UX case study

Design: Ebtehal aljahgthami

Duration: 5 Weeks

Role: UX/UI Desinger

Used Tools

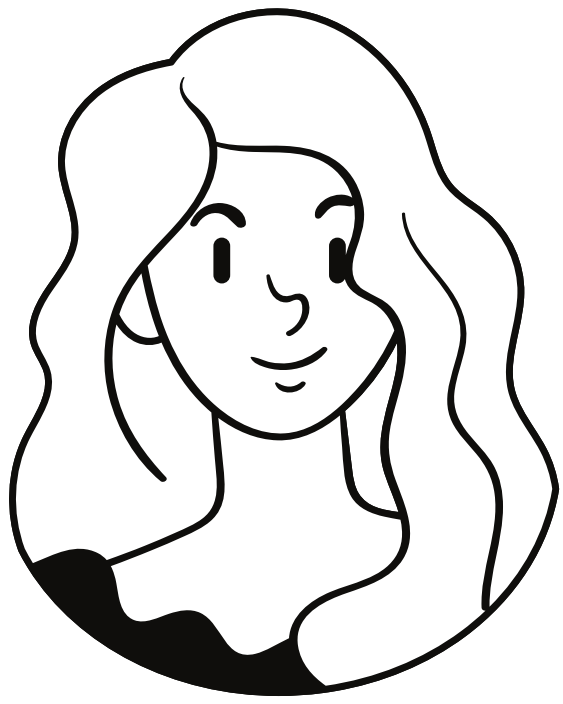
→ REUSED Website

Sell, rent and buy reused products.

Introduction

The website helps sellers sell their unwanted used items to gain extra money and free space at their home , so buyers can find products they need at a lower price.

The website provides rent service and sells only used items to encourage users to save the environment by recycling items instead of buying new one.



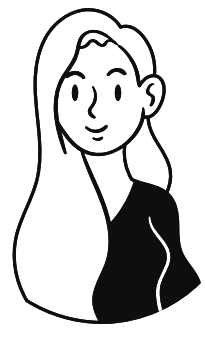
My Role

We were a group of 5 members , the project took 5 weeks to finish.

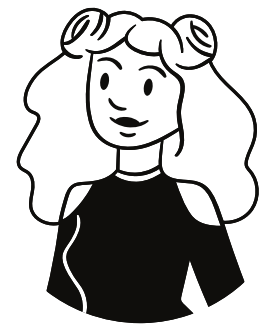
- WEEK1:User research. As a ux researcher
- WEEK2: Defining the problem and low fidelity. As a ui/ux researcher
- WEEK3: Identify competitors mid fidelity and test plan. As a ui/ux researcher
- WEEK4: Interviews and high fidelity. Note Taker, ui/ux researcher
- WEEK5: Task flow and test plan. As a ux researcher

Gruop members:

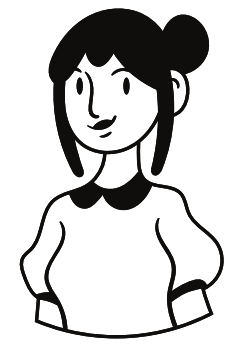
Lina



Asma

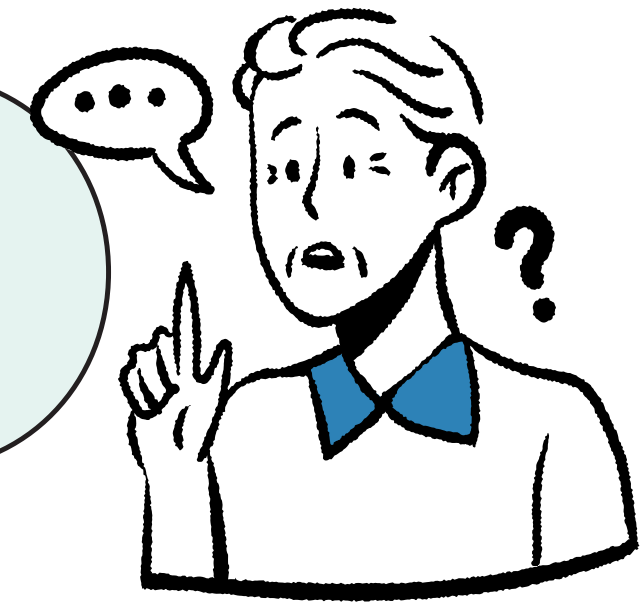


Enas



Lujain

Problems

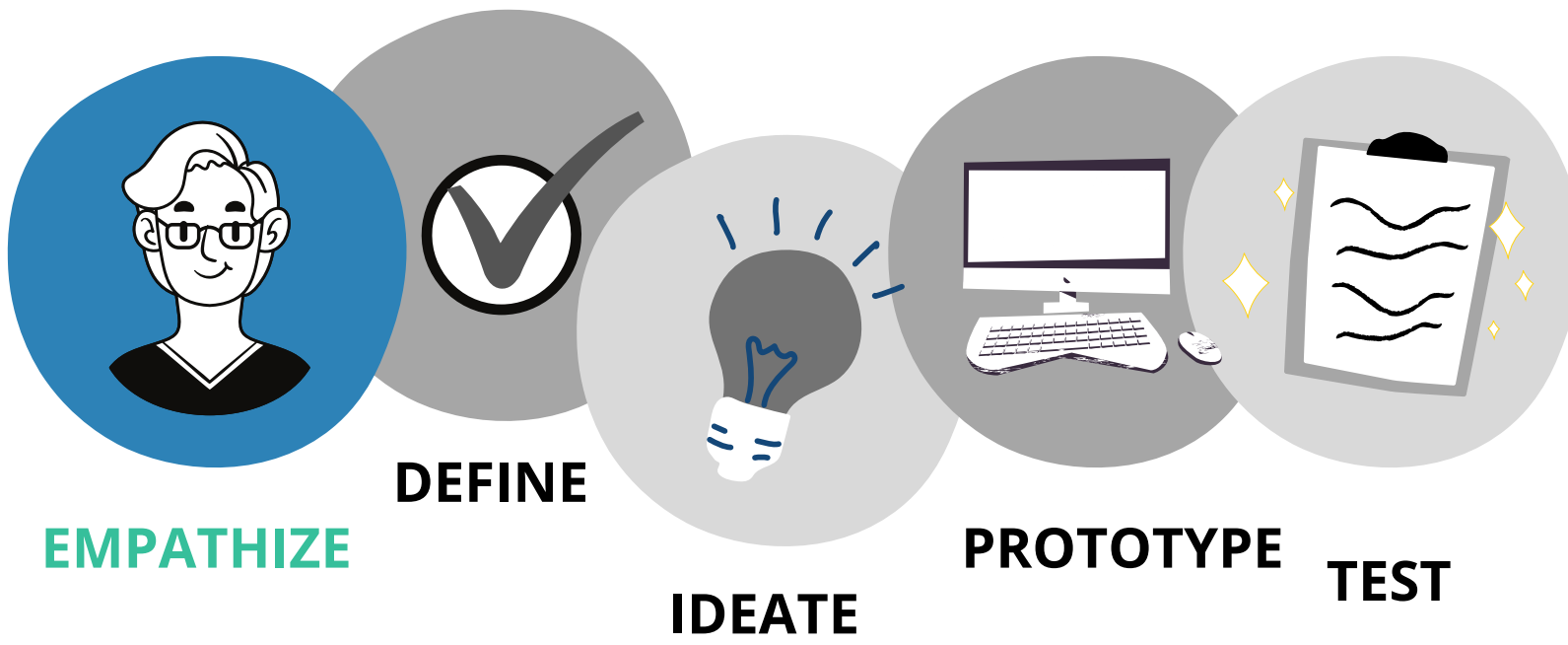


Users have concerns about quality of the used products and items , there is lack of information about the product , bad communication with the seller , unsafe payment. There is no option of renting instead of buying.

Goals

- Analyze competitors and understand domain problems.
- Identify the audience that are interested in selling, buying and renting used products.
- Explore what features or services could we provide in the website to buy and rent used products effectively.
- Understand user motivations for using our platform.

Design Process

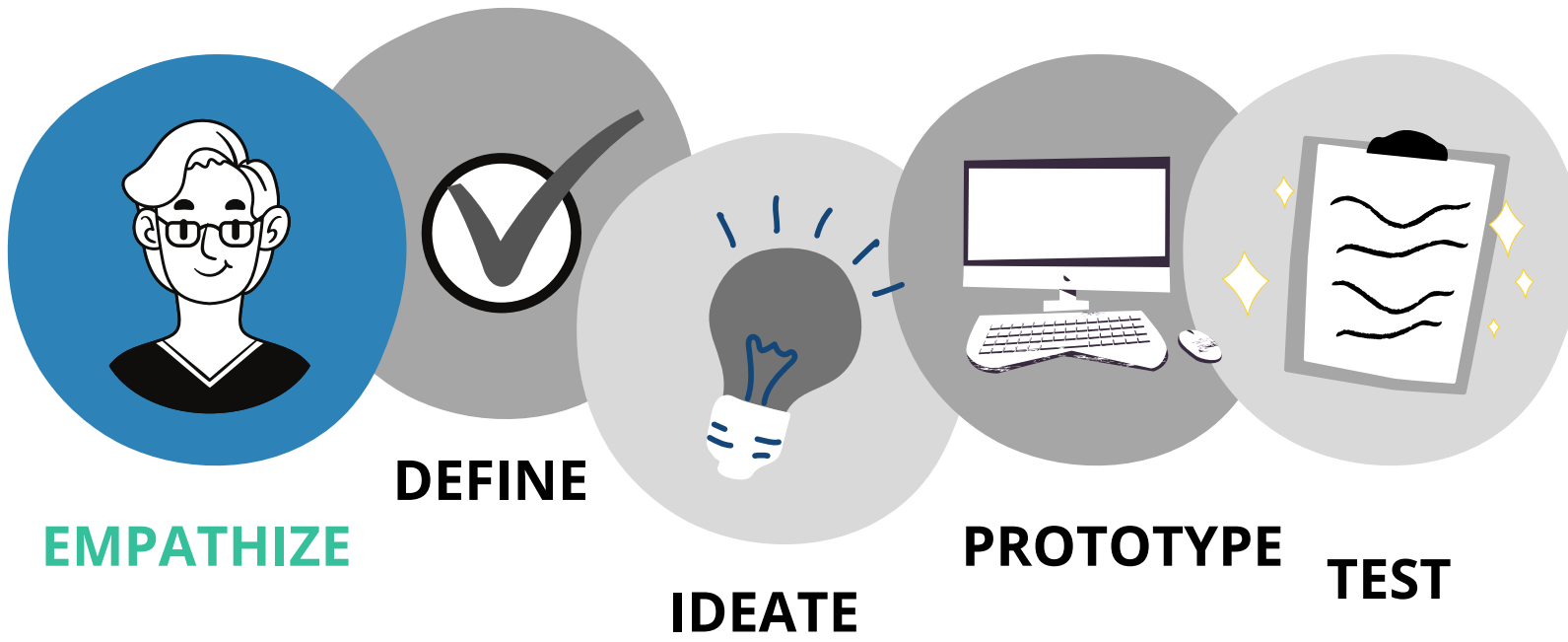


First we started by a research plan and defined our audience who will benefit from the website idea to empathize with them.

User story

Ahmed has a party with limited budget and the party needs exceeds his budget , he would like to find a store that provides low price items with acceptable condtion, after comparing with different that offers suitable products with good price and quality and also the ability to use rented products.

Click here to see the rest of stories and more



Persona

Bio: Fahad is a full-time Salesman at a store in Abha city.

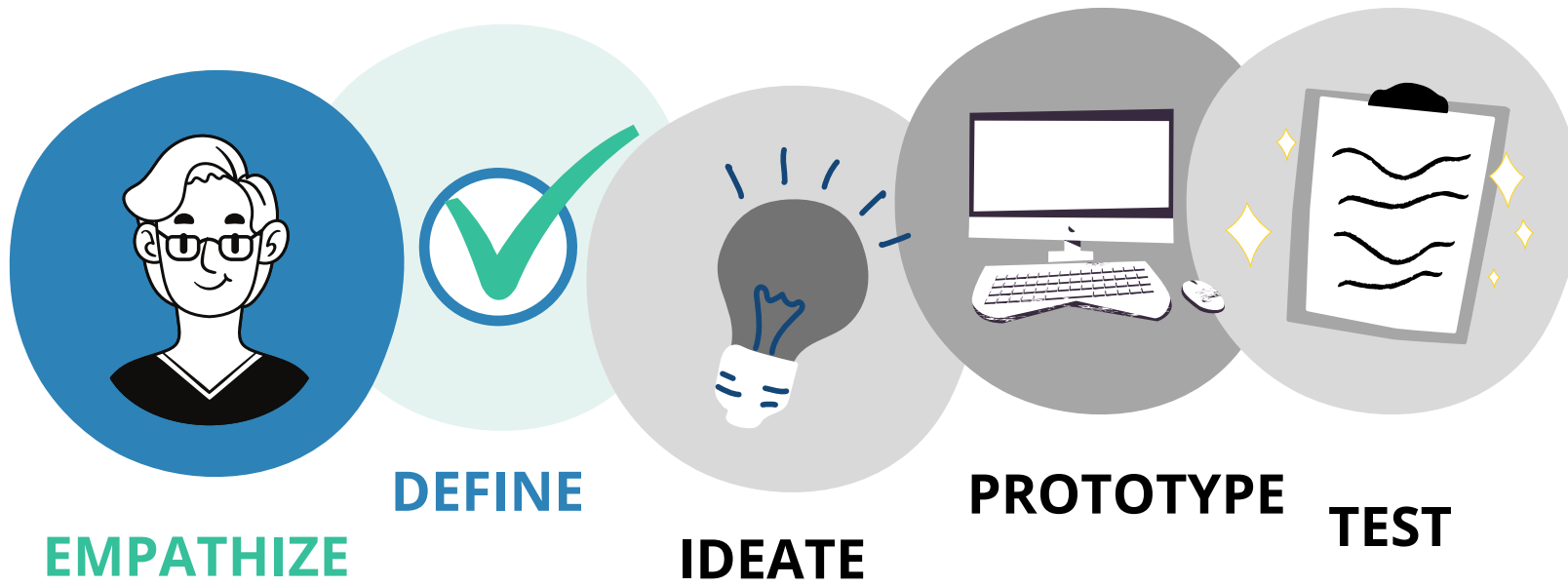
Goals

- Buy trend and elegant clothes.
- Meet new people
- Find clothes with good quilty with accabtable price.

Needs

- Not enough amount of money to buy trendy clothes.
- Staying home without doing any activity.
- Buying low quality clothes or damged from online store.

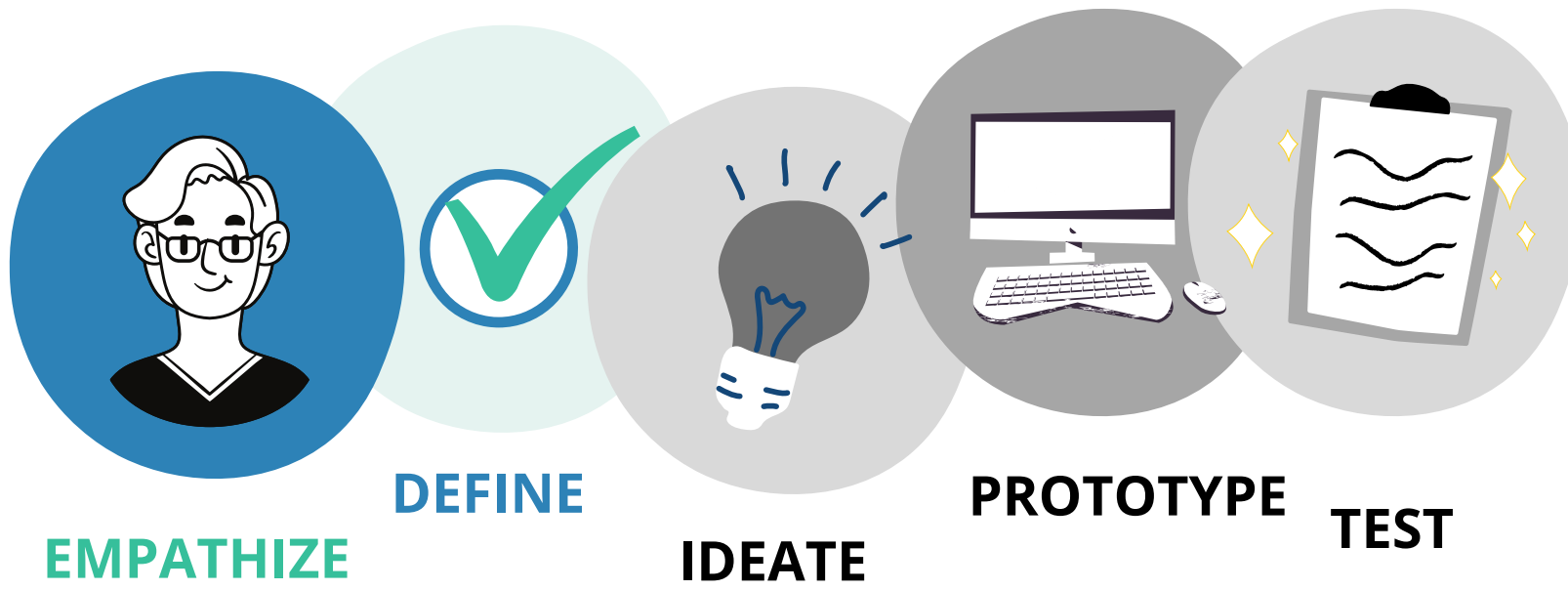
Click here to see the rest of stories and more



We did competitive analysis research to know our competitors and analyzed their strong and weaknesses points to find our opportunity and competitive advantage to work on.

Key finding

- Users need good cummuncations channel
- Easy to use website
- powerful search engine , filter and meaningful categories.

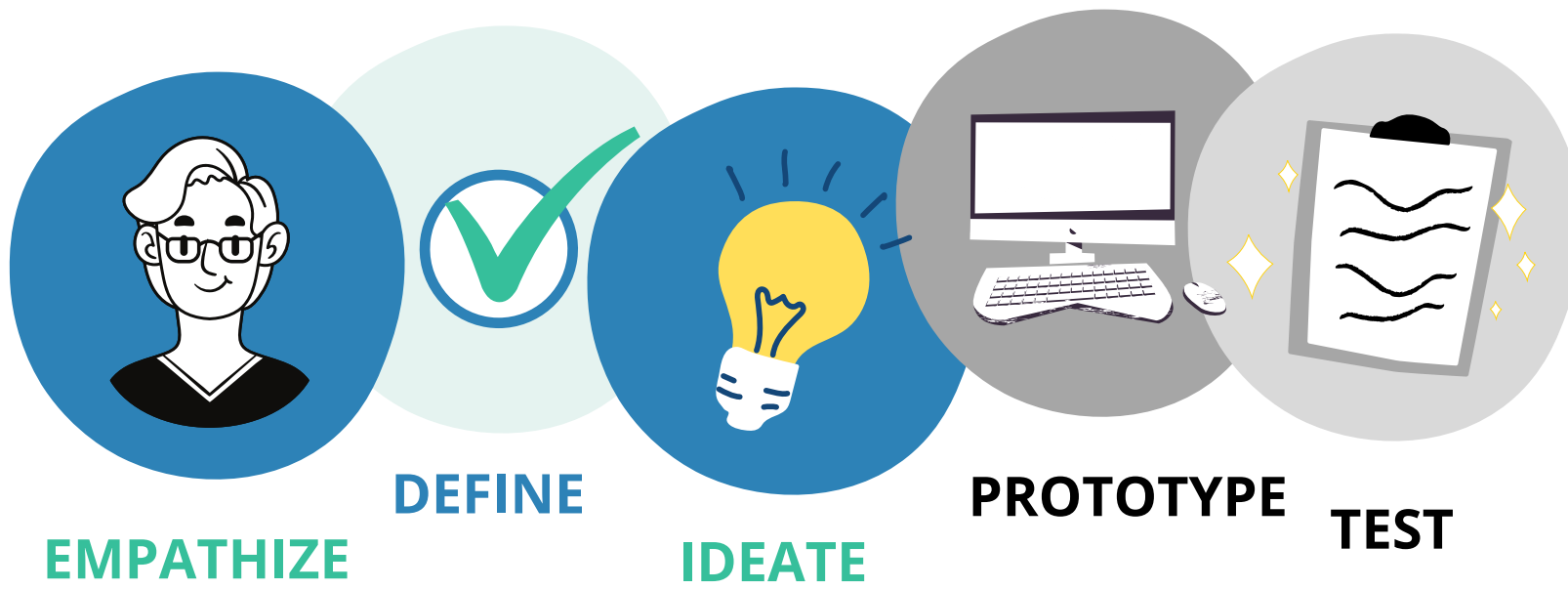


Then we defined the problem statement of the project to make features on the website based on our users' needs.

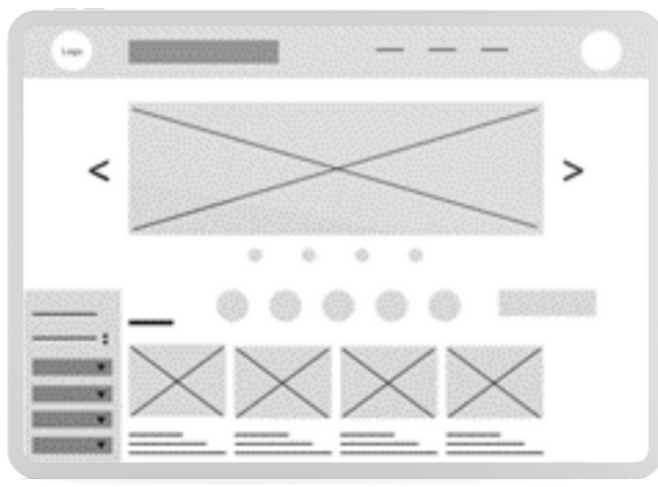
Problem Statement

- **As a** (Bushra Al zhrani), **she needs to** (trust the reused products quality, and instead of buying, she can rent items to ensure a sustainable environment.) **to solve** (contribute in recycling and raise awareness about reused products).

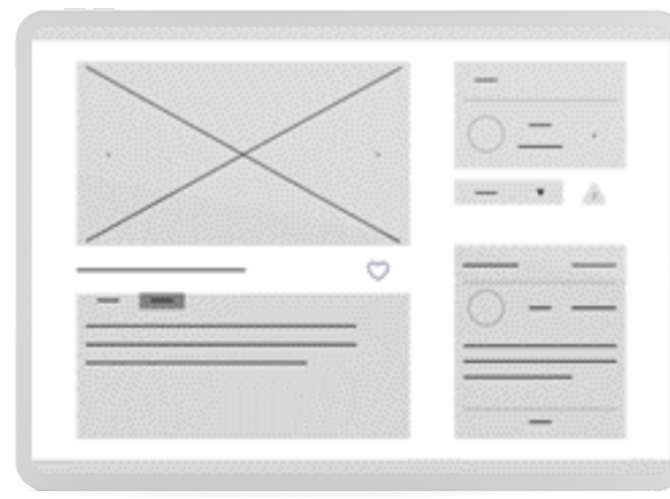
- **As a** (Ahmed Alkhaldi), **he needs** (to spend as short time as possible researching product, buy products at good price, and sell old items) **to solve** (get latest technology and electronic parts in good quality with a simple search, and not wasting money on product).



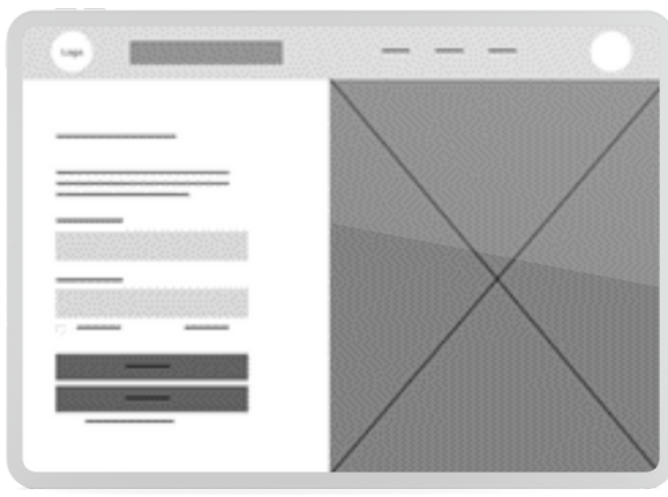
After testing the ideas and ideating them we started to sketch the website designs then convert it into low fidelity and mid fidelity using figma.



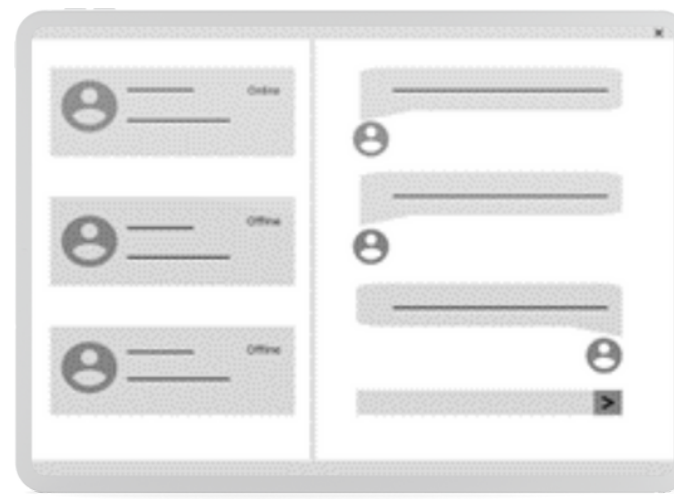
Home page



Item page

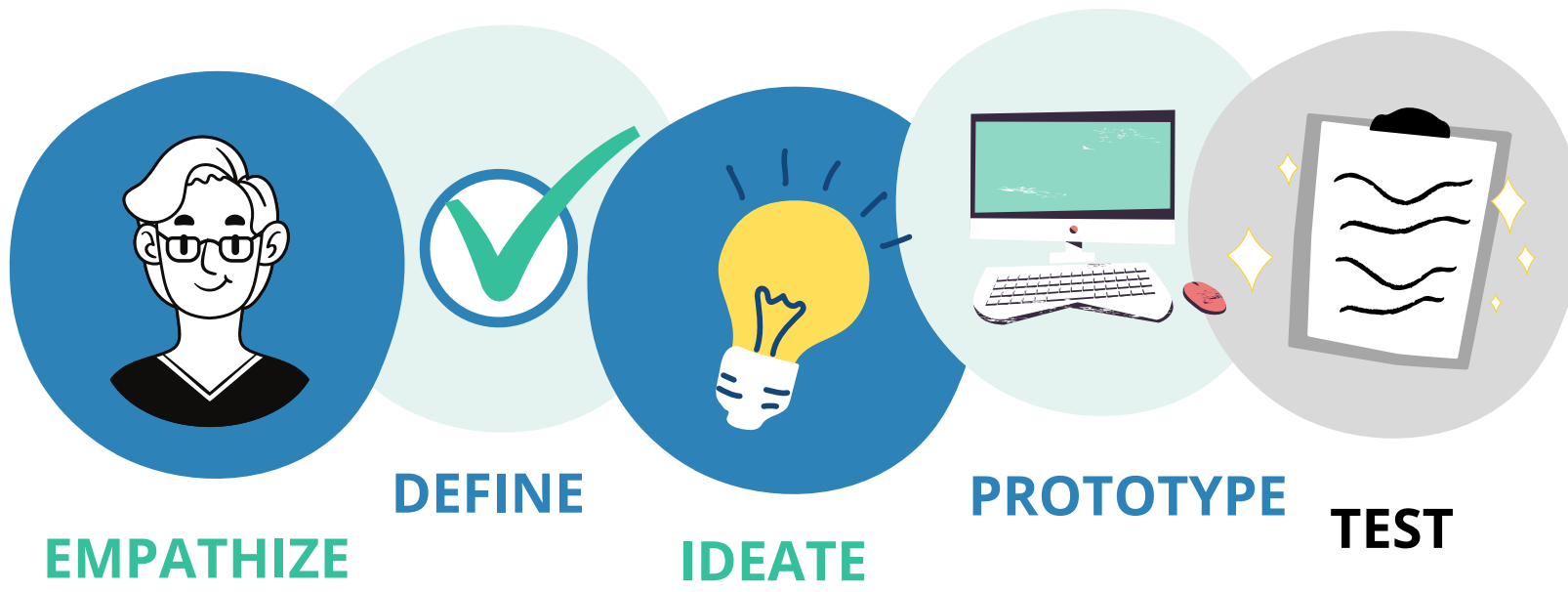


sign page

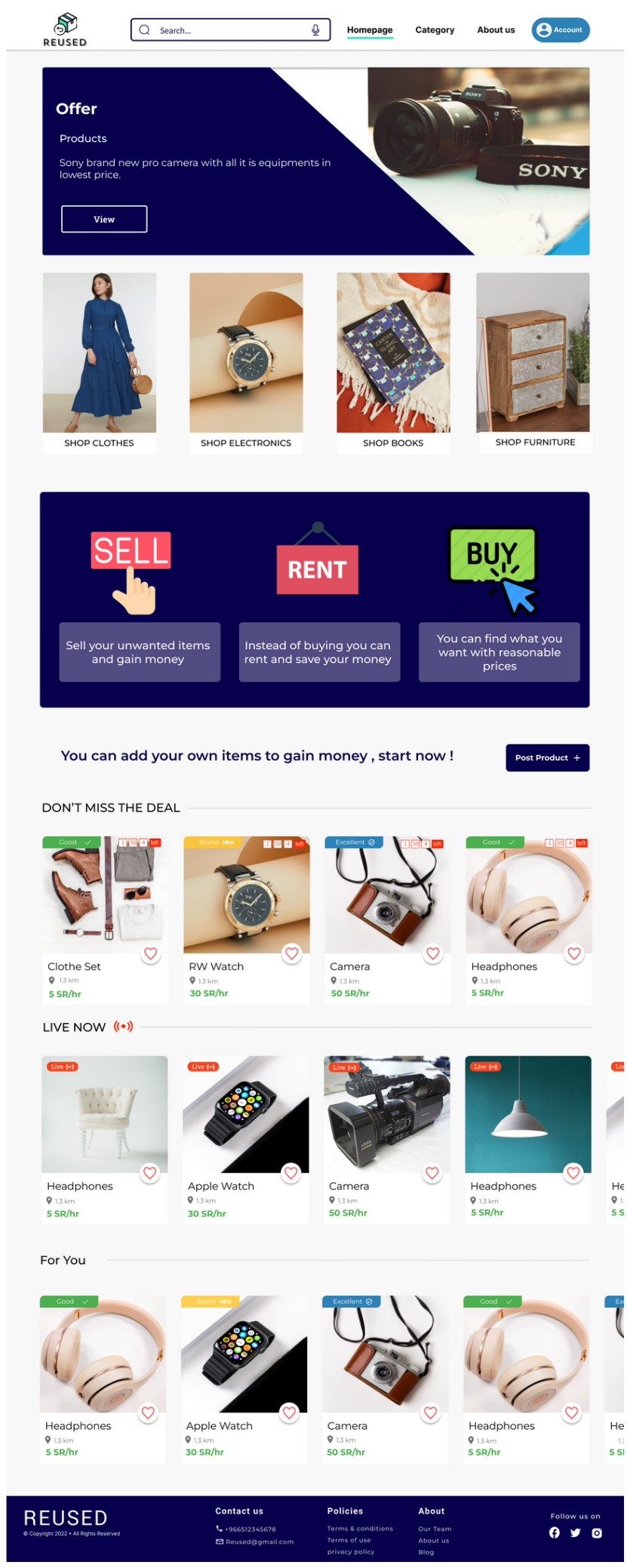


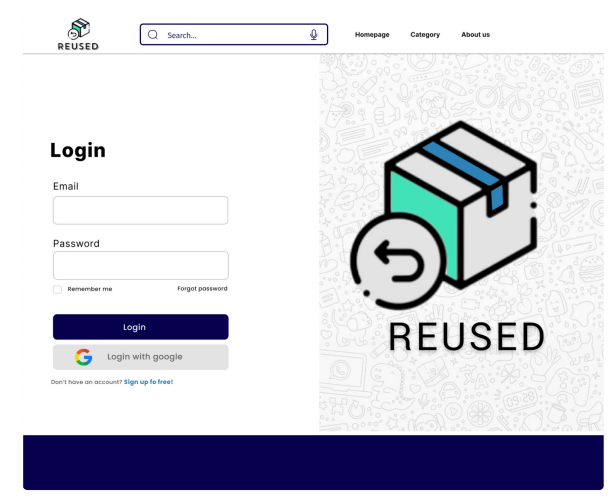
chat page

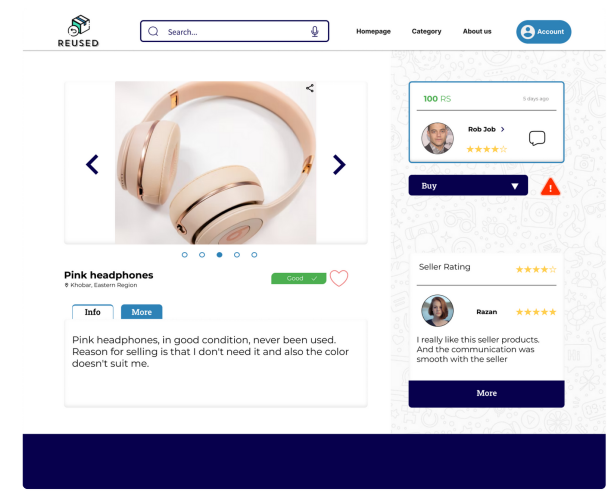
cart page

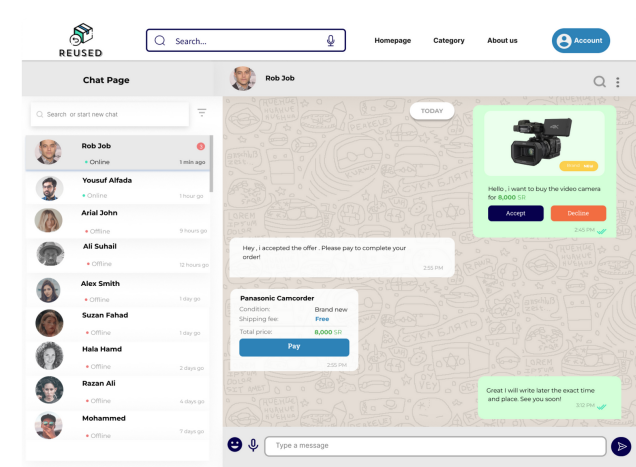


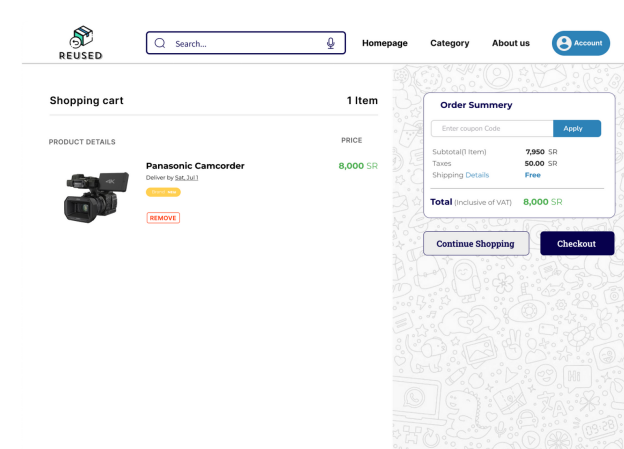
And after creating a moodboard , style tile and design system we finally converted the design into a high fidelity prototype.

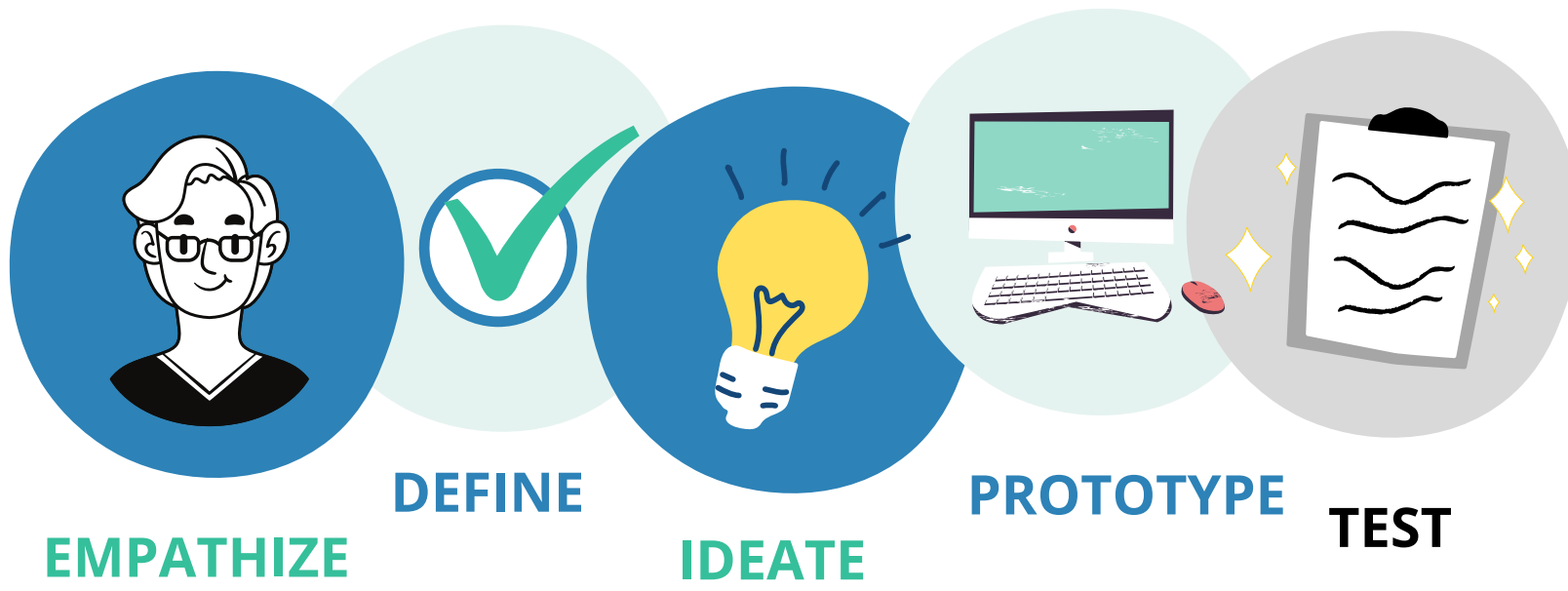






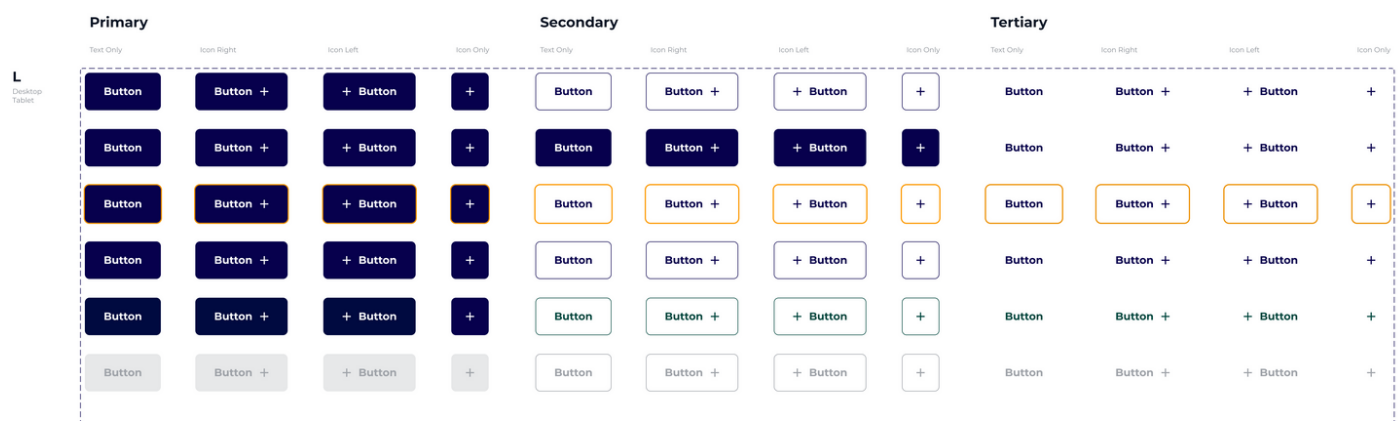




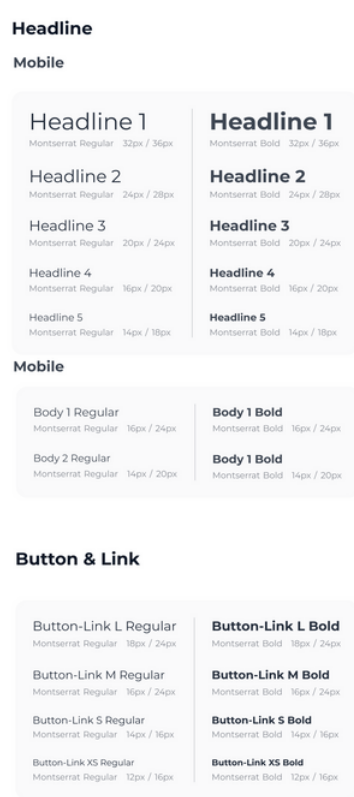


Design system

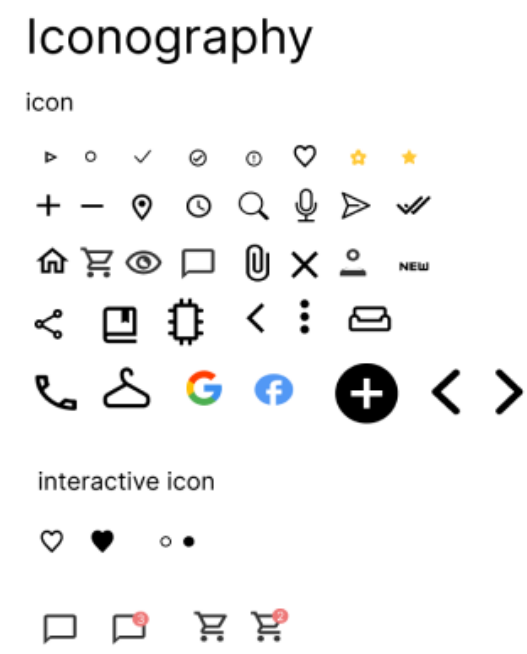
Buttons



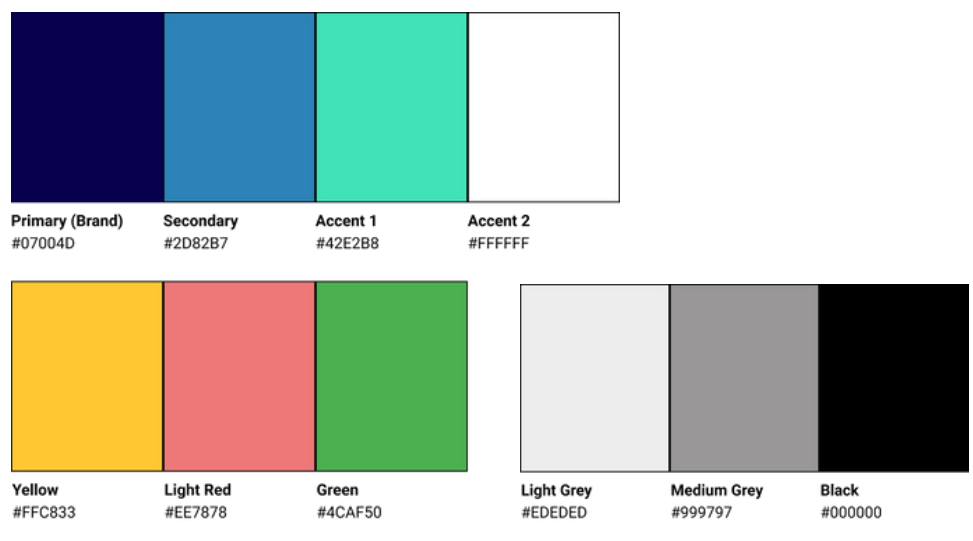
Typography

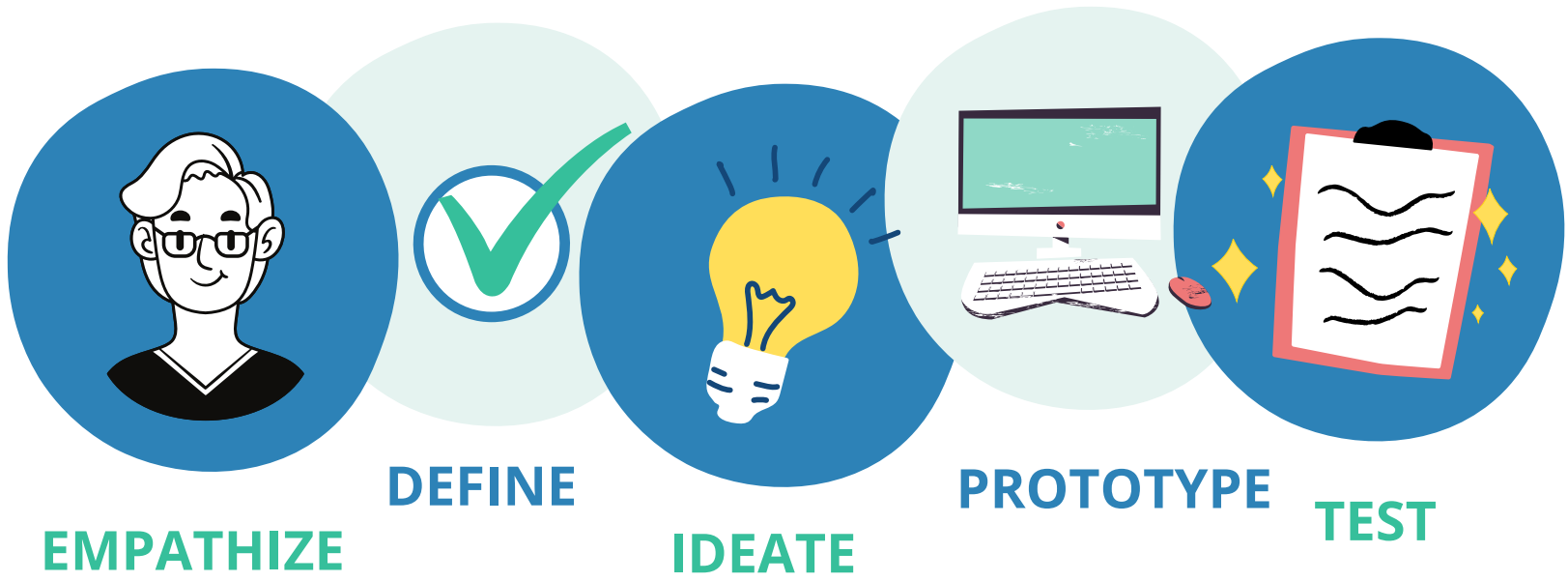


Iconography



colors

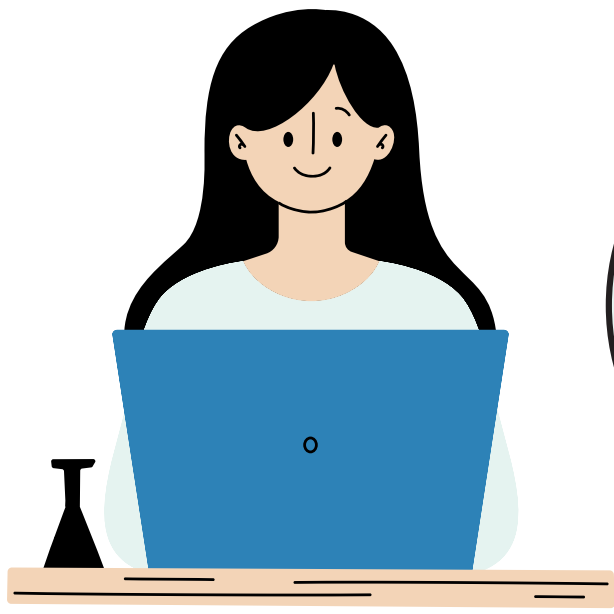




After that we entered the test phase and discovered our bugs and fixed it based on the feedback we received.

Key finding

- The app doesn't need a third-party makes it more trustworthy
- Users found the website easy to use
- Users had a good experience using the website



Results

We completed the usability testing with 100% successful rate , we made sure the website is easy to use and achieved the goals and solved the problem that we determined in the first phase of the design.

Future work

- We'd love to add a donation feature so the user can donate clothes, furniture,etc. through the app.
- Add More product categories including cars, house renting.
- We’d love to expand our customers from Saudi Arabia to worldwide customers.

Thank you