

# UX research and design

I worked through the following 5 layers when developing my UX research and design for this project:

1. Strategy
2. Scope
3. Structure
4. Skeleton
5. Surface

# 1. Strategy

## Brief:

My brief was to design and build an e-commerce website that would serve as an online marketplace for advertising and hiring second-hand video and audio equipment.

## Background:

The idea behind this website came from two sources:

1. Hearing great ideas from friends and colleagues, who would never act on the idea because they felt they didn't have the resources (e.g. money, tech equipment) to see it through
2. Hearing from friends and colleagues who work in companies that have huge investment portfolios and access to high-spec equipment, however, as a result of being distracted by tech gadgets and gizmos, they struggle to focus on identifying and solving the real customer issues. Too often they were tempted to just throw money at the problem and use tech for tech's sake – which sometimes resulted in spending their investment pot on delivering a poorer as opposed to better customer experience

In summary, I developed the idea of Hirecycle (an online marketplace to trade second hand equipment) to help the balance of demand v supply in this market. In summary, Hirecycle

- provides access to equipment on a rental basis to those who wouldn't necessarily be able to afford it
- Provides those who have invested in great equipment (but who aren't really getting the use out of it) a channel to rent out their equipment to others for cash

# 1. Strategy

Site objective:

1. Make high quality tech equipment available and accessible to everyone
2. Provide those who own quality tech equipment an opportunity to make money by renting out that equipment
3. Reduce the level of 'tech waste' and encourage recycling through rentals
4. Create an online community to connect people with great ideas with people who have the resources to help act on that idea

# 1. Strategy

User groups:

1. Local startups and charities
2. Tech equipment enthusiasts
3. Artists / Festival organisers

# 1. Strategy

## User persona and user needs:

User group	Persona	Age and location	Occupation	Likes	Dislikes	User needs
Local startups and charities	Katy	23, Kerry	Fundraising Lead at Enable Ireland	Outdoor sports, raising money for charity	Overpriced gigs and festivals	<ol style="list-style-type: none"><li>1. Rent video equipment to make a viral video as part of a social media campaign</li><li>2. Rent camera equipment to take photos at local charity fundraiser events</li></ol>
Artists / Festival organisers	Dave	26, Wicklow	Sound technician – Soundstream music festival	Music, Travelling, Art	Corporate events	<ol style="list-style-type: none"><li>1. Rent video and audio equipment for the launch of their new festival</li><li>2. Get to know tech equipment specialists so that he can get advice on how to use the equipment to the best of his ability</li></ol>
Tech equipment enthusiasts	Mark	38, Dublin	Head of IT, Retailer Inc.	Photography, drones, self-driving cars, holidays	Reality TV	<ol style="list-style-type: none"><li>1. Make money to afford a new drone (by renting out his Nikon camera)</li></ol>

## 2. Scope

### User tasks in and out of scope:

Task	In scope	Out of scope
Set up an account on Hirecycle	x	
Advertise equipment for hire	x	
Browse ads and checkout desired item for hire	x	
Pay for the item	x	
Leave a comment or message for the advertiser	x	
Contact the advertiser on the site using direct message/ instant messenger		x

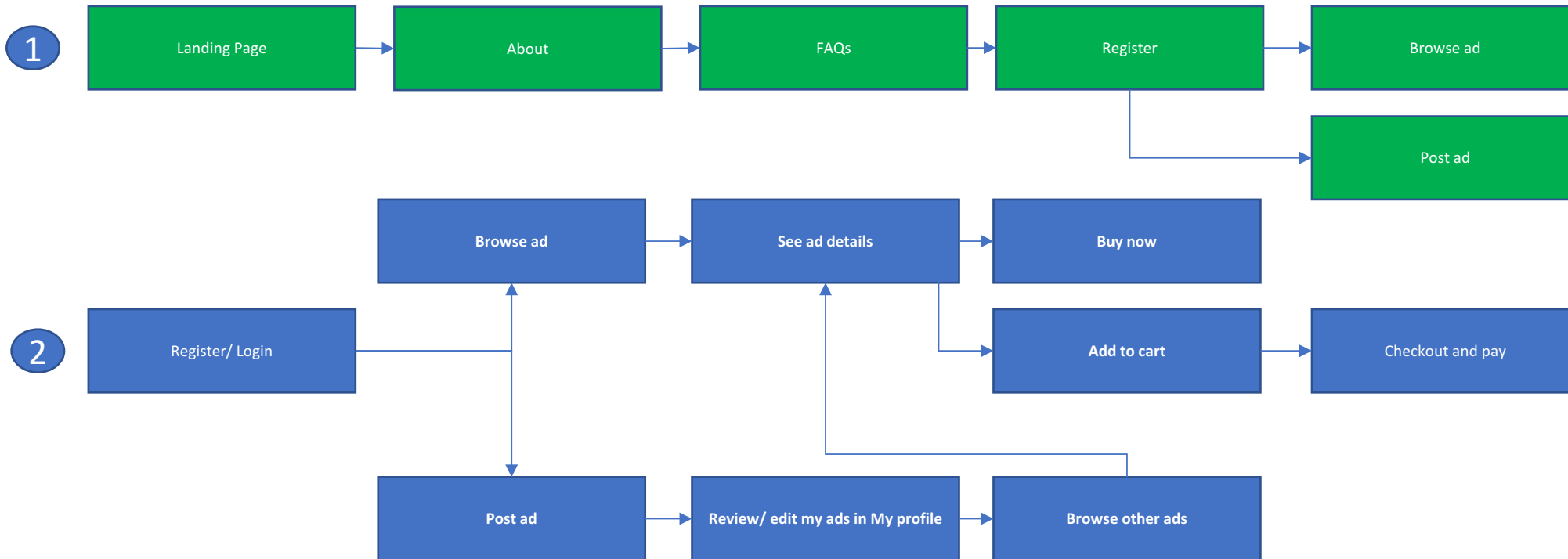
# 3. Structure

## Info architecture:

Landing Page	About	Background	
		Hirecycle team	
	Account	Register	Username
			Email
			Password
		Login	Username/email
			Password
		Logout	
	Ads	Post ad / Browse ad	Advertiser
			Category
			Item title
			Item description
			Condition
			Image
			Retail and rental price
			Pickup location
	Cart	Checkout & Pay	Cart summary
			Payment details
	Help	FAQ	
		Contactus	

# 3. Structure

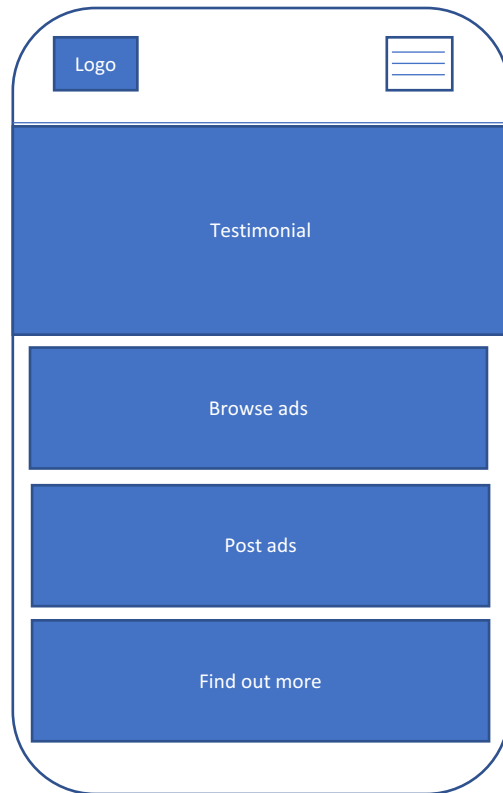
Navigation examples:



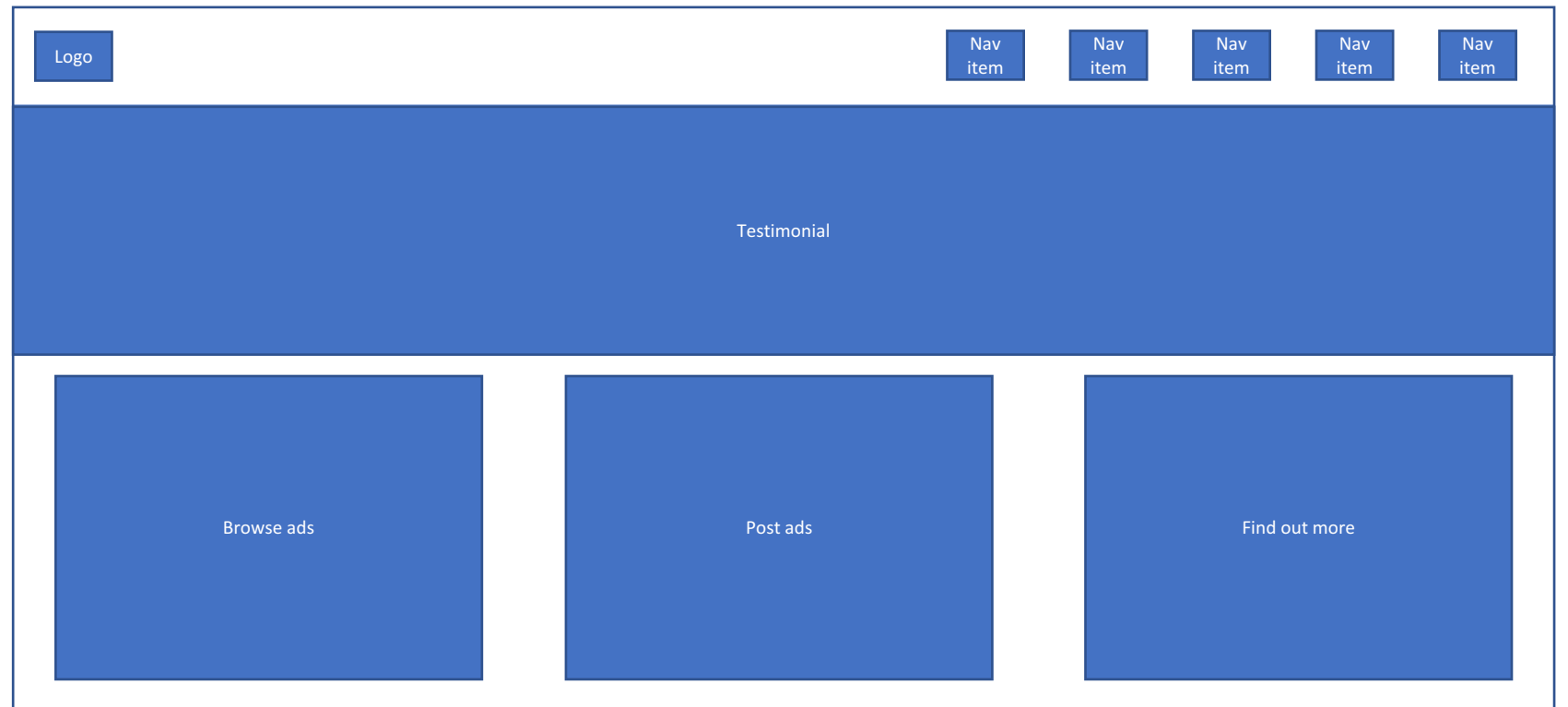


# 4. Skeleton

Mobile/tablet:



Desktop:



# 5. Surface

## Colour scheme, fonts and images:



Inspiration for the colour scheme came from designing the logo from hirecycle. I used inkscape to design a logo in an svg format (png version shown opposite). I used variants of green to tie in with an environmental/ recycling theme as a starting point and with the help of Adobe Kuler settled on a complimentary colour scheme for the rest of the logo. This colour scheme was then re-used across the site.

I used a sans-serif font (Roboto) which is easy on the eye when reading long product descriptions.

I used stock images from megapixel for the testimonial carousel, keeping in mind to select photos that were in line with the colour scheme and the theme of the website. I found product images on pixmania.ie.

# 5. Surface

Mock-ups:

The following slides are mock-ups (both mobile and desktop format) that I originally pulled together when designing the website.

Naturally there are variances between the mock-ups and the website as it stands today. Feedback from friends and inspiration from online resources (e.g. codrops, codepen) and new design trends encouraged me to make a few changes along the way.



HIRECYCLE

[About](#)

[Browse](#)

[Ads](#)

[Post Ad](#)

[Account](#)

[Help](#)



One-liner description of Hirecycle.....

#Call to action – Browse ads

#Call to action – Post ads

#Call to action – Post ads

# Further development ideas

## 1. Adding scheduling to the site:

- Similar to the airbnb model, I could build in a calendar to:
  - Show when products are/ aren't available (controlled by advertiser)
  - Allow the person renting the product to specify the start and end date of their rental period which in turn would:
    - Calculate the total price
    - Update the calendar to show that the product is unavailable at that time

## 2. Incorporate a star-rating system for advertisers/ renters

# Appendix

