



PERSONALITY

- Passionate
- Motivational
- Environment lover
- Loving

MARILYN ROBERTS

Age: 37 years

Occupation: Freelance graphic designer

Location: Toronto, Ontario

Bio

Thirty-seven-year-old Marilyn is a freelance Graphic designer for the past seven years and works from home. She enjoys the flexibility that comes with freelancing, which allows her to take on projects that match her creative interests. She lives in Toronto, Ontario and has been living in the same neighbourhood for over 5 years with her boyfriend and their two-year-old Golden retriever dog.

Over the weekends, she goes for running household errands in the day and for a dinner at a restaurant with her boyfriend. On Thursday mornings, she goes to a café to meet her clients and discuss work related agendas and then usually grabs lunch and catches up with her friends.

She is an early bird and wakes up early in the morning to take her dog out for a walk to the dog park. On her way back to the house, she grabs a cappuccino at a nearby Starbucks and hangs out there for some time while browsing through online shopping platforms. Due to the increasing prices, she sometimes finds it difficult to afford high-end items like clothing, accessories, furniture, cookware etc. So, she likes to look at online platforms which provide users with previously loved items which are affordable and in good condition.

Customer service preferences:

- Support through Live chat or email which is available during working days.
- She values clear and proactive communication regarding delivery times and item related queries.
- Appreciates when the sellers offer negotiability and are understanding.

Challenges:

- She often feels it to be difficult managing her expenses due to fluctuating income from freelancing.
- Applications offering a lot of items which are not personalized according to her needs makes her frustrated.
- Marilyn is environmentally conscious and hence prefers to be sustainable and minimize waste.



PERSONALITY

- Ambitious
- Music Oriented
- Goal-Oriented
- Creative

JOSHUA MASTOKA

Age: 23 years

Occupation: College student studying music

Location: Toronto, Ontario

Bio

Twenty-three-year-old Joshua Mastoka is a music student in a Toronto college, currently in his final week of school. He writes his own music and has completed numerous music projects with his bass, electric guitar, and keyboard. He enjoys going downtown with friends to clubs and bars that feature good DJs with great vibes. He lives in a studio apartment alone, funded partially by his parents as well as his on-campus job as a college ambassador, showing the college around to new students. On the weekends Joshua spends his time with friends in the music room, playing video games with his PC setup and going on walks in the parks around the area.

Joshua, knowing he is graduating soon, has begun looking for jobs in music production or tech support for concert venues and music stadiums. Knowing he wants to move out from his tiny studio, he has started apartment hunting as well, trying to find a 2-bedroom with one of his friends. Joshua is looking to sell some of his items to raise money for the move, and eventually get higher quality equipment more suited for his music production after graduation. Joshua has collected a lot of music equipment that for his last two years of college has mostly stayed in boxes under his bed not being used. Joshua wants to sell this equipment to buy things he does need or want to use.

Customer service preferences:

- Ability to set a pickup location so he doesn't have to travel to buyer's houses.
- Wants to be able to chat with buyers, to make sure his equipment is going to the right person and get a fair price for his equipment.
- Joshua wants to be able to set his price flexibly, but also wants to be able to see what other items like his are going for so he can compare and match that price.

Challenges:

- Joshua is new to the reselling market and doesn't really understand how to price his items yet and would appreciate support and suggestions from a website to help.
- Joshua does not have a car, nor the money to spend delivering a product, so he doesn't want to travel to the buyer, and instead wants the buyer to travel to him or to a nearby neutral location.