

Design Project 1: Native Mobile P2P

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Prototype

Axshare: <https://fwdm9f.axshare.com/>

- Password: 1234
- Account: Username: admin

Password: admin

1. Persona

Alex



Age: 32

Gender: female

Nationality: Vietnam

Location: Ho Chi Minh

Occupation: Housewife

Technical skills: Low, mostly mobile phone usage

Hobbies: Playing with kids, traveling with family

“Since I was a kid, I always want to spend time with my family and enjoy every second with them”

- Bio:

Alex doesn't show brand loyalty, but instead scours the internet for best deals and bargains.

- Frustrations:

Due to raising 3 kids, Alex doesn't have the time or resources to go shopping.

- Goals:

Find sale or discounted items and save money to pay bills other expenses.

- Motivations:

Provide her family and utilize free time to spend with her kids.

Mina



Age: 28

Gender: female

Nationality: US

Occupation: Product Manager

Technical skills: Average, can use computer efficiently.

Hobbies: Seeking interesting things on her mobile phone, decorating house, also has a passion for photography

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

- Bio:

Mina likes decorating her house. Meanwhile she is very busy. She relaxes herself by seeking decorating stuffs on her phone. She also loves to collect some old furnitures.

- Frustrations:

It's hard to find some good second hand furniture in a reasonable price from nearby.

- Goals:

Buy good second hand furnitures in a reasonable price, from nearby.

- Motivations:

Mina just bought a new house. She needs to find some really good second hand furnitures in a reasonable price from nearby, for saving money, time and energy.

Richard



Age: 24

Gender: male

Nationality: UK

Location: Seattle, WA

Occupation: Intern at startup

Technical skills: Average, mostly computer usage

Hobbies: Soccer, swimming and helping others

“Sometimes I can find a good deal on Craigslist, but it is kind of hard to find them between all the sketchy offers”

- Bio:

He works for ten hours in an environmental preservation startup. He is very busy with work. He bought most of his furniture as well as some of the outdoor gear on Craigslist.

- Frustrations:

Items are not in the described condition

Many offer do not seem trustworthy

Many potential buyers answer the initial offer, but than never reply.

- Goals:

Save money by buying used items

Make some extra money, by selling old items

Buy items nearby to save time, money

- Motivations:

To save or 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.

Gabi Bowman



Age: 35

Gender: Female

Naitonality: Vietnam

Location: HCM

Occupation: Small Business Owner

Technical skills: High, efficient in laptop and tablet

Hobbies: participate in environment protection, charity and spending time with family

“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:

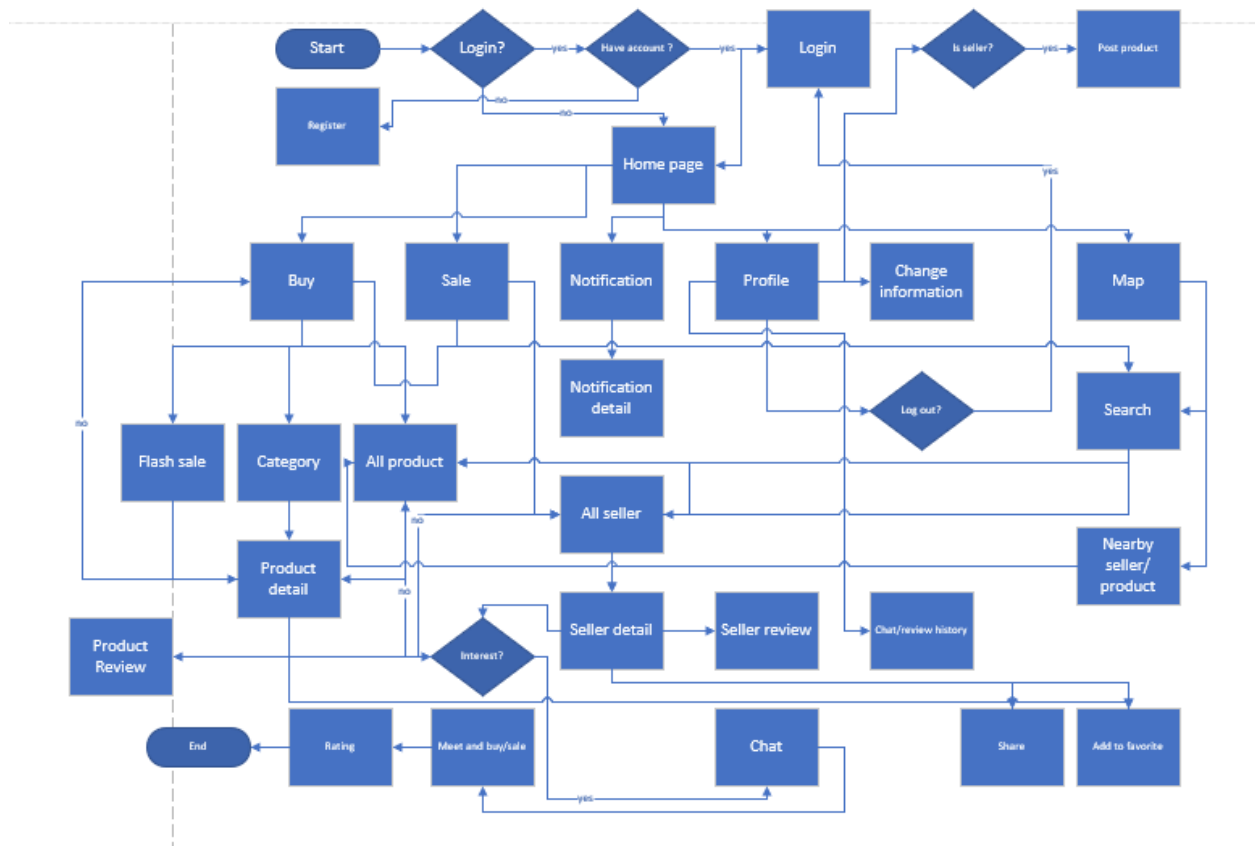
Environmental concerns

Providing her family and saving money

2. Context for use

When user log in the app, there will be Login screen where user can decide to login or not, then they will be moved to Main screen which consist of 5 different screen divide by bottom tabnavigator: Home, Chat, Notification, Sell and More. Home will be used at showing all category that currently available in the app, Chat will be used mainly for contact between seller and buyer, Notification used for display discount event, Sell mainly used for seller and lastly, More will be consist of changing user information, setting and logout

3. Information Architecture



4. The three most important scenarios's success

Scenario 1 - Successful buy good second hand furnitures in a reasonable price, from neaby.

Mina is very busy. She relaxes herself by seeking decorating stuffs on her phone. She also loves to collect some old furnitures so she want to buy good second hand furnitures in a reasonable price, from neaby.

Importance: Medium

Frequency: Low

Scenario steps	Comments	Outstanding questions	Required functionality
Mina log in the app and immediately navigate to map section	App should open user tutorial for first use	Will Mina know where is map section? Will Alex log in before using the app?	She must downloaded before using it
Mina search for keyword of any seller that sell her desired items in header of the page	App primary show sellers near Mina that have thing she need		
Mina then search for if any of those seller in her local			
Mina found out that she find what she needs in 1 seller near her in the result		Is that seller have high rating?	
Mina begin contact with seller about thing she want and bargain for the reasonble the price	App show items detail and seller information	Is that items good enough for Mina? Will she buy it?	Alex must check if it is what she need or not

Mina go to the seller location and pay for what she need		Is she happy with what she got?	
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Scenario 2 - Successful buy used items that are in good conditions

Richard works for ten hours in an environmental preservation startup. He is very busy with work. He bought most of his furniture as well as some of the outdoor gear on Craigslist, and he want to buy more but he afraid of items are not in the described condition Many offer do not seem trustworthy Many potential buyers answer the initial offer, but than never reply.

Importance: High

Frequency: Low

Scenario steps	Comments	Outstanding questions	Required functionality
Richard log in the app and immediately navigate to Home page	App should open user tutorial for first use		He must downloaded before using it
Richard search for keyword of any seller that sell her desired items	App show best rating items in the result in the top		
Richard than look for what seller have the best rating overall and best price			He must be able to identify which is the good seller
Richard check some shop along with its review sections and rating sections to find what best for him			
Richard finally find a place with all he need and also, it has high rating and response rate		Is he able to find it? Is app's suggest function work?	

Richard begin contact with seller about thing he want and bargain for the reasonable the price or simply add to cart and have them bring to you	App show items detail and seller information	Is that items good enough for Richard? Will he buy it?	He must check if it is what he need or not
After find everything he need, he finally go to checkout for all of the items he got	App show all items in cart along when their detail	Is he login for checkout or not? If not, navigate him through it.	He must have account and address, payment detail to process to checkout

Scenario 3 - Successful sold items that don't need

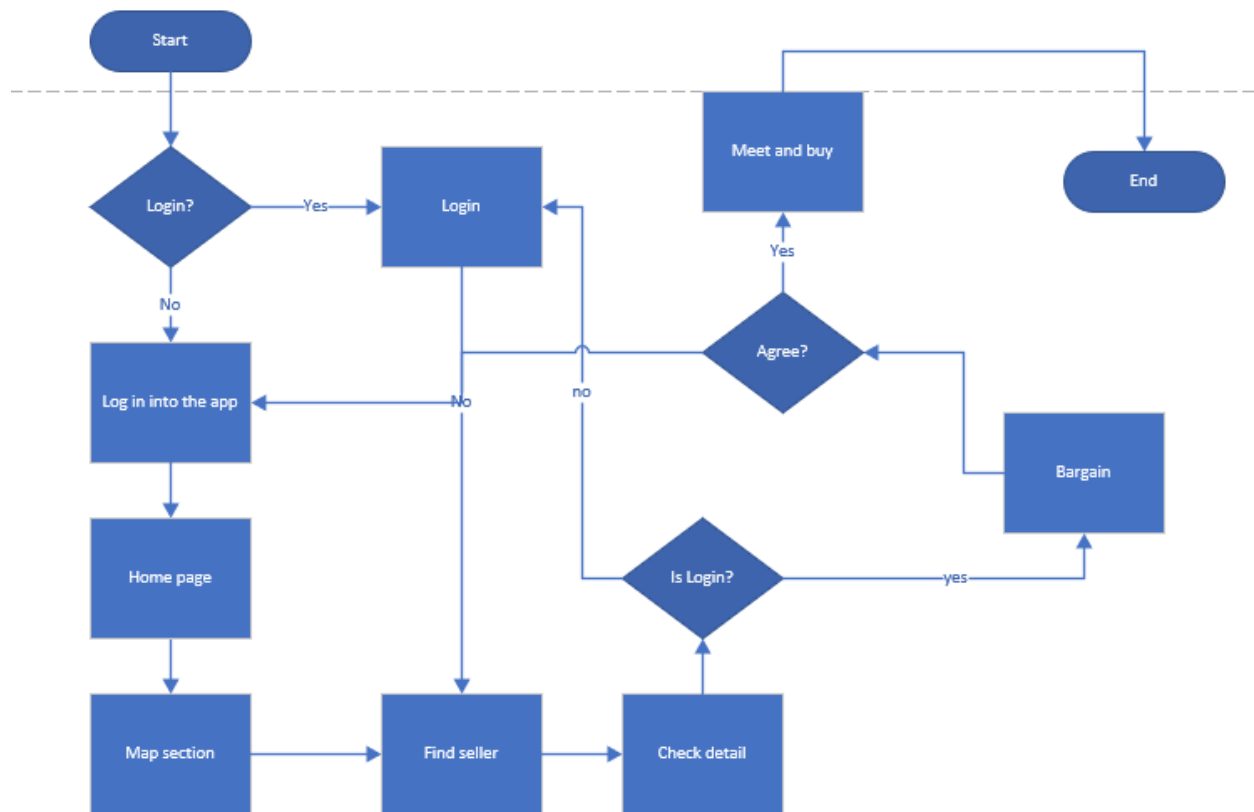
Samual is an undergraduate student in University of Washington. He is a big fan of electronic devices and all kinds of electronically published games. He sells whenever he has items that he doesn't need any more. Overall, he sells used items about 5 times a month and buys 1 time a month.

Importance: Medium
Frequency: High

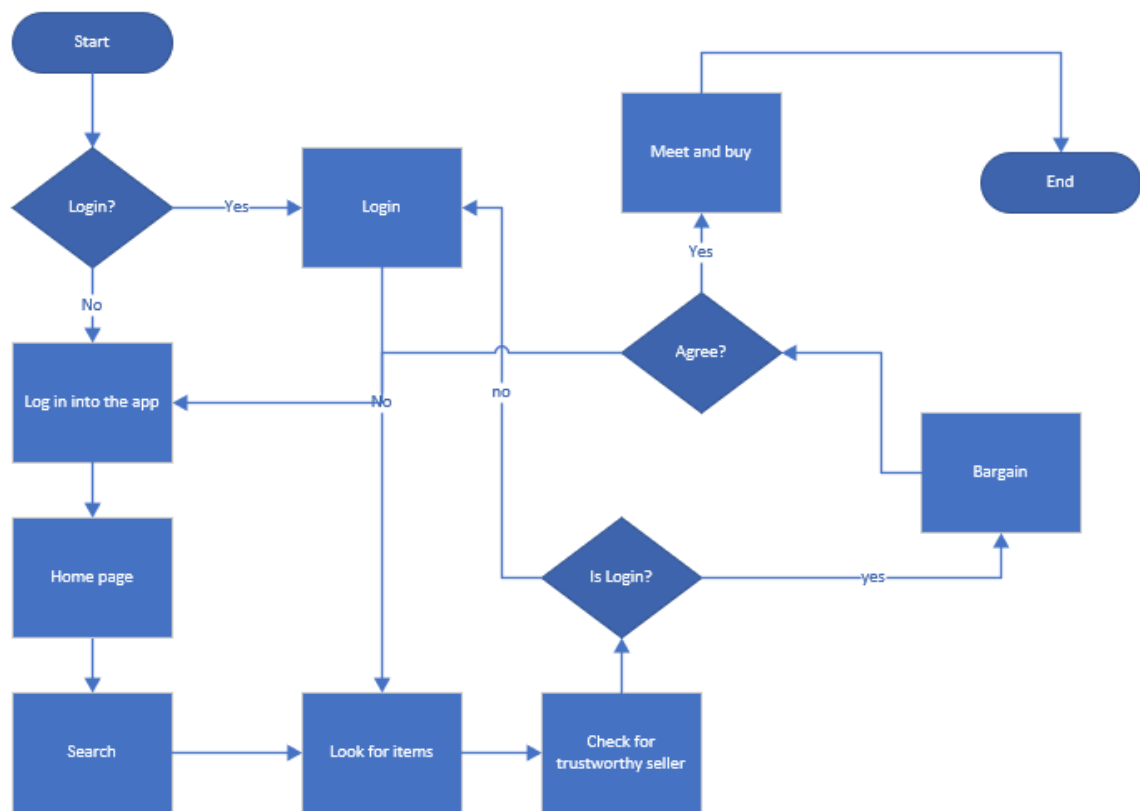
Scenario steps	Comments	Outstanding questions	Required functionality
Samual log in the app and immediately navigate to page for seller	App should open user tutorial for first use	Is he has a account for seller yet?	He must downloaded before using it
Samual go to the sell section and post items that he no longer need		Is that items post successful?	He must provide enough information like image, des, name, price...
Samual than check if there are any message send to him and reply			
Samual bargain with the buyer for the best price			

Samual then start packing the items after he had been paid and start deliver		Is he able to find it? Is app's suggest function work?	
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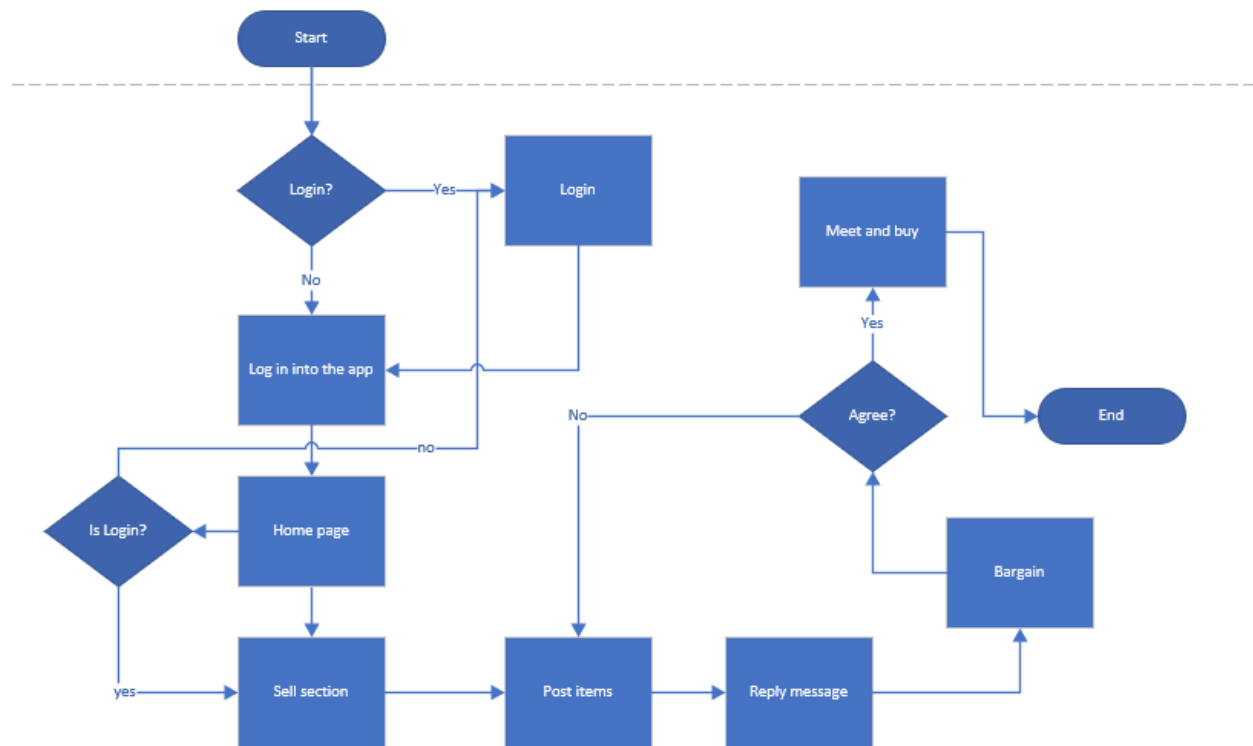
5. Flow diagram for each of the three scenarios



Scenerio 1 flow chart



Scenerio 2 flow chart



Scenerio 3 flow chart

6. Document 5 key design patterns used in your final design

Navigation

- What is it & how it works?
Bottom Navigation Bar – allow movement between primary destinations in an app. Bottom navigation bars display three to five destinations at the bottom of a screen. Each destination is represented by an icon and an optional text label. When a bottom navigation icon is tapped, the user is taken to the top-level navigation destination associated with that icon.
- When to use it?
Bottom navigation should be used for:
 - Top-level destinations that need to be accessible from anywhere in the app
 - Three to five destinations
 - Mobile or tablet only

- When does it break down?

Bottom navigation shouldn't be used for:

- Single tasks, such as viewing a single email
- User preferences or settings

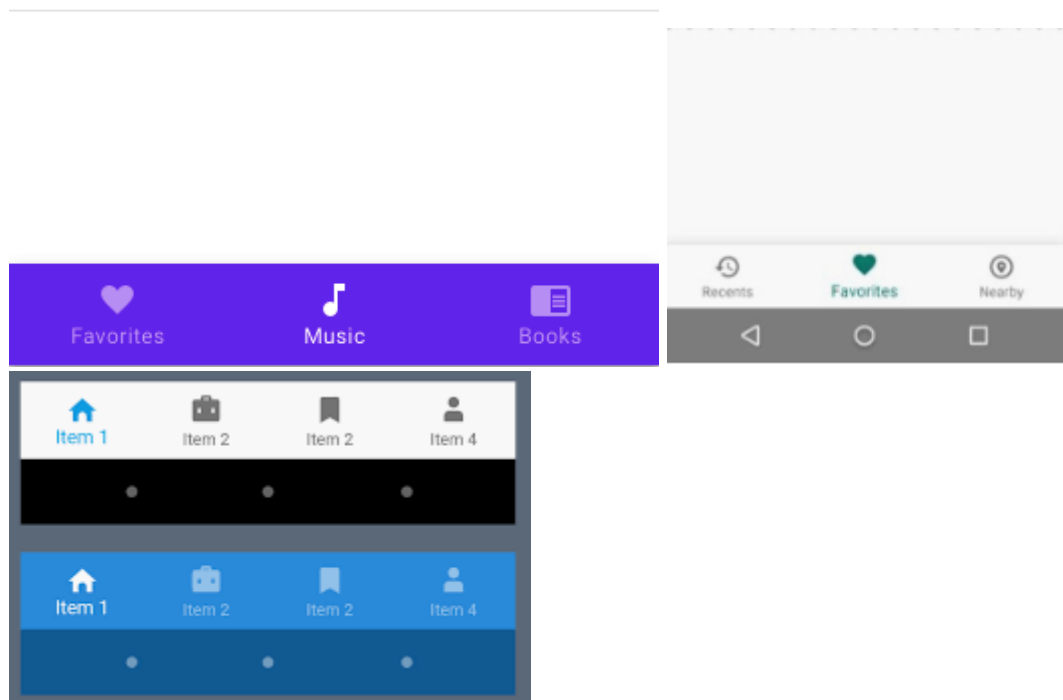
- Why it works – what is the psychology behind it

Ergonomic: The bottom navigation bar is easy to reach on a handheld mobile device.

Consistent: When used, the bottom navigation bar appears at the bottom of every screen.

Related: Bottom navigation bar destinations should be of equal importance.

- Three digital examples from the wild:



Animation/transition

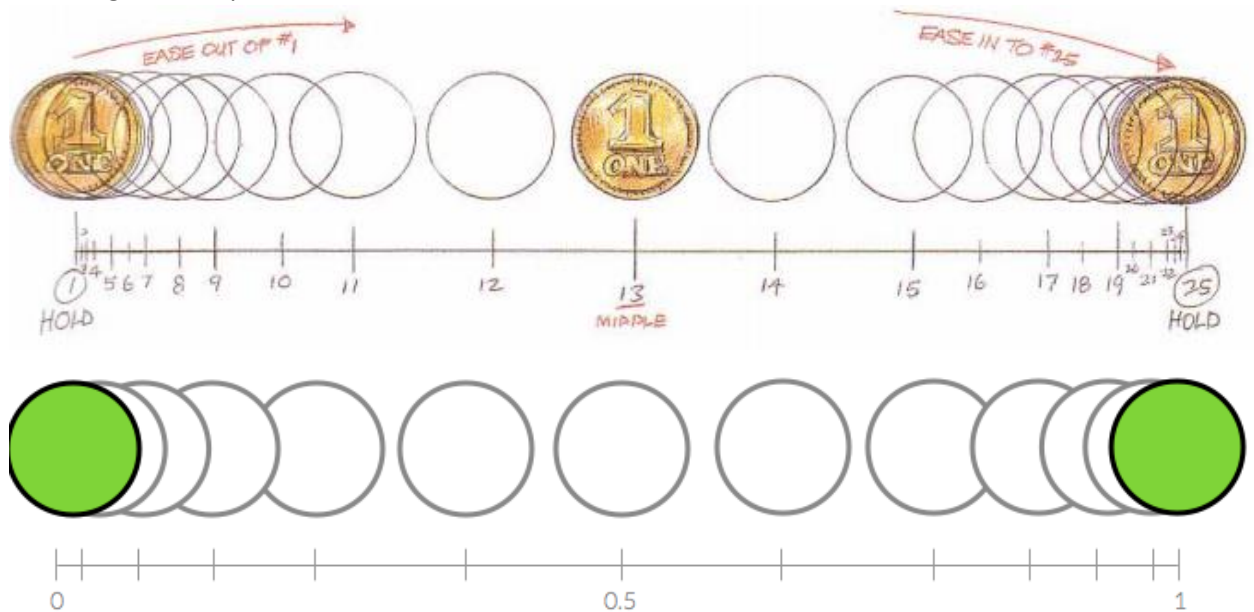
- What is it & how it works?

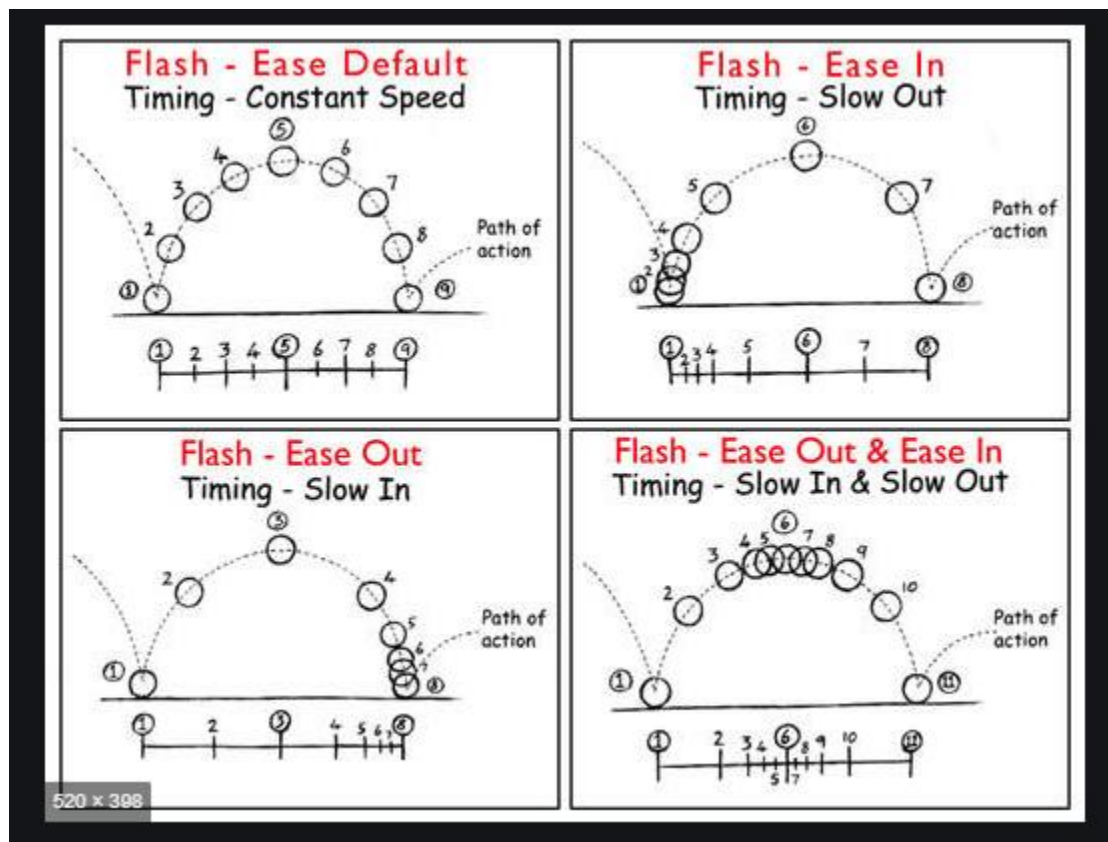
Easing - Nothing in nature moves linearly from one point to another. In classic animation, the term for motion that starts slowly and accelerates is "slow in," and for motion that starts quickly and decelerates is "slow out." The terminology most commonly used on the web for these are "ease in" and "ease out," respectively. Sometimes the two are combined, which is called "ease in out." Easing, then, is really the process of making the animation less severe or pronounced.

- When to use it?

It makes animations look smoother and feel more natural

- When does it break down?
Avoid ease-in or ease-in-out animations unless you can keep them short; they tend to feel sluggish to end users.
- Why it works – what is the psychology behind it
In reality, things tend to accelerate or decelerate as they move. Our brains are wired to expect this kind of motion, so when animating, you should use this to your advantage. Natural motion makes your users feel more comfortable with your apps, which in turn leads to a better overall experience.
- Three digital examples from the wild:





Layout and placement

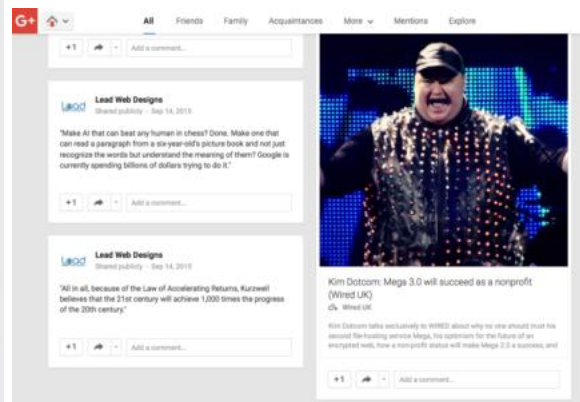
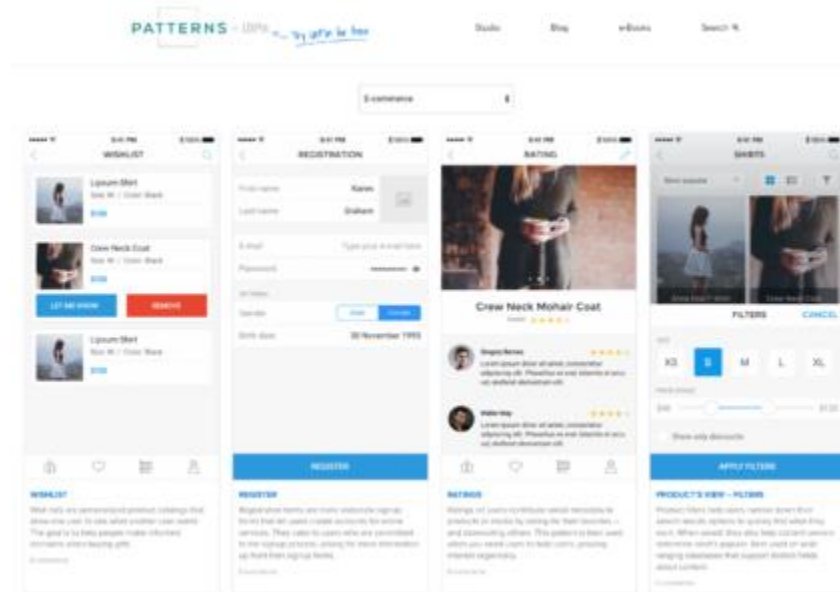
- What is it & how it works?
Cards - Browsing is a large part of site interaction, but displaying the details for each item would clutter the screen. Cards allow sites to present a heavy dose of content in a digestible manner.
- When to use it?
Cards act as containers for clickable information: bite-sized previews to help users find the content they want.
- When does it break down?
Don't get too complex. Cards work best when they're simple, in what they show and how. Basic typography and minimal description help browsing.
- Why it works - what is the psychology behind it?
Intuitive - don't require instructions.

Advantageous for responsive design - since each card is self-sufficient, their placement can be rearranged to fit any screen size.

Shareable - easy to share only specific content on social media.

Versatile - can be used with a wide range of site styles

- Three digital examples from the wild:



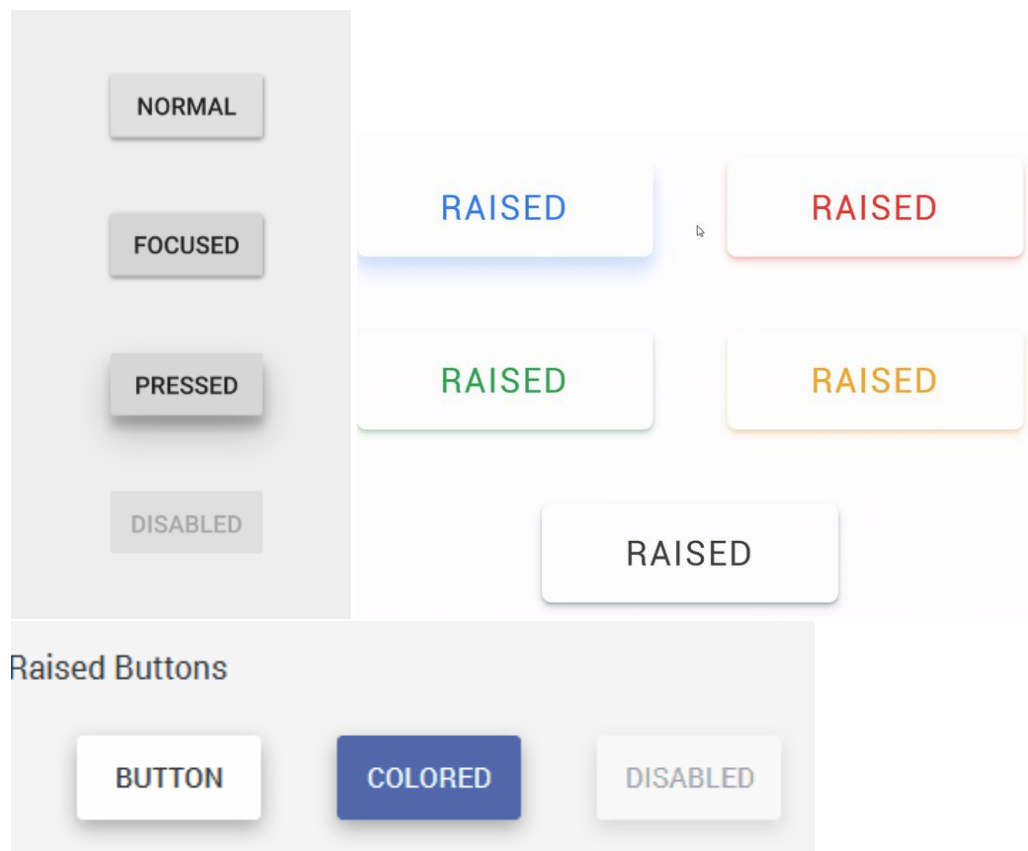
Interactive Controls

- What is it & how it works?

Raised Button - Raised Button typically rectangular button that lifts (the shading indicates that it is possible to click). Raised buttons add dimension to mostly flat layouts. They emphasize functions on busy or wide spaces.

- When to use it?
Inline (to give more prominence to actions in layouts with a lot of varying content). Use raised buttons to give more prominence to actions in layouts with a lot of varying content.
- When does it break down?
Every button is Raised Button => not stand out anymore
- Why it works - what is the psychology behind it?
Intuitive – each state prepresent specific types of action being invoke or tell user that they can't invoke that action.
Stand out.

Three digital examples from the wild:



Intergrated map

- What is it & how it works?

Map - a digital map that show location of seller and shortest route from users to that seller.

- When to use it?
To guide user to trade location
- When does it break down?
User can only see map when they want to know where to buy things
- Why it works - what is the psychology behind it?
Informative – inform users location => user can decide whether or not they will trade base on the distance

Three digital examples from the wild:

