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INTRODUCTION

This is in fulfillment of the Summer 2022 internship assessment by Kuehne+Nagel, for the Software Analyst/Product Owner role. A new product known as VENDIDO is described starting by highlighting data collected to the problem statement, the product's main objectives, features and finally, product's value to its two user personas.

OVERVIEW

It is observed that aside from Facebook market, there is no other digital platform in Tallinn that enables people to sell or donate clothes they no longer use. Facebook market has its drawbacks because the seller and buyer have to struggle with payment transactions, inspection, and logistics on their own. Over the years, second-hand stores like Humana, Sobral Sobrate, Uuskasutus, and Paavli have been in the business of collecting, sorting and selling second-hand items. Recently, a mutual friend had to manually take all her unused clothes to a thrift store in Tallinn- this happened after she unsuccessfully tried to sell and arrange pick-up on Facebook Market. Major problems are clearly stated, following qualitative data collected, and also various feature sets are highlighted for solving these problems.

1. DATA COLLECTION

A. EMPATHIZE

- i. **User Research** - To better design a user-friendly application, I tried to understand the different potential users of this application in order to capture their feelings and sense the emotions they are having. An interview was conducted among three persons, where specific questions about "experience" were asked. The first interviewee is an international student mutual friend who currently took clothes in large quantities to sell/donate to a thrift store, the second is an Estonian who used to work in a thrift store in Tallinn, and finally a regular clothing item seller on Facebook market.
- ii. **Competitor Research**- Other platforms like Facebook market, Goodfair.com, and swap.com, and got some insights which are analyzed below.

B. DEFINE/IDENTIFY

- i. **Research Findings/Problem**- Based on findings from user research, the problems became clearer and were well defined as:
 - No digital/faster way to sell and accept clothing items, especially when they are in large quantities.
 - Facebook Market works, but might sometimes trust issues arise between sellers and buyers.
 - Sellers and buyers go through the stress of arranging pickup, logistics, payment, and inspection manually.
 - Time wasted for both parties- i.e. for cases where buyers reject an item after inspection.

Based on findings from competitor research, these were identified;

- Facebook market deals with a large number of items but this application will focus only on donations and sales of clothing items at the initial stage for prioritization and MVP sakes.
- Most of the companies are located in the U.S.

PRODUCT GOAL: Based on data gathered and the problems defined above, the product goal is to enable **the sales/donation, payment, and collection of pre-owned clothing items between sellers and thrift store owners in Tallinn.**

2. **PRODUCT DESCRIPTION**

- A. **WHAT IS VENDIDO?** - Vendido is a user-friendly mobile app that enables the connectivity between sellers of preowned clothing items and different thrift store owners within their locality.
- B. **USER PERSONA-** Two Vendido user personas are represented, keeping in mind the seller (pre-owned clothing owner) as User 1 and the Thrift Store Manager/owner as User 2.

Anastasia

ABOUT THE USER
Anastasia is a UX Designer. She always buys clothes. She wants to declutter her wardrobe

DEMOGRAPHIC INFORMATION

- Age: 26
- Location: Tallinn
- Occupation: UX Designer
- Average Income per year: €26,220

MOODS AND PERSONALITY
(Loves clothes, Fashion lover and a Shopaholic).

PROBLEMS


- Stress of taking clothes to thrift store.
- The most popular Facebook market process are not fully digital and no donation process.
- Inspection, payment and delivery process has to be decided and personally handled.

GOALS AND NEEDS

- To declutter her wardrobe of clothing items she no longer wears.
- To safely connect with different thrift stores that needs her clothes.
- To quickly sell/donate a dress delivered in the wrong size.
- To have a stress-free logistics and payment transaction process.

CHALLENGES

- Trust issues with payment from buyers.
- High-pressure scenario
- Limited time for pick up arrangements.
- Time wasted if buyers inspection goes wrong.



Nina

ABOUT THE USER
Nina owns a clothing Thrift store in the heart of Tallinn. She collects pre-owned clothing.

DEMOGRAPHIC INFORMATION

- Age: 50
- Location: Tallinn
- Occupation: Thrift store owner.

MOODS AND PERSONALITY
(Business minded, active and understands how to use Tech. Mobile apps.)

PROBLEMS


- Limited online platforms for collecting clothes
- Limited platform for connecting and bidding for high quality clothing .

GOALS AND NEEDS

- To connect with people that are willing to sell/donate pre-owned clothing items via a safe and easy to use application.

CHALLENGES

- Low inflow of clothing varieties because of the alternative facebook marketplace



C. **PRODUCT FEATURES-** Based on collected data from interview findings and competitor analysis, these are the features that Vendido has- depending on each user persona.

SELLER	THRIFT STORE OWNER
<div>Register</div> <div>Log in</div> <div>Upload/List items for sale or donation</div> <div>Cancel listing</div>	<div>Register</div> <div>Log in</div> <div>Display listed items available for sale or donation</div> <div>Contact seller</div> <div>Pay for item</div>

D. **INFORMATION ARCHITECTURE** (User 1 and User 2)

Sign Up / Sign In

Home

Sell Item

Upload Product Details

Set Product Price

Save Listing

Donate Item

Upload Product Details

Save Listing

Uploaded Items

View Listing

Edit Listing

Cancel Listing

Listing Status

Track Views

Track Acceptance Status

Inbox

Profile

Sign Out

Change Password

Sign Up / Sign In

Home

Uploaded Items

View Listing

Contact Seller/Donor

Inbox

Payment

Debit/Credit Card

Online Banking

Profile

Sign Out

Change Password

3. PRODUCT VALUE

- For individuals who desire to declutter their wardrobe of unused clothing items, Vendido is a mobile application that enables and handles the “sales and donation of unused clothing items” to interested Thrift store owners within one platform. Unlike Facebook Marketplace which only enables the display of items while other processes like pick-up, payment, logistics, etc. are manually handled by sellers/buyers.
- For thrift store owners who desire to collect unused clothing items, Vendido is a mobile application that enables the “purchase and collection of unused clothing items” from sellers. Unlike the manual process of collecting clothing items physically at the store.

4. PRODUCT DESCRIPTION WITH USER STORIES

The **features of the Vendido mobile application** have been broken down into **Epics**, and further into **User stories**. The diagram below shows the Epics and their further breakdown into user stories.

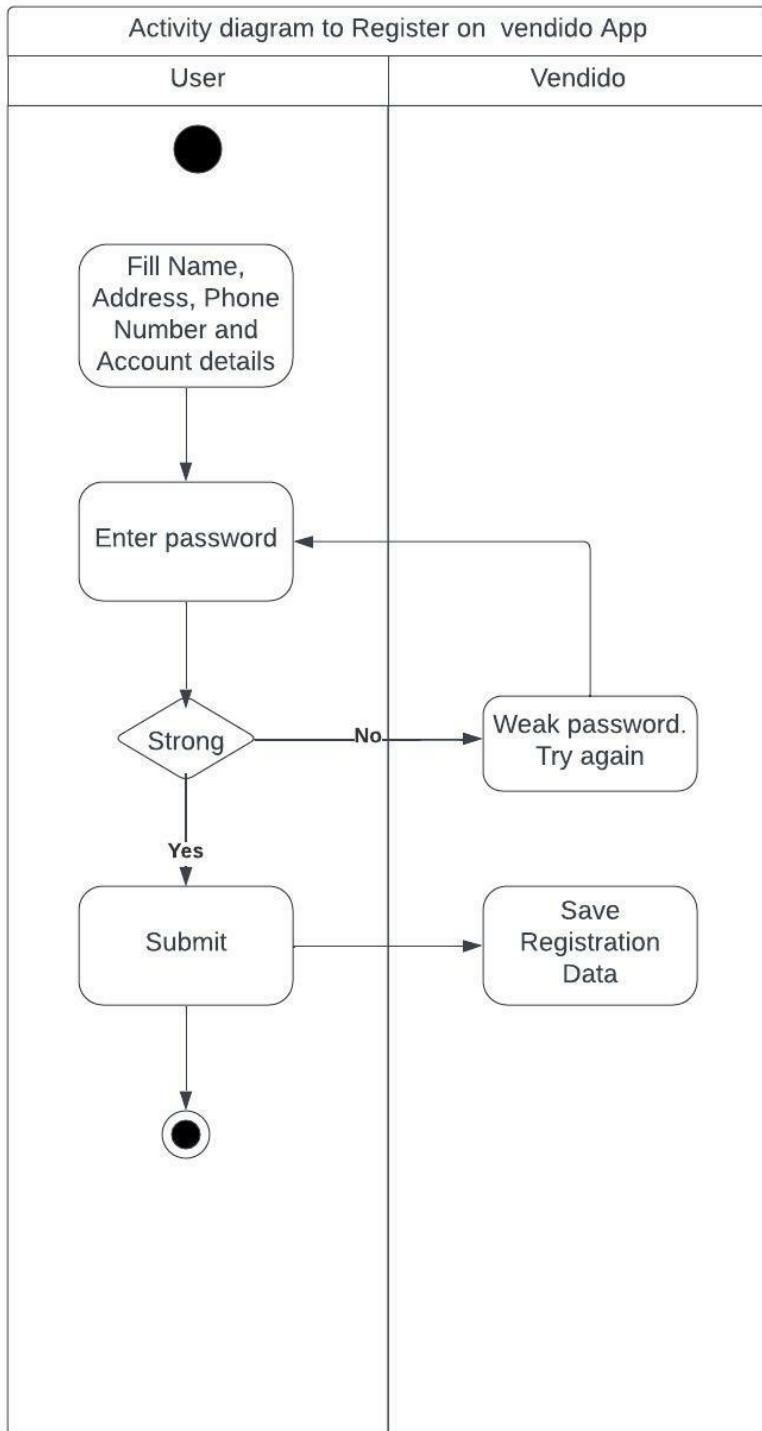


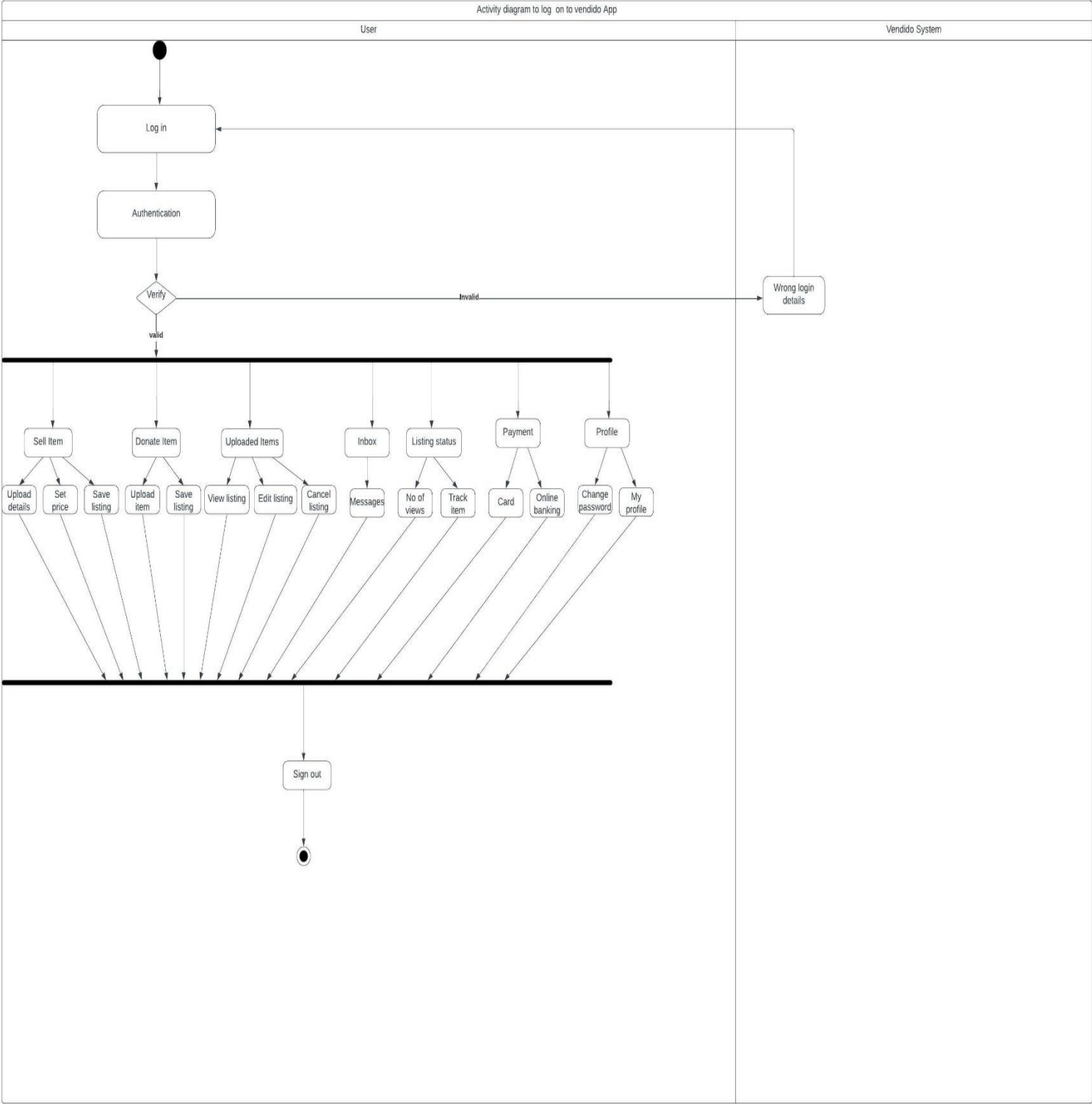
A. USER STORIES DESCRIPTION

User stories highlighted in the diagram above will be further described into **26 User stories** to capture two different users and enable easy understanding for the Development Team.

EPICS	Register	Log in	Sell Item	Donate item	Uploaded Items	Inbox	Listing Status	Payment	Profile
USER STORIES	1. -As a first time user -I want to enter my full name and address. -So that, I can be registered as a user	5. -As a registered user, -I want to enter registered name. -So that I can have access to the app features	7. -As a seller, I want to upload items and details. - So that Thrift store owners can see available items for sale	10. -As a seller, -I want to upload items and details. -So that Thrift store owners can see free donated items	12.-As a seller, -I want to view uploaded items -So that I can see how they are displayed.	17. As a seller, -I want to view messages -So that I can see system notifications or messages from thrift store.	19. As a seller, -I want to track views on listed item -So that I can know how many thrift stores have seen my listing.	21. As a seller, -I want to pay for items using my debit/credit card -So that item status changes to “sold”.	23. As a seller, -I want to sign out -So that I can end use of the application
USER STORIES	2. -As a first time user, -I want to enter my phone number. -So that I can be registered as a user	6. As a registered user, -I want to enter my registered password. -So that, I can have access to the app features	8. -As a seller, - I want to set price for uploaded item -So that Thrift store owners can see price of items before purchase.	11.-As a seller, I want to save listed item -So that donated item can be stored and displayed.	13. As a Thrift store owner, -I want to view listed items -So that I can choose what to buy.	18. As a Thrift store owner, -I want to view messages -So that I can see system notifications or messages from seller.	20. As a seller, -I want to track acceptance status -So that I can monitor item pick-up and when item passes thrift store owners’ acceptance criteria	22. As a seller, -I want to pay for items via online banking -So that item status changes to “sold”.	24. As a seller, -I want to change my password -So that I can keep my account safe.

5. UML DIAGRAM FOR “REGISTER” ACTIVITY (new user) and “LOG IN” ACTIVITY (existing user)



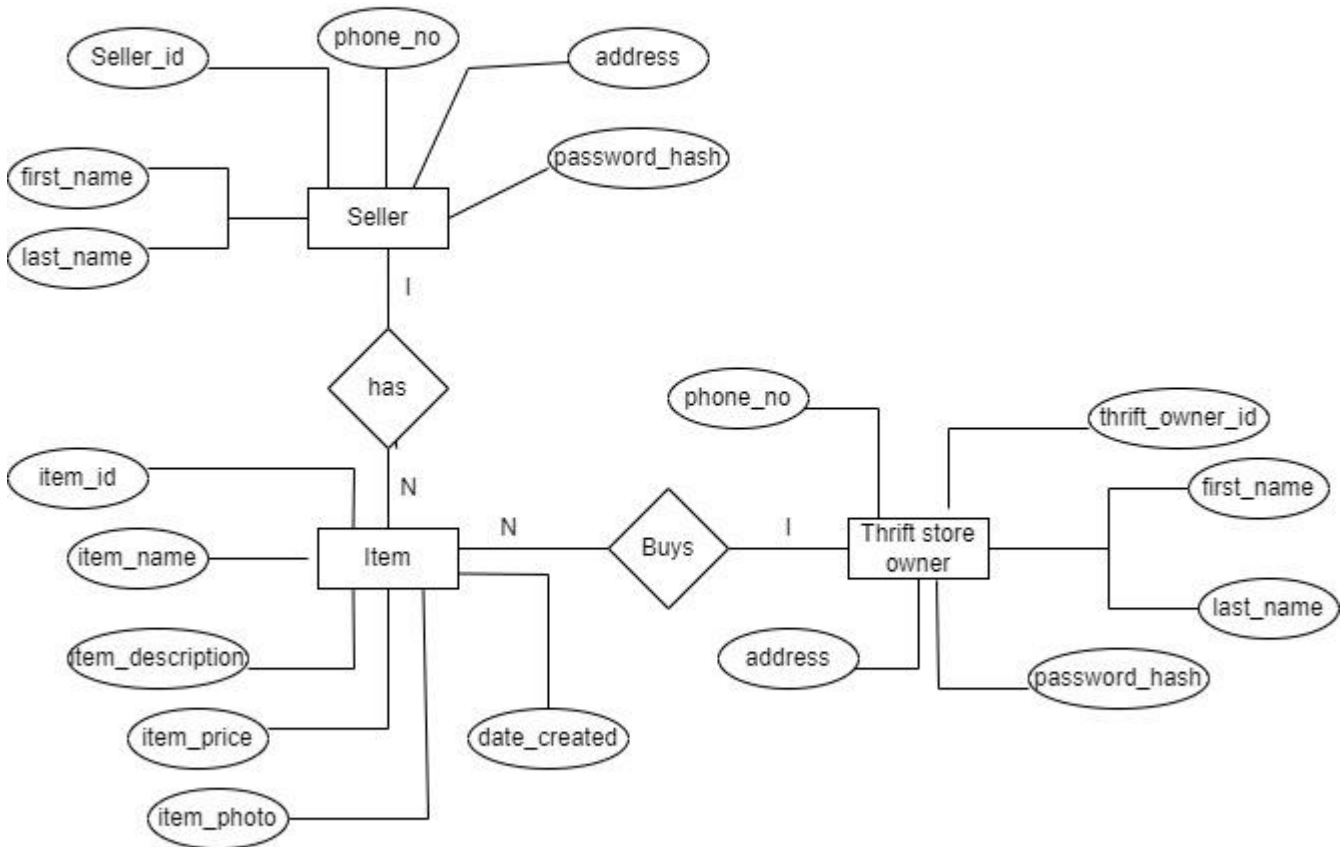


6. ENTITY-RELATIONSHIP DIAGRAM

The ERD diagram shows three entities and their attributes, as well as the relationship between them.

VENDIDO MOBILE APP

ENTITY RELATIONSHIP DIAGRAM



RELATIONSHIP: One Seller can have many Items (1-to-N)
and One Thrift store owner can buy many items (1-to-N)