

UX UI Project

Let's fair trade

Creation of an ecommerce platform for second-hand clothes

Bruno loves fashion. He loves buying clothes! As he is cautious with the environment, he prefers buying second-hand clothing. However, the existing platforms are not very user-friendly.

You gather a team of 3 to think and design an app for second-hand products.

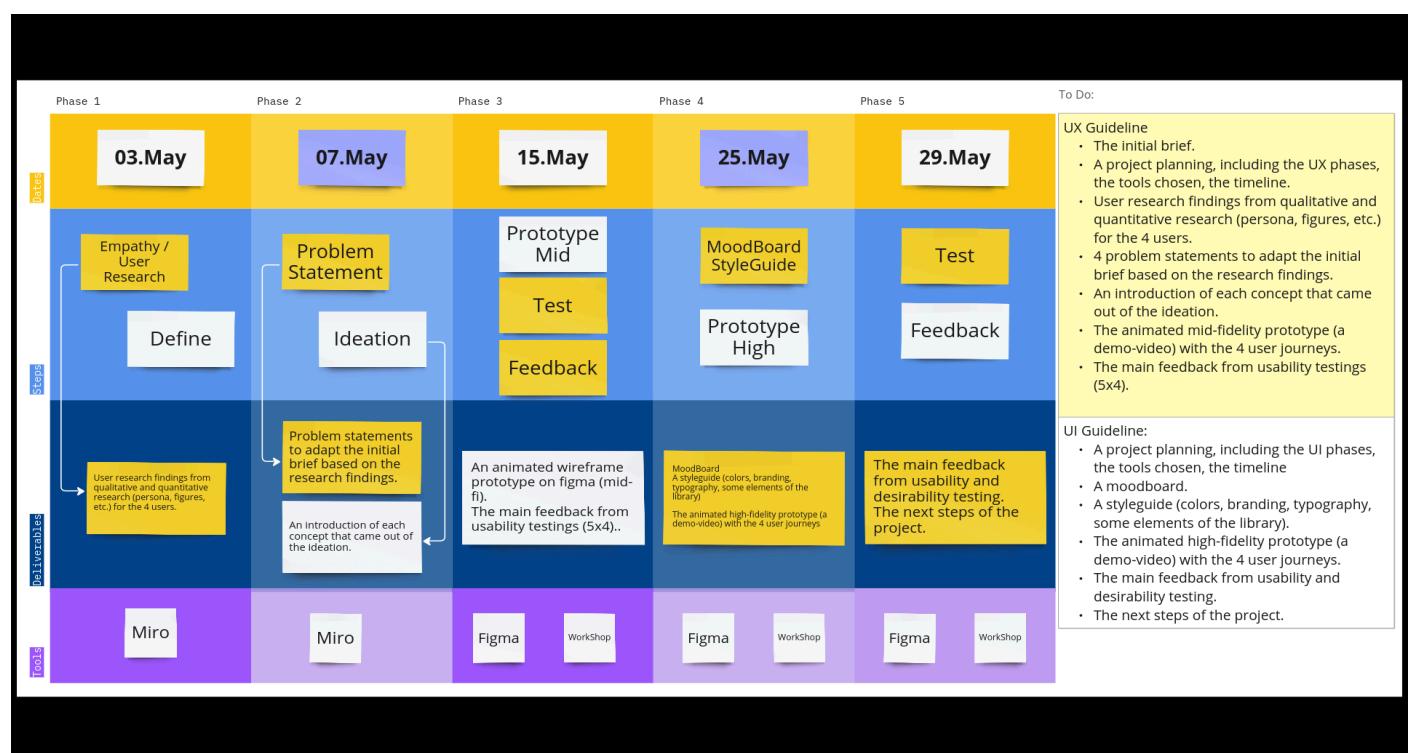
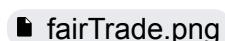
You have to meet Bruno after 2 weeks to give a first presentation of your work, after completing a tested mid-fidelity prototype.

The final presentation of your work will take place 2 weeks after the mid presentation, where you'll show a tested high-fidelity prototype.

Estimated time: 4 weeks

UX

Project Timeline:



User Interview Script for "Let's Fair Trade" Project

Introduction:

- Greetings! I'm Alp Bal , a UX/UI student, and I'm currently working on developing a new platform that facilitates buying and selling second-hand clothes in an eco-friendly manner. Your input as a user is invaluable to us. Could I take about 20 minutes of your time to learn about your experiences and expectations regarding second-hand clothing?

Screening Questions:

1. Can you confirm your age range? (18-25, 26-35, 36-45, 46+)
2. What should I call you during this interview?
3. Where are you currently residing?
4. What do you do for a living?

Main Topics:

1. Experience with Second-hand Clothing:

- Have you purchased second-hand clothing before? If yes, how often do you buy second-hand clothes?
- Can you describe your last experience purchasing second-hand clothing? What did you like and dislike about it?

2. Environmental Concerns:

- How important is it for you to know the environmental impact of the clothes you purchase, such as the water consumed and the distance traveled?
- Have you ever refrained from buying an item due to lack of information about its environmental impact?

3. Platform Experience:

- What platforms have you used to purchase second-hand clothing? What aspects of these platforms did you find user-friendly or frustrating?
- What features do you think are missing from current platforms that would make your experience better?

4. Desired Features and Information:

- Would detailed information about the age of the clothes, their origin, and the environmental savings from choosing second-hand be valuable to you? Why or why not?
- How would you prefer this information to be presented on the website or app?

5. Trust and Verification:

- What factors influence your trust in the quality and condition of second-hand clothes when shopping online?
- How important is it for you to have a verification process or quality check for items listed on such platforms?

Conclusion:

- Thank I appreciate your willingness to share your thoughts and experiences. Your insights are incredibly valuable to our project. Would you be interested in participating in a follow-up session once we have our prototype ready?
- Do you know others who are passionate about eco-friendly shopping or regularly purchase second-hand clothes? We'd love to get their input as well.

Ending:

- Thank you for your time and insights. Your feedback is crucial for us to develop a platform that truly meets the needs of environmentally conscious shoppers like yourself.

Interview Summary:

Profile 1: Emily, Age 29, Teacher, Lives in Narva

- **Frequency of Purchasing Second-hand Clothing:** Buys second-hand clothing regularly, about once every month.
- **Last Experience:** Enjoyed the variety but found the search function limiting; wanted more filter options, especially for sizing and environmental impact.
- **Environmental Concerns:** Highly values transparency about the origin of clothing and its environmental footprint. Would appreciate a feature displaying this information.
- **Platform Experience:** Uses local online shops; dislikes high shipping costs and limited return policies.
- **Desired Features:** Wants an advanced search filter for environmental impact and a visual representation of the item's lifecycle.

Profile 2: Martin, Age 35, Software Developer, Lives in Narva

- **Frequency of Purchasing Second-hand Clothing:** Occasionally buys second-hand, mostly at physical stores.
- **Last Experience:** Frustrated by inconsistent sizing and lack of detailed product descriptions online.
- **Environmental Concerns:** Interested in environmental data but doesn't seek it out actively.
- **Platform Experience:** Finds most platforms cluttered and hard to navigate.
- **Desired Features:** Suggests an interactive map showing the journey of the clothing and a reliable sizing guide.

Profile 3: Sophie, Age 42, Freelancer, Lives in Narva

- **Frequency of Purchasing Second-hand Clothing:** Frequently shops for vintage pieces.
- **Last Experience:** Enjoys the hunt but wishes for better quality controls and authentication.
- **Environmental Concerns:** Extremely concerned; wants detailed environmental savings stats.
- **Platform Experience:** Prefers apps with a community aspect, like forums or blogs where users share styling tips.
- **Desired Features:** Desires a feature for community interaction and a strict authentication process for luxury items.

Profile 4: Luca, Age 26, Graduate Student, Lives in Narva

- **Frequency of Purchasing Second-hand Clothing:** Buys occasionally, mostly influenced by budget.
- **Last Experience:** Positive, found a rare item but it took too long to arrive.
- **Environmental Concerns:** Aware but not a primary motivator.

- **Platform Experience:** Finds most apps don't offer enough photos or views of the products.
- **Desired Features:** Wants 360-degree views of products and faster shipping options.

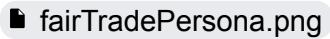
Profile 5: Nora, Age 31, Environmental Consultant, Lives in Narva

- **Frequency of Purchasing Second-hand Clothing:** Regularly explores online options for sustainable fashion.
- **Last Experience:** Happy with her purchases but wishes for more info on material sustainability.
- **Environmental Concerns:** Very high; seeks platforms that provide a complete sustainability report of each item.
- **Platform Experience:** Frustrated by the lack of detailed filters related to environmental impact.
- **Desired Features:** A detailed dashboard for each product listing its carbon footprint, water usage, and travel distance.

Key Insights:

1. **Environmental Information:** There is a strong desire across profiles for detailed environmental information about the products. Integrating a feature that quantifies the environmental benefit of purchasing second-hand could be highly appealing.
2. **Platform Usability:** Users seek intuitive navigation, better filtering options, especially concerning size and sustainability factors, and a visually engaging presentation of products.
3. **Quality and Trust:** Features that ensure the quality of the items and offer authentication, particularly for luxury or rare items, are essential.
4. **Community Features:** Creating a sense of community through forums or user interaction can enhance user engagement and trust in the platform.

Persona from 5 users interview:

 fairTradePersona.png

Oliver Sepp



Brief description

Age: 30
Male
Tallinn
Married
Lives with his family
Consultant
Medium income

"I want to know the full story behind what I wear. It's not just clothing; it's a choice about the world." "There's always room for improvement in making e-commerce more sustainable. That's where I look to make my impact."

Oliver is deeply committed to sustainable living, both professionally and personally. He believes in reducing his carbon footprint and making environmentally responsible choices, particularly in his fashion consumption. Oliver prefers platforms that align with his eco-friendly values and provide transparency about the lifecycle of products.

<p>Habits</p> <ul style="list-style-type: none"> Researches extensively before making any purchase. Shares insights and experiences on social media about sustainable living. Participates in local environmental groups and discussions. Prioritizes family activities that involve learning about nature and sustainability. 	<p>Drivers/Needs</p> <ul style="list-style-type: none"> Transparency: Needs clear, reliable information about the origins and lifecycle of clothing. Convenience: Seeks an efficient, user-friendly shopping experience that aligns with his values. Community: Wants to connect with other eco-conscious individuals and share experiences. Assurance: Looks for platforms that verify the quality and sustainability claims of products. 	<p>Common Trends</p> <ul style="list-style-type: none"> Increasing use of technology to track and improve personal and environmental health. Preference for quality over quantity in purchasing decisions. Growing concern for supply chain transparency. Support for circular economy practices.
<p>Personality</p> <ul style="list-style-type: none"> Conscientious: Thinks deeply about his purchases and their impacts. Analytical: Likes to review all available data before making decisions. Innovative: Always looking for new ways to improve his lifestyle and reduce waste. Community-oriented: Enjoys sharing knowledge and learning from like-minded individuals. 	<p>Current Feelings</p> <ul style="list-style-type: none"> Motivated to find more sustainable fashion options. Frustrated with the lack of detailed environmental impact information on existing platforms. Hopeful about the potential of technology to improve sustainable practices. Curious about new ways to engage with sustainability in daily life. 	<p>Fears/ Frustrations</p> <ul style="list-style-type: none"> Greenwashing: Worried about companies that make false claims about sustainability. Information Overload: Sometimes feels overwhelmed by the amount of data available, making it hard to make quick decisions. Quality Concerns: Concerned about the condition and durability of second-hand items. Lack of Options: Frustrated by the limited availability of fashionable yet sustainable clothing choices.

Jobs To Be Done / Problem Statement:



When trying to purchase eco-friendly second-hand clothing:

What are you trying to accomplish? Users are attempting to make environmentally responsible purchasing decisions without compromising on style, quality, or convenience.

In this situation: Users often have limited time and may lack trust in the sustainability claims and quality of the products offered on existing platforms.

Define Outcomes:

1. **People struggle to verify the authenticity and environmental impact of second-hand clothing** due to lack of transparent and reliable information, making the process inefficient and sometimes unreliable.
2. **People struggle to find a variety of styles and sizes in second-hand clothing** which makes finding the right items time-consuming and inconvenient.
3. **People struggle to connect with a community of like-minded individuals** on existing platforms, which makes the experience less engaging and fulfilling.

Define Emotional Jobs:

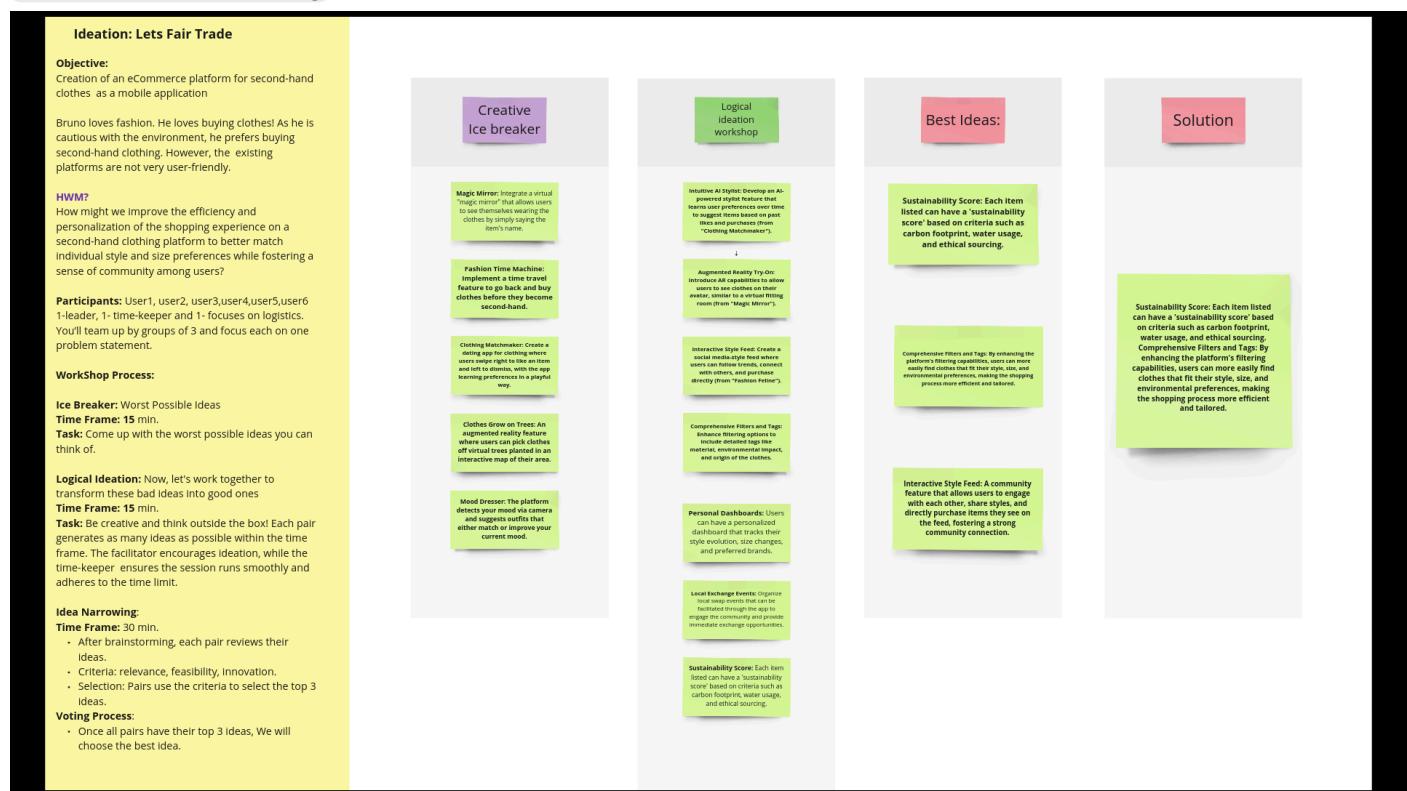
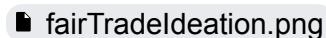
1. **Want to feel assured and confident** in the sustainability and quality of their purchases to avoid feeling guilty or misled.
2. **Want to be perceived as eco-conscious and informed** by their peers, enhancing their social standing and self-concept.
3. **Want to feel part of a movement or community** that values sustainability, avoiding feelings of isolation in their eco-friendly endeavors.

Problem Statements

From these Jobs to be Done, here are three crafted problem statements:

- Problem Statement 1:** "Eco-conscious consumers like Oliver struggle to trust and verify the sustainability and quality of second-hand clothing on existing e-commerce platforms due to insufficient and non-transparent information, leading to frustration and often deterring them from making purchases that align with their values."
- Problem Statement 2:** "Potential buyers of second-hand clothing face difficulties in efficiently finding items that match their style and size preferences on current platforms, which lack robust filtering options and community engagement features, resulting in a shopping experience that feels impersonal and often unproductive."
- Problem Statement 3:** "Users of second-hand clothing platforms lack a sense of community and peer support, which diminishes their overall shopping experience and prevents them from feeling connected and engaged with other like-minded individuals, leading to a less satisfying and potentially isolating buying process."

Ideation:



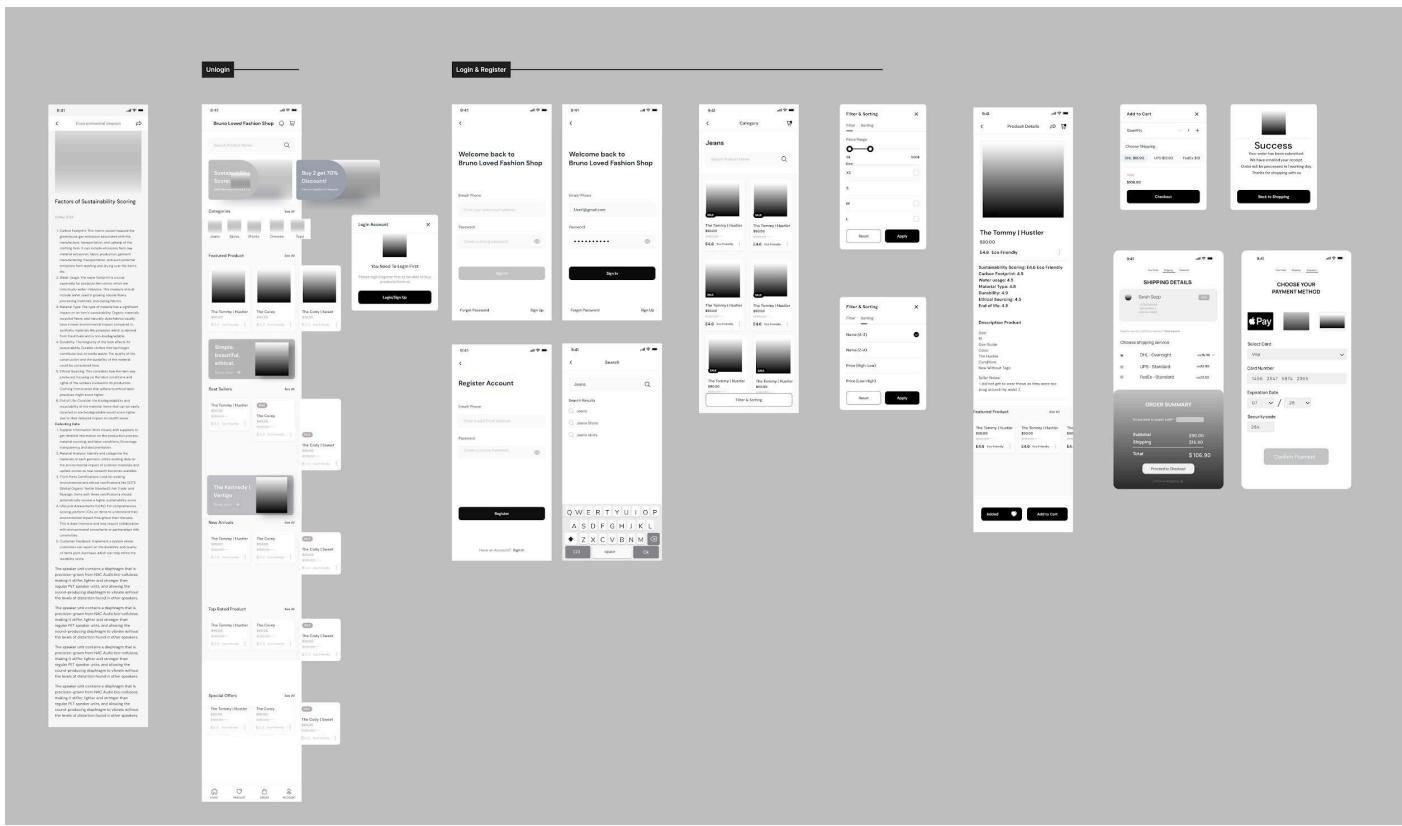
Solution:

Comprehensive Filters and Tags: By enhancing the platform's filtering capabilities, users can more easily find clothes that fit their style, size, and environmental preferences, making the shopping process more efficient and tailored.

Sustainability Score: Each item listed can have a 'sustainability score' based on criteria such as carbon footprint, water usage, and ethical sourcing.

Prototype Mid-Fidelity Demo:

FairTradeMid.jpg



Test Protocol for Usability Testing Feedback

After testing the new prototype with users, the feedback indicates that the platform generally meets user needs and expectations with some minor areas for improvement. Here's a summary of the main feedback received:

Positive Feedback:

- User Interface (UI):**
 - Visual Appeal:** Users found the interface visually appealing and modern.
 - Navigation:** The platform's navigation was intuitive, with users easily finding and accessing different features.
- Functionality:**
 - Sustainability Score:** Users appreciated the clear and detailed sustainability score for each item, finding it highly informative.
 - Augmented Reality Try-On:** The AR try-on feature was popular, with users expressing excitement about virtually trying on clothes.
 - Comprehensive Filters:** Enhanced filtering options were well-received, allowing users to efficiently find items that match their preferences.
- Community Engagement:**
 - Interactive Style Feed:** The social media-style feed for community interaction was praised for fostering a sense of community and engagement among users.
- Synchronization:**
 - Account Integration:** Users appreciated the ability to sync data with their Google or Apple accounts, which made accessing the platform across multiple devices seamless.

Areas for Improvement:

- 1. Loading Times:**
 - Some users reported that the AR try-on feature had slow loading times, which affected their experience.
- 2. Detailed Filters:**
 - A few users suggested adding more specific filters, such as filtering by ethical certifications or local vs. international sellers.
- 3. Community Features:**
 - While the interactive feed was appreciated, users wanted more ways to interact with posts, such as commenting and direct messaging.
- 4. Personal Dashboard:**
 - Users suggested enhancing the personal dashboard with more analytics about their purchasing habits and environmental impact.
- 5. Accessibility:**
 - Some users noted the need for improved accessibility features, such as better screen reader compatibility and more contrast options for visually impaired users.

Next Steps of the Project

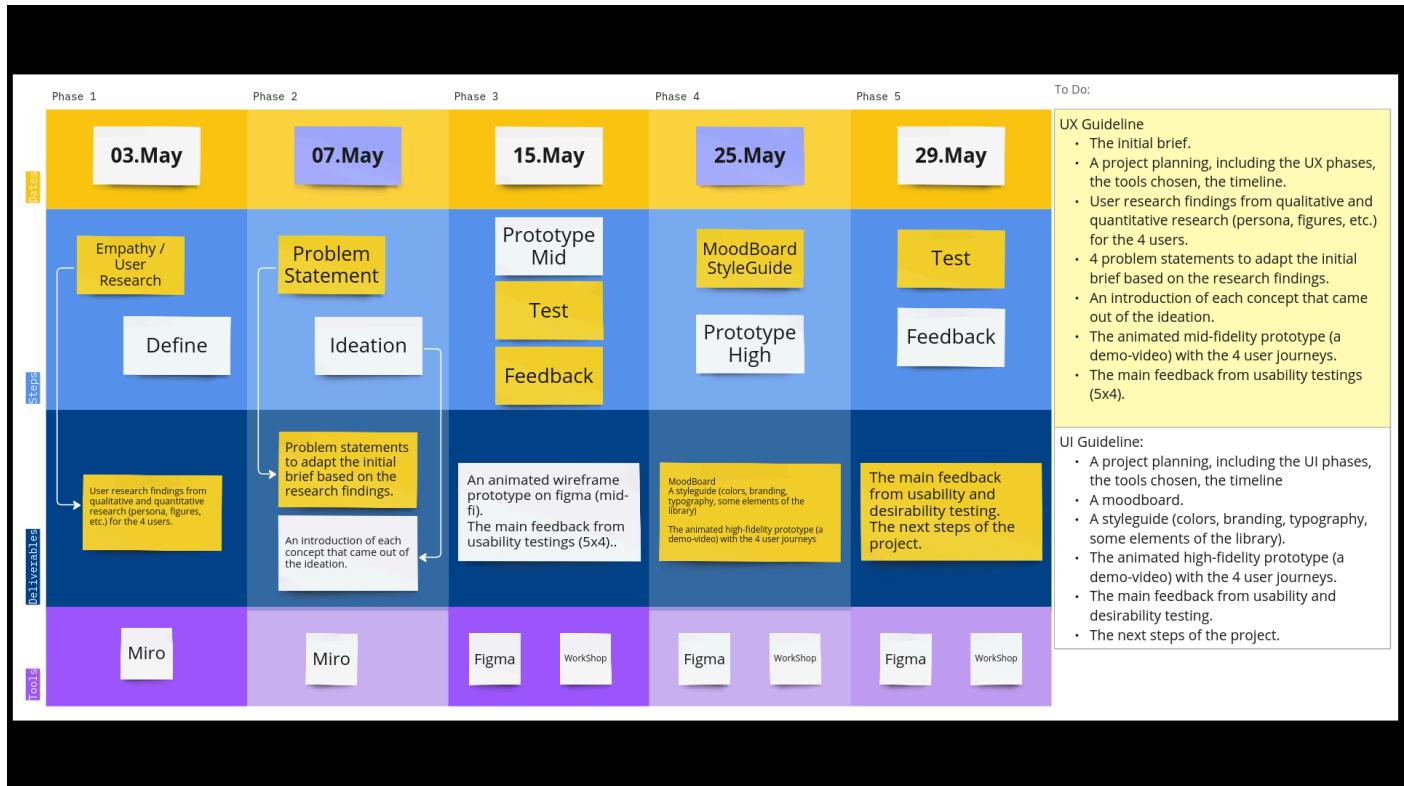
Based on the feedback from the usability and desirability testing, here are the next steps for the project:

- 1. Optimize AR Feature:**
 - Improve the loading times and performance of the augmented reality try-on feature to ensure a smooth and engaging user experience.
- 2. Enhance Filtering Options:**
 - Introduce more specific filters, including ethical certifications and geographic location of sellers, to provide users with even more precise search capabilities.
- 3. Expand Community Interactions:**
 - Add features such as commenting, direct messaging, and user groups within the interactive style feed to boost community engagement and interaction.
- 4. Improve Personal Dashboard:**
 - Develop additional analytics for the personal dashboard to offer users insights into their purchasing habits and the overall environmental impact of their choices.
- 5. Boost Accessibility:**
 - Implement enhanced accessibility features, ensuring the platform is usable by individuals with various disabilities. This includes improving compatibility with screen readers and adding high-contrast mode options.
- 6. Performance Testing:**
 - Conduct thorough performance testing across all devices to ensure the platform runs smoothly and efficiently, particularly for resource-intensive features like AR.
- 7. User Education and Support:**
 - Create educational content and support resources to help users fully understand and utilize the sustainability scores and other new features.
- 8. Iterative Testing:**
 - Continue iterative testing with a broader user base to gather more feedback and ensure all improvements align with user needs and expectations.
- 9. Marketing and Launch Plan:**
 - Develop a comprehensive marketing strategy to promote the platform's unique features, particularly the sustainability scores, AR try-on, and community engagement.
- 10. Partnerships and Collaborations:**
 - Explore partnerships with ethical fashion brands and sustainability organizations to enrich the platform's offerings and credibility.

UI

Project Timeline:

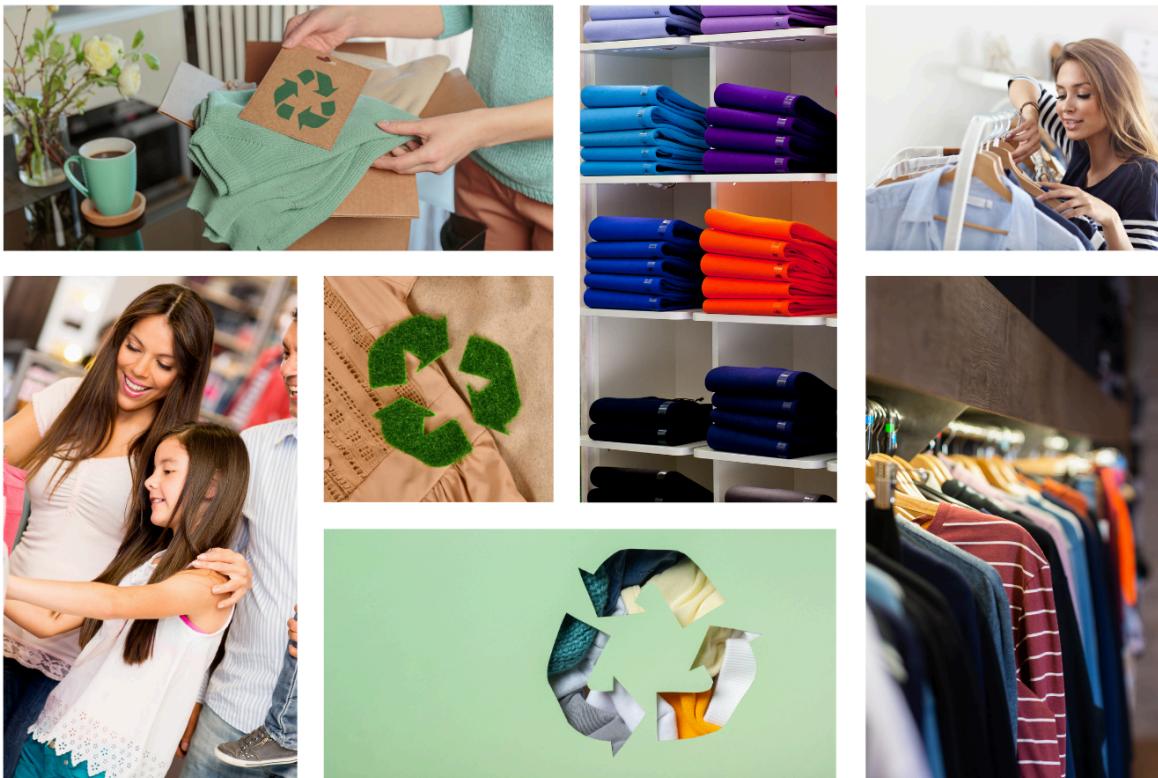
fairTrade.png



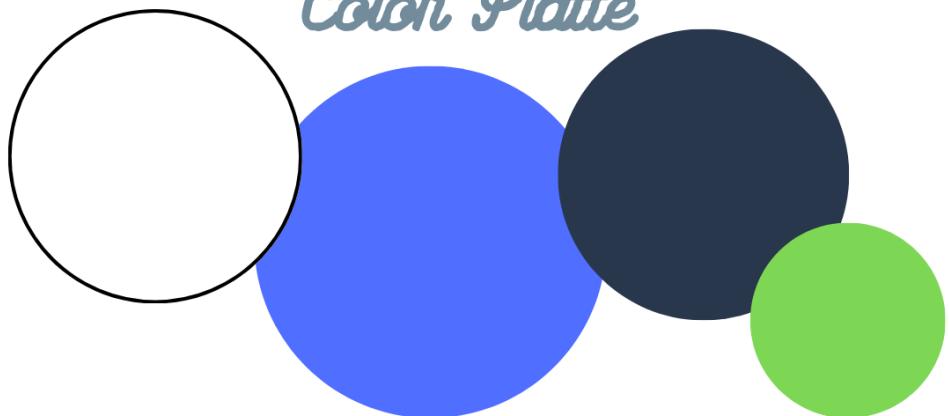
MoodBoard:

LetsFairTrade moodboard.png

LET'S FAIR TRADE MOODBOARD



Color Plate

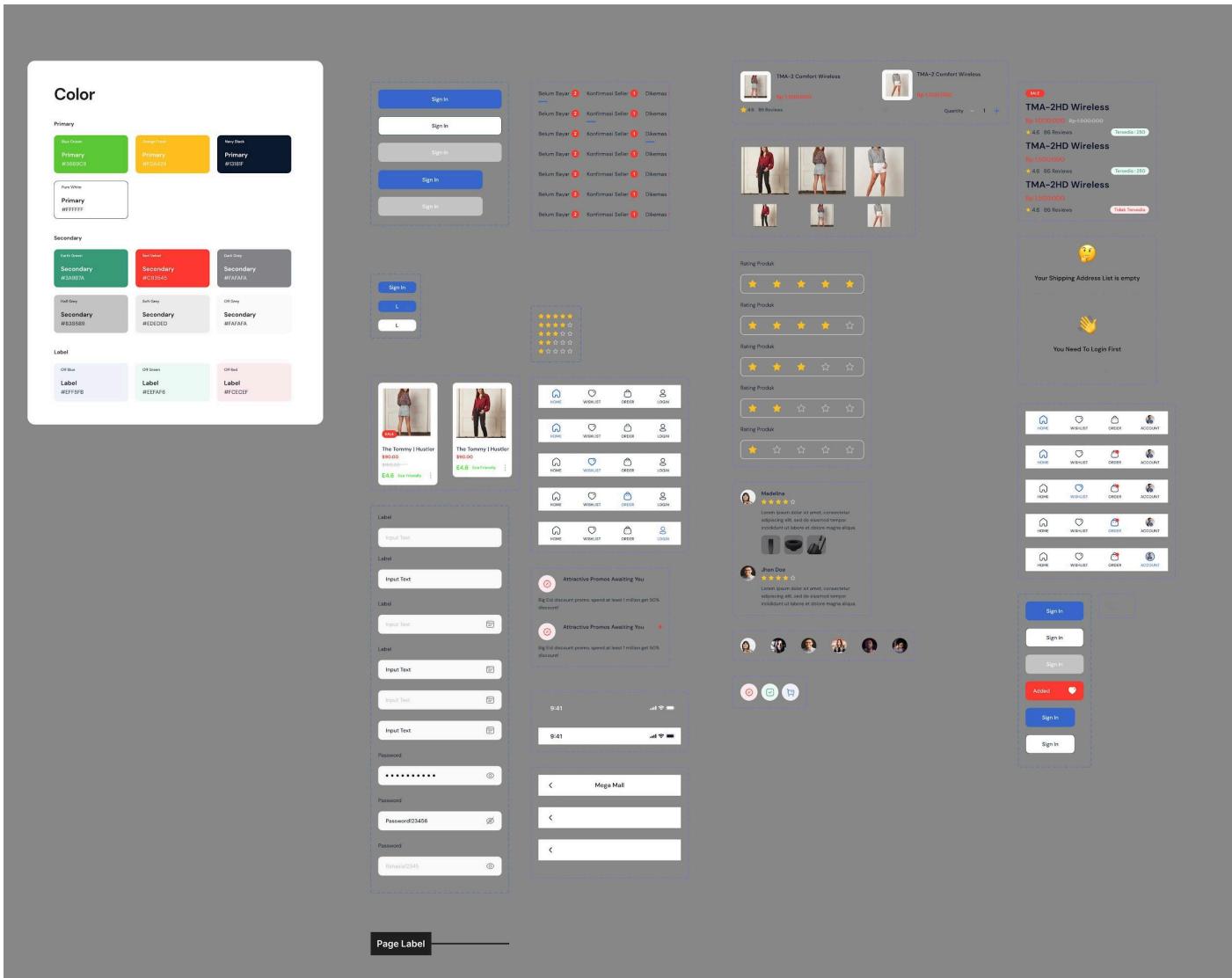


Fonts

HEADING 58 BOLD POPPPINS	DESCRIPTION 50 BOLD Volkov
BODY 20 SEMIBOLD Poppins	BUTTONS 12 SEMIBOLD Poppins

Components:

componenets.jpg



High Fidelity Animated Prototype:

secondHand-Full.mkv

Test Protocol for Usability Testing of Let's Fair Trade APP

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Positive Feedback:

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4. **Synchronization:**
 - **Account Integration:** Users appreciated the ability to sync data with their Google or Apple accounts, which made accessing the platform across multiple devices seamless.

Areas for Improvement:

1. **Loading Times:**
 - Some users reported that the AR try-on feature had slow loading times, which affected their experience.
2. **Detailed Filters:**
 - A few users suggested adding more specific filters, such as filtering by ethical certifications or local vs. international sellers.
3. **Community Features:**
 - While the interactive feed was appreciated, users wanted more ways to interact with posts, such as commenting and direct messaging.
4. **Personal Dashboard:**
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Next Steps of the Project

Based on the feedback from the usability and desirability testing, here are the next steps for the project:

1. **Optimize AR Feature:**
 - Improve the loading times and performance of the augmented reality try-on feature to ensure a smooth and engaging user experience.
2. **Enhance Filtering Options:**

- Introduce more specific filters, including ethical certifications and geographic location of sellers, to provide users with even more precise search capabilities.
- 3. **Expand Community Interactions:**
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HighFidUsabilityTesting.jpg

Usability Testing Board	Prototype Steps & Screenshots	Test Person #				
Study Title: Description: Briefly describe the user testing scenarios and the research questions you want to answer.		Profile Describe key characteristics of test person briefly.				
Date: 01.01.2020						
Post-Its: Insights Pain Points Opportunities						
Use this Post-It to write down your findings, observations and pain points. You can move these around at the bottom to it's easier to work with them later during the affinity mapping.						
GENERAL FEEDBACK On this row you can add general feedback from each participant for the product or service you are testing.		Minimalistic	Elegant	Professional	Reliable	Organized
		Modern	User-Centric	Simplified	Engaging	Efficient
STEP 1 Home Page	Home Page	Efficient	Informative	Welcoming	Modern	Minimalistic
	Streamlined	Organized	Timless	Modern	Welcoming	Modern
STEP 2 Product List	Product List	Value Driven	Inspiring	Elegant	Modern	Charming
	Streamlined	Modern	Modern	Organized	Minimalistic	Dynamic
STEP 3 Add to Cart	Add to Cart	Charming	Efficient	Value Driven	Modern	Accessible
	Streamlined	Modern	Efficient	Efficient	Responsive	Ethical
STEP 4 Purchase	Purchase	Secure	Innovative	Dynamic	Modular	Efficient
	Streamlined	Modern	Modular	Modular	Secure	Organized
STEP 5	Purchase					
STEP 6	Purchase					
STEP 7	Purchase					
How to Guide: 						
Streamline product for user according to your needs.						

highfiledUsabilityTestingResults.jpg

Design Goals:

Minimalist

Elegant

Efficient

Organized

Results:

Minimalist

Elegant

Efficient

Organized

60%

33%

45%

55%

Outcome:

Overview

Our recent desirability test aimed to evaluate whether the perceived values of our e-commerce platform's design aligned with our intended design principles. The core adjectives chosen to represent our design philosophy were **minimalist**, **elegant**, **efficient**, and **organized**. We conducted the test with a diverse group of users, presenting them with our design and a board of over 25 adjectives to choose from, reflecting their immediate impressions.

Key Findings

- Alignment with Design Values:** The feedback from participants strongly resonated with our intended design values. The adjectives **minimalist**, **elegant**, **efficient**, and **organized** were frequently selected, validating our design approach and the effectiveness of our style guide in communicating these values.
- Positive Reception:** The selection of these adjectives suggests that users appreciate a clean, straightforward, and aesthetically pleasing interface. It underscores the importance of simplicity and organization in enhancing the user experience, particularly in the context of an e-commerce platform for second-hand electronics.
- Other Opinions and Insights:** While the core adjectives were consistently chosen, participants also selected other adjectives, offering additional insights into the user experience. These varied responses highlight areas for potential refinement and indicate diverse user expectations and preferences.

Implications for Design

- Reaffirmation of Design Direction:** The alignment between the expected and received adjectives reaffirms our current design direction. It encourages further development and refinement within this established framework.
- Opportunity for Iterative Improvement:** The presence of other adjectives chosen by users points to opportunities for iterative improvements. Understanding the context and sentiment behind these selections can guide subtle adjustments to enhance usability and appeal further.
- Balancing Core and Ancillary Attributes:** While prioritizing our core design values, we must also consider the broader range of user feedback. Balancing these insights can help us cater to a wider audience without compromising our design philosophy.

Next Steps

- Deep Dive into Additional Feedback:** Analyze the context and frequency of the other adjectives selected to uncover specific areas of the design that could benefit from adjustments.
- User Interviews for In-depth Insights:** Conduct follow-up interviews with select participants to explore their choices and gather more detailed feedback on their experience.
- Iterative Design Refinement:** Based on the comprehensive analysis, implement design tweaks that align with our core values while addressing the additional insights provided by users.

Conclusion

The desirability test has proven invaluable in confirming the alignment between our design intentions and user perceptions. As we move forward, we will continue to refine our design, informed by both our foundational design values and the rich feedback provided by our users. Our commitment to creating a minimalist, elegant, efficient, and organized e-commerce platform remains unwavering, as we seek to enhance the user experience in meaningful ways.