

DESIRABILITY TEST OUTCOMES RECOMMENDATIONS

Project Title: Second-Hand Electronics E-Commerce App

Date: November 24, 2024

Version: 1.0

Recommendations

1. Build Trust with Stronger Typography and Imagery

- Introduce Serif fonts like Merriweather for headings to enhance the perception of professionalism and trust. Pair with sans-serif fonts like Open Sans for body text for readability.
- Incorporate real user imagery or icons showcasing second-hand devices in use, helping users feel connected and reassured.

2. Elevate the Professional Appeal

- Add a deep navy (#2A2D34) or dark teal (#004F54) accent to replace or complement the existing gray (#1A1A1D). These colors convey authority while maintaining harmony with green tones.
- Increase contrast between text and background for better readability and a more polished look.

3. Refine Sustainability and Eco-Friendly Messaging

- Incorporate illustrations or badges highlighting eco-friendly initiatives (e.g., "100% recycled packaging," "Certified second-hand").
- Add interactive elements like sustainability progress bars (e.g., CO₂ saved) to reinforce the app's mission in real-time.