

	AWARE	CONSIDERATION	EXPLORATION	USAGE	GROWING	
	Moving	Lack of Knowledge	Comparison	First experience	Regular usage	Transformation
User actions	<p>They gave up their full-time jobs and moved from Istanbul to Izmir. After researching what making money, they started growing vegetables and fruits and want to sell their organic products. They're trying to find out how they can sell.</p> <p><i>"Everyone who eats our products asks 'Where did you get them?'"</i></p>	<p>They don't know what are the obligations of selling. While learning about agriculture, cooking, this is another issue which they are not used to.</p> <p><i>"We wish someone who knew guided us that you need these documents, complete them."</i></p>	<p>They started by examining and researching the platforms where they are sold, asking salespeople like them, and trying to learn responsibilities and their previous experiences. They tried to find the most suitable platform for them.</p>	<p>Selected a set of platforms to test-drive. Looked up every obligation they have to. Build their websites. They started waiting for orders by creating a profile, adding explanations for promoting themselves, and photos describing their products.</p>	<p>Gets financial terms, researches more about packaging, marketing, and increasing sales.</p> <p><i>"We researched everything ourselves, so we learned some on the way while overlooked others."</i></p>	<p>They also open their store and start selling online and at the store. They hire a few people and divide the work.</p>
User goals	Find a product to produce and sell.	Find sources to learn what they need to know	Find platforms for selling, creating their own website	Getting started with the website asap	Attending online courses for learn marketing tips	Divide time-wasting tasks while preparing orders.
Storyboard						
Process and channels						
Experience						
Problems	They do not know what they can do, try to find a product which is easy to raise and sell		The app title in App Store is different from the one in the ad.	<ul style="list-style-type: none"> No onboarding Unable to skip registration steps 	<ul style="list-style-type: none"> Ads Not enough functionality Technical flaws 	<ul style="list-style-type: none"> The app becomes a distraction.