**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 conned through a decentralized mearc 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 eCommerce website to enhance my skills in full stack development and work on design principles specifically in the seller role for the peer transaction.

**Key Research Questions**

* Best Practices to better user interaction
* How to better the websites features for user needs
* How to better layout page sites

**Research question matching**

* **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

**Research methods:**

* **Post Interview Questionnaire** - Conducting a survey to better understand users' engagements with applicable components as a post questionnaire for what they liked, disliked, thought could be improved in the app.
* **Ethnographic Observation** - Set up an open ended scenario, where participants will be asked to complete the scenario tasks, where the researcher will take notes on what the user found that was working and help guide the user when they find confusion.

**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**

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 hashtag, etc.)

**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:

1. Asking the user what features helped guide their findings of items (standard icons, attached services, etc.)
2. Asking the user what they found most interesting and why?
3. Asking the user if the site/ application meets their expectations?
4. Asking the user if they found anything frustrating, confusing.
5. What components of the website do you think need improvements?

**Analyzed the Data**

**Discussion Notes:**

* Common Themes
  + **They Interacted heavily with the hashtags and search bar**
    - It would be too hard to find an assortment of products unless there are a sparse amount of items in the databases, which will probably be the case until 1,000 users.
    - Hashtags are not as visible on the items page, but they are limited to only 5 which could hinder the search space
      * Negative effects could be spammed tags
      * Also could monetize additional hashtags with a subscription plan for buyers and sellers
    - Hashtags aren’t visible on the model of the items, but that could also add to the clarity of the images, such as instagrams sites (maybe a area to improve or evolve in comparison to competition)
  + **Description of items was too loosely coupled, and not so much categorized in section**
    - This might be ok for early iterations, but if I want to be competitive in a scalable fashion I could iterate on the information, also more is less sometimes
  + **The placement of all items felt “awkward”**
    - The PACT(Contrast, Repetition, Alignment, and Proximity) of the site wasn’t the best, maybe a little front end clean up could help the eyes and reduce the *bounce rate* on the website for buyers

**Findings**

* **High Priority**
  + Improve the descriptions of the sellers so that they have a better engagement with the user, remember to help the user, help yourself.
  + Format the website to be more friendly towards the eyes, focus on the layout and how to stylize a consistent data entry of the vendors
  + Photo arrangement could be better (could do AB testing later on during the development cycle)
* **Improvement to Understanding**
  + Register an ease of use for the seller in being able to interact with buyers. Allow room for instagram or email for contact info.

**Desired Outcome**

I hope to obtain clear, consistently-gathered data from our participants that answers or suggests a logical extension of our research question.

**Reflection**

I really like being able to truly let the user engage with the site. I think that finding inspiration for their search is to aspire for. Their design plan in navigation is what caught the eyes of the users the most, and I hope to see how I will extrapolate the information into an applicable product.