

UI/UX: User Personas

Thursday, 26 August 2021 1:49 pm

1) USERS:

- a. Suppliers and consumers of periodically-launched products/events that are typically in high, but uncertain demand, and are prone to scalping / secondary market resale. Examples:
 - i. JJ Lin Concerts
 - ii. PS5
 - iii. RTX 30xx Graphic Cards
 - iv. Ltd Edt Sneakers
 - v. Funko Pops
 - vi. Hello Kitty Merch

2) Frustrations:

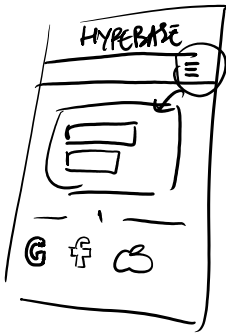
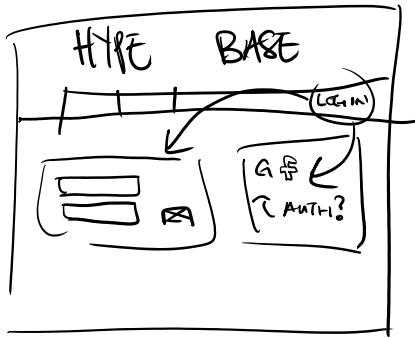
- a. Demand is uncertain, launch price can be difficult to estimate.
 - i. If set too low, product is prone to scalping, primary customers are subject to an uncertain, unsafe, and overall unsatisfactory journey to make their purchase.
 - 1) Surplus profit is reaped by the scalper, who adds little value to the market.
 - 2) Customers end up paying a range of prices, customers who had to fork out more feel relatively less happy.
 - 3) Event/product launch gets a bad rep.
 - ii. If set too high, product may not be sold quickly.
 - 1) Launch may be perceived as not-in-demand, setting off hype-decreasing-feedback-loop.
 - 2) Event/product launch gets a bad rep.

3) Goals:

- a. As a supplier, I want to launch an in-demand product, reaping maximum profit at market equilibrium, sell out, while keeping current and future customers happy.
- b. As a customer, I want clear price expectations of my desired product, easily make a purchase at a fair price, and not be preyed on by scalpers.

[SUPPLIER TASK flow:]

① LOG-IN, Go To
NEW LAUNCH
CREATION PAGE



② INPUTS VALID
LAUNCH DETAILS:

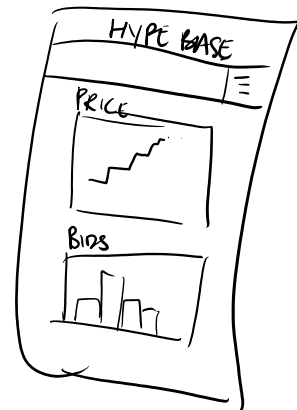
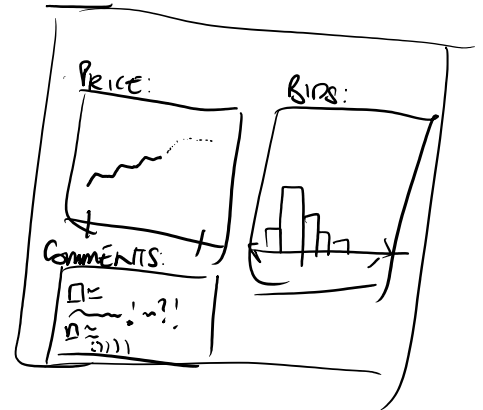
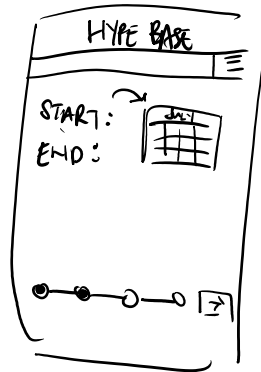
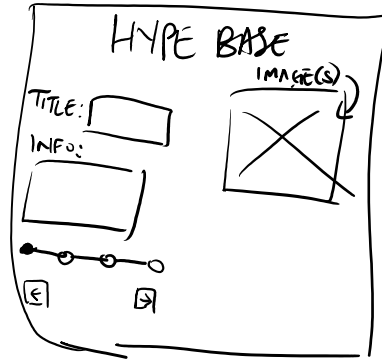


- START / END DATE
- QTY
- START PRICE.
- DESCRIPTION / INFO.

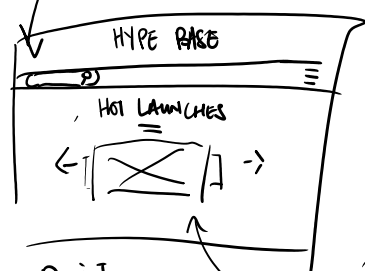


③ WHEN LAUNCH IS LIVE,
VIEW REAL-TIME MARKET
INFO.

- BIDS (AVG, MAX, SPREAD)
- CURRENT PRICE
- EXP. PROFIT.



① SEARCH & FIND DESIRED PRODUCT

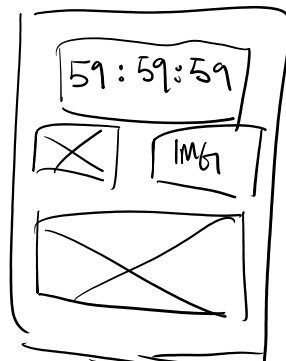


- Don't want to bombard overwhelm users.

CAROUSEL?
- ONE AT A TIME
- BUT MORE INFO

② VIEW LAUNCH DETAILS

- LIVE DATES/DURATION
- STARTING PRICE
- QTY AVAILABLE
- CURRENT PRICE (IF LIVE)
- SET REMINDER



SENSE OF URGENCY

③ SUBMIT DESIRED BID

- QTY DESIRED
- MAX PRICE WILLING TO PAY

