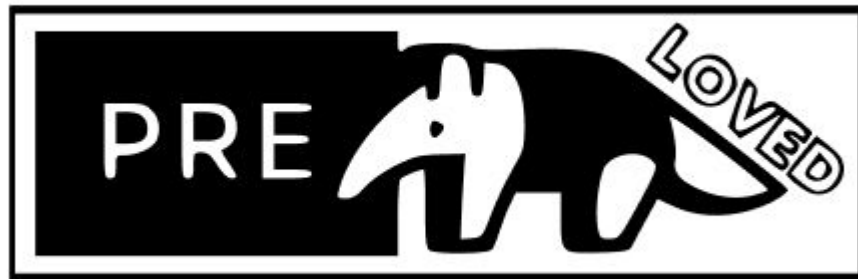# PreLoved Marketplace App

Lu He, Zhaoyang (Alyssa) Lu, Vickie Do,
Catalina Arreola Armenta, Jeff Wang, Joseph Kamandy

Link to Live Slide Deck:
https://docs.google.com/presentation/d/1e6wamuBNimE0mCVHlc2o-Esx3pculy99wnlHlqeCgnE/edit?usp=sharing

Introduction

- Team Members:
    - Lu He : Backend Developer
    - Zhaoyang (Alyssa) Lu : Frontend Developer
    - Vickie Do : Designer
      Catalina Arreola Armenta : Project Manager
    - Jeff Wang : Frontend Developer
    - Joseph Kamandy : Frontend Developer
- Problem Statement:
    - Students who are seeking to sell their second hand items but may be hesitant because it is not a typical sold item such as a furniture or clothing item. They may not be appealed by regular marketplaces like Facebook Marketplace or OfferUp due to (1) the type of items sold and (2) their trust in the marketplace.
- Preloved Resolution:
    - Create a marketplace for affiliates and make the user experience more intuitive
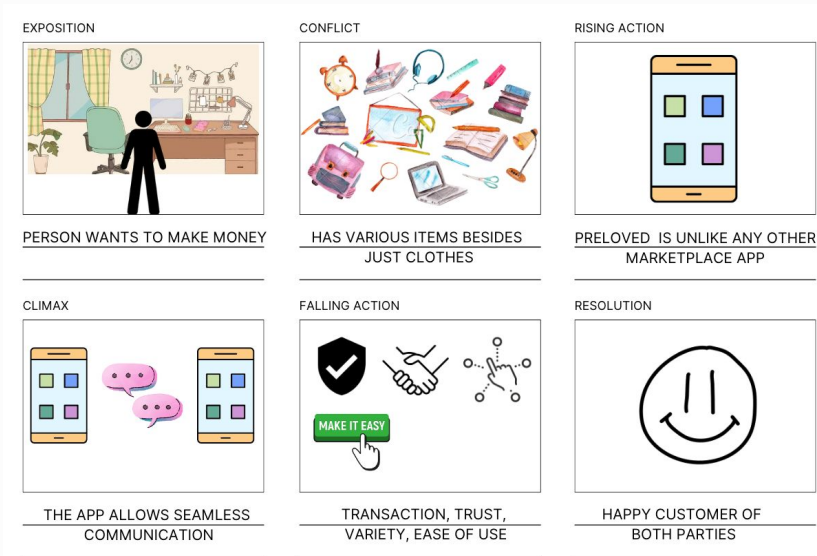
Figure 1: Preloved StoryBoard

Journey

- Storyboard: *How It Started*
  - We wanted to create a storyboard to understand how users currently go about using marketplace applications
  - Noticed that students wanted to sell non-conventional items
  - Also they were hesitant due to the possibility of being scammed on FB marketplace and OfferUp
- Next Steps:
  - Create a mobile app design
  - Besides the type of items, understand what users wanted in their app experience
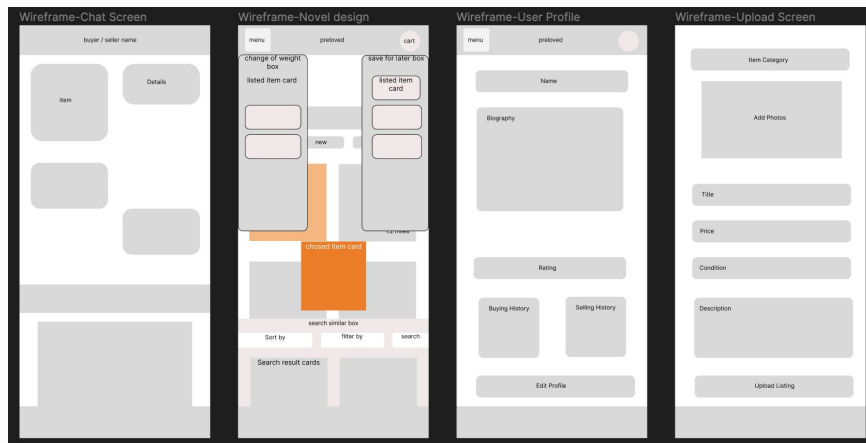
Journey

Figure 2: Low Fidelity Wireframe

- Low-Fi Wireframe: *Ideating*
    - Taken from surveys, we understood that users were more comfortable with the format of current marketplace applications
    - Such as: list of products, simplicity, posting products, viewing products and their sellers
- Created Frames:
    - Chat Screen
    - Browsing Home Screen
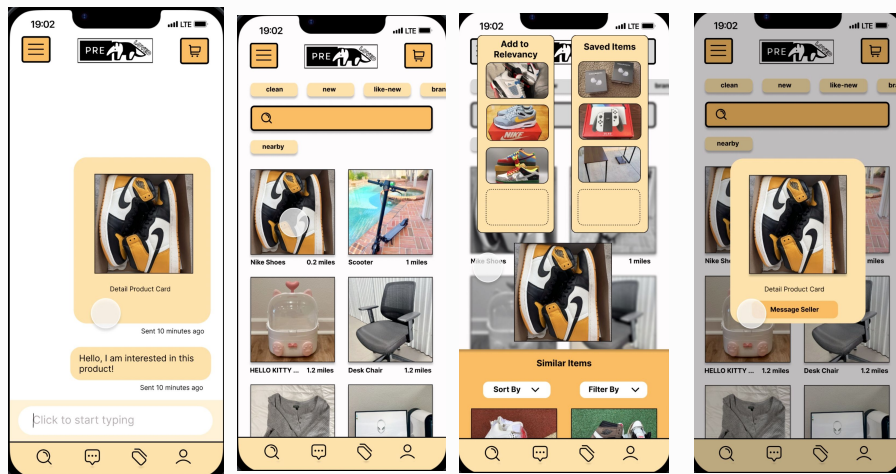   - User Profile
    - Posting Screen

Journey

Figure 3: High Fidelity Wireframe

- High-Fi Wireframe: *Prototyping*
  - Refined our low-fidelity prototype
  - Made it visually similar to mobile marketplace applications
  - Noticed an addition of interesting interactions can make a better user experience
- Chat Screen:
  - Users can view the product details within the chat
- Browsing Home Screen
  - There are filters for the type of items displayed
  - View product card by clicking and dragging down
  - View relevancy, saved items, and similar items by tapping the product and exiting by tapping outside

Journey

Task Set v1	Esther	Koby	Eugene	Average Time	Average User Error
Task 1	✅	✅	❌	13 seconds	33%
Task 2	✅	✅	❌	49 seconds	33%
Task 3	✅	❌	✅	14 seconds	33%
Task 4	✅	❌	❌	28 seconds	67%
Task 5	✅	❌	✅	15 seconds	33%
Task 6	✅	✅	✅	12 seconds	0%
Total:	6	3	3	2:11 minutes	

Task Set v2	Alisen	Raymond	Matthew	Average Time	Average User Error
Task 1	❌	✅	✅	14 seconds	33%
Task 2	❌	❌	❌	51 seconds	0%
Task 3	❌	❌	✅	43 seconds	67%
Task 4	❌	❌	✅	16 seconds	67%
Task 5	❌	❌	❌	36 seconds	100%
Task 6	❌	❌	✅	9 seconds	67%
Task 7	❌	✅	✅	11 seconds	33%
Total	0	2	5	3 minutes	

Figure 4: User Evaluation Results

- User Evaluations: *Results*
  - Lack of Certain Functional Features on Prototype led to Difficulties
  - Users Approved of the Visual Design
  - Most users skipped through the tutorial
  - Users in the second group had more trouble completing the tasks.
- Next Steps:
  - Enhance Tutorial
  - Make accessing detail page intuitive
  - Finish implementation of Functionalities
 - Finish implementation of Profile
  - Keep Visual Design

Figma Prototype

- After conduction our user evaluation it was clear that we needed to make changes to our prototype:

  - First things we ensured that our interactions worked accordingly

  - We also added on information to our tutorial to enhance it

  - We maintained the aspects of the original design that worked with User Testers:
    - Visual Design

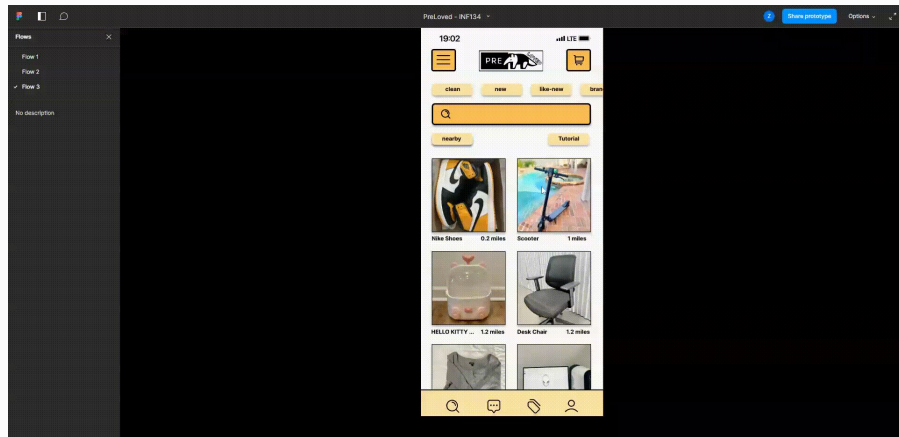   - Interactions that were already working properly
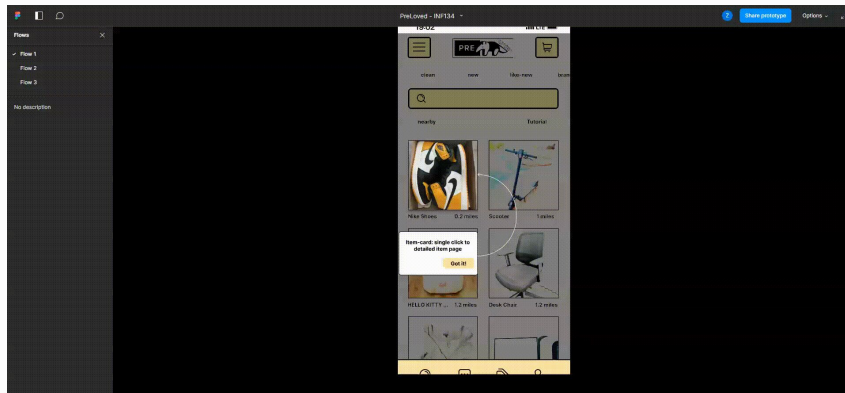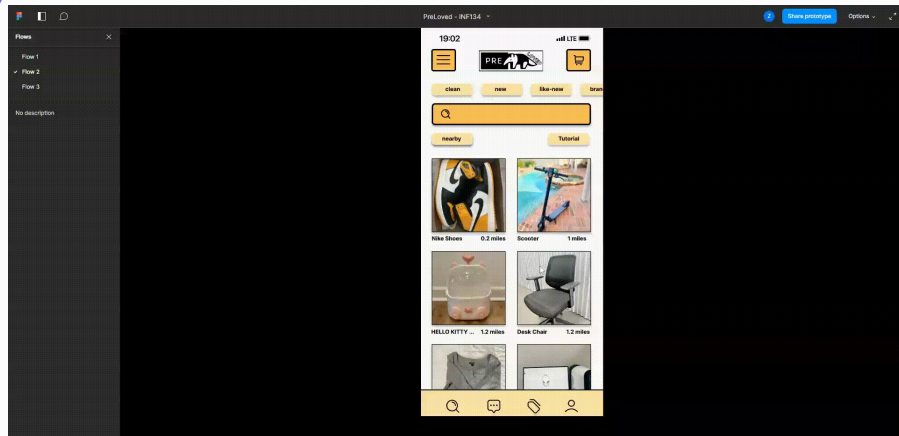
Interactions Fixed:

- Draggable features:

  - Fixed the Similar Item interaction

  - Fixed the Saved Item interaction

  - Fixed detail page interaction

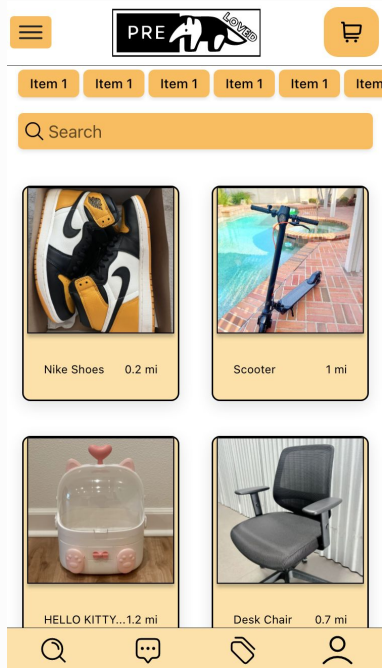- Allows similar Item tab to take up the whole screen

Development Demo

- Demo Video includes captions
  - **Turn on the captions / subtitles in video**
- Timestamp of features:
  - 00:00 : Browsing Home Screen
  - 06:26 : Novel Widget with Relevant Items and Saved Items
  - 11:06 : Similar Items Page
  - 15:27 : Product Scrolling
  - 22:10 : Navigate to Profile Page

https://www.youtube.com/shorts/FufKx7IBlyE

Future Work

- Remain to Finish
    - Post page: Create a new PreLoved Item with its name, category, condition, and description.
    - Chat Page: Buyer-seller communication is facilitated through a chat feature. A chat button is available in the navigation bar, allowing users to access their chat history.
    - Navigation Bar: Finalize the navigation bar such that it located at the bottom of the screen.
- 2nd Round User Evaluation
    - After finalizing our front end code, we would need to conduct another round of user testing, to see if the changes implemented are well-received by users.
    - Once we have an understanding of how the users feel about our product, we can begin building the back-end and adding smaller details.

Future Work

- Prospective Future Product
  - Our fully functional application will then be able to take user's requests, store user data, process payments and store the information from our novel widget.
  - Advanced functionality:
    - Confirmation Window: When posting a new PreLoved Item, a redo option will be available in a bar at the top of the app. Users can simply click on the bar to redo the process if desired.
    - Map: Users can open the map to visually locate PreLoved Items that are near them for a more direct visualization.