

Megan Yu

Age: 19

Gender: Female

Occupation: Student

Ethnicity: Chinese American

Marital Status: In relationship

Location: Los Angeles, CA

Personality: Outgoing, motivated, energetic

Interests:

Sports (Volleyball), reading, spending time with friends



Goals

- Find more sustainable and affordable alternatives to buy clothes
- Diversity her wardrobe and support independent clothing sellers

Motivations

- She thinks that she spends too much of her money at big corporations (Amazon, Urban Outfitters etc) and wants to spend her money in ways that better represent her values.
- Wants to find different clothes so that she stands out and find fashion options that let her better represent herself.
- Rather than draw inspiration from her peers fashion choices she wants to become an inspiration to others in the same context.

Challenges

- With COVID-19 Pandemic she finds it more difficult and dangerous to leave her home and go thrifting.
- If she buys items from independent sellers she feels unsure that the quality and origins of the clothes are reliable. (Vintage clothes that are actually used and in good condition).
- Very busy with school feels more comfortable buying online but doesn't like and trust most of her used clothing online shopping options.

Megan is a very busy college student who doesn't have tons of time to browse the internet and go to stores to find pieces she likes. Additionally the COVID-19 pandemic has made it more difficult to shop both in person and from independent re-sellers online. She is also on a budget and can't afford to overspend on items that don't meet her specifications. She wants a reliable website that both supports independent sellers and also has strict quality control specifications. She wants to know the origins of clothes and verification that they are indeed sustainably sourced. Despite these restrictions Megan likes dressing up and feeling good about the way she looks. She feels like there should be reason to compromise and all of her expectations realistic. She finds out about a new website that offers grades on items on whether or not they are fairly prices. The site also authenticates and categorizes items very clearly making it easier for her to shop.

Says

- “Amazon is convenient and fast but it doesn’t offer much creative freedom and their business model doesn’t represent my values”
- “I wish it was safer and easier to buy used clothes that I trust.”
- “I want to start taking risks and try different things when it comes to my personal fashion”

Thinks

- “This looks cute but am I sure the size listed is reliable”
- “I would buy this but it looks super raged and I’m worried it hasn’t been properly washed”
- “I wonder if this piece is authentic or a knockoff”

Megan Yu

Does

- Shops for most of her clothes from chain stores that directly target her demographic
- Buys largely based on convenience
- Rarely buys used and often has things shipped to her house.

Goals:

- 1) Find a sustainable/ethical way to buy clothes
- 2) Expand her style and take risks in terms of her fashion.

Feels

- Major corporations capitalize off trends and don’t represent her values and push demographics to fit into fashion stereotypes
- Like she wants to lower her environmental footprint
- Take more ownership in terms of her clothes

Christine Laborde

Age: 46

Gender: Female

Occupation: Teacher

Ethnicity: White

Marital Status: Married

Location: Los Angeles, CA

Personality: Thoughtful, laid-back, organized

Interests:

Her career, reading, spending time with friends/family, being active politically

Goals

- Be able to sell her and her family's old clothes that have value through a reputable source at a fair price so she knows she isn't getting low balled.
- Cloth her and her kids sustainability and affordably.
- Find good gifts for her kids

Motivations

- She has realized she has tons of clothes laying around that might have a degree of value. Want to be able to have a reliable source so she knows what she is selling.
- Wants to sell on a website (for a company) that allows for slight shipping delays and prioritizes buyers near her to mitigate shipping costs and the residual environmental impact
- Wants a place to buy clothes for her and her kids that also fits these criteria. Dislikes waste so likes the idea of buying used clothes.

Challenges

- Christine is very busy she works full time and has kids to raise/take care of
- She isn't aware of what is trendy and popular with young people and doesn't know the value of vintage goods.
- Would be unable to identify if an item of clothing is actually used/vintage and being priced fairly.
- Is by no means tech savvy so listing her own items and shipping them might prove difficult.

Christine is a very busy educator and mother so she doesn't have the time to go to thrift stores and other commercial stores to shop all the time. This is made even more complicated by the COVID pandemic. She wants to shop responsibly and represent her values in her purchases. She wants to know who she is buying from and what she is buying (making sure items are fairly priced and listed). Christine also wants to be able to sell her clothes at fair prices and doesn't want to get taken advantage of and sell items for less than they are worth. She is older and unaware of many trends in the vintage industry and what is legitimately valuable and considered good condition. She finds out about a new website that checks a lot of these boxes and offers a good system of intermediary sales that can help her price and advertise her items to more local areas.



Says

- “A lot of other website don’t make it clear on to list items and don’t give me input on how to fairly price things”
- “I want to be able to buy clothes for my kids that they actually think are cool”
- “I work hard for my money and I want to spend it in ways that I can be proud”

Thinks

- This looks cute but is it truly a used piece, it looks very new and could be knockoff
- I want to sell all my old clothes but I want to make sure I’m getting my money’s worth

Christine Laborde

Does

- Puts of selling the items she has piled up in her house
- Avoids buying vintage due to concerns of quality and paying a fair price
- Look up for websites that offer a larger degree of quality control

Goals:

- 1) Sell the items she has at her house at a fair price.
- 2) Find a new resource to sustainable buy clothes for her family.

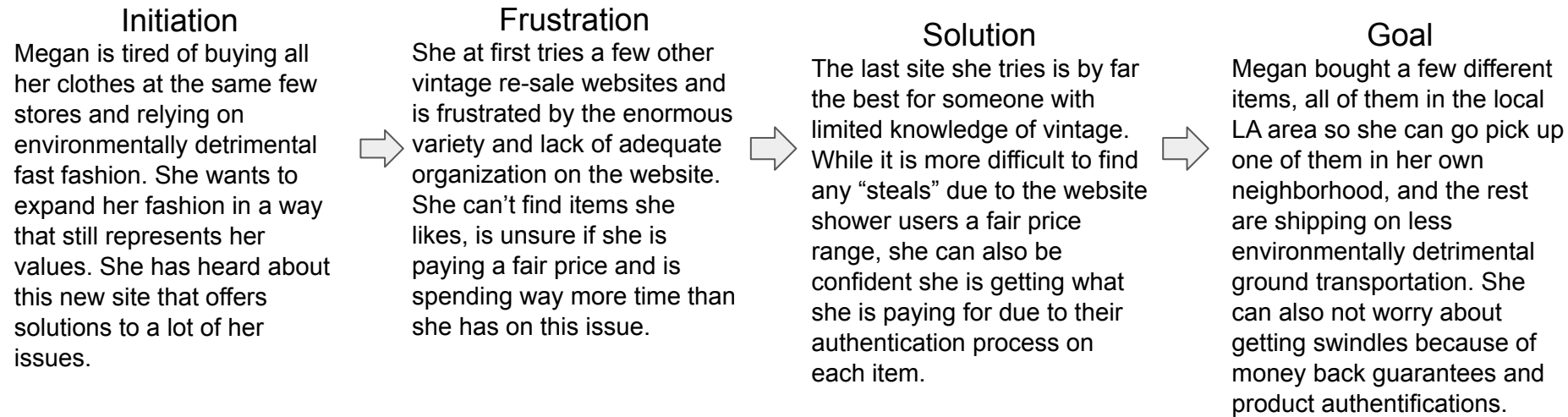
Feels

- Frustrated that such a simple tasks takes so long
- Annoyed by the lack of information on many postings on vintage websites
- Annoyed by the thousands of posting for drop-shipped clothes and rip off listings

Megan Yu's Scenario

Why? Megan is sick of spending all her money supporting big corporation on the same few websites. She would love to go thrifting in person but she is a busy pre-med student and doesn't have time to sift through hundreds of item. In addition to this the COVID-19 pandemic makes her feel less eager to out in person to look through used clothes. She also wants to expand her sense of fashion and find pieces that cater more to her own developing sense of fashion. Megan has heard about a few online marketplaces for used clothes but from what she has heard there is often a lot of fake "vintage", overpriced items and items in misleadingly poor quality. She has heard however about a new site that attempts to remedy many of these issues.

How? Megan uses her personal computer to google and research sites like this and finally determines the one that she heard of is the best fit for her. Once she is on the site it is pretty simple to progress through everything and find listings she enjoys. The complex filter system the requires listings to be categorized makes it really easy to find things she likes in the thousands of postings listed every day. In addition to this the authentication and verification process the sites uses makes her feel confident that a listing she finds will indeed be what she is looking for. She is also matched to sellers in her area that meet her criteria so that was she can opt for shorting shipping times and even picking up in person.



Christine Laborde's Scenario

Why? Christine has tons of old clothes from when she was younger that she's sure she can sell for a good price. Despite this she is unsure how to fairly price clothes and avoid taking low ball offers. In addition to this she is worried about her items not being found among the thousands of daily postings on other websites. She knows what she has is still in good condition and want to sell on a site that rewards sellers with high quality products. She doesn't have tons of time to make listings and wait around, she wants to unload what she has quickly to declutter her house. She checks out a few websites and finally finds one that she thinks will fit all her criteria.

How? Christine uses her personal laptop to go to this new site and list a few of her items. When she first lists the items she includes tons of pictures that are sent to a team of pricing strategists at the company to categorize her items and give her fair prices under which to list her items. These categories are very key to her because it allows her items to show up in appropriate searches at a fair price. She quickly gets the items listed and agrees to a specific set of health standards sanctioned by the website. She also is sure to add her location so that she can priories buyers living in her area.

