

	AWARE	CONSIDERATION	ACCOUNT CREATION	USAGE	NOT UPLOADING PHOTOS	
<b>User actions</b>	Seeing accounts on instagram	Considering creating her own account	Creating a new account	First experience	Regular usage	Switching to her personal account
<b>User goals</b>	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.
<b>Experience</b>						
<b>Process and channels</b>						
<b>Problems</b>	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,	<ul style="list-style-type: none"> <li>She doesn't know how to add pictures or how to adapt to app.</li> <li>She doesn't get any likes and appla uses on her first share of foods so this discourages her and makes her lose confident.</li> </ul>	<ul style="list-style-type: none"> <li>She cannot find any followers so she feels discouraged and loses her ambition to have time in the app.</li> </ul>	<ul style="list-style-type: none"> <li>She loses her belief so she switches back to her personal account</li> </ul>
<b>Ideas</b>	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 of the experience. Everything should be so easy and attractive to click on.	<ul style="list-style-type: none"> <li>Since her mostly used social account is Facebook we should let her log in with her Facebook account.</li> <li>Also she should be able to get into app without logging in, if she wants to share anything she could share without doing.</li> </ul>	<ul style="list-style-type: none"> <li>We can create a tutorial where she can try to use and we would show them where to click.</li> <li>We can create today's new joiners, they can join there if they want or not.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>We can put instagram ads always to emphasize how it is easier anymore, so we can call them back</li> </ul>