



PAUL FLETCHER

AGE: 21

HOMETOWN: Virginia

LOCATION: Michigan

PROFESSION: Engineering Grad

INTERESTS & HOBBIES: Physics experiments, reading books and watching sci-fi movies

"I love every weekend when I am able to release my nerve and read a book."

BIO

Paul is a civil engineering master student who gets admitted by the School of Electrical and Computer Engineering, University of Michigan. The master courses will take two-years to complete and Paul is very excited about it.

He wishes to find a cozy accommodation in Michigan and finally booked the Cranberry apartment, which is close to his campus with nice rooms and a reasonable price. However, Cranberry does not offer furniture, meaning he needs to find them by himself, and ideally, by the time he moves in.

Paul does not want to spend too much on furniture. A set of brand new furniture is not cost-effective for a two-year stay. He wishes to get some second-hand furniture with fine quality. Meanwhile, Paul is a kind of person who regards apartment as an important habitat to reboot himself - he will spend most of his weekends and holidays at home so it would be better to be comfortable.

FRUSTRATIONS

- Don't know where/how to find second-hand furniture
- Unclear/insufficient information of individual second-hand furniture
- Contacting and negotiating with owners can be time-consuming and troublesome
- The furniture cannot be transported to home
- The furniture is not available by the time he arrives to the destination

MOTIVATIONS

Info Access

Contact sellers

Transportation

Price/payment

KEY ATTRIBUTES

Low

High

Technology



Communication



Driving



IDEAL FEATURES

- Offer accessible information of finding second-hand furniture
- Offer sufficient and formatted detailed information about specific furniture (sellers, prices, quality, images etc)
- Support communications with sellers in an efficient way
- Transport or help transport furniture to home by a specific time (i.e. Paul arrives to the apartment)



LILY JOHNSON

AGE: 36

HOMETOWN: Michigan

LOCATION: Moving to Los Angeles

PROFESSTION: Journalist

INTERESTS & HOBBIESTS: Travelling around, meeting new people, cooking and yoga

“Everyday is an adventure to me with surprises and unknowns.”

BIO

Lily is a journalist who has been working for Michigan local newspaper for eight years. She spends a large amount of her time travelling and meeting various people. She loves the time in Michigan but is planning to move out recently since her husband, a senior software engineer, got a awesome job offer from a company in Los Angeles one month ago.

Lily and her husband bought a set of furniture years ago and they are still in good condition. Lily loves them but she cannot take them away with her. She hope to sell them to someone who needs them and may love them as they do.

Lily posted furniture information online. She is quite open for price negotiation and she welcomes visitors if people would like to inspect the furniture. Moreover, she does not mind helping with furniture transportation - she is an experienced driver owning a SUV. She is often busy during business days and will miss emails sometimes with too much of them flowing into mailboxes.

FRUSTRATIONS

- Don't know where to post second-hand furniture information for potential buyers.
- Collect and organize furniture information is time-consuming. So does writing up description and taking photos for all furniture.
- Contacting and negotiating with buyers can be troublesome.
- The buyer will not be able to collect furniture before they move out.

MOTIVATIONS

Info Posting

Contact Buyer

Transportation

Price/payment

KEY ATTRIBUTES

Low

High

Technology



Communication



Driving



IDEAL FEATURES

- Offer a reliable platform which allows posting information of second-hand furniture following simple steps
- Help organize second-hand furniture information (sellers, prices, quality, images etc)
- Support communications with buyers in an efficient way
- Receive payment in a convenient way



SHAWN BROWN

AGE: 70

HOMETOWN: Michigan

LOCATION: Michigan

PROFESSTION: Retired

INTERESTS & HOBBIES: Taking a walk in park with Jess - my dog who has lived with me for ten years.

“Those who find growing old terrible are people who aren't done what they wanted in their lives”

BIO

Shawn has been living in Michigan for about almost his whole life. He was born in Michigan, educated in Michigan and got married in Michigan. Although he had lived in a couple of other places in his 30s and 40s, finally he chose to come back.

He has two houses in Michigan, one is located at downtown while the other is located 3 miles away from the downtown. The downtown house has all the furniture availale so tenants do not need to worry about them. He prefers living in a quite place so he left the downtown house and planned to sell it.

Regarding furniture inside, since the buyer of the house is not interested in them, Shawn plans to sell them. Shawn went to the local market with furniture like how he did years ago, disappointly finding that there were not as many buyers as before. In the end, Shawn took furniture home and wonders how can he sell furniture expect for through local market? Will using digital devices work?

FRUSTRATIONS

- Less people buying furniture from local market
- Not being able to adapt to modern technologies, not familiar with new media for information delivery

IDEAL FEATURES

- Offer simple and easy way for people who are not familar with technologies posting information effectively
- Offer various methods, mainly online, to reach out to potential buyers
- Build a bridge connecting owners and buyers with communication

MOTIVATIONS

Info Posting

Contact Buyers

Transportation

Price/payment

Low

High

Technology



Communication



Driving





REBECCA ELIZABETH

AGE: 28

HOMETOWN: Toronto

LOCATION: Michigan

PROFESSTION: Psychology Phd.

INTERESTS & HOBBIES: Movies and living theaters, also loves reading books and cooking.

“Life is short, we should devote every second to the thing we love.”

BIO

Rebecca is a phd student major in Psychology. It is her fifth year studying in University of Michigan and she quite enjoy her time here. She plans to be a post-doc doing further research on her topic in the school, and especially after getting engaged with the one she loves here, she wants to settle down in this beautiful city.

Rebecca and her fiance is looking for furniture for their new house. They would love to have a set of brand new furniture and they don't mind too much about the price as long as they love it. She loves furniture in Nordic style and her fiance prefers Japanese. Rebecca spends a large amount of time doing research in order to find the best combination for them.

The furniture store they are interested in all serve the order process in a professional way and covers furniture transportation. The payment will be completed online and the policy of “full refund in one month” is applied.

FRUSTRATIONS

- Information overload leads to difficulties in decision making
- Poor information synthesis

IDEAL FEATURES

- Offer enough information but only enough
- Improve information synthesis

MOTIVATIONS

Info Assessing

Contact Seller

Transportation

Payment

Low

High

Technology



Communication



Driving

