

Section 4: User Experience UX Design Integration

Alex (Persona 1): Buyer looking to get the product out of needs as fast as possible with no or minimal fees



Customer Journey Map (Alex):

Alex Urgent, Goal-oriented Buyer					
ACTION \ STEP	Awareness	Search	Decision	Transaction	Post-Purchase
TOUCHPOINTS	Hears about app (e.g. words of mouth; posters in dorm; advertisement on accommodation whatsapp group; ...)	Uses Furniswap's search tools for instant location matching and to filter by available items, price, characteristics	Listing detail page (price, open to negotiation, etc...), seller reviews	Agreeing to cash or fee-free handover	Receiving follow-ups: rating request, sharing experience
CUSTOMER ACTIONS	Downloads Furniswap		Making a purchase	Coordinating immediate pickup/meetup	May recommend to other people
Alex is looking to get a specific product that they need as fast as possible with no or minimal fees. The item must be nearby and must not require shipping.			<ul style="list-style-type: none"> Fast access to nearby furniture listings with urgency Clear, no or minimal fee transactions with simple cash or direct exchanges Instant communication and easy scheduling for quick pickup within the student accommodation 		

Maya (Persona 2): Buyer who is browsing for items without a clear goal who compulsively buys



Customer Journey Map (Maya):

Maya Compulsive Buyer					
ACTION \ STEP	Awareness	Search	Decision	Transaction	Post-Purchase
TOUCHPOINTS	Hears about app (e.g. words of mouth; posters in dorm; advertisement on accommodation whatsapp group; ...)	Scrolls listings without specific goal	Listing detail page	Agreeing to cash or fee-free handover	Receiving follow-ups: rating request, sharing experience
CUSTOMER ACTIONS	Downloads Furniswap	Clicks on eye-catching items	Initiates chats with sellers impulsively	Coordinating immediate pickup/meetup	
Maya is frequently browsing for items without a clear goal, and ends up compulsively buying in some cases.			<ul style="list-style-type: none"> Wants easy, fun browsing with lots of appealing choices. Expects quick, low-friction buying options. Looks for social proof and trust signals. 		

Petr (Persona 3): Buyer who has a tight budget and is sensitive to the price, looking for the cheapest available item



Customer Journey Map (Petr):

Petr Price-Sensitive Buyer					
ACTION \ STEP	Awareness	Search	Decision	Transaction	Post-Purchase
TOUCHPOINTS	Hears about app (e.g. words of mouth; posters in dorm; advertisement on accommodation whatsapp group; ...)	Uses filters extensively for price range (low-high)	Compares listings carefully (reads each description, considers trade-offs to save money, checks seller rating)	Agreeing to cash or fee-free handover	Receiving follow-ups: rating request, sharing experience
CUSTOMER ACTIONS	Downloads Furniswap		Initiates chat with seller to negotiate	Coordinating immediate pickup/meetup	
Petr filters listings for the lowest price, compares condition details, negotiates a bit with sellers, and confidently buys the best deal within their tight budget.			<ul style="list-style-type: none"> Needs clear, accurate pricing and condition info. Seeks simple filters and best deals upfront. Wants a smooth, transparent checkout. 		

Sarah (Persona 4): Seller who is occasionally selling his furnitures when they are not needed, sensitive to the ease of doing so with minimal fees and without having to ship anything



Customer Customer Journey Map (Sarah):

Sarah Occasional Seller					
ACTION \ STEP	Awareness	Listing Preparation	Communication	Transaction	Post-Sale
TOUCHPOINTS	Hears about app (e.g. words of mouth; posters in dorm; advertisement on accommodation whatsapp group; ...)	Evaluating potential price in app (comparing to existing listings; etc....)	Notification from app or email	Agreeing on method of payment and price	Considers using app again when having to sell another item in the future
CUSTOMER ACTIONS	Downloads Furniswap	Taking photos of furniture and creating a listing with a detailed description including price and condition	Talks with interested buyers	Meet-up at decided time and location with buyer	Leaves feedback of buyer
Sarah quickly lists an unused bookshelf, sets a fair price using app advice, arranges local pickup smoothly, receives payment promptly, and rates the buyer before moving on.			<ul style="list-style-type: none"> • Wants fast, simple listing with minimal fees. • Prefers local pickup and no shipping hassles. • Expects quick payments and easy communication. 		

We chose an empathy mapping for our first method because of its simple to understand nature, which is due to the bubble-like structure and first-person perspective, and for its ability to humanize data; by putting emphasis on the users emotions, which could be of pains, frustrations or satisfactions for example, we get a clear picture of their mindset, thus giving away what aspects require more attention in later development.

The second method, journey mapping, visualizes the users experience by splitting it into stages and sorting them chronologically, painting a holistic image of end-to-end user interactions. We chose this method in order to define the path each type of user takes to achieve their goals and find what potential gaps might exist.

Service blueprints were not chosen over journey mapping because of their overly specific character and focus on the business side; our platform does not directly sell to its users, it enables both buying and selling, meaning the logistics of these interactions are significantly easier than e-commerce.