

# ROCKET

A secondhand market where proven used computer parts are traded without any contact with others.

Concept to Wire Flow Chart

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- Concept
- Benchmarking
- Research
- Ideation
- App Introduction

- Usecase
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# Basic Idea

An application that incorporates a used trading market into a computer parts shopping market.



A professional computer parts trading platform for users who want high-performance computers is needed.



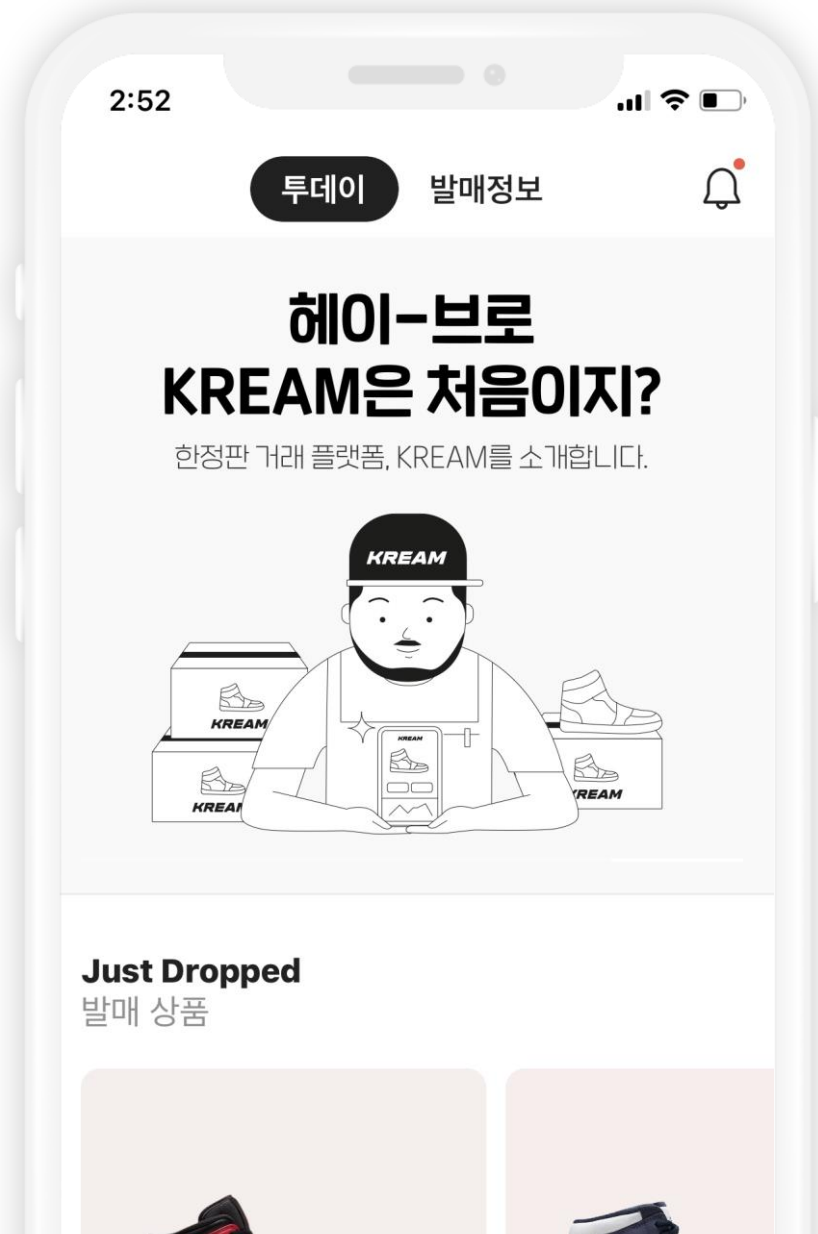
The replacement cycle of computer parts is shortening due to the rapid advance of technology.



As the price of computer parts rises, the demand for inexpensive used parts is increasing.

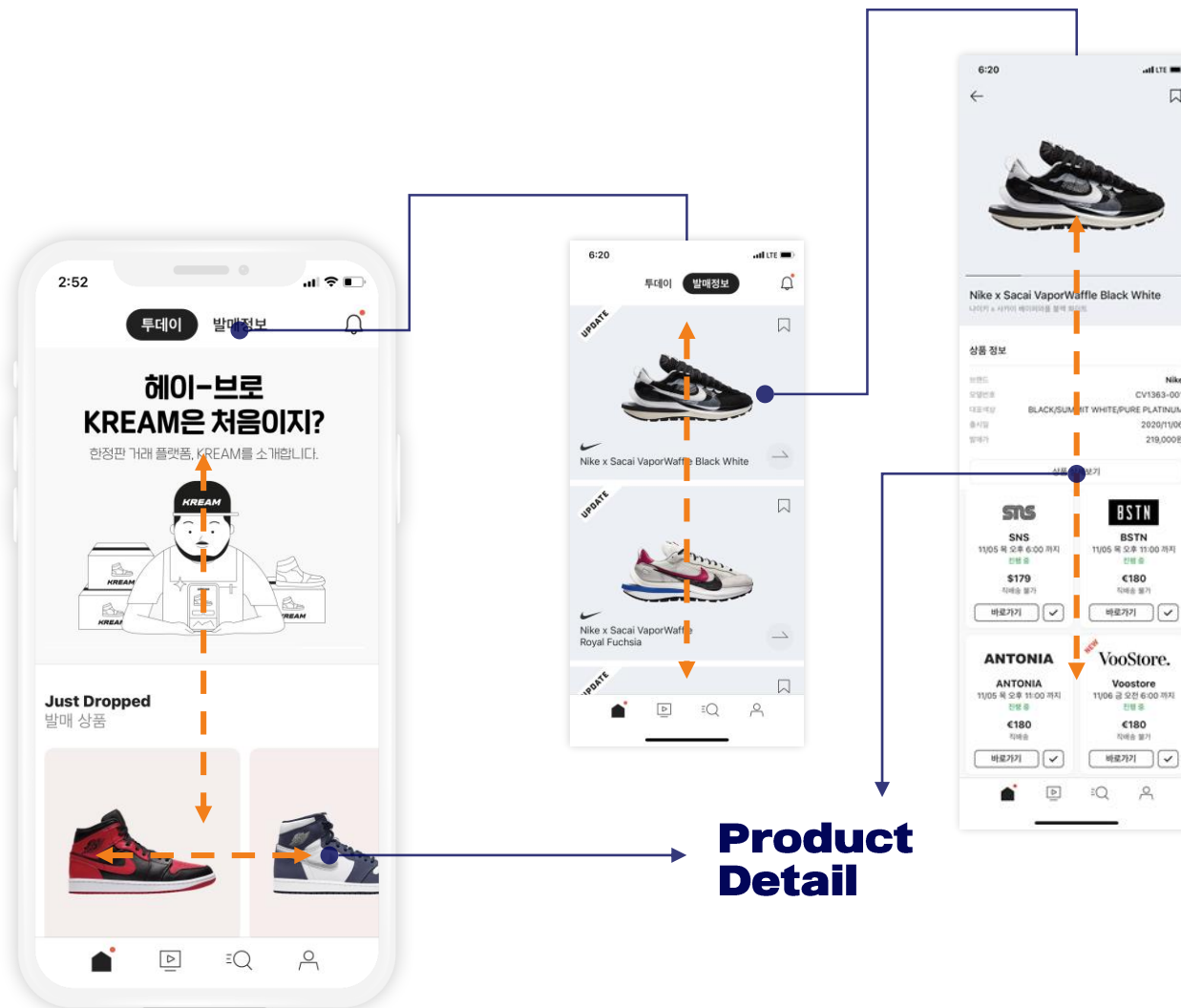
# KREAM

KREAM is a mobile application for limited-edition shoe trade. It was chosen to see how secondhand transactions of items with a high price range are done.



# Today, Release

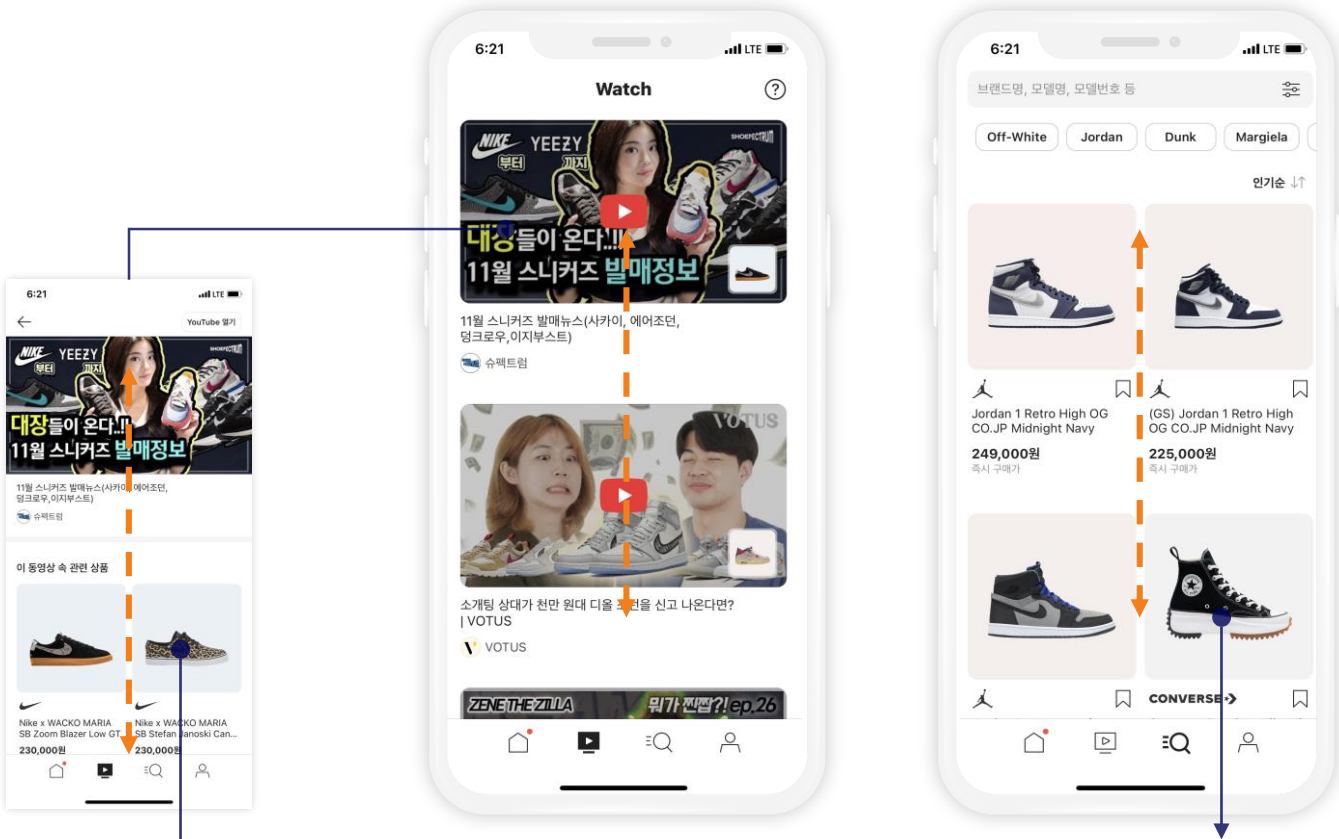
Today tab shows the latest releases and recommended products. In the release information, you can see the products that are scheduled to be released or released recently, and if you click, you can go to the detailed page to check the location and other information.



# Watch, Search

Watch tab offers a variety of youtube videos related to limited edition shoes, and pressing the video allows you to see the shoes that appear or are related to that video.

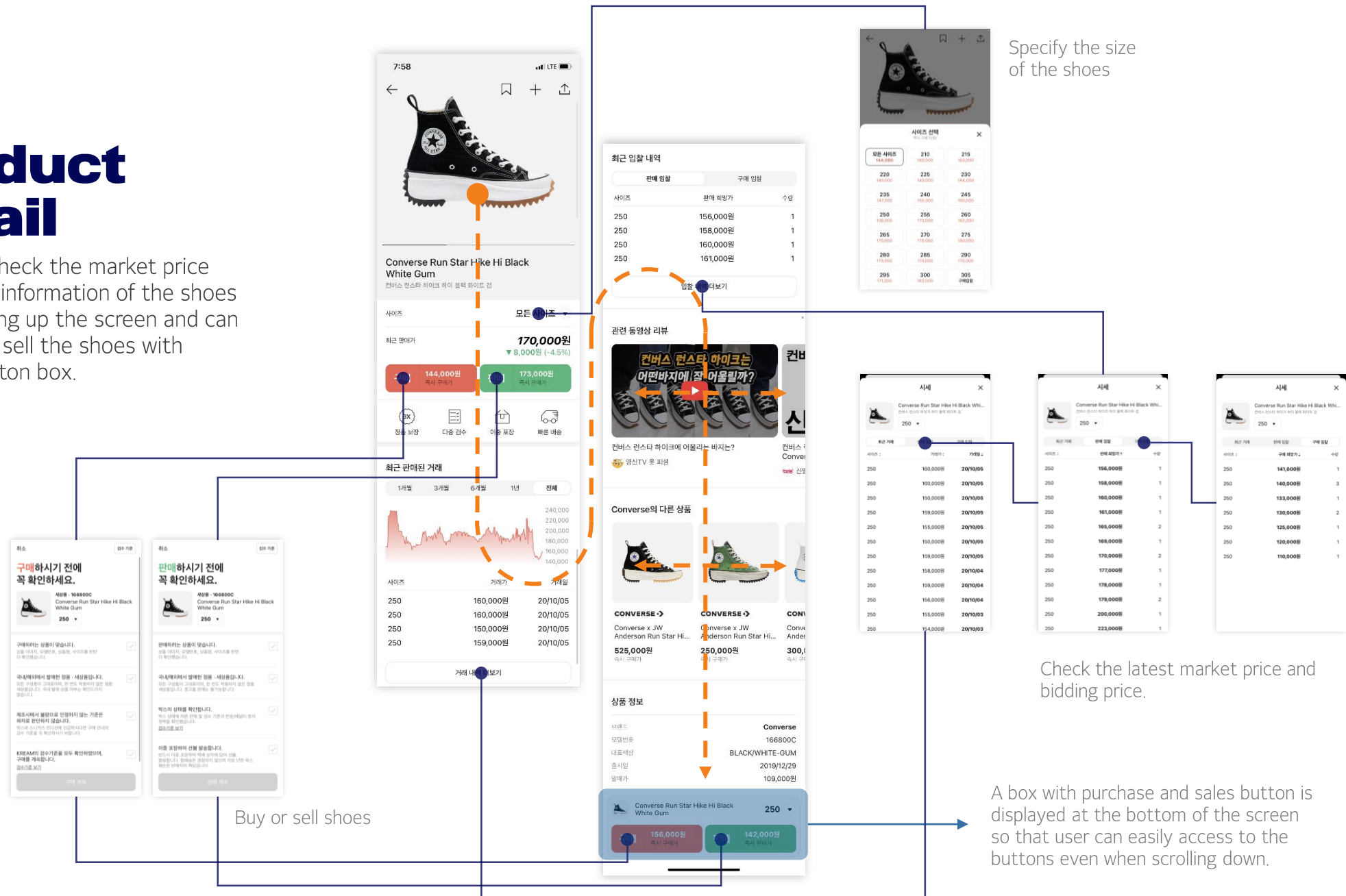
Search tab allows you to search for products and provides popular keywords.



**Product  
Detail**

# BENCHMARKING

Users can check the market price and related information of the shoes while scrolling up the screen and can easily buy / sell the shoes with floating button box.



Specify the size  
of the shoes

Check the latest market price and bidding price.

A box with purchase and sales button is displayed at the bottom of the screen so that user can easily access to the buttons even when scrolling down.

# Evaluation

Overall UI is highly complete and simple and efficient for users.



## Learnability

Icons and descriptions intuitive and perform expected functions.



## Efficiency

Elements are arranged according to the flow of the user's action. It would be better if 3D touch was used.



## Memorability

The overall UI is concise, so it is not difficult for users to remember how to use it.



## Errors

No errors are generated by the application and user's mistakes can be easily reversed.



## Satisfaction

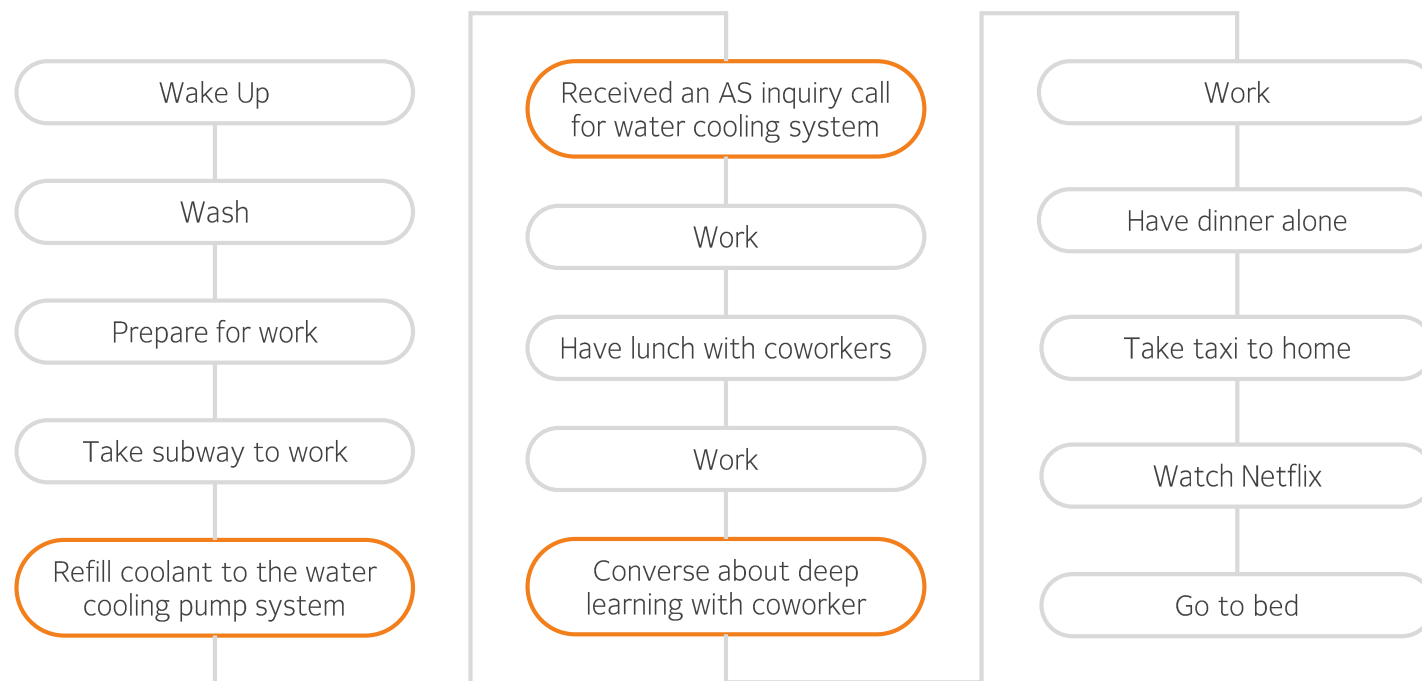
The animations are light, smooth, and elements user might be interested in is placed in the right place.



# A Day In the life

I wanted to observe the day of a coworker who is thought to be a tentative user of the application under way to investigate his daily experiences.

His work is greatly affected by the performance of the computer, so the day is closely linked to it. He spends lots of money and time to repair & upgrade his computer parts and doesn't have much free time.



# Word-Concept Association

- Names of platforms such as 중고나라 and 당근마켓
- Stuffs people transact such as Ipad and electronics
- Benefits of second-hand transaction such as Eco-friendly and affordable
- Words about problems that could arise in second-hand transactions such as "fraud", "risk", "scam" and etc.

## Expectations

Cheaper Price

Environmental Protection

## Worries

Getting Scammed

Meeting Stranger

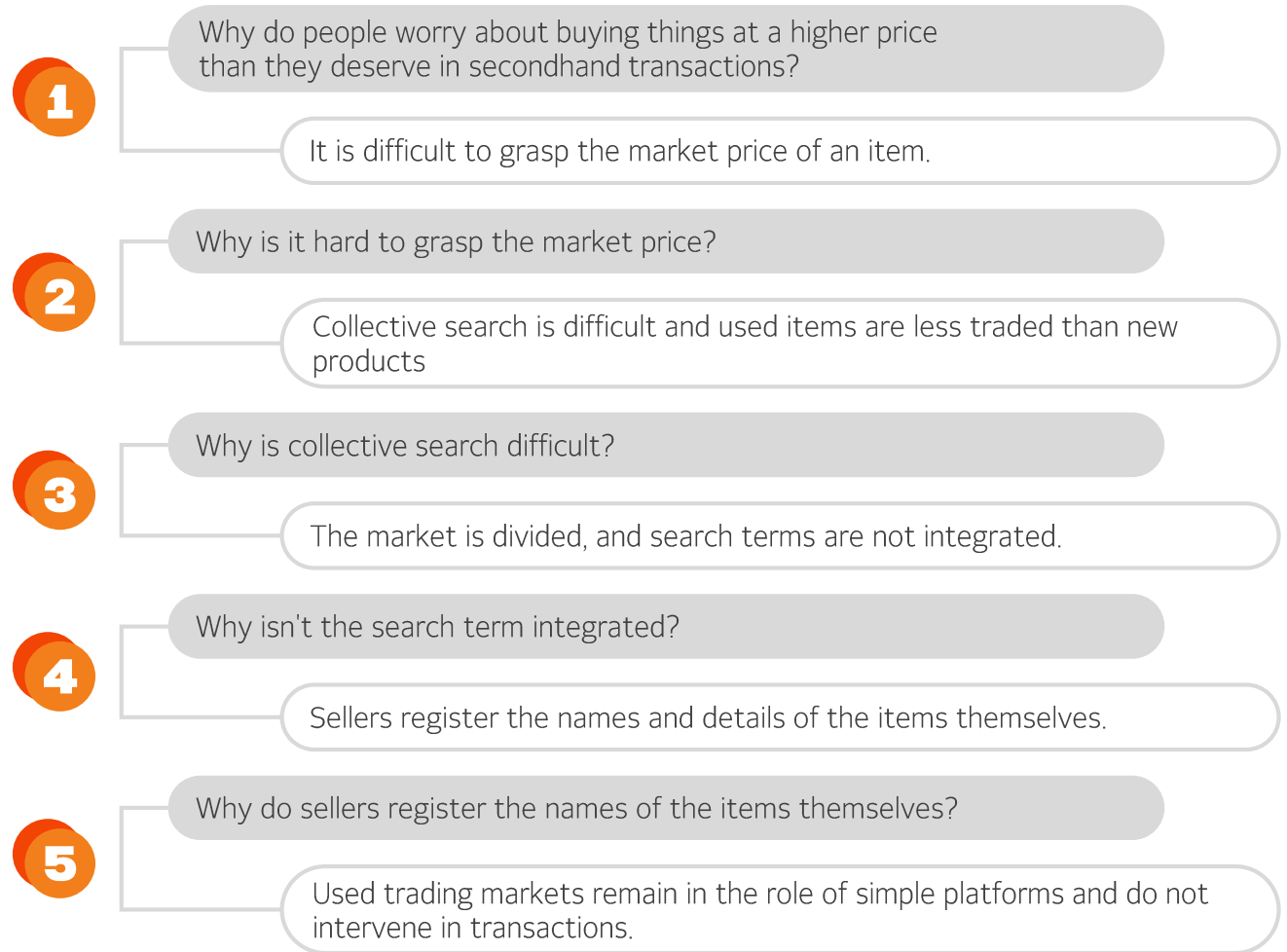
Complex Process



# Five Whys

One of the inconveniences of secondhand transactions was that people were worried about buying goods at a higher price than they deserved, which led to too long time spent looking for cheaper items.

The problem was caused by the difficulty of grasping the market price of goods. To solve this problem, efforts such as the platform actively intervening in transactions and unifying information on items registered by sellers are needed.



# Extreme User Interview

To get answers from users who have a deep understanding of secondhand transactions, I interviewed extreme users who have a lot of experience in secondhand transactions.

I was able to learn that there are products in secondhand transactions which are almost new, secondhand transactions are also used when new products are difficult to get and information about volume of transactions of used computer parts.

What kind of goods do you usually trade in secondhand?

There seems to be less that I haven't tried. Unless it is a consumable product, I will consider secondhand transactions for items that cost more than 200,000 won.

What's the reason for doing secondhand transaction?

The biggest reason is that it's cheaper to buy used ones. It is also done in cases where it is difficult to find new products due to discontinued products or small sales.

By what standard do you decide what to buy?

Although it depends on the item, people do not always sell products that they have used for a long time, but there are many unopened new products or products that are simply opened and unused, so I look for those products first.

How do you judge if you can trust the seller?

Check the seller's used transaction history with last posts, and check the account on the 'The Cheat' site. I always check the items by direct dealing when it's expensive.

When you limit it to computer parts, which items do you think have the lowest volume and which ones do you think have the highest volume of transaction?

I think the case is the one with the least volume of transactions. There are personal taste problems and it depends on the size of the computer you are trying to assemble. Power Supply is the one with the most volume of transactions. It doesn't break well, so secondhand products don't have low performance. But overall, the volume of transactions of computer parts is really high.

# Target User Definition



People who want to sell or purchase used computer parts in their 20s to 40s

## User's Context

The user wants to replace some of the old parts of the computer they used, and they want to reduce the cost by buying used goods. At the same time, they want to sell the old computer parts they replaced. Difficult to spend a lot of time and effort on transaction.

## Performance capacity

The user has prior knowledge of computers and know what they wants to buy or sell through the platform. The user is proficient at using mobile applications.

## Preference

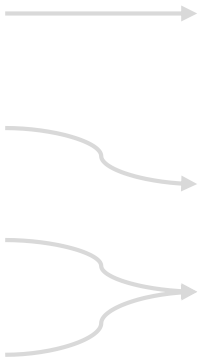
- Saving money
- Saving time
- To make a safe secondhand transaction without extra effort

# User Issue Definition

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## Problems

- 1 It's difficult to grasp the market price of the goods.
- 2 It's difficult to identify and trust the quality of the goods.
- 3 It's troublesome to enter details of the goods and appeal to buyers.
- 4 It's uncomfortable to having to talk to strangers and sometimes meet to trade things.



## Needs

- 1 A system that provides easy visibility into the market price and inventory of used goods.
- 2 A third party to identify and guarantee the quality of used goods.
- 3 A platform that acts as a middle bridge so that you can trade without having to contact the other party directly.

# Persona Modeling



**Seung-Gil Moon**

Age	32
Job	Programmer
Status	Single
Location	Gwanak-gu, Seoul
Income	\$58000
Education	Bachelor's degree

## Key Characteristics

Wants to keep his computer at its highest performance all the time.  
Wants to buy high-quality goods even if they are a little expensive.  
Has no time to spare and values time highly.

## Scenario

He recently bought a newly released graphics card, NVIDIA RTX 3080. He wants to sell the graphics card he has been using, NVIDIA RTX 2080, but With the launch of the new product, the market price of the existing product is rapidly changing. In this situation, he wants to quickly grasp the changes in the market price and sell his product at the most expensive price possible.  
At the same time, he wants to upgrade his computer's power supply unit. This is not an urgent matter, so he wants to take time to buy the product as cheap as possible.

## Needs

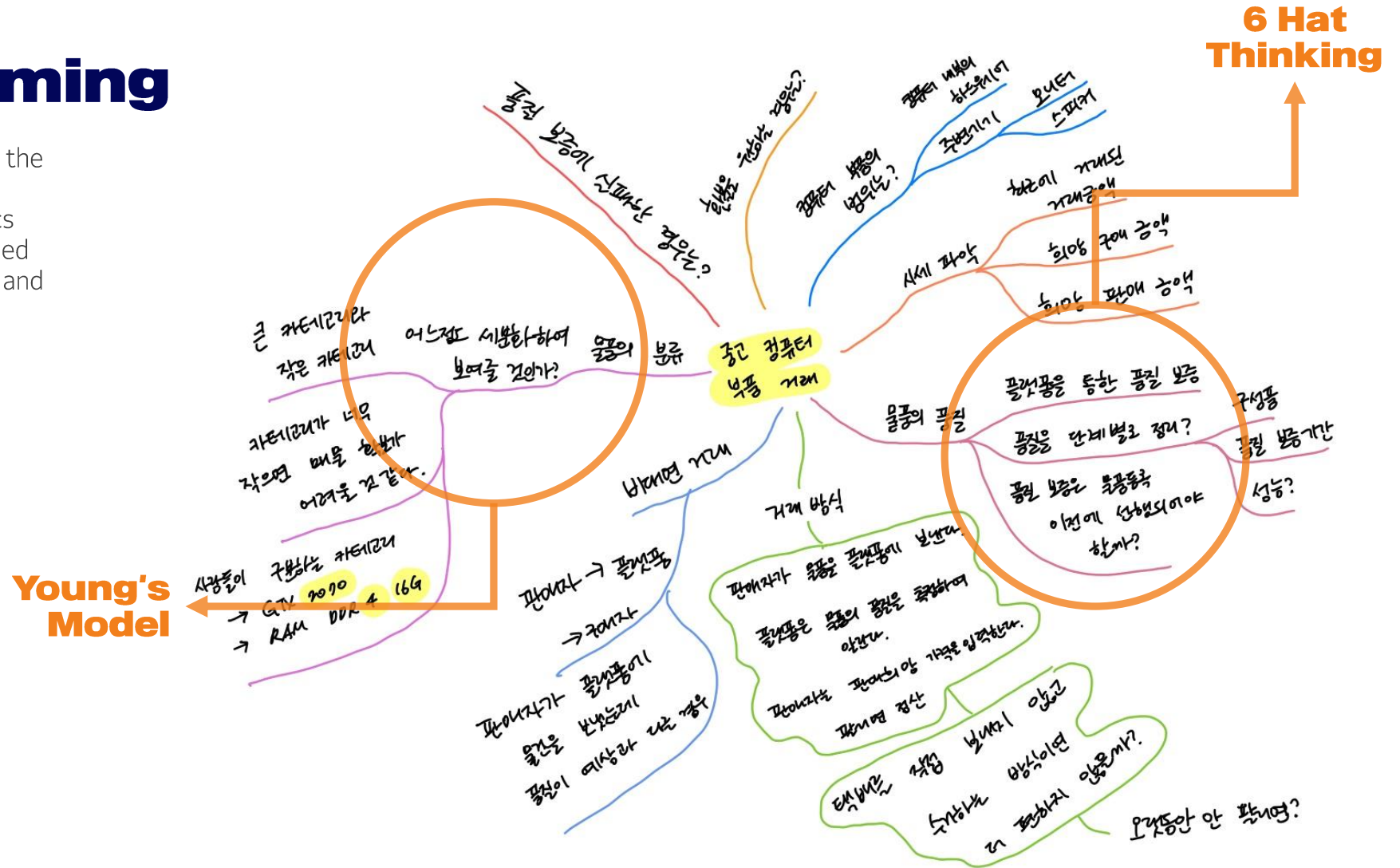
A neat transaction process that does not involve unnecessary disputes or contacts.  
Easy and quick check of sales and prices.

## Issues

He is so busy with his work that he can't check the application often.  
Also, he can't make time to go out for a direct deal.

# Brainstorming

I wrote down the ideas about the various elements of the app.  
Then I chose two of the topics that were crucial and performed ideation using 6 Hat Thinking and Young's model.

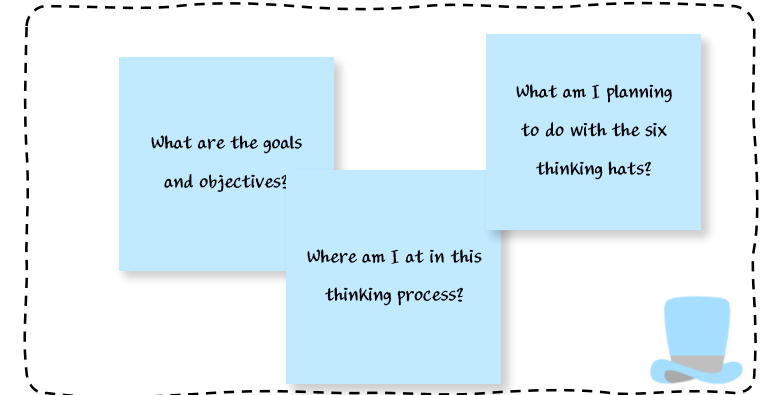
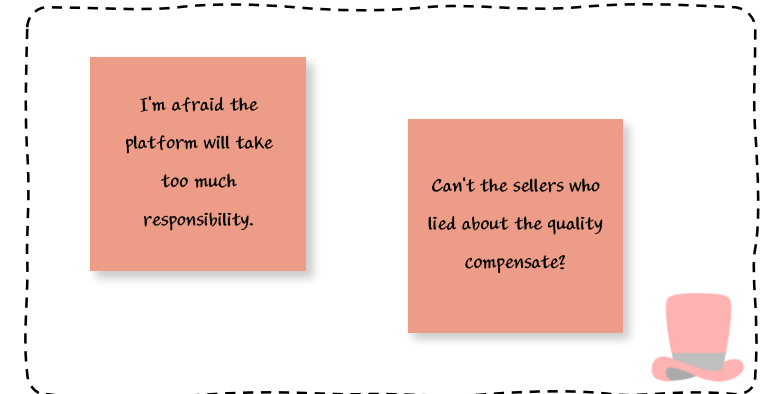
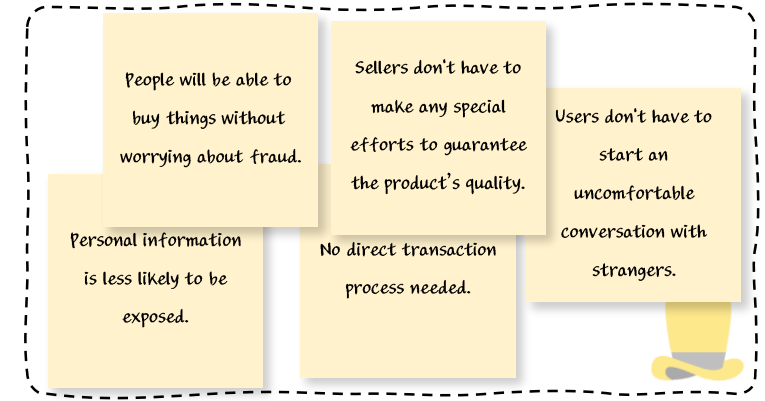
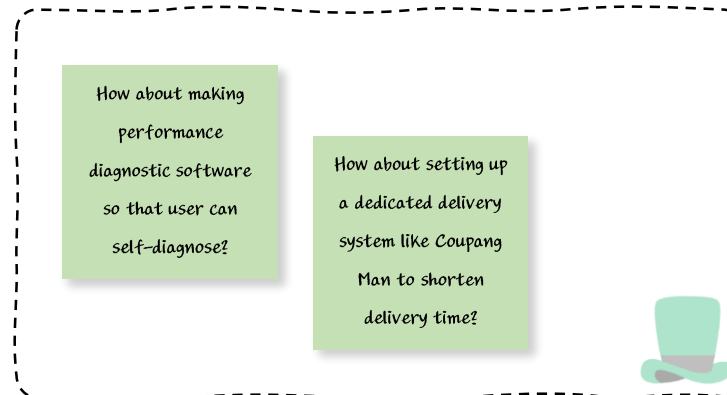
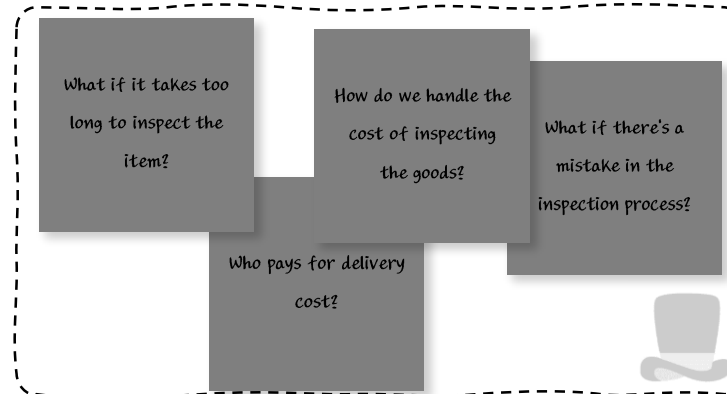




# 6 HAT THINKING

In order to prevent fraud in secondhand transactions and to guarantee the quality of goods, I thought of a method which the platform receives the goods from the seller, checks the quality, and then sent the goods to the buyer. I evaluated and developed the idea using 6 Hat Thinking method.

The idea had the advantage of being able to guarantee the quality of an item, but it was difficult to solve the cost problem. Thus, the idea was developed in such a way that only the buyers who want to pay extra cost can use the service and by hiding whether the buyer had applied for the service to seller, induce the seller to send the right item.



# Young's Model

In computer parts, there are various products with the same performance depending on the manufacturer and etc. If all of these are grouped into different products, it would be inefficient for users to track the market price. So I used Young's model to Ideate.

## 1 Immersion

From the buyer's point of view, detailed classification such as manufacturers, number of fans, etc. may not be important. However, from the seller's point of view, it is important to specify the exact product they are going to sell.

## 2 Digestion

Can there be any inconvenience when platforms group things together?

→ There can be someone who needs the exact model. For example, buyer may want to see graphics cards that have DP ports. Or there may be a manufacturer buyer wants to avoid.

→ There may be items whose market prices are distinctly different from those of other goods. It would not be efficient to check the market price to include this item together in the group.

## 3 Incubation

## 4 Illumination

Let users create their own comparison groups.

## 5 Verification

Through the comparison groups created by the user, users can gather only what they are interested in and easily grasp the market price by selecting only meaningful data.

## App Introduction

# ***ROCKET***

A secondhand market where proven used computer parts are traded  
without any contact with others.

1

### **Expertise**

Professional platform for  
people with knowledge  
about computer parts.

2

### **Contactless**

No direct contact  
between Seller and Buyer  
during the transaction.

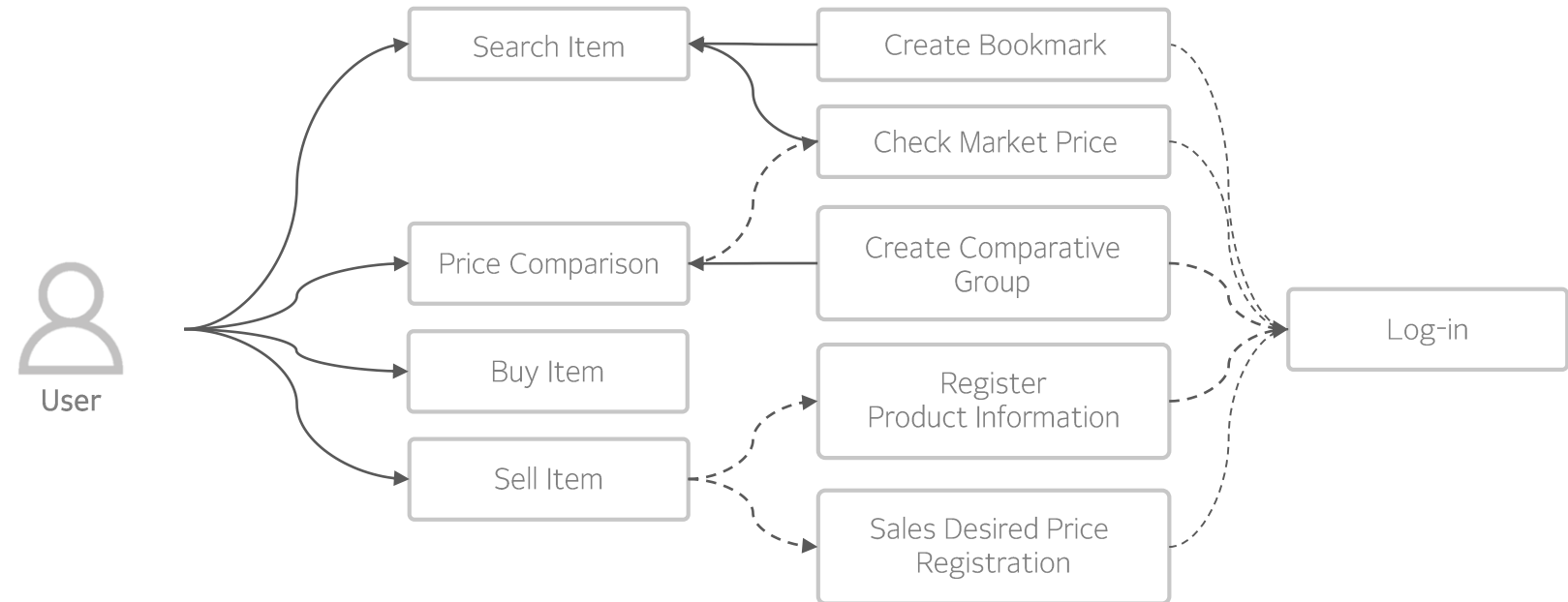
3

### **Reliable**

The quality and price point  
of the goods being traded  
is reliable.

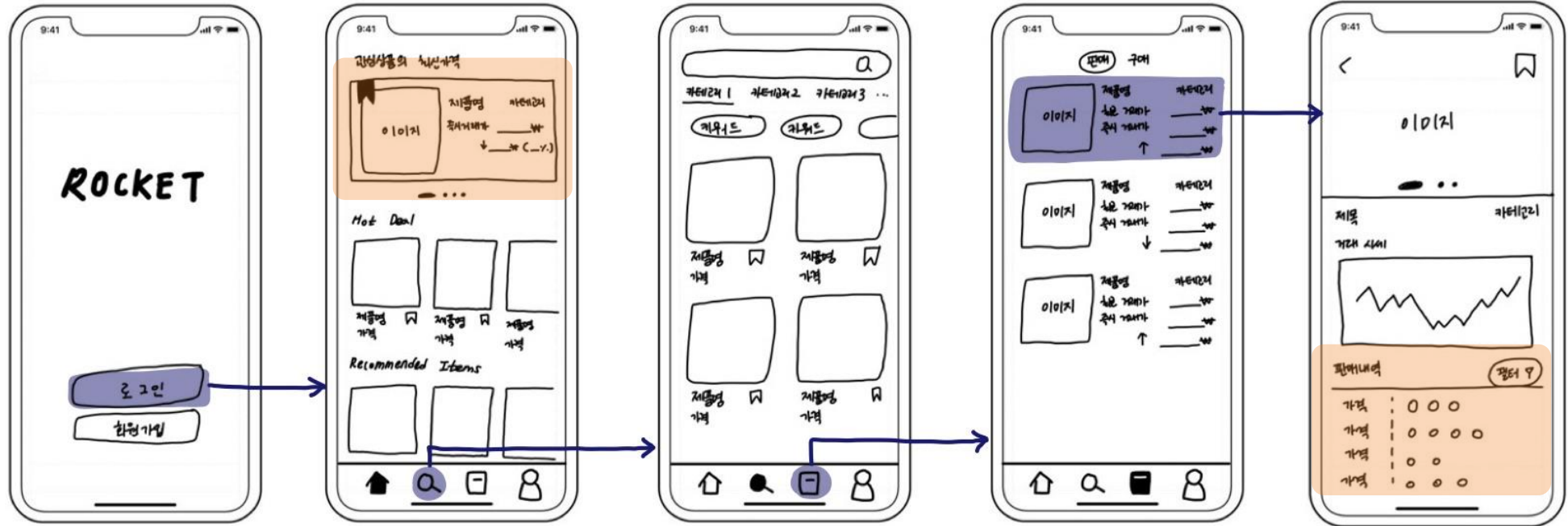
# Usecase

- Log-in ▶ Search for an item
- ▶ Create Comparative Group
  - ▶ Check Market Price ▶ Buy Item
  - ▶ Register Product Information and price
  - ▶ Sell Item



# Main Features

Home / Search / Storage



Induce membership by inserting the sign-in/log-in button on the first screen.

Present products that user is interested in, hot deals, recommended products, etc.  
The latest quotations of the products of interest are at the top so that they can be seen immediately.

User can search for products, view products by category, and see popular keywords.

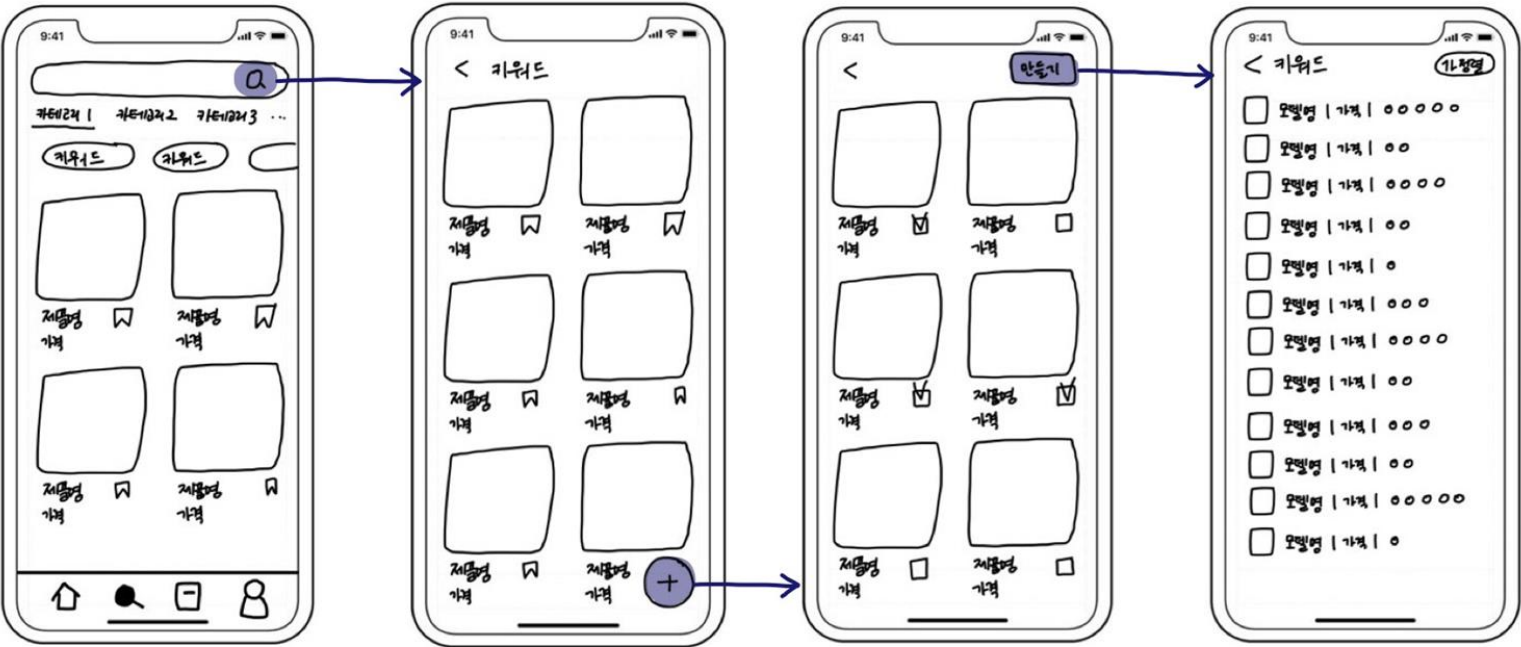
Shows the favorite items that the user wants to buy or sell.

Shows the image of the product, the market price, and the items registered by the sellers.  
The icons next to the price briefly indicate the status of the registered product.

# Comparative Group

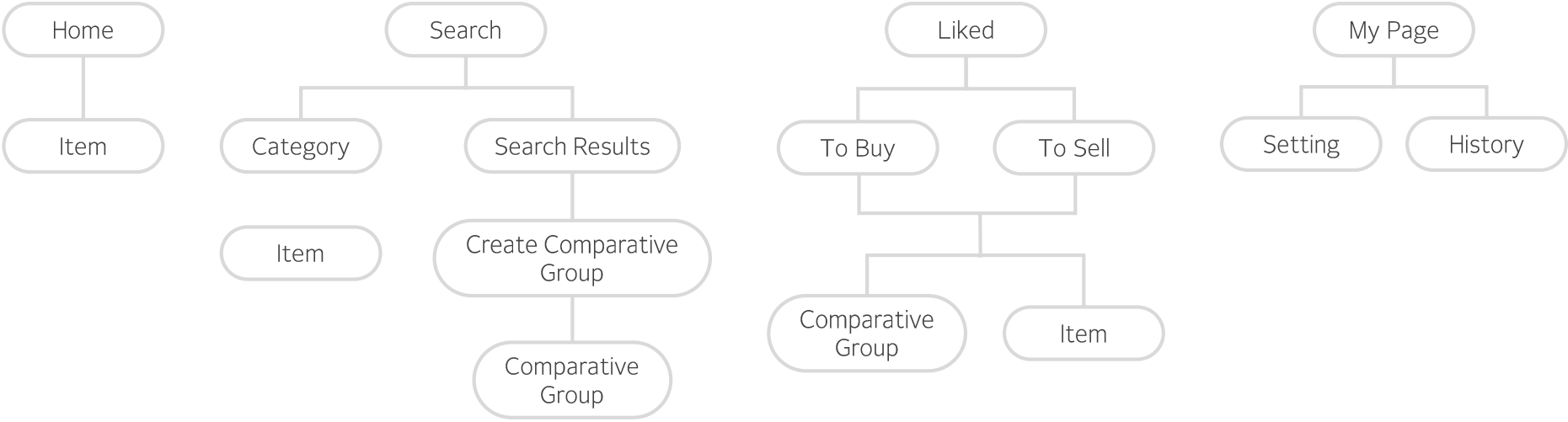
Users can choose from their search results and create a group where they can see the prices of various products at once.

The created group gives you a quick, at-a-glance view of the photos, model names, prices, etc. of the selected products, and the alignment and filter features make it easy to find a product that meets the users' needs.

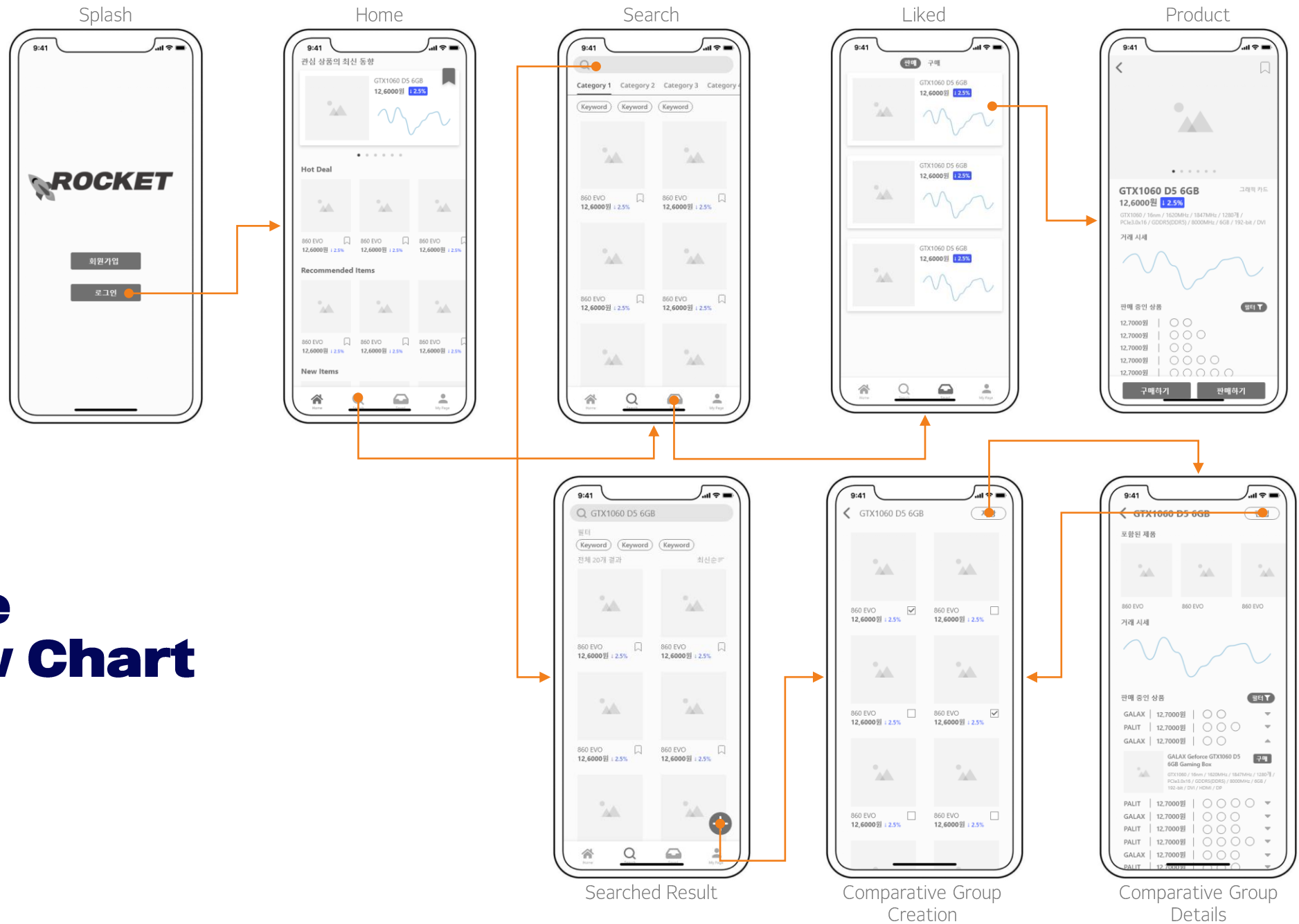


# Information Architecture

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# Wire Flow Chart

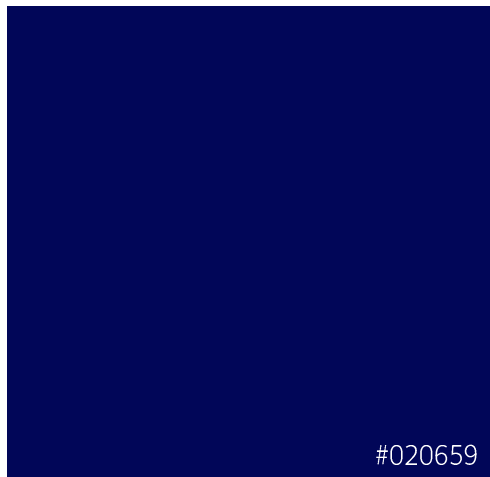




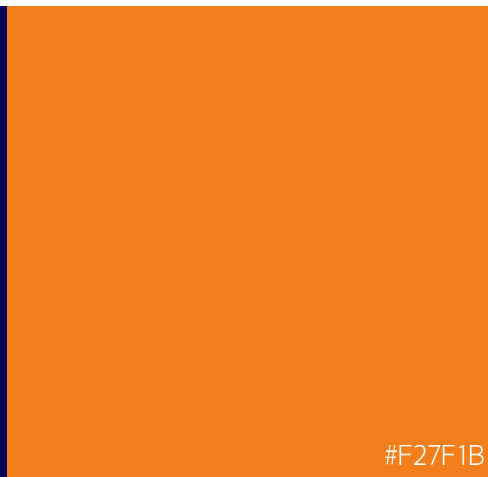
# Color

Deep blue and dynamic orange was chosen as the central color to capture an innovative and professional image of Rocket.

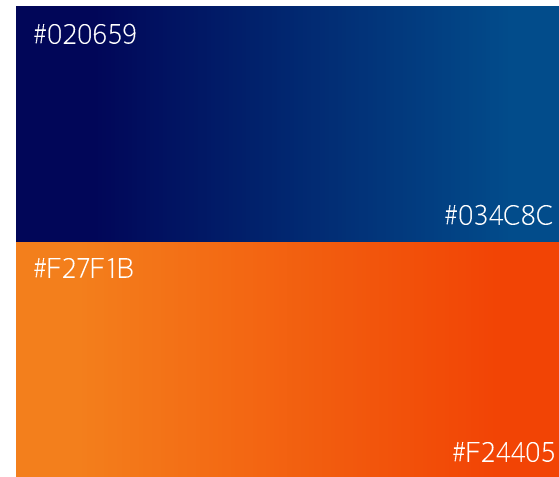
## Main Color



## Sub Color



## Gradients



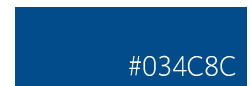
## Usage



Emphasis



Increase



Decrease

# TYPO

Apple SD Gothic Neo was chosen since it's the basic font of IOS.

## Apple SD Gothic Neo

Label

#000000

Secondary Label

#707070

Style	Weight	Size	Usage
Title 2	Semi-bold	22	Title
Title 3	Regular	19	Title
Headline	Semi-Bold	17	Subtitle
Subhead	Semi-Bold	15	Body
Subhead 2	Regular	15	Body
Footnote	Semi-Bold	13	Button
Footnote 2	Regular	13	Body

LOGO

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# App Icon

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# Icon, Bar

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## Icon

Navigation



Action

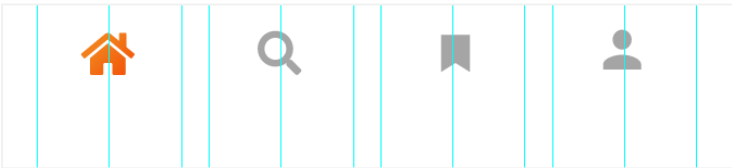
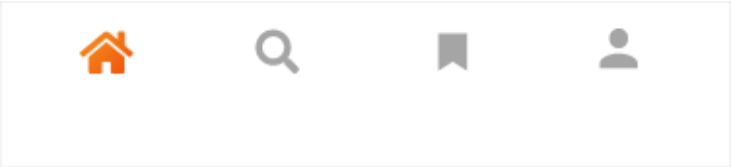


Badge



## Bar

Tab bar



# Grid Design

The grid was designed considering notch design, left and right margins, and the placement of elements.



# Prototype

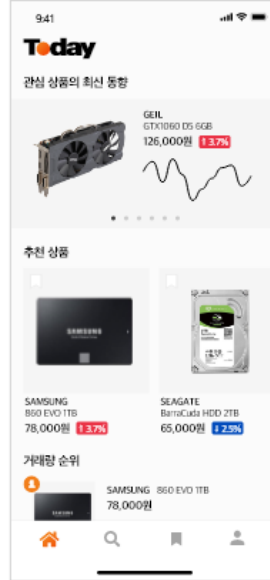
Intro



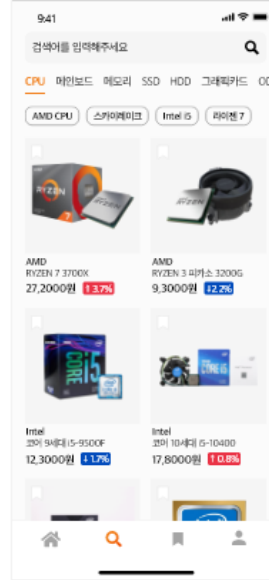
Intro - 1



main-1



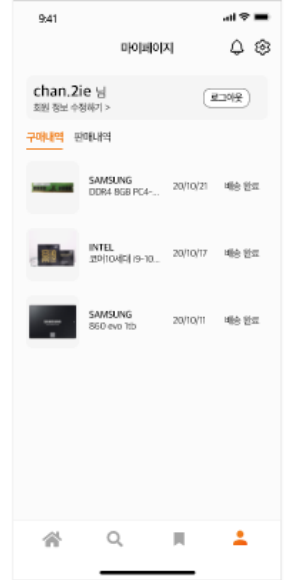
main - 2



main - 3



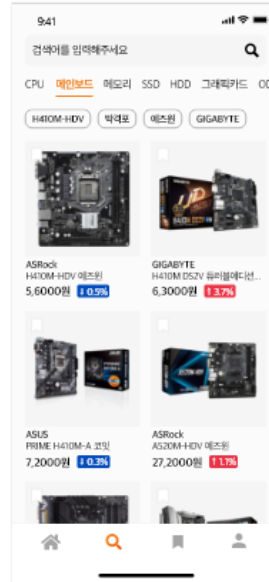
main - 4



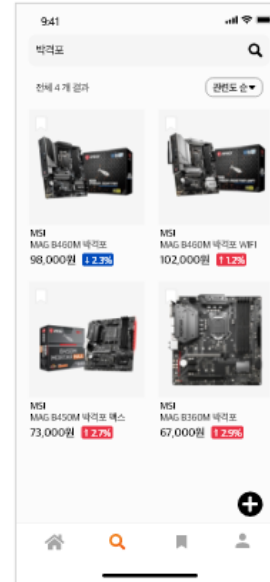
item



main - 2 - 1

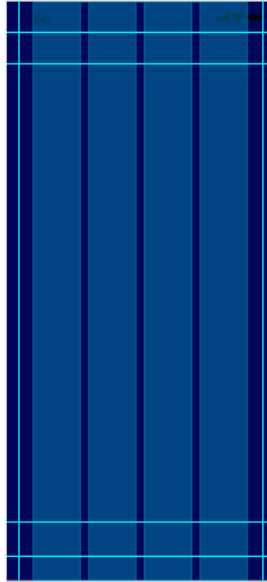


search



# Prototype (Grid)

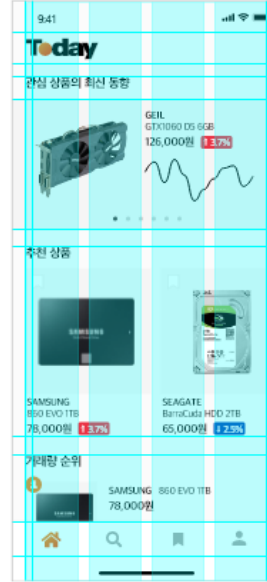
Intro



Intro - 1



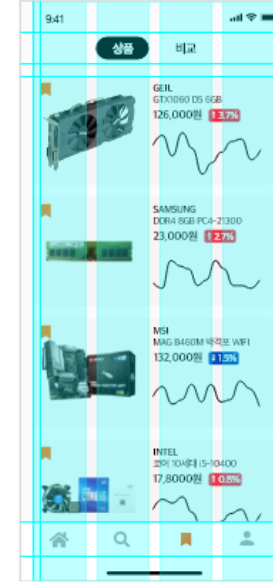
main-1



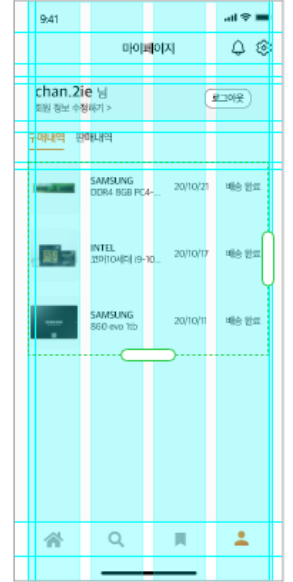
main - 2



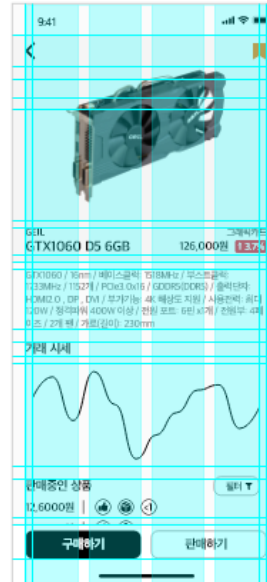
main - 3



main - 4



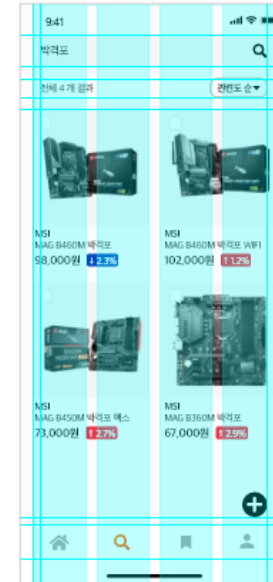
item



main - 2 - 1



search





# XD Link



<https://xd.adobe.com/view/ab496a71-cdcd-43ef-a831-def24e8d159d-fe1a/>

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