

Design Project 2: Desktop P2P seller

Member : Nguyễn Phú Quốc _ 2162502

Lê Thành Tài _ 2162496

Huỳnh Thái Trình _ 2183371

Prototype

Axshare: <https://eggdps.axshare.com/>

Password: 1234

Login: Username: admin

Password: admin

1. Persona

Sara



Age: 28

Gender: female

Nationality: Indonesia

Location: Bekasi

Occupation: Photographer

Technical skills: Low, mostly mobile phone usage

Hobbies: Playing with kids, traveling with family

“Since I was a kid, I always want to bring the best to everyone around me and that make me very happy”

- Bio:

Sara sells both custom and pre-made items. She enjoys helping a customer bring their vision to life, and the extra cash that comes from customer orders.

- Frustrations:

When customers don't understand why items are priced the way they are

Not reaching potential customers easily

- Goals:

To focus on creating the goods

To bring others personal joy

- Motivations:

Attract customers to her business

Have productive exchanges with customers about their orders

Katie



Age: 32

Gender: female

Nationality: US

Occupation: freelance

Technical skills: Average, can use computer efficiently.

Hobbies: Seeking interest thing on her mobile phone, decorating house, also have passion on photography

“People are more difficult to work with than machines. And when you break a person, he can't be fixed ”

- Bio:

Katie recently transitioned to making jewelry full-time. She wants to be creatively challenged and make her customers happy while making a living.

- Frustrations:

Hate paperwork

Shipping fee can be really high

- Goals:

Prefer local customers

Sell products at a fair price

Social media advertising

Satisfying customers is main concern

- Motivations:

Making a profit, more traffic online
,customers being aware of her timeline

Mehdi Sarogh



Age: 33

Gender: male

Nationality: Iran

Location: Tehran

Occupation: Jeweler

Technical skills: Average, mostly computer usage

Hobbies: Soccer, swimming and helping others

"Sometimes I can post a good deal on Craigslist, and I enjoy everyone buy my stuff"

- Bio:

Mehdi is a jeweler, he wants to have a website for his sale and change his sale way from traditional to online shop. He is a busy man and needs something to be up-to-date from his new orders.

- Frustrations:

Trust of customers

Customers negative feedback

Providing content of products

Supply the products quickly

- Goals:

Prefer local customers

Sales increase

Improve seller rate

- Motivations:

To make money online.

Samual Grey



Age: 22

Gender: Male

Nationality: UK

Location: Seattle, WA

Occupation: Student

Technical skills: High, keep up with latest tech

Hobbies: Charity, playing game and working with computer

"I sell everything in daily life from coat hangers to rice cookers. But sometimes the rules of the websites are confusing and misleading"

- Bio:

Samual is an undergraduate student in University of Washington. He is a big fan of electronic devices and all kinds of electronically published games. He sells whenever he has items that he doesn't need any more. Overall, he sells used items about 5 times a month and buys 1 time a month.

- Frustrations:

Rules of website are confusing and misleading

Annoying when customer want see more pictures

Email notification is not convenient

- Goals:

To let more customers see the items by selling online

Save money to buy second-hand items

To ensure safety by selling online

- Motivations:

To save money as much as possible.

"Buying used stuff would be so much easier if I had a way to receive notifications about items of interest from sellers in my area."

- Bio:

Gabi is married and has 3 children. She works full-time as a Program Manager for a local non-profit company. She believes strongly in recycling and reducing her carbon footprint.

- Frustrations:

Wasting time

Digging through hundreds of listings

- Goals:

To save money and save time

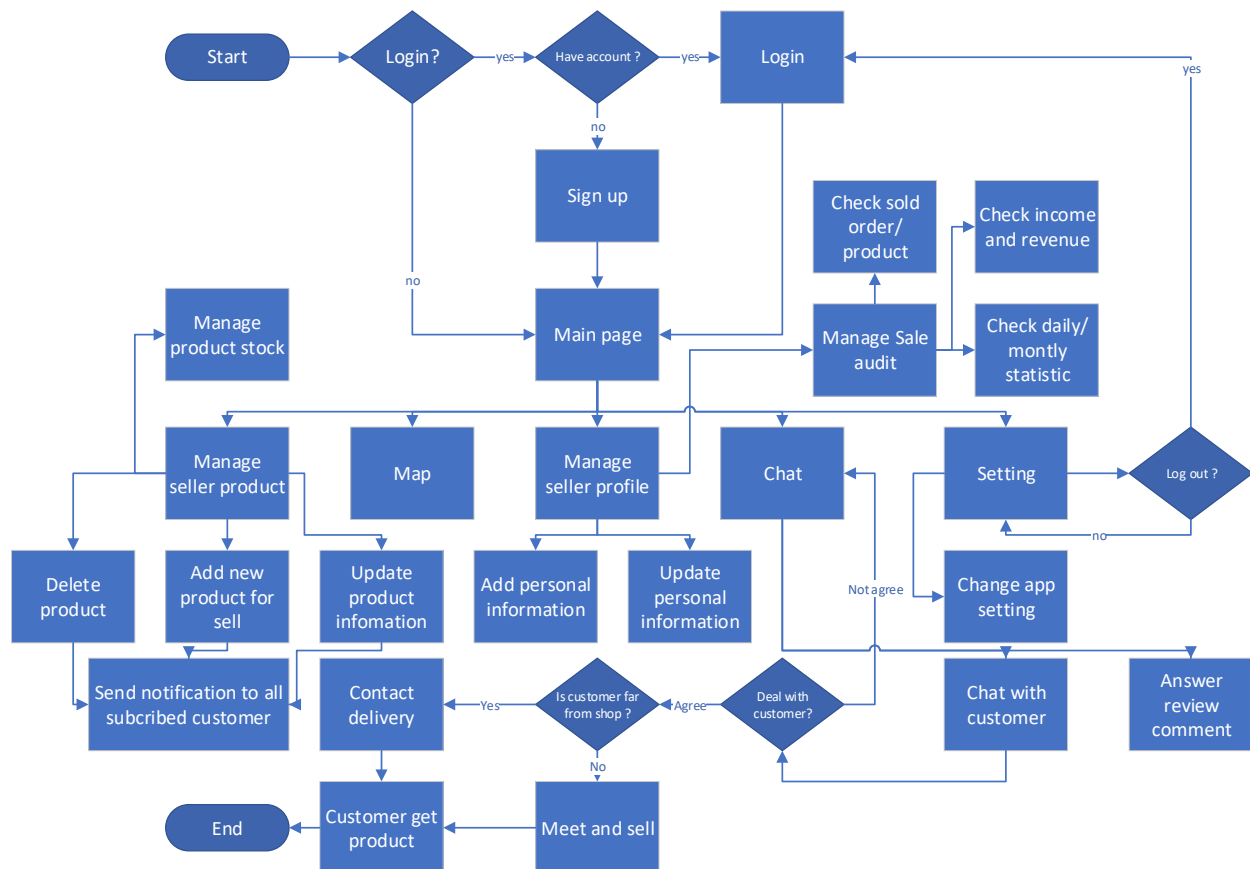
To try not to buy kids clothes brand new

- Motivations:

Environmental concerns

Providing her family and saving money

2. Information architecture



3. Scenario

Scenario 1 - Successful sell product to her loyalty customer.

Sara sells both custom and pre-made items. She enjoys helping a customer bring their vision to life, and the extra cash that comes from customer orders. Her goal is to focus on creating the goods and to bring others personal joy

Importance: Medium

Frequency: Medium

Scenario steps	Comments	Outstanding questions	Required functionality
Sara log in the app and navigate to chat section to answer all the question about buying her handmade figues		Will Sara have her account or not ?	She must downloaded before using it
Sara then relized there is a loyalty customer who always buy her thing in the chat section	App show all the person who contact her, priority in time	Why he is a loyalty customer of her shop?	
Sara have a conversation with him and agree for a price for one of her handmade figues		Is he going to buy more?	
Sara remember that in last time, his place is very far away and they can not meet directly			
Sara contact delivery station and start packing her handmade figues to deliver for him	App show all the delivery co-operate with the	Is app's co-operate good enough for her or she has to find by herself	She must pay a delivery fee to use this app's feature

	app for seller to send their package		
Sara then contact the customer about the arrival time and show him the bill to classify information again. Then she will start other deal with other customer	The app then change the status of this order to 'delivering'	Is customer happy about the arrival time ?	
Customer receives the package containing handmade figues and give the money to the delivery in duty and then the money will be send to Sara.	The app then change the status of this order to 'success	Is customer happy with product? Is he going to give shop a review to increase shop's rating ?	She will receive her money after customer receives their products
At the end of day, Sara navigate to Manage profile and then manage sale audit into check daily statistic to check her products statistic and income of her shop	App's sale audit must be realtime so seller can have corrective information anytime anywhere		

Scenario 2 - Successful create first account and sold first product deal

Katie recently move in Seattle (US) and transitioned to making jewelry full-time. She wants to be creatively challenged and make her customers happy while making a living, and that's why she start using this app. Her goal is to sell products at a fair price, social media advertising, satisfying customers is her main concern.

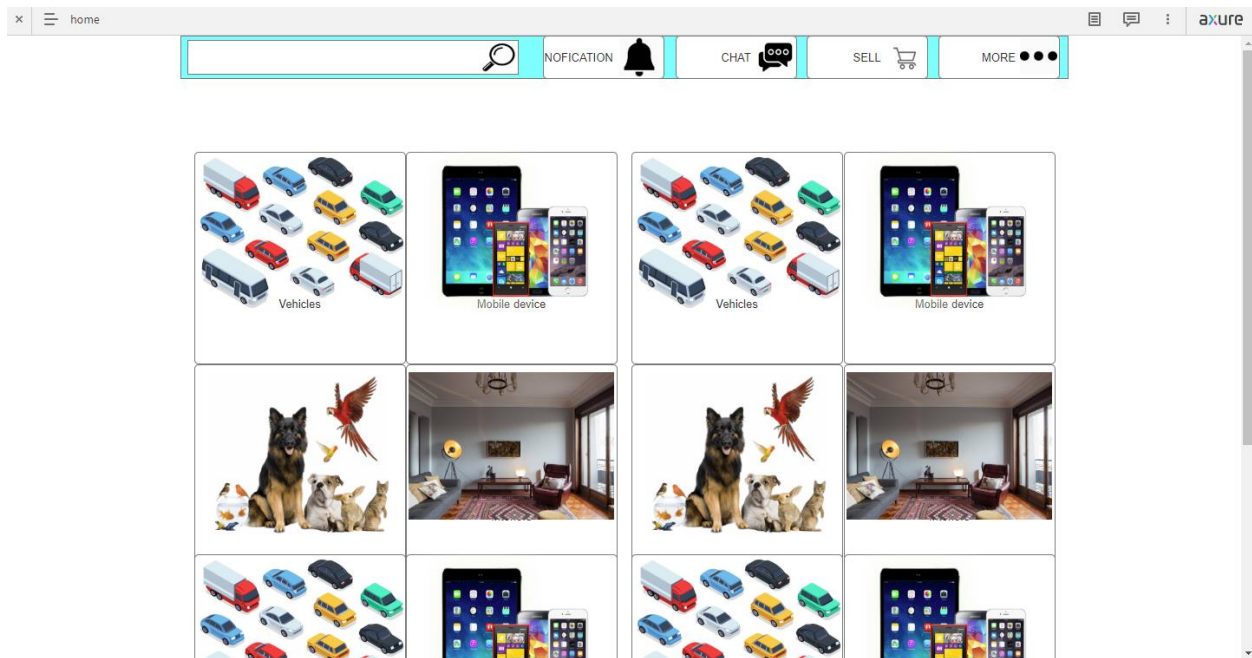
Importance: High
Frequency: Low

Scenario steps	Comments	Outstanding questions	Required functionality
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Katie log in the app and navigate to sign in to create her first account			She must downloaded before using it
After enter all of her information, she will get her account and start log in in	App show best rating items in the result in the top	What information she must enter ?	
Katie then go to her profile screen and add her information about her shop	App should open tutorial about selling		
Katie follow tutorial and have created her shop successfully		How many step it take to create a shop ?	She should know how to be stand out so people will go to her shop
After that, Katie navigate to Manage seller product and then Add new product			
She fill information with her products along with its images and description	App show all the input she need		She must have products to begin add new products
Katie go to Manage seller product then Manage products stock to update her stock			
Finally, her products is up and everyone can see and contact her if interested	App then show her products in which category she fill in		
Not so long after, Katie noticed someone interested in her jewelry shop and inbox her	App should show notification about chatting	How delay does app to show notification to her ?	

Katie begin her first deal chat with her customer			She must gain customer's trust to sell her jewelry
Finally, katie gain a deal with him. Luckily, they are near each other so she can delivery by herself	The app then change the status of this order to 'delivering'		
Katie get her money directly from customer and her first deal is done	The app then change the status of this order to 'success	Is customer going to review her products to raise the rating of her shop ?	

4. Sketches



Home page

sell

axure

NOFICATION

CHAT

SELL

MORE

User Name

Location: Ho Chi Minh

Rating: 9/10

Profile

CHECKOUT

SELLING PRODUCT

ADD NEW PRODUCT

DELETE PRODUCT

UPDATE PRODUCT

Mobile phone Vivo Y19

4 900.000 VND

Like new ||TP.HCM

Mobile phone Vivo Y19

4 900.000 VND

Like new ||TP.HCM

SELLING HISTORY

MONEY: 2500\$

STATISTIC

Mobile phone Vivo Y19

4 900.000 VND

Like new ||TP.HCM

Mobile phone Vivo Y19

4 900.000 VND

Like new ||TP.HCM

Mobile phone Vivo Y19

4 900.000 VND

Like new ||TP.HCM

Mobile phone Vivo Y19

4 900.000 VND

Like new ||TP.HCM

Manage seller product page

STATISTIC

axure

User Name

Location: Ho Chi Minh

Rating: 9/10

Profile

31

MONTHLY

DAILY

Annual net revenue of Amazon from 2004 to 2018 (in billion U.S. dollars)

Year	Net revenue (billion U.S. dollars)
2004	6.92
2005	8.49
2006	10.71
2007	14.84
2008	19.17
2009	24.51
2010	34.2
2011	48.08
2012	61.09
2013	74.45
2014	88.09
2015	107.01
2016	135.99
2017	177.87
2018	232.89

SELLING HISTORY

MONEY: 2500\$

STATISTIC

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Mobile phone Vivo Y19

4 900.000 VND

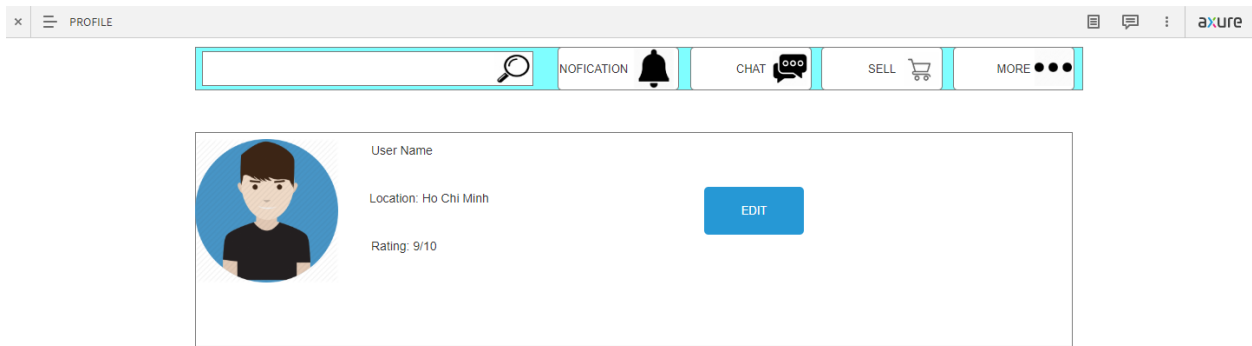
Like new ||TP.HCM

Mobile phone Vivo Y19

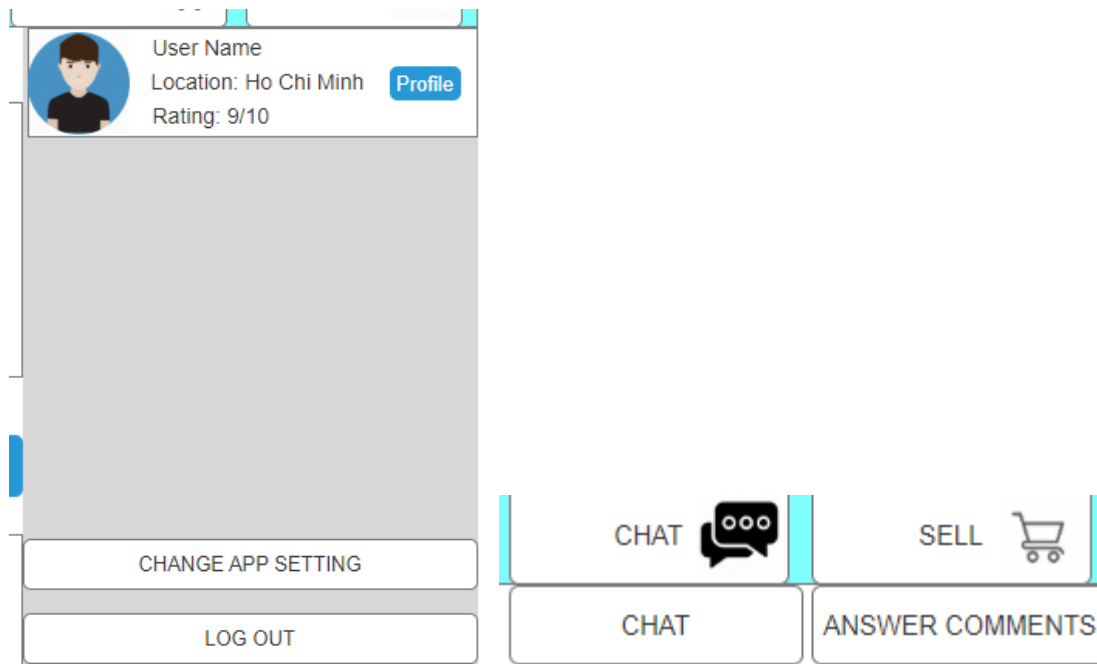
4 900.000 VND

Like new ||TP.HCM

Statistic page



Manage seller profile page



Setting and chat



Mobile phone Vivo Y19

4.900.000 VNĐ

Like new ||TP.HCM

REVIEW AND COMMENTS

Rating: 9/10

5 comments

Jack 9/10: great product


Jack 9/10: great product

Jack 9/10: great product

Jack 9/10: great product

Jack 9/10: great product

Product detail page



Mobile phone Vivo Y19

4.900.000 VNĐ

Like new ||TP.HCM

CHAT OR CALL


Đại học Hoa Sen, Cơ sở Quang...

Công viên phần mềm Quang Trung,
Lô 10, Quận 12, 700000

4,5 ★★★★★ 27 bài viết

Xem bản đồ lớn hơn

Chỉ dẫn...



Đường số 2

CONFIRM and SHIPPING

Search & map

CHECKOUT

SELLING PRODUCT

[ADD NEW PRODUCT](#)

DELETE PRODUCT

UPDATE PRODUCT

Add Image

Category

List Item1 ▼

Name

Price

Quality

Location

ADD

CANCEL

Update product







User Name

Location: Ho Chi Minh

Rating: 9/10

Profile

CHECKOUTSELLING PRODUCTADD NEW PRODUCTDELETE PRODUCTUPDATE PRODUCT

	<div>Mobile phone 'Vivo Y19</div> <div>4.900.000 VNĐ</div> <div>Like new TPHCM</div>	DELETE
	<div>Mobile phone 'Vivo Y19</div> <div>4.900.000 VNĐ</div> <div>Like new TPHCM</div>	DELETE
	<div>Mobile phone 'Vivo Y19</div> <div>4.900.000 VNĐ</div> <div>Like new TPHCM</div>	DELETE
	<div>Mobile phone 'Vivo Y19</div> <div>4.900.000 VNĐ</div> <div>Like new TPHCM</div>	DELETE

Delete product

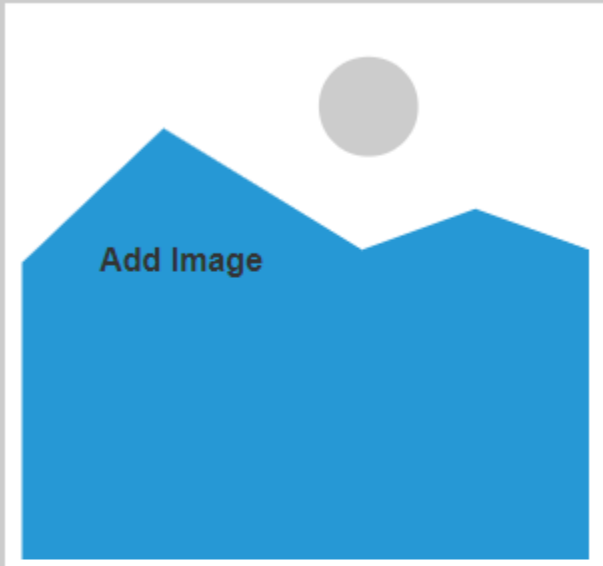
CHECKOUT

SELLING PRODUCT

[ADD NEW PRODUCT](#)

DELETE PRODUCT

UPDATE PRODUCT



Category

List Item1

Name

Price

Quality

Location

ADIO

CANCEL

Add product

HELLO!

Login

UserName:

PassWord:

LOGIN

Login page

5. Design pattern

1. Form design: Input Prompt

a. What is its & How it works

- i. An input field is pre-filled with example text or a question that prompts the user with what to do or type. Text fields use the Input Prompt pattern combined with scripting to remove the prompt text from a field, when the user's focus is set. Once the user enters the input field to type in content, the prompting text is removed and replaced with nothing so that the input field is free for the user to fill out.

b. When to use it

- i. Input prompt is often used for small forms that are key to the core functionality of a site as inserting the label inside the text field itself helps save space. For more

elaborate forms, there is often more than enough room available to explain each input field.

- c. When does it break down (not work)
 - i. The Input Prompt pattern is most successfully used with dropdown lists and text fields. As dropdown lists have a fixed set of choices, words like Select or Choose are used for prompts. For text fields, the prompting string often begins with a call to action: Enter, Type, Search. End the string with the noun the input is describing, for instance Enter city or Enter an address.
- d. Why it works – what is the psychology behind it
 - i. When a user fills out a form it is most often with the purpose of filling it out as quickly as possible to get on with the service offered. This is why the user often just scans through form fields and labels without giving the labels much of a glance. By using input prompts, immediate attention is drawn to what the user needs to fill in. The user can't miss it. Although you must beware of removing labels entirely, as the input prompt is removed once focus has been set to the text field.
- e. Three digital examples from the wild
 - i. <https://www.dummies.com/wp-content/uploads/492051.image0.jpg>
 - ii. <https://www.getelastic.com/wp-content/uploads/apple-input.jpg>
 - iii. http://designinginterfaces.com/firstedition/Patterns/Input_Prompt/orbitz.gif

2. Microinteraction: Reordering a Task List

- a. What is its & How it works
 - i. Changing list item order is as simple as drag and drop. Initially load the data in an order that makes sense to the user. When loading text, setting the order to be alphabetical makes sense, however it can be something else based on the specific scenario.
 - ii. Letting the user reorder records can help prioritize or consume data in a more useful format. Think of a to-do

list where the most important or timely task is at the top.

- b. When to use it
 - i. Use this to let the user set the desired order of the list.
- c. When does it break down (not work)
 - i. When the list is too long => tedious tasks to rearrange list
- d. Why it works – what is the psychology behind it
 - i. Empower the user by giving them control over how the data is server.
 - ii. Make the dragging state clear to the user and give feedback on all interactions, like drag start, dragging, drag end.
 - iii. Make reordering clear by showing a sort-handle for each movable object.
- e. Three digital examples from the wild
 - i. <https://support.teamwork.com/desk/file/9424394/Screen%20Recording%202019-09-03%20at%2009.56.09.02%20AM.gif>
 - ii. <https://support.teamwork.com/desk/file/9424407/Screen%20Recording%202019-09-03%20at%2010.00.19.85%20AM.gif>
 - iii. <https://www.uxpincdn.com/studio/wp-content/uploads/2016/06/image13-186x300.png>

3. Simplifying repetitive tasks: Eliminate Unnecessary Steps - Simplify User Journey

- a. What is its & How it works
 - i. Are you asking your users to do repeated tasks or input redundant information? It's time to think if you're asking your users to work on unnecessary things to complete a task. If users fill every form with the same demographic information again and again, why not auto-fill the forms or even let them submit forms in bulk? If two features are connected directly, why not eliminate all the barriers between the two?
- b. When to use it
 - i. Some steps are repeated, redundant, or unnecessary
 - ii. The user flow is frustrating and time-consuming

- iii. The conversion rate is lower than expected
- c. When does it break down (not work)
 - i. All steps are necessary
- d. Why it works – what is the psychology behind it
 - i. Improve conversion
 - ii. Reduce user frustration
- e. Three digital examples from the wild
 - i. Gmail — Many users add events to their calendar based on the emails they receive. On Gmail, users can add the event directly to the calendar without opening a new tab for Google Calendar. Also, the title and date/time of the event will be auto-filled based on the email content.
 - ii. <https://blogs.adobe.com/digitalmarketing/wp-content/uploads/2017/05/Unknown.png>
 - iii. https://d1avok0lzl2w.cloudfront.net/img_uploads/wbf-remove_unnecessary_steps_small.jpg

4. Personalization or incentive mechanism: Gamification - Points

- a. What is its & How it works
 - i. The gamified product can apply the same scheme that helps both users and stakeholders: the first sees their achievements and the others can estimate user engagement of the website or application. It is not necessary to make the count of points in the rating form. It may be just the number of check-ins or video views.
- b. When to use it
 - i. When you want user to engage app more
- c. When does it break down (not work)
 - i. When points feel like useless (because of the way you implemented)
- d. Why it works – what is the psychology behind it
 - i. To measure the players' success, many games use the points system. The gamified product can apply the same scheme that helps both users and stakeholders: the first sees their achievements and the others can estimate user engagement of the website or application.
- e. Three digital examples from the wild

- i. <https://dashboard.thinmartian.com/wp-content/uploads/2019/06/intro.png>
- ii. <https://uxstudioteam.com/website/wp-content/uploads/2018/01/Gamification-In-UX-Dropbox-720x567.jpg>
- iii. https://cdn.dribbble.com/users/1519631/screenshots/5612824/redcarpet-04_2x.jpg

5. Personalization or incentive mechanism: Infinite Scrolling Paired with Animation

- a. What is its & How it works
 - i. Infinite scroll is a beautiful way to incorporate motion, as long as the components on the page are clean and cohesive.
- b. When to use it
 - i. Many website are using infinite scroll to keep all their information in one place.
- c. When does it break down (not work)
 - i. Too many colorful blocks or too much movement will confuse visitors and load unpredictably. Consider using big background pictures or a grid in a pleasing color palette to create cohesiveness and simplicity.
- d. Why it works – what is the psychology behind it
 - i. Instead of navigating a page through a series of menus and submenus, users simply continue scrolling down until they find what they're looking for.
- e. Three digital examples from the wild
 - i. https://images.squarespace-cdn.com/content/v1/546aeb13e4b06c7939161700/1476800105006-0EOCG0X8LRMOHW42NY1V/ke17ZwdGBToddI8pDm48kNGRaPp4Aq_1yWgFxKVO4MtZw-zPPgdn4jUwVcJE1ZvWQUxwkmyExglNqGp0lvTJZUJFbgE-7XRK3dMEBRBhUpw6NOJFRXEh7utUG_R6xlepH_NDiD5XN7Cw9WrZQFs68qkszniCckoNU6seed9I-4U/image-asset.png
 - ii. <https://vimeo.com/194361952>

https://miro.medium.com/max/1260/1*Ojs-o71uihNK

