



James - Headphones Collector
Age: 28
Work: Student
Family: Married and have one child

Goals:

To find a reliable second-hand website in order to quickly collect the headphones at home.

A Day in Life:

One day off on Sunday, James wandered in the sun and started listening to music. After listening for a while, he started thinking about collecting another earphone with a different sound quality. Then, he turned on the computer, typed in google and started looking for the another old edition's headset, apart from his IE800. He first opened eBay and started browsing according to the price. After browsing three pages, he became interested in one of the red boss headsets. He clicked in and started to check the transaction records. He felt that it would be better if offline transactions, or a reliable trading platform for second-hand collectibles could be found online.

Needs:

Need a way to keep abreast of the progress of product updates in order to be able to purchase the desired product for the first time.

Personality



Motivation

