

UPDATED PERSONAS - ITEMS ONLY

Community Item Sharing Platform

PERSONA 1: Sarah the Student

DEMOGRAPHICS

- **Age:** 20
- **Occupation:** 2nd year Computer Science student, part-time barista
- **Location:** Student accommodation, 15-minute walk to campus
- **Tech Comfort:** High (digital native)
- **Living Situation:** Shared flat with 3 other students
- **Income Level:** £8,000/year student loan + £4,000 part-time work

BACKGROUND

Sarah is an international student from Spain studying Computer Science at Roehampton. She works 15 hours per week at a local coffee shop to supplement her student loan. Money is always tight, especially after paying rent. She's tech-savvy and comfortable using apps for everything from banking to food delivery, but she feels isolated and hasn't built a strong friend network yet.

Her small room is cluttered with expensive textbooks she can barely afford, and she often needs items for one-off projects or activities but can't justify buying them new.

GOALS & MOTIVATIONS

- **Save money** on expensive textbooks and course materials (£200+ per semester)
- **Access items temporarily** - drill for flat repairs, camping gear for weekend trip
- **Declutter** her small room by passing on first-year textbooks
- **Meet other students** and build a social network
- **Live sustainably** without spending money she doesn't have
- **Feel part of community** rather than isolated

FRUSTRATIONS & PAIN POINTS

- **Textbooks cost £40-100** each but only used for one semester
- **Can't afford occasional-use items** like camping equipment, power tools, kitchen appliances
- **Small room** means no space to store things she rarely needs
- **Doesn't know neighbors** in accommodation building despite living there 6 months

- **Existing platforms unsafe** - Facebook Marketplace feels risky for meeting strangers
- **Selling is hassle** - not worth the effort for low-value items
- **Waste is frustrating** - buying items to use once feels wrong environmentally

TECH USAGE

- **Devices:** iPhone 12, Lenovo laptop
- **Apps Used Daily:** WhatsApp, Instagram, Canvas (LMS), Spotify, Deliveroo, Vinted
- **Online Behavior:**
 - Checks phone 50+ times/day
 - Prefers apps to websites
 - Expects instant responses
 - Watches YouTube tutorials
 - Active on student Facebook groups

ITEMS SARAH HAS

To Lend:

- First-year CS textbooks (5 books, £200 total value)
- Kitchen appliances (blender, toaster - duplicates with flatmates)
- Yoga mat (rarely uses)

To Swap:

- Old laptop bag (got new one)
- Desk lamp (doesn't match new room aesthetic)

To Give Away:

- Study notes from first year
- Old phone charger cables (upgraded phone)

ITEMS SARAH NEEDS

To Borrow:

- Statistics textbook (£45 to buy, needs for 6 weeks)
- Power drill (flat repair project, need once)
- Camping tent and sleeping bag (weekend trip)
- Large suitcase (going home for Christmas)
- Professional outfit (job fair next month)

- Graphing calculator (one exam)

To Receive (Swap/Giveaway):

- Second-year textbooks
- Kitchen items (garlic press, baking tray)
- Warm winter coat (UK winters are cold!)

SPECIFIC NEEDS FROM PLATFORM

- **Find textbooks by course code or ISBN** - quick search
- **Filter by distance** - within walking/bus distance (max 3km)
- **See verified student status** - feel safer meeting people
- **In-app messaging** - coordinate without sharing phone number
- **View on map** - visualize what's nearby
- **Save favorites** - bookmark items for later
- **Ratings visible** - know who to trust
- **Photo verification** - see actual condition before borrowing

USER JOURNEY WITH PLATFORM

Week 1 - Discovery: Sarah sees poster in library with QR code advertising "Share Items with Students Nearby - Save Money!" She scans it while waiting for her friend.

Week 1 - Sign-Up: Signs up with university email (@roehampton.ac.uk), gets instant verification badge. Creates profile:

- "Second year CS student ES"
- "Happy to lend textbooks, looking for study materials and occasional-use items!"
- Location: Roehampton (approximate - protects privacy)
- Uploads photo

Week 1 - First Search: Immediately searches "statistics textbook" - desperately needs it for exam prep starting next week, can't afford £45.

Finds Marcus's listing:

- "Intro to Statistics, 3rd Edition"
- 0.8km away
- Available for lending
- Marcus: 120 points, 4.7 ★ rating
- Photo shows highlighted book in good condition

Week 1 - First Request: Sends request with message: "Hi Marcus! I need this for stats exam prep over the next month. Can collect anytime this week! Will take good care of it. 📖"

Week 2 - First Exchange: Marcus accepts within 2 hours. They message:

- Marcus: "Great! Free Wednesday 3pm? Meet at library entrance?"
- Sarah: "Perfect! See you then 😊"

They meet at library. Sarah photographs book condition (some highlighting, but good). Exchange smooth. Marcus shows her how to use online resources too.

Week 2 - Listing Own Items: Excited after positive experience, Sarah lists:

1. "Introduction to Programming Textbook" - lending
2. "Data Structures and Algorithms Book" - lending
3. "Desk Lamp - Modern White" - swap for different color
4. "First Year CS Notes Bundle" - giveaway

Uploads clear photos, writes honest condition descriptions.

Week 3 - Regular Use: Gets 2 requests for her textbooks:

- Tom needs Programming book for summer resit
- Anna wants Algorithms book for revision

Sarah accepts both. Arranges library pickups. Earns 10 points for each.

Week 4 - Borrowing More: Needs power drill for hanging shelves. Finds David's listing 1.2km away:

- "Bosch Cordless Drill Set"
- Available for lending
- David: 200 points, 5.0 ⭐ rating

Messages David. He's super friendly, explains how to use drill safely, lends her for weekend. Returns Monday, leaves 5 ⭐ review.

Week 6 - Discovering Map Feature: Explores map view, discovers:

- Camping tent 0.5km away (perfect for weekend trip!)
- Large suitcase 1km away (Christmas travel sorted!)
- Winter coat 0.7km away (exactly her size!)

Requests all three. All accepted. Saves massive amounts of money.

Month 3 - Active Community Member: Sarah's stats:

- 5 items borrowed (saved £200+)

- 7 items lent (earned 70 points)
- 2 items given away
- 150 total points
- 4.9 ★ average rating
- Made 2 new friends through exchanges
- No longer feels isolated
- Checks platform 3-4 times per week

Key Quote: *"I've saved so much money! And I actually know people in my building now. Last week someone recognized me from the platform and we grabbed coffee. Best app I've found at uni!"*

PERSONA 2: David the Retired DIY Enthusiast

DEMOGRAPHICS

- **Age:** 67
- **Occupation:** Retired carpenter/DIY enthusiast
- **Location:** Suburban neighborhood near university (Richmond, London)
- **Tech Comfort:** Medium (uses smartphone daily but prefers simplicity)
- **Living Situation:** Owns family home with garage, lives with spouse
- **Income Level:** State pension + small private pension

BACKGROUND

David is a retired carpenter who spent over 40 years working in construction and home renovation. Since retiring 3 years ago, he's struggled with the sudden lack of routine and social interaction. His garage is full of quality tools and equipment accumulated over decades - power tools, hand tools, gardening equipment, camping gear - most of which now sit unused.

His children have moved away and taken what they needed. He and his wife are downsizing next year, and he's overwhelmed by how much "stuff" they've accumulated. He wants to help people and stay useful, but doesn't know how to connect with younger neighbors in an increasingly digital community.

GOALS & MOTIVATIONS

- **Share accumulated tools and equipment** collecting dust in garage
- **Help younger generation** especially students and young families
- **Stay active and useful** after retirement
- **Declutter gradually** before downsizing move
- **Meet people** outside immediate age group
- **Feel valued** by local community

- **Combat loneliness** since retiring
- **Pass on knowledge** about quality tools and proper use

FRUSTRATIONS & PAIN POINTS

- **Garage full of unused items** - expensive tools sitting idle
- **Feels isolated** since retiring and no longer seeing colleagues
- **Doesn't know young neighbors** - community has changed
- **Selling is hassle** - dealing with hagglers, lowballers on Facebook Marketplace
- **Waste bothers him** - hate seeing quality items thrown away
- **Many platforms too complicated** - not designed for older users
- **Uncertainty about offering help** - doesn't want to seem pushy or "old-fashioned"
- **Boredom** - misses feeling productive and helping people

TECH USAGE

- **Devices:** Android smartphone (Samsung), Windows desktop PC
- **Apps Used:** WhatsApp (family group chat), Facebook, Google Maps, YouTube (DIY tutorials)
- **Online Behavior:**
 - Uses phone daily but not constantly
 - Prefers simple, clear interfaces
 - Avoids complex sign-up processes
 - Watches YouTube for tutorials and news
 - Frustrated by apps with too many features
 - Needs large text, clear buttons

ITEMS DAVID HAS

To Lend:

- Bosch cordless drill set (£200 value, barely used now)
- Ladder (extension ladder, perfect for decorating)
- Hand tool collection (hammers, screwdrivers, wrenches - professional quality)
- Garden equipment (lawn aerator, hedge trimmer, edger)
- Camping gear from decades ago (tent, sleeping bags, camp stove)
- Car roof box (used twice, perfect for moving)
- Pressure washer (expensive, rarely needs it now)

To Swap:

- Old but functional hand tools (trade for things wife wants - kitchen items?)
- Books on woodworking and DIY

To Give Away:

- Duplicate tools (has multiple of same tool)
- Paint supplies (leftover from jobs)
- Wood scraps (good for small projects)
- Old gardening tools (upgrading to lighter models for aging joints)

ITEMS DAVID MIGHT NEED

To Borrow:

- Nothing currently - has accumulated everything over decades
- Maybe: E-reader (wife wants to try), mobility aids (for future)

To Receive (Giveaway/Swap):

- Kitchen items (wife loves cooking)
- Audiobooks or e-books
- Lightweight garden tools (easier on joints)

SPECIFIC NEEDS FROM PLATFORM

- **Simple interface** - large buttons, clear labels, no clutter
- **Easy listing process** - step-by-step, can't get lost
- **Trust indicators** - verified users, ratings prominent
- **Safety guidance** - tips for safe meetups
- **Flexible availability** - can set times he's free
- **Clear explanations** - how lending works, what happens if damage
- **Messages easy to find** - no complex navigation
- **Recognition for helping** - points/ratings feel good

USER JOURNEY WITH PLATFORM

Month 1 - Discovery: Sees leaflet at local community center: "Share Your Tools & Items with Neighbors - Build Community!" Includes QR code and website.

Wife helps him scan QR code on his phone. Opens simple sign-up page.

Month 1 - Sign-Up: Signs up with email, creates password (wife writes it down for him). Verification email arrives, clicks link.

Profile creation page is simple:

- Name: David Wilson
- About: "Retired carpenter, happy to lend tools and equipment to help out"
- Location: Richmond (just postcode, system shows general area)
- Photo: Wife takes photo of him in garage with tools

Month 1 - First Listings: Lists 3 items to start (not overwhelming):

1. **"Bosch Cordless Drill Set - Professional Quality"**

- Category: Tools & Equipment
- Exchange type: Lending
- Condition: Like New
- Description: "18V cordless drill with 20-piece bit set. Barely used, excellent condition. Happy to show you how to use safely!"
- Photos: Clear images of drill, charger, case

2. **"Extension Ladder - 3 Meters"**

- Category: Tools & Equipment
- Exchange type: Lending
- Condition: Good
- Description: "Sturdy aluminum ladder, perfect for decorating or repairs. Can deliver within 2km if needed!"

3. **"Camping Tent 4-Person"**

- Category: Sports & Outdoors
- Exchange type: Giveaway
- Condition: Good
- Description: "Family tent from 20 years ago, still works perfectly. We don't camp anymore, hope someone can use it!"

Month 1 - First Requests:

Within 2 days, gets 4 requests:

- Sarah (student) needs drill for weekend
- Tom (young dad) needs ladder for painting nursery
- Emma (family) wants camping tent for kids' garden camping

David reviews profiles:

- Sarah: 50 points (new), 5.0 ★ (2 ratings), verified student

- Tom: 80 points, 4.8 ★ (5 ratings), profile says "DIY newbie, learning to fix up our house"
- Emma: 120 points, 5.0 ★ (8 ratings), "Mum of three, love the outdoors!"

Accepts all three.

Month 1 - First Exchanges:

Sarah (Drill):

- Messages back and forth are easy to find
- Sarah: "Hi David! Can I borrow Friday-Sunday for hanging shelves?"
- David: "Of course! Can show you how to use it safely. Free Saturday morning?"
- Sarah comes to his house Saturday 10am
- David demonstrates drill use, safety tips, gives her written instructions
- Sarah impressed by his helpfulness and professional equipment
- Returns Monday evening in perfect condition
- Both leave 5 ★ ratings
- Sarah's review: "David was so helpful! Showed me how to use the drill properly. The equipment was professional quality. Highly recommend!"
- David earns 5 points

Tom (Ladder):

- Tom collects ladder Tuesday evening
- Returns following Monday
- Leaves 5 ★: "Exactly as described, really helped us out!"
- David earns 5 points

Emma (Camping Tent - Giveaway):

- Emma picks up Saturday with kids
- Kids excited about camping in garden
- Emma brings homemade cookies as thank you
- Leaves beautiful review: "This tent is perfect! David is so generous. The kids are over the moon!"
- David touched by genuine gratitude
- Feels useful and happy

Month 2 - Building Momentum:

Word spreads. David receives more requests:

- University student needs pressure washer (parents visiting, wants to impress)
- Young couple needs car roof box (moving house)

- Neighbor needs hedge trimmer (doesn't want to buy for once-a-year use)

David accepts all. Each exchange reinforces his sense of purpose.

Month 2 - Discovering Community:

Through exchanges, David:

- Meets 8 different people (students, families, neighbors)
- Has conversations at pickup/return - people ask for advice
- Realizes his knowledge and tools are valuable
- Feels connected to changing community
- Wife notices he's happier, more energized

Month 3 - Active Community Member:

David's stats:

- 12 items lent
- 3 items given away
- 200 points earned
- 5.0 ★ average rating (15 ratings)
- All reviews mention helpfulness, generosity, quality equipment

Month 3 - Recognition & Impact:

Platform shows David is "Top Contributor" in Richmond area. Badge on profile.

Recent reviews:

- "David is a legend! Not only lent me tools but taught me how to use them properly!"
- "Saved me £100 by lending equipment. So generous!"
- "David's help means the world to us as first-time homeowners learning DIY"

Month 4 - Continued Engagement:

David now:

- Checks platform daily (routine)
- Responds to requests quickly
- Enjoys meeting different people
- Feels valued and useful
- No longer feels isolated
- Wife reports he's "back to his old self"

- Planning to list more items before downsizing move
- Tells friends about platform

Key Quotes:

"I've got decades' worth of quality tools just sitting there. Feels good to help young people and save them money. That drill cost me £200 - they can't afford that on student budgets!"

"Every time someone picks something up, we have a chat. I meet interesting people. Much better than sitting at home wondering what to do with myself."

"My generation had nothing handed to us, but we also had cheaper costs. These kids today have it tough financially. If I can help with my old tools, why wouldn't I?"

PERSONA 3: Maya the Working Parent

DEMOGRAPHICS

- **Age:** 35
- **Occupation:** Marketing executive (full-time, flexible working)
- **Location:** Residential area close to primary school (Kingston, London)
- **Tech Comfort:** High (professional knowledge)
- **Living Situation:** Lives with partner and two children (ages 3 and 6)
- **Income Level:** Dual-income household, tightly budgeted due to childcare costs

BACKGROUND

Maya is a full-time working mother juggling her career, childcare, and household responsibilities. Her schedule is relentlessly packed: school runs, nursery pickups, work meetings, cooking, cleaning, bedtime routines. She earns good money but most goes to mortgage and childcare costs.

Her home is bursting with children's items that are quickly outgrown - clothes, toys, equipment. She hates the waste and expense of constantly buying new things the kids will only use for months. Meanwhile, she desperately needs next-size-up items but can't afford to keep buying new.

She has zero time for traditional methods like car boot sales, charity shop trips, or Facebook Marketplace (full of time-wasters and no-shows).

GOALS & MOTIVATIONS

- **Save money** on children's items that are quickly outgrown
- **Swap children's clothes** - kids outgrow things before wearing out
- **Access occasional-use items** - party supplies, baby equipment for visiting nephew, travel gear
- **Declutter systematically** - home drowning in unused kids' stuff
- **Live sustainably** - teaching kids not to be wasteful

- **Build local parent network** - doesn't know other parents outside immediate circle
- **Save time** - no car boot sales or charity shop trips
- **Model community values** - show kids helping and sharing

FRUSTRATIONS & PAIN POINTS

- **Kids outgrow clothes in months** - wasteful to buy new constantly
- **Baby equipment expensive** - £300 for high chair used 18 months
- **No storage space** - small house, no room for outgrown items
- **Selling is time-consuming** - listing, photos, messages, arranging pickup, no-shows
- **Charity shops inconvenient** - need car, limited opening hours, bags sit in hallway for weeks
- **Facebook Marketplace nightmare** - lowballers, "Is this still available?" messages at 10pm
- **Don't know local parents** - school pickup is rushed, no time to socialize
- **Guilt about waste** - environmentally conscious but trapped in buy-discard cycle
- **Time poverty** - no time for complicated systems

TECH USAGE

- **Devices:** iPhone 13, MacBook laptop
- **Apps Used Daily:** WhatsApp, Google Calendar, Slack (work), Instagram, Deliveroo, Too Good To Go
- **Online Behavior:**
 - Phone in short bursts between tasks
 - Prefers fast, efficient interactions
 - Abandons apps that take too long
 - Excellent at quickly evaluating UX
 - Multitasks constantly
 - Uses phone while kids play
 - Night-time browsing after kids asleep

ITEMS MAYA HAS

Children's Items to Swap:

- Baby clothes 6-12 months (boy, excellent condition, 30+ pieces) → Need 18-24 months
- Toddler toys age 2-3 (outgrown) → Need age 4-6 toys
- Baby high chair (good condition) → Need booster seat
- Stroller (outgrown) → Need nothing, just want gone
- Baby books (hundreds!) → Need chapter books

Household Items to Lend:

- Party supplies (huge box - decorations, plates, cups for kids' parties)
- Travel cot (niece visits)
- Garden paddling pool (used 2 weeks per summer)
- Kids' bikes (in good condition, outgrown)

Items to Give Away:

- Baby equipment (bottles, sterilizer, baby bath - done having kids!)
- Maternity clothes (never wearing again!)
- Baby toys 0-12 months (too many, taking up space)
- Duplicate kitchen items (wedding gifts, never used)

ITEMS MAYA NEEDS

To Swap:

- Children's clothes 18-24 months and 6-7 years (boy and girl)
- Age-appropriate toys
- Kids' books for older children
- Booster seats
- Bikes (next sizes up)

To Borrow:

- Large suitcases (family holiday)
- Camping equipment (trying camping with kids)
- Party supplies (birthday parties - can't justify buying new each time)
- Garden games (summer holidays)
- Kids' sports equipment (trying different sports before buying)

To Receive (Giveaway):

- Kitchen items (always need random things)
- Kids' craft supplies
- Books (always need more!)

SPECIFIC NEEDS FROM PLATFORM

- **Fast listing** - can't spend 20 minutes per item
- **Bulk uploads** - multiple items at once ("Baby clothes bundle")

- **Clear swap preferences** - "Looking for: 18-24 month clothes"
- **Location filter** - within school run area (3km max)
- **Quick messaging** - no back-and-forth forever
- **Schedule coordination** - availability calendar/times
- **Photo verification** - see actual items (kids are messy!)
- **Parent-specific trust** - other parents preferred for kids' items
- **Save searches** - "18-24 month boys clothes" auto-alert

USER JOURNEY WITH PLATFORM

Week 1 - Discovery: School WhatsApp group discussing: "Anyone know where to swap kids' clothes cheaply? Ellie's already outgrown everything!"

Another parent: "Try this new platform - [link] - I've swapped loads of stuff already!"

Maya clicks link during lunch break at work.

Week 1 - Sign-Up: Sign-up page loads quickly. Simple form:

- Email: mayapatel@email.com
- Create password
- Email verification (clicks link immediately)
- Quick profile setup:
 - Name: Maya Patel
 - About: "Working mum of 2 (girl 6, boy 3). Love swapping kids' items and occasional-use stuff!"
 - Location: Kingston
 - Photo: Recent family photo
 - Interests: Kids' items, household items, party supplies

Total time: 3 minutes. Perfect.

Week 1 - First Listings:

Has 10 minutes before school pickup. Lists 5 items quickly:

1. **"Baby Clothes Bundle 6-12 Months Boy"**
 - 3 photos (pile of folded clothes, close-ups of nice outfits, labels showing sizes)
 - Exchange: Swap
 - Condition: Like New
 - Description: "30+ pieces, barely worn (grew fast!). Brands: Next, M&S, JoJo. Looking for: 18-24 month boys clothes"
 - Takes 2 minutes

2. "Wooden Toy Kitchen Set"

- Exchange: Swap
- Condition: Good
- "Kids outgrown. Looking for: construction toys, train sets, age 4-6 toys"

3. "Baby High Chair - Stokke Tripp Trapp"

- Exchange: Swap
- Condition: Good
- "£300 new, used 18 months. Looking for: booster seat or nothing (downsizing)"

4. "Party Supplies Box - Kids Parties"

- Exchange: Lending
- Condition: Good
- "Decorations, plates, cups, party bags for 20 kids. Happy to lend!"

5. "Baby Book Bundle 0-3 Years"

- Exchange: Giveaway
- Condition: Good
- "100+ baby books, well-loved but still great. Too many! Take some or all!"

Total time: 8 minutes. Platform is efficient - she's impressed.

Week 1 - Instant Requests:

Within hours, gets 6 requests:

- 3 for baby clothes bundle
- 1 for toy kitchen
- 1 for party supplies
- 1 for books

Week 2 - Smart Acceptance:

Reviews profiles during morning coffee:

Baby Clothes - Request from Emma:

- Profile: "Mum of 3, girls 2/4/7"
- 180 points, 4.9 ★ rating
- Recent reviews: "Lovely person, items exactly as described"
- Her listing: "Baby clothes 18-24 months GIRL bundle"
- Message: "Hi Maya! Would love your boy clothes for my nephew. I have 18-24m girl clothes if you want to swap?"

Perfect! Maya accepts immediately. Messages: "Yes! Girl clothes are exactly what I need for my daughter. When works for you?"

They coordinate via messages (both busy):

- Maya: "I can do Saturday 10am at Bushy Park playground? Kids can play!"
- Emma: "Perfect! See you there!"

Week 2 - First Swap:

Saturday morning, Maya packs both kids in car, drives to Bushy Park.

Meets Emma (also with 3 kids). While kids play:

- Exchange clothes (both inspect - excellent condition both sides)
- Chat about parenting, local schools, good parks
- Exchange numbers for future swaps
- Kids becoming friends
- Both delighted with swap

Both leave 5 ★ ratings immediately:

- Maya's review: "Smooth swap! Emma's clothes are perfect. Kids loved playing together too!"
- Emma's review: "Great condition items! Maya was lovely. Hope to swap again soon!"

Both earn 20 points for successful swap.

Week 3 - More Requests:

Other requests:

- **Toy kitchen:** Swap with Sarah (student) who has nephew visiting
- **Party supplies:** Borrowed by local parent for birthday party next week
- **Books:** Given to 2 families (split the bundle)

Week 3 - Own Requests:

Maya needs large suitcase for summer holiday. Searches "large suitcase":

- Finds David's listing 1.5km away
- "Large Travel Suitcase - Hardside"
- Available for lending
- David: 200 points, 5.0 ★
- Messages: "Hi David! Family holiday to Spain next month. Can I borrow for 2 weeks?"

David replies within hour: "Of course! When do you need it?"

Arranged for next weekend pickup.

Week 4 - Discovering Map:

Uses map feature to find:

- Camping tent 2km away (trying camping with kids - wants to test before buying expensive tent)
- Garden paddling pool 1km away (summer coming, kids would love it)
- Kids' bikes (next sizes up for both kids)

Requests all three for borrowing/swapping.

Month 2 - Regular User:

Maya now:

- Checks platform 3-4 times per week
- Lists items as kids outgrow them immediately
- Built network of 5 local parent friends through platform
- Saved £300+ on kids' clothes and equipment
- Home less cluttered
- Kids learning about sharing and not wasting

Month 2 - Community Connection:

Unexpected benefits:

- Emma (from first swap) now friend - regular coffee meetups
- Kids have playdates with other platform families
- School run less lonely - knows more parents
- Coordinate childcare swaps (found other parents through platform)
- Partner impressed by money saved
- Feels less isolated as working parent

Month 3 - Active Community Member:

Maya's stats:

- 15 items swapped
- 8 items given away
- 6 items borrowed
- 280 points
- 4.9 ★ average rating (12 ratings)
- 4 new parent friends

- £500+ saved on kids' items

Key Quotes:

"This platform has been a game-changer! I've swapped all Ellie's clothes as she grows, saved hundreds of pounds, and actually made friends. As a working mum, I don't have time for car boot sales or waiting around for Facebook Marketplace people to maybe show up."

"I love that it's local. We meet at the playground, kids play, we chat, exchange items. It feels like actual community, not just transactions."

"My son asked why we don't just buy new toys. I explained we're sharing with other families and helping people. He's proud when his old toys go to other kids. Teaching sustainability without even trying!"

"The best part? No money involved. Just neighbors helping neighbors. That's what community should be."

SUMMARY: THREE PERSONAS COVER ALL USER TYPES

Sarah (Student) - Represents:

- Tech-savvy younger users
- Budget-conscious borrowers
- University community
- Need temporary access to expensive items
- Building independence

David (Retired) - Represents:

- Older users with items to share
- Less tech-confident but willing
- Want to feel useful and connected
- Have accumulated resources
- Time and generosity to give

Maya (Parent) - Represents:

- Busy professionals
- Family users with specific needs
- Time-poor but efficient
- Sustainability-minded
- Community-building motivation

Together, these three personas validate that the platform serves **multiple generations** and **different motivations** while focusing solely on **item sharing**.

