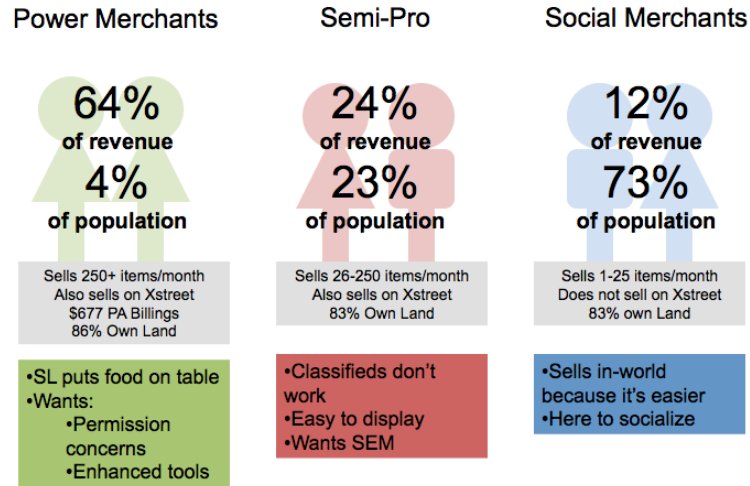
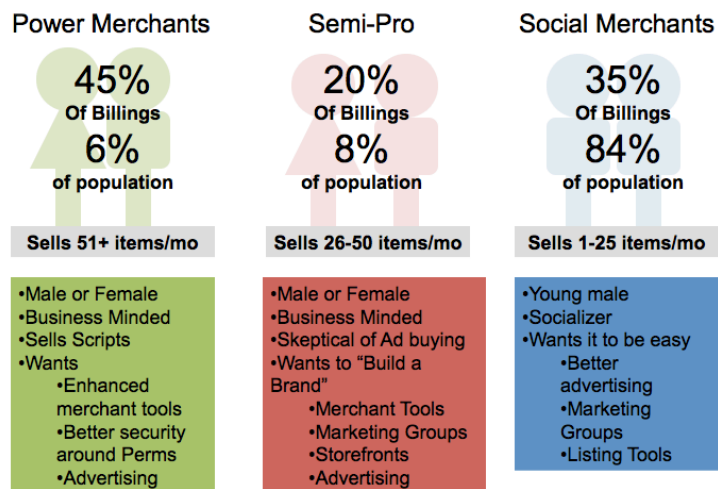


Who are the Merchants?

In-World Merchant Personas



XStreet Merchant Segmentation



Maddie Monroe Has Photoshop



Age / Experience 1 year in world 41 years old
Gender Female
Marital/Partner Status Married with 3 Children
Occupation - Stay-at-Home Mom

Background

Maddie represents the user who joined Second Life primarily in order to connect with existing friends, and secondarily to explore the possibilities. She found that she could create clothes and textures and make L\$ as well as have fun being social.

Wilhelm Hornbuckle is expanding his business



Age / Experience 2 years in world 33 years old
Gender Male
Marital/Partner Status Partnered (Maria Silverspoon - SL identity of RL wife)
Occupation - in SL: Builder/scripter/store owner

Background

Wilhelm runs and owns the Aspen Patio and Garden Center. He makes stools, plants, fountains, benches, planter boxes and pots, and gazebos. As such, Wilhelm is a jack-of-all-trades builder. He would like to expand his business by purchasing an entire region to showcase his work.

Danni Cruz – Mixing Land rentals and virtual goods



Name: Danni Cruz
Age / Experience 2 years in world 29 years old
Gender Female
Marital/Partner Status Boyfriend of 15 months

Background

Denny is representative of users coming to Second Life whose primary goal is to find and participate in a community of like-minded people. The Danni persona has become a committed resident. She gathers role players together and rents land to them and also creates clothes and scripted objects to support role play.

What are their concerns?

In world Merchants and Xstreet Merchants both want improved search.

In-world merchants:

- Want marketing groups and better advertising

XStreetmerchants:

- Mid-range merchants want customizable storefront
- Everyone wants enhanced listing tools and better advertising
- More than half of XStreet merchants have never tried an advertisement (banner ad or featured listing)

In world Merchants would like to use Xstreet for gifting (potentially 30% of transactions)

Many In world Merchants will not use Xstreet without bulk upload tools.

Merchants Speak Out:



“I’m thinking about some sort of customized merchant ‘homepages’... a bit eBay-like feature. Generally the ability to use own html within the system or set-up a brand minisite would be great”

“New interface - XStreet doesn’t look as “polished” as Shop.OnRez”



“I’d like to see integration of land search results with a direct buy link from street if people want. Maybe not mandatory though. Search could be improved as well, maybe with a google appliance and some better search algorithms.”

“Allow people to automatically list items on Xstreet from a checkbox on an item set for sale in world. You could use the name and description field on the object as the basic listing.”



“Remove the requirement to have objects put in an XStreet box for delivery. just checking a checkbox on an item already sitting in world would be great. Anything in fact to make listing an item as easy as possible would be great.”