



BARRY BERNARD, 76

"I just want to do things quickly and efficiently"

Former athlete, current retiree. Loved swimming, cycling, running, etc., but is too old to continue. Currently interested in painting and cooking.

GOALS:

Barry would like to eliminate the amount of old athletic gear and equipment from his home by posting them online. He wants to be able to do this easily and as quick as possible. He wants to know that the people reaching out to him are legit and wants an easy way to contact them without giving too much information upfront.

FRUSTRATIONS

He is unable to navigate the current website without confusion or frustration. He doesn't know where to start the process and is overwhelmed.

PERSONALITY

Extrovert



Patient



Tech-Savy



SWOT METHOD

Strengths: Categories & sub-categories, well-known, used for a number of services

Weaknesses: Design is confusing and bland, text is overwhelming, too easy to get scammed

Opportunities: Incorporate a messaging system, verification, new, neater design

Threats: Competitors with better design and competitors with less broadness and more specialties (Mercari for selling, indeed for jobs)