

Neighborhood Deals

Members: Daniel Hawkins, Andrew Moskowitz

Personas

Angela



32-year-old female in Bakersfield, CA

Stay-at-home mom

Angela and her family recently moved to Bakersfield, CA for her husband to head the marketing department for an emerging start-up. She has put her job as an accountant on hold for the time being to grow her family. She has two children, a boy (age 2) and a girl (age 4). Angela is always looking to make some extra cash on the side because, currently, there's only one working person in the household. She enjoys going to yard sales on the weekends to find deals and has hosted a few herself. Her two children keep her busy during the day and she tends to be exhausted come evenings and weekends.

Angela values her time with her family and friends and tries to involve herself in the community when she finds the time. She is very organized and has all the items that she is looking to get rid of labeled in boxes according to category. Angela is very outgoing and friendly and loves to socialize with others. She enjoys meeting new people and loves having casual conversations. She's very motivated and enjoys coordinating and planning events.

Goals:

- Sell some excess items/clothes that her family has accumulated over the years for some extra cash
- Collaborate with other neighbors and people in the community to have larger yard sales with more items to sell
- Be able to sell individual items to other locals

George



71-year-old male in Medford, OR

Retired

George is a retired software salesman who enjoys spending time outdoors fishing, hunting, and hiking. He is married to his wife of 50 years and has three adult children and six grandchildren. He acquired a frugal mindset from his parents who were raised during the Great Depression. George and his wife enjoy gardening together and finding antiques at a steal of a price. They often go to yard sales early on the weekends to shop for antiques before the other shoppers get a chance to.

Although George enjoys the luxuries that modern technology has afforded, he is not very tech-savvy and oftentimes gets overwhelmed if the technology he is using is too complicated or complex. George values his time and has a positive outlook on life. He loves to talk to people and learn more about the people that he meets. George is a family man and is always looking for ways to spend time with and entertain his family.

Goals:

- Discover local yard sales within a 50-mile radius of his home
- Look for particular yard sales that have the kinds of items he is looking for
- Purchase rare antiques at a discounted price

Emma



34-year-old female in San Francisco, CA

Marketing manager at PickAName co.

Emma grew up in Oakland, CA then attended Chico State University where she majored in Marketing and graduated at the top of her class. After graduating she moved back to her hometown and found a job where she worked for 5 years. She then found a higher-paying job in a better position in SF and moved there to reduce commute time.

Emma is ambitious, creative, and determined. She is a natural leader who likes to take risks and push the boundaries. She is always looking for ways to gain more experience and expand her skillset.

Emma likes to stay fit by running, going to the gym, and eating healthy. She also likes to cut out at least an hour a day to read, alternating between new peer-reviewed essays and science fiction.

Goals:

- Being the best at what she does
- Learning something new each day

- Staying active

Ultimate Goal:

- Become a Chief Marketing Officer at a major corporation

Scenarios

Angela seeks to have a neighborhood yard sale

Angela has been collecting several boxes worth of items she wants to sell. She would like to contact her neighbors and propose that they have a neighborhood yard sale, but she does not know the best way to do it. She would like to be able to label all of the items that she has by category so that a person that is interested in coming to her yard sale will have an idea of what is going to be there.

Angela wants to sell an antique lamp

Angela has an antique lamp that she inherited from her Great-Aunt Vicki. After searching online, she sees that similar lamps are selling for around \$250. She would like to sell it to someone locally because it would be difficult to ship. Angela thinks it would be nice if she could share it with users that were interested in antiques because she thinks that she could get more for it and they would appreciate it more.

George wants to find a yard sale

George and his wife are taking the weekend off from traveling and want to find something to do this weekend. George has been itching to find some new lures to try for the upcoming bass season. His wife is looking for a new chandelier to spruce up their dining room. They have lunch at noon with one of their kids and grandchildren, so they'd like to find the nearest possible yard sales.

George is looking for a gun safe

George has a gun safe, but he's had his eye on a few more rifles that he'd like to acquire. He needs a bigger safe to hold the new firearms and the ones he already has. He'd like to buy the safe used. He also would like to search for the safe locally because he does not want to have to pay for shipping.

Emma looking to sell old office supplies and equipment at a yard sale

Emma's company has been doing so well that they are moving into a larger office space and have an available budget to purchase all new equipment and office supplies. The employees are allowed to take a few things home since it would most likely end up in the trash. Emma took a few things home and realized she has no room for them. Instead of trashing them, she decides to try to sell them and while doing so realizes she has a lot of junk lying around she could get rid of. She decides to use the Neighborhood Deals app to set up a yard sale to inform and attract customers to her sale.