College students:
Their hopes and dreams UX

Researcher: Faisal Aljaghthami, July. 2021

Executive Summary

Since our product is at a very early stage, 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.

Key Findings

Students are introduced to the idea of "buying/selling used textbooks" early, They start buying/selling used textbooks in their first year in college.

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.

What did we want to learn?

Our team wanted to explore college students' experiences with existing applications for buying/selling used textbooks. The goal was to determine what opportunities may exist for creating a new application for buying/selling used textbooks.

Key Research Questions

- [Needs] What is essential to create a new application for buying/selling used textbooks?
- [Behaviors] How do college students currently use existing applications?

2 Participants

We recruited our participants from University of Jeddah

	Frequency of buying/selling used textbooks online	Digital products they currently use
Participant 1	Last semester	eBay
Participant 2	This semester	eBay

Key finding 1:

Students are introduced to the idea of "buying/selling used textbooks" early

Finding

All participants start buying/selling used college textbooks at the start of their college careers

Participants don't immediately buy textbooks from the store, but instead they search online for cheaper options.

"I started selling/buying used textbooks online in my first year of college." - Participant 1

Key finding 2:

Students currently use eBay to buy/sell used textbooks.

Finding

All Participants use eBay to buy/sell used textbooks online.

It's the developer's job to create features to make using the app easier for the users so We identified opportunities to build an application with a focus on the necessary functions of buying/selling used textbooks.

"I like that it has a "Chat with seller" feature." - Participant 1

"I like that it has a "Price filter" system." - Participant 2

Recommendation:

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

Things to consider:
- "Chatting with sellers" feature.
- "Price filter" feature.
- A wishlist
- A notification system.
- "Bidding" feature.

Next Steps:
- Validate findings with surveys
- Conduct foundational studies on how college students use current applications to buy/sell used textbooks.
- Run a design sprint for brainstorming

Appendix

Student behaviors

When and Where students buy/sell used textbooks online

Students are introduced to the idea of "buying/selling used textbooks" early

(P1): I started selling/buying used textbooks online in my first year of college

(P2): I started selling/buying used textbooks online when I started my major courses

Students buy/sell used textbooks frequently

(P1): The last time I bought a textbook online was last semester

(P2): The last time I bought a textbook online was this semester

Students currently use eBay to buy/sell used textbooks

(P1): eBay

(P2): eBay

What students feel about buying/selling used textbooks online

Users didn't like the alternatives of selling/buying used textbooks online

(P1): I would store my old textbooks in my basement

(P2): I used to buy textbooks from my college mate once he's done with the course

Students are motivated to buy/sell used textbooks online

(P1): I sell textbooks online because I have nowhere to store them

(P2): I buy textbooks online because I can't afford to pay the full price

Students needs

How students use apps to buy/sell used textbooks online

It's the developer's job to create features to make using the app easier for the users

(P1): I like that it has a "Chat with seller" feature

(P2): I like that it has a "Price filter" system