# Who are the Merchants?

## In-World Merchant Personas

Power Merchants

of revenue

of population

Sells 250+ items/month Also sells on Xstreet \$677 PA Billings 86% Own Land

•SL puts food on table •Wants:

Permission concernsEnhanced tools

Semi-Pro

Social Merchants

24% of revenue 23%

of population

Sells 26-250 items/month Also sells on Xstreet 83% Own Land

•Classifieds don't work •Easy to display •Wants SEM 12% of revenue

73% of population

Sells 1-25 items/month Does not sell on Xstreet 83% own Land

•Sells in-world because it's easier •Here to socialize

# **XStreet Merchant Segmentation**

**Power Merchants** 

45% Of Billings 6%

of population

Sells 51+ items/mo

•Male or Female•Business Minded•Sells Scripts•Wants

•Enhanced merchant tools •Better security around Perms •Advertising Semi-Pro

20% Of Billings 8%

of population

Sells 26-50 items/mo

Male or Female
Business Minded
Skeptical of Ad buying
Wants to "Build a
Brand"

Merchant Tools
 Marketing Groups
 Storefronts

Advertising

Social Merchants

35% Of Billings 84%

of population

Sells 1-25 items/mo

Young male
 Socializer
 Wants it to be easy
 Better
 advertising
 Marketing

Groups

Listing Tools

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. Shefound 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 likeminded 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 - XStreetdoesnt look as "polished" as Shop.OnRez"



"Id 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 possibly would be great."