

PLAYED

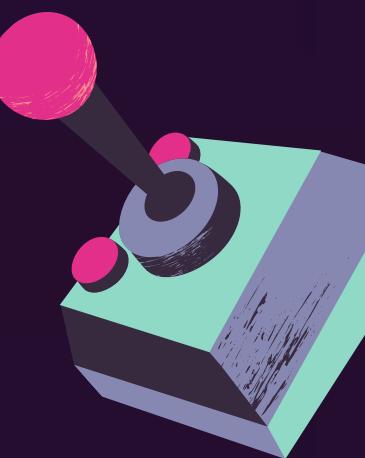
*By Vinterd*

SARA  
VELLONE

OLGA  
PAGNOTTA

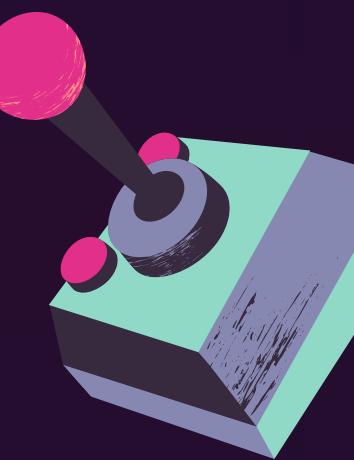
STEFANO  
RENZETTI

# 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:

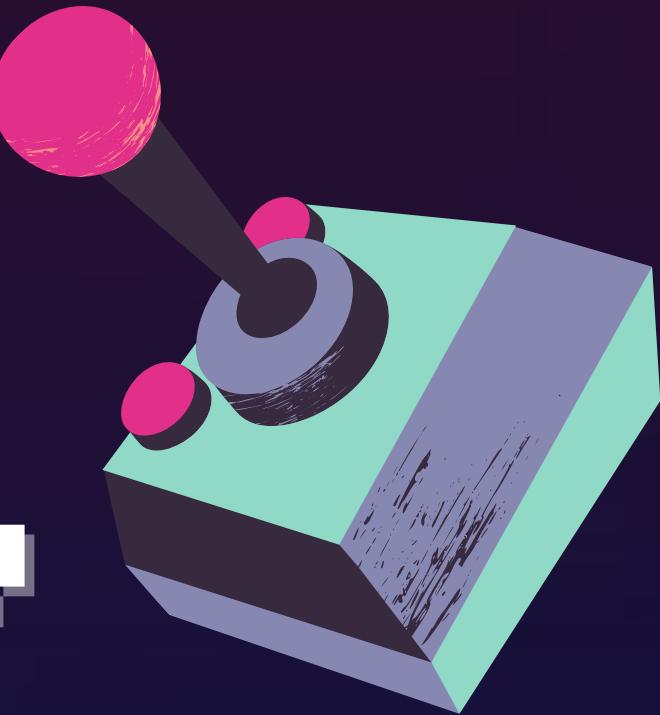
🎮 *VINTED*, currently one of the most popular applications for buying and selling used goods.

🎮 *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



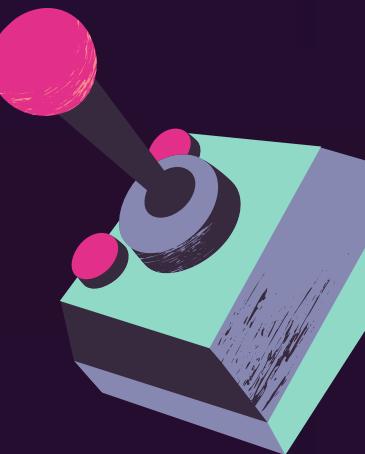
**Search** for an item to buy



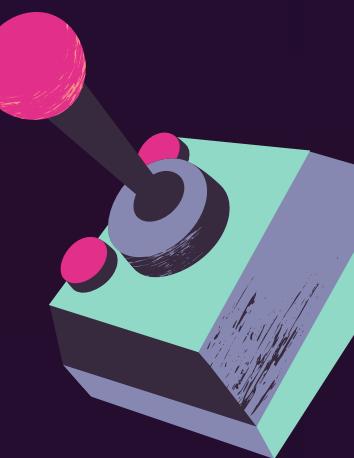
**Buyer-seller** interaction



**Purchase** a product



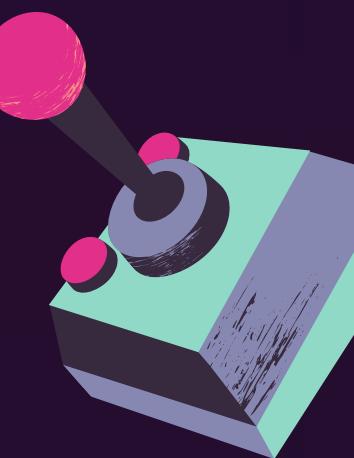
# RESULTS



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



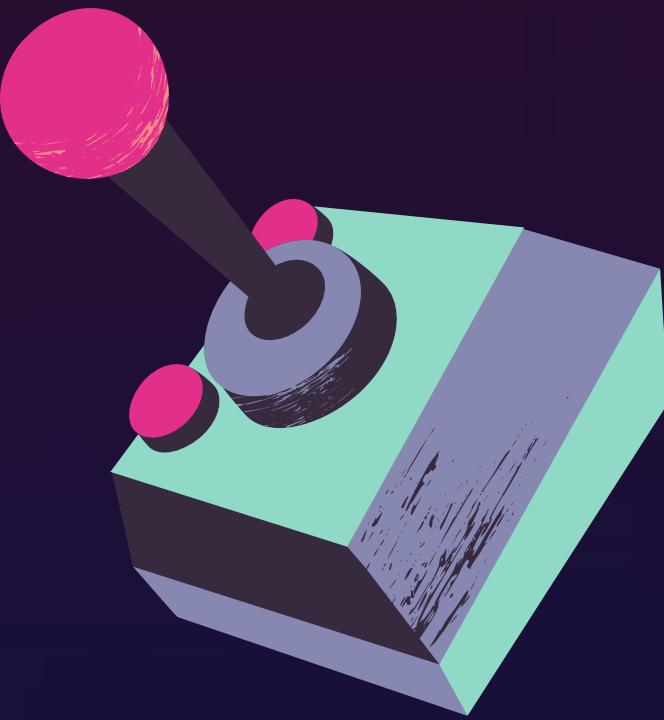
After the Usability Testing, we were convinced that Vinted was the app the wanted to develop a new design for by creating a twin app like Zalando Privé for Zalando.

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

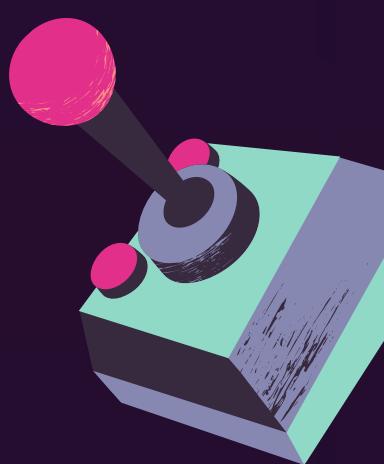
In particular:

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

PLAYED  
SURVEY



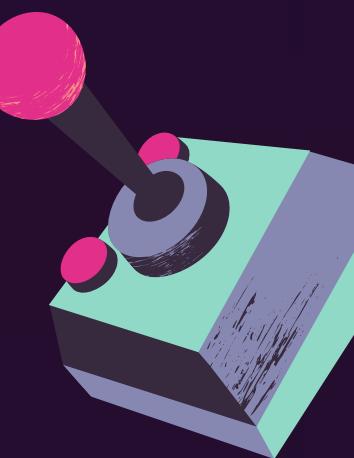
# STRUCTURE



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 the target audience 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

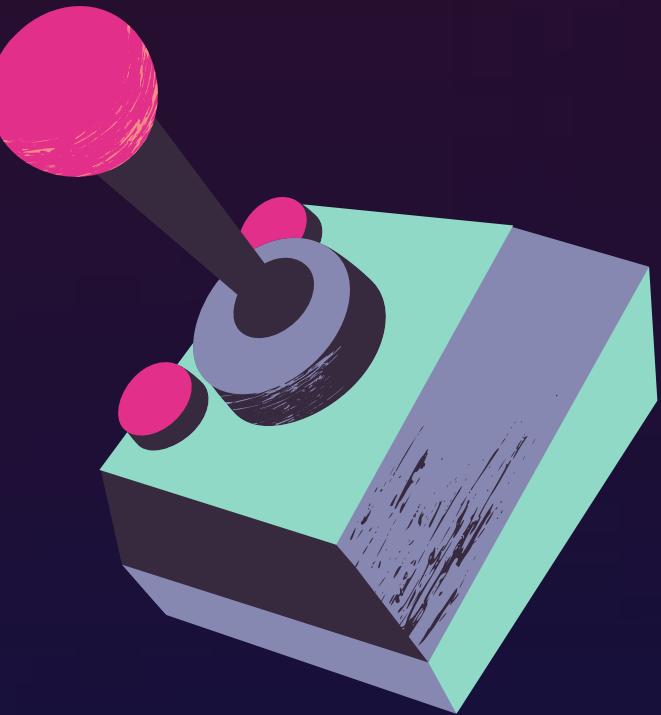
# RESULTS



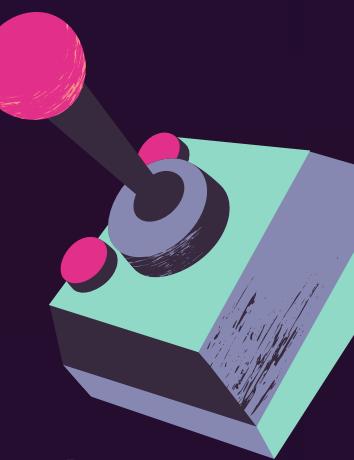
From the two open questions, one asking for **improvements** and changes, and the other asking about **trustability** on the sellers, we had a lot of **suggestions**, concerning:

- ♥ 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.

# 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**.

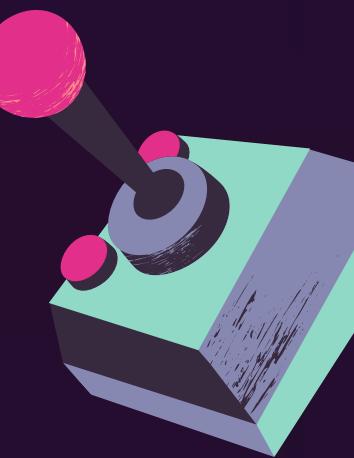
🎮 What do we want to get from this product?

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.

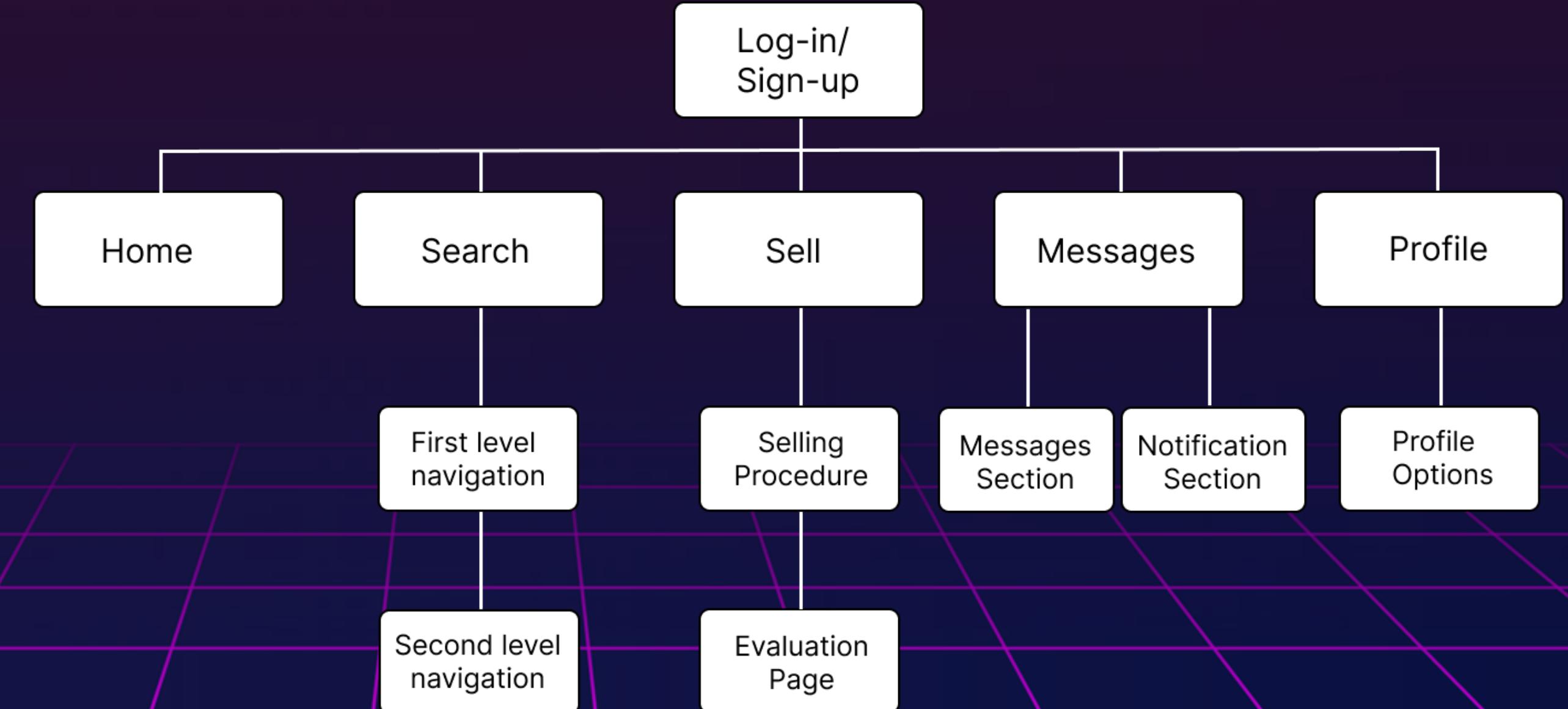
# INFORMATION ARCHITECTURE



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

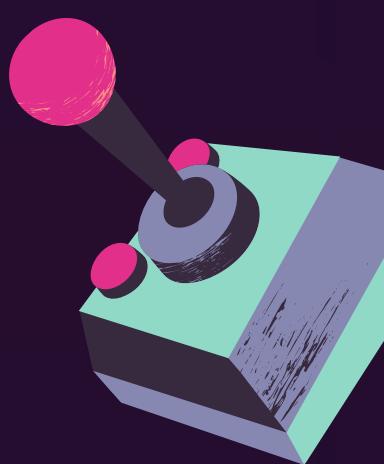
We found 5 main sections:

- Home
- Search
- Sell
- Messages
- Profile



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

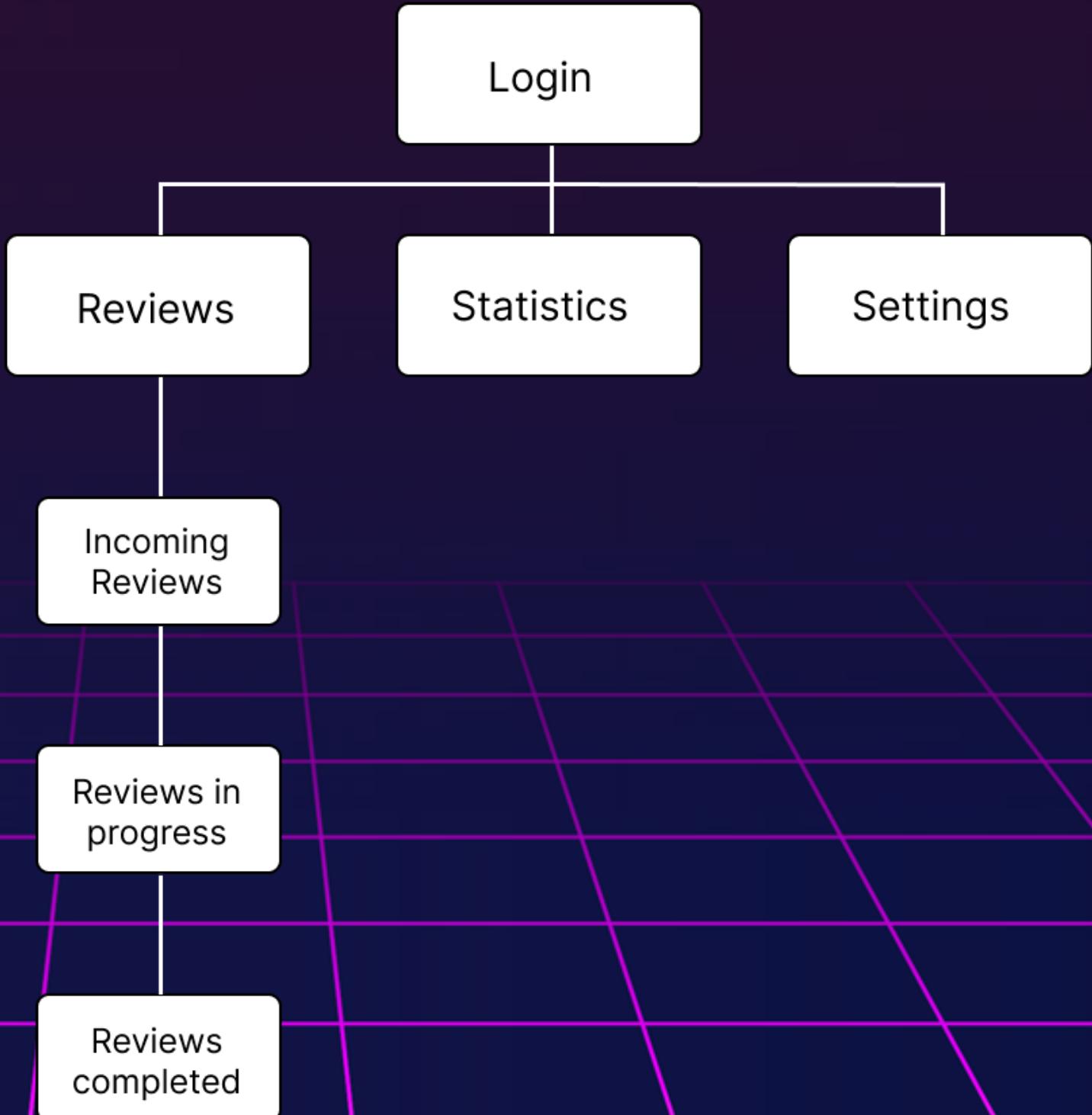
# INFORMATION ARCHITECTURE



Besides the public application, a dashboard for expert is needed. This specific feature emerged during the study of the user's needs.

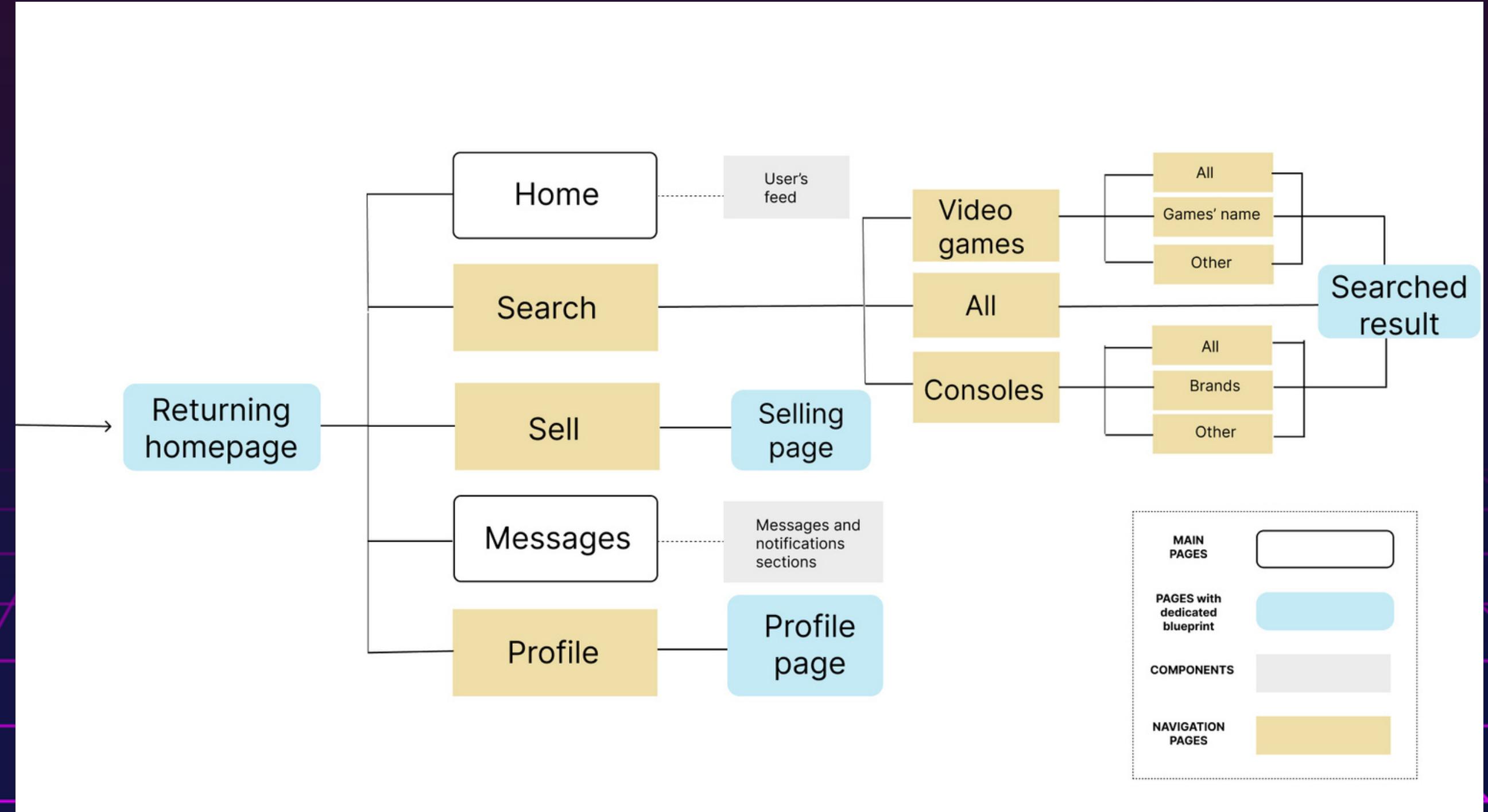
We found 3 main sections:

- Reviews
- Statistics
- Settings

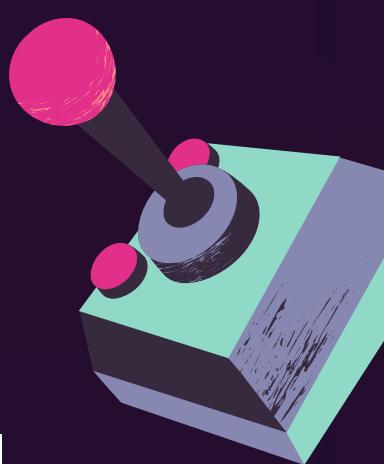


# BLUEPRINTS

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.

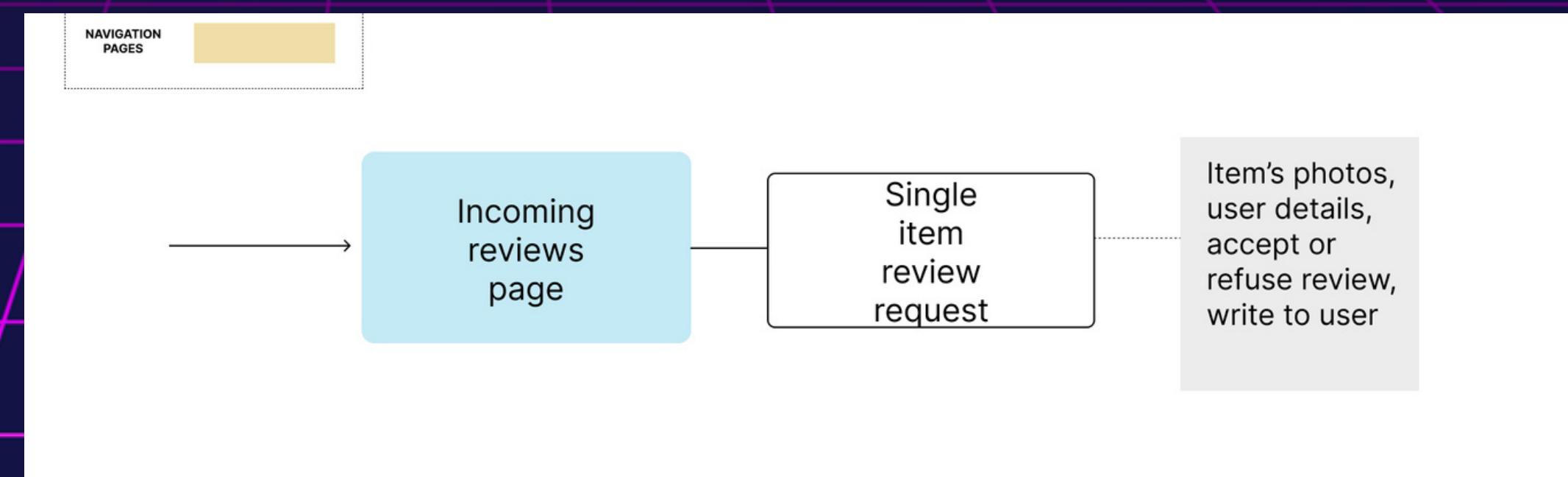
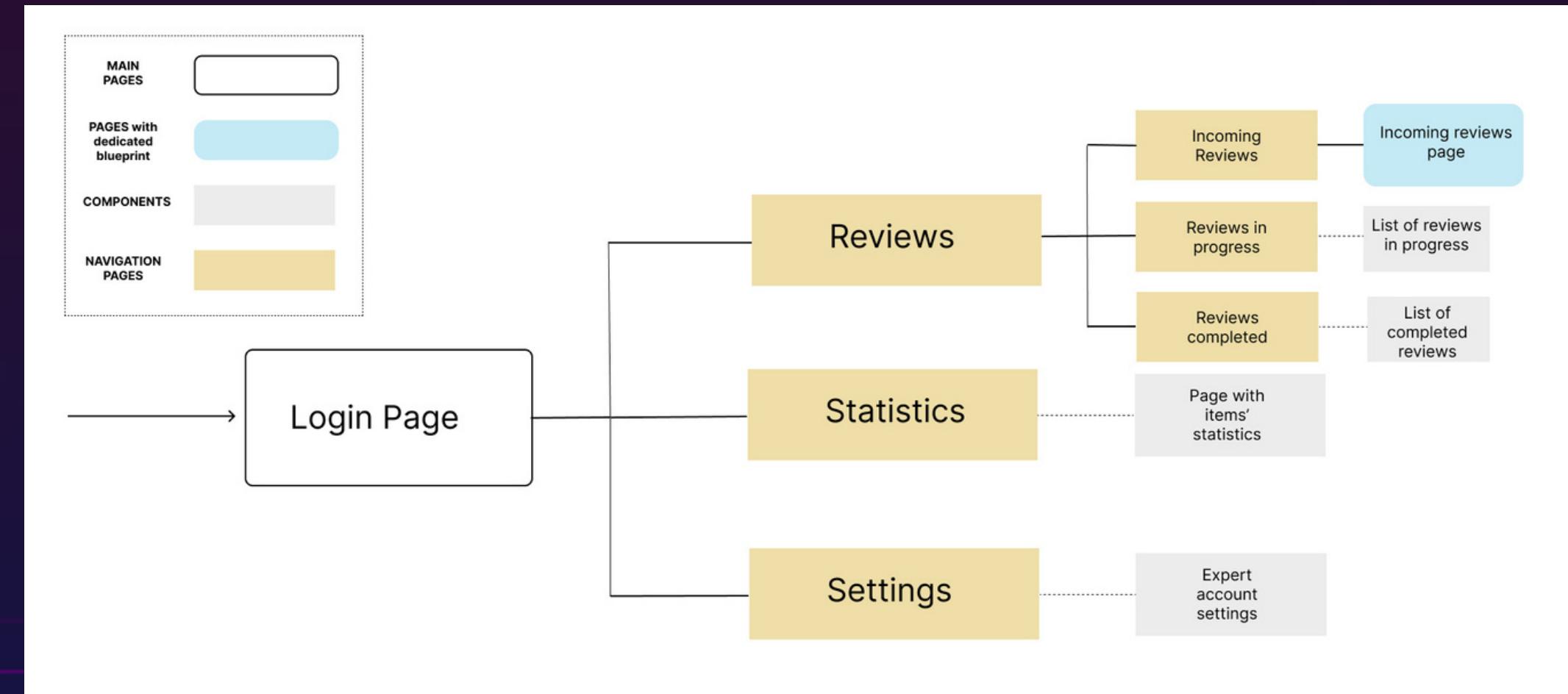


# BLUEPRINTS - DASHBOARD



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

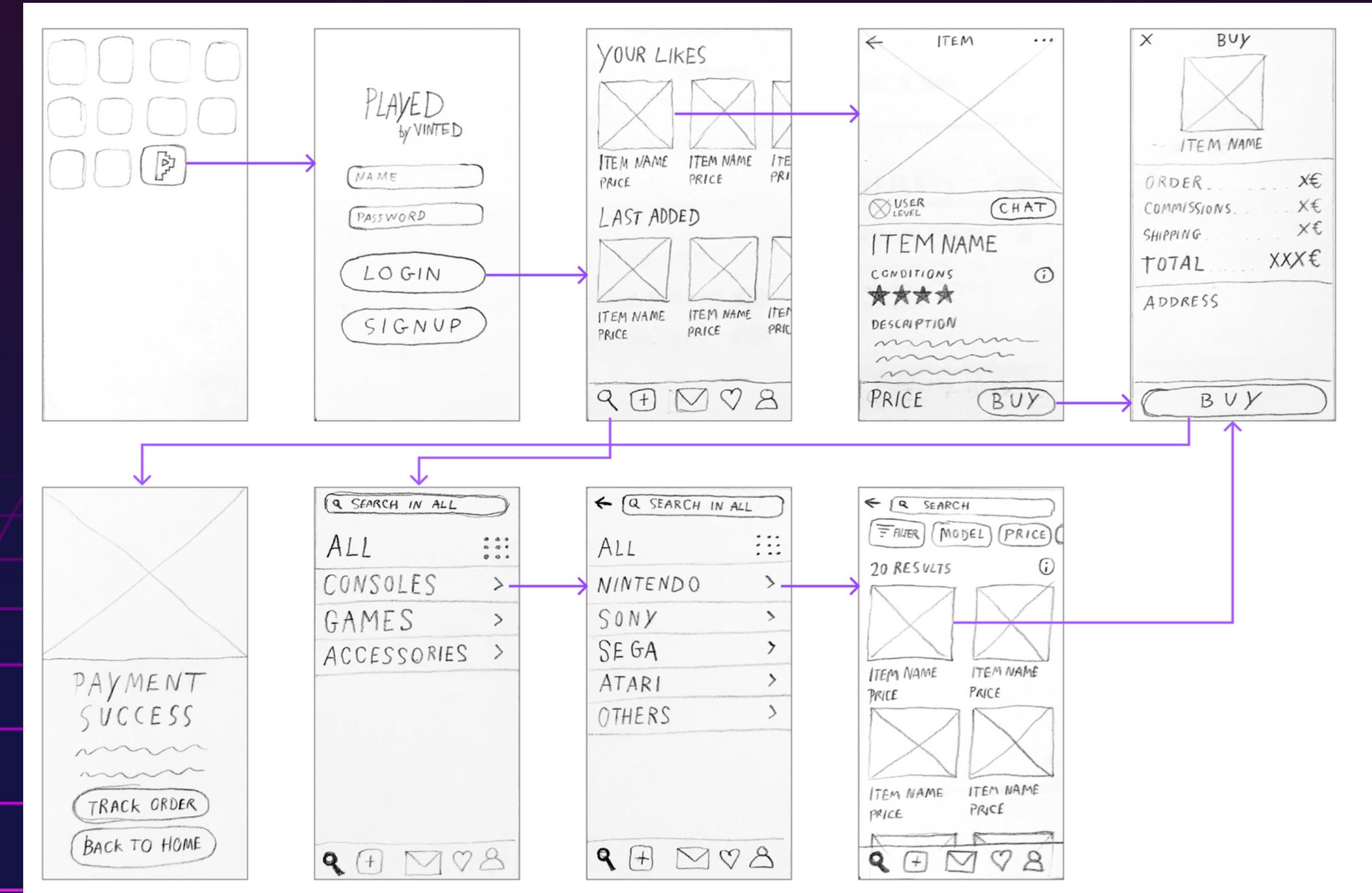
The incoming reviews page is characterised by a list of incoming requests that leads to the single item review request.



# STORYBOARD - BUY

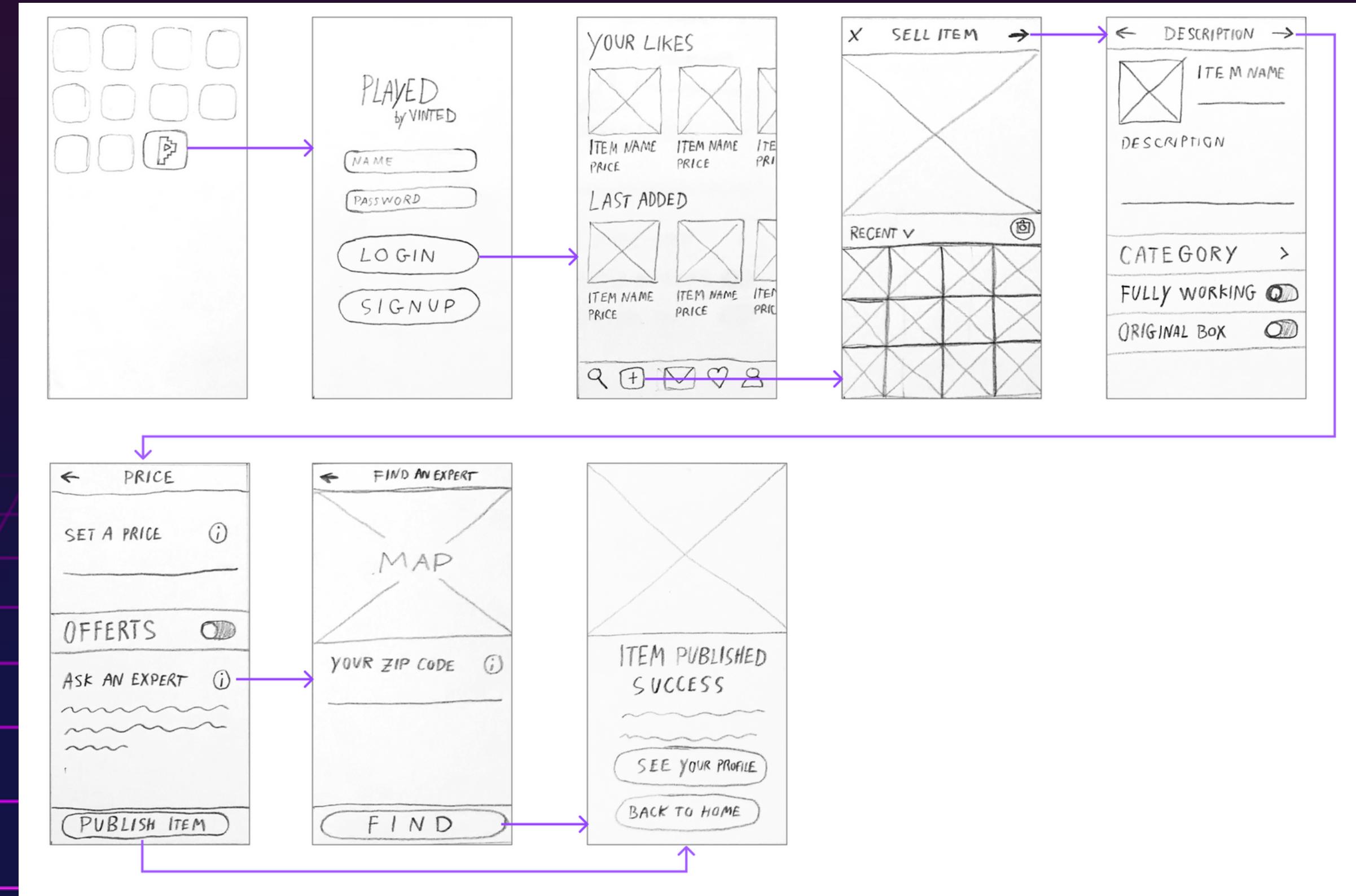
In the storyboard, we organised the content identified during the research phase. Before creating a wireframe and a prototype of the system, we needed to test our conclusions so far.

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.

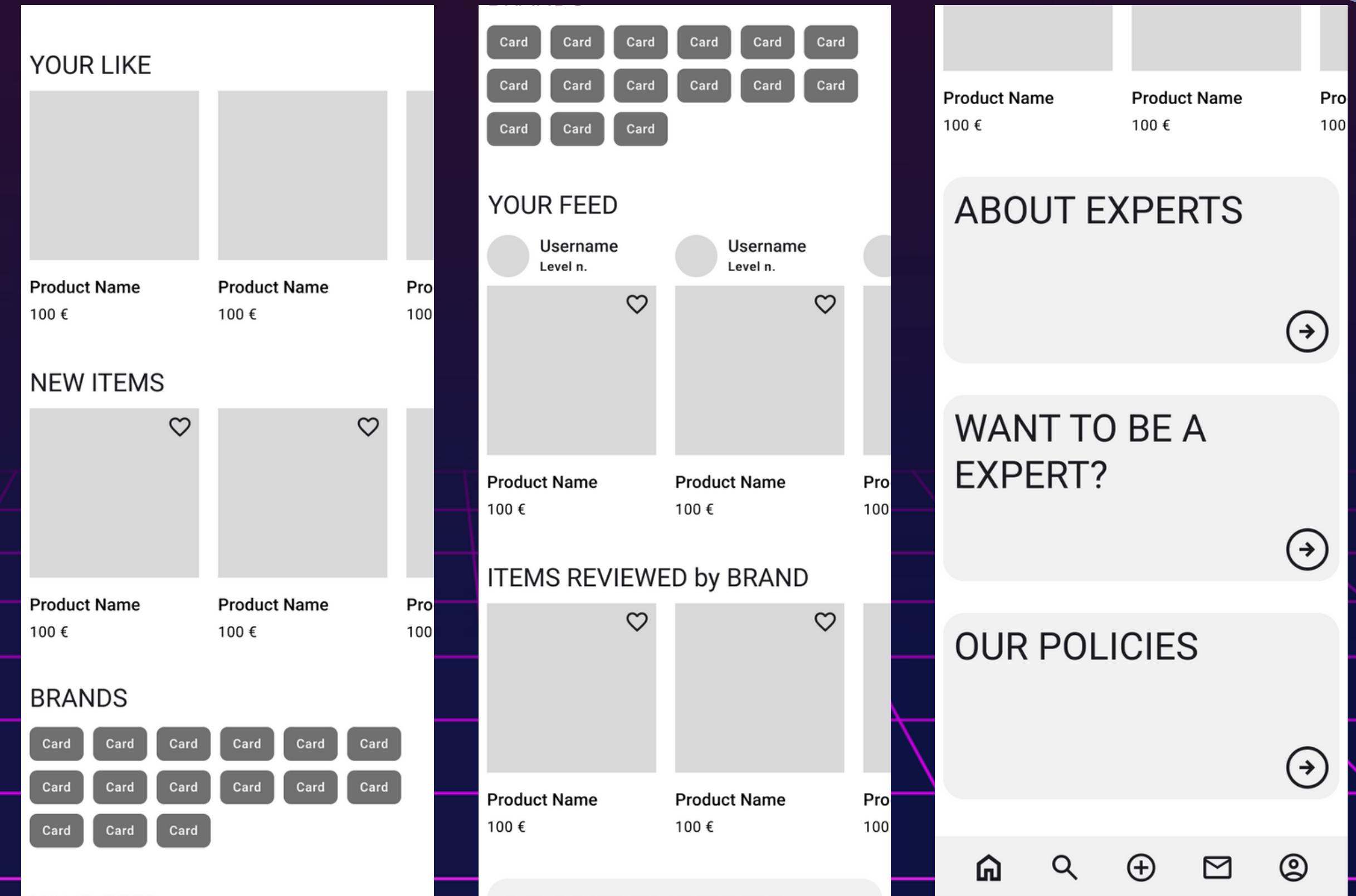


# WIREFRAMES - HOME

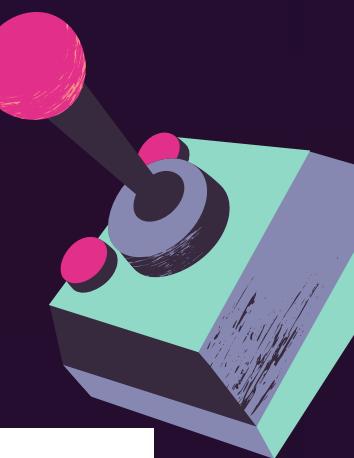
The home screen is the main screen that welcomes the user upon entering the system. Since Vinted and Played's main goal is to sell items, the system presents items first.

In order to test our prototype we used a prototyping tool:

[https://www.figma.com/proto/ablW0hf8E6ScD9067kYY6n/PLAYED\\_WIREFRAME?page-id=0%3A1&node-id=32-1956&viewport=223%2C342%2C0.12&scaling=scale-down&starting-point-node-id=32%3A1803&show-proto-sidebar=1](https://www.figma.com/proto/ablW0hf8E6ScD9067kYY6n/PLAYED_WIREFRAME?page-id=0%3A1&node-id=32-1956&viewport=223%2C342%2C0.12&scaling=scale-down&starting-point-node-id=32%3A1803&show-proto-sidebar=1)



# 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 screenshots of a mobile application interface, likely for a vintage gaming store.

**Screenshot 1: Navigation Menu**

A vertical navigation menu on the left side of the screen. It includes a search bar at the top, followed by a list of categories: "All", "Consoles", "Games", and "Accessories". Each category has a small icon to its right. A purple sidebar on the far left indicates the current selection level.

**Screenshot 2: Brand Selection**

This screen shows a list of brands under the heading "All". The brands listed are "Nintendo", "Sony", "Sega", "Atari", "Commodore", and "Others". Each brand name has a small icon to its right. A purple sidebar on the far left indicates the current selection level.

**Screenshot 3: Product Search Results**

This screen shows the results of a search query. At the top, there are four buttons: "Filter", "Model", "Year of production", and "Conditions". Below this, it says "10 results" and "About order". The results are displayed in a grid format. Each result card contains a "Product Name" (e.g., "100 €"), a small image placeholder, and a heart icon for favoriting. The cards are arranged in two columns.

# 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 a mobile application interface for an item detail page. At the top, there is a header with a back arrow, the page name 'PAGE NAME', and a three-dot menu icon. Below the header, the seller's information is displayed: a placeholder profile picture, the username 'Username', and a level indicator 'Level n.'. To the right of this information is a 'CHAT' button with a heart icon. The main product information follows, including the 'Product Name', 'Condition' (rated 5 stars), and a detailed 'Description' section containing placeholder text. Below the product details, there are two sections: 'Original box' with a checked checkbox and 'Shipping cost' with a value of 'from 5 €'. To the right of the shipping cost, there is a 'from 5 €' label. Further down, a section titled 'FROM USER'S SHOWCASE' shows two placeholder items with heart icons. A large 'BUY SET' button is positioned below this section. Finally, a 'SIMILAR ITEMS' section displays two more placeholder items with heart icons, each with a 'Product Name' and a price of '100 €'. A 'BUY' button is located at the bottom right of this section.

# 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.

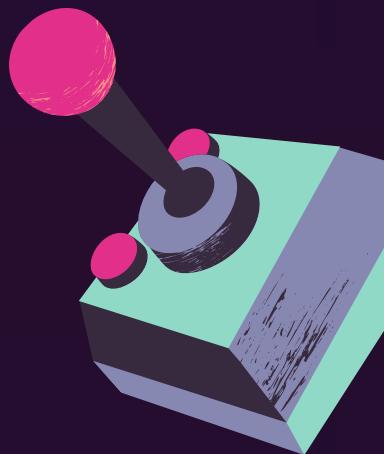
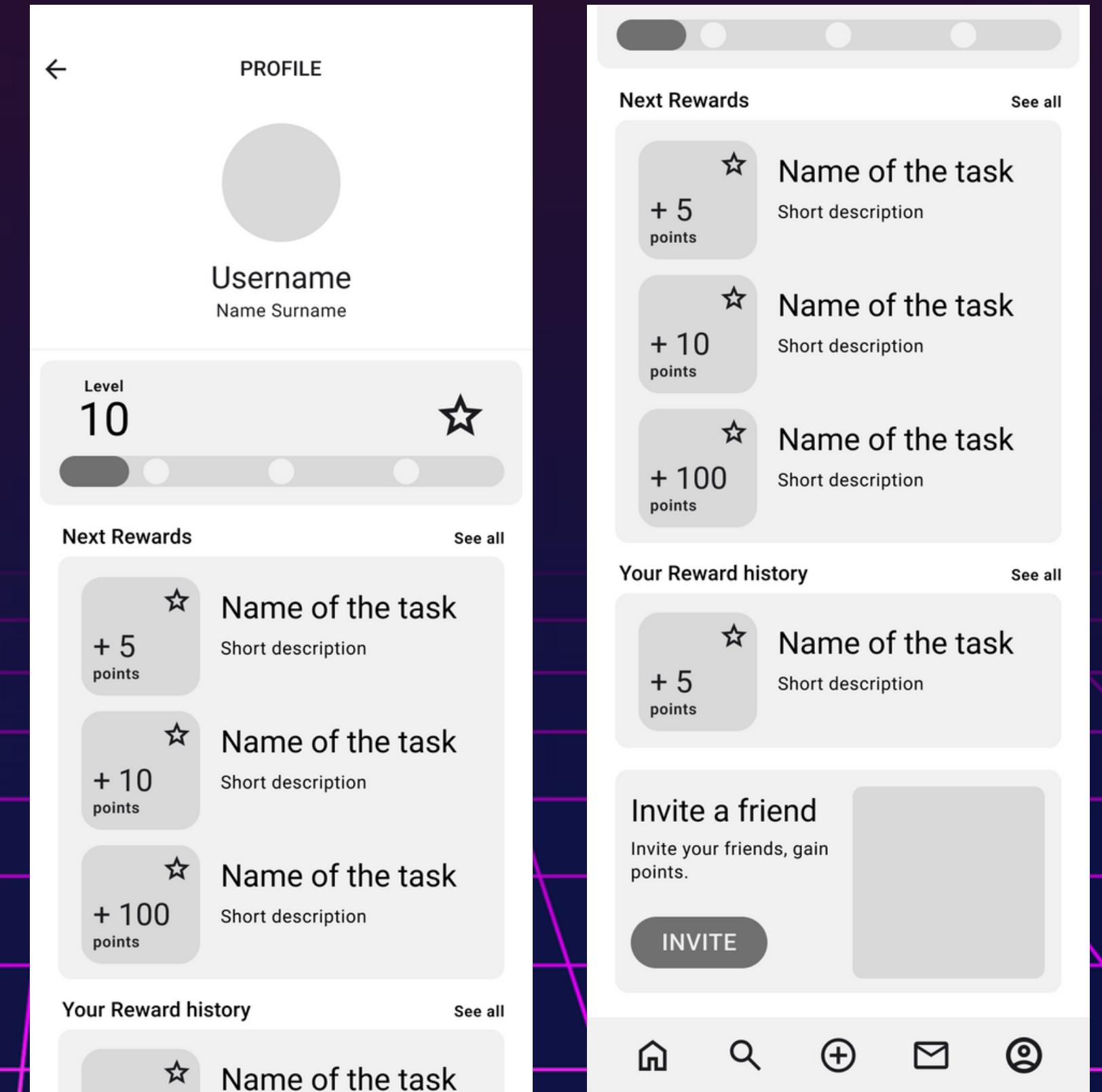
The image displays three wireframe screens for a mobile application's 'SELL' feature, arranged horizontally. Each screen includes a back arrow and a right-pointing circular arrow indicating a sequence of steps.

- VIDEO AND PHOTO:** This screen shows a placeholder for uploaded media. It includes fields for 'Upload at least 1 video' and 'Upload at least 1 photo', both with checked checkboxes. A 'Recent' dropdown menu and a camera icon are also present. Below the media area is a large grid for thumbnail previews. A 'NEXT' button is located at the bottom.
- DESCRIPTION:** This screen allows the user to enter product details. It features a placeholder for 'Write Product Name' and a larger field for 'Write Product Description'. There is also a section for 'Select a category' with a 'Category' dropdown and a 'Choose options' section with two toggle switches labeled 'Fully working' and 'Original Box'.
- PRICE:** This screen lets the user set the selling price. It includes a section for 'SET A FIX PRICE' with the sub-instruction 'Choose the price without possibility to accept offers'. Another section for 'ACCEPT OFFERS' with the sub-instruction 'Set a starting price' is shown. A third section for 'ASK EXPERT EVALUATION' with the sub-instruction 'Choose a shop and let an expert evaluate your product' is also present.

# 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 - 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**

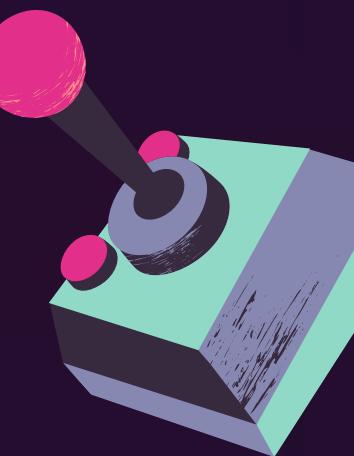
Product Name  
Information about the product

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
- Reviews in progress
- Reviews completed
- Statistics
- Settings

Username >

## 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 ✓

ACCEPT REVIEW + REFUSE REVIEW -

WRITE TO USER ↗

User details  
Address  
Items sold  
User's Level

## PLAYED by Vinted

- Reviews
- Statistics
- Settings

Username >

### 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  
Reviewer Name  
Reviewer Name  
Reviewer Name

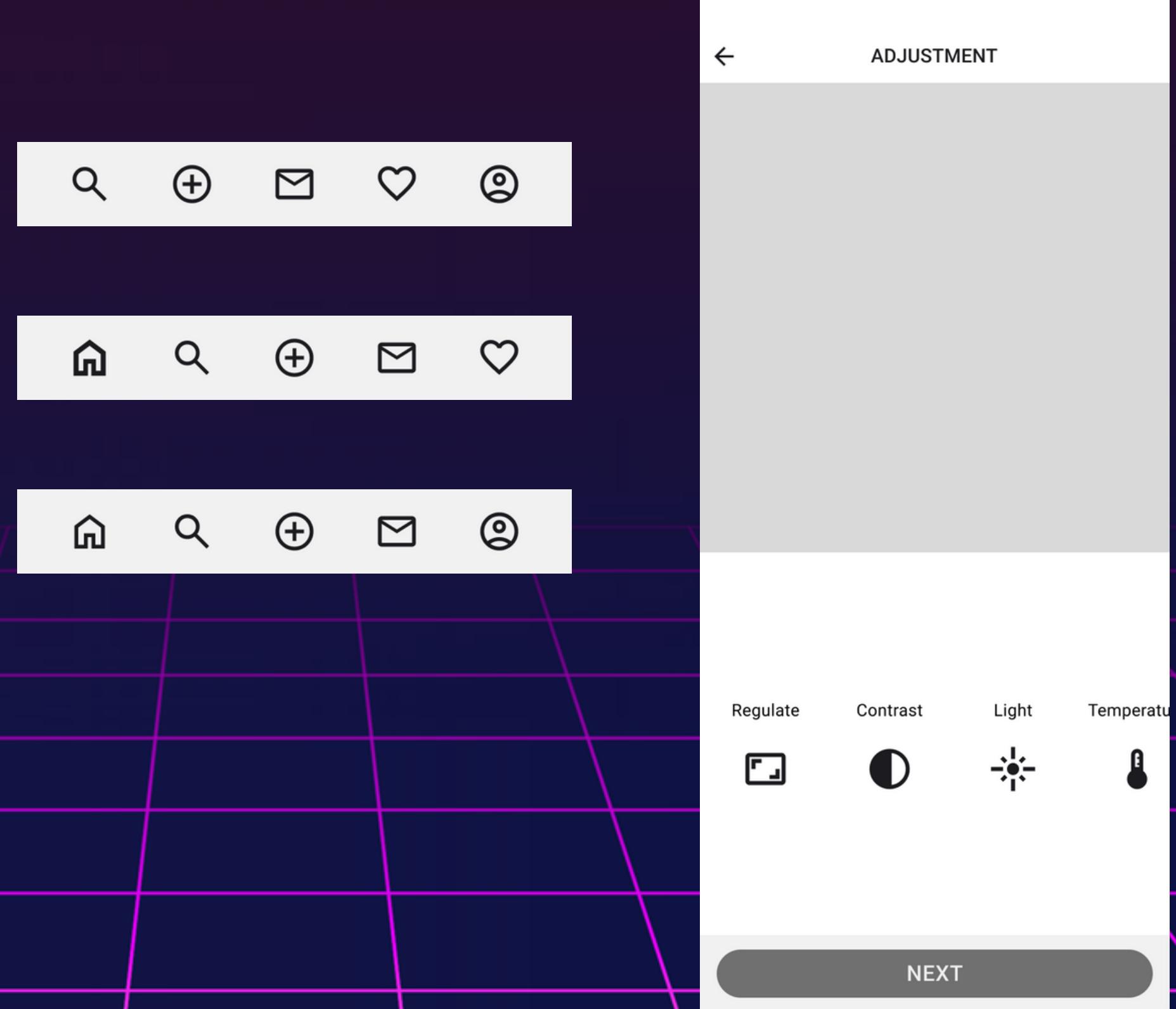
User details  
Address  
Item sold  
Store's Level

✎

# WIREFRAMES - BEFORE AND AFTER

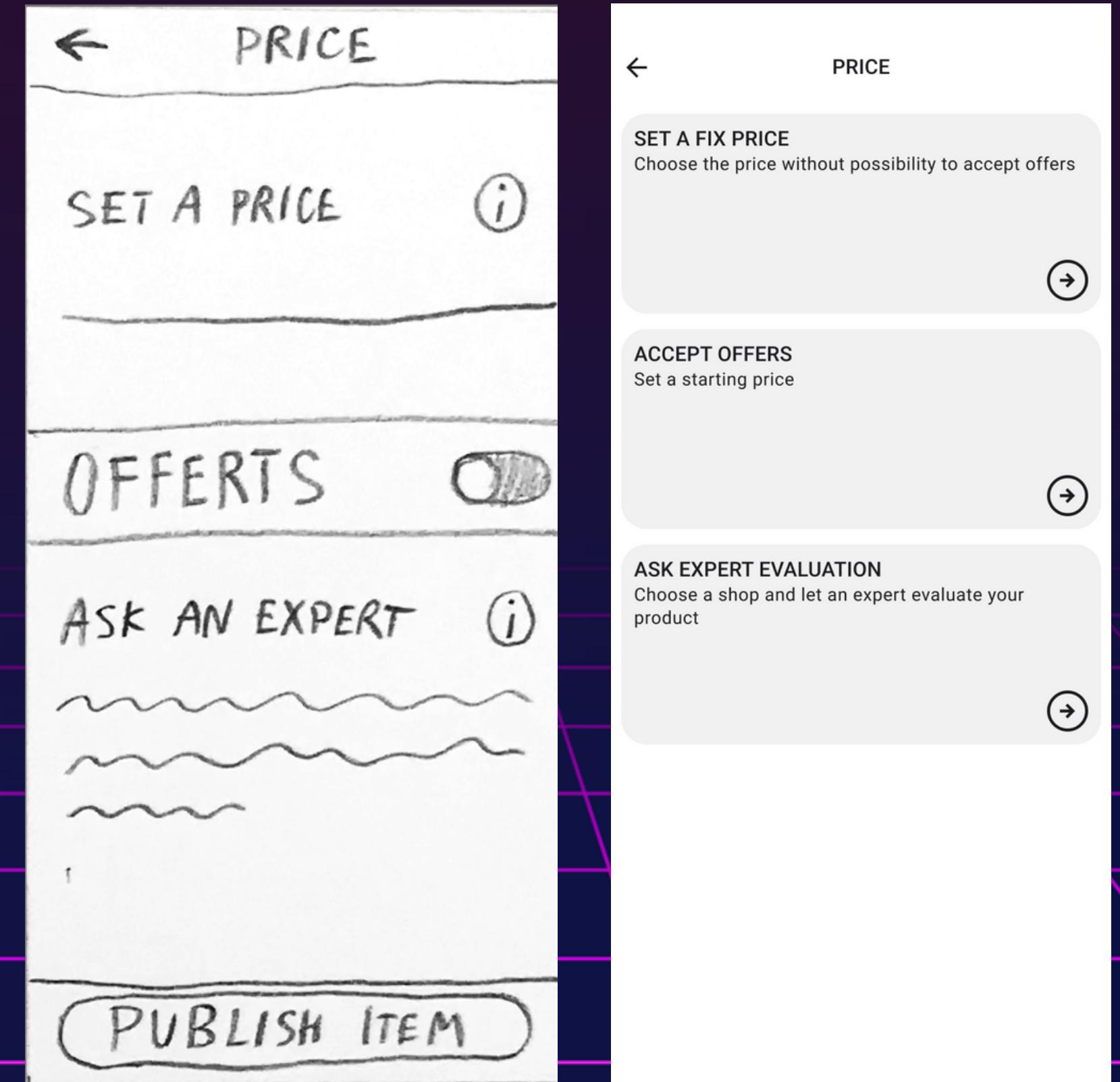
The system's design evolved during testing. One improvement we made from the storyboard to the wireframe was reorganising the bottom navigation bar. After testing, we found that users were unable to return to the home screen easily.

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.

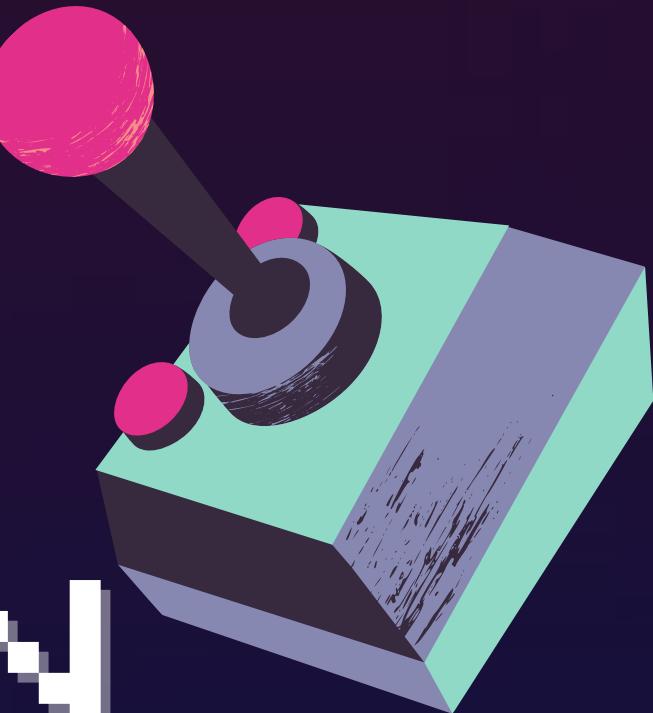


# WIREFRAMES - BEFORE AND AFTER

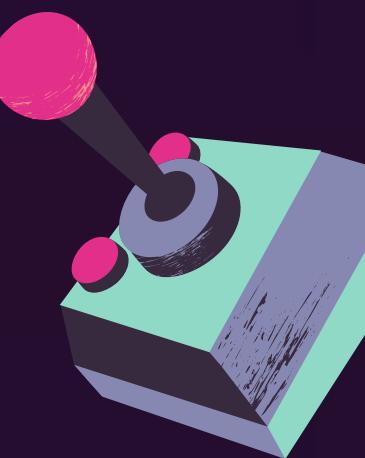
A key improvement we made to the system was to make the price-setting process clearer and smoother. Initially, we tried to organise all the possible choices on one screen, but in the first round of testing, we found that this organisation made it easy for users to get lost. The improved design takes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



# EVALUATION



# USABILITY TESTING

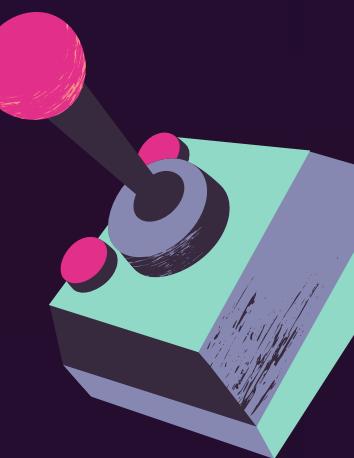


First of all, we perform some **pilot tests** to understand if everything works as planned, if we forgot to implement something and if the connection between the various wireframes is working or not.

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

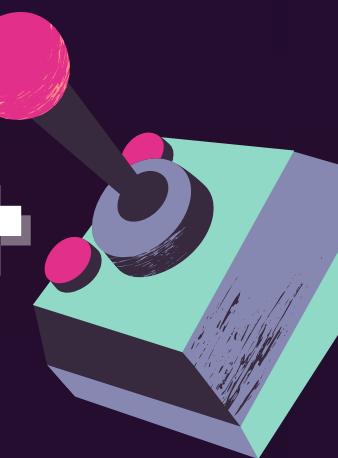
- ♥ same participants
- ♥ same actions
- ♥ same metrics

# RESULTS

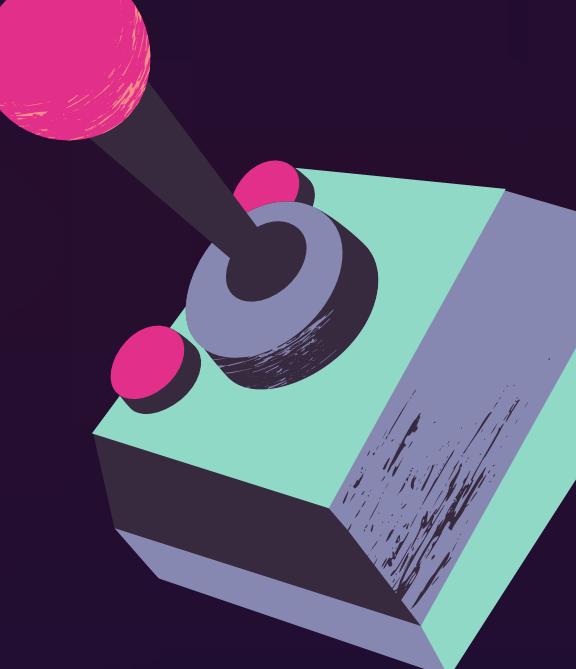


- 🎮 The mean of the Total scores for the PLAYED application is 38, and the mean of the SUS scores is 95
- 🎮 All the test participants found PLAYED very **usable** and **efficient**, with a clearer set of commands and very efficient in terms of **customization**, too.
- 🎮 We can conclude that the PLAYED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

# WHY TO CHOOSE PLAYED?



- 🕹 the easy **interface** of Vintered
- 🕹 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!

