AWARE	CONSIDERATION	ACCOUNT CREATION	USAGE		NOT UPLOADING PHOTOS
Seeing accounts on instagram	Considering creating her own account	Creating a new account	First experience	Regular usage	Switching to her personal account
Zühre follows some accounts on instagram that being to women who cook at home and sell them. She starts to try them, or compare the receipts with her owns. While checking the receipts she also starts to write comments and be aware of the social interactions over there.	She thinks of creating her own account. Checking all the other accounts and thinks of herself doing this. She talks with her family about it, tells a friend of her. She starts to ask questions to other users who do this. She imagines what kind of account she would have.	She asks her son that if she can create a new account or can she have only one account to upload photos. She creates her new account. Tries to find a catchy name, appealing profile picture and welcoming bio.	She uploads her first photo after cooking the dinner meal at home. She writes a description underneath the photo and adds hashtags. She tells her family and friends on WhatsApp about it.	She uploads several photos and check the phone once an hour to see if people liked her photos or wrote a comment or if she had new followers.	After a while she starts not uploading photos snce she couldn't get into the community, couldn't make money and couldn't get as much as followers that she thought she would get.
Learning new receipts.	Imagining herself doing it successfully.	Creating an account like the other successful women have.	Getting likes and attention by her friends, finding followers. Seeing if she can adopt to the market	Making money, growing number of followers.	Not continuing the cooking account.
anticipation	interest	a prehension	optimism	boredom	pensiveness
Instagram  G  Smartphone	In person (Instagram  WhatsApp	Application form Instagram  Help from her son	WhatsApp Instagram	Custome r Message s Shipping	Instagram
She does not realize she is also one of these women cooking delicious foods at home that can be sold but only watches the others.	She is unconfident, she hesitates to open an account.	She doesn't want to fill all the information,	She doesn't know how to add pictures or how to adapt to app.     She doesn't get any likes and applauses on her first share of foods so this discourages her and makes her lose confident.	She cannot find any followers so she feels discouraged and loses her ambition to have time in the app.	She loses her belief so she switches back to her personal account
We should make them feel that they are already the seller profile. They don't need to become one, they are already one.	Create the easiest wireframe to show them how easy it is to be in the app and make them part o the experience. Everything should be so easy and attractive to click on.	Since her mostly used social account is Facebook we should let her log in with her Facebook account. Also she should be get into app without logging in, if she wants to share a nything she could share without doing.	We can create a tutorial where she can try to use and we would show them where to click     We can create today's new joiners, they can jiin there if they want or not.	We can create social sections in addition to create more convergence there, like most active ones of the week; users also would be in race to get into this section so they would share posts non-stop.	We can put instagram ads always to emphasize how it is easier anymore, so we can call them back     .      .