maaxu

Brief

maaxu is a personal, non-beneficial case study, which was initiated for a college class. It's a B2C platform that has an administration panel for the business owners to manage their inventory and sells. It also contains a side for potential buyers to loaf around or go straight to the items and purchase them directly.

Design Methode

This project takes 5 main steps so the journey begins. Design methode used here is "Design Sprint". A design sprint is a time-constrained, five-phase process that uses design thinking with the aim of reducing the risk when bringing a new product, service or a feature to the market.
Each phase and used tools are:

- **Map** — Define; Statistics; Questionnaire; Persona; Comparative audit; User journey
- **Sketch** — User needs; Feature list
- **Decide** — Sketch needs & Sketches; User map
- **Prototype** — Design Guideline; Design system
- **Validate** — Usability Test

Define

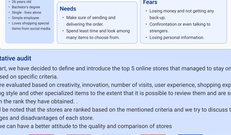
Social networks have recently become one of the biggest shopping and selling centers in the world, and especially in Iran. Despite the high importance and the existence of potential masters, to solve the problems of this type of service in Iran and with the conditions of embargo, it is not thought that the platforms can still remain with the store on their own strength. Among the existing problems can be the lack of quick access to product purchase services, lack of confidence between the seller and the buyer, and limited response to the customers, the lack of access to all goods through social networks, postal problems (sending and receiving and the mismatch of the image with the product.
The purpose of this project is to define a practical and complete platform to meet the basic needs of sellers and buyers in this type of exchange of goods, which is provided to the beneficiaries in the form of a digital product on the web.

Survey

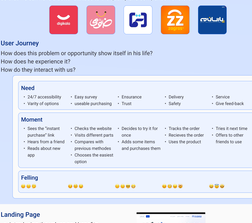
A questionnaire was prepared and distributed with the aim of better understanding the needs of consumers. The questions, how and how much users buy from Instagram in different product categories and the reasons for their satisfaction and dissatisfaction with this shopping experience are defined.

Demographic information

To carry out this questionnaire, after defining the questions and checking them comprehensively, the Press Line website was used and made available to a large number. The number of people who responded to this questionnaire is 88, which is divided as follows:



Specific information



Persona

Sara
- 35 years old
- Married with children
- Single - lives alone
- Simple employee
- Loves shopping special items from social media

Frustrations
- Not being home during the workweek
- Not having time or energy to go shop outside.
- Doesn't know proper stores.

Needs
- Make sure of sending and delivering the order.
- Spend least time and look among many items to choose from.

Hopes
- Spend less time loarking around and waiting for answer and more time on picking through rarity of options.
- Gets what she looked for.

Fears
- Losing money and not getting any back up.
- Confiscation or even talking to strangers.
- Losing personal information.

Competative audit

In this part, we have decided to define and introduce the top 5 online stores that managed to stay on top in 1400 based on specific criteria.
Stores are evaluated based on creativity, innovation, number of visits, user experience, shopping experience, marketing style and other specialized items to the extent that it is possible to review them and are sorted based on the rank they have obtained.
It should be noted that the stores are ranked based on the mentioned criteria and we try to discuss the advantages and disadvantages of each store.
so that we can have a better attitude to the quality and comparison of stores

User Journey

How does this problem or opportunity show itself in his life?
How does he experience it?
How do they interact with us?

Need
- 24/7 accessibility
- Variety of options
- Easy survey
- usefulle purchasing
- Ensurance
- Trust
- Delivery
- Safety
- Service
- Give feedback

Moment
- Sees the "instant purchase" link
- Hears from a friend
- Reads about new app
- Checks the website
- Visits different parts
- Compares with previous methodes
- Chooses the easiest option
- Decides to try it for once
- Adds some items and purchases them
- Tracks the order
- Receives the order
- Uses the product
- Tries it next time
- Offers to other friends to use

Felling

Landing Page

- Introducing the values and benefits
- Showing the main pages
- Introducing the app
- Resolving public ambiguities
- Registration steps
- The possibility of communication,
- Percouragement to register the store
- Ensuring the authenticity of the business

App

Main page

- Classification of goods by type
- Ability to search for specific gender
- Ability to search between stores
- Possibility of quick and direct purchase of products
- Registration of goods from several stores at the same time
- Easy and usable interface for the public

Purchase process

- The possibility of keeping goods in the shopping cart
- Track invoices for previous purchases
- Choice of various sending methods
- The possibility of personalizing Maaxis offers
- Ensuring the delivery of the shipment
- Ability to define a discount code

Other features

- Ability to save popular products
- Personal profile
- Save the product shipping address
- The availability of goods in the app
- Notification of product out of stock

Sign up/Sign in

1. Registration of basic information
2. Review by experts
3. Confirm information
4. Free access to the management panel

- Setting a personal password at the first login after confirmation
- The possibility of entering with a number and password from the next time
- The possibility of managing the panel by several people

Administration panel

Dashboard

- Ability to check the status of the store
- View user comments
- Definition of top products and buyers
- Manage bank account status
- Check the progress of the store

Inventory

- Manage the status of all orders
- Track orders
- Ability to review previous orders
- Ability to manage resources and warehouse

Financial

- Financial management of the store
- Check deposit and payment
- The possibility of checking receipts
- Easy returns
- The possibility of having multiple accounts

Store

- Management of goods
- Warehouse management
- More and easier sales
- Personal store profile
- Marketing and producing better content
- Ability to disable instantly
- Products categorization

Colors

Fonts

Heading

IranSans

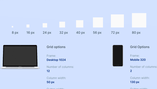
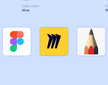
Name	Size	Line height
H1	20 px	22 px
H2	24 px	26.4 px
H3	32 px	35.2 px
H4	40 px	44 px
H5	48 px	52.8 px
H6	58 px	61.6 px

Body

IranSans

Name	Size	Line height
Big Bold	20 px	28 px
Big Normal	18 px	25.2 px
Medium Bold	16 px	22.4 px
Medium Normal	14 px	19.6 px
Normal Bold		
Normal Normal		
Small Bold		
Small Normal		

Spacing



Tools