John, a Business Administration student, will move with his family to a new apartment. As he is more familiar with technology than his parents, his mom asked him to help in selecting and purchasing furniture. As they live on a relatively limited budget, it is important for him to be able to choose from a range of affordable options.

John is not a specialist in the field, but he knows that he wants minimalistic, but nice furniture that would not be very expensive, but would fit well. As he is willing to spend time on selecting the furniture and buying it, he logs in on the platform and starts with creating a room based on the offered presets, then interacts with the offered models and decides on the ideal options depending on the quality-price ratio. Further on, he proceeds with the whole floor. Despite the fact that John is a relatively impatient type of person, the platform fits hist taste, as it is easy to use and fast to work with.

As John uses social media a lot, trends and others’ opinions influence him a lot. For this reason, he uses inspirational images found online in his mission of virtually furnishing the new place. Also, after deciding on the final layout for the rooms and the ideal designs, he uses the share function to ask for his relatives’ and friends’ opinions. After he gets positive reviews he is satisfied to know that the last hours were spent in a practical way and that he managed to find what he needed, so he adds the products to the cart and pays for the sent order.