

PLAYED

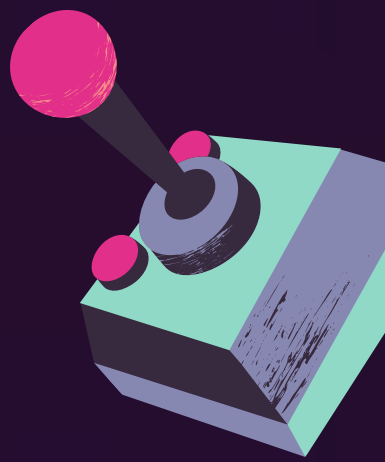
By Vinted

SARA
VELLONE

OLGA
PAGNOTTA

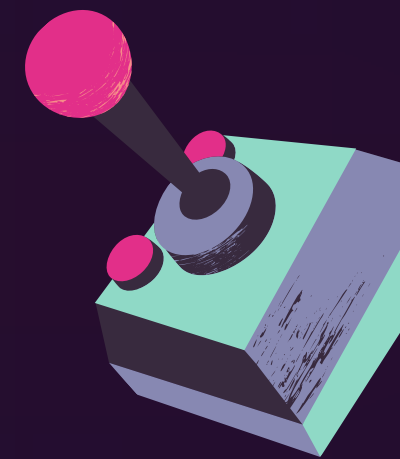
STEFANO
REZZETTI

THE IDEA



- ♥ Played has been designed to overcome the lack of a specific e-commerce devoted to **retrogaming**
- ♥ We have identified our **targets**: buyers, nostalgic about their childhood games; sellers, who have these items but are not passionate about retrogaming
- ♥ We have delivered a **survey** and we have improved our service and developed in details the structure and the components of the PLAYED application
- ♥ Our aim was to develop a **Vinted** twin app, also given the results of the Usability Tests, which found the Vinted interface user-friendly and efficient.

COMPETITORS



We have analysed the existing competitors on the e-commerce market and we identified four primary resources:



VINTED, currently one of the most popular applications for buying and selling used goods.



ZALANDO, Zalando online shop for buying clothes and accessories for women, men and kids.

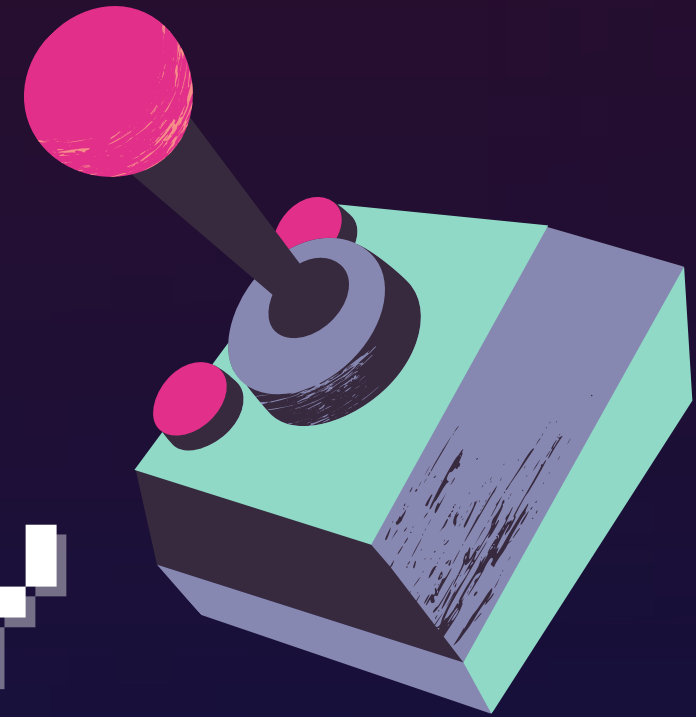


CATAWIKI, an online auction platform for buying and selling special items and collectibles.



STOCKX, StockX is an online marketplace and clothing reseller, primarily of sneaker

USABILITY TESTING



ACTIONS

After the first assessment of the existing resources we identified the two main services on which our restyling could be based, **Vinted** and **Catawiki**.

We have thus decided to perform a **Discount Usability Testing** on these two application, through the **Thinking Aloud** method and the **SUS** evaluation.

The four participants had to perform some actions on both the applications and, afterwards, had to give their opinion first by describing what they were doing, and then by applying the SUS. The actions are:



Sell an item



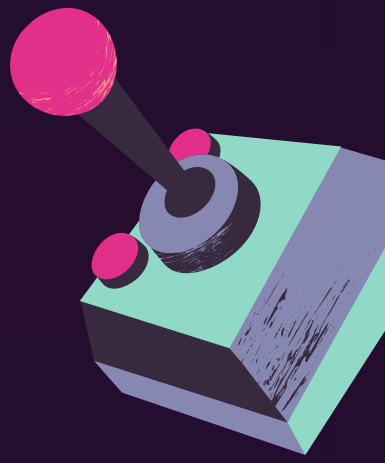
Search for an item to buy



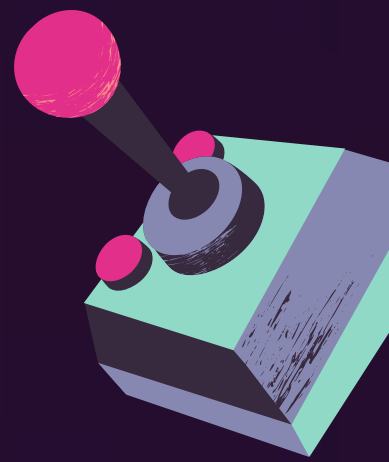
Buyer-seller **interaction**



Purchase a product



RESULTS

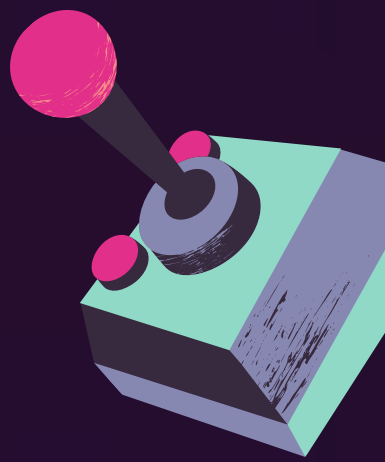


By analysing the metrics (success, time, efficiency, satisfaction) and the SUS results:

♥ The participants found **Vinted** very usable and efficient, with a clearer set of commands, even though it doesn't offer so much in terms of customization (SUS mean 73.7).

♥ **Catawiki** was found unnecessarily complicated, even though it offers a wide range of customization both for the research and for the selling too (SUS mean 37.5).

STARTING POINT



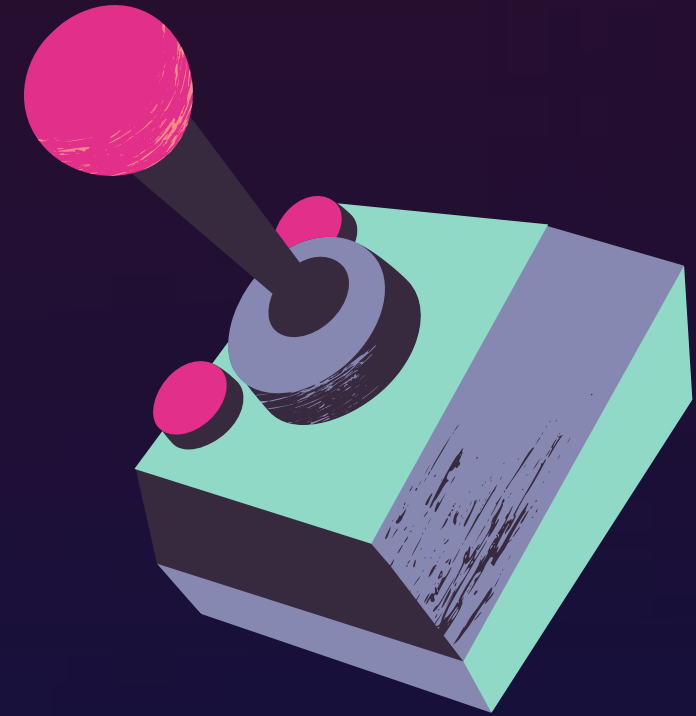
After the Usability Testing, we were convinced that **Vinted** was the app the wanted to develop a new design for by creating a twin app like Zalando Privé for Zalando.

The whole **interface** will be based on the Vinted application, but enriched with specific services suitable for the PLAYED purpose, taking inspiration from Catawiki.

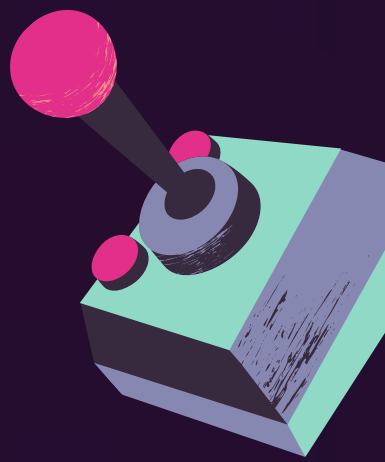
In particular:

- ♥ A wider offer of **filters** for the research
- ♥ The possibility to ask for an **expert** evaluation

PLAYED SURVEY



STRUCTURE



Our **questionnaire**, a google form both in Italian and English (<https://forms.gle/c3RKsfXBAm2pvjnWA>) consists in 16 questions, with both open and closed answers. With this survey we are willing to determine:



Whether they differ significantly in terms of **needs** and **objectives**

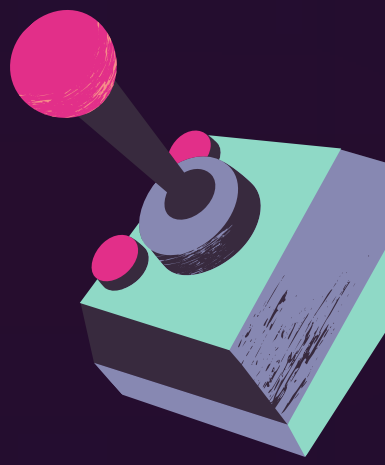


Whether the identified **target** segments constitute good ones for the PLAYED application.



Highlight what the users **expect** from our application and whether they would find it **useful** or not

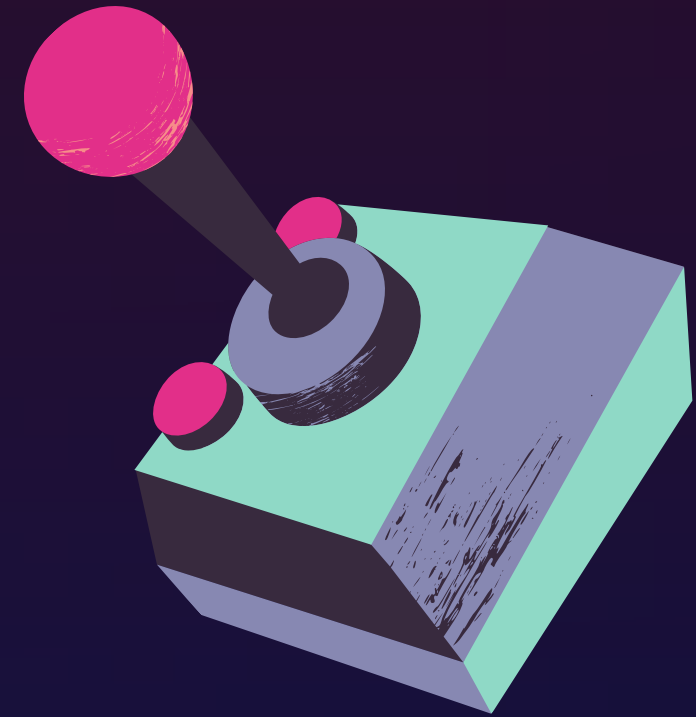
RESULTS



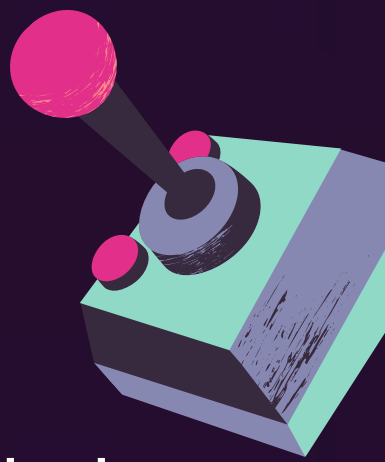
From the two open questions, one asking for **improvements** and changes, and the other asking about **trustability** on the sellers, we had a lot of **suggestions**, concerning:

- ♥ The possibility to offer a **guarantee** from the service itself, which is actually already offered by the application on which we are basing our service, Vinted.
- ♥ The possibility to **chat** with the seller very useful.

DESIGN PROPOSAL



DESIGN MODEL



We have decided to adopt a **goal-oriented design model**, since with our application we are aiming at accomplishing a specific user-goal. The best model for this purpose is **Garrett's schema**.



What do we want to get from this product?

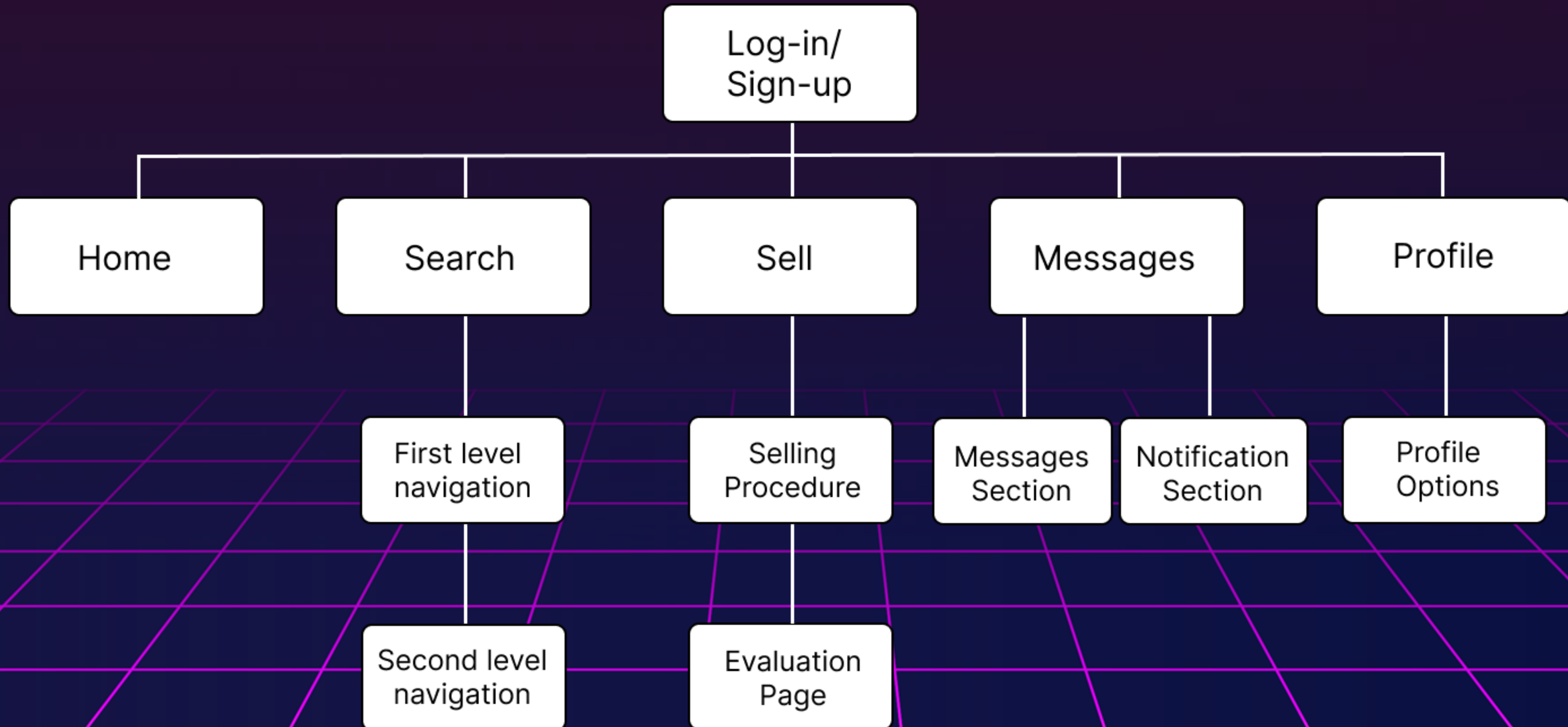
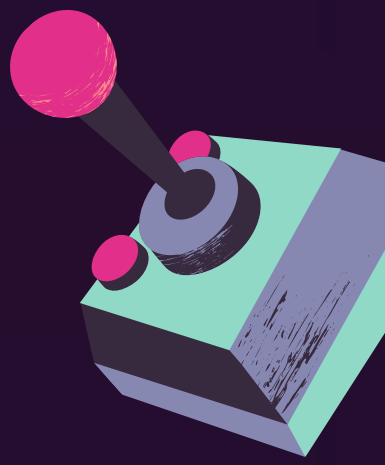
With PLAYED we try to gather in one application all the features useful for a retrogaming e-commerce, offering: specific filters and the opportunity to ask for an expert



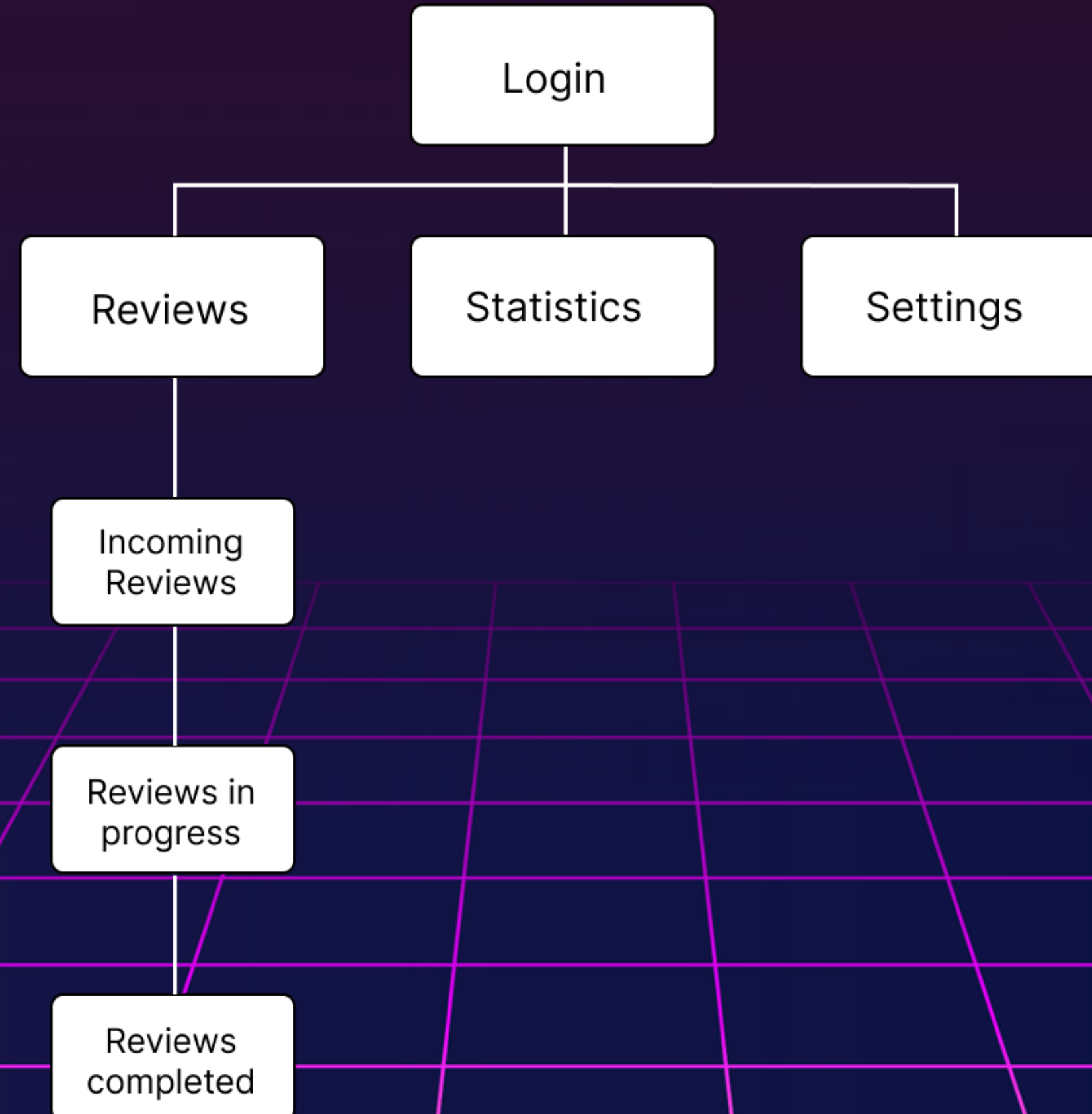
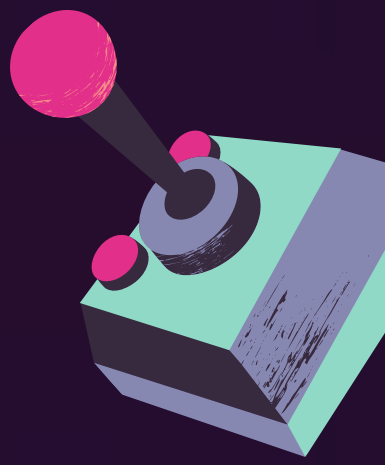
How are the services used?

We want users to get a pleasant experience, achieving the experience goal, for this reason a gamification experience is integrated PLAYED. By increasing the level, the user will gain reliability as a seller.

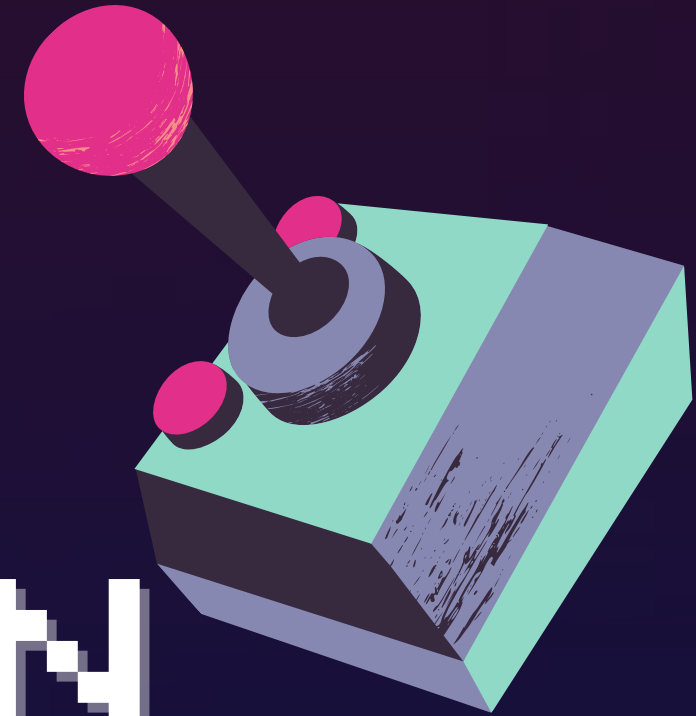
PLAYED COMPONENTS



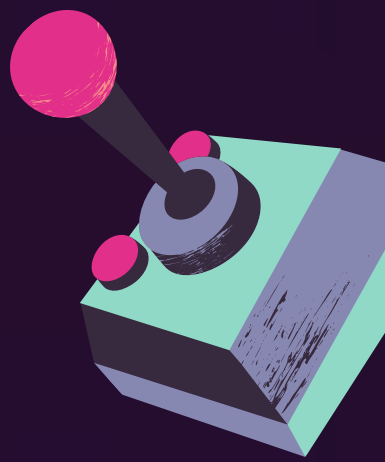
EXPERT DASHBOARD



EVALUATION



USABILITY TESTING

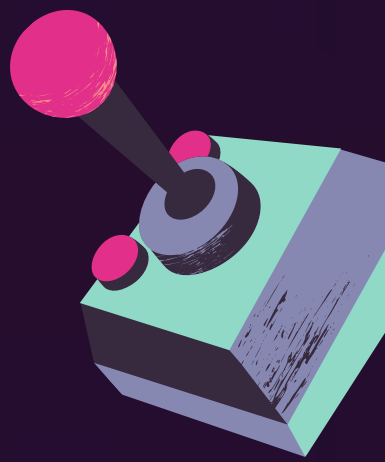


First of all, we perform some **pilot tests** to understand if everything works as planned, if we forgot to implement something and if the connection between the various wireframes is working or not.

For the real test, we reuse the same process as the prior tests:

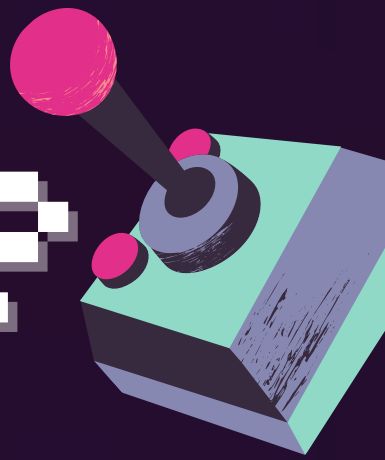
- ♥ same participants
- ♥ same actions
- ♥ same metrics

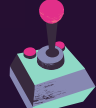

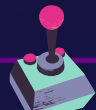


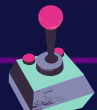
RESULTS



- 🎮 The mean of the Total scores for the PLAYED application is 38, and the mean of the SUS scores is 95
- 🎮 All the test participants found PLAYED very usable and efficient, with a clearer set of commands and very efficient in terms of customization, too.
- 🎮 We can conclude that the PLAYED service has obtained better results, both for Satisfaction and Efficiency of the system.

WHY TO CHOOSE PLAYED?



-  the easy **interface** of Vinted
-  an optional service enabling the seller to evaluate the items by sending them to some **experts** (with the collaboration of local video-gaming stores)
-  all the functionalities are visible and **easy to access**
-  an easy **interaction** with the seller
-  a wide range of **filters** for the customisation for both the selling and searching procedures
-  a **Gamification** process to offer a pleasant experience and ensure reliability

THANK YOU FOR THE
ATTENTION!

