

Play It Again

Elevator Pitch

A web experience providing a central location for people to sell/buy video games, consoles, and accessories.

Long Pitch

Playitagain.com will give users a location to sell and buy items from other users in their area. The focus of the site will be on video games, the game consoles, and accessories to go along with it. The site will give people a chance to sell the items they have stored up to an audience targeted to electronic devices while making more money than they would from selling it back to a store.

Personas

John the Gamer

- Always playing the newest games

Susan the Loyalist

- Stays loyal to the old fashioned system and always looking to add vintage games to her collection

Mark the Techy

- Enjoys building his own gaming systems to his liking

Persona Detail

1. Name
 - a. John the Gamer
2. Descriptor
 - a. Always playing the newest versions of games
3. Quote
 - a. I like having the most recent games to play therefore I have outdated copies that collect dust
4. Who Is It?
 - a. Age: 20
 - b. Location: East Lansing, Michigan
 - c. Job: Student, part time job at a restaurant

- d. Technical Skills: moderate (stays up to date on newest game technology and experience with entertainment systems)
 - e. About: Student that enjoys spending his free playing the newest copies of games, has older copies laying around and has nothing to do with them
- 5. What Goals?
 - a. Wants to put his old dust collecting games to good use by offering them to people who are interested in getting a game, but that don't mind getting an older version.
- 6. What Attitude?
 - a. Wants to be able to sell games, consoles, and accessories to a targeted audience
- 7. Which Behavior?
 - a. John is a technical user that has experience with computers as he uses them in his every day life. He wants to have a frustration free experience while using a site that allows him to quickly post and get in contact with people nearby looking to buy his items.

Comparable Sites

- www.Craigslist.com
- www.Levelupvideogames.com
- www.tradengames.com