

Sal's Secondhand App Design

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Project overview

The product:

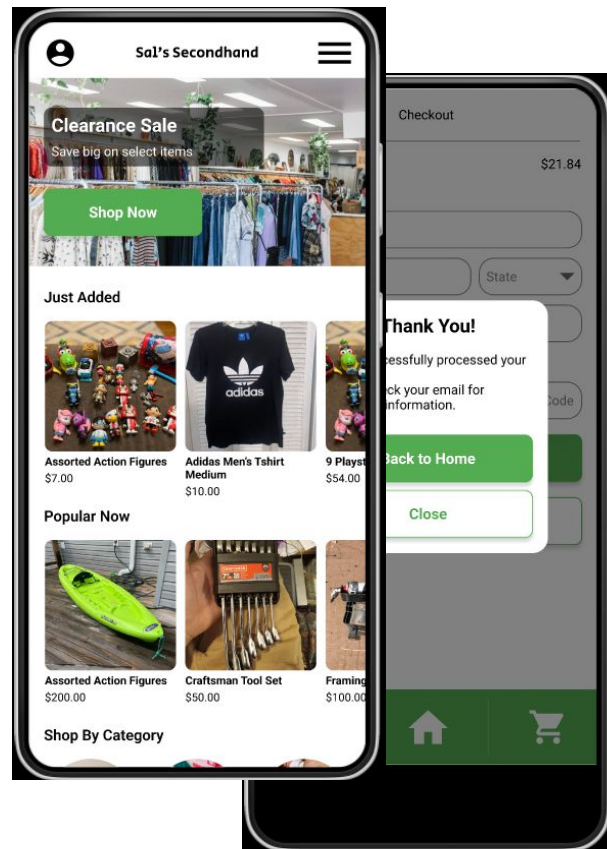


Sal's Secondhand is a thrift store in New York City. Sal's sells used goods such as toys, electronics, clothing, and furniture to local value-conscious buyers. Sal's wants to target value-conscious buyers and buyers who want unique, used items and he wants to start selling his goods online through a shopping app to customers across the USA.



Project duration:

May 2023 - August 2023



Project overview



The problem:

Value-conscious and low-income shoppers often lack access to quality products.



The goal:

Design an app for Sal's Secondhand that allows users to quickly and easily browse and purchase discounted secondhand goods.

Project overview



My role:

UX Designers designing a mobile app for Sal's Secondhand from conception to delivery.



Responsibilities:

Conducting usability studies, interviewing study participants, digital wireframing, low-fidelity prototyping, creating high-fidelity mockups, high-fidelity prototyping, and iterating on existing designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted usability studies with participants from a wide range of ages and backgrounds to discover themes and insights to better address user needs. A primary user group identified through research was working adults who cannot currently afford new products.

The user group confirmed initial assumptions about the price needs of Sal's customers, but we also uncovered a secondary need that many of the participants were also too busy to go thrift shopping, and that they perceived the thrift shopping process as too time-consuming.

User research: pain points

1

Price

Many low-income or budget-constrained families / individuals cannot currently afford new or higher-quality goods

2

Time

Thrift shopping in person is often very time consuming, which is often prohibitive for Sal's potential customers.

3

Organization

Thrift and secondhand stores have a very wide variety and quantity of products, which makes it difficult for customers to find what they're looking for in person.

Persona: Vance

Problem statement:

Vance is a working father who needs to save money on necessities because he wants to improve his family's standard of living.

Represents: Value-conscious users with a limit budget



Vance Brewer

"My primary concern is ensuring my family has all they need to be happy."

Goals

- Advance at work, and earn a higher wage to support his family
- Save money wherever able, and begin funding his child's college
- Furnish his apartment and increase his family's standard of living

Frustrations

- Increasing cost of living is making basic necessities more expensive
- Replacing family's clothing and child's toys leave him with very little discretionary income
- His work schedule can be unpredictable, leaving his days busy and hard to plan around.

Age: 27

Education: High School

Hometown: Chicago, IL

Family: Married, one child

Occupation: Warehouse employee

Vance is a high school graduate, and works as an associate at a local warehouse. He's married, and has a 2 year old son. He is the family's sole source of income. Vance is finding it increasingly difficult to improve his family's standard of living due to the rising cost of new goods, and wants to explore ways to save money on necessary goods wherever he can.

User journey map

Mapping Vance's user journey revealed how helpful an organized product catalog would be to quickly find what he needs, and how online ordering could make delivery or pickup easier for him.

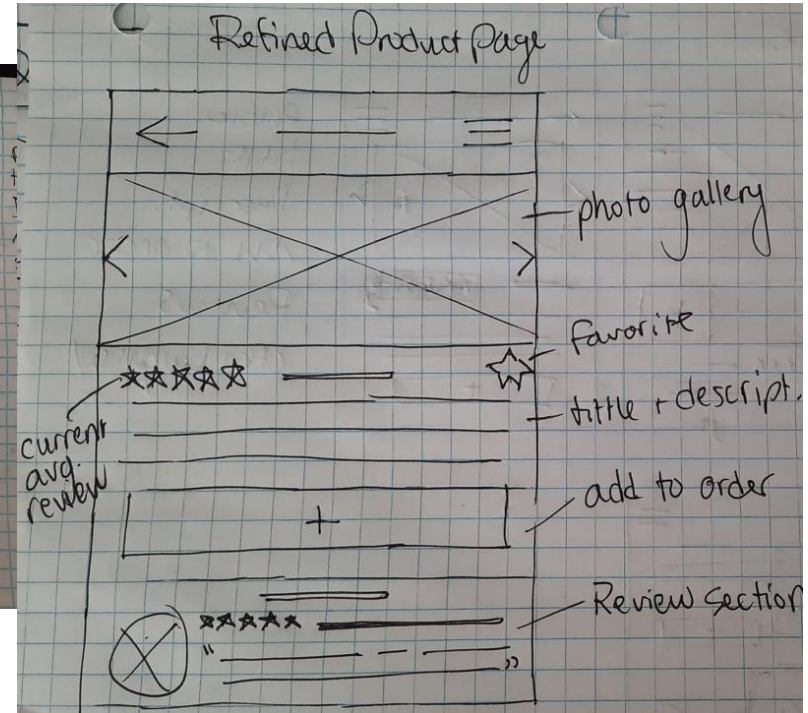
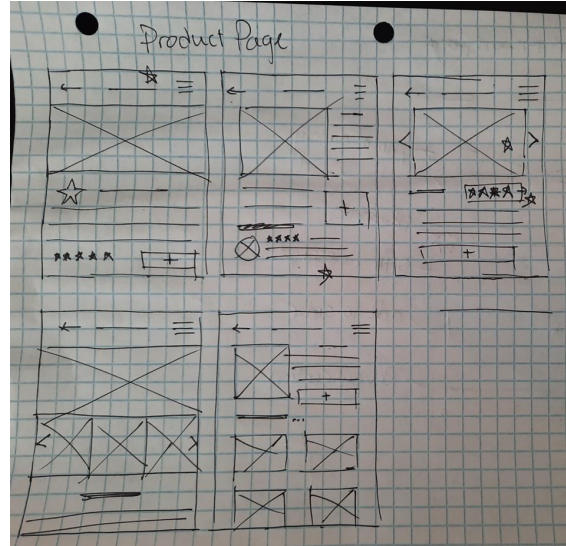
Persona: Vance Brewer

Goal: to save money by buying second-hand essentials

ACTION	Install thrift store shopping app	Browse through store catalog	Add items to online cart	Begin checkout process	Pick up / receive order
TASK LIST	Tasks A. Find link to application on store's website B. Download and install C. Create an account on the app.	Tasks A. Explore front page, see what's new or discounted B. See how product categories are organized C. Observe how much information on each item is listed	Tasks A. Find items he wants B. Click relevant product page C. Click "add to cart"	Tasks A. Input billing info B. Input shipping info C. Confirm order	Tasks A. Visit store to pick up purchase OR receive item at home B. Inspect items, see if they are as-described C. Decide if the purchase was satisfactory
EMOTIONS	Excited to save money Annoyed that he has to make an account to shop	Happy to see low prices Overwhelmed by number/kinds of items	Happy to find items he wants Curious how accurate the photos and descriptions are	Excited about his purchase Anxious about shipping time, delivery fees	Satisfied with new items Glad he was able to save money on things he was going to have to buy anyway
IMPROVEMENT OPPORTUNITIES	Make accounts optional, or be able to link to existing Google / FB account.	Limit homepage to new deals / new items added Add adjustable text sizing settings & screen reading	Make image alt text accurate and descriptive	Provide clear indication when item will arrive / can be picked up	Invite user back when items similar to their last order are added

Paper wireframes

Drafting the product page designs on paper helped me understand which page elements were most important to addressing the user's pain points, and in what order to best present them.

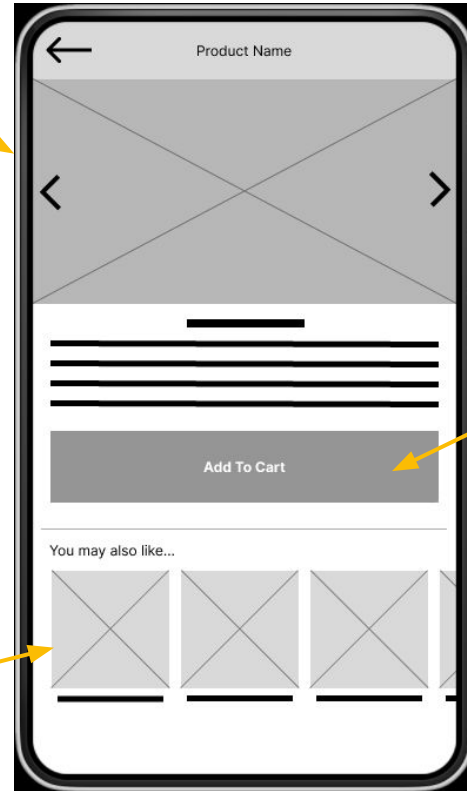


Digital wireframes

Through digital wireframing, I further iterated on the paper wireframe designs and designed a product page that met customer needs discovered through research.

Large image / gallery that displays product clearly

Carousel of similar goods that either substitute or complement the product

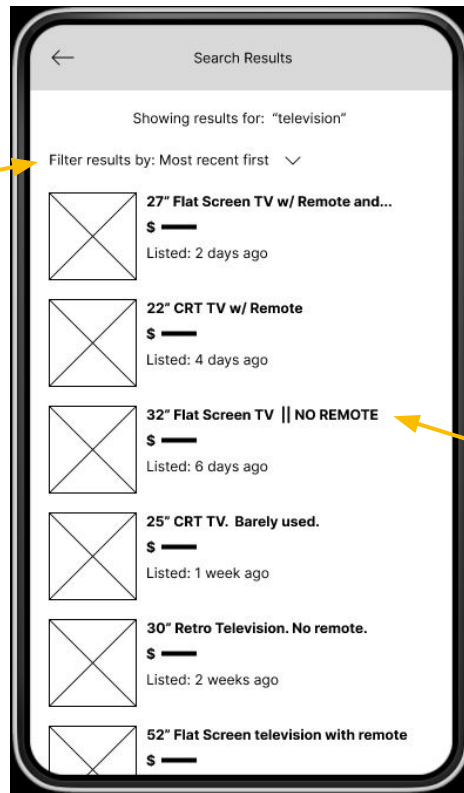


Large, accessible add to cart button that's easy to find and interact with

Digital wireframes

I found that product search, additional filtering, and descriptive titles addressed the Time and Organization user pain points I previously highlighted.

Search function and additional filtering to address the user pain point of thrift stores potentially lacking product organization.

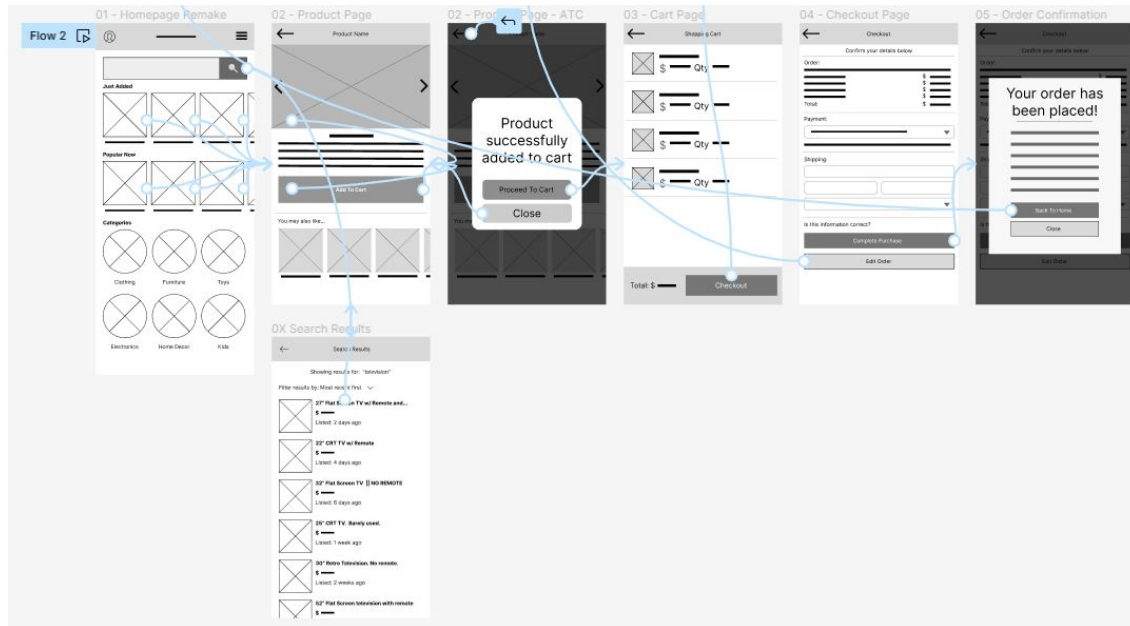


Descriptive titles that users can easily scan to find products that suit their needs

Low-fidelity prototype

The primary user flow in this low-fidelity prototype is the purchase user flow. In this flow, a user can view search results, visit product pages, add products to cart, and complete purchases.

[Low-fidelity prototype](#)



Usability study: findings

The first usability study guided the changes I made between the low-fidelity prototype and my mockups. The second usability study uncovered additional changes that needed to be made in the mockups for a better user experience before launch.

Round 1 findings

- 1 Product categories weren't descriptive or accurate enough
- 2 Users disliked unexpected navigation to the cart page
- 3 Users found product titles lacking description

Round 2 findings

- 1 Product photos on the home screen were too small and lacked detail
- 2 Users found the added-to-cart icon popup to be intrusive
- 3 Users found navigation a bit difficult

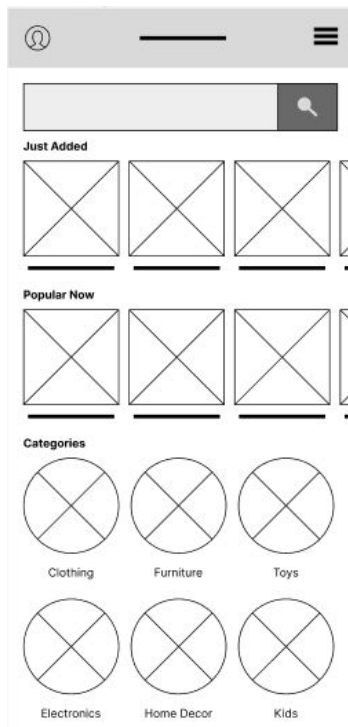
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

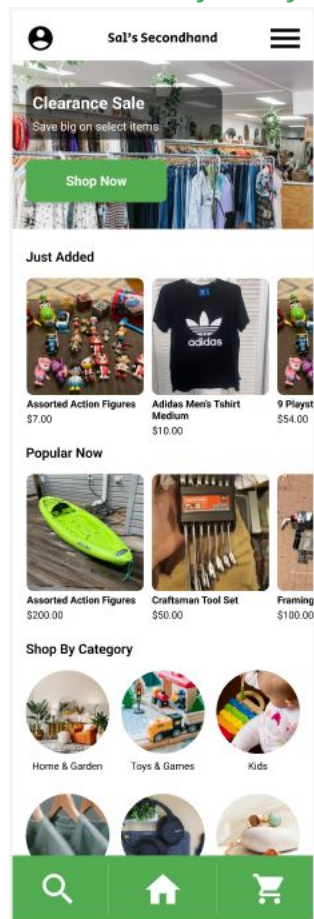
Mockups

Early designs lacked a hero image section and a persistent navigation menu. After my usability studies, I revised the design to include the bottom navigation, hero section on the homepage with new deals, and larger product images.

Before usability study



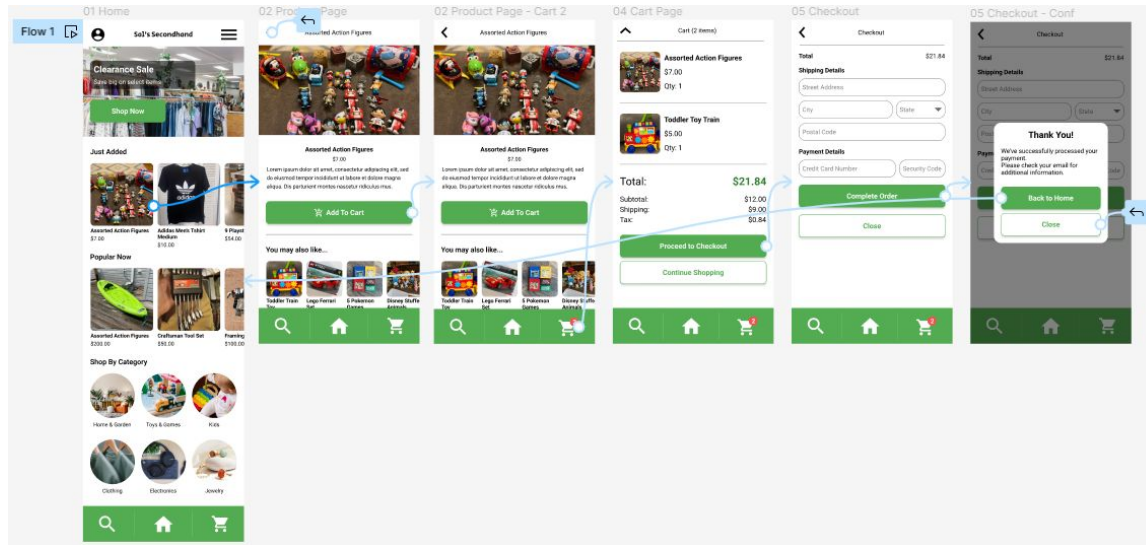
After usability study



High-fidelity prototype

This high-fidelity prototype addressed the user pain points discovered through both rounds of usability studies, such as fixing navigation and the sizes of elements on the page.

[High-fidelity prototype](#)



Accessibility considerations

1

I used high contrast colors on text and buttons to allow for easy reading for people with low vision or visual impairments.

2

I increased the size of the search bar and home images to accommodate users with fine-motor impairments who find tapping on small items difficult.

3

Added alt text on all images for users who use screen reading technology.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app will help people on a budget find and purchase second hand goods that will improve their standard of living, and will accommodate people with conditions that would typically prohibit them from shopping in a physical thrift store.



What I learned:

From this project, I learned that users may have unexpected needs and perspectives that I will be unable to discover on my own. The interviewing and usability study process helped me learn about these needs and how to best implement solutions to address these needs.

Next steps

1

Conducting regular, additional usability studies on the final version of the application to continue iterating and improving the designs.

2

Further investigating competitor's applications to see if they are addressing users' needs that we are currently not addressing with the Sal's Secondhand app.

Let's connect!



Thank you for reviewing my work on the Sal's Secondhand thrift shopping app! If you'd like to see more of my work, please feel free to visit my portfolio website with the link below.

Website: connorwg.com