

PRA0105 GROUP 08 Affinity Diagram

Users are worried about item damages and want to be able to best determine the quality of items either by going in-person to view them or having extensive images.

Quality Concerns (8/8) Pictures of items (3/8) Seeing items (4/8)



Users are concerned about unreliable or untrustworthy buyers/sellers online that may waste their time.

Unreliable Buyer/Sellers (5/8) Response Times (6/8) Scams (4/8)



Users enjoy online second-hand shopping for reasons of convenience, curated selections, easy transactions, and efficiency.

Convenience (3/8) Curated Selection (3/8) Transactions (4/8)



Users' main motivations for purchasing second-hand items are because they are able to save money and shop sustainably.

Sustainability (3/8) Saving Money (4/8) Relocation (1/8)



Some concerns that users have with second-hand shopping are unreliable platforms, pricing issues, and difficulties with picking up or returning items.



Although a few users prefer to shop in-person, they note that there are difficulties finding their preferred items.

In-person preference (2/8) Lack of options (2/8)



Some users believe that rating systems and AI-integration could help improve their experiences.