

PLAYED

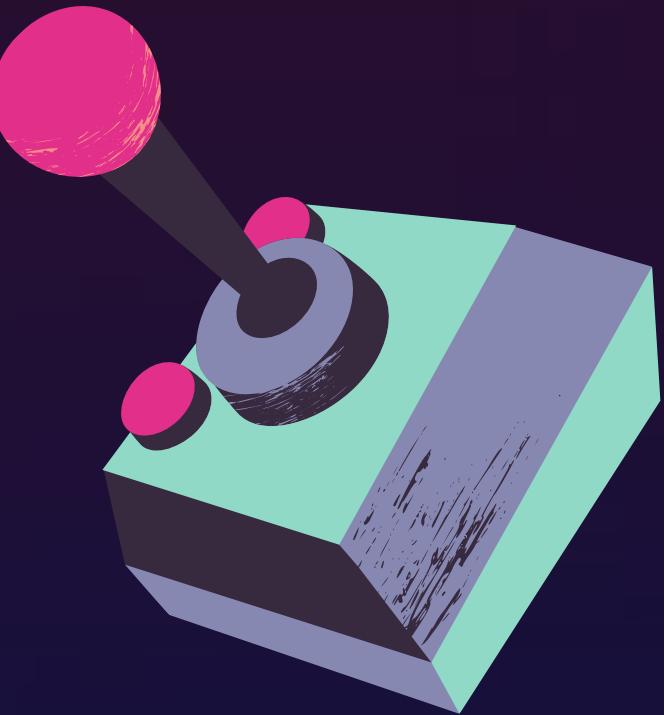
By Vinterd

SARA
VELLONE

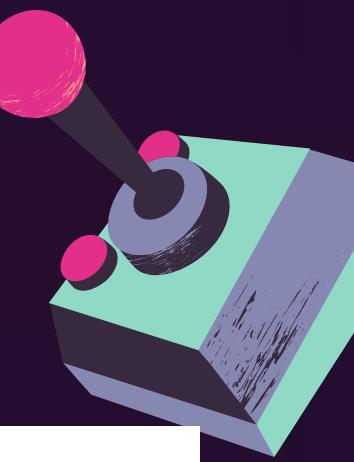
OLGA
PAGNOTTA

STEFANO
RENZETTI

FINAL DESIGN HIGHLIGHTS



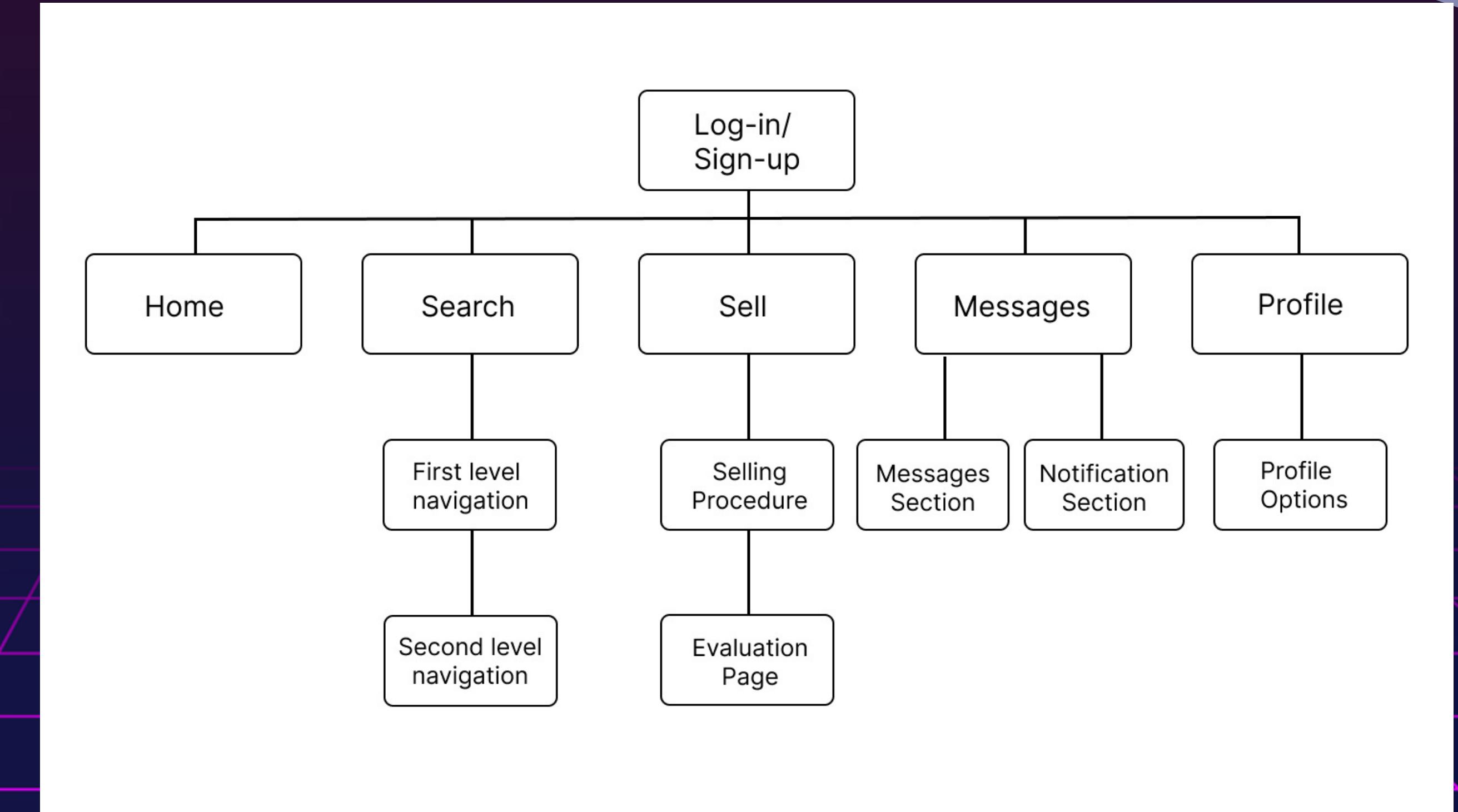
INFORMATION ARCHITECTURE



Defining the components, their functioning and their relation, is the first step of PLAYED design.

We found 5 main sections:

- Home
- Search
- Sell
- Messages
- Profile



In the flowchart we can see an overview of the system.

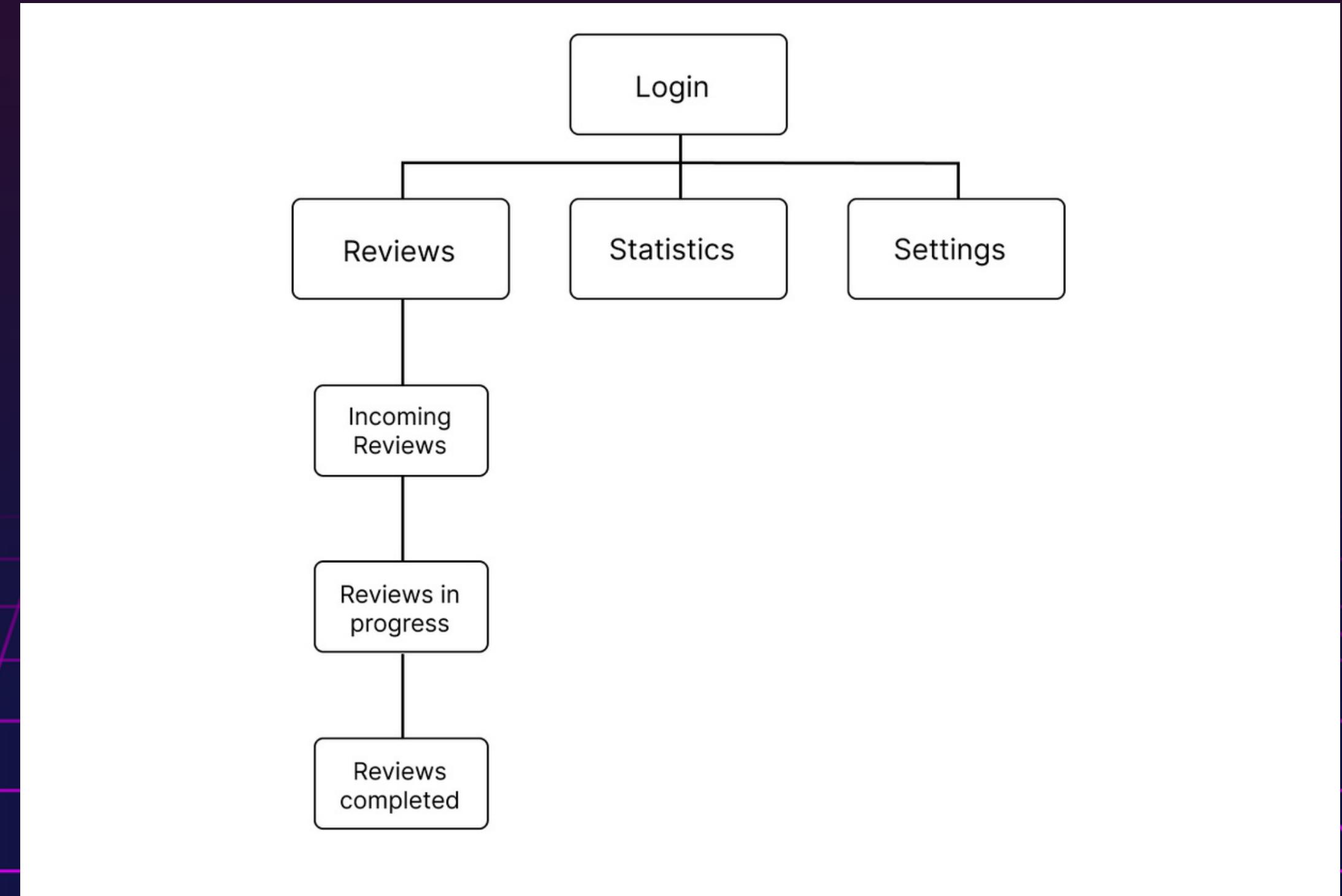
INFORMATION ARCHITECTURE

Besides the public application, a dashboard for expert is needed.

This specific feature emerged during the study of the user's needs.

We found 3 main sections:

- Reviews
- Statistics
- Settings

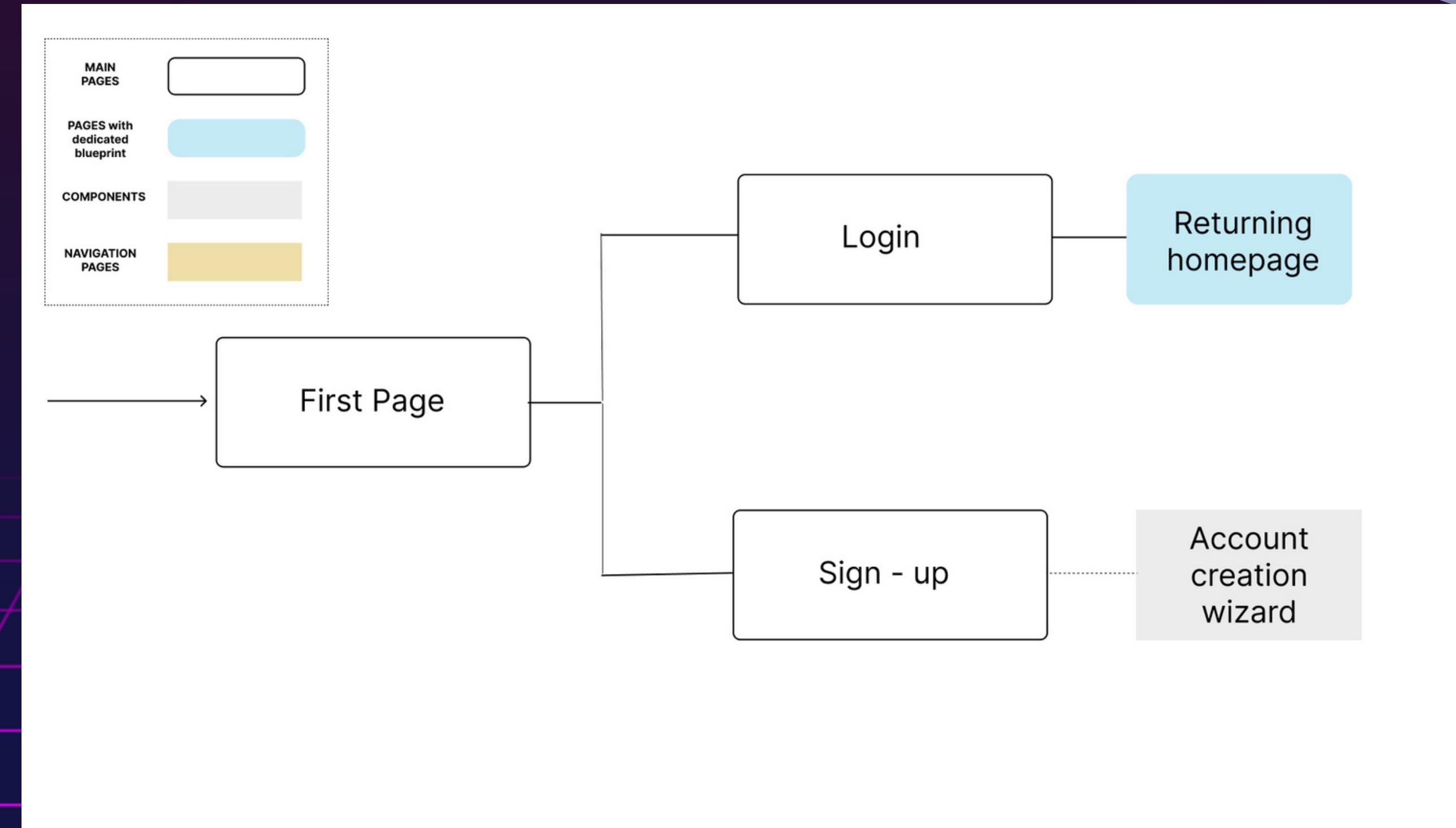


BLUEPRINTS

Blueprints are fundamental element in designing an application.

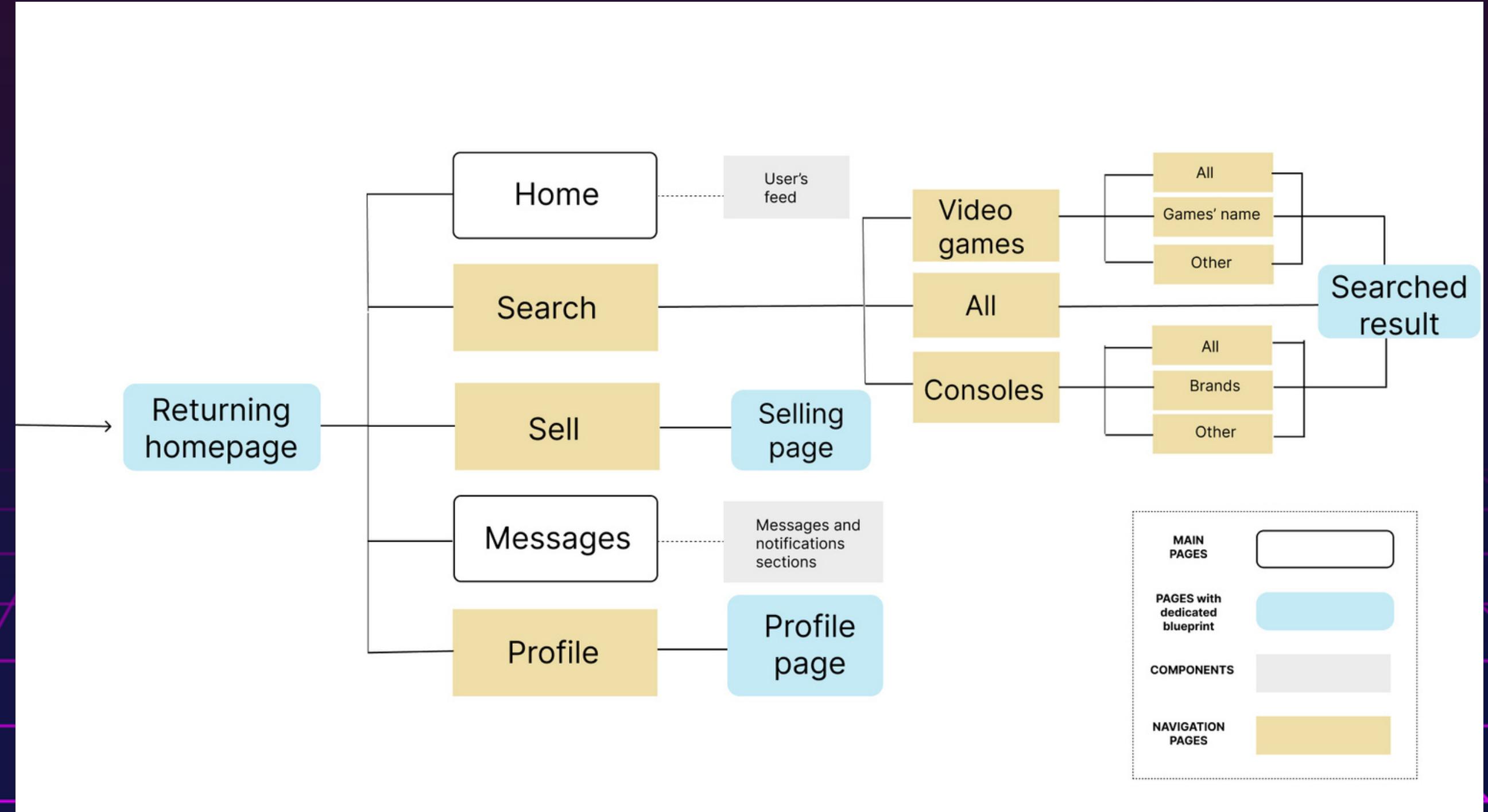
With them we can define components and organization of the content and show how components are related to each other in a more detailed way. We divided into main-pages and navigation-pages.

The first main-page is the one to access the app.



BLUEPRINTS

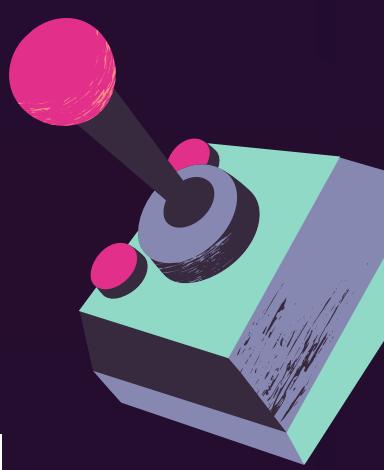
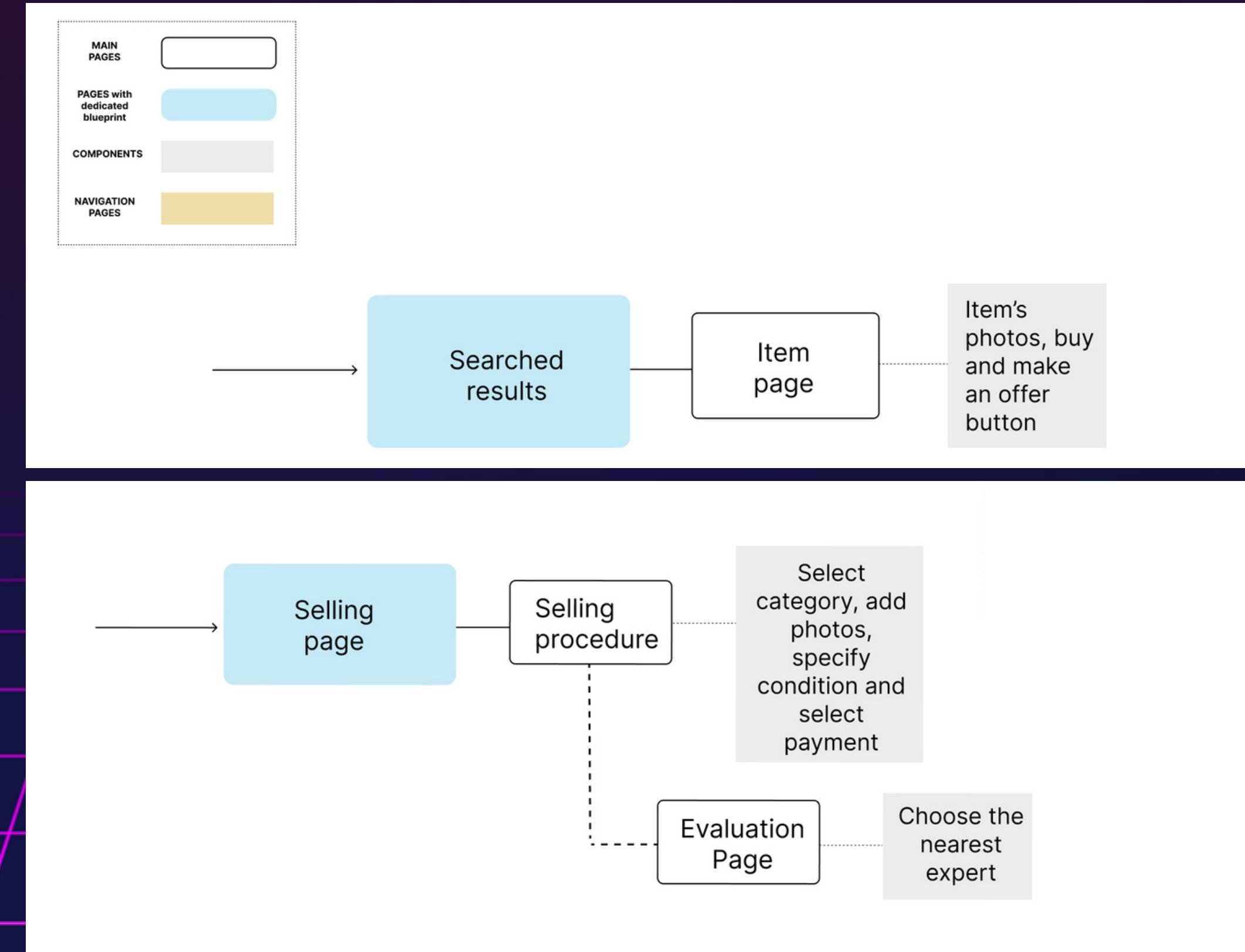
The returning homepage is characterised by three navigation pages with an inner hierarchy - Search, Sell and Profile - and two pages - Messages and Favourites - that do not have inner pages inside them.



BLUEPRINTS

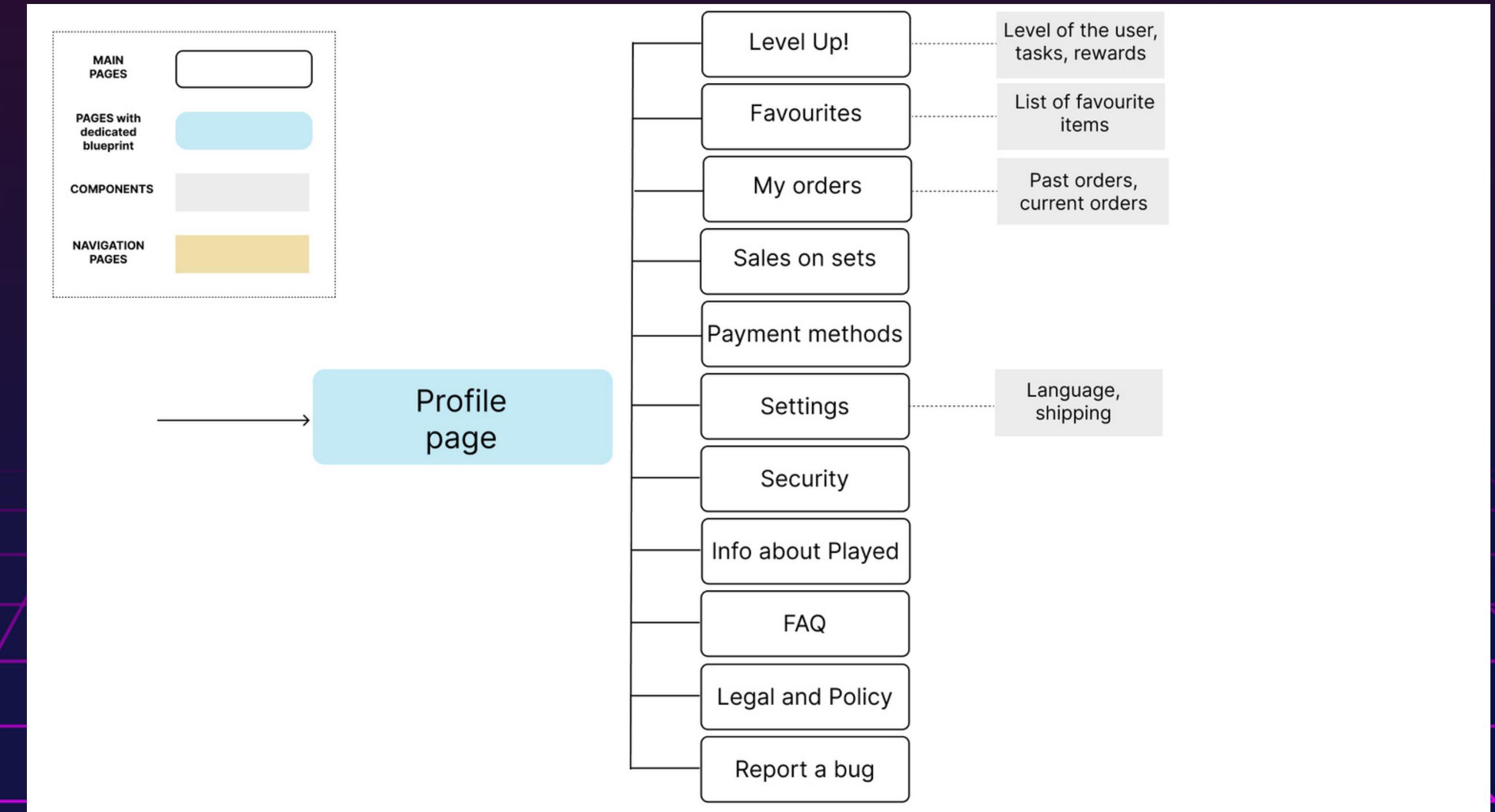
The searching results' page leads to the single item page, in which the user can use all the tools offered to buy the item.

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.

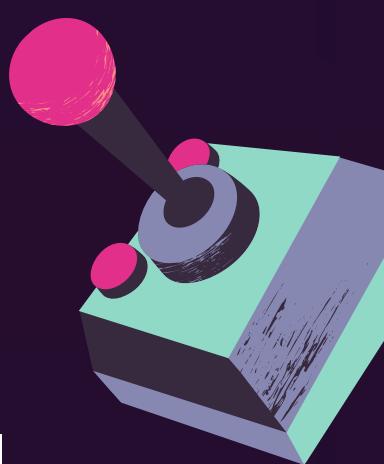


BLUEPRINTS

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

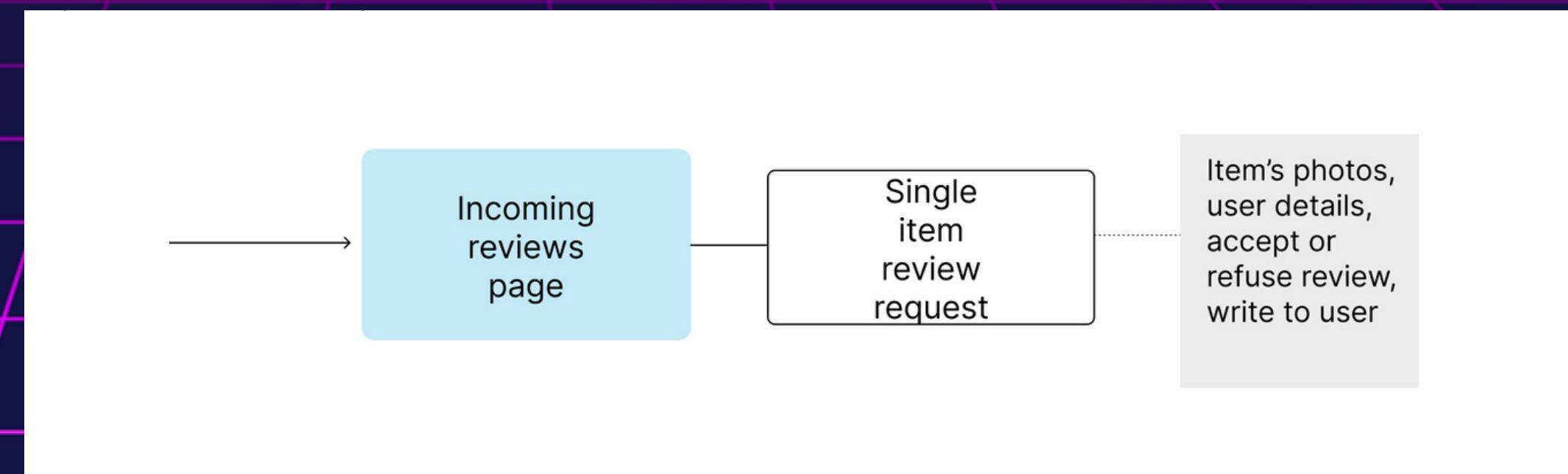
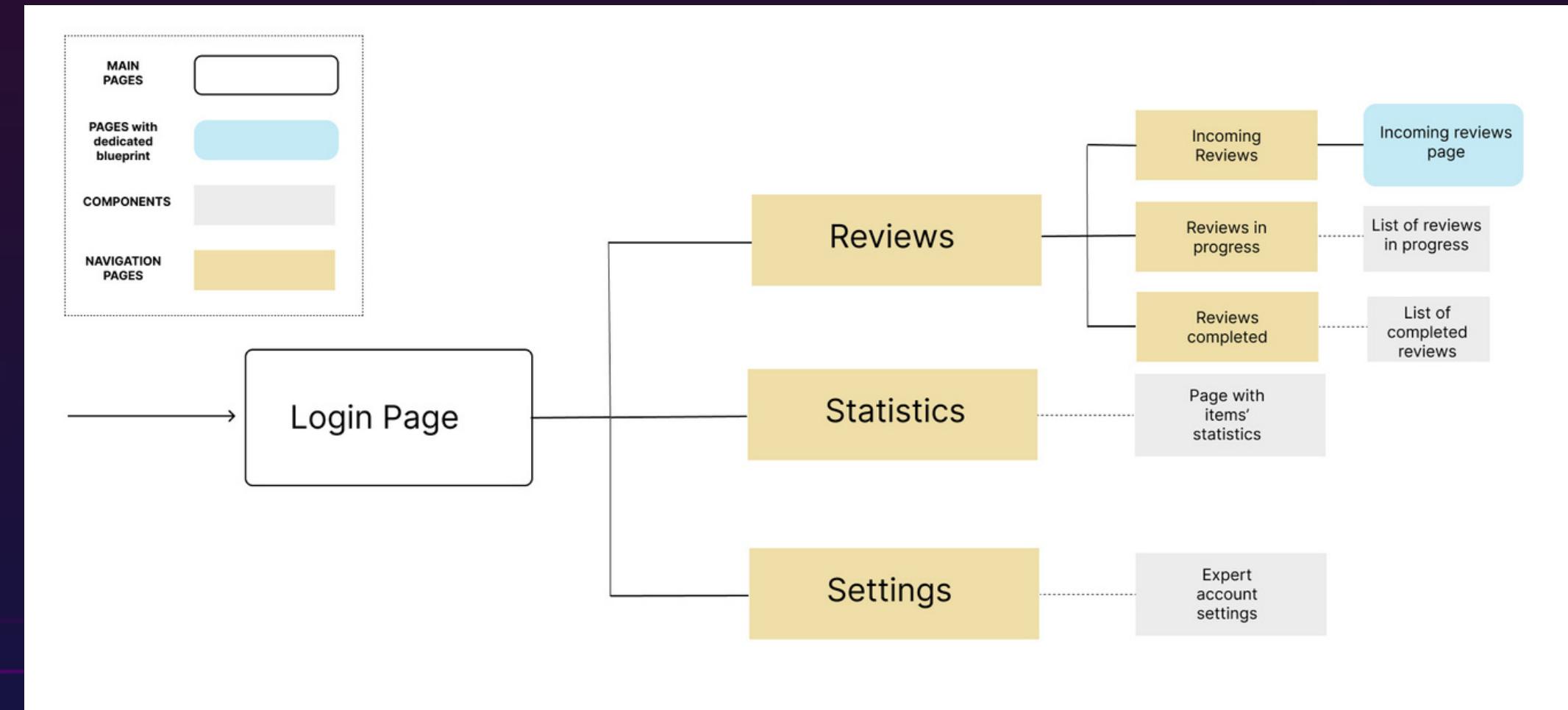


BLUEPRINTS - DASHBOARD



The login page leads to a list of three navigation pages which are Reviews, Statistics and Settings.

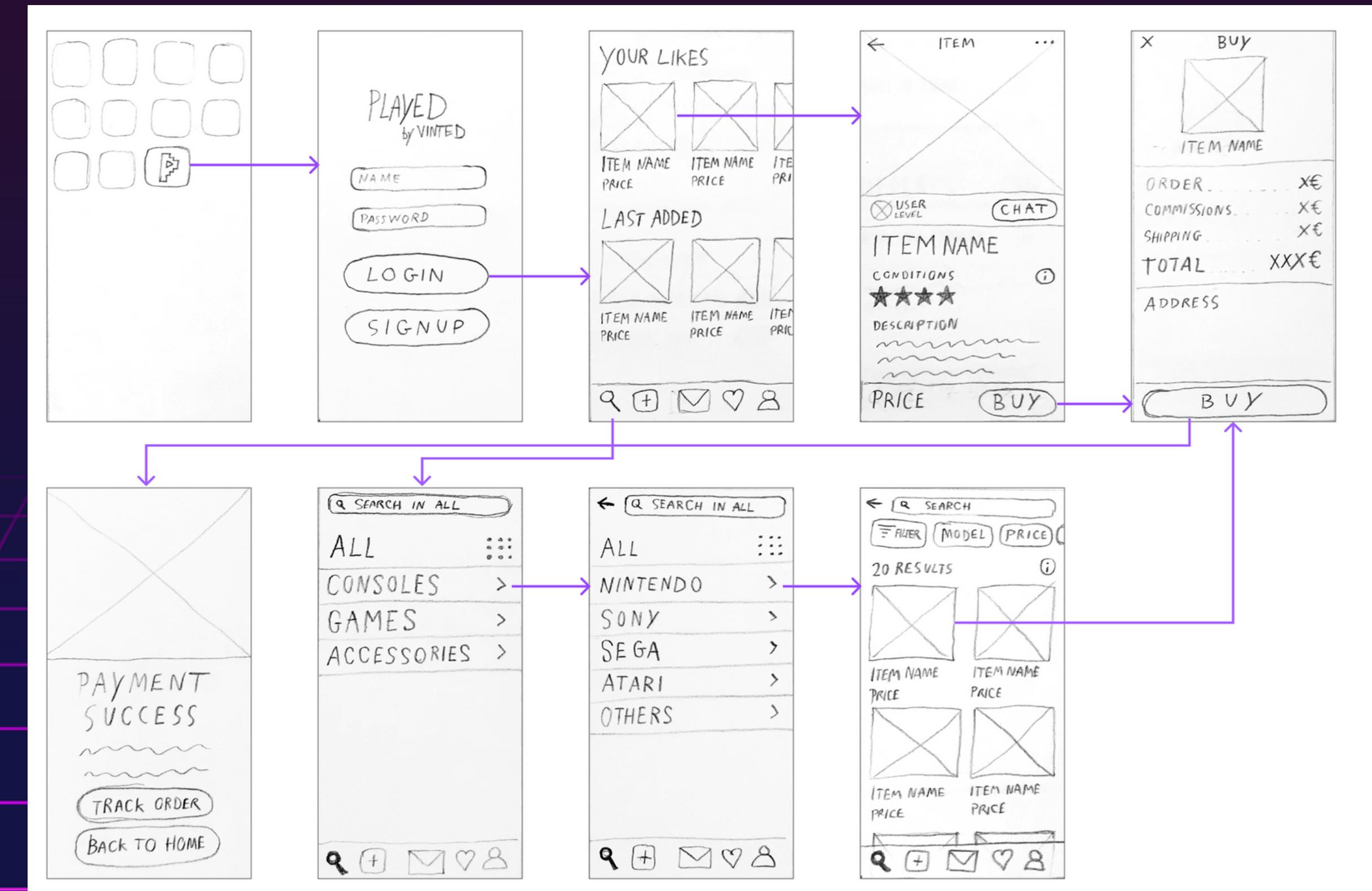
The incoming reviews page is characterised by a list of incoming requests that leads to the single item review request.



STORYBOARD - BUY

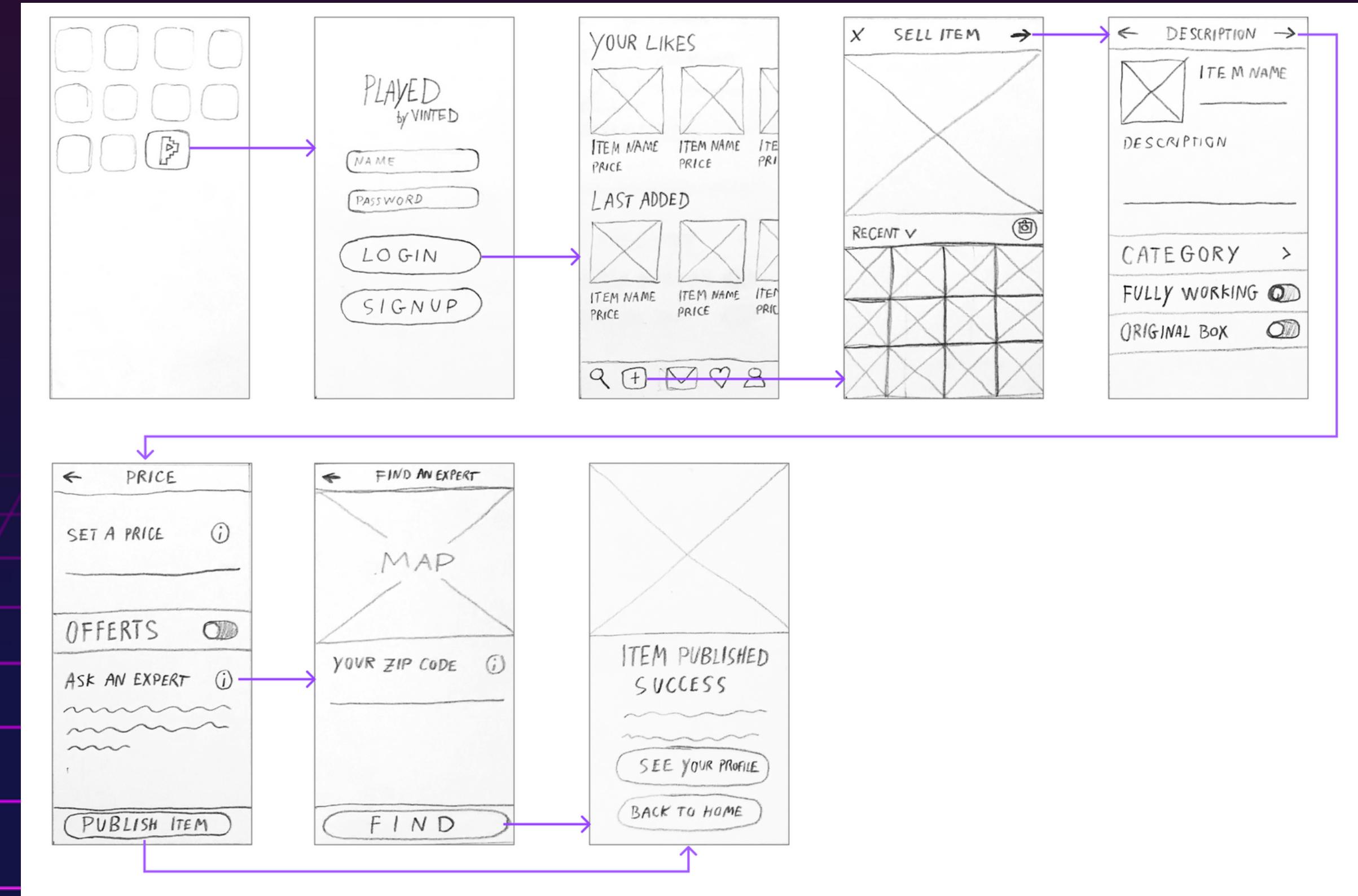
In the storyboard, we organised the content identified during the research phase. Before creating a wireframe and a prototype of the system, we needed to test our conclusions so far.

Here we can see the "buy" procedure.



STORYBOARD - 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.



WIREFRAMES - LOGIN AND SIGNUP

In this step we draw the most fundamental parts of the every page of the system.

The wireframe illustrates a two-step process: Login and Signup.

Step 1: Login

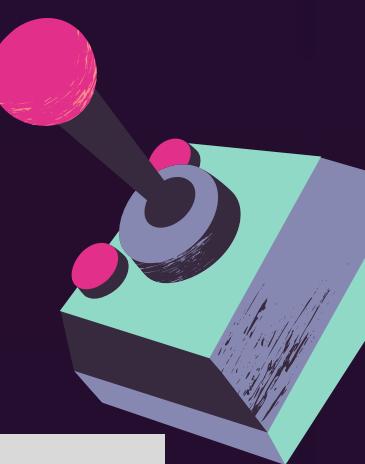
The first screen shows the logo "PLAYED by Vinted". It contains two input fields for "Username" and "Password", followed by two large buttons: a dark grey "LOGIN" button and a white "SIGNUP" button. A note at the bottom states, "You can Login with your Vinted credentials".

Step 2: Signup

The second screen shows the logo "PLAYED by Vinted". It contains six input fields: "Username", "Mail", "Password", "Mobile", "Country", and "Address", followed by a "Zip Code" field. Below these is a "SIGNUP" button. A note at the bottom states, "You will be able to modify your Profile settings after Signup".

Success Screen

The third screen displays the message "Signup Success" in large text. Below it is a note: "Erat nullam enim at non gravida cursus in. Euismod cras vestibulum arcu lacinia. Ipsum tellus sed purus nunc consectetur." At the bottom is a "START NOW" button.



WIREFRAMES - 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.

The wireframe illustrates the layout of the Home screen, divided into several sections:

- YOUR LIKE**: Displays two large, empty gray boxes representing liked items.
- NEW ITEMS**: Displays two smaller, empty gray boxes representing new items.
- BRANDS**: Displays a grid of nine small gray boxes representing different brands.
- YOUR FEED**: Displays a feed of user profiles, each consisting of a circular icon, a username, a level indicator, and a heart icon.
- ITEMS REVIEWED by BRAND**: Displays a grid of four items, each with a heart icon and a price of 100 €.
- ABOUT EXPERTS**: A section with a large button labeled "ABOUT EXPERTS" and a right-pointing arrow.
- WANT TO BE A EXPERT?**: A section with a large button labeled "WANT TO BE A EXPERT?" and a right-pointing arrow.
- OUR POLICIES**: A section with a large button labeled "OUR POLICIES" and a right-pointing arrow.

At the bottom of the screen are navigation icons: a house (Home), a magnifying glass (Search), a plus sign (Add), an envelope (Messages), and a person icon (Profile).

WIREFRAMES - 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.

The image displays three wireframe prototypes for a search interface, likely for a mobile application. The first prototype shows a search bar at the top with a placeholder 'Search'. Below it is a list of categories: 'All', 'Consoles', 'Games', and 'Accessories', each with a right-pointing arrow indicating they lead to further sub-categories. The second prototype shows a similar structure but with specific brand names: 'All', 'Nintendo', 'Sony', 'Sega', 'Atari', 'Commodore', and 'Others'. The third prototype shows a search bar at the top with filter options: 'Filter', 'Model', 'Year of production', and 'Conditions'. Below the search bar, it says '10 results' and 'About order'. The results are presented in a grid format with two columns. Each result card includes a heart icon, a product name, and a price of '100 €'. The cards are light gray with dark borders.

WIREFRAMES - ITEM DETAIL

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 wireframe illustrates two versions of an item detail page. Both versions include a header with a back arrow, a page name placeholder, and a three-dot menu icon. Below the header, each version features a seller profile section with a placeholder for 'Username' and 'Level n.', a 'CHAT' button, and a heart icon for favoriting. The main product information is displayed in both cases, including the 'Product Name', 'Condition' (rated 5 stars), 'Description' (sample text), and 'Original box' (checkbox checked). The second version includes a 'Shipping cost' field ('from 5 €') and a 'FROM USER'S SHOWCASE' section showing two other products from the user's collection. At the bottom, both versions show a 'Product Name' ('100 €'), a 'Buy a set' button ('Save on shipping costs'), and a large 'BUY SET' button.

WIREFRAMES - BUY

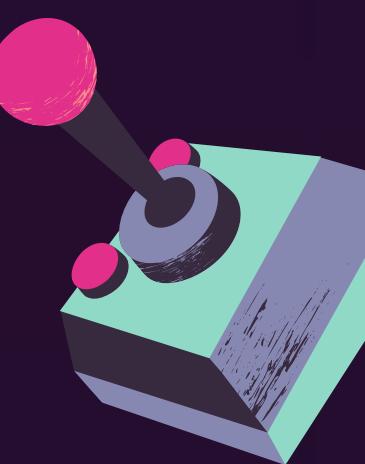
When a user taps on the "Buy" button on the item details page, they are directed to a new screen where the total cost of the purchase is displayed. Here, they can confirm or change the shipping address.

The wireframe shows a payment confirmation screen. At the top right is a close button (X) and a "BUY" button. Below this is a large gray rectangular area. To the left of the gray area is a table with the following data:

Product Name	
Order	56,00 €
Taxes	1,00 €
Spedition	4,00 €
Spedition	61,00 €

Below the table is a section labeled "Address" with a "Add address" button and a plus sign (+). At the bottom is a "BUY" button.

To the right of the gray area is a white sidebar with the heading "Payment Success". It contains a short paragraph of placeholder text: "Erat nullam enim at non gravida cursus in. Euismod cras vestibulum arcu lacinia. Ipsum tellus sed purus nunc consectetur." Below this are two buttons: "TRACK YOUR ORDER" and "BACK TO HOME".



WIREFRAMES - 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 wireframes illustrate the process of placing an offer on a product:

- Product Detail Screen:** Shows a product listing with a "CHAT" button, a 5-star rating, a detailed description, shipping cost information, and a "FROM USER'S SHOWCASE" section featuring other products.
- Offer Form Screen:** A modal where users can enter their offer amount, with a note that the offer must be more than 20 €.
- Success Confirmation Screen:** A message indicating the offer was successful, with links to "YOUR MESSAGES" and "BACK TO HOME".

WIREFRAMES - SELL

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.

At Played, we require the user to upload at least one video and one picture when selling an item.

The wireframe illustrates the process of listing an item. It starts with a 'VIDEO AND PHOTO' step where users must upload at least one video and one photo. This is followed by a 'DESCRIPTION' step where users can write the product name and description, select a category, and choose options like 'Fully working' and 'Original Box'. A 'NEXT' button at the bottom right indicates the flow to the next step.

VIDEO AND PHOTO

X

Upload at least 1 video Upload at least 1 photo

Recent ▾

DESCRIPTION

Write Product Name

Write Product Description

Select a category

Category

Choose options

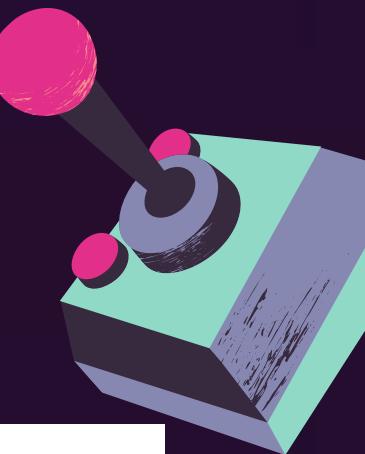
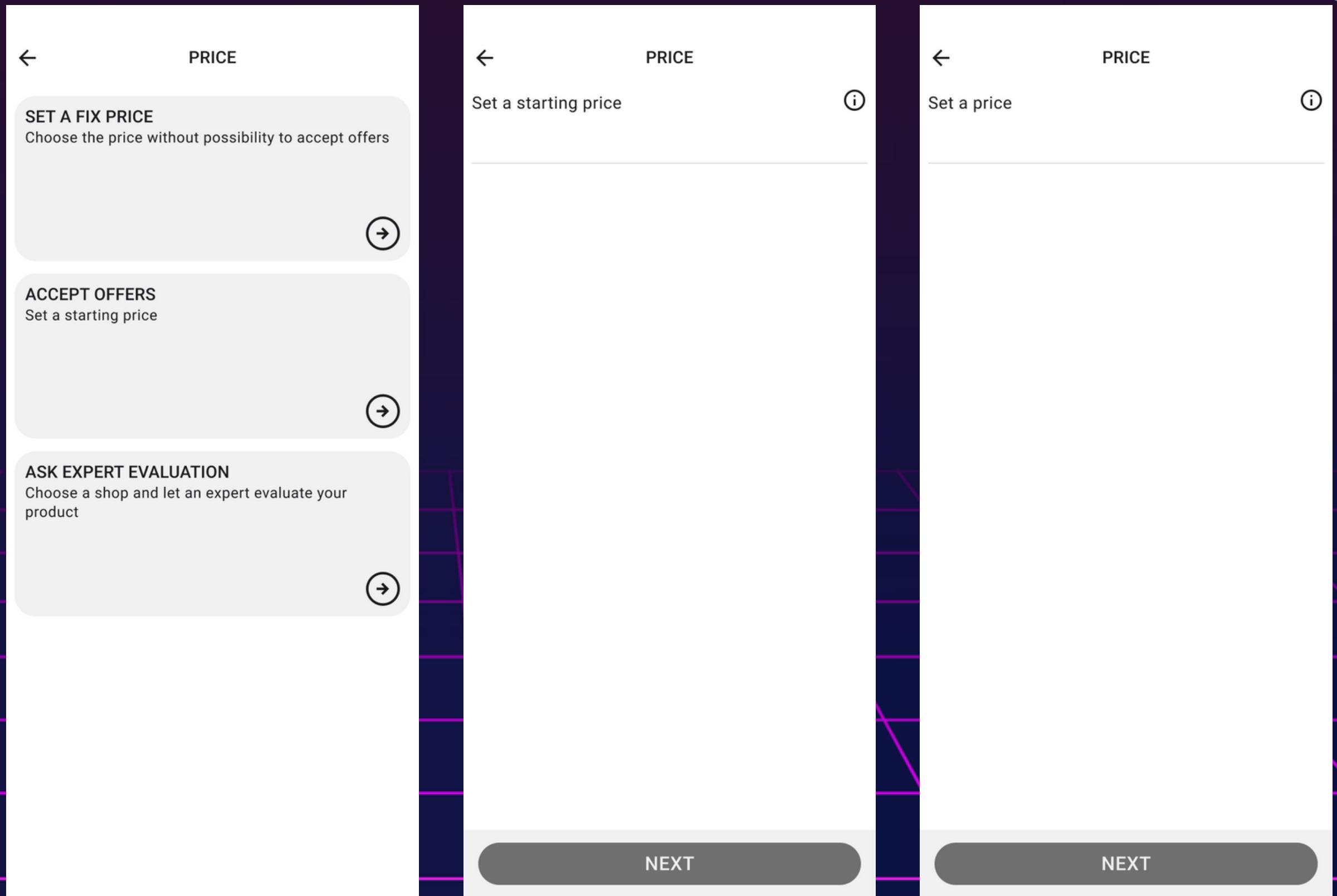
Fully working

Original Box

NEXT

WIREFRAMES - PRICING OPTIONS

The next step is setting a price for the item. We offer three options: "set a fixed price," "accept offers," or "ask for an expert evaluation."



WIREFRAMES - 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.

The image displays three mobile wireframes for a "FIND AN EXPERT" application, arranged horizontally. Each wireframe has a white header bar with a back arrow and the title. The first wireframe shows a ZIP code input field and a "FIND" button. The second wireframe shows a list of experts with their names and descriptions, each with a right-pointing arrow icon. The third wireframe shows detailed information for a selected expert, including fields for Expert Name, Address, and Description, along with a large "SELECT EXPERT" button at the bottom.

FIND AN EXPERT

FIND AN EXPERT

CHOOSE THE EXPERT

Enter your ZIP code

Shops close to you

Expert Name
Information about the shop

Expert Name
Information about the shop

Expert Name
Information about the shop

Expert Name

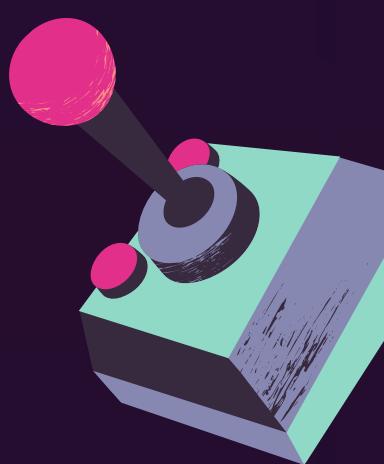
FIND

SELECT EXPERT

WIREFRAMES - MESSAGES

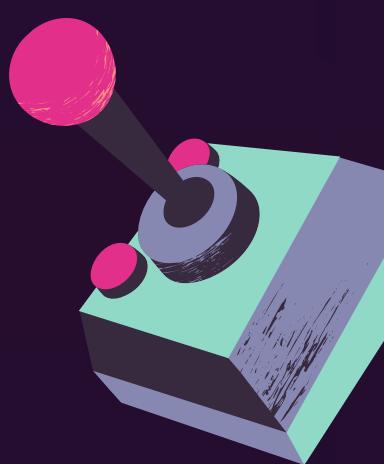
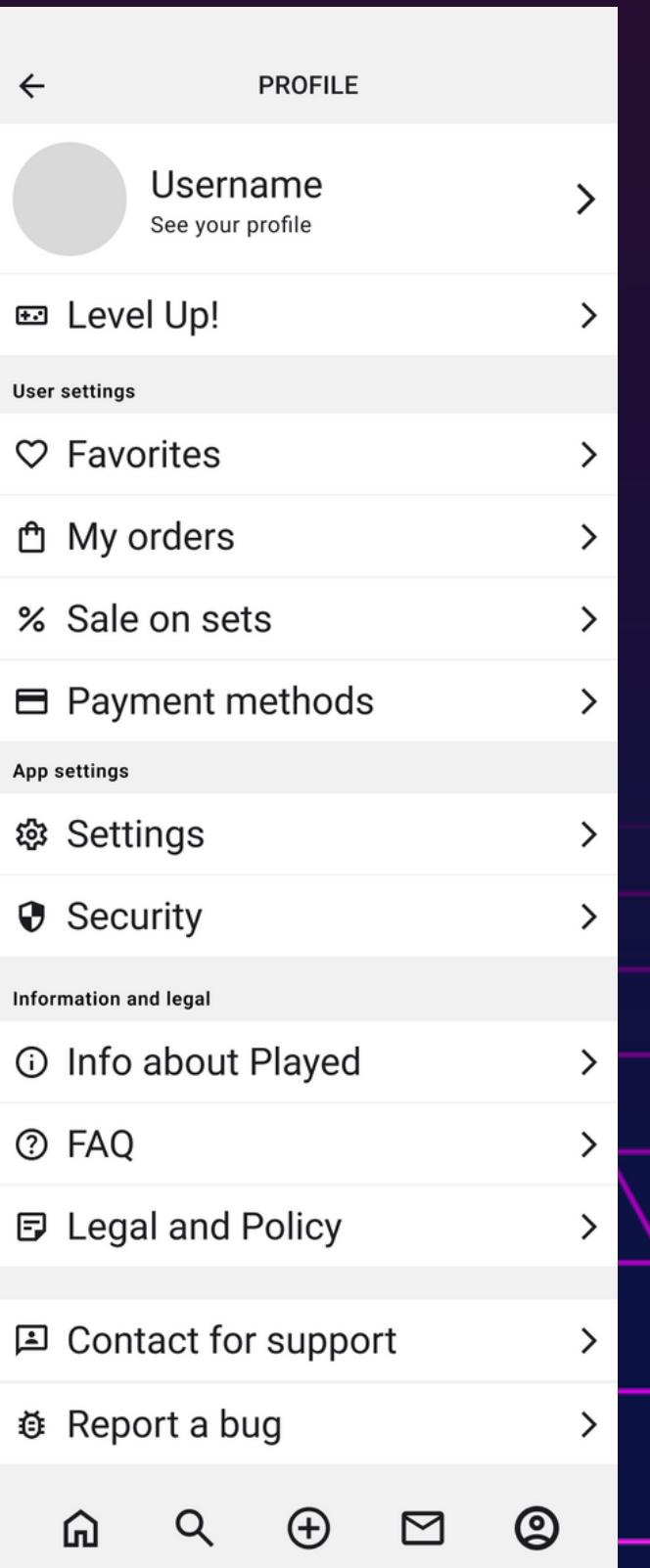
One of the main sections accessible from the bottom navigation bar is the inbox for messages and notifications. As we mentioned earlier, direct communication between users is a key aspect of this market segmentation.

The wireframes illustrate the user interface for the 'Messages' section. The left frame shows the 'INBOX' screen with a header containing a back arrow, the word 'INBOX', and a compose icon. Below the header are two tabs: 'Messages' (which is active) and 'Notifications'. The main area displays five message items, each consisting of a user icon, the recipient's name ('Username'), a preview of the message ('Preview of the message'), and a date indicator. The right frame shows a detailed view for a specific message, with a header 'USERNAME' and a back arrow. The message content is displayed in a large box, featuring placeholder text in Latin: 'Quis massa enim leo id eget eu amet aliquam vel. Faucibus lectus sit adipiscing pellentesque risus nibh egestas senectus commodo. Egestas non facilisis consequat tellus tellus tellus. Nibh diam id congue ullamcorper dui. Porta turpis nunc facilisi interdum praesent tortor risus. Maecenas elementum consequat ut pretium a tempus id aliquam enim.' Below this, another block of placeholder text reads: 'Et massa dignissim dictumst elementum lorem habitant in. Adipiscing in nunc nisl imperdiet. Enim pretium leo tortor mattis nulla. diam vulputate amet sagittis neque. Tellus id sed adipiscing aenean id eu ac.'



WIREFRAMES - PROFILE

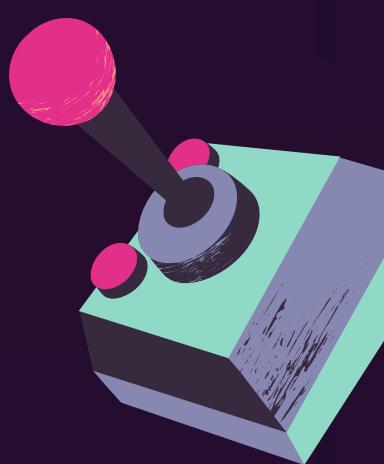
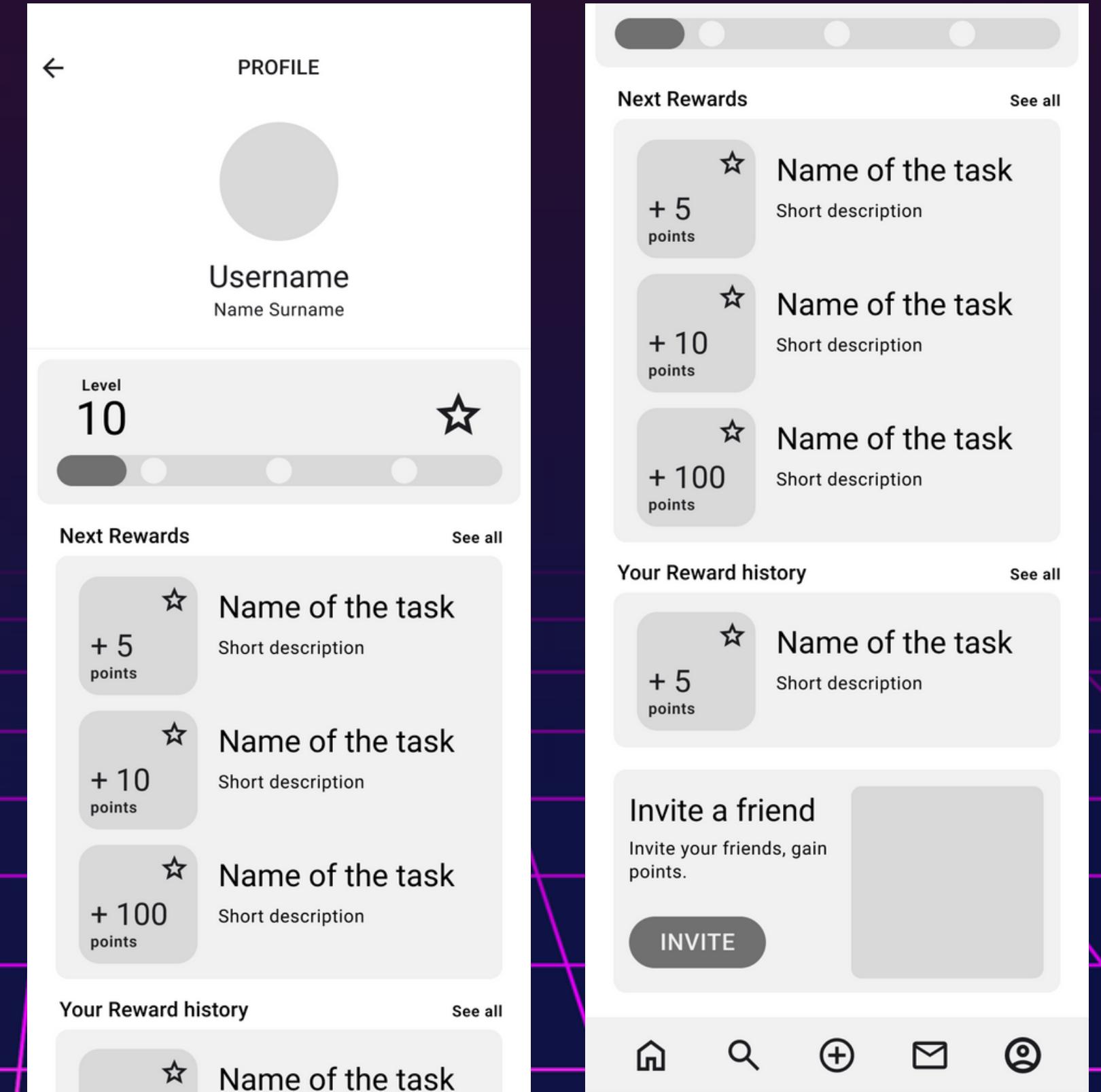
This section is dedicated to user and system settings. Here, users have the ability to change their personal information, such as their profile image, username, email, and telephone number, by tapping on the first tab.



WIREFRAMES - 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.



WIREFRAMES - 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.

Item Added Success

Erat nullam enim at non gravida cursus in.
Euismod cras vestibulum arcu lacinia.
Ipsum tellus sed purus nunc consectetur.

SEE YOUR PROFILE

BACK TO HOME

Payment Success

Erat nullam enim at non gravida cursus in.
Euismod cras vestibulum arcu lacinia.
Ipsum tellus sed purus nunc consectetur.

TRACK YOUR ORDER

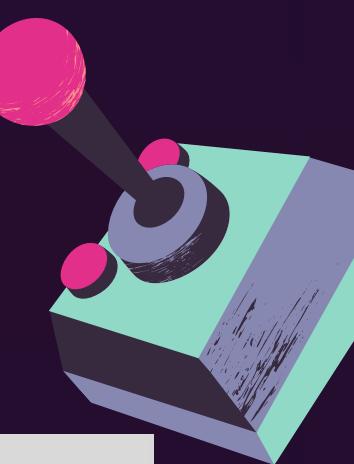
BACK TO HOME

Review Asked Success

Erat nullam enim at non gravida cursus in.
Euismod cras vestibulum arcu lacinia.
Ipsum tellus sed purus nunc consectetur.

SEE MESSAGES

BACK TO HOME



WIREFRAMES - 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.

The wireframe illustrates a desktop-oriented dashboard for managing user reviews. The interface includes a sidebar with navigation options and a main area displaying reviews categorized into Incoming Reviews, Reviews in progress, and Reviews completed.

PLAYED by Vinted

Reviews

Incoming Reviews

Product Name
Information about the product

Product Name
Information about the product

Product Name
Information about the product

Reviews in progress

Product Name
Information about the product

Product Name
Information about the product

Product Name
Information about the product

Reviews completed

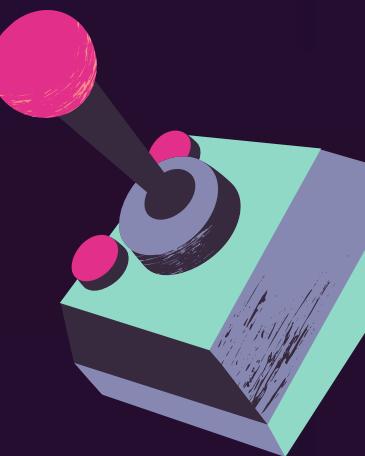
Product Name
Information about the product

Product Name
Information about the product

Product Name
Information about the product

Username
See your profile >

WIREFRAMES - EXPERT DASHBOARD



PLAYED by Vinted

Reviews

← Incoming Reviews

Review Title

User asking Review

Magna felis at interdum adipiscing aenean. Sed volutpat vulputate ut congue ornare mauris. Vivamus diam vulputate commodo in scelerisque hac dignissim arcu pellentesque. Ut augue consequat sit cursus nisl et erat quisque egestas. Nunc risus enim ultrices magnis ornare porttitor fames molestie suspendisse. Nisi euismod morbi tortor habitant semper quisque ipsum massa. Senectus tellus justo nunc vitae in diam. Orci eu morbi maecenas sit maecenas felis velit pharetra vivamus. Interdum gravida euismod non tempor quam convallis sit.

Original box

User details

Address

Items sold

User's Level

ACCEPT REVIEW + REFUSE REVIEW -

WRITE TO USER

Username See your profile >

PLAYED by Vinted

Reviews >

Statistics >

Settings >

Your Store

Store Name

User asking Review

Magna felis at interdum adipiscing aenean. Sed volutpat vulputate ut congue ornare mauris. Vivamus diam vulputate commodo in scelerisque hac dignissim arcu pellentesque. Ut augue consequat sit cursus nisl et erat quisque egestas. Nunc risus enim ultrices magnis ornare porttitor fames molestie suspendisse. Nisi euismod morbi tortor habitant semper quisque ipsum massa. Senectus tellus justo nunc vitae in diam. Orci eu morbi maecenas sit maecenas felis velit pharetra vivamus. Interdum gravida euismod non tempor quam convallis sit.

Our reviewer

Reviewer Name	Reviewer Name

User details

Address

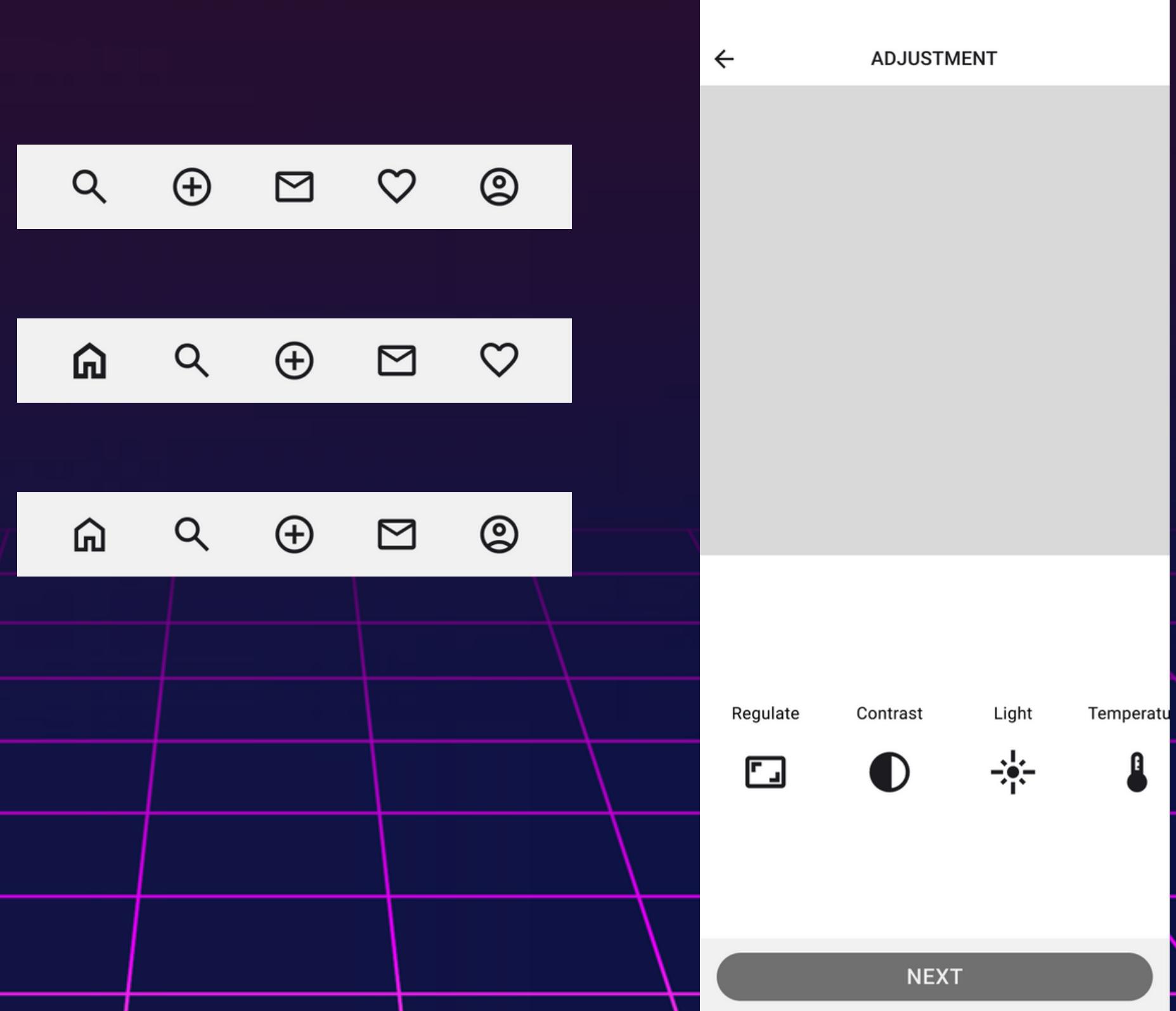
Item sold

Store's Level

WIREFRAMES - BEFORE AND AFTER

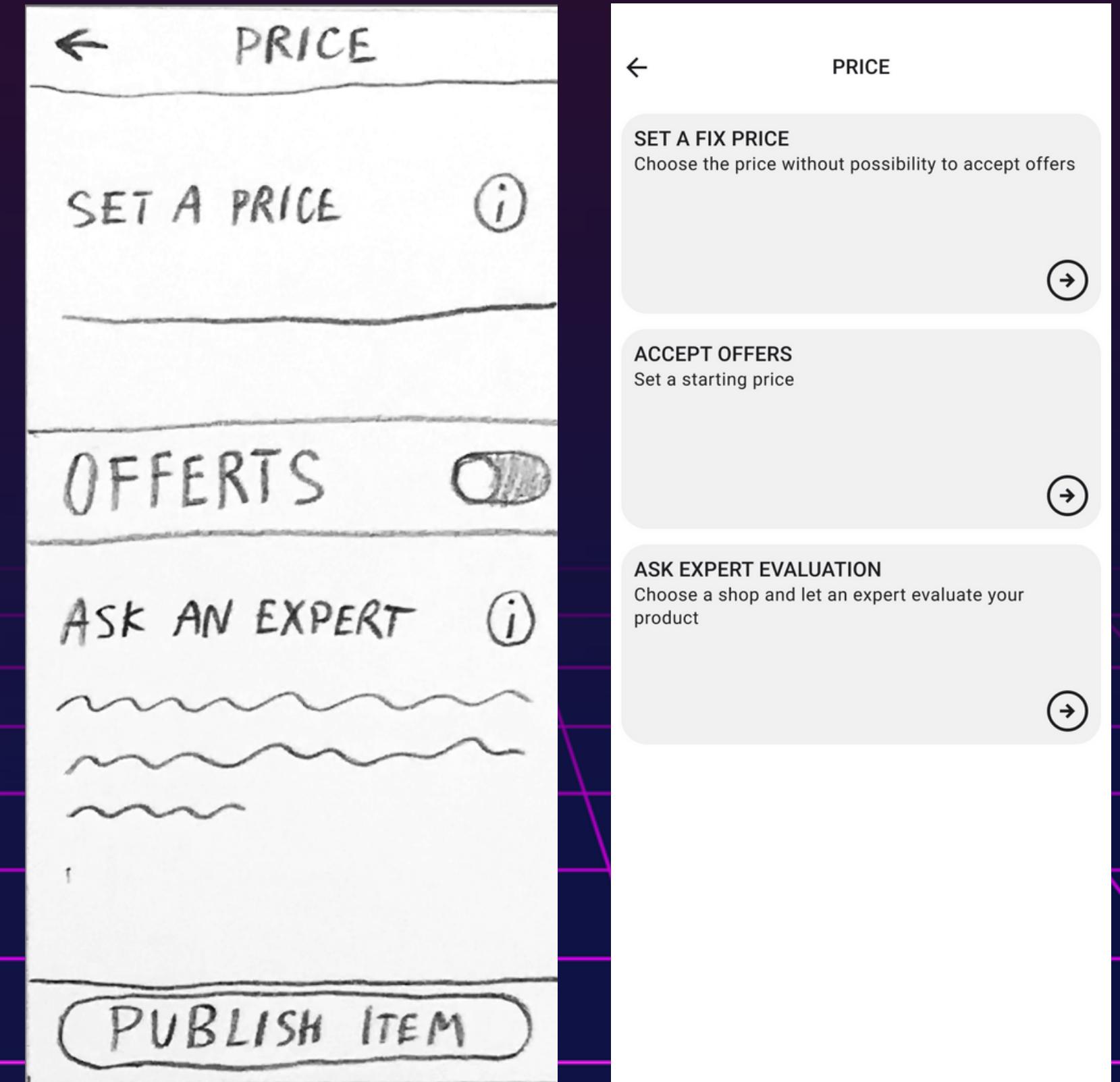
The system's design evolved during testing. One improvement we made from the storyboard to the wireframe was reorganising the bottom navigation bar. After testing, we found that users were unable to return to the home screen easily.

Initially, we thought that giving users the ability to edit and modify their images would be a plus, but according to our tests, this step was not necessary, so we decided to simplify the already detailed selling procedure.



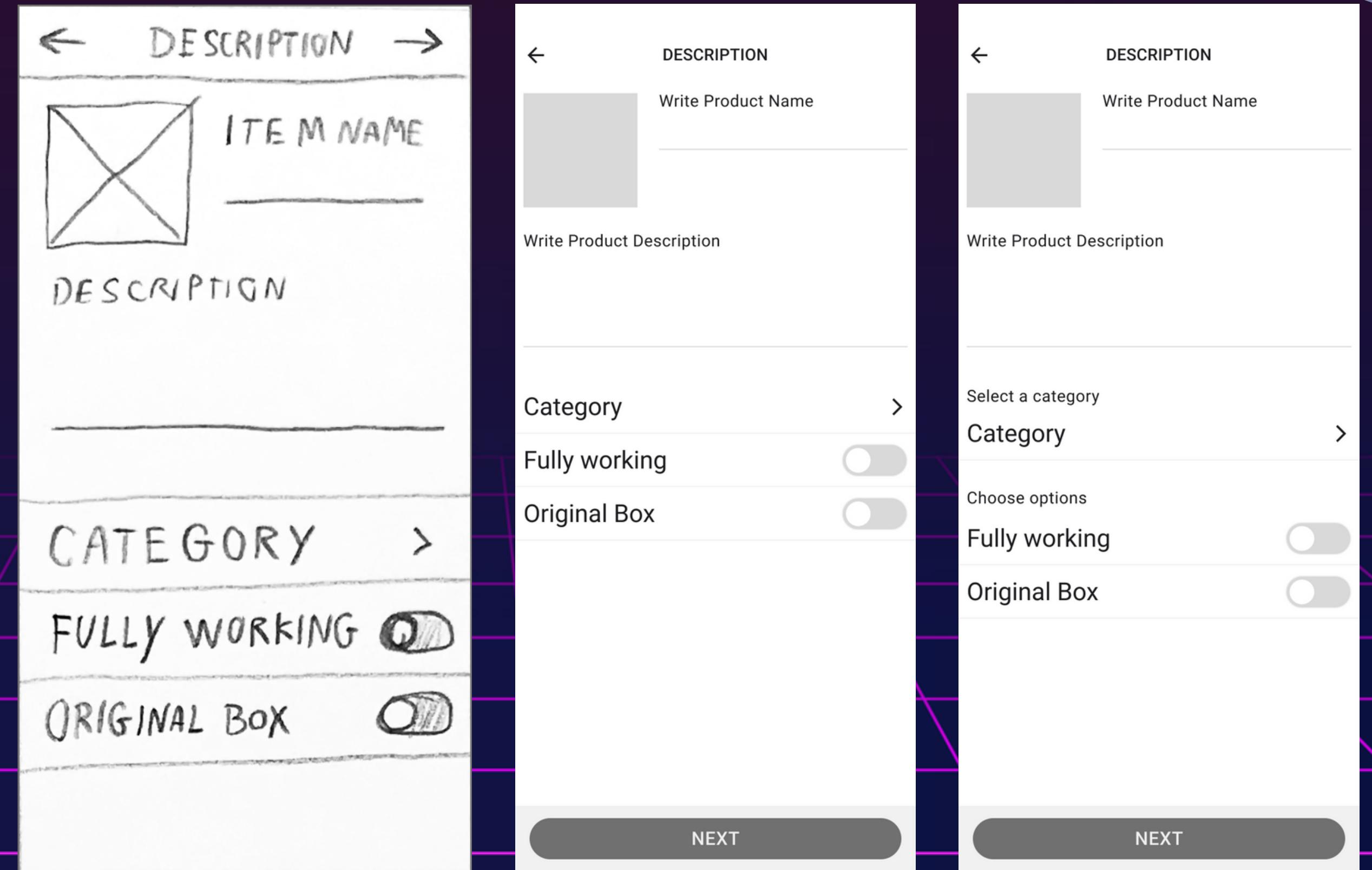
WIREFRAMES - BEFORE AND AFTER

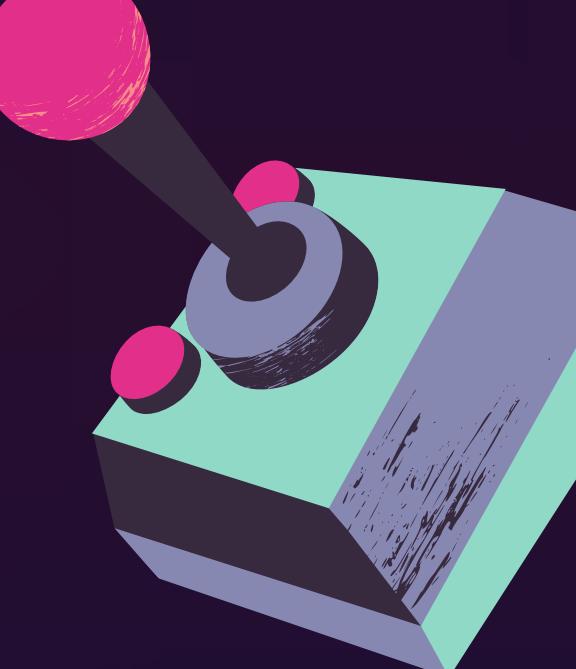
A key improvement we made to the system was to make the price-setting process clearer and smoother. Initially, we tried to organise all the possible choices on one screen, but in the first round of testing, we found that this organisation made it easy for users to get lost. The improved design takes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



WIREFRAMES - BEFORE AND AFTER

In some screens, we found that the readability of the content could be improved with textual signifiers. For example, for the item description and user profile.





THANK YOU FOR THE
ATTENTION!

