selling academic materials?

**Answer:** A university-based group that facilitates the sale of materials could be useful.

**Question:** Would you be interested in using a platform specifically for buying, selling, or exchanging academic materials at your university? Why or why not?

**Answer:** Yes, I think it would be useful, especially if the resources are in good condition and there's collaboration among students.

**Question:** What features would be most important for you in such a platform (e.g., categories by course, search bar, filters for condition/price)?

**Answer:** I think the most important thing is to categorize everything properly so that it's easy to find exactly what you need.

**Question:** Would you find it helpful if there were a section dedicated to bartering or exchanging materials instead of just buying and selling?

**Answer:** I don't think so, because the exchange option adds a much greater level of complexity to the platform, which could lead to problems or misunderstandings.

**Question:** Do you think students would be willing to use the platform to buy second-hand textbooks, lab equipment, or other academic materials? What factors would encourage or discourage them from doing so?

**Answer:** Yes, if it's a well-structured and intuitive platform, students would use it.

**Question:** Would you use the platform if it offered the option to rent materials for short-term needs (e.g., for the duration of a class or project)?

**Answer:** Definitely, although I think it also depends on how easy it is to use and whether the rules are clear and followed by everyone.

**Question:** How important is it for you to trust the people you're buying or exchanging materials from? What would make you feel confident in a transaction?

**Answer:** I think it's important because you have to trust that the materials you're buying are in good condition and work properly.

**Question:** What kind of measures (e.g., verified listings, campus-based collection points, user ratings) would you need to feel confident in using this platform?

**Answer:** It would be helpful to see ratings for sellers and buyers to build more trust.

**Question:** Would you like to see additional services on the platform, such as tutoring or sharing study notes?

**Answer:** Yes.

**Question:** What would make you more likely to use the platform regularly?

**Answer:** If the platform itself included tutorials or study aids for different classes, created directly by students.

**Question:** Would you prefer to use real money for transactions or a points-based system where you could earn credits by contributing? Why?

**Answer:** I think an alternative system to money makes things more complicated, so I'd prefer to use real money.

**Question:** Would you suggest any improvements or additional features that would make the platform more useful for students?

**Answer:** I think the design of the app is crucial to making it as easy to use as possible.

**Question:** If you had a choice between a marketplace that's easy to use but with a small commission fee or a marketplace that's free to use but less user-friendly, which would you prefer?

**Answer:** I think ease of use is more important, and I wouldn't mind paying a small subscription fee if it helps the app work properly.

Thank you so much for your time! Your feedback will help us improve the platform to better suit university students like you.