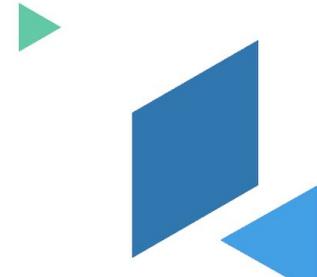


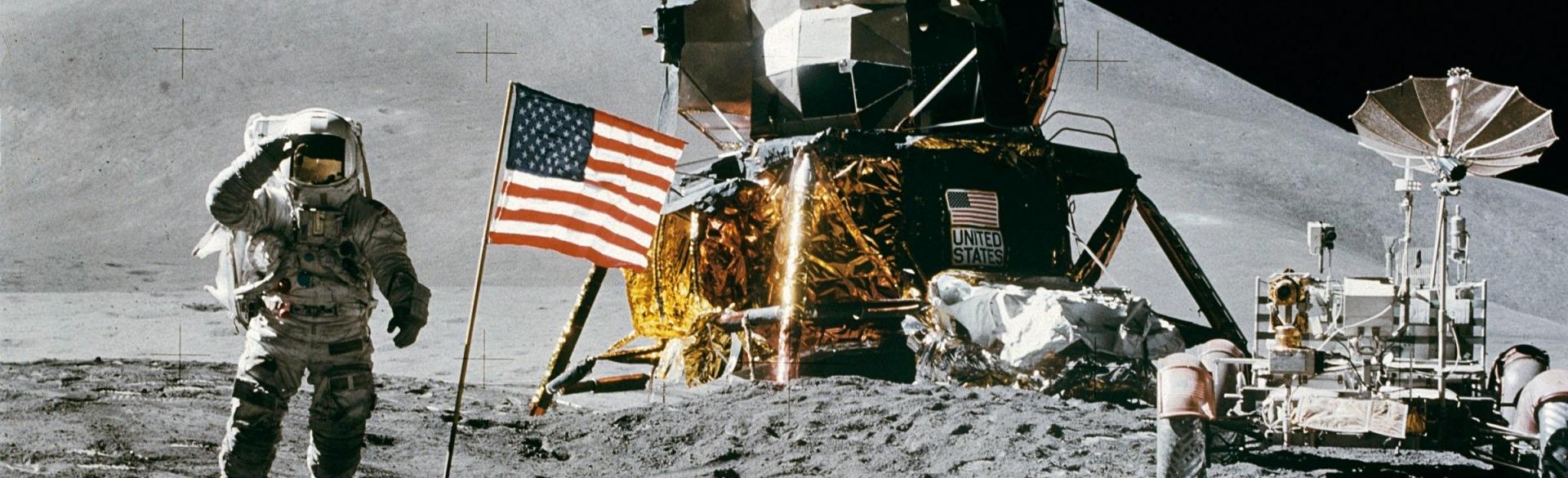


# The Used Book Store

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By Daniel, Powei and Shaun





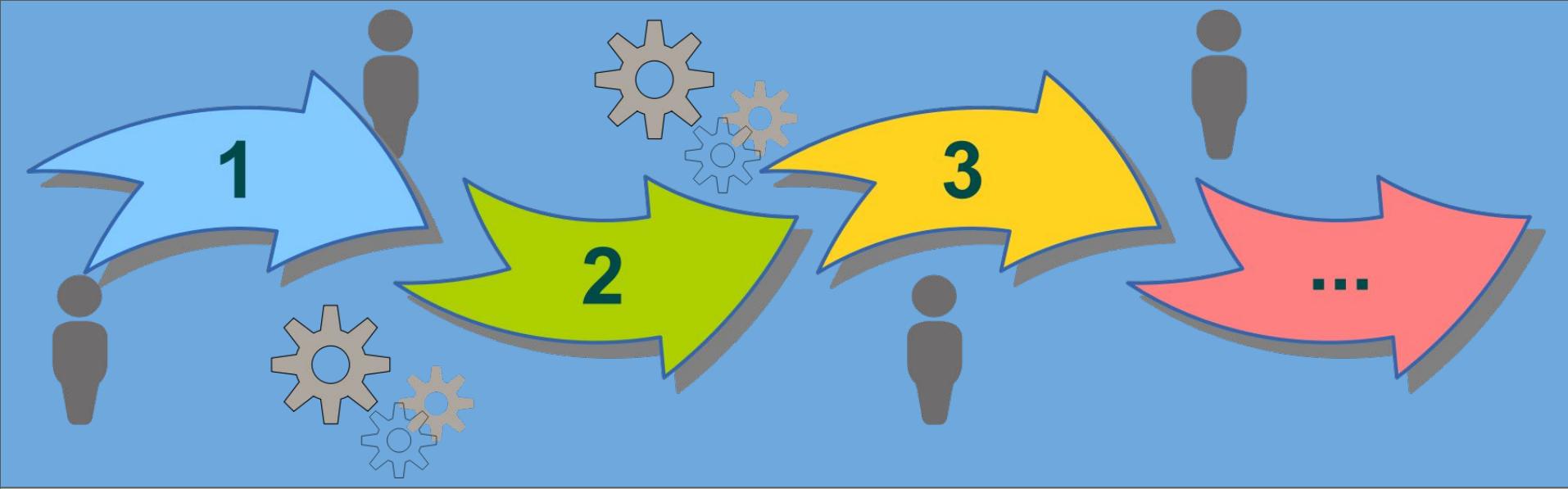
# 01 DISCOVER



# DISCOVER

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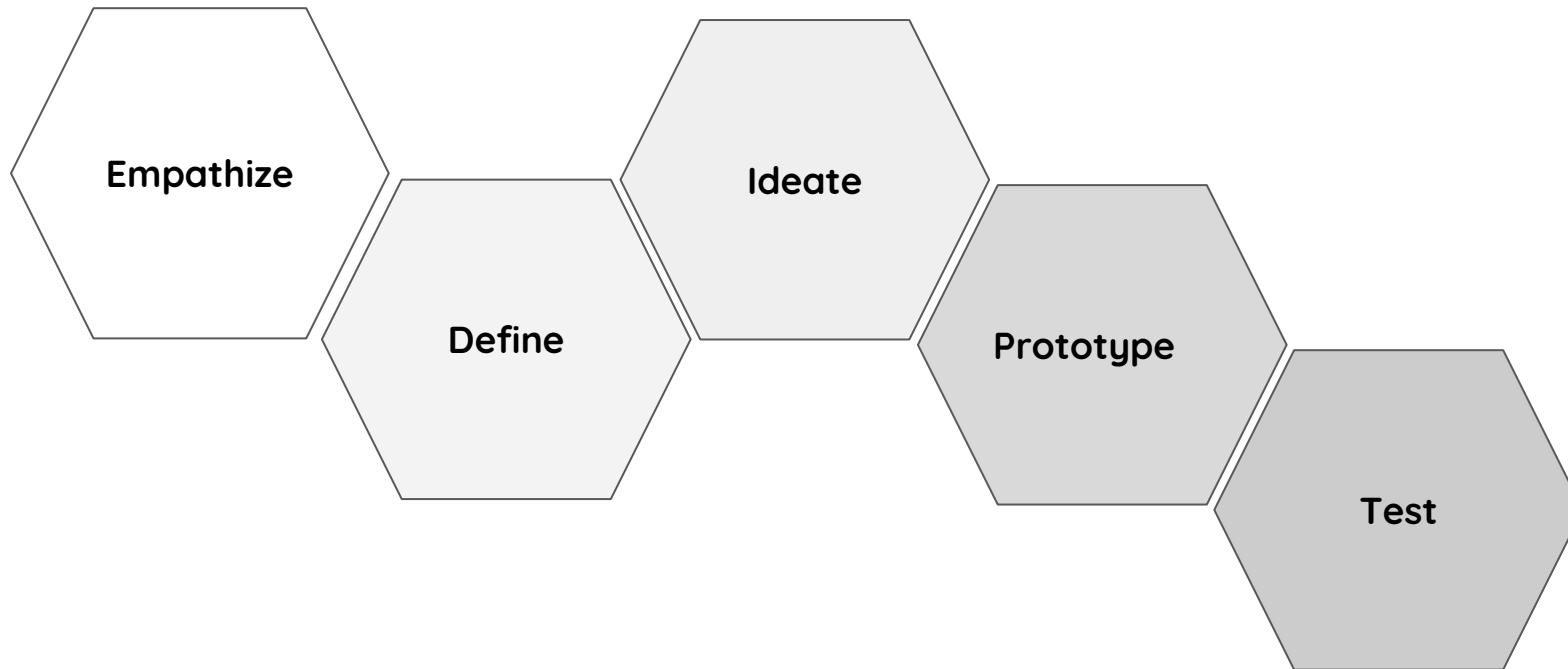
- How we came up with issues?
- Evaluated potential issues (S,V,I)
- Group found and topic set



# OUR PROCESS

# Our Process

---





# 02 EMPATHIZE



# EMPATHIZE

---

- First Interview
- Our Questions
- Second Interview (deeper)
- What method did we use? (5 Whys)



# 03 DEFINE



# DEFINE

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- Empathy Mapping
- Said, Did, Thought, Felt
- Defining the problem

# DEFINE

---



## Said

- "I'm lazy"
- "I don't wanna deal with selling"
- "Don't know what the price is"
- 
- "It takes a long time to sell / buy books through the current bookstore, and it's irritating." McGill

## Did

- Bought books directly from people they know instead
- Posted lists of books they're trying to sell
- 

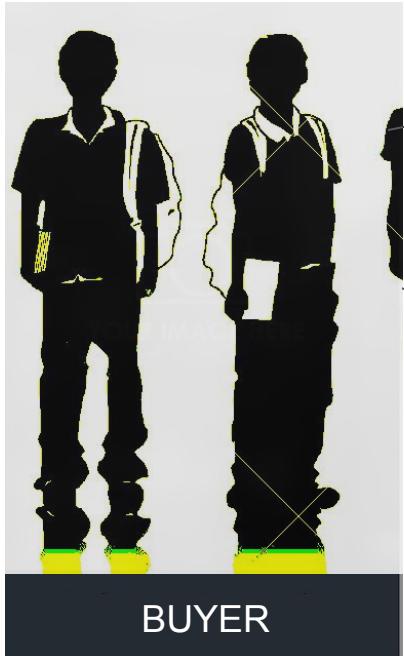
## Thought

- "I will just let the dorm students handle it"
- Time consuming
- 

## Felt

- Annoyed
- Nonplussed
- Inconvenient
- Irritated

# CHARACTER PROFILES



BUYER

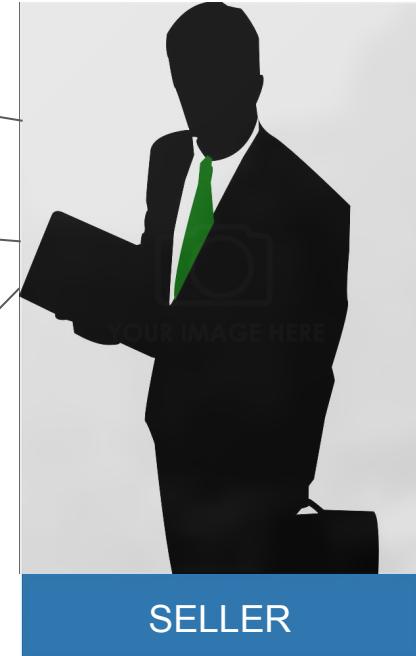
Wants 'Fair' Pricing

Wants money back from previous purchases

Sellers should come find them

Lazy

Don't want to deal with selling



SELLER



# PROBLEM STATEMENT

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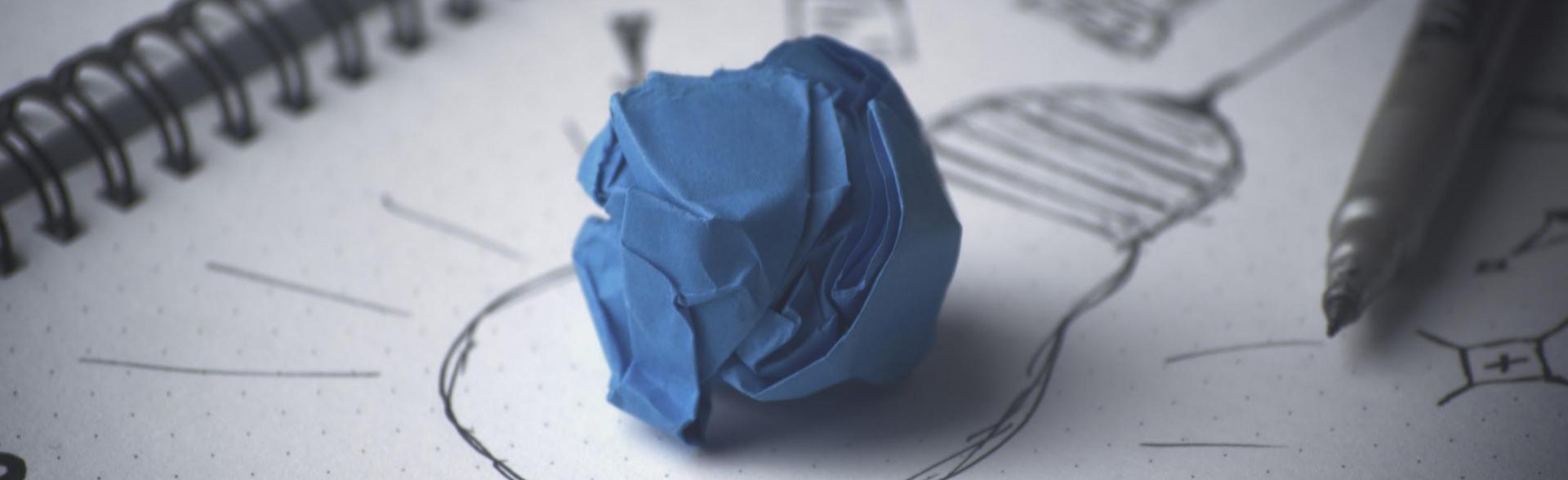
“PAS students need an efficient way to buy/sell used books because they want to perform these transactions without much effort.”



# DEFINE

---

- We created a rubric to judge ideas
- Areas of assessment
  - Feasibility
  - Accessibility
  - Efficiency
  - Adaptability
  - User-friendliness



# 04 IDEATE



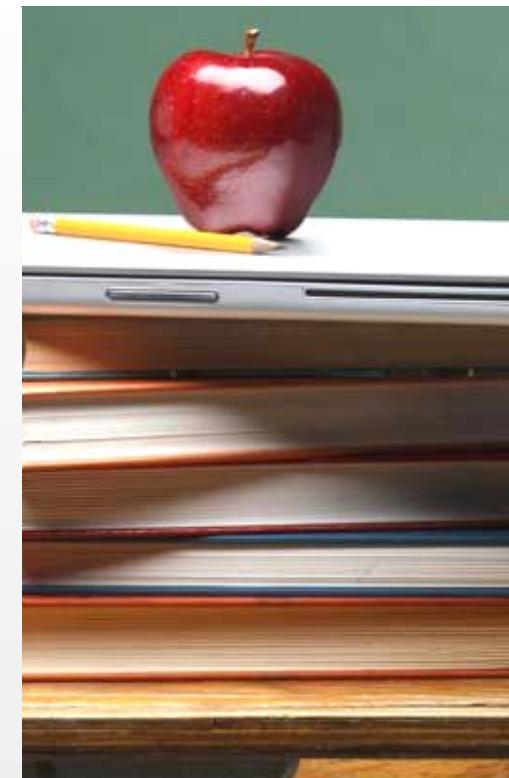
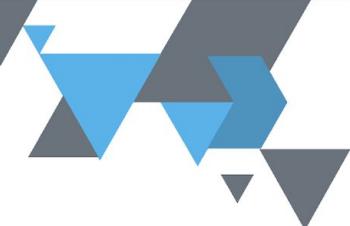
# IDEATE

---

- Individual Brainstorm Sessions
- Create an idea evaluation rubric
- Evaluate Ideas as a group

# IDEATE

---



# IDEATE



## THE IDEA ELIMINATION PROCESS

	Feas	Acer	Efficiacy	Adapt	User-F.
Stock Mkt Books	1	2	2	3	2
Int → STUCO	2	3	2	2	2
Deposit end of yr	1	1	1	X	X
Book Selling w/ Teacher help	3	2	2	2	3

Pure ideal: use FB w/ standard post format  
Poideal

Feasibility: 2.5 / No skills required, good time  
but need k. yao's permission

Accessibility: old students can access  
new student not sure

Efficiency: Books probably need effort from students  
Sell books before "grace period" - questionable

Scalability: changes can be made (limited to FB functions)  
Unknown if we can fit

(E)  
(D)  
(I)



# IDEATE

---

## FINAL IDEA:

- Facebook group with regulation



# Calendar and Roadmap



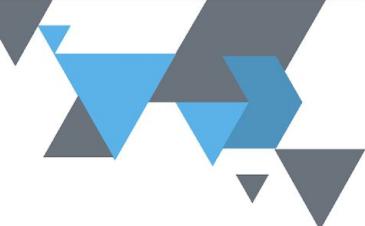
week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6	7
8	8	9	10	11	12 <i>Prototype Idea Finalized</i>	13	14
9 (Unit 3)	15	16 Prototype finished	17 GET FEEDBACK	18 GET FEEDBACK	19 GET FEEDBACK	20	21
10 (Unit 3)	22	23 Prototype 2 finished	24 GET FEEDBACK	25 GET FEEDBACK	26 GET FEEDBACK	27	28
11 (Unit 4)	29	30 FINISH PRESENTATION	31 REHEARSAL	Nov. 1 REHEARSAL	Nov. 2 <b>FINAL DUE DATE</b>		



# 05 PROTOTYPE

# PROTOTYPE

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Powei Tsao

October 23 at 1:51pm

\*TEMPLATE FOR POSTING\*

[SUBJECT] "BOOK TITLE"

PRICE:\$XXXX

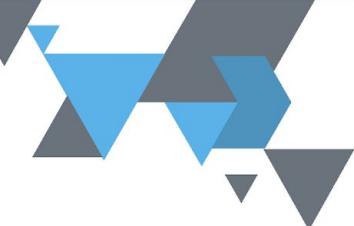
ISBN:

CONDITION: (FIRST HAND/SECOND HAND/THIRD HAND etc.)



06 TESTING AND  
REITERATING

# TESTING



## 1st test



Write Post | Add Photo/Video | Live Video | More X

[AP Psychology] "Preparing for the Advance Placement Examination by Charles D. Schalhorn"  
PRICE:\$20,000  
ISBN (Check on the book bar code):|  
CONDITION: (FIRST HAND/SECOND HAND/THIRD HAND etc.)

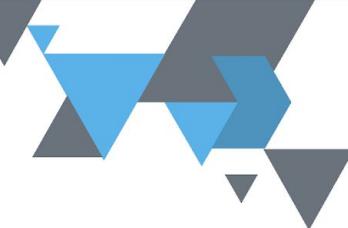
Write post in another language [?]

Photo/Video Poll

Tag Friends Ask for Recommendations

Feeling/Activity Check in

PAS Used Book Sale Post



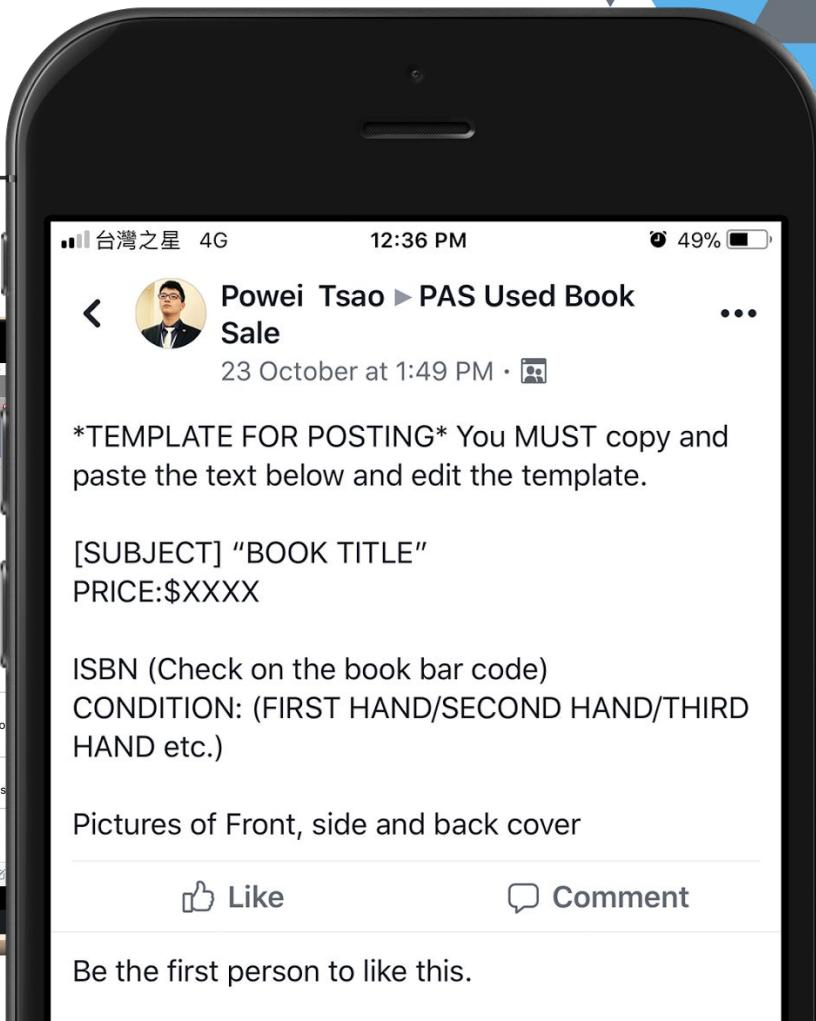
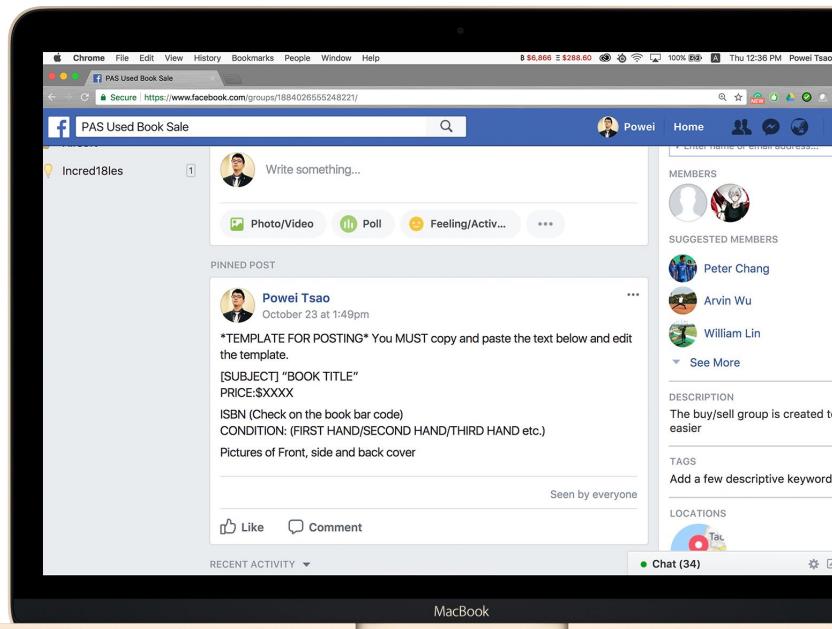
# USER FEEDBACK

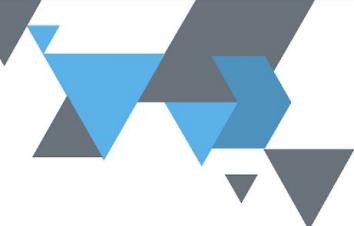
---

Buyers wanted “actual images of the books” because the description was not enough.

# PROTOTYPE

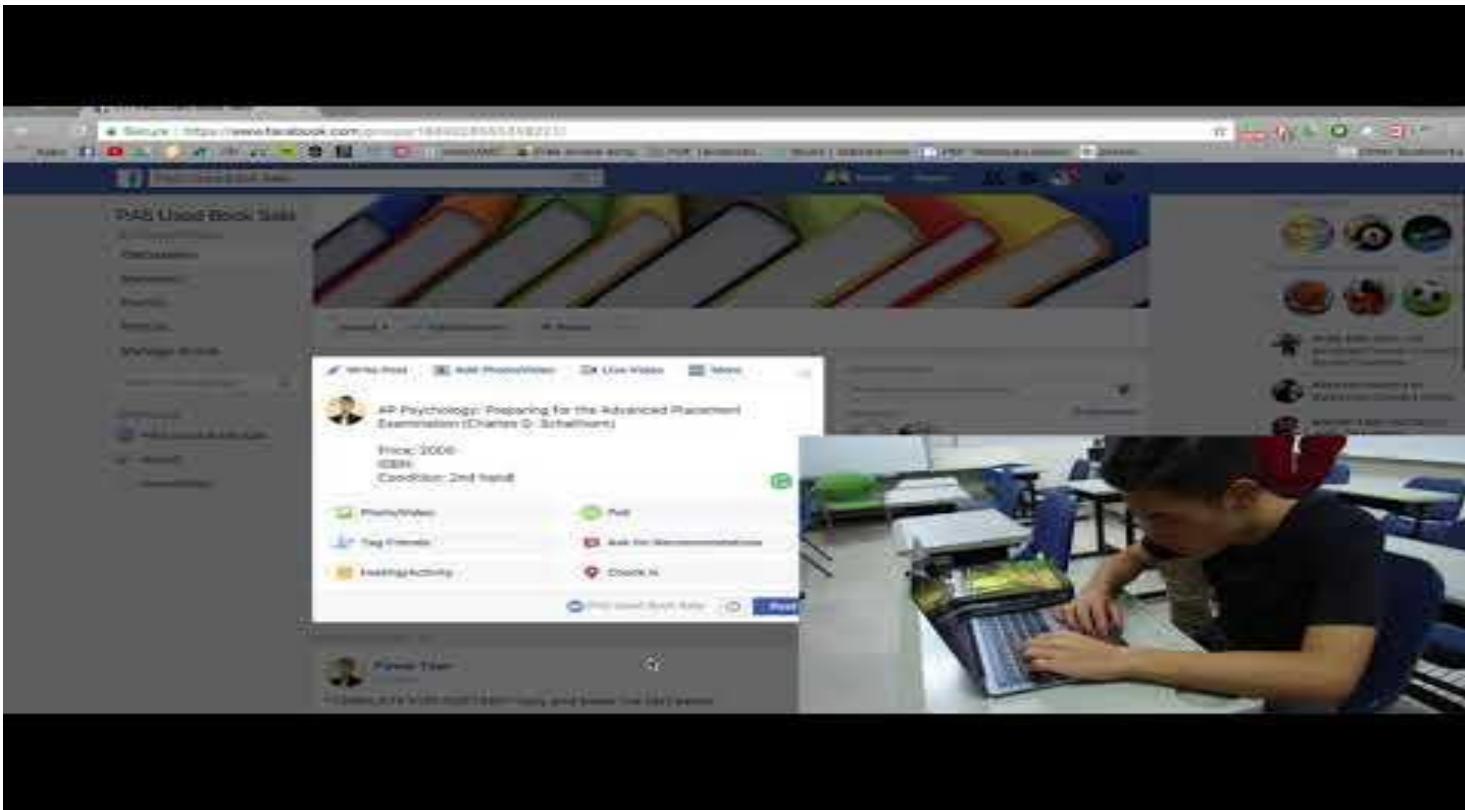
## Our second prototype





# TESTING

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A photograph showing two people's hands interacting with a tablet screen. The screen displays various blue and red bar charts and graphs, likely representing financial or analytical data. One hand is pointing at the screen, while another holds a stylus. The background is blurred, suggesting an office environment.

# 07 ANALYSIS



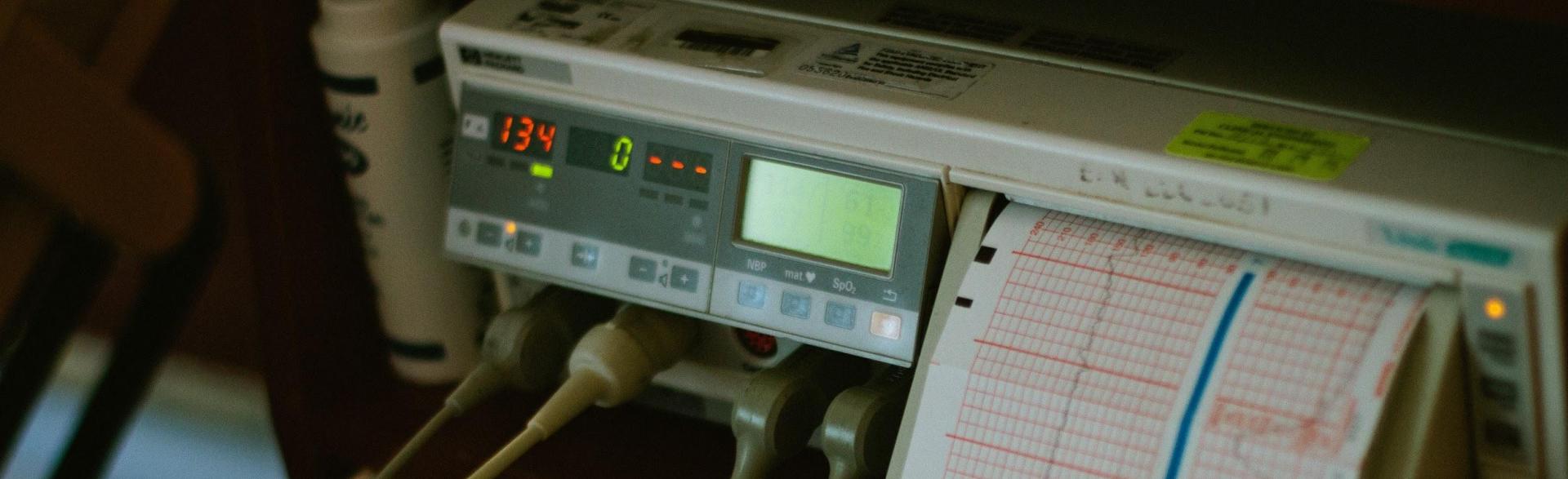
# ANALYSIS

The solution has potential due to positive user feedback.

Limitations of this project:

- Time constraints
- No real field test

# 08 CONCLUSION



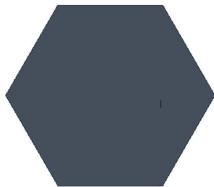
# CONCLUSION



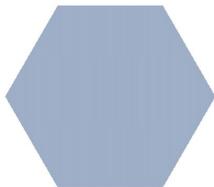
# FINAL PRODUCT



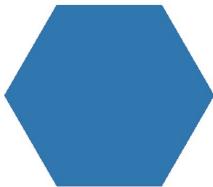
Group  
Admins



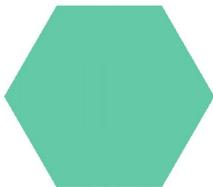
Prevent  
reposts



An  
Improved  
Social Media  
Group



Clear  
Instructions



Rules