# Personas

## Bargain hunters

* Look for good deal
* Look for discounted items
* Limited budget in mind
* Only purchase items up to their budgets or lower
* Look for cheaper alternatives to expensive high end models

## Used equipment sellers

* Wish to sell their existing equipment to fund for new purchases
* Preferred not to pay for placing an ad for their items

## Professional photographers

* Looking to upgrade their gears to the latest hardware
* Require good service support for their equipment (insurance and warranty)
* Know exactly what they are looking for and do not require reviews of the equipment

## Casual shooters

* May have a limited budget in mind
* Have not decided on which items they want to get, hence rely heavily on reviews and suggestions

# Scenarios

John is an avid photographer. He has been shooting with the kit lens which came along with his mid-range DSLR for the past five years and is thinking of upgrading his equipment. He hopes to fund his new wide angle zoom lens by selling away his existing kit lens. John has a shortlisted a few lenses offered by different brands, but has yet to decide which one to get. All of the lenses’ prices fall within his budget and he relies on the online reviews and comparisons to help to settle on a final decision.

John arrives on the website and the only thing that he is interested is to look at the ratings given for each of the lens which he has shortlisted previously. He searches for one of the lens which he has in mind and uses the “comparison” feature to compare its technical specifications and ratings alongside with the other two lenses on his list. After looking through all the finer details, he finally decides to get the lens which he has used as the base model for comparison.

He adds the lens into his virtual shopping cart and gets a notification of his action. The notification, which also acts as a suggestion asks if John requires a UV filter to go along with his new lens. Realising that he needs one, John adds the suggested UV filter into his cart from the notification feature.

He then proceeds to check out his items and was asked if he wants to sign up as a member with the website. After reading the benefits on the same webpage, John realises that it would be beneficial to him to have an account. Signing up for an account does not require any additional steps as it is tied up together with the shipping form. After filling up his personal and PayPal details, he finalised the order by clicking on the “confirmation” button.

Since John has an account with the website, he could start listing his old kit lens on the “wide angle lens” section of the “marketplace” webpage without any additional steps. He was prompted to upload images of his old lens onto the listing before he is guided to writing the product details, price and conditions of the kit lens. He decides to rate the lens with a condition of 8/10 after reading through the grading criteria provided by the website. He finalises the procedure by clicking on the “confirmation” button.

John receives a notification email three days after listing his kit lens on the website. The email states that there is an interested buyer. The email also mentions a mobile application of the “marketplace” is available. This mobile application allows the user to monitor their listings. John downloads the mobile application on his smart phone to communicate directly to the interested buyer.

The buyer lives on the other side of the country, which is a five days drive from John’s area. They decide to send the kit lens by post, and the buyer agrees to pay for the additional postage fee. The buyer transfers the indicated amount along with the additional postage fees securely to John’s PayPal account before John post out the kit lens. The buyer receives the lens a couple of days later and marked the item as received via the mobile application. Likewise, John acknowledges the completion of the transaction by marking the item as sold, and closed the listing.