

Anthony: First-Time Online Shopper



"I have never shopped online but I really need to find a car within my budget."

Goals:

- Purchase a pre-owned car within budget online.

Frustrations:

- Anthony recently transferred from an out-of-town community college. He needs a car to get around, but he couldn't find a car within his budget at the nearby car dealers.
- He resorts to online shopping but didn't know what to expect since he's never done it.

Personality Traits:

Frequency of Internet Use



Online Risk Awareness



Digital Literacy



Age: 20

Work: Student

Family: Single

Thoughts:

"My friend warned me about buying online because her money was stolen from her account the first time."

"I need to be very careful. But how can I tell if there's a scam or not?"

Scenarios in the Library:

- *Time 1:* Anthony was not sure where and how to buy a car online, so he posted to a Facebook group asking for help. Several people provided links to external sites.
- *Seeking Librarian Help:* How can Anthony tell if a seller is trustworthy? How to spot a scam?
- *Time 2:* Anthony just spotted a car within his budget on Facebook Marketplace. But the seller asked Anthony to pay a security deposit before the car delivery.
- *Seeking Librarian Help:* What should Anthony do?

Motivations:

- Online shopping

Technology Use:

- Smartphone
- Social Media
- Library Computer