



Exchange!

exchange your textbooks for money.

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Project Duration: Two Months

Tools: Figma, Miro, Zeblin, Lookback

Challenge or Problem Overview

Exchange is an application where college students can exchange their textbooks for money.

As college textbooks are expensive and most students won't use them after they finish the course, Exchange makes it easy to hand down textbooks to students who can't afford to pay the full price or are looking to exchange their textbooks for money.



Discovery: Research & Analysis

Our team is interested in exploring opportunities in buying and selling used textbooks online.

We interviewed 2 college students on their needs, pain points, and how they use digital products to buy and sell used textbooks.

We found that students are introduced to the idea of "buying/selling used textbooks" early. They start buying/selling used textbooks in their first year in college.

And that students currently use eBay to buy/sell used textbooks.

We identified opportunities to build an application with a focus on the necessary functions of buying/selling used textbooks.

Participant 1

" I use eBay to sell/buy used textbooks'

"I like that it has a "Chat with seller" feature."

"I sell textbooks online because I have nowhere to store them"

"The last time I bought/sold a textbook online was last semester"

" I used to store my old textbooks in my basement"

Participant 2

" I use eBay to sell/buy used textbooks'

"I like that it has a "Price filter" system."

"I buy textbooks online because I can't afford to pay the full price"

"The last time I bought/sold a textbook online was this semester"

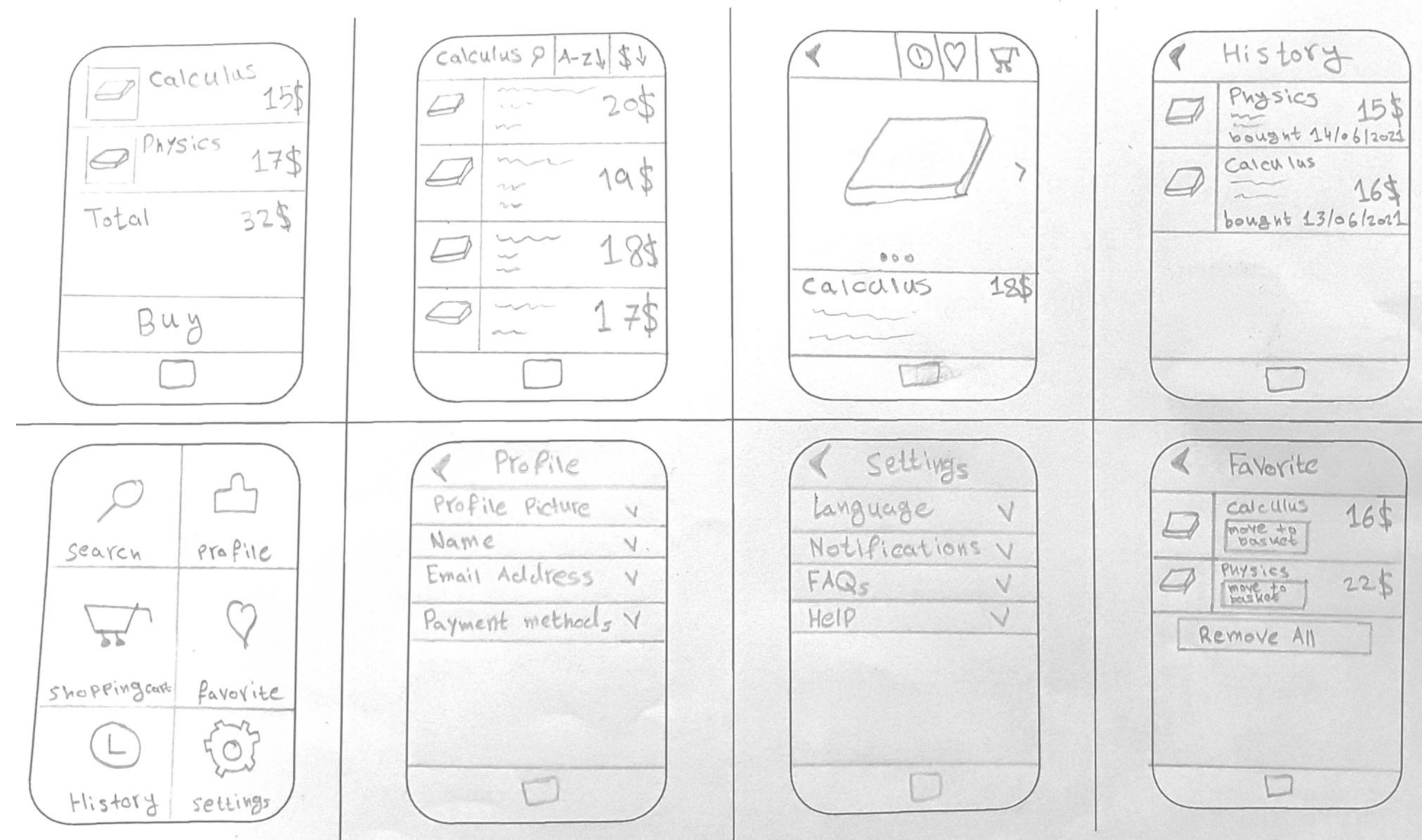
"I used to buy textbooks from my college mate once he's done with the course"

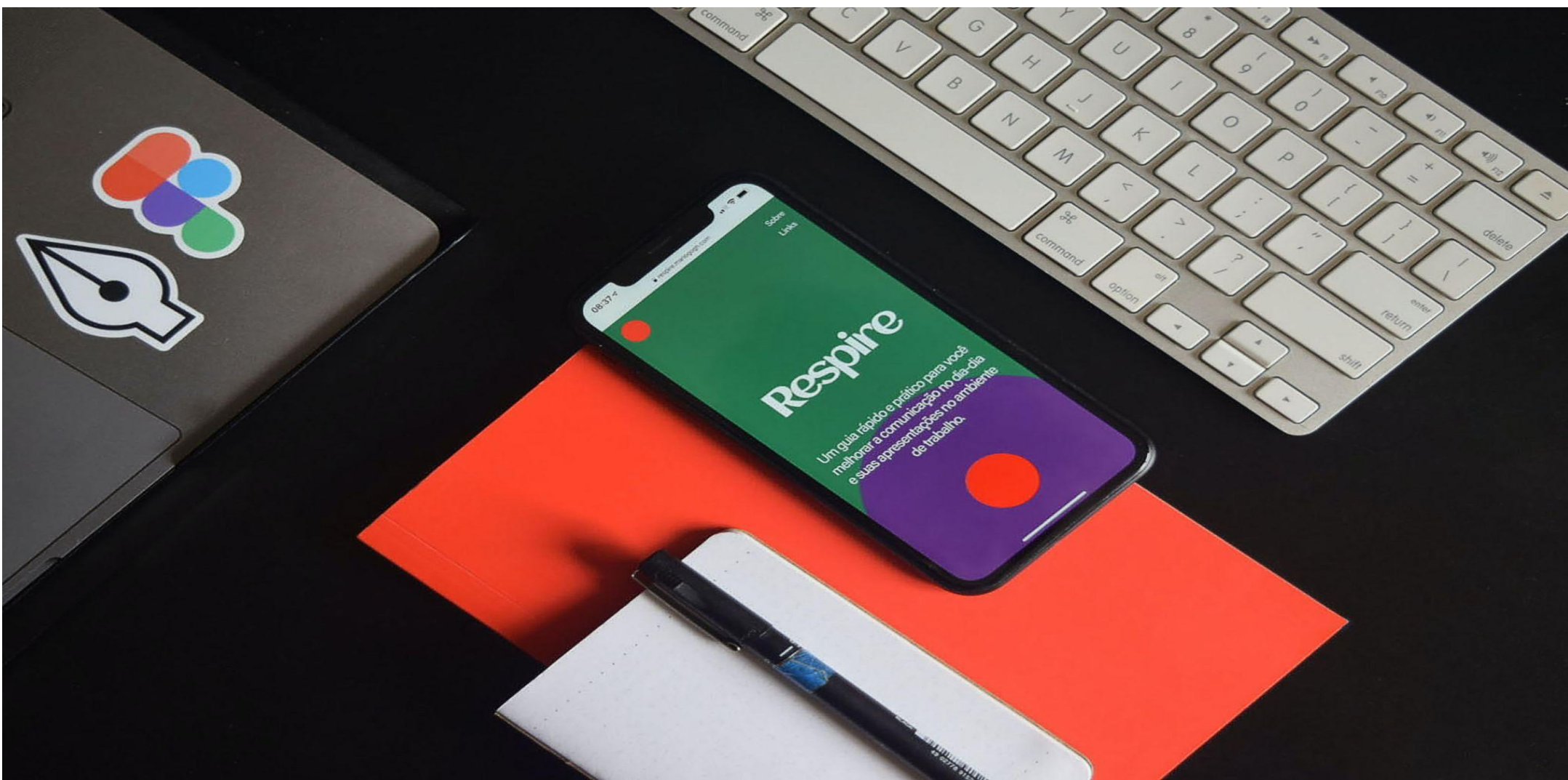
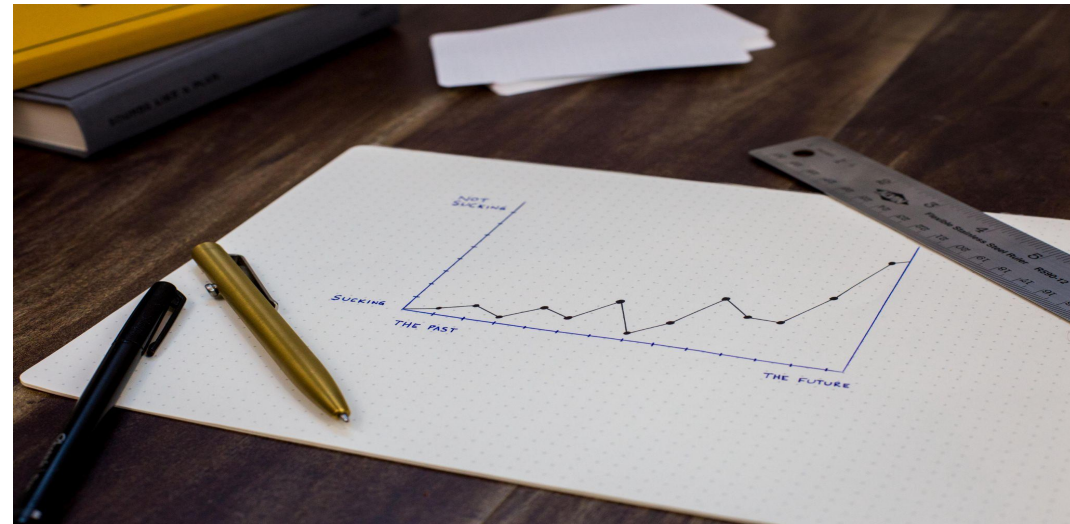
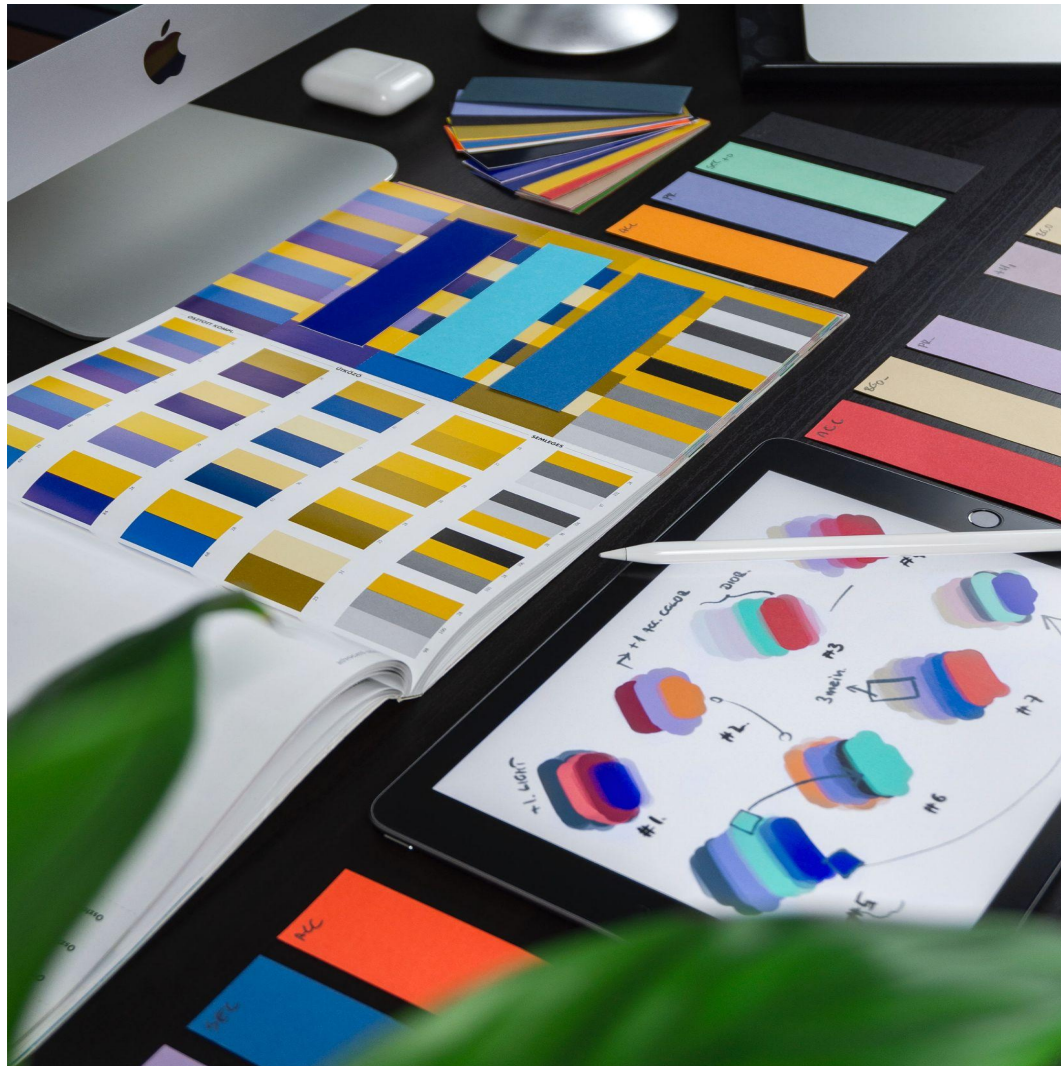
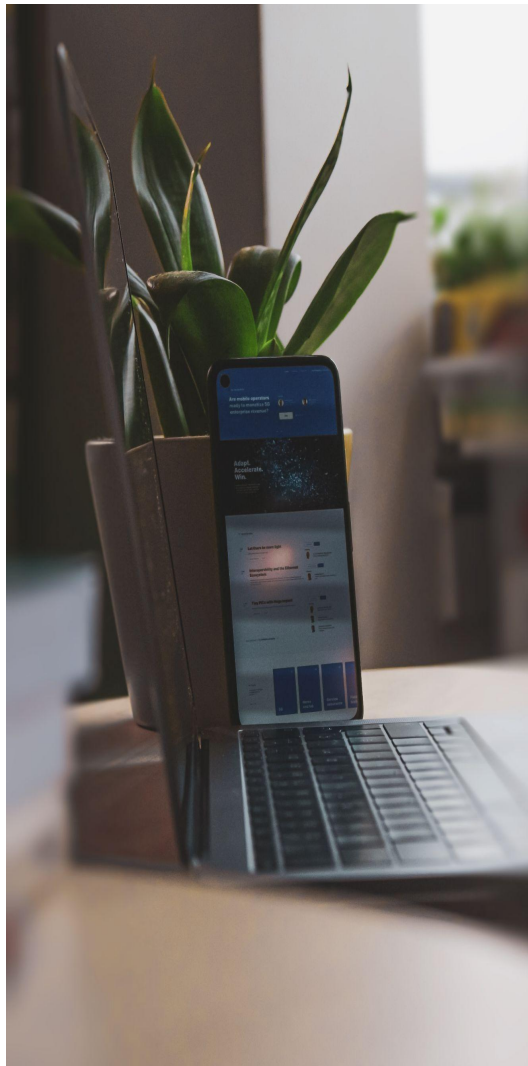
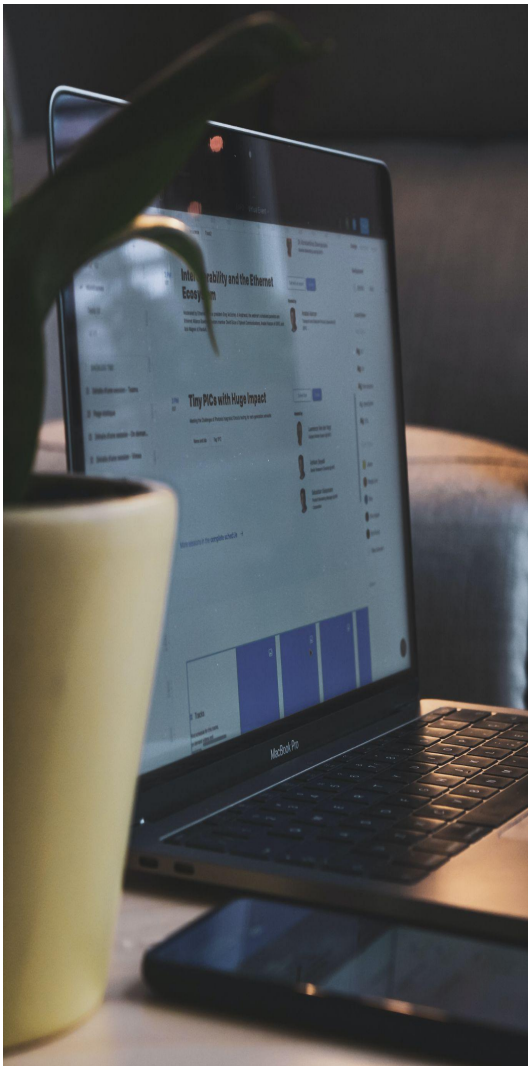
Design: Concepts & Sketching

Our focus is on making the application easy to use whilst providing the necessary functions and features for it.

We considered to add these functions:

- “Chatting with sellers” feature.
- “Price filter” feature.
- A wishlist
- A notification system.
- “Bidding” feature.





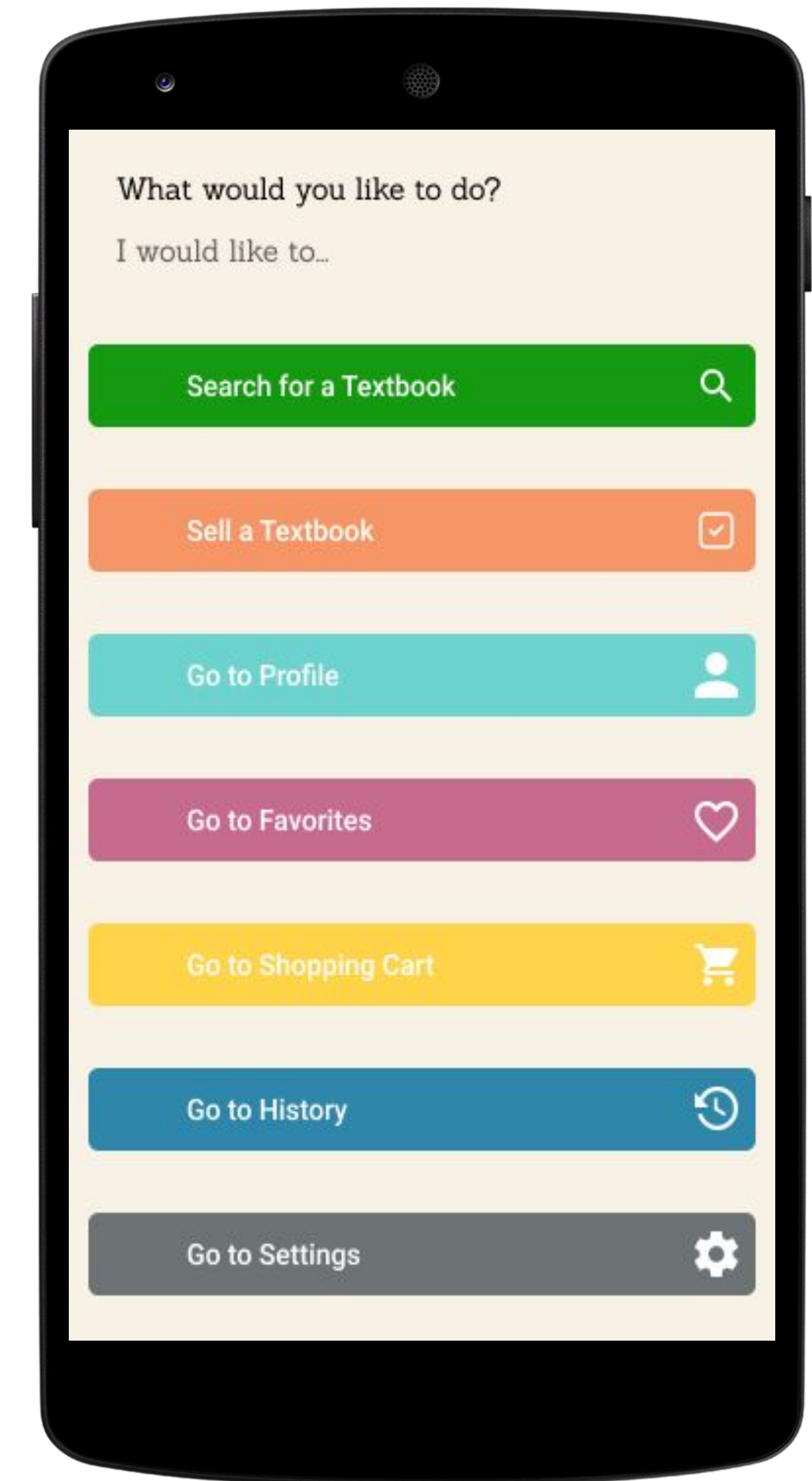
Develop: Prototyping

We conducted a Feature Ideation study as well as a Feature Prioritization study and we prioritized 3 main features:

- 1- A Shopping cart, This is important because the user needs to see what they are buying when checking out.
- 2- Price filter, This is important so the user won't search for stuff over their limit.
- 3- Alphabetic sort system, This is important to organize the user's search.

a Figma link to our prototype:

<https://www.figma.com/proto/iu1x00GCFpwfjwr1Lw1Wwr/Final-Project?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=5%3A79>



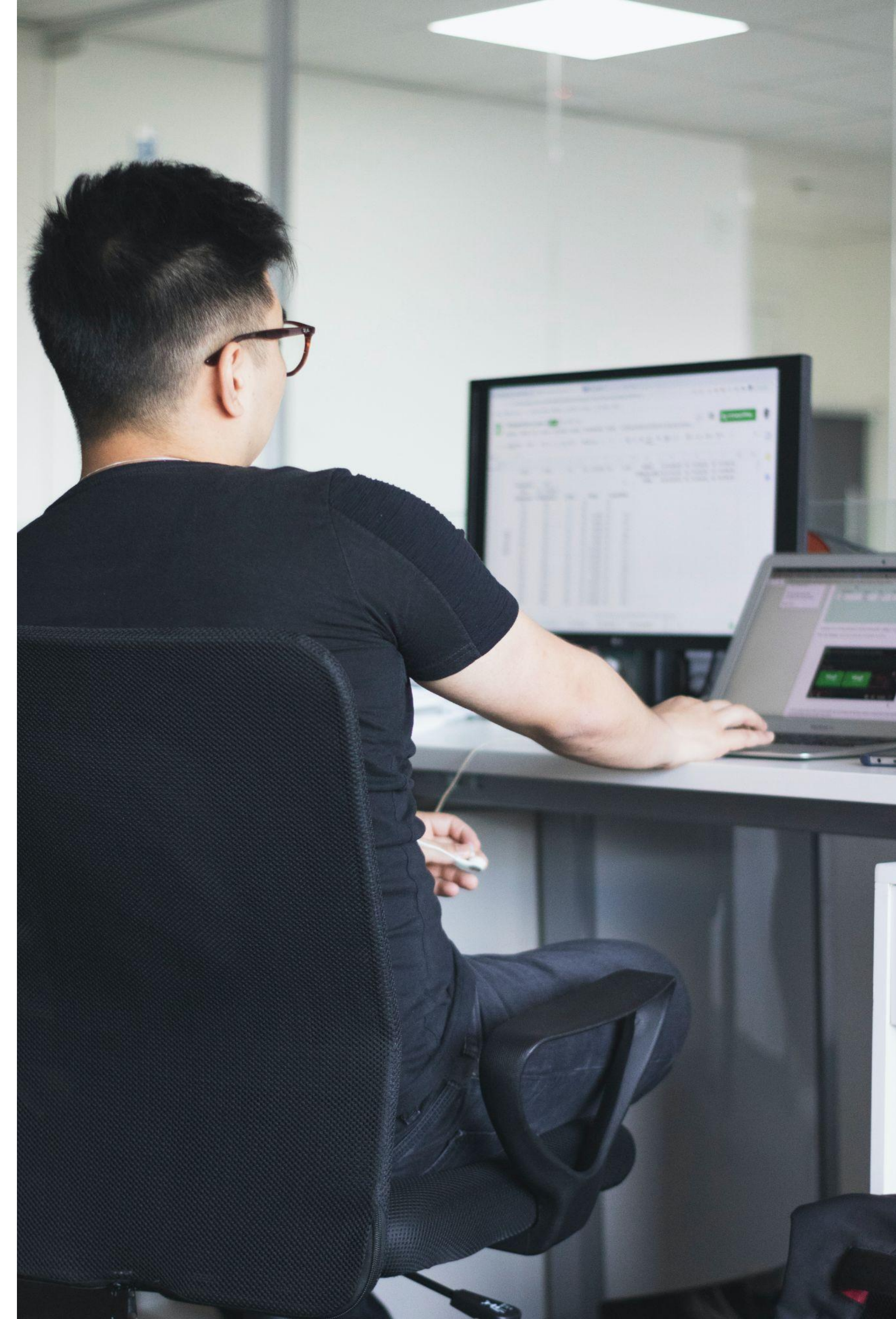
Test: Validation, Usability, Feedback

We conducted a Usability Study with one participant and took notes of the actions they made and documented them.

Then, we iterated the prototype and fixed it by making slight changes to avoid mistakes.

a Miro link to our board:

https://miro.com/app/board/o9J_l3oqAyy=



Design: Iteration

We tested our design by recruiting 10 participants using Lookback.

The tasks we have tested were:

- Participants can get to the "Profile" page.
- Participants can get to the "Settings" page.
- Participants can get to the "Search for a textbook" page.

We found that All participants managed to do the tasks required.

We also found that we need to make slight changes to the prototype like unifying the buttons' bar in all pages as well as fixing the flow of the “Previous” button.



Solution & Impact Overview

Our final solution allows the user to buy textbooks online, or sell them.

and this is really helpful for students who sell textbooks online because they have nowhere to store them, or for students who buy textbooks online because they can't afford to pay the full price.



About Me

Faisal Aljaghathami

A young professional working towards a bachelor's degree in Software Engineering at The University of Jeddah. Experienced in SQL, Programming, And designing softwares like Figma.

I started learning UX Design in my 3rd year of college. and I found it fascinating and such an interesting topic, so i've set my mind and goal to focus on learning it and improving my vision and perspective on UX Design.

