

# Introduction

## Domain:

This project is the development of a Peer-2-Peer (P2P) marketplace focused on the buying/selling of Animal-based products. This online web service will be a platform for people to connect through decentralized means to target their consumer needs. The areas of focus will be centered around the processes of buying, selling, listing items, and managing your own seller's page for animal products. I am choosing to build this P2P marketplace website to enhance my skills in full stack development and work on design principles specifically in the seller role for the peer transaction.

- **Primary personas**

- **Key Persona:**

- **Occupation:** a Realtor and a Dog mom
- **Age Range:** 24-30
- **Affiliation:** Friends of Developer
- **Number of Participant:** 2
- **Potential Scenarios:**
  - Looking for clothing and toy products for dog and cat
  - Asking user to view their cart and see if there are any similar products they would like
  - Asking the users to identify best practice features that our application does well

## Plan for recruiting research participants

- **Identify your key research questions.**
  - Best Practices to better user interaction
  - How to better the websites features for user needs
  - How to better layout page sites
- **Select a research method that best lets you explore your research questions.**
  - Ethnographic Research w/ a post interview to extrapolate good, bads, emotions, etc.
- **Research roles and assignments**
  - I will be a **researcher** assessing and **recording** user inputs through our **Ethnographic Observations** I conducted through my developed **user scenarios & questions**.

## Research Plan:

### Scenarios

- **Looking for clothing and toy products for dog and cat**
  - 1) Make the users tell you how they are identifying the products
  - 2) Once they have confidently found a species ask the user to add the item into the cart on the website
    - Note: *Observe pain points in the users ability to identify the items. Could a section for descriptions be outlined better? Was the action of understanding the list discrete and concise too long?*
  - 3) Check to see if all items are correctly inputted
  - 4) once completed with obtaining items, complete order
  - 5) \*Repeat stage 1-3 for upto 2 items for each animal species\*
- **Asking user to view their cart and see if there are any similar products they would like then purchase and leave a review**
  - 1) Ask the user to find the Cart.
  - 2) Ask to look at what useful information is on the cart view.
  - 3) Identify the descriptors of the products(quality, type, primary, etc.)
  - 4) Leave a review

### Prepare for protocol and materials for the micro-user research study

1. Select a item from the range of listings able to be found thought the website
2. Tell participants that Bernard is a website that allows users to buy items from online sellers that have posted listings of animal items like clothing, toys, enclosures, and safety items.
3. Tell participants to log onto the website. Should be able to find products for dogs, cats, reptiles, rodents, etc.. Let the user use many methods to find items(categories, search bar, scrolling, seller spotlight etc.)
4. Ask participants to find a item and what they think
5. Ask the participants to think aloud while completing this task.
6. Complete purchase
7. Once the task is completed, ask the following follow-up questions:
  - a. Asking the user what features helped guide their findings of animal products
  - b. Asking the user what they found most interesting and why?
  - c. Was there anything that was enticing? Why?
  - d. Asking the user if they consistently misunderstand anything? If so, what?
  - e. Can they name some of the parts that they thought helped?

- f. What components of the application do you think need improvements?
8. Say thank you to the participant and dismiss them.
9. Assuming the “cart” was made successfully, delete it.

## Data Collection

Data collection process was designed to be portable and easy to participate in. participants did not need to do anything but use the device they were asked to use and complete the task. I told them about the app, had them complete an entry, observed and took notes while they worked, and finally asked some follow-up questions which can be found here:

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2. Asking the user what they found most interesting and why?
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## Analyzed the Data

### Discussion Notes:

- Common Themes
  - **They Interacted heavily with the category**
    - When they were looking for items they used the categories. This might be because of their unfamiliarity with the information being given to them. Such as when do I type in the search bar but I asked if they wanted to look somethings up and they seemed to be able to use its function well when prompted
  - **Liked the item page and how it was designed**
    - They liked the way the information that they needed was in front of them. They also felt like being able to find other items alike was nice
    - The review was good as well but they also would like a way to review the seller. Could be future iterations
  - **Liked the front page and how it was presented**
    - They said that the information that they needed was given and not too much clutter
    - Positioning felt reasonable and didn't take long to look for what they might need.

## Findings

- The review was a good way to interact with the user base. Allows for a interaction right on the page without any need to contact the user upfront

- Friendly user interface for viewing items and home view
- Photos placements might allow for users to better find the review section on the item page. Let the user explore more.

## **Reflection**

I believe my web application meets the goals of the project and the users tested on found the website functioned and handled their requests. The users found the idea to be good and liked the layout of the item page. Categories were a good means to directly interact with a specific need. When the need for other animals becomes greater, might need to expand on the subcategories if the database grows to that need.