



## TOM SOTO

### Scenario:

Tom wants to find a budget-friendly clothing option for his quickly growing child.

## EXPECTATIONS

- “I want clear, honest pricing with no hidden fees.”
- “I expect recommendations that fit my budget rather than random items.”

### DISCOVER

- Searches online for affordable children’s clothing
- Finds Mini Swap through search results or recommendations
- Clicks in because branding emphasizes budget-friendly, good-quality items

“I need good clothes, but I can’t overspend.”

### CONSIDERATION

- Filters items by price, size, and condition
- Compares prices and quality indicators
- Uses recommendations tailored to his budget
- Adds best-value items to cart
- Reviews cart to ensure no hidden fees

“Is shipping going to ruin the value?”

### DECISION

- Reviews total cost (items + shipping)
- Confident in transparent pricing, proceeds to checkout
- Completes purchase

“Okay, the total is still within my limit.”

### POST-PURCHASE

- Child tries on the clothing
- Evaluates fit, condition, and overall value
- Repeats purchase cycle as child grows
- Recommends Mini Swap to friends if satisfied

“This was a great deal!”

## OPPORTUNITIES

- Create seller photo tips to improve item clarity without enforcing it
- Add buyer protection messaging to build trust
- Encourage reviews and ratings to help buyers feel confident

## INTERNAL OWNERSHIP + METRICS

- Marketing: Discovery
- Product/UX: Consideration + Checkout
- Operations: Shipping & fulfillment
- Support: Post-purchase experience
- Conversion: Browse → checkout completion
- Trust: Dispute rate, buyer protection awareness
- Quality: Photo clarity, “as described” accuracy
- Confidence: Reviews submitted, avg. rating