



AMY WU

Scenario:
Amy wants to reduce waste by giving her child’s clothing a second life and shop more sustainably.

EXPECTATIONS

- “I expect transparency about how the platform supports reuse, recycling, and sustainability.”
- “I expect safety: verified buyers/sellers, honest reviews, and secure payments.”

DISCOVER	CONSIDERATION	DECISION	POST-PURCHASE
<ul style="list-style-type: none">• Searches online for sustainable kids’ clothing options• Reads blogs/parenting forums about reducing waste• Sees a social media post about second-hand clothing platforms <div>“There must be a better way than throwing away barely-worn clothes.”</div>	<ul style="list-style-type: none">• Compares multiple platforms’ features and fees• Reads reviews about buying/selling experiences• Browses listings to check quality and variety• Checks for local pickup options or shipping policies <div>“Will I save money, help the environment, or ideally both?”</div>	<ul style="list-style-type: none">• Creates an account• Uploads first few clothing items for resale or adds items to cart• Checks payment and shipping options• Reviews return/issue policies before final confirmation <div>“This feels like a good step toward sustainable shopping.”</div>	<ul style="list-style-type: none">• Receives purchased item or ships out sold goods• Rates the buyer/seller• Shares experience with friends or on social media• Returns to browse more items or list more clothing <div>“I should leave a review so others know what to expect.”</div>

OPPRORTUNITIES

- Make sustainability impact visible and credible
- Build trust through safety, verification, and social proof
- Reduce friction in selling and re-engagement

INTERNAL OWNERSHIP + METRICS

- Product: Experience strategy & feature prioritization
- UX/Research: Usability, trust signals, confidence
- Trust & Safety: Verification, disputes, moderation
- Marketing/Community: Education & advocacy
- Conversion: Sign-up → first buy/sell
- Trust: Issue rate, verification adoption
- Retention: Repeat buyers/sellers
- Sustainability: Items reused, waste diverted