



“I would like to save money and help the environment”

Yoni Newlywed

Age: 32

Occupation: History teacher

Location: Haifa, Israel

Monthly Salary: 7,200 NIS

About Yoni:

Yoni has an M.A. in history from HUJI, and his thesis was about the use of toothpicks throughout history.

Yoni got married two months ago and lives with his wife in a small apartment near the school he teaches at.

He is looking for things that will make their apartment a home, and if these things are free, and located close to him, that would be just great!

Yoni is also eco-conscious and tries to recycle as much as he can, and educates his pupils to do the same.

Goals:

- Find furniture and other free stuff in good condition for his small apartment.
- Do good for the environment.

Scenario:

Yoni and his wife need to furnish their apartment, and especially need a coffee table for the living room, and some interesting books to fill a few empty shelves.

Yoni opens the app and filters the items by location, in the 10 km radius of his current location (home).

The app shows many items. Since Yoni is tired after a long day, he adds a filter by furniture. This reduces the amount of items by about half. Now Yoni goes through them, but alas, not a single coffee table (thought he did see a nice flower pot stand he might take). As a last resort, he registers for a notification about furniture items which have “coffee” in their name, and hopes for the best. He then looks for books, and finds the whole “A Song of Ice and Fire” series located 800 meters from his location, tagged 4 hours ago. He quickly goes there and finds the whole series in mint condition.