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D.1 Inception

Introduction

At NAU it is very common to see the social media platform, Snapchat, being used to buy and sell various second-hand items. Without a clear framework for listing or negotiating sales, these informal exchanges often result in disorganized and unreliable transactions. This raises several concerns about safety when buying from unknown vendors. Our product is a website that aims to allow college students to buy and sell items online with in-person pickups. Our website prioritizes safety and accessibility by verifying our user's student status and establishing pickups in high-traffic areas along with limited interactions between the buyer and seller. A website specifically designed for students on campus would provide an organized interface for buying and selling on campus without the time limits and expensive products that traditional markets have, making the entire process more accessible to a majority of the student population.

Initial Value Proposition

Students are currently using social media for second-hand selling, and we want to give them a safer, more affordable, and more organized way to buy and sell items on campus. Through this project, we aim to support NAU students who already buy or sell used items and are looking for a more reliable and convenient process.

Interviews Summary

Interview 1

Who was interviewed: Lexi Bengson, Diy reseller

Who participated in the interview:

Zazel Turner

Interview date: 09/14/2025

Customer segment represented in the interview: Online entrepreneur

Key insights from the interview:

1. Security is a very big concern.
2. She liked the idea Lockers for drop off and pick up because it cut out in person meetinngs.
3. Concerned about the privacy of information, especially when inputting card informaiton.

Representative quotes:

"you know people can be scary, i was taught at a young age to never trust a stranger so i tend not to sell or buy things when i cant verify that the person i'm meeting isn't some psychopath"

"some platforms, instagram in particular, are under fire for violating customer privacy. I would have to know that you guys care and implement guidelines that make me feel like my information is safe with you"

Assessment: Must have

Interview 2

Who was interviewed: Elisabeth Brutyan

Who participated in the interview:

Kaylee Cromwell

Interview date: 09/18/2025

Customer segment represented in the interview: University Student

Key insights from the interview:

1. Types of fabrics and sizing.
2. Likes the idea of buying and selling clothes but does not due to safety and cost.
3. Does not like the idea of meeting up with someone in person when she does not know them.

Representative quotes:

" I prefer to buy clothes in person so I can see what types of fabric things are and to see if the clothes are in good condition. If I knew some more details than the basic one like size and if worn, I may be more likely to buy clothes used online. "

" On social media there is always the possibility of be catfished so don't feel that I could trust them. "

Assessment: Nice to have

Interview 3

Who was interviewed: Maddie Multhup

Who participated in the interview:

Kaylee Cromwell

Interview date: 09/18/2025

Customer segment represented in the interview: University Student

Key insights from the interview:

1. She does not spend her time shopping online due to the uncertainty of the person selling it.
2. Likes the idea of buying and selling clothes but does not due to safety and cost.
3. Does not mind the idea of shopping online for used clothes but does not like to because she does not always know what she is looking for until she sees it.

Representative quotes:

"I don't like the advertisements that are shown on social media like on Instagram. I think that it is usually not what is being showed, and I just rather not chance it."

"I don't mind people selling things online they are just using what they have as a tool. I just don't purchase from them."

Assessment: Nice to have

Interview 4

Who was interviewed: Valencia Garcia, fitness enthusiast

Who participated in the interview:

Kendahl Begay

Interview date: 09/11/2025

Customer segment represented in the interview: Young adults who shop online for fitness and lifestyle apparel.

Key insights from the interview:

1. Prefers second-hand items (e.g., from Goodwill or hand-me-downs), but also shops new from exclusive brands.
2. Likes platforms that build brand stories and communities.
3. Finds social media convenient for second-hand shopping but worries about fraud and misrepresentation.

Representative quotes:

- "It's convenient to look up a specific product on social media and get a variety -- local vs. traveling somewhere."
- "You can get catfished... sellers lie about the condition."

Assessment: Nice to have

Interview 5

Who was interviewed: Shayla Chavez, Second-hand item buyer

Who participated in the interview: Henry Hoang

Interview date: 09/14/2025

Customer segment represented in the interview: Shayla Chavez is an avid shopper whether online or in person. She uses websites or places like Depop or Goodwill

Key insights from the interview:

1. Current online shopping websites have key features that focus on user compatability. In doing so, it makes things easier to purchase online
2. Wished there was specification requirements on size such as measurements and also item verification quality
3. Notices unsolicited comments and questions from people online related to selling or purchasing items online through social media.

Representative quotes:

"Anyone can join those snapchat groups so you never know who is or isnt a creep"

"I wished that there was a way to get exact measurements for things I buy online because I never know if they fit."

Assessment: Nice to have

Interview 6

Who was interviewed: Kyndul Bailey, frequent user of Facebook Marketplace

Who participated in the interview: Henry Hoang

Interview date: 09/14/2005

Customer segment represented in the interview: Kyndul frequently shops on Facebook Marketplace or things like ThreadUp.

Key insights from the interview:

1. Being through a social media app, Facebook Marketplace is easier to use.
2. Has concerns about privacy through buying things on social media sites like Snapchat
3. Specific social media sites used to mainly sell things dont bring as much security risk since it is ttheir job.

Representative quotes:

"Ive had someone ask me if I would sell them my used underwear on Facebook Marketplace."

"Some thrifting instagrams are okay but using Snapchat to sell stuff is weird."

Assessment: Don't care

Interview 7

Who was interviewed: Ruby Sandoval, a student who buys and sells used clothing. Also is familiar with online marketplaces.

Who participated in the interview: Alexa Aguilar

Interview date: 09/15/2025

Customer segment represented in the interview: College students buying and selling second-hand fashion items online.

Key insights from the interview:

1. They enjoy features like budget filters, free shipping, and discounts.
2. Online platforms like Depop and Facebook Marketplace are preferred over social media for buying/selling.
3. They said they avoid platforms that don't have clear rules or safety measures.

Representative quotes: "I don't like selling products on social media like Instagram. I feel like it's hard to promote yourself and you never know if you can trust the buyer or seller."

Assessment: Must have

Interview 8

Who was interviewed: Ximena Villa, a student who primarily buys used shoes, clothes, and accessories.

Who participated in the interview: Alexa Aguilar

Interview date: 09/16/2025

Customer segment represented in the interview: Students looking for affordable fashion items.

Key insights from the interview:

1. Free shipping and reasonable pricing is super important.
2. They've experienced privacy risks like buyers not showing up or asking to share personal information.
3. They like having reviews on sellers to decide if they really want to purchase from them.

Representative quotes: "I've seen issues like sellers flaking out. Also they've asked for my address and I don't feel comfortable with that."

"I'm also scared of meeting up somewhere and then them following me back home."

Assessment: Must have

Interview 9

Who was interviewed: Shantal Sanchez, student that buys second hand products and promotes small business services through social media.

Who participated in the interview: Alexa Aguilar

Interview date: 09/17/2025

Customer segment represented in the interview: Students using online platforms to buy fashion items and promote their own services.

Key insights from the interview:

1. Social media is useful for promotion but not for transactions.
2. Verification of accounts is important to prevent scams.
3. Selling on social media is difficult because it doesn't have a selling format. It's less professional compared to other marketplaces.

Representative quotes: "I have my business on Instagram but it's difficult because the app isn't set up for me to sell stuff on there. I have to figure out how to set up a system that will work for me."

"The NAU snapchat stories are great for promotion, but I haven't really tried selling directly on there. It just seems sketchy."

Assessment: Must have

Interview 10

Who was interviewed: Alicia Martinez, a college student who sells second hand clothing and other services online.

Who participated in the interview: Alexa Aguilar

Interview date: 09/17/2025

Customer segment represented in the interview: Students selling second hand fashion items on social media.

Key insights from the interview:

1. Promoting small businesses on social media is possible but you just need to be careful.
2. It's important to verify accounts and make sure who you're talking to is a secure business.
3. Social media is a great tool to promote themselves and find connections.

Representative quotes: "As long as you're safe and don't include personal information, promoting your Instagram account works fine."

Assessment: Nice to have

Final Value Proposition

Our website provides a safe, organized, and affordable way for NAU students to buy and sell used items on campus, reducing the risks and headaches of informal transactions through social media. It targets students who have previously bought or sold second-hand items on campus and want a safer, more organized and secure way to carry out these transactions.