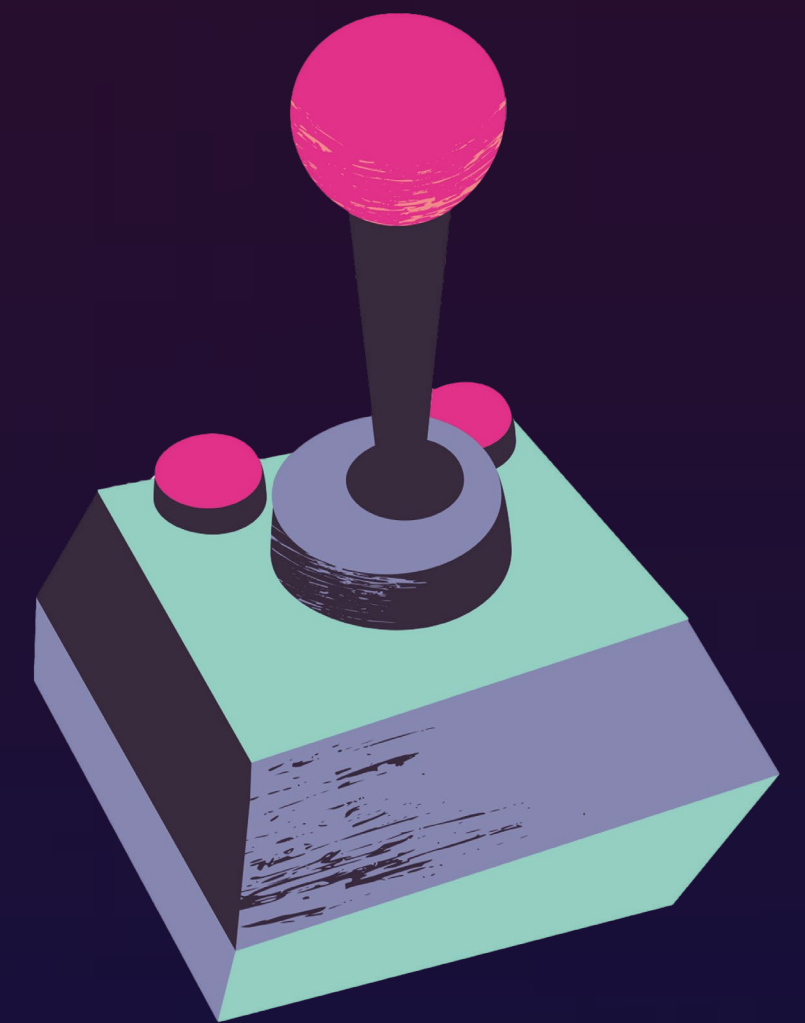




FINAL DESIGN



JSOS

Sara Vellone, Olga Pagnotta e Stefano Renzetti

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1 Design Proposal

1.1 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 and this is also clear from the scenarios we have described in the previous chapter. The best model for this purpose is **Garrett's schema**, which develops on five different planes, going from the abstract - at the basis of the schema - to the concrete: the strategy, stating what the designers aim to offer with the service; the purpose, describing the features and services offered; the structure, the hierarchical organisation of the navigation patterns; the skeleton and finally the surface, the actual interface. We will try to cover each plane by answering some specific questions.

1.1.1 The strategy plane

What do we want to get from this product?

With PLAYED we want to offer a landmark for all the users interested in buying and selling retrogaming products. We try to gather in one application all the features useful for this purpose, from the possibility to refine the research with specific filters, to the opportunity to pay for an evaluation of the item performed by an expert in the sector, which is a feature frequently requested from users according to our research.

What do we want users to get from this product?

PLAYED users will be able to obtain their desired result by performing easy step-by-step procedures. The application offers both the buying and the selling services, allowing the user to perform specific actions in both of them. They will be able both, to sell the unused consoles or to buy missing pieces for their collections.

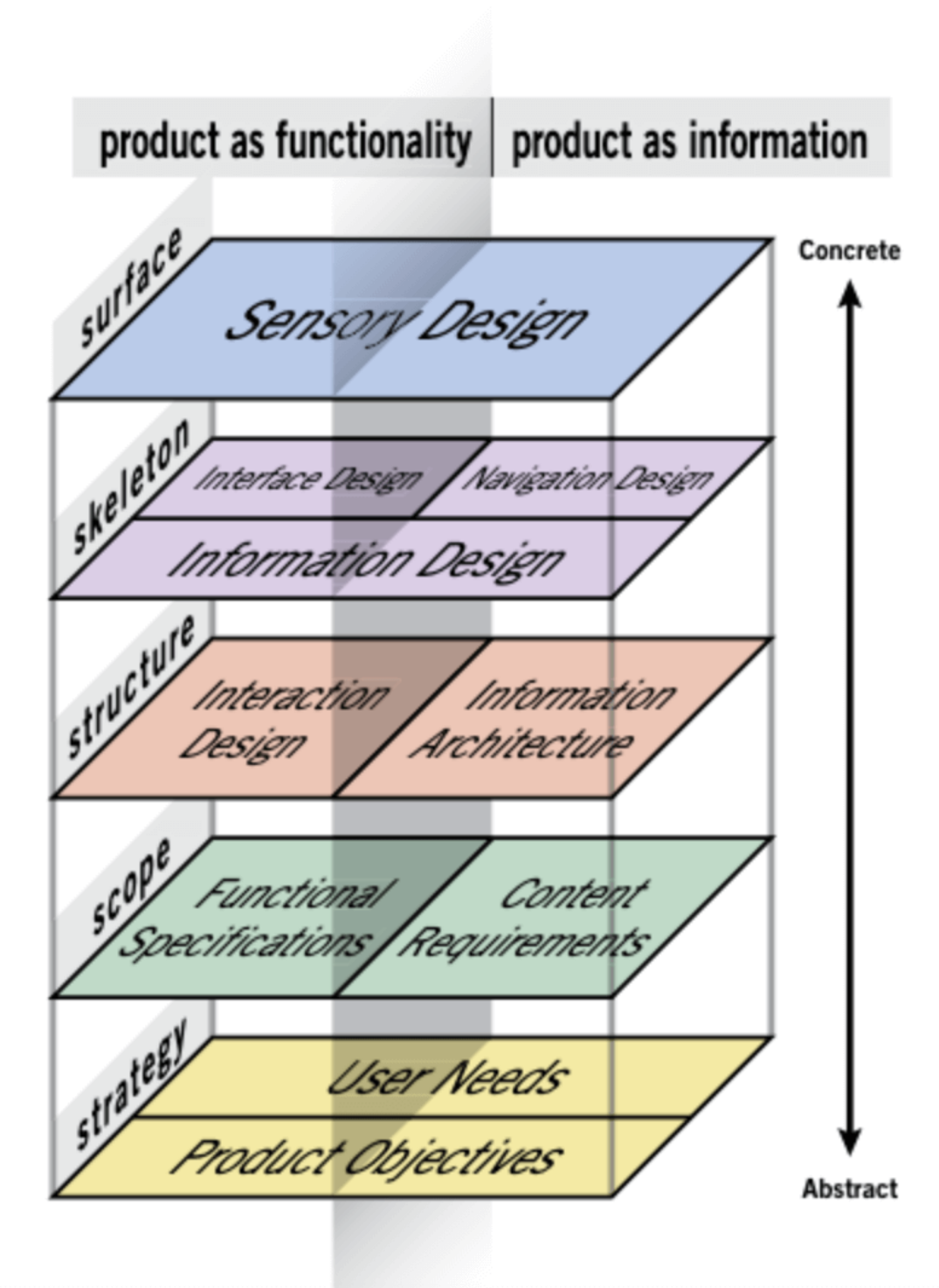
1.1.2 The scope plane

What are we doing?

To achieve our goal, we are offering a unique service, by putting together all the relevant features for the desired tasks. We are trying to differentiate the current offer in the market, by developing a new application that could serve as a cornerstone in the retrogaming buying and selling environment.

What are we NOT doing?

We are not offering a showcase of items that could be bought on different websites, but we are allowing potential buyers and sellers to "meet" using a common service, easy to use and functional for both.



[The Elements of User Experience - User-Centered Design for the Web, Jesse James Garrett]

1.1.3 The structure plane

How are the services used?

The services offered are used by means of an easy, user-friendly interface, which allows the user to simply select the action to perform. We want users to get a pleasant experience, achieving the experience goal, without getting stressed while looking for possible buyers or searching for the desired console/video game in tens of different e-commerce websites. For this purpose, a gamification experience is integrated in the profile section of each user too. It is related to the completion of specific actions that allows them to gain points and to pass to a higher level. This will give reliability to the user too, during the selling procedures.

How do I find the information?

A “search” button is available for the purchase, that can be completed by refining the research through some specific categories. A “sell” button is clickable and the user is guided to the completion of the action by informing the user step-by-step on what should be done. A detailed documentation can be found in the “profile” section, which provides further information about the application itself.

1.1.4 The skeleton plane

What type of navigation is available?

First, a global navigation allows the user to become familiar with the application, by displaying the main services offered by PLAYED. Then, a local navigation can be used for the research of the items to buy, through some categories and filters to apply to refine it.

How is the navigation organised?

The global navigation happens in the Home page, by which all the major components of the service can be reached. The local navigation takes place in the search service, by allowing the user to select specific categories on two different levels of specificity and a further specification through some filters on the result page.

1.1.5 The surface plane

What will the interface look like?

The interface is conformant to the one of the Vinted application, with some specific features added for the goal of PLAYED.

Why?

This allowed us first of all to give reliability to our service, being a lot of users familiar with the Vinted design. In addition, we agreed on the efficiency of the clear, easy and user-friendly design offered by our twin service.

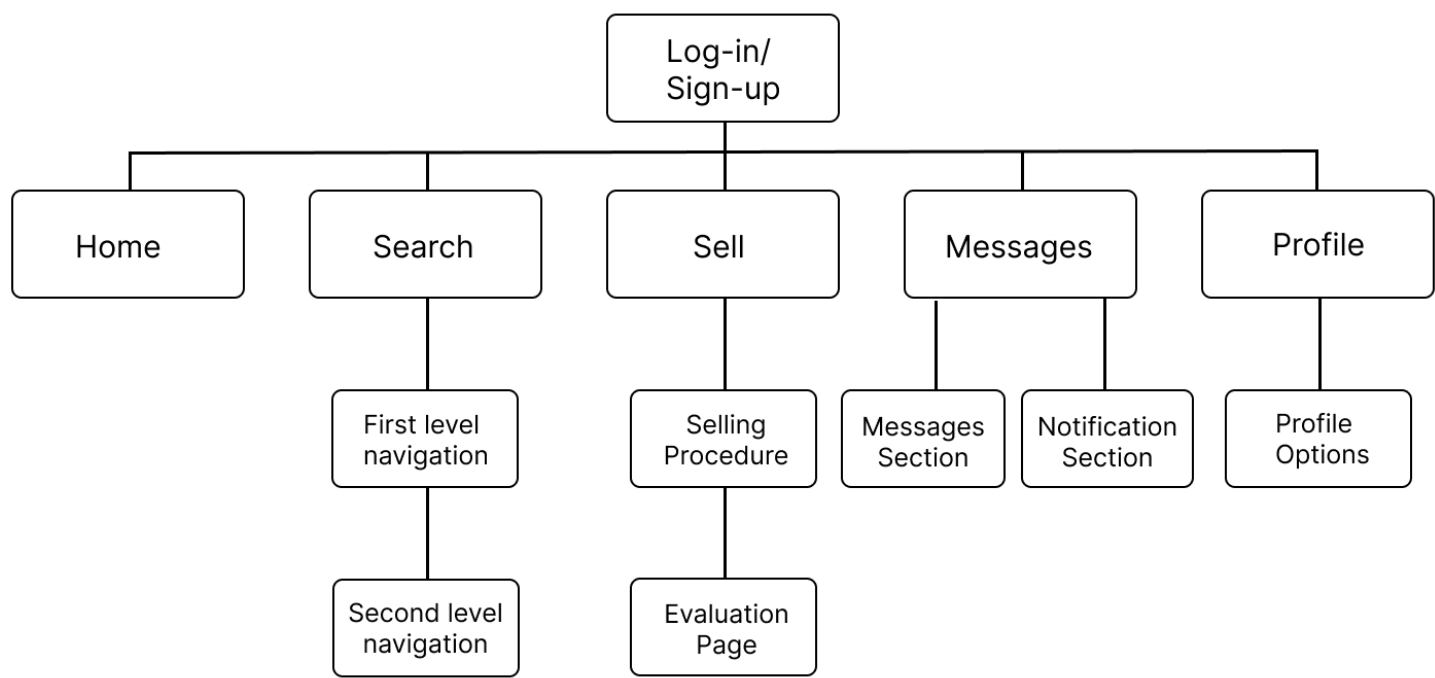
1.2 Information Architecture

1.2.1 Generic architecture: a top-down approach

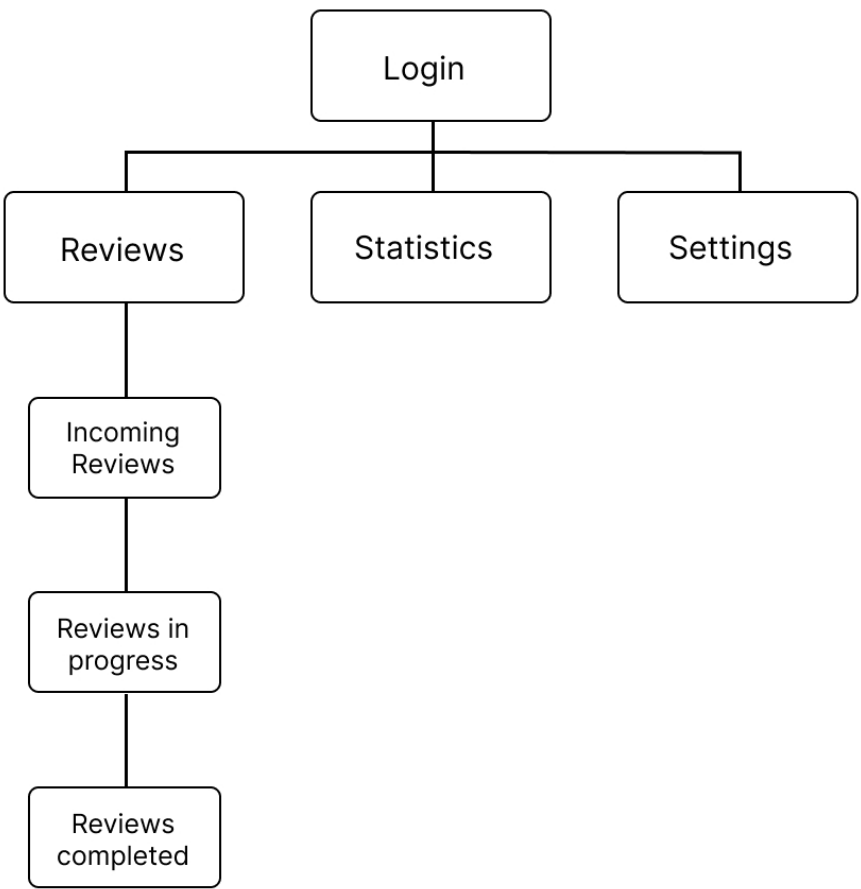
In this section we illustrate the PLAYED architecture by showing the main components and a brief description of their functioning and structure.

The first screen consists of the **Sign-up/Log-in** page. The user can either log into the app using the already existing credential for the Vinted account or sign up creating a new profile. After the login, the **Homepage** is shown. This page allows the user to access the various features of the service: **Search**, through which the user can search for the item to purchase; **Sell**, that guides the user in the selling procedure; **Messages**, in which the user can visualise the various messages with sellers and the PLAYED team.; **Profile**, which allows the user to manage all the information related to the account and the tasks to be completed in order to higher the level inside the application.

The following schema shows the hierarchy of the navigation in the PLAYED application.



PLAYED hierarchy of navigation



PLAYED EXPERT DASHBOARD hierarchy of navigation

1.3 Interaction Design Approach

Here we describe in detail the functioning of each section within the PLAYED service.

Sign-up or Log-in

This is the first page that will be displayed on the first download of the app. The user already registered to the Vinted app will be able to log-in to the PLAYED account, while new users will be able to sign-up for the service, following a few simple steps. In the registration form will also be asked to the future users what they are interested in: selling or buying.

Home

The home page offers a clear and clean interface, allowing the user to access the main services offered by the application. First, a simple showcase with the most popular items is shown. Then, a simple navigation via icons is available. On the bottom, a sticky navbar is available for accessing the research, selling, messages and profile sections.

Search

The search button allows the user to access the local navigation for purchasing the desired items. A first level of specificity is given by the choice between two different categories: video-game/console, allowing the user to click on "all" for showing both the results and to search directly for the desired item by typing it into the search bar. The second level of specificity is given either by clicking on specific categories - console brands if "console" was clicked, video-game's names if "video-game" was chosen. The user can in addition again type the research or select "all" for displaying all the results. Finally, in the result page a wide range of filters is available for the user (console model, video game edition, item conditions, price and location).

Sell

The sell section guides the user in the selling procedure. First of all, some photos/videos of the item must be uploaded. Then, a title and a description are required in order to proceed. Afterwards, a specific category must be chosen: console/video game; brand/name (changing after choosing the previous category); with box/without box; working item/non-working item. As a final step, the seller must select a payment: fixed price without offers; fixed prices with offers (accepting thus offers from buyers); selling with evaluation. If the evaluation option is chosen, the user will be displayed a specific Evaluation page.

Evaluation page

It provides information about the service, showing the experts nearby and offering the possibility to ship the item to the nearest GameStop (or other local partners) shop. It also asks the seller for the desired profit. Finally, the user can send the request. A notification will be sent both via email and via the Messages section with all the information about the evaluation, right after its acceptance and as soon as it has been concluded.

Profile

In the profile section the user can access all the information related to the account; the favourites with all the items liked by the user; the history of orders and sales (if any); the privacy&conditions and the information about the shipping methods and costs (on charge of the buyer). A FAQ section is also available, showing the most frequent questions with answers related to the PLAYED app. The "Contact Support" button is also accessible from the Profile section. The gamification experience of the PLAYED app is manageable from the profile section, too: the user can have a look at the progress, the levels and the action to be completed. This feature helps the user to gain reliability when selling items: the higher the level, the higher the reliability of the user.

Messages

In this section all the active and past conversations with sellers or the PLAYED team are available. The user can access, through this section, to the related items and related documentation, too. A sub-section is devoted to the notifications.

Expert Dashboard

As an additional service, we have developed a Desktop version of PLAYED devoted to the experts collaborating with us. The dashboard allows the experts to manage the active, pending and past requests and to modify the expert profile, which will be displayed to the user if this optional service is chosen. In this section the expert is also able to generate the NFT for the reviewed items, which will be attached to the sold item in order to verify its authenticity.

1.4 Structure Blueprints

In this section we are presenting the hierarchical structure of the PLAYED service.

1.4.1 Application Structure Blueprints

For what concerns blueprints, we decided to distinguish between **main pages** (screen-view pages), **navigation pages** (that contain an inner hierarchy) and **components** (which identify subcategories or procedures).

At first, we provide the blueprints of the first page as a non-logged user and the actual home page as logged user.

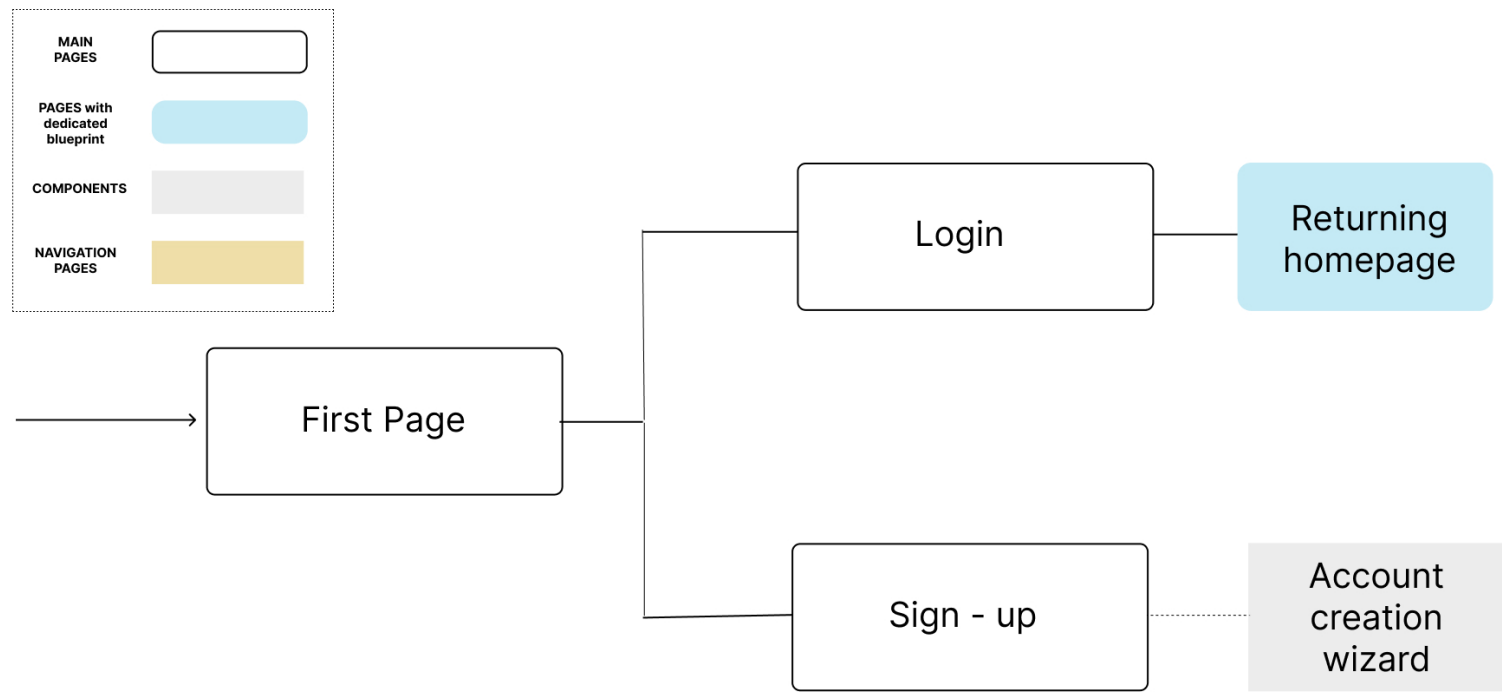
Blueprint 1

The first screen-view leads to two different pages: the login and the sign-up. The former opens the homepage, the latter the wizard that allows you to create an account (that will not be examined).

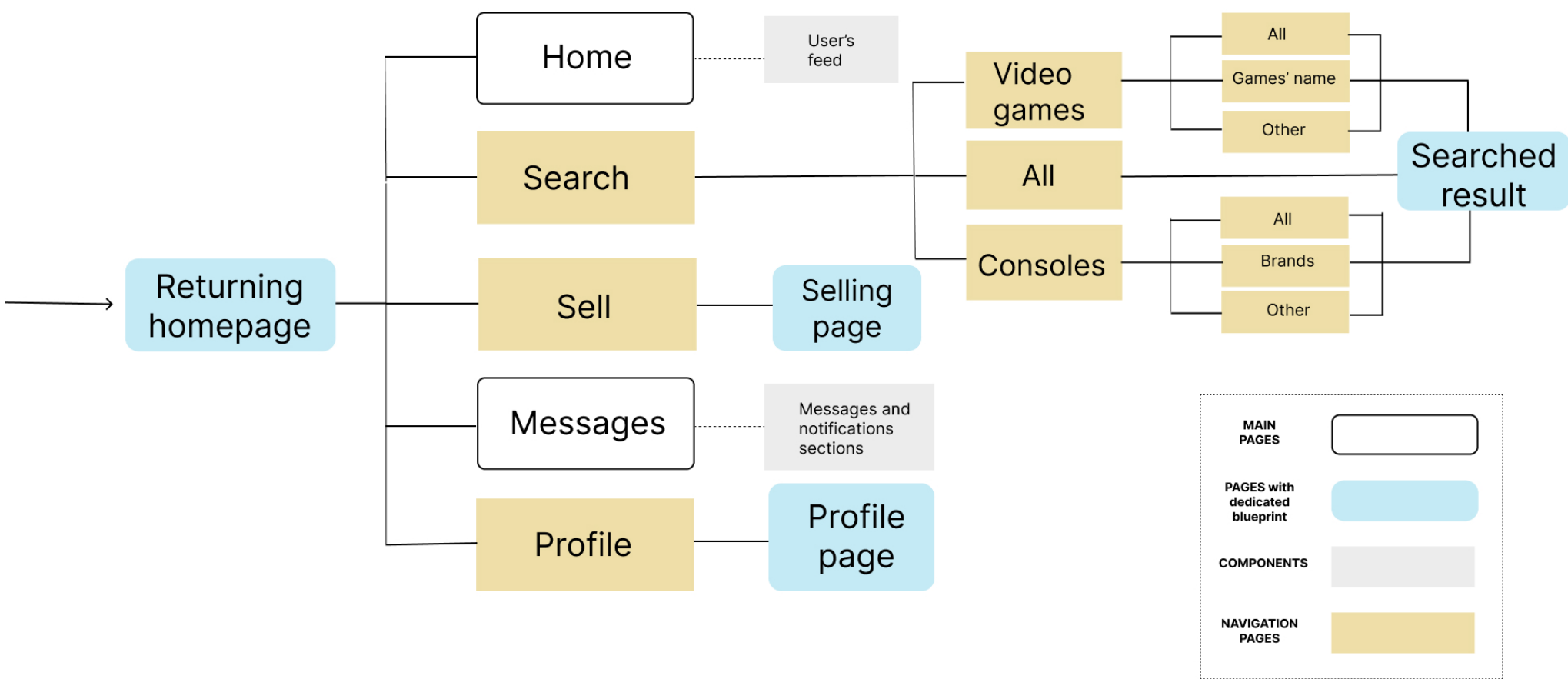
Blueprint 2

The returning homepage is characterised by three navigation pages - Search, Sell and Profile - with an inner hierarchy and two pages - Messages and Favourites - that do not have inner pages inside them.

Blueprint 1



Blueprint 2



Then we provide the detailed blueprint for the searched results' page (i.e. the item page), the selling page (with also the eventually "evaluation option" selected) and the profile page.

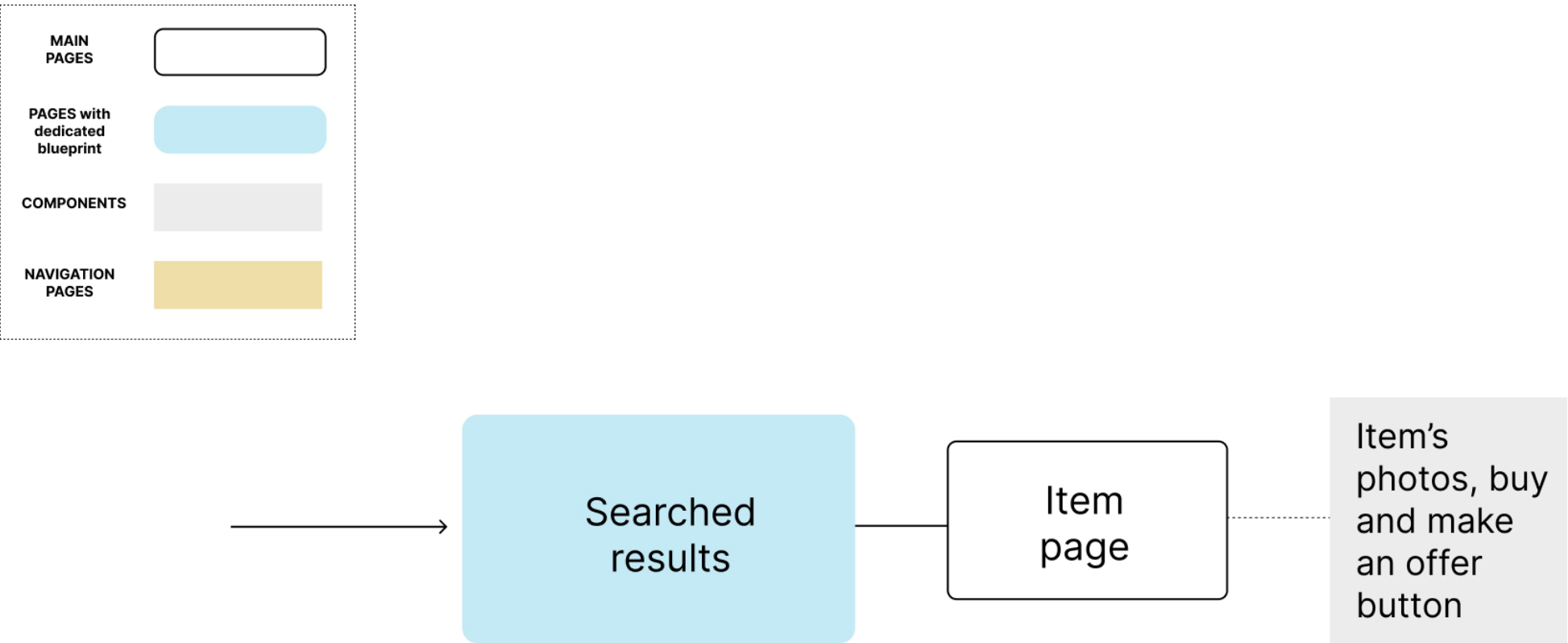
Blueprint 3

The searching results' page leads to the single item page, in which the user can use all the tools offered to buy the item.

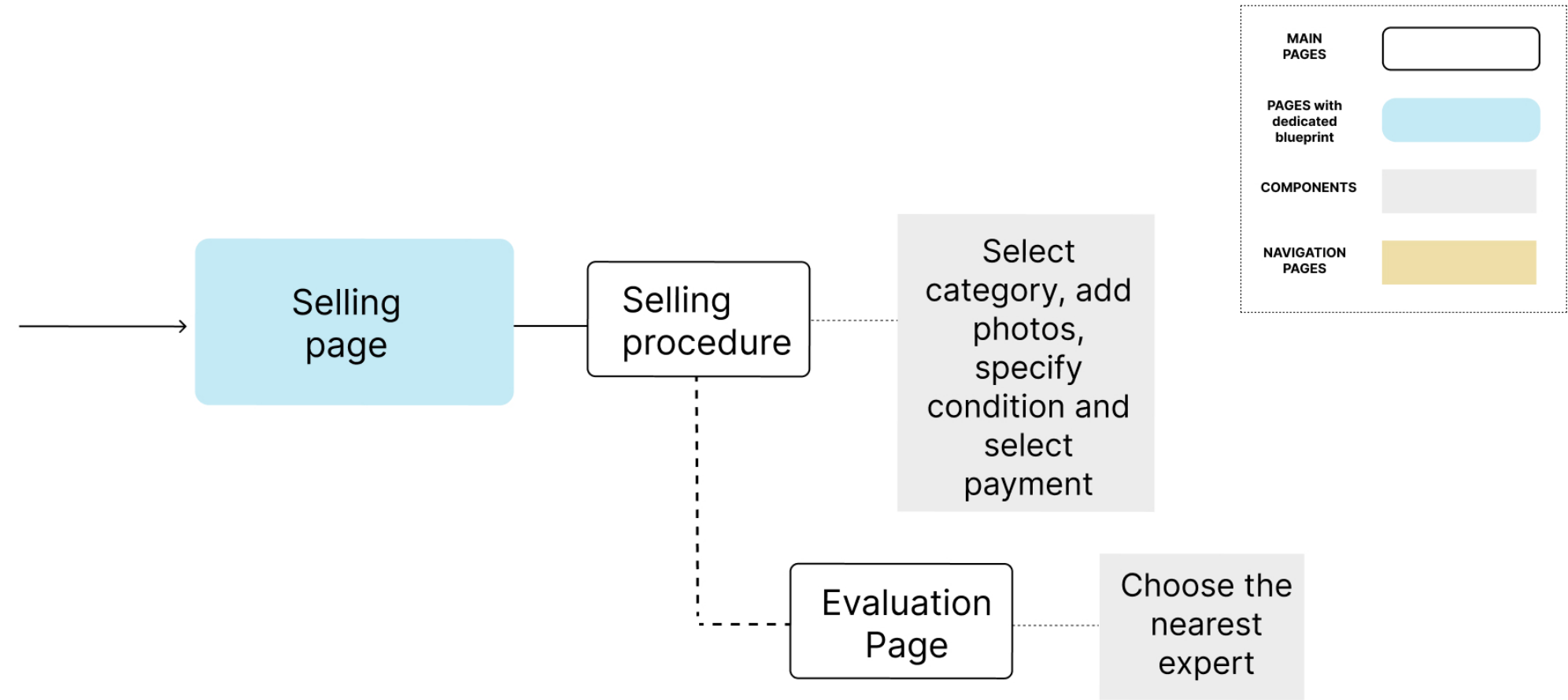
Blueprint 4

The selling page is characterised by the selling procedure page, that allows the user to complete some steps in order to sell an item, and eventually it can lead to the evaluation page, in which the user can choose the expert to evaluate the item.

Blueprint 3



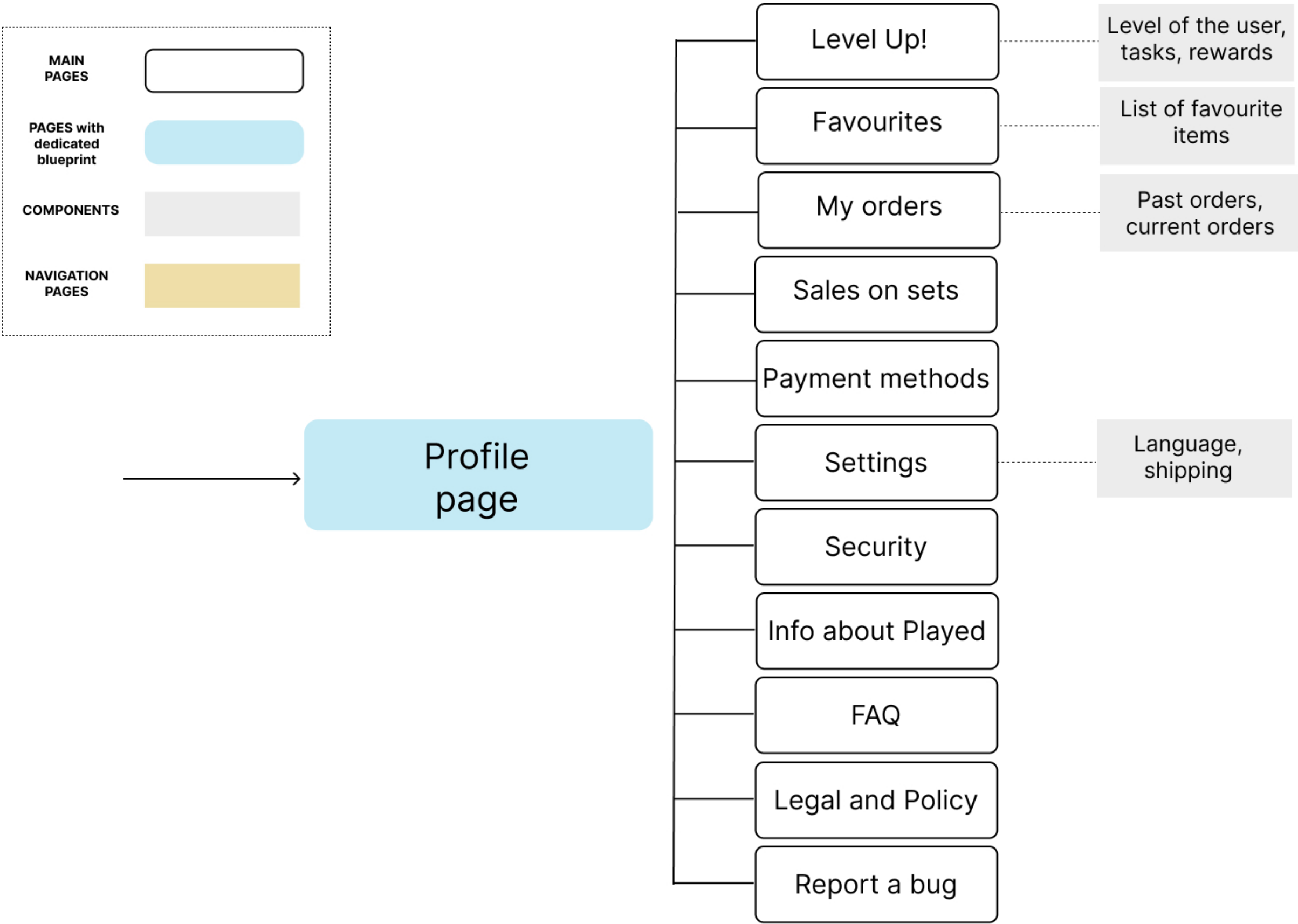
Blueprint 4



Blueprint 5

The profile page contains a list of subpages that offer different services and the documentation for helping the user.

Blueprint 5



1.4.2 Expert Dashboard Structure Blueprints

In this section we will provide the web application’s blueprints of the Expert Dashboard. The first is the blueprint of the Login page, while the second is the blueprint of the ‘incoming reviews’ page.

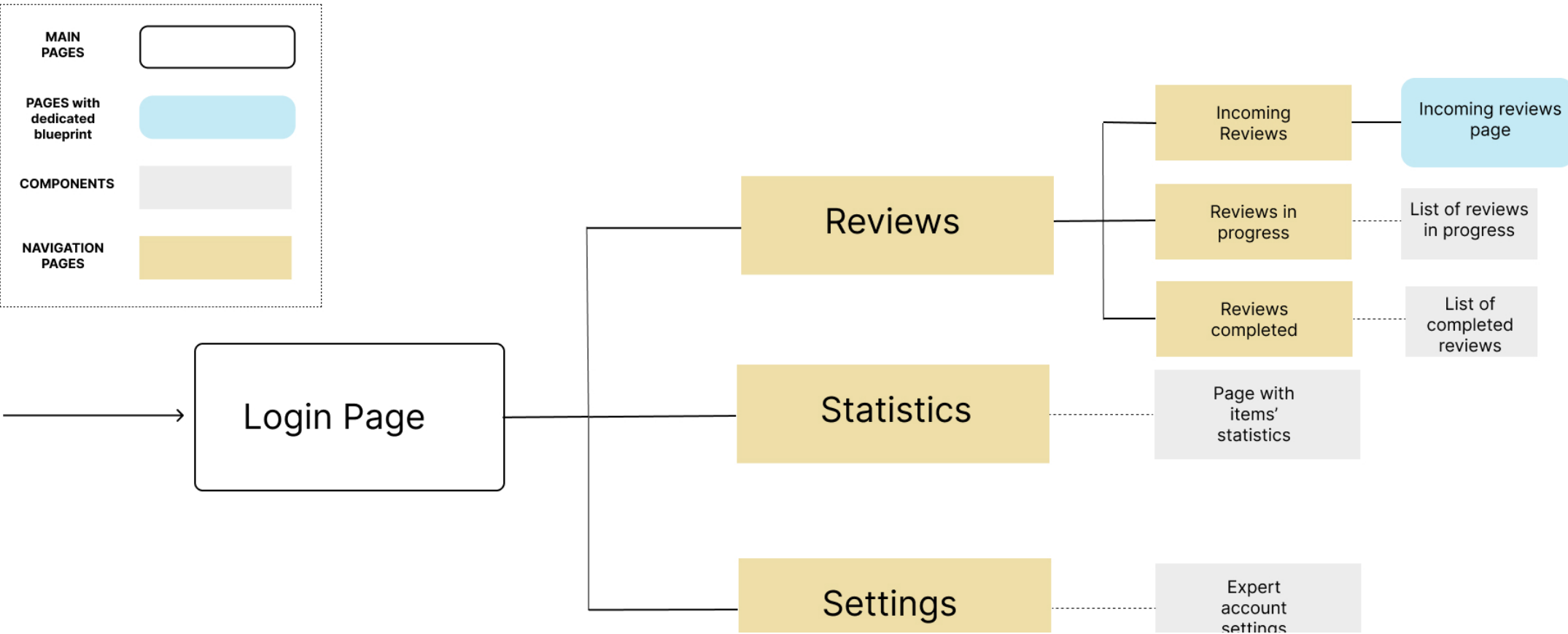
Blueprint Dashboard 1

The login page leads to a list of three navigation pages which are Reviews, Statistics and Settings. The first one in particular leads to an inner navigation through the incoming reviews, the ‘in progress’ and completed ones.

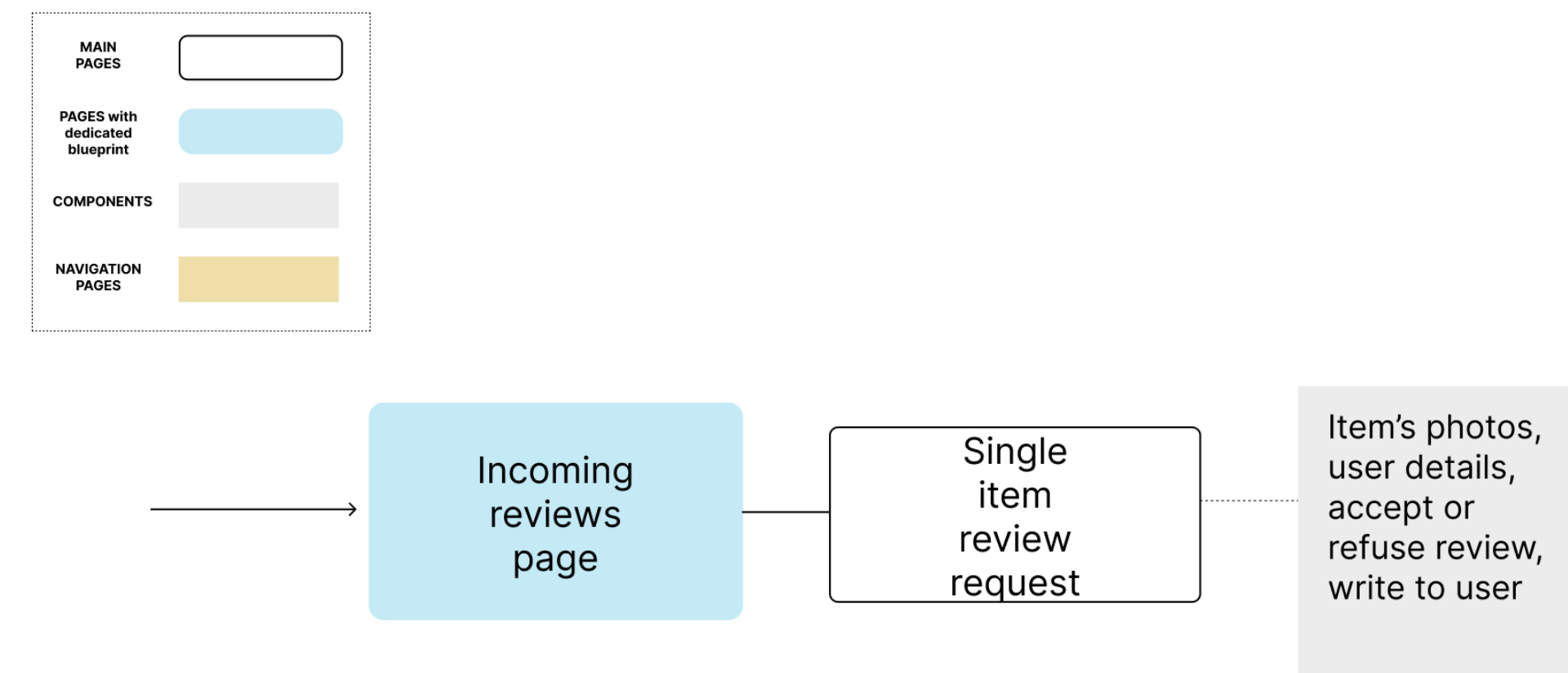
Blueprint Dashboard 2

The incoming reviews page is characterised by a list of incoming requests that leads to the single item review request. This latter page shows to the expert all the information provided by the user.

Blueprint Dashboard 1



Blueprint Dashboard 2



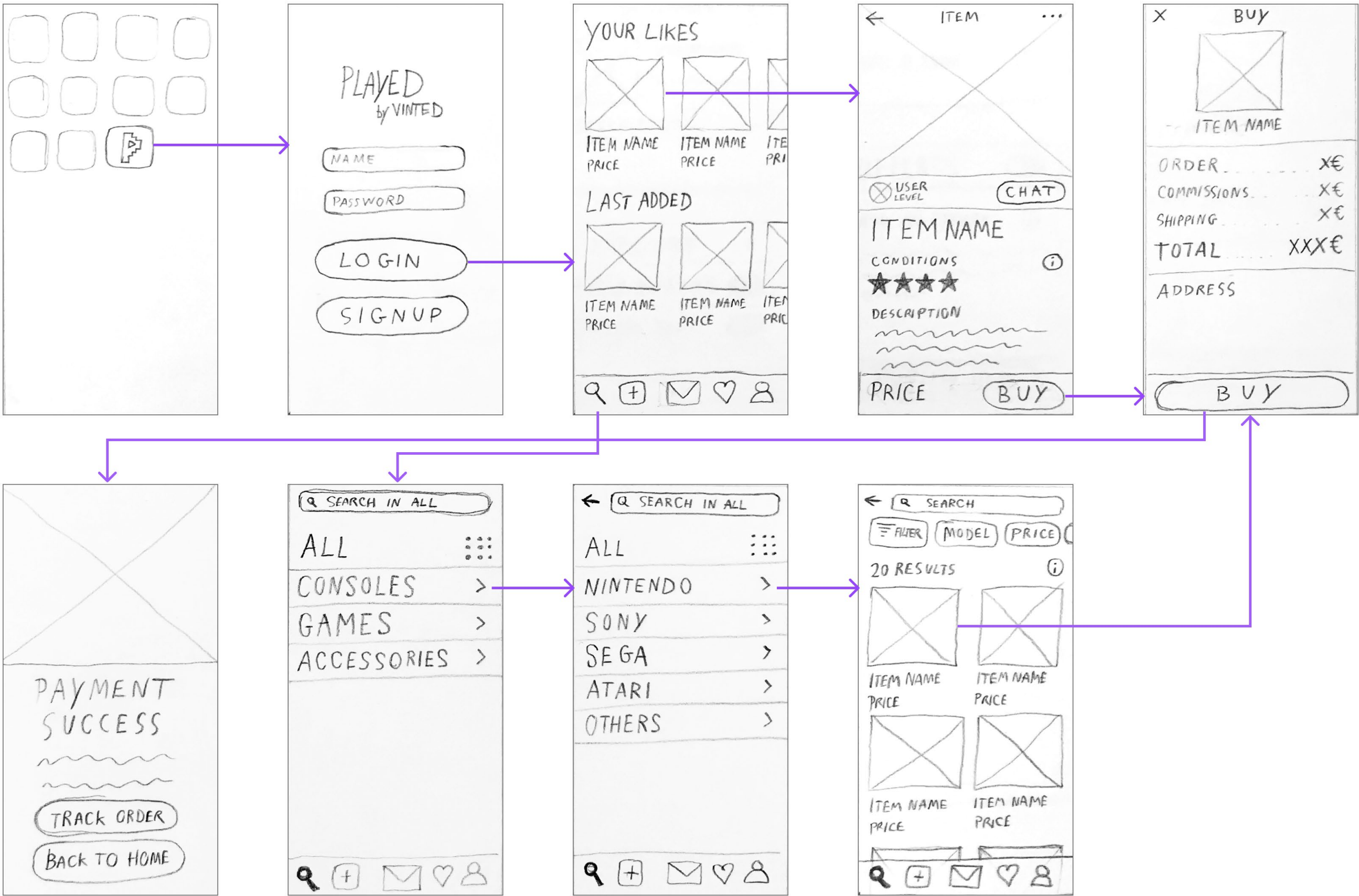
1.5 Storyboard

In the storyboard, we organised the content identified during the research phase. Before creating a wireframe and a prototype of the system, we needed to test our conclusions so far. Played is an e-commerce app that focuses on buying and selling items. The storyboards helped test our system on people and collect corrections and fixes.

1.5.1 Buy

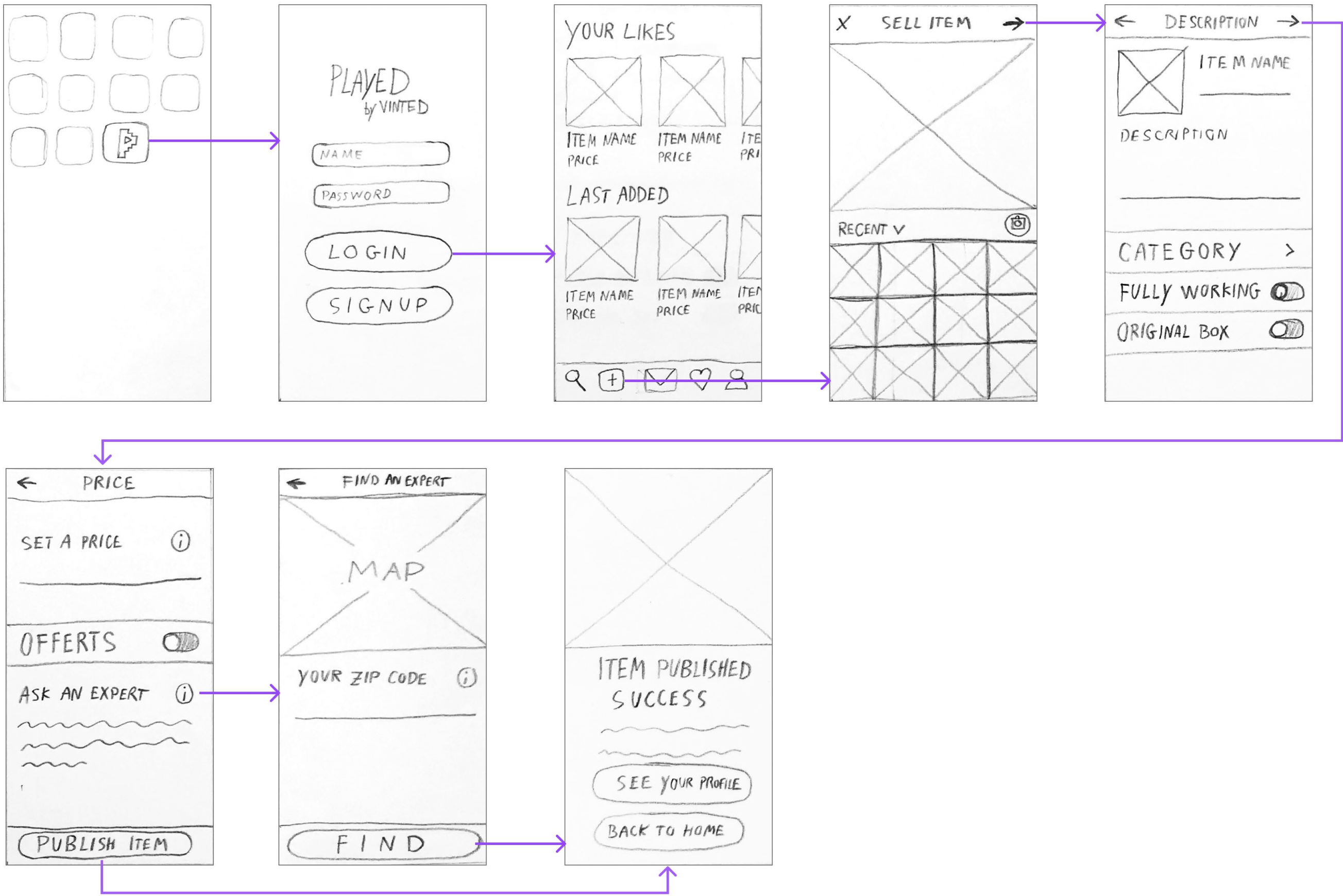
We walked through the actions that a user has to accomplish to buy an item on Played. While designing the screens, we kept in mind that the number of steps to reach the goal should be as minimal as possible. After downloading and installing the app, the user will be prompted with a login screen. If it's their first time using the app, they can also sign up. After logging in, the home page will be displayed. We defined that a "your like" selection of items should be the first thing shown to the user. If the user is new or doesn't have any likes, the other sections will be displayed. During this phase, we were more focused on the user's journey and the number of screens needed, so we didn't include all the interface details.

By clicking on an item, the user enters the item's detail screen. Since the main goal is to buy the item, the bottom navbar switches to a more straightforward one that displays the price and a "buy" button. When the "buy" button is clicked, a more detailed screen will be shown where the user can see the total amount of the order and confirm or add the shipping address. Now, the bottom bar only displays a large "buy" button to make the required action as clear as possible. With just five taps on the screen, a user can go from the home screen of their phone to buy an item in the application. If the item is not shown on the home screen, the user can search for it and then select and buy it.



1.5.2 Sell

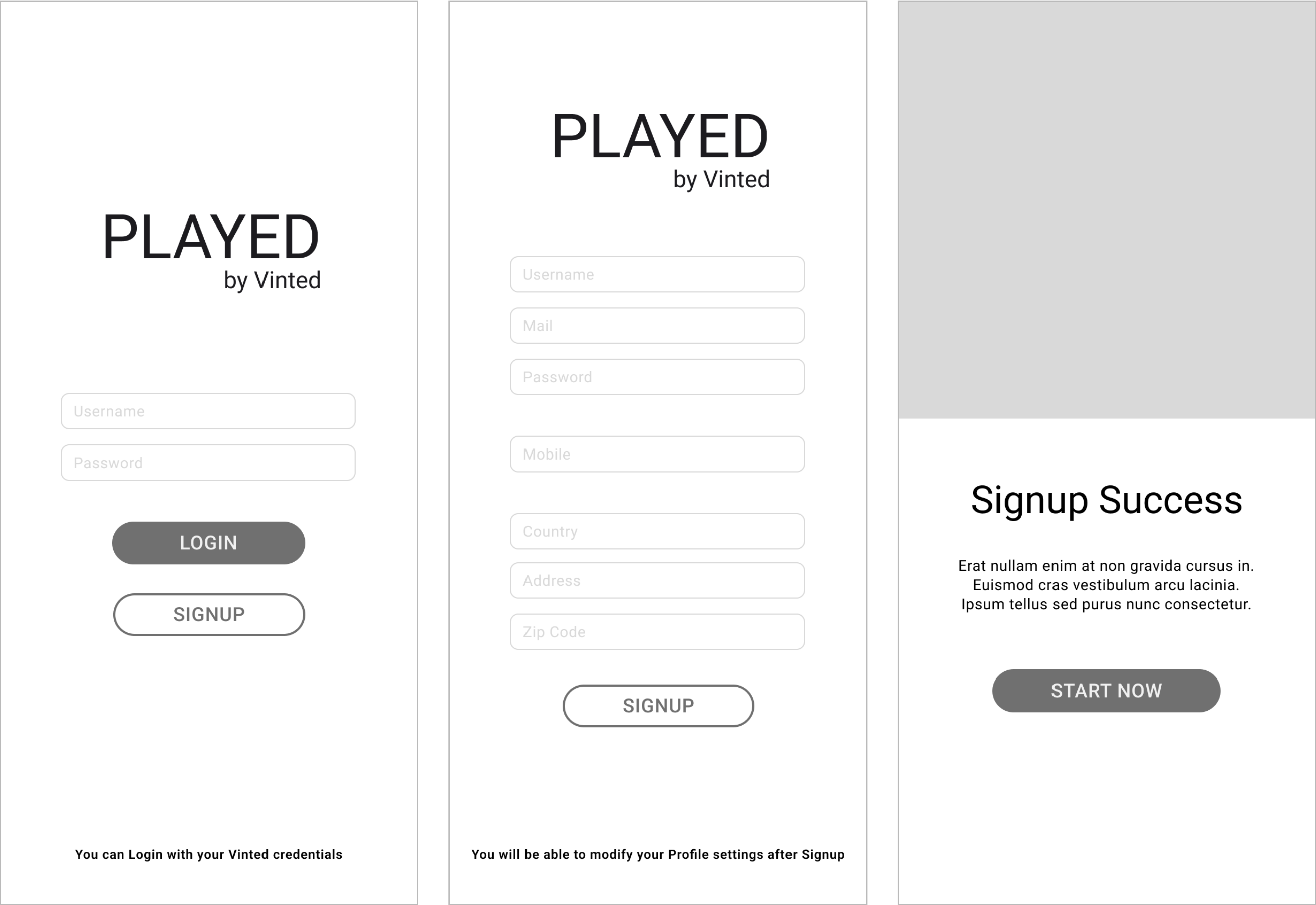
The second important action we focused on was selling an item. Like buying an item, the goal was to make the process as smooth and effortless as possible for the user. From the home screen, the user can tap on the app icon to enter it. The option to add an item was a key element, so we made it available in the bottom navbar, along with the search option. By tapping on the add icon, the user is sent to the screen where they can upload images of the item. Following the established pattern, we gave the user the option to choose from already existing photos on their mobile phone or take new ones. After that, the user will fill out the item description. We included the option to toggle the “Fully working” item and “Original box” features in case the item comes with its original packaging. These two features are important for the target audience. After completing the description, the user sets the price. We imagined two possibilities: set a fixed price or ask for a quotation from an expert. The storyboard shows the two possible paths from this step. With just six taps from the home screen of the user’s mobile phone, it is possible to sell an item.



1.6 Wireframes

Login and Signup

The first wireframe is dedicated to the initial login and signup process for the application. Since our proposal is developed within the pre-existing Vinted environment, users can access it with their Vinted credentials. In the case of new users, it's possible to signup. In this scenario, two additional screens are created to complete the registration and to provide feedback on the successful action. It's important to follow the common "Login" and "Signup" routines we are all familiar with. It's also important to provide useful feedback to the users and communicate with them when the system changes or when an action is successfully completed.



Home

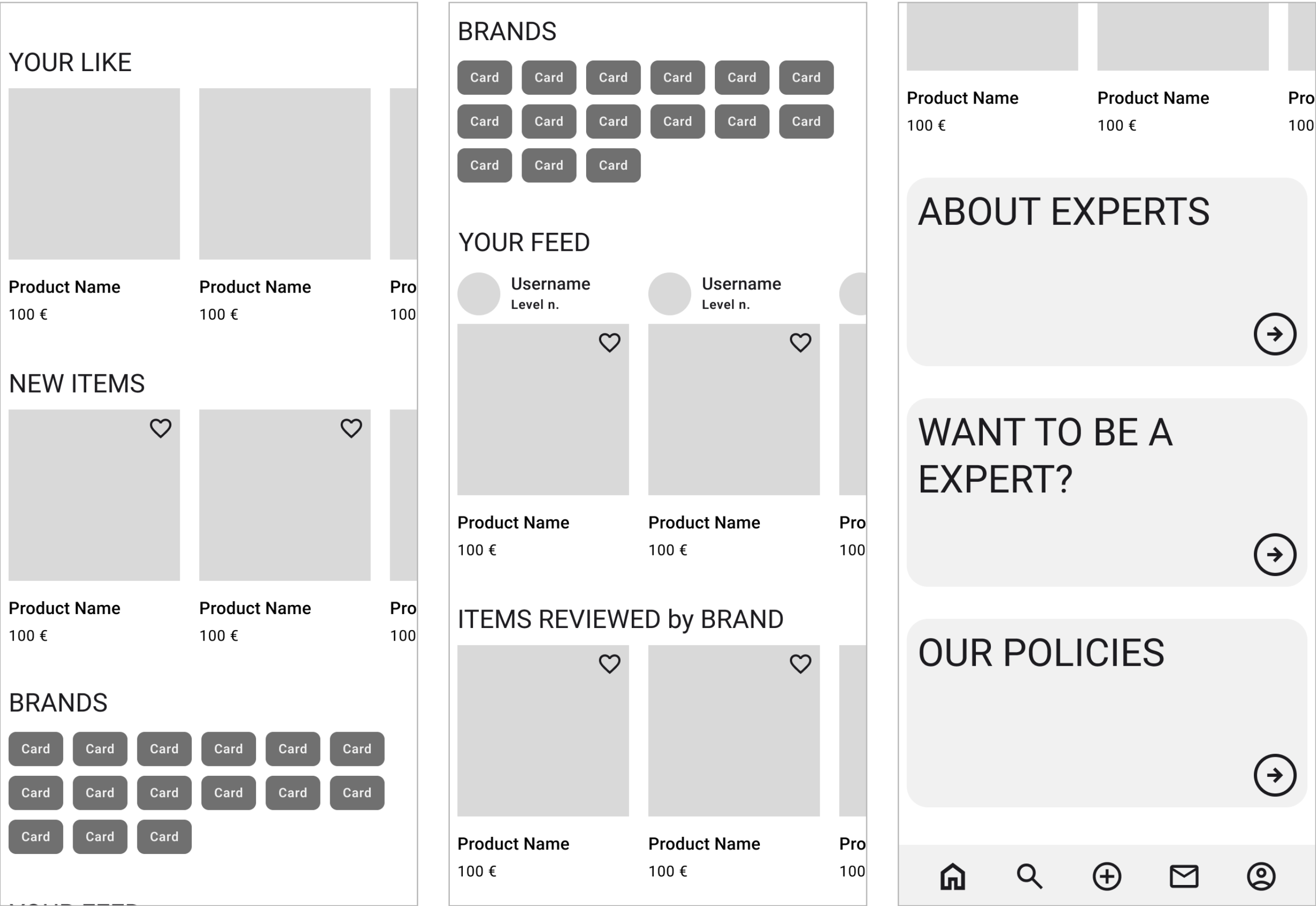
The home screen is the main screen that welcomes the user upon entering the system. Since Vinted and PLAYED’s main goal is to sell items, the system presents items first. If a user has saved any favourite items, those will be shown first. The application design is geared towards maximising sales, which prioritises design choices that attract and convert potential customers into paying customers. If there are no favourites, the latest items added will be displayed. We have implemented the ability to like items even in the list view. We kept this possibility in the items’ detail as well. Based on our research, we found that the world of gaming is based on brands and titles. Therefore, we have included a list of brand tags, which will be automatically sorted in descending order to show the most present brands in the application.

The next section is dedicated to the items added by the users you follow: “your feed.” In this market niche, people are often passionate about the subject matter, making it important to offer the option to follow specific users. To accommodate this, we have incorporated a feature in the application that presents a curated selection of items uploaded by the users being followed.

The last list of items presented on the home page is dedicated to items reviewed by experts. In this section, we wanted to give importance to the role of the expert we introduced.

The last section is dedicated to information and guides. Based on our analysis, we found that providing users with guides or answers to their questions is always helpful. We want a system that appears reliable and open.

We have decided not to use the infinite scroll design option since we don’t want our users to feel lost and we don’t want to encourage incorrect usage of their mobile phones. While we do want people to stay in our app, our primary focus is on providing quality content.

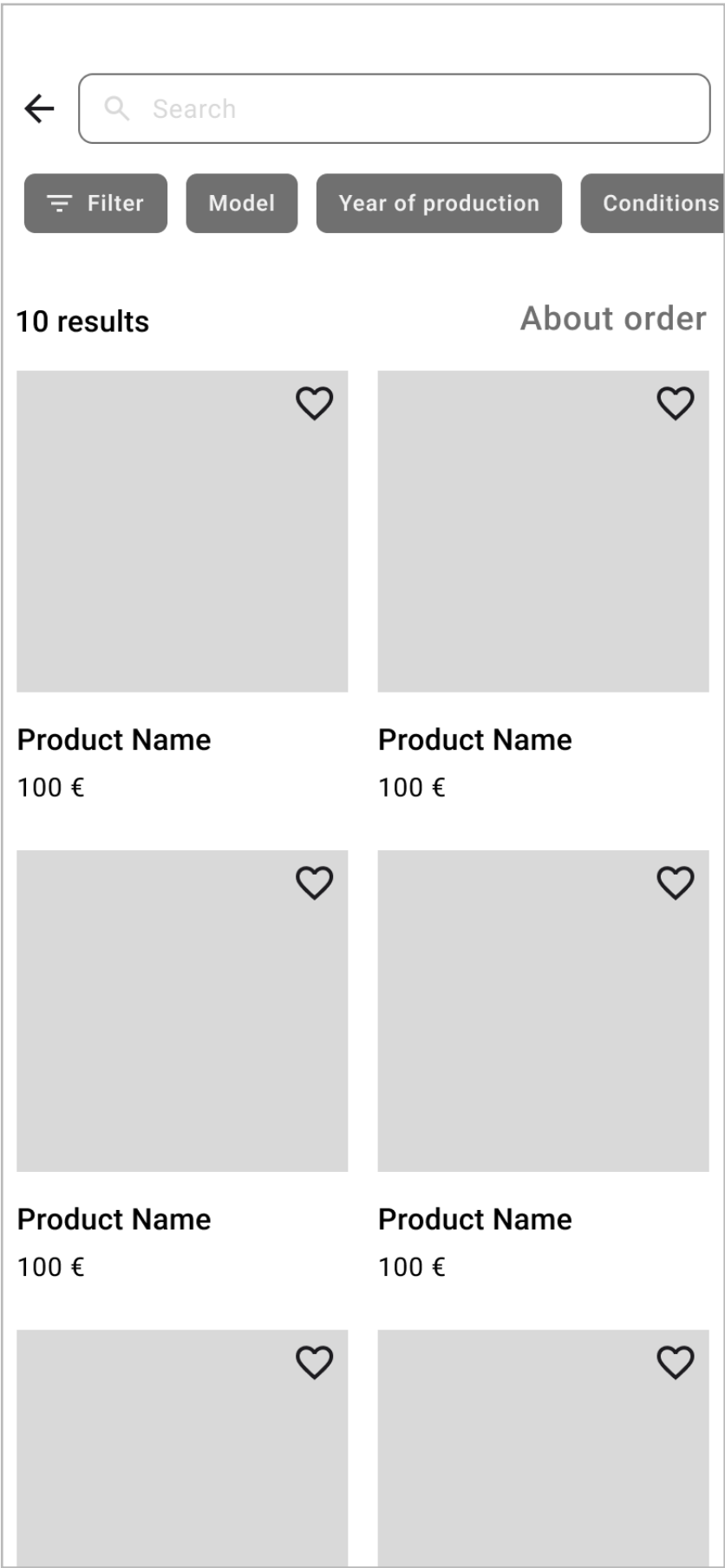
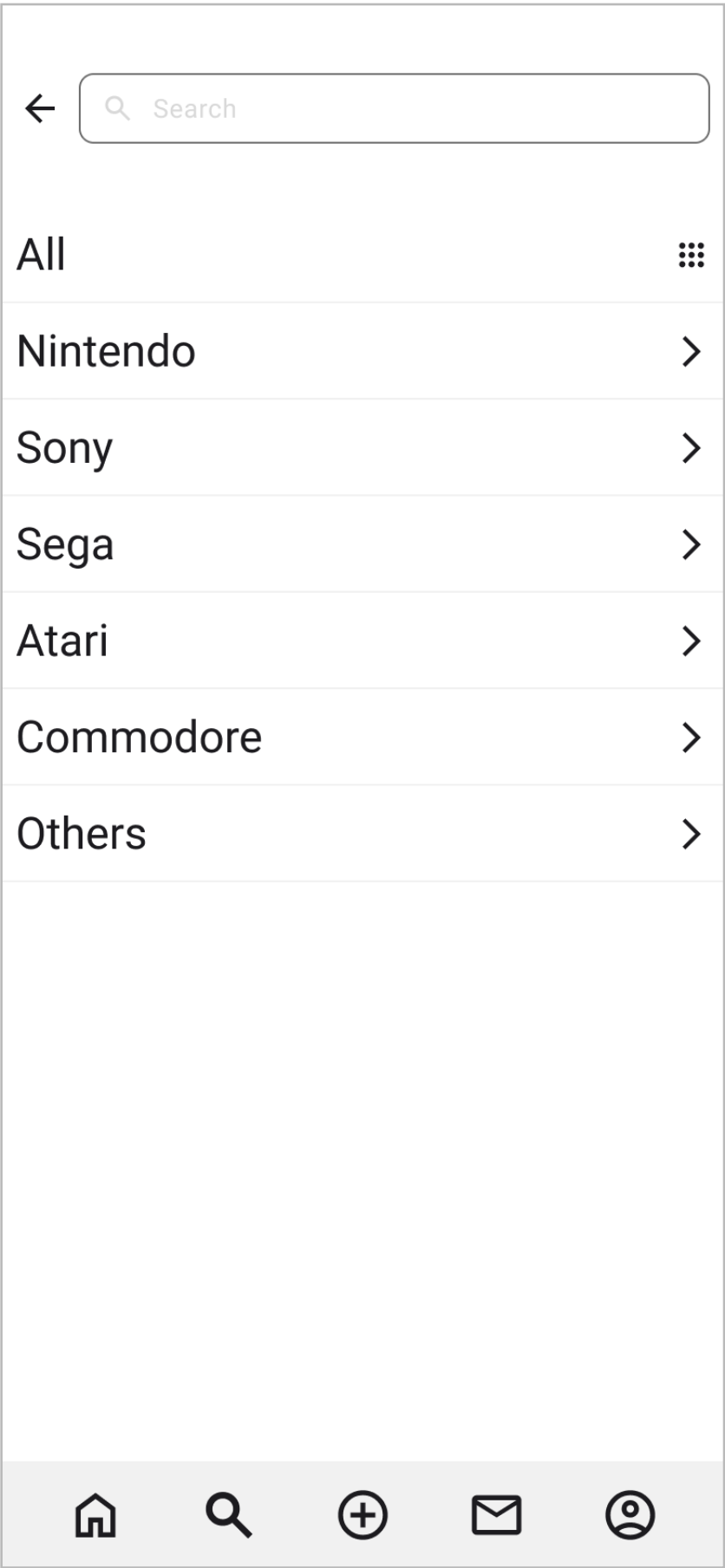
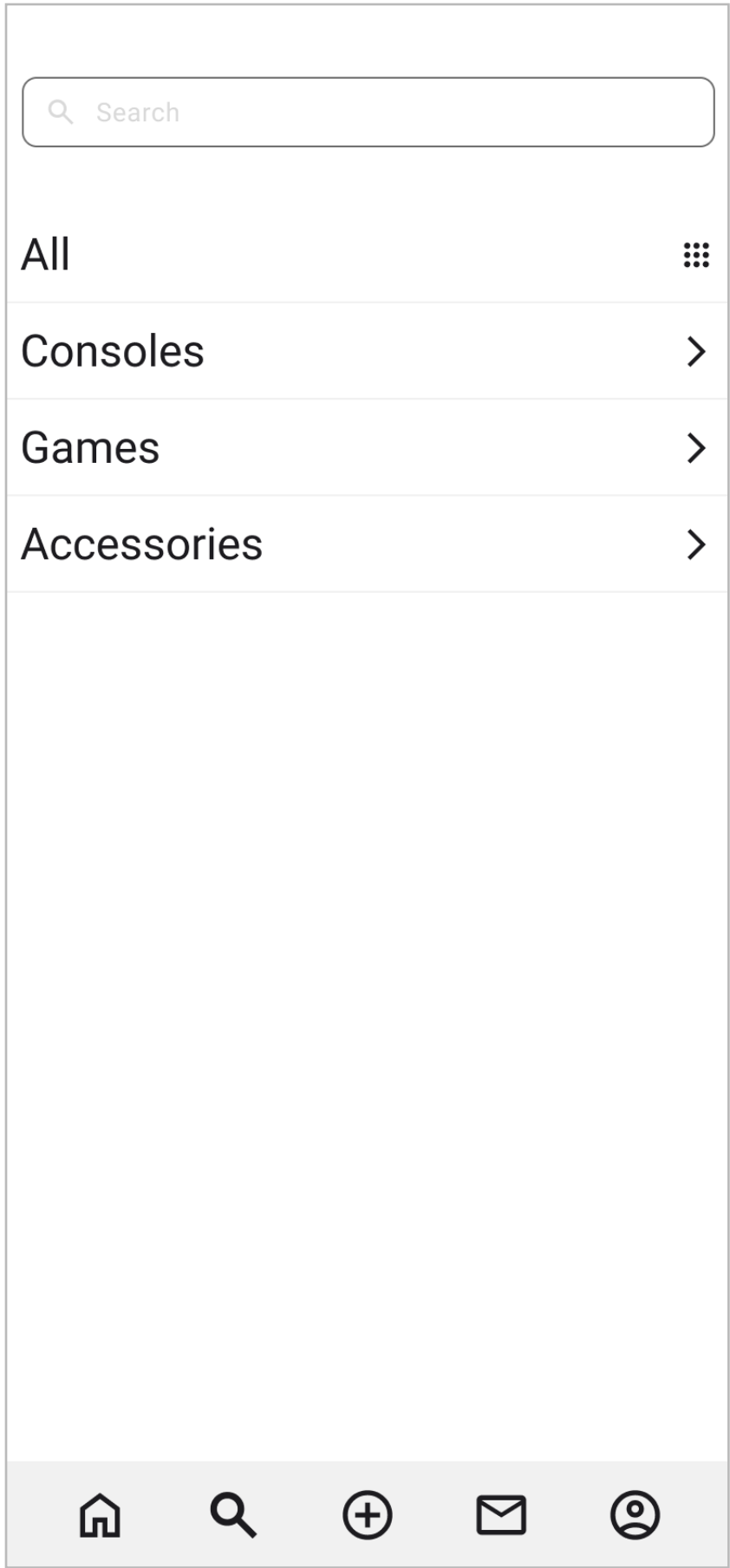


Bottom navigation bar

The bottom navigation bar is a key element for navigating the application. We upgraded it from our first sketches, and the final design comprises these five elements: Home, Search, Add Item, Messages, and Profile. During tests, we found that a “Home” button in the navigation is a helpful standard in many applications, so we decided to maintain it in our design.

Search

For the search section, we maintained the Vinted design while upgrading the organisation of the categories. Through our analysis of the market, we found that this niche is mainly divided into three categories: Consoles, Games, and Accessories. Of course, it is always possible to search for a specific item using the search bar. To quickly present some items to users, we decided to keep the search feature simple and designed no more than two levels of categories. Once the desired category is reached, the results will be displayed. We have also enabled the possibility to apply filters to the results.



Item detail

This section presents a specific item with images and videos uploaded by the seller. We have retained the option for users to “like” an object even when viewing the details. As previously mentioned, seller reliability is a key feature for our target users, so we display the seller’s name and level (which we will explain later) right after the images. We have also implemented the option for buyers and sellers to chat, as it is a widely used design choice. Therefore, the “Chat” button is located next to the seller’s name.

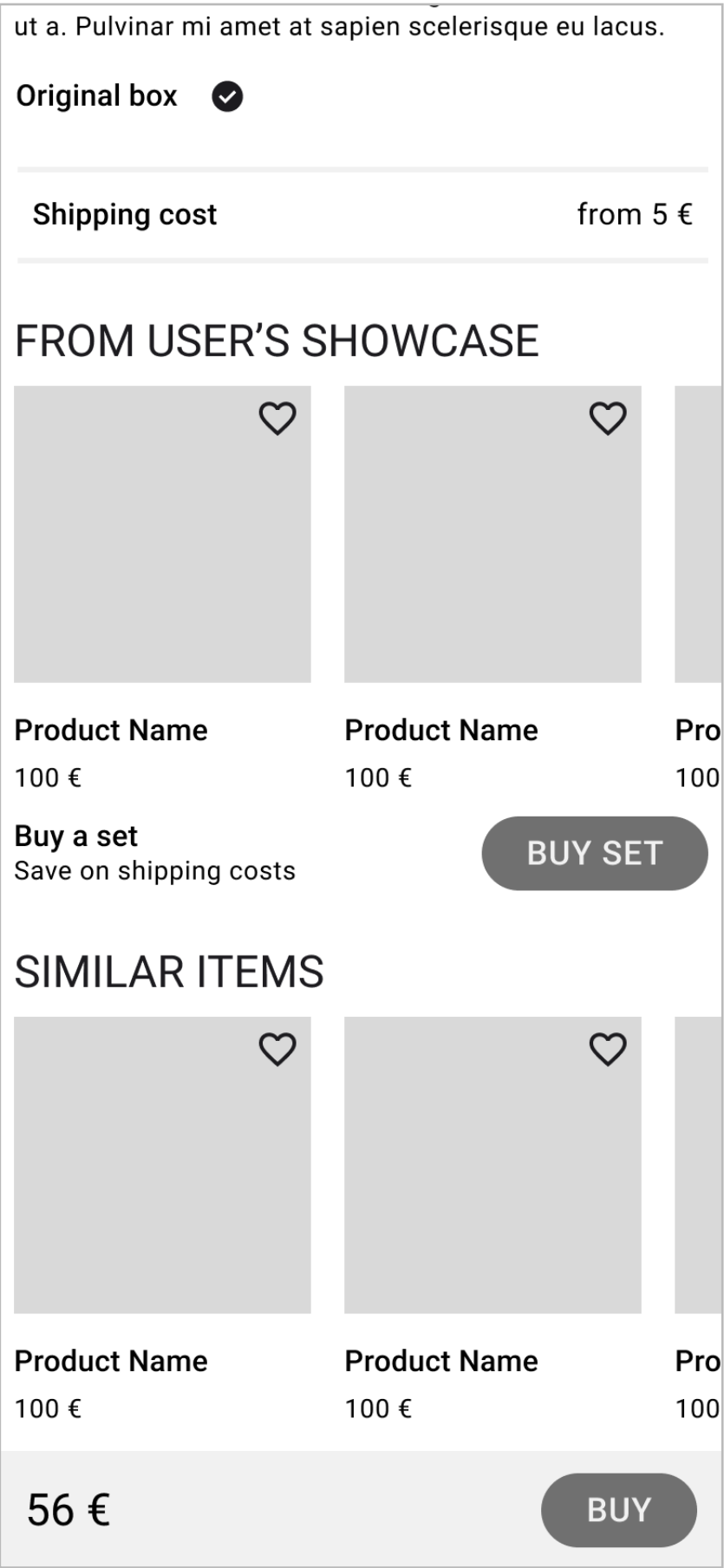
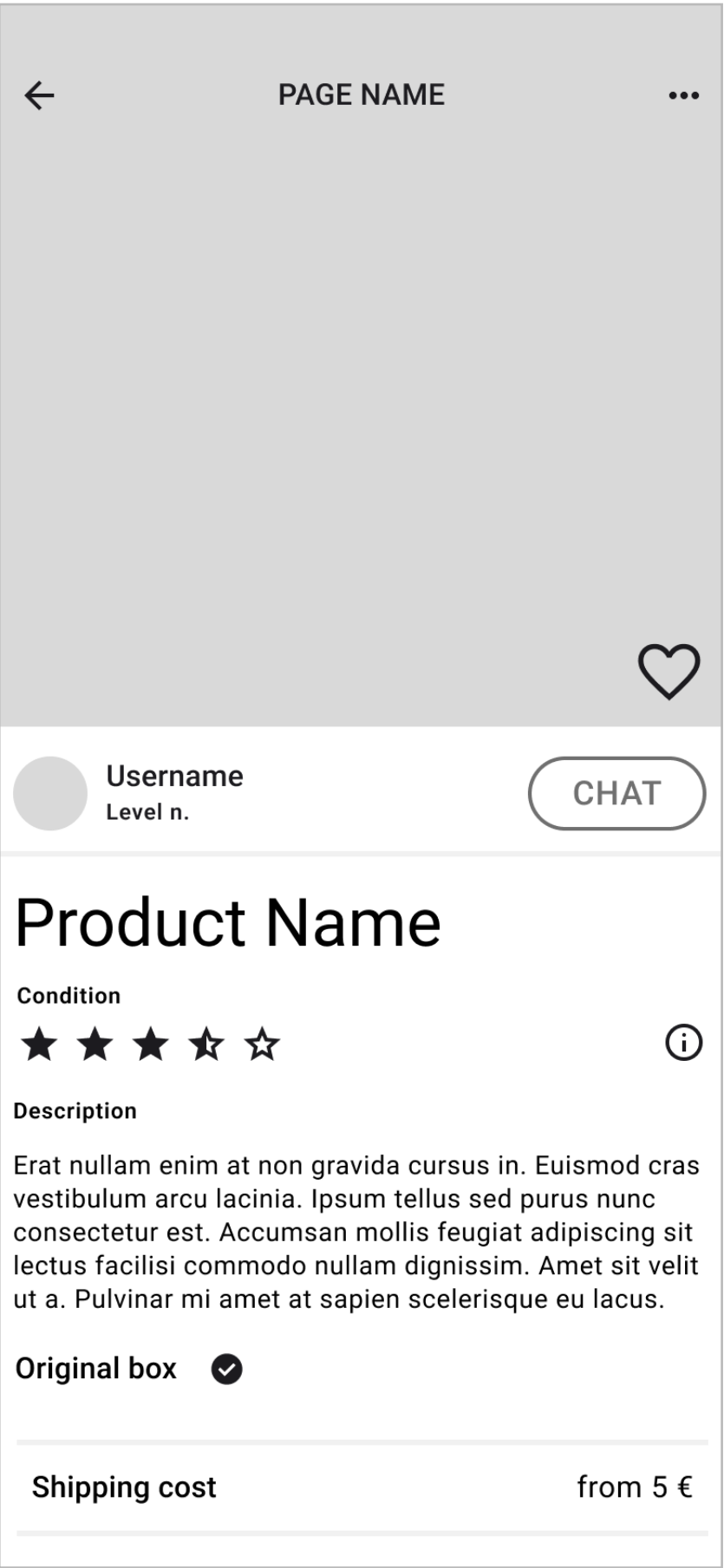
The textual description of the item follows. Initially, we see the name of the product, followed by its conditions. This feature is only displayed when an item has been reviewed by an expert. From our analysis of existing items, we found that information related to some products was often not documented. Therefore, we have enabled users to tap on the information (“i”) to view the expert who provided the evaluation and the methodology used to test the item’s condition.

During our research, we identified two primary characteristics of this particular item: whether the original packaging still exists and if the item is still functional. In our example, the item comes with the original box, so the “original box” option is checked.

After the shipping costs, we present two selections of other items. If the seller has other items for sale, they will be displayed in the “From the user’s showcase” section. Vinted already offers the option to purchase multiple items from the same seller to reduce shipping costs and receive discounts. This feature encourages sellers to add more items to the system and enables buyers to purchase more.

In the final section, we present a selection of related items sold by other users.

We have designed this screen to emphasise the “buy” action, with the navbar displaying only the price of the item and a button to purchase it. In case the user does not want to buy, they can always use the top left arrow to return to the previous screen.

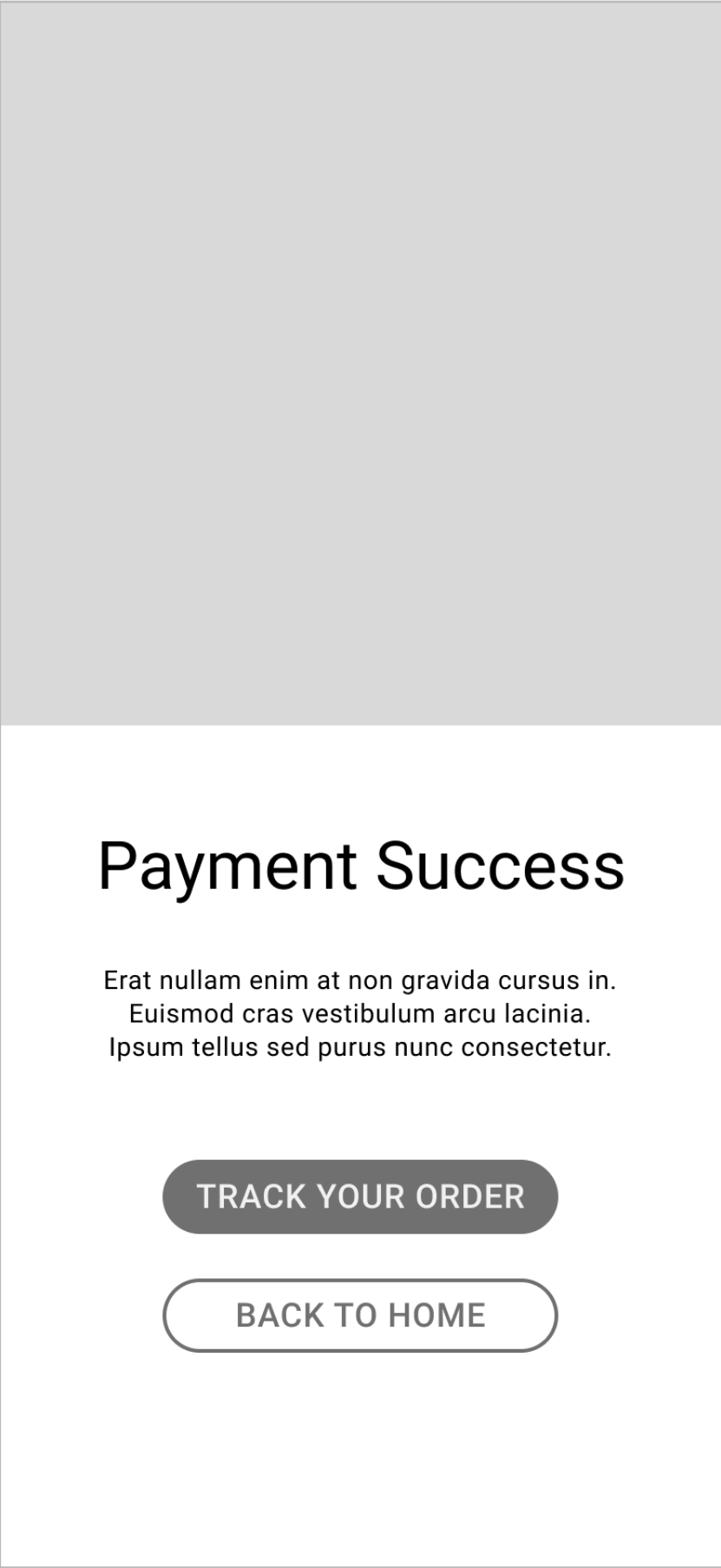
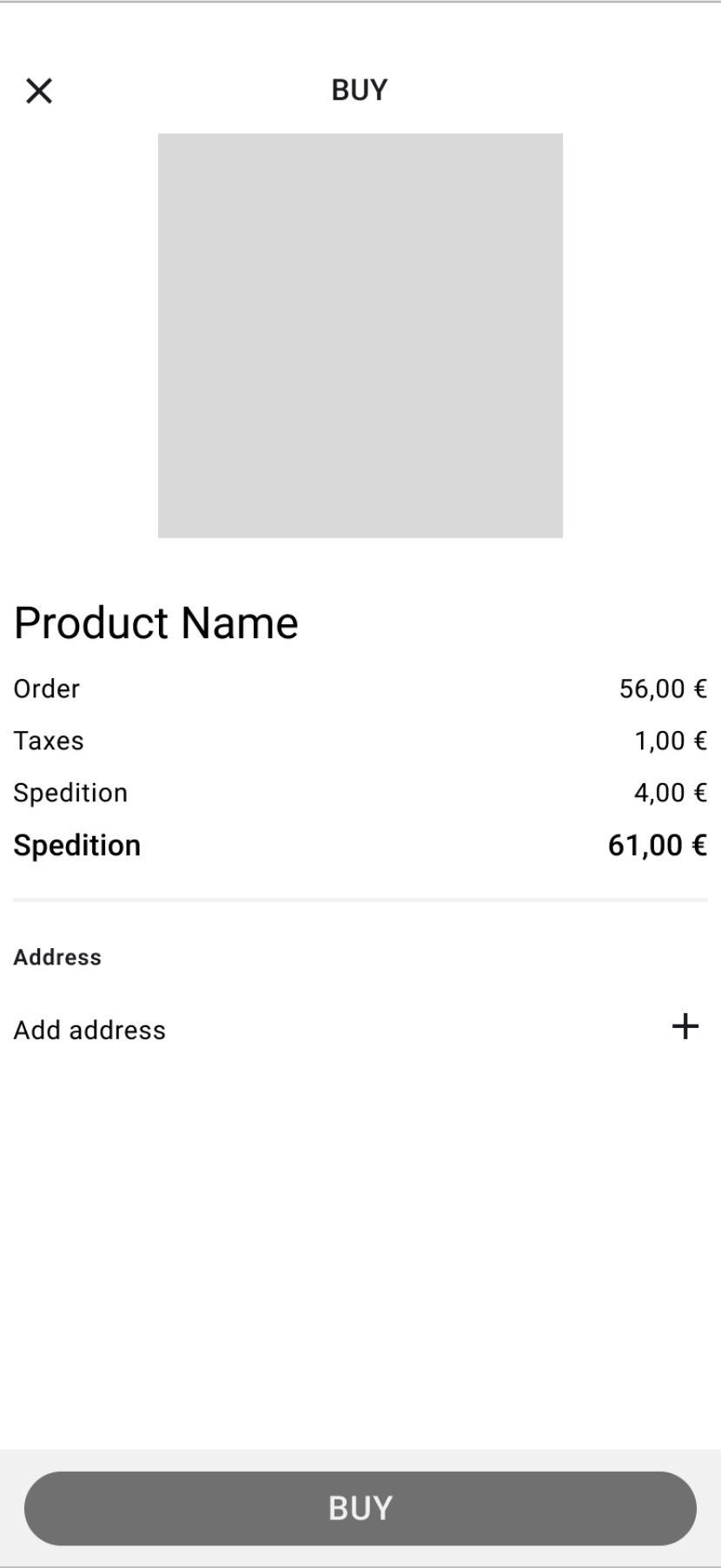


Buy

When a user taps on the “Buy” button on the item details page, they are directed to a new screen where the total cost of the purchase is displayed. Here, they can confirm or change the shipping address. The navigation bar now prominently features the “Buy” button, as this is the main action that we want to emphasise with our design.

Payment Success

Congratulations! You have successfully purchased your vintage console. It is important to notify the user of the success of their action, so we will display a cheerful image and a message to celebrate their purchase. The user can choose to return to the home page or track their order status using the second button, which is designed to help them understand where they can check the status of their order.

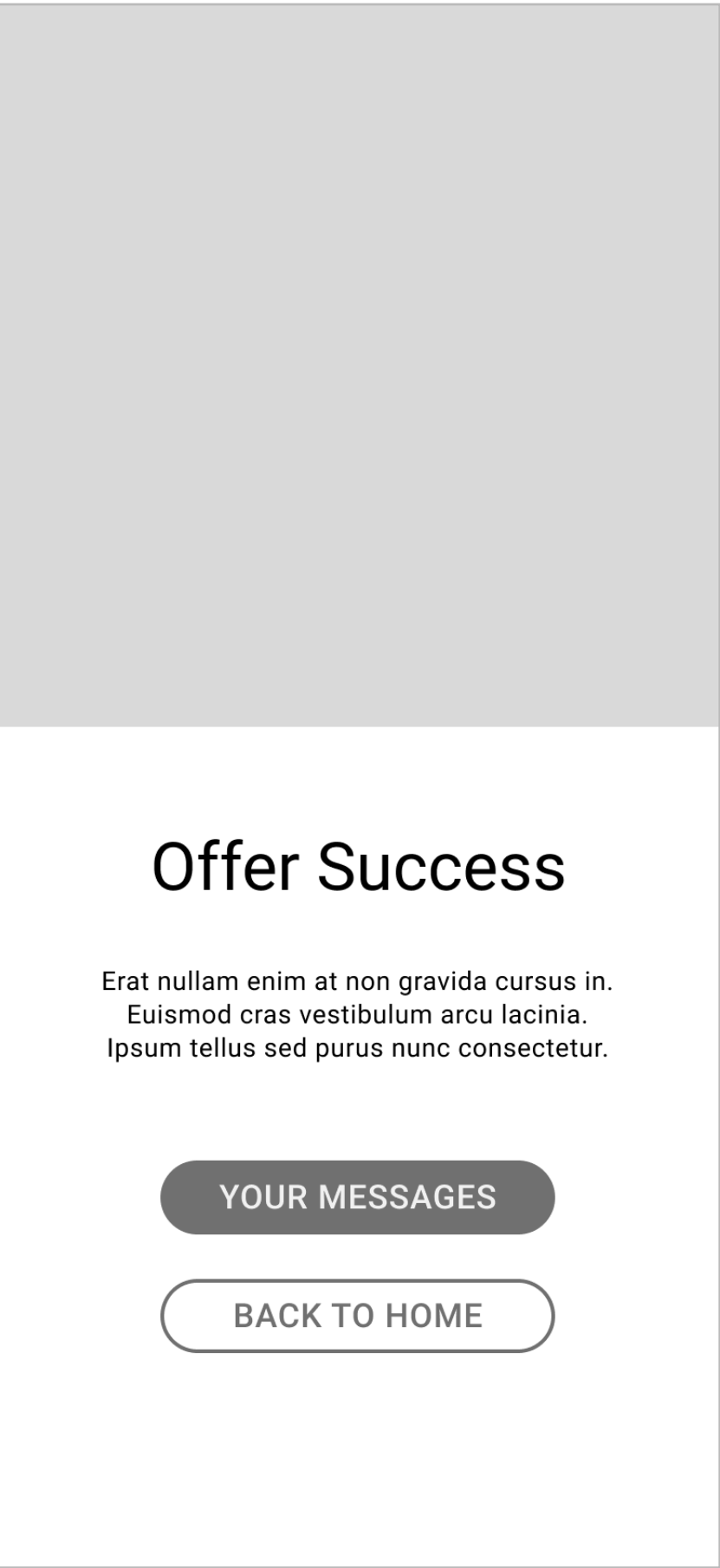
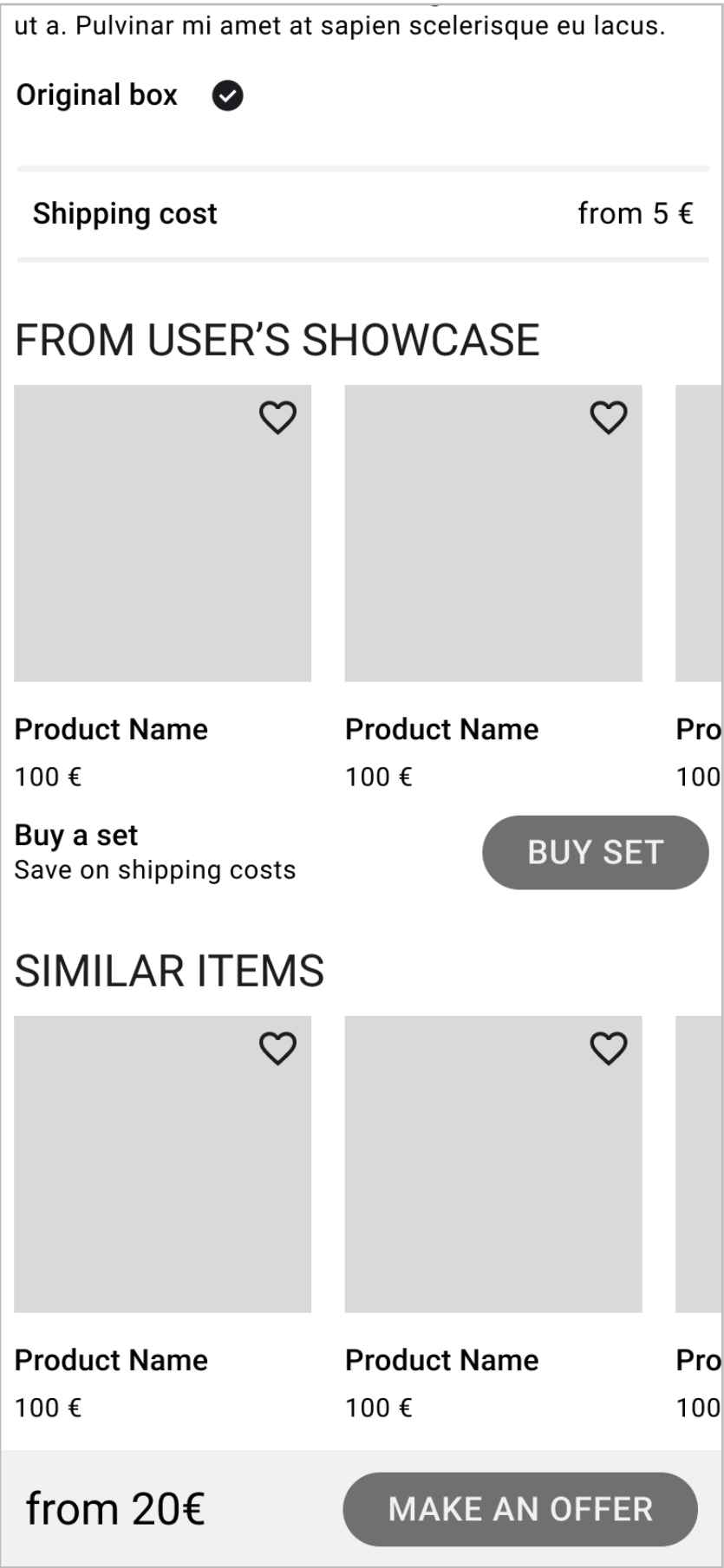


Make an offer

In our system, we have decided to maintain the seller’s ability to accept offers instead of setting a fixed price for items. The item details page will remain the same, with the only difference being the presence of a bottom bar that displays the starting price for making offers. If the user presses the “Make an Offer” button, they will be directed to a screen where they can enter the price they are willing to offer for the item.

Offer Success

As with the buying action, it is important to notify the user of the status of their offer. In this case, the offer must be accepted by the seller, and since the communication will be received in the messages section, the two buttons on this screen will give the user the option to return to the home page or to view a copy of the offer they made in the messages section.



Selling an item

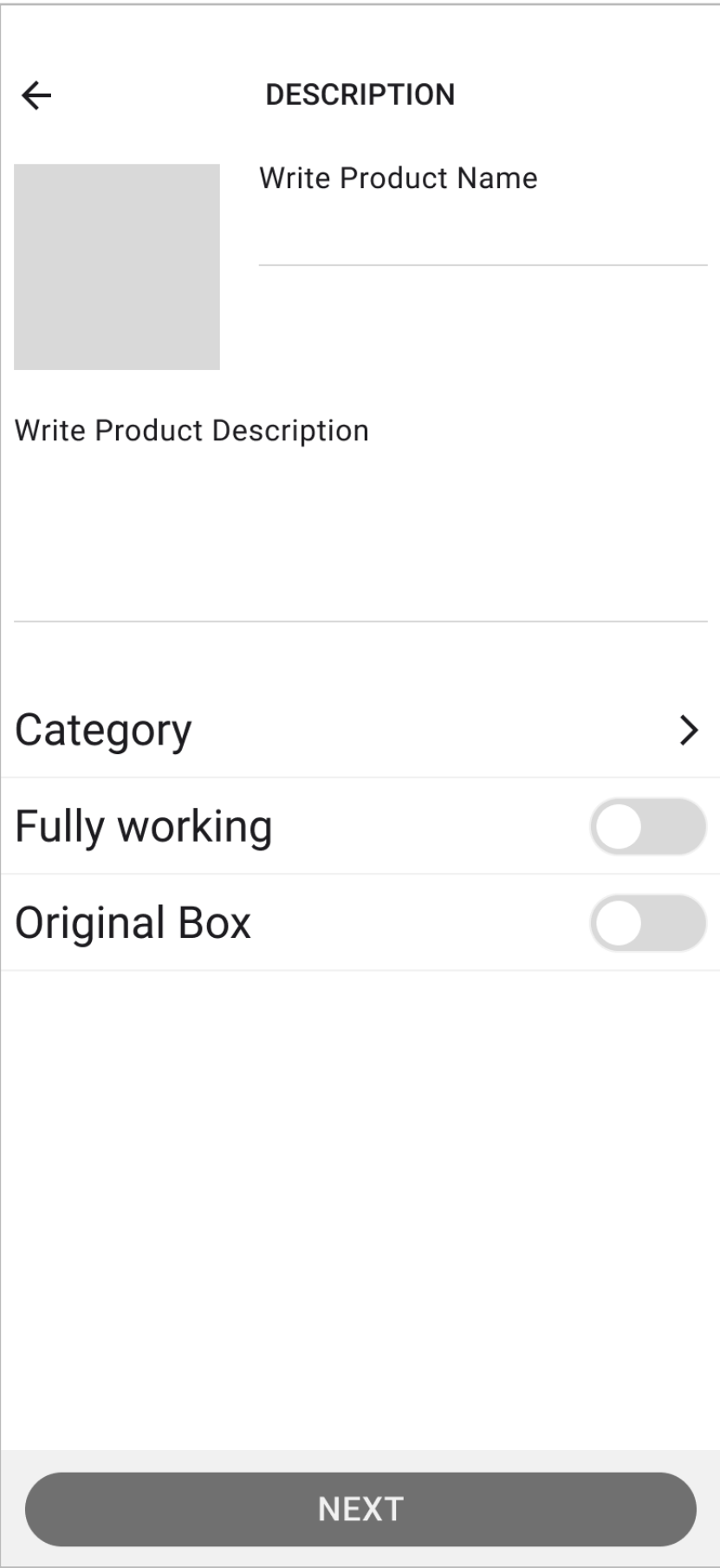
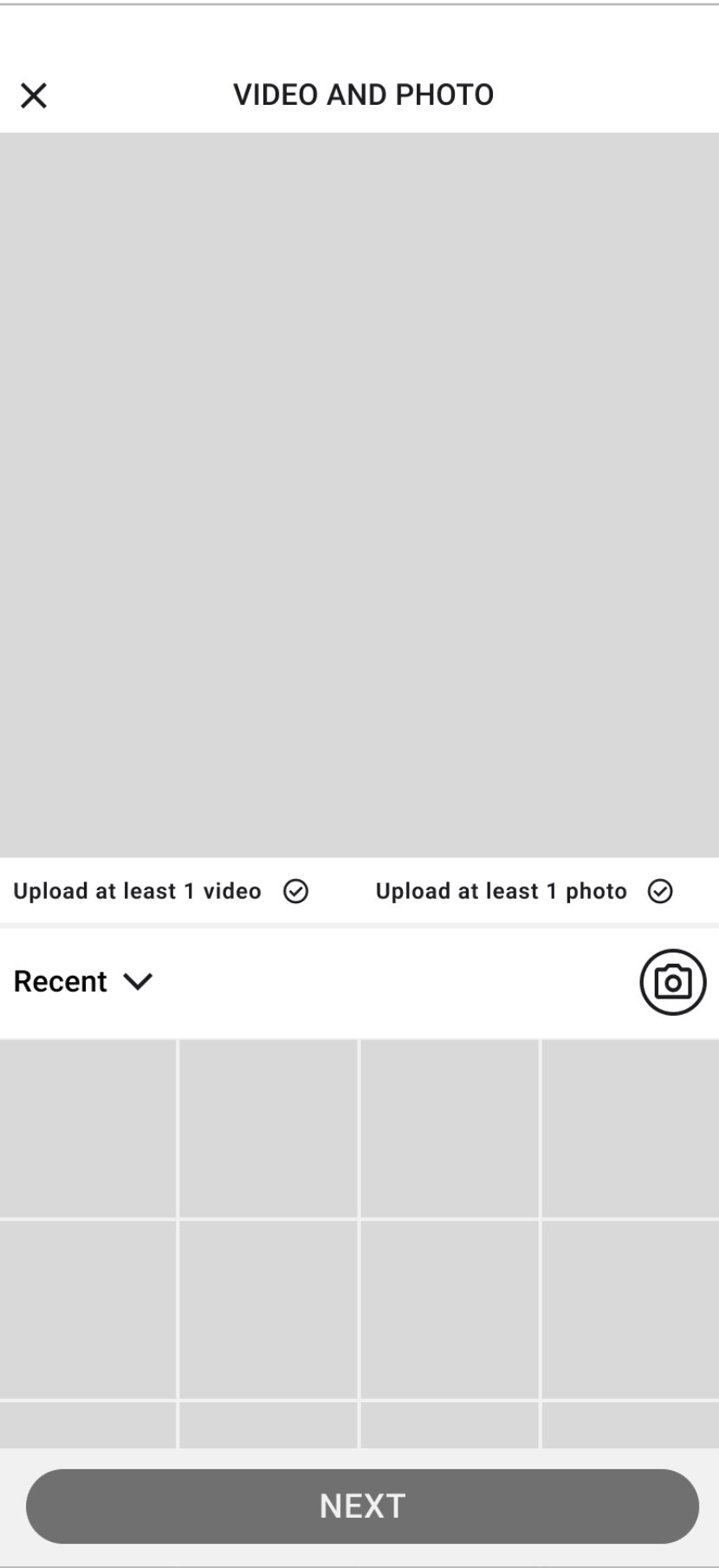
To start selling an item on our platform, the user needs to tap on the “Add” icon in the bottom navigation bar. Before proceeding, certain mandatory actions need to be completed by the user. We guide them in the right direction by disabling the “Next” button located in the bottom bar until all required actions are performed correctly.

Video and photo requirements

At Played, we require the user to upload at least one video and one picture when selling an item. Users can also add up to ten additional documents. We discovered that presenting a video of the item is crucial for establishing trust with potential buyers and reducing the possibility of scams. We always keep our users’ needs in mind, and this requirement is one of them.

Description

After uploading the video and photos, the user needs to provide a title, a short description, and select a category for the item. The user must also confirm whether the item is still functioning and/or if it comes with the original packaging. We followed the existing Vinted design for certain aspects of this step to make users of the parent application feel more comfortable.



Pricing options

The next step is setting a price for the item. We offer three options: “set a fixed price,” “accept offers,” or “ask expert evaluation.” If the user selects the first or second option, they will be prompted to enter a fixed price or a starting price for offers, respectively. If they choose to ask for an expert evaluation, they will be guided to locate and select an expert. In the case of the fixed price and the offers, after entering the digits and pressing next, a success message will appear, confirming the completion of the procedure. While for the expert evaluation, the user will be guided to complete the task.

←

PRICE

SET A FIX PRICE

Choose the price without possibility to accept offers

→

ACCEPT OFFERS

Set a starting price

→

ASK EXPERT EVALUATION

Choose a shop and let an expert evaluate your product

→

←

PRICE

ⓘ

Set a price

NEXT

←

PRICE

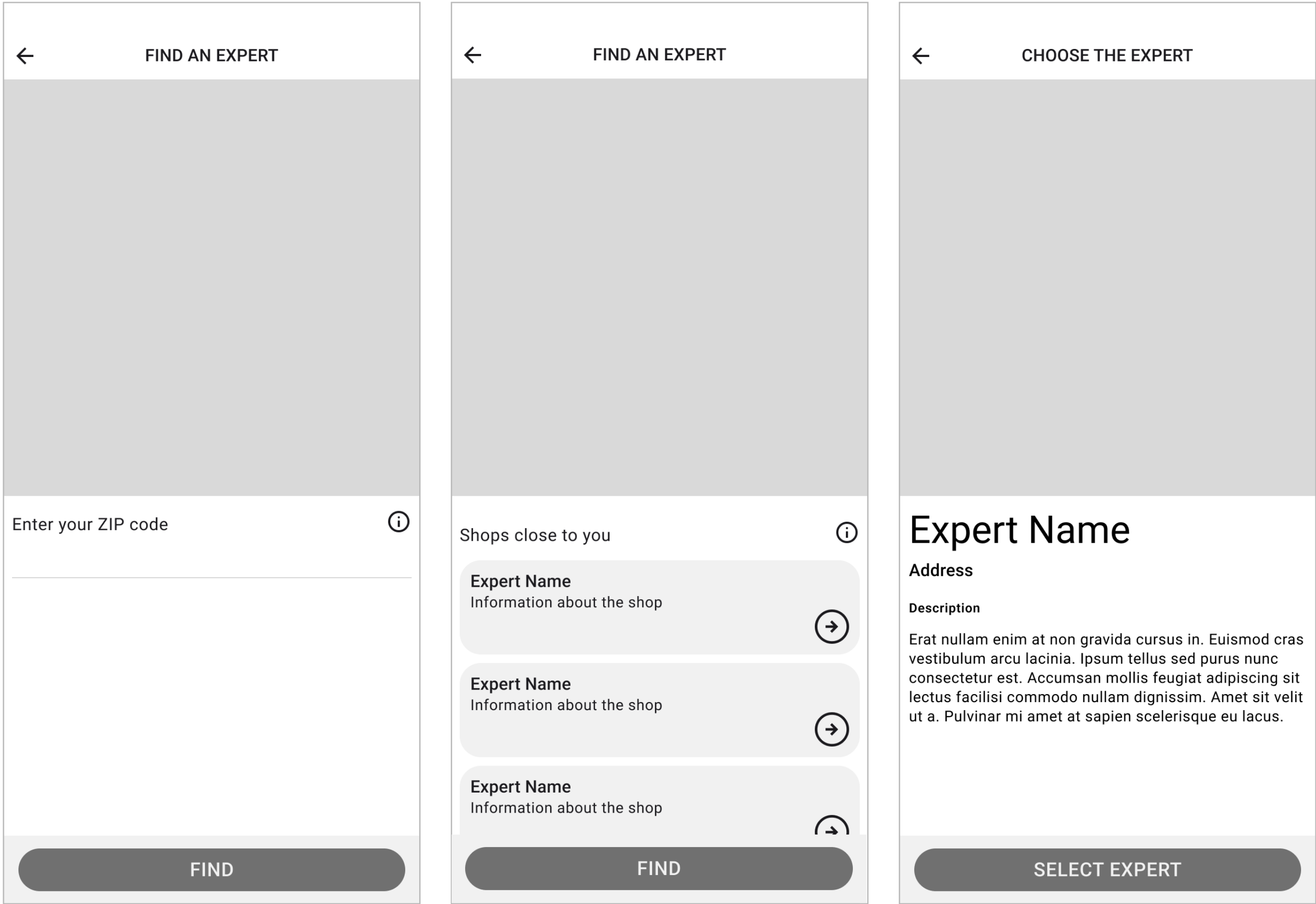
ⓘ

Set a starting price

NEXT

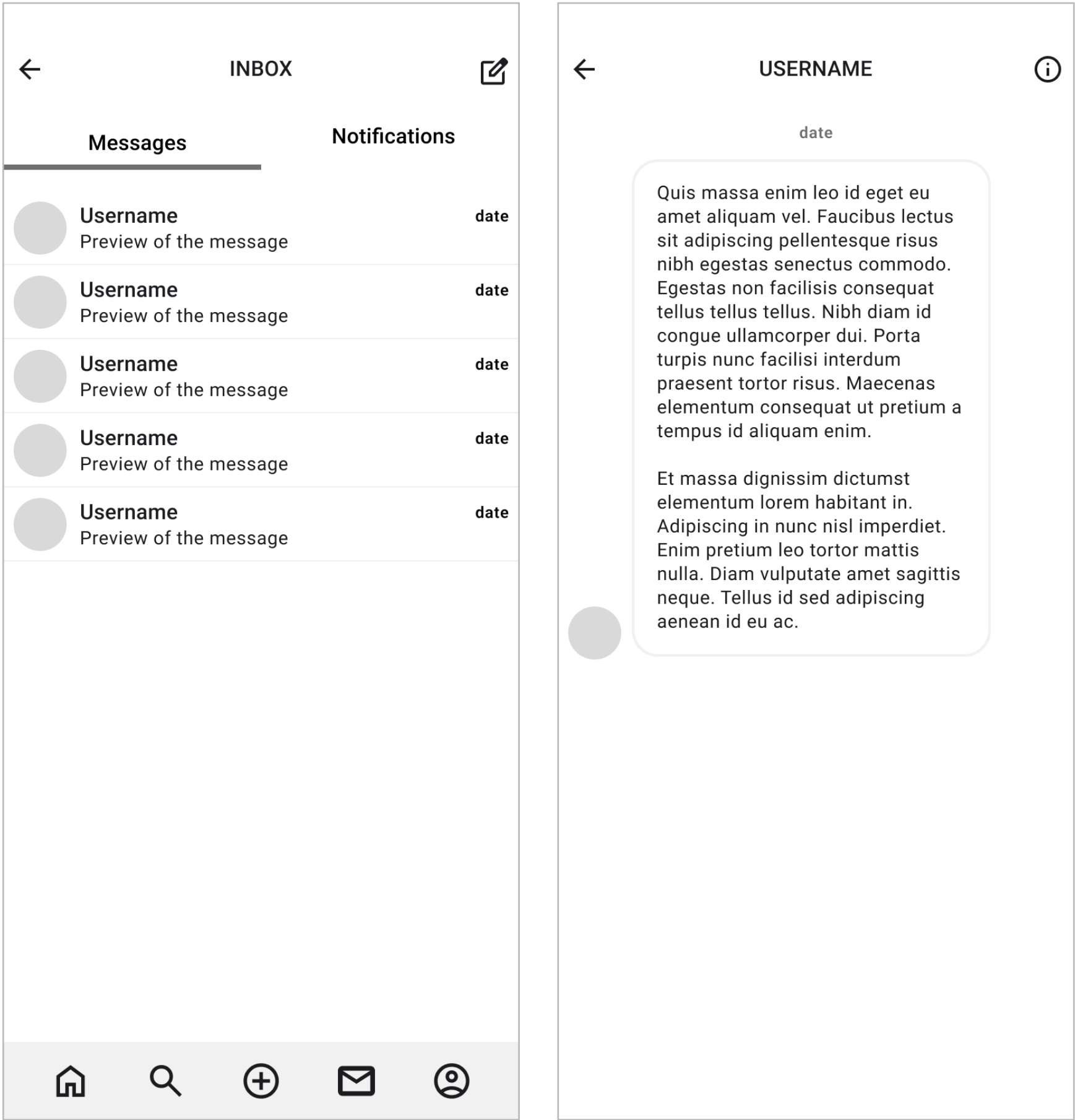
Find an expert

Additional wireframes were necessary for this procedure. If the user selects the third pricing option, they will need to locate the nearest shop or expert. We will use a mapping system to present the geolocation of the nearest shops on a navigable map. After selecting a shop/expert from the list, the metadata of the expert will be displayed. Here, the user can confirm their selection and review their request before sending it. Since a new communication channel between the user and the expert will be opened in their messages section, the success screen will offer the option to either open the newly started conversation or return to the home screen. The user will be notified whether the request was accepted or denied by the expert, and in case of a positive response, they can communicate and settle everything between them through messages.



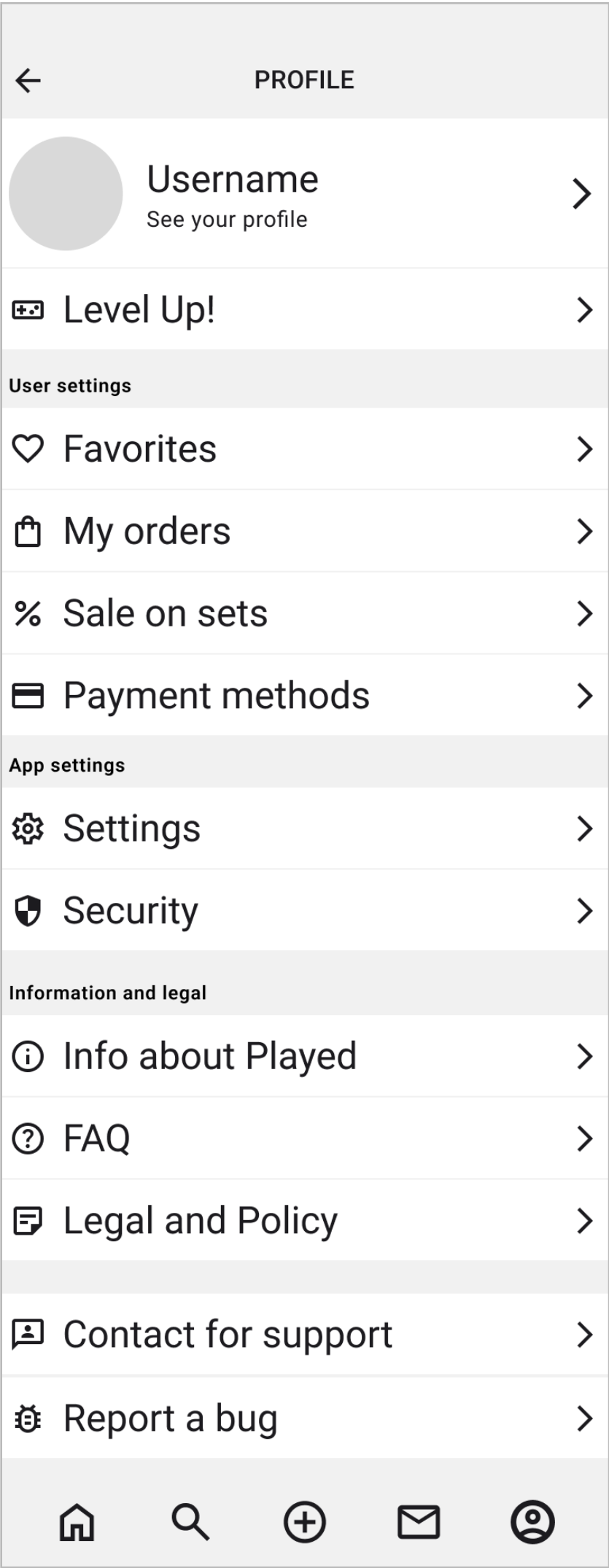
Messages and notifications

One of the main sections accessible from the bottom navigation bar is the inbox for messages and notifications. As we mentioned earlier, direct communication between users is a key aspect of this market segmentation. We found that this feature was already well-implemented in Vinted, so we decided to keep the section similar.



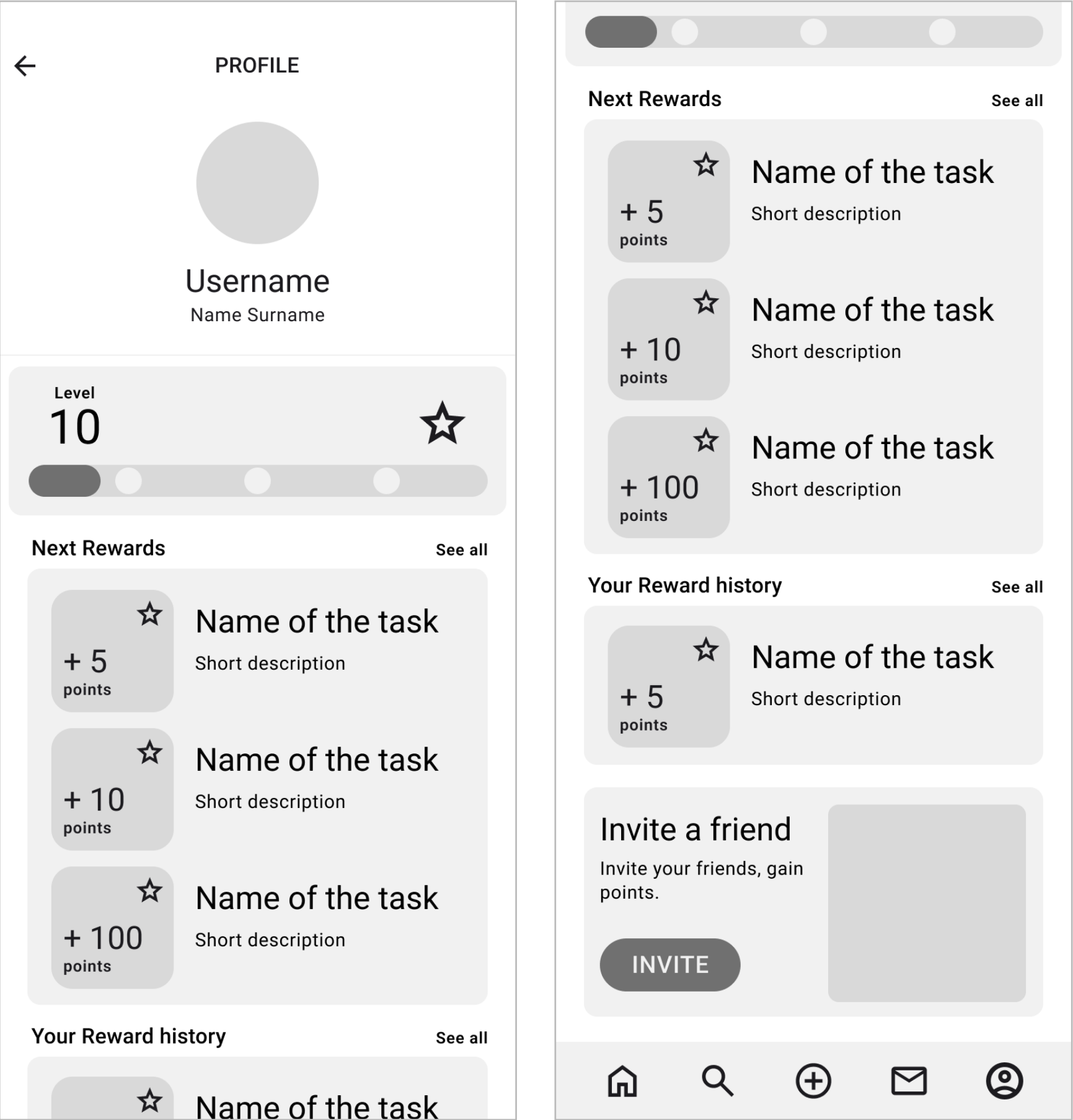
Profile

This section is dedicated to user and system settings. Here, users have the ability to change their personal information, such as their profile image, username, email, and telephone number, by tapping on the first tab. From the same screen, in the “User Settings” sub-section, users can also check their favourites, and the status of their orders, set discounts for customers who buy more than one product, and manage their payment methods. The “App Settings” subsection contains general settings for the application’s functionalities and security settings. In the “Information and Legal” section, users can find documentation about how the system functions and its legal aspects. Lastly, users can contact support and report bugs in the last section.



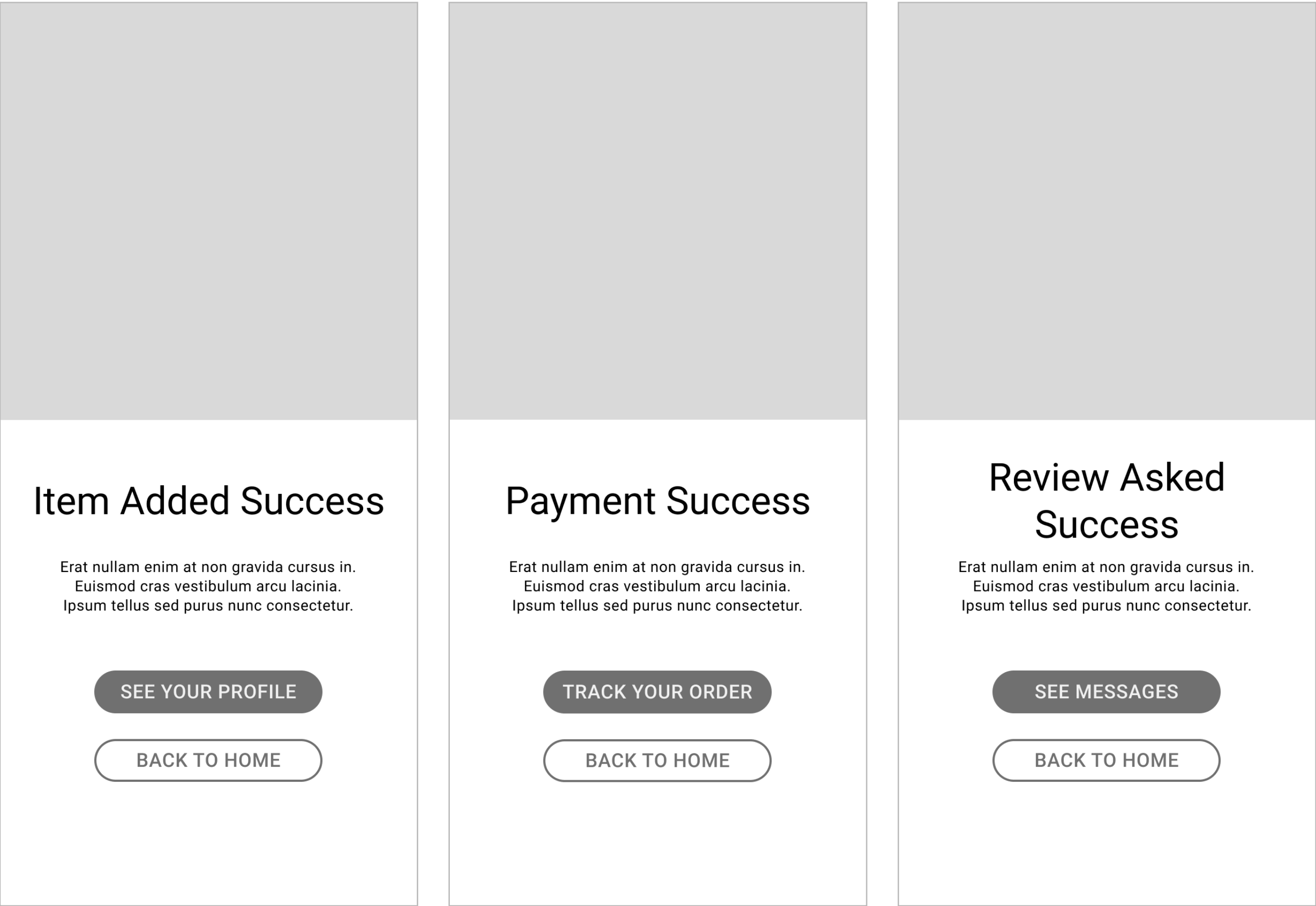
Level Up!

We implemented a gamification system to stimulate users to explore the application’s functionality and introduce a rating system to identify more experienced users. This gamification strategy also opens the possibility of introducing a reward system that can benefit both the user and the expert. We found it interesting to design a reward system where points can be translated into discounts in partnership with expert shops.



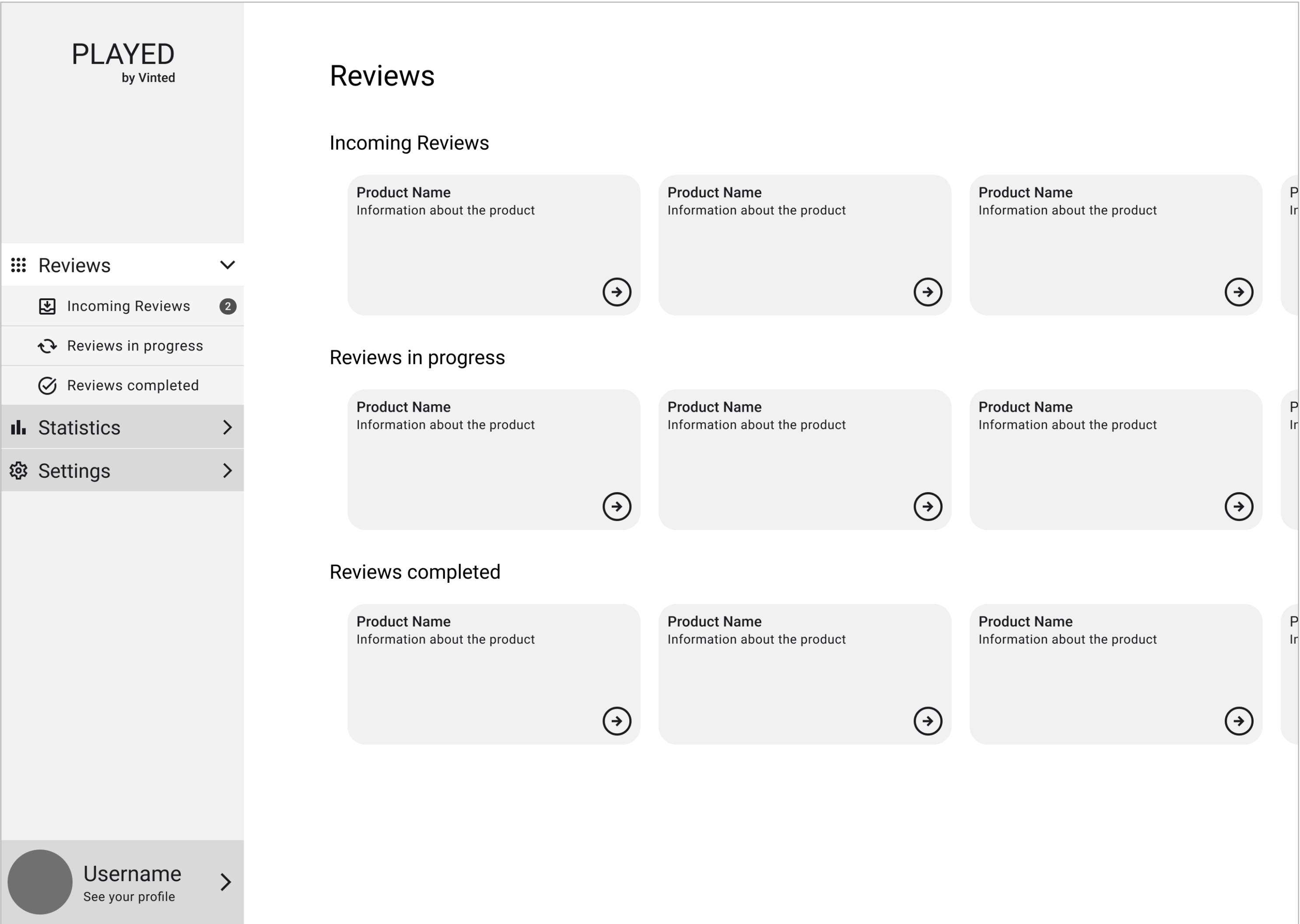
Task completed

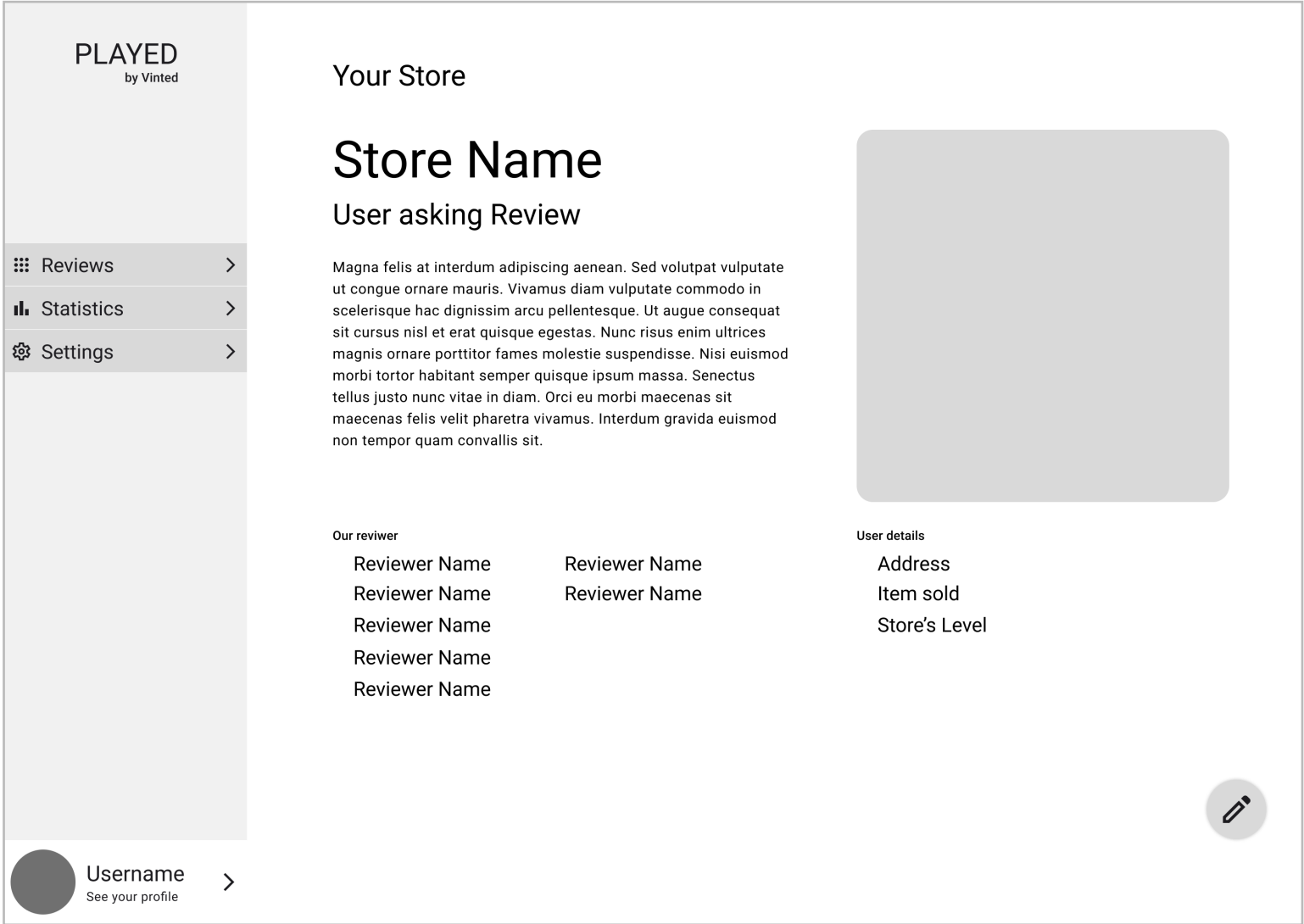
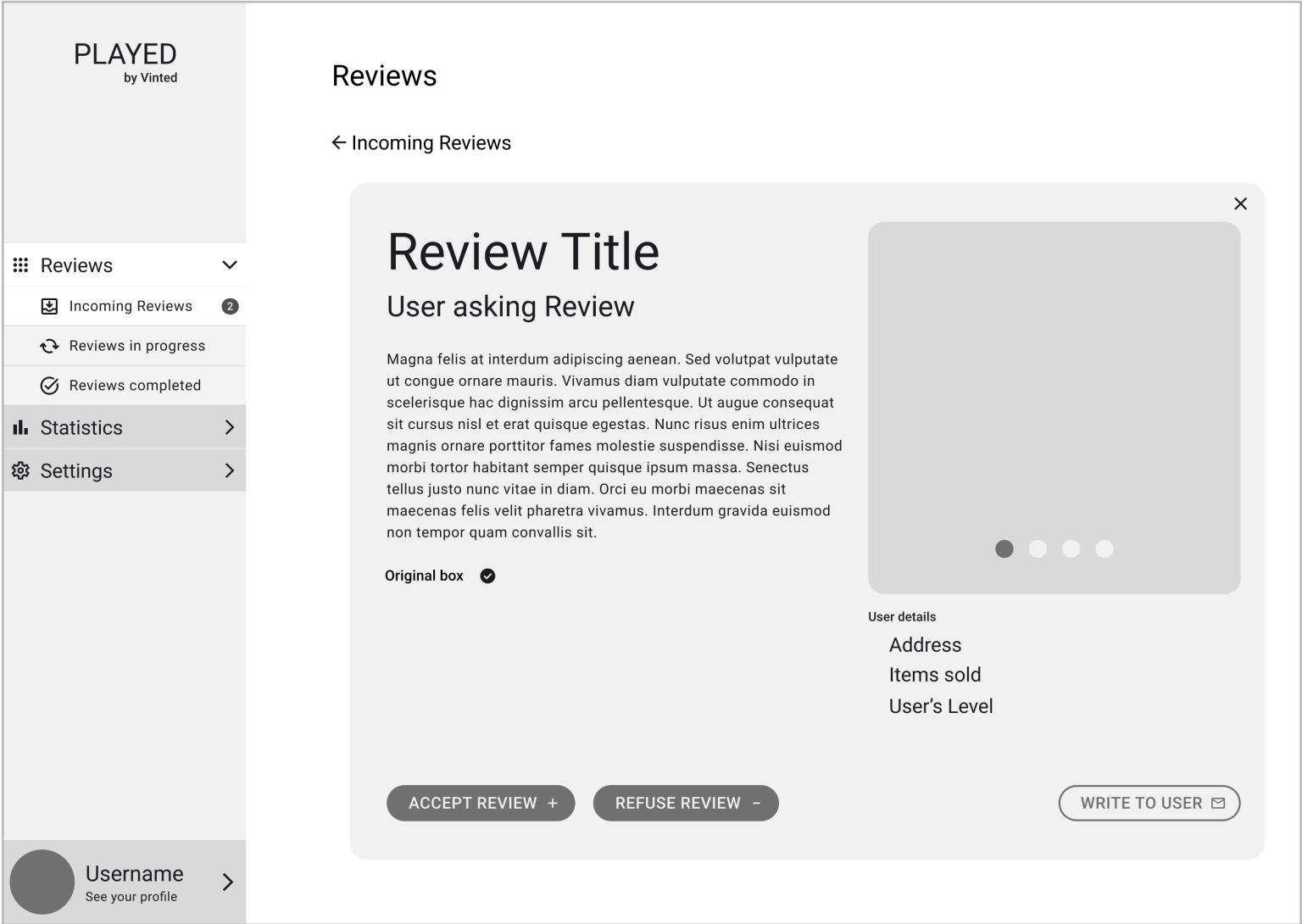
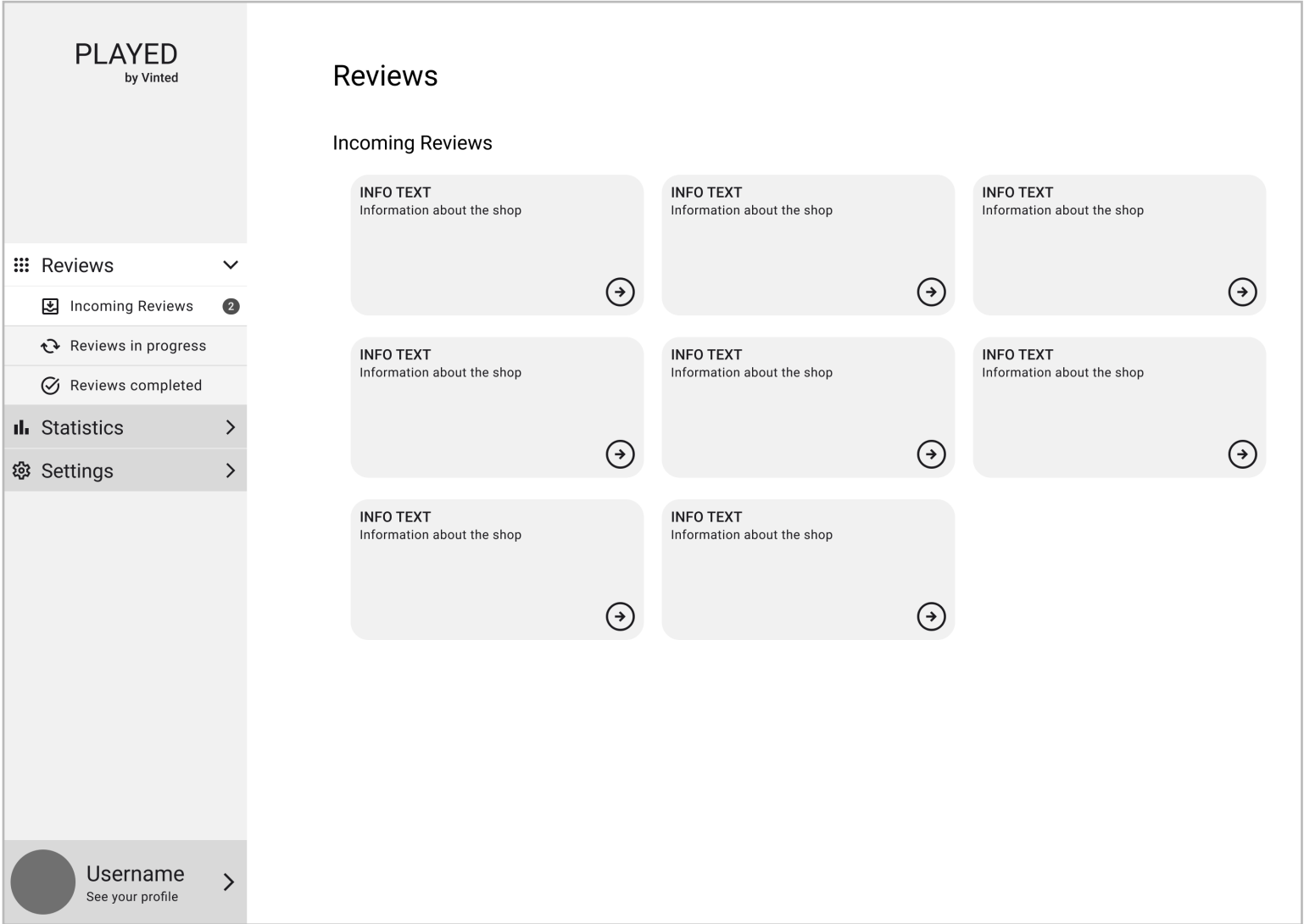
It’s essential to notify users of a mobile application when an action, such as buying, is complete. This notification reassures users that their request has been successfully processed and eliminates any confusion or doubt about the status of their purchase. Furthermore, prompt notifications provide a sense of satisfaction and convenience to users, making them more likely to return to the application in the future. Effective communication with users is essential to building trust and maintaining a positive user experience, which ultimately leads to increased engagement and customer loyalty. Therefore, sending timely notifications when a user completes an action is an essential aspect of a successful mobile application.



Expert Dashboard

We have designed a desktop-oriented dashboard specifically for experts to manage user review requests. This section of the application is intended for use in a working environment and is better suited to desktop devices rather than mobile devices. The opening screen presents a summary of all reviews, divided into three categories that reflect the status of each review: “Incoming reviews” for new requests that have not yet been accepted or declined, “Reviews in progress” for accepted but not yet completed reviews, and “Reviews completed” for finished reviews. Experts can analyse incoming requests and decide whether to proceed with an evaluation or refuse it. The evaluation process can be guided by different reasons, such as an overload of requests, items that do not conform to the platform’s policies, or other reasons. It is also important to communicate the status of the request and provide the option to open a direct communication channel between the sender and the receiver. In the first case, automated messages will notify the user when a request is accepted, rejected, in progress, or complete. In the second case, the expert can ask for or provide additional information or motivation as necessary. These messages will be stored in the “Messages” section of the end-user mobile application.





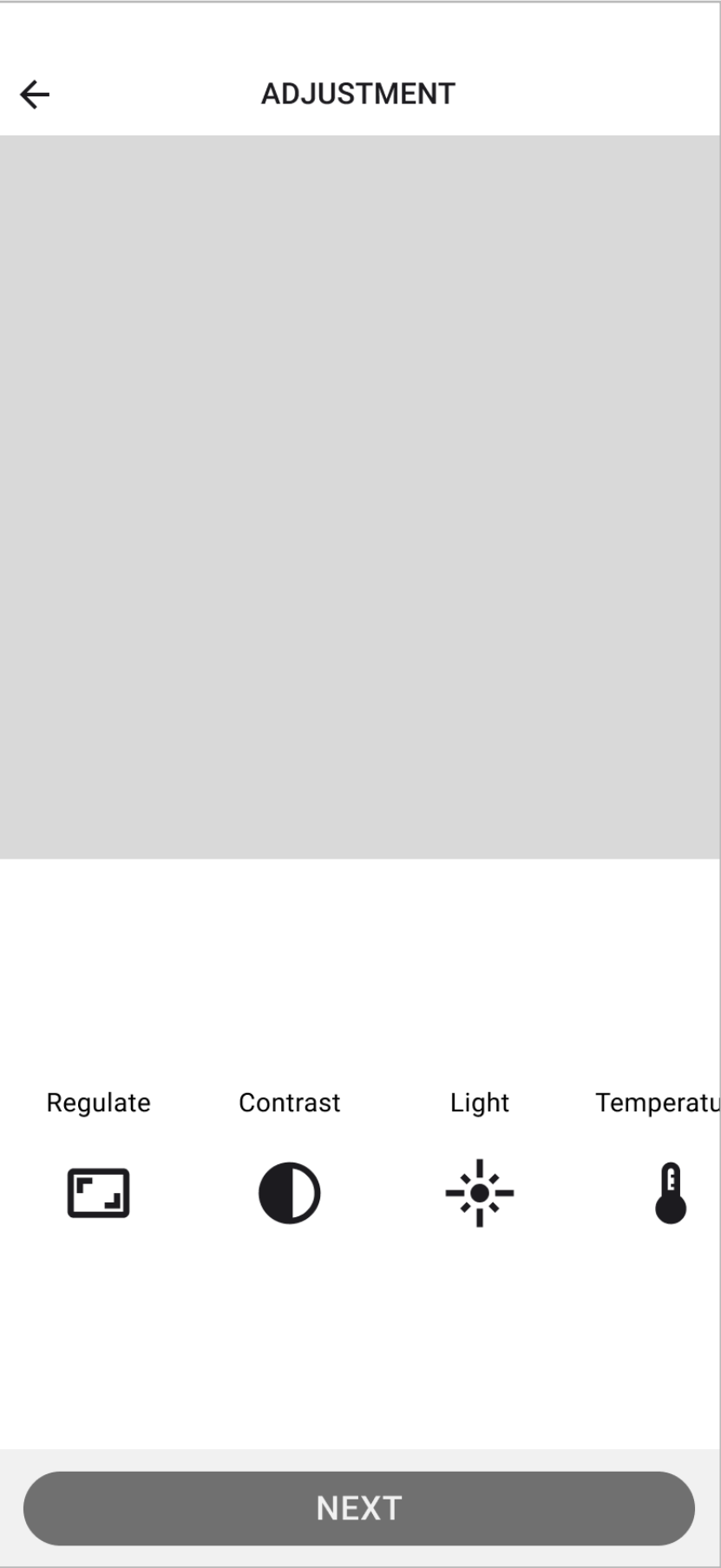
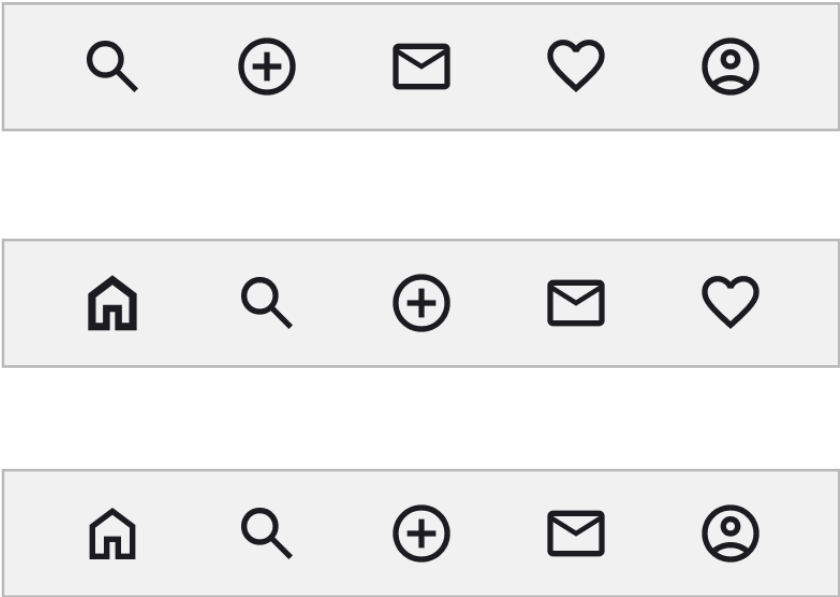
1.7 Before and After

Navigation bar

The system’s design evolved during testing. One improvement we made from the storyboard to the wireframe was reorganising the bottom navigation bar. Initially, we thought it would be interesting to include favourites in the navigation bar, but after testing, we found that users were unable to return to the home screen easily. The home screen acts as a safe space where users can receive suggestions related to the items they uploaded.

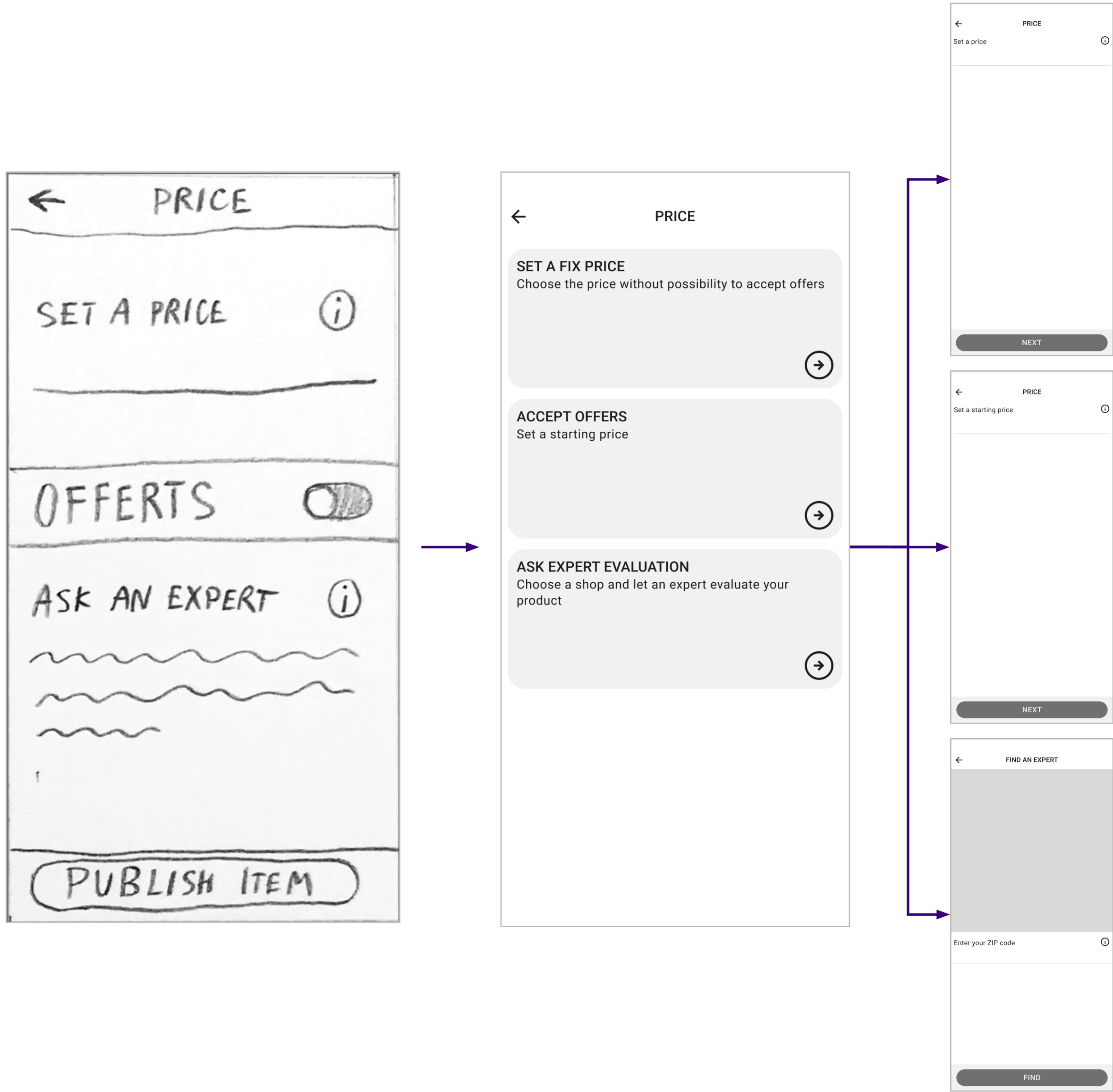
Image modification

Initially, we thought that giving users the ability to edit and modify their images would be a plus, but we found out during our tests that this step could be use to alter the real aspect of the object, so we decided to simplify the already detailed selling procedure. This step was supposed to be shown as the second one to users after they selected photos or videos from their mobile gallery.



Setting price

A key improvement we made to the system was to make the price-setting process clearer and smoother. Initially, we tried to organise all the possible choices on one screen, but in the first round of testing, we found that this organisation made it easy for users to get lost. The improved design takes into consideration that all three options are equally important and require different paths to be followed.



Selling procedure navigation and minor corrections

In terms of the selling procedure, our initial design included a top navigation arrow. However, we soon discovered that not all users were clear about the need to complete required tasks before moving on to the next step. As a result, we decided to switch from the top navigation arrow to a large button in the bottom navigation bar. This button is disabled until the required tasks are successfully completed.

Furthermore, we found that some screens could benefit from improved readability through the use of textual signifiers. For instance, this could be applied to the item description and user profile. By implementing such signifiers, we aim to make the content clearer and more easily understandable for users.

