



Reclaim

High-Fidelity Prototype
Midway Milestone

Meet the team



Igor B



Miles M



Disney V



Melissa W



Everything is for sale

Value Proposition

The background is a light cream color. It is decorated with several abstract geometric shapes. In the top left, there is a teal circle with white speckles and a black line forming a partial circle around it. In the top right, there is a green circle with white speckles and a black line forming a partial circle around it. In the bottom left, there is a teal teardrop shape with white speckles and a black line forming a partial circle around it. In the bottom right, there is a red teardrop shape with white speckles and a black line forming a partial circle around it. There are also some black lines forming triangles and other shapes scattered around.

Problem

You want to buy an item used, but finding someone nearby who's **selling what you need** is hard—even if plenty of people would be **willing to sell if asked**.



Solution

Reclaim is a **reverse marketplace** where buyers post what they need and anyone nearby can fulfill their request.

Reclaim unlocks **hidden supply for buyers** and **reduces the burden on sellers** to manually list everything they're willing to part with.

Overview

1

Heuristic Eval & Revisions

Thanks for the 54 suggestions!

2

Prototype Overview

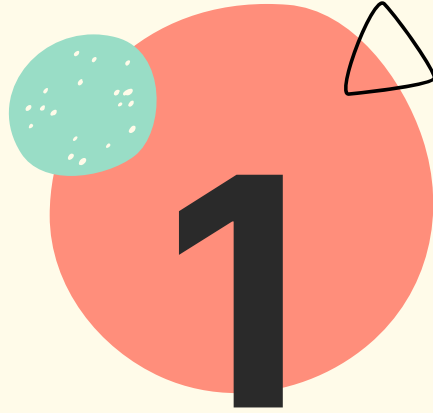
It's working, but we made some tough decisions.

3

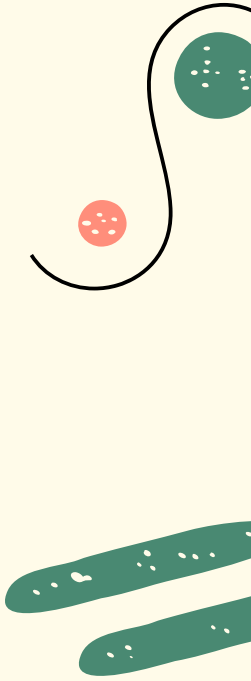
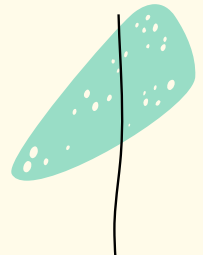
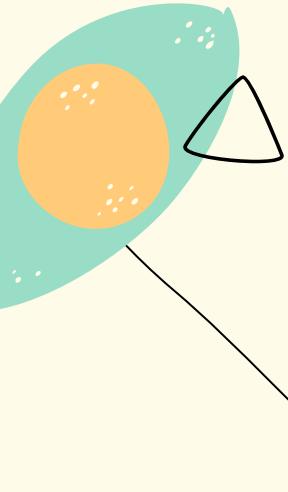
Live Demo

We can explore it in real-time!





Heuristic Eval & Revisions



Summary of Violations

	# Violations (sev 3)	# Violations (sev 4)
H1	2	0
H2	1	0
H3	3	1
H4	1	1
H5	4	0

Summary of Violations

	# Violations (sev 3)	# Violations (sev 4)
H6	2	0
H7	1	0
H8	2	0
H9	0	0
H10	1	0
TOTAL	17	2

Most Common Violations

26%

H4: Consistency
and Standards

15%

H2: Match Between
System & World

15%

H3: User Control
and Freedom





Violations: Account



H4

No place to add profile picture (4)

We added the ability to set one's profile picture.



H5

You can change your name frequently (3)

While we understand how this might be confusing in a real-world platform, we think this is out of the scope of the prototype.



H6

You can change your name after deal finalized (3)

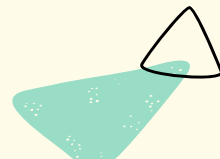
While we understand how this might be confusing in a real-world platform, we think this is out of the scope of the prototype.



R

Editing each account field takes user to new screen

We added an overlay pop-up for editing account fields to reduce number of screens.



Revised Designs: Account

9:20

Account

Public Information

Name Miles McCain >

Location Stanford >

Picture >

This info is visible on every post you make on Reclaim.

Transaction Information

Phone (123) 456-7890 >

Preferred Payment Cash, Venmo, or wh... >

This info is shared with people you buy from and sell to.

Account Details

Change Password >

Log Out >

Logging out will reset the prototype to its initial state.

Requests Your Posts Watchlist Account

9:20

Account

Public Information

Name Miles McCain >

Location >

Picture >

This info is visible on every post you make on Reclaim.

Transaction Information

Phone (123) 456-7890 >

Preferred Payment Cash, Venmo, or wh... >

This info is shared with people you buy from and sell to.

Account Details

Change Password >

Log Out >

Logging out will reset the prototype to its initial state.

Please enter your name

Miles McCain

Ok Cancel

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 space return

Account



Violations: New Request

H2

No option to select a price lower than \$10 (3)

We changed the price field to have the user select the higher bound of what they're willing to pay.

H5

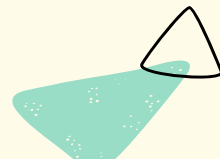
No way to include photos in requests (3)

We included the ability to upload photos to requests.

H3

No emergency exit when creating request (3)

We added a back button to the New Request screen.



Revised Designs: New Request

9:41

New Request

What are you looking for?

Desk lamp, office chair, etc...

Description (optional)

Specify color, size, condition, model...

Categories

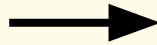
+ Add a category

Price range

\$10-\$20

Post

Home Your Posts Watchlist Account



9:17

< Back

New Request

What are you looking for?

This is an example request

What are the details?

Here are more details about what I need!

What are you willing to pay?

Up to \$30

Pick a category

Clothing Tech Furniture Sports Books Miscell

Include pictures (optional)

+ Add Photo

Images can help sellers understand what you're looking for.

Create



Violations: Requests (f.k.a Home)



H1

Home label on the bottom toolbar is unclear (2)

We renamed this tab “Requests” as it is more descriptive.



H2

The green “open” tag on offers is unclear (2)

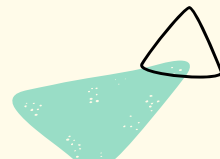
We never had an “open” tag on offers, but we removed it from requests on the home screen (because they are implicitly open).



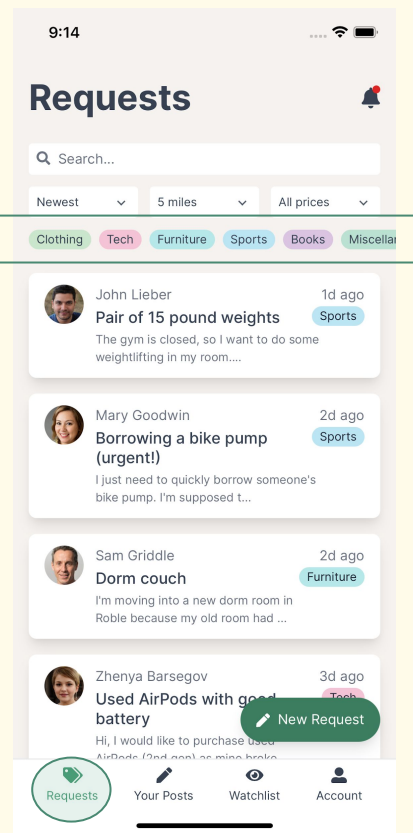
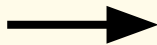
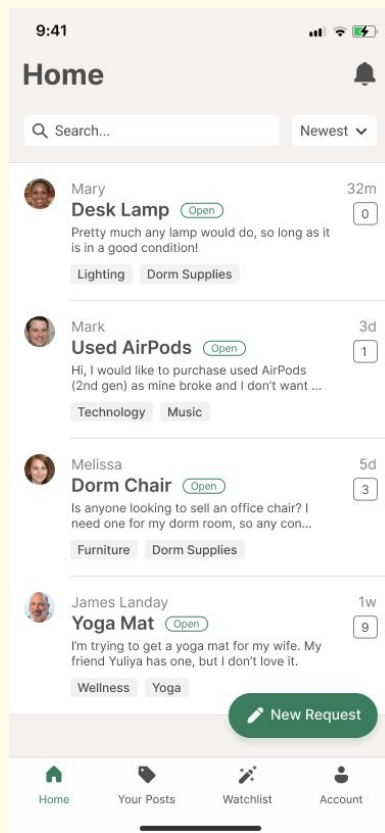
R

Not enough use of color

We colored our tags to introduce more color in our application.



Revised Designs: Requests





Violations: Watchlist

H3

No emergency exit for adding to/editing Watchlist (2)

We added a back button to this screen.

H4

Requests has search but Watchlist doesn't (2)

We don't anticipate users will have more than 10 items in their watchlist; we worry search here would be unnecessary and only add complexity.

H5

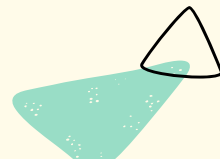
No confirmation before removing from Watchlist (3)

We added a confirmation message before an item is removed from the Watchlist.

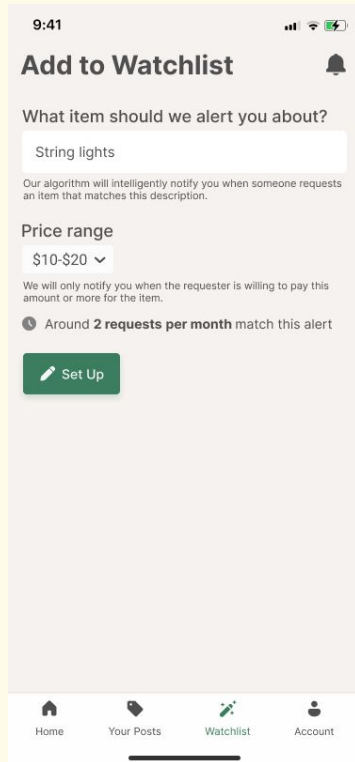
H5

The purpose of the watchlist is unclear (3)

We reworked the documentation to the watchlist tab explaining the feature in more detail.



Revised Design: Add to Watchlist



9:41

Add to Watchlist

What item should we alert you about?

String lights

Our algorithm will intelligently notify you when someone requests an item that matches this description.

Price range

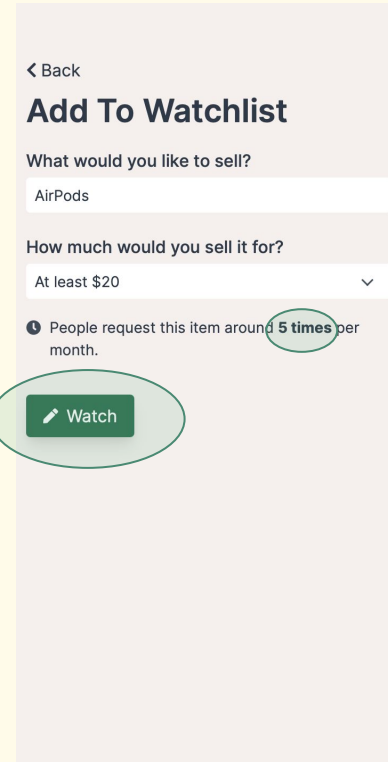
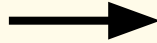
\$10-\$20

We will only notify you when the requester is willing to pay this amount or more for the item.

🕒 Around **2 requests per month** match this alert

✎ Set Up

Home Your Posts Watchlist Account



< Back

Add To Watchlist

What would you like to sell?

AirPods

How much would you sell it for?

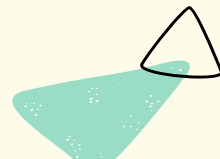
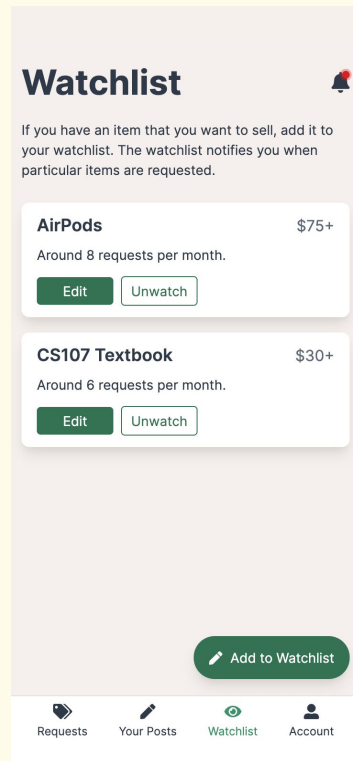
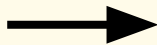
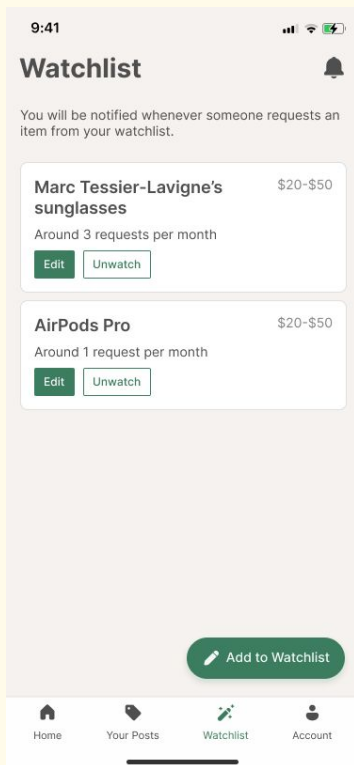
At least \$20

🕒 People request this item around **5 times** per month.

✎ Watch

Home Your Posts Watchlist Account

Revised Design: Watchlist





Violations: Notifications

H1

No notifications status indicator (3)

We added an overlay to the bell icon and visually distinguished unread notifications.

H3

No emergency exit on notifications page (3)

We added a back button to the notifications view.

H7

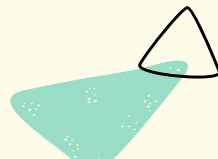
Excessive number of pages for notifications (3)

There is only one view for notifications across the entire application; this is in line with other mobile apps.

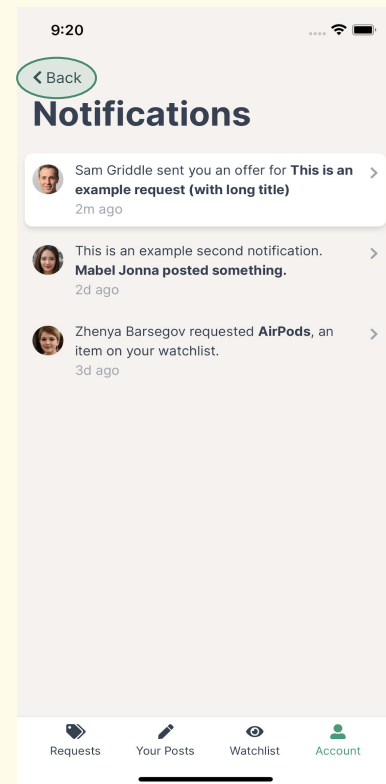
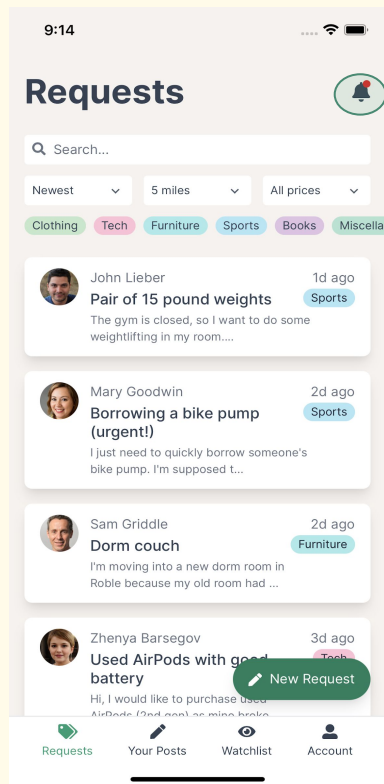
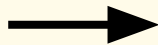
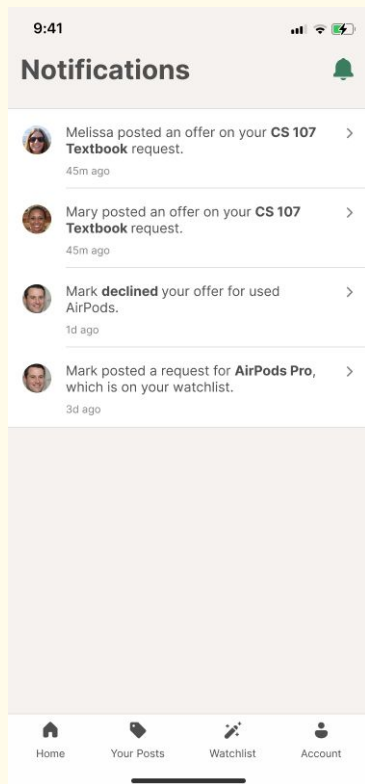
H10

No notification preferences (3)

There are only two sources of notifications: your own activity and watchlists. We think the system-level notifications toggle for Reclaim is sufficient (for the prototype).



Revised Designs: Notifications





Violations: Offers

H10

No guide on communicating w/ buyer after deal (2)

We added a button to allow buyer and seller to message each other after transactions.

H3

Accepted payment methods not visible before deal finalized (4)

We made it possible for buyers to view a seller's accepted payment methods before they decide which offer to accept.

H8

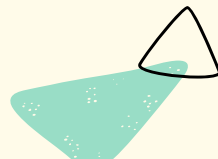
Description images are too small (3)

We made photo thumbnails enlarge when they are clicked.

H4

Different button colors on accept offer pop up (3)

We removed this pop up but made the buttons the same color on all of our other pop ups so that the user is not biased by the button fill color.





Violations: Offers (Cont'd)



R

Unclear what “Report a Problem” button does

We removed this button as it confused our users and is outside the scope of the prototype.



H6

Conversation is difficult to follow (3)

We incorporated more whitespace and depth into our request view, but we think chronological is the way to go. (Also not sure about severity.)



H1

No “unread” dot next to new offers (3)

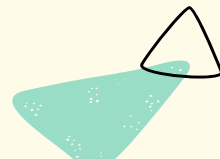
New offers always appear at the top of the request view; we worry that adding additional indicators will make our interface cluttered for only marginal benefit.



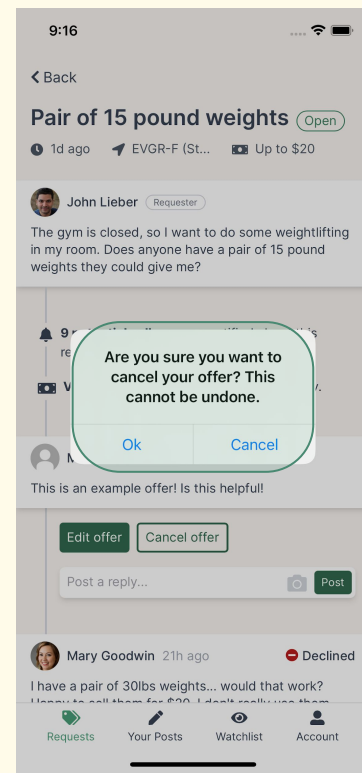
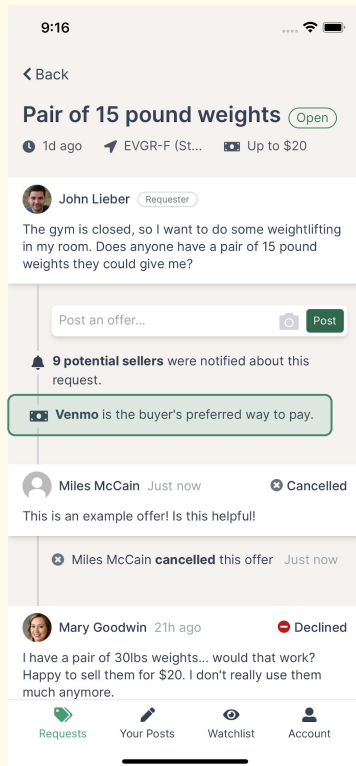
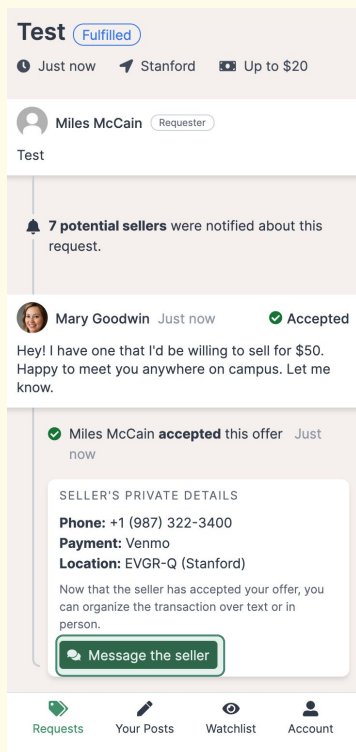
H8

There is too much text (3)

We reworked our interface to have more whitespace, but we think that the remaining text is thoughtful and necessary.



Revised Designs: Offers





Violations: Your Posts



H4

Searching and filtering is included on “Home” screen but not on “Your Posts” (2)

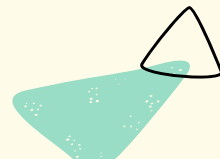
The “Your Posts” already has searching functionality; we think adding additional filtering is unnecessary given the lower volume of posts on the ‘Your Posts’ view.



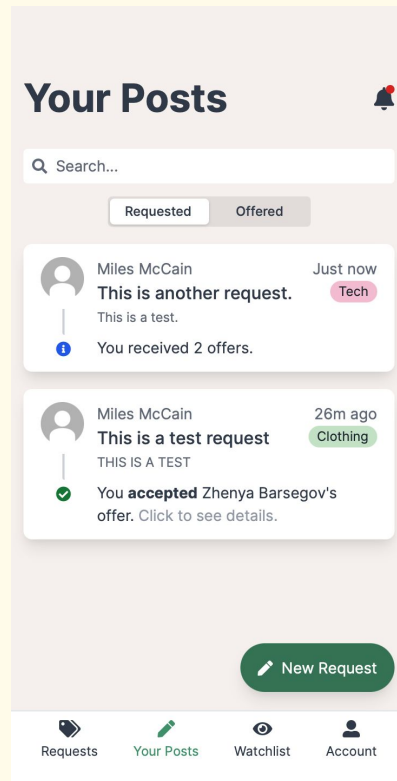
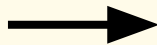
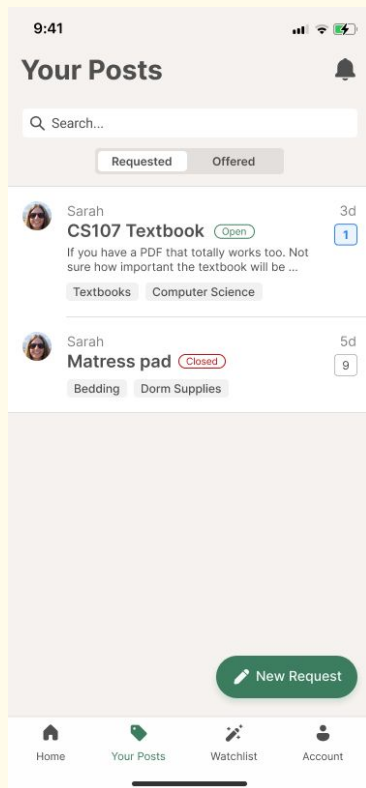
H6

Seller name / payment difficult to find (2)

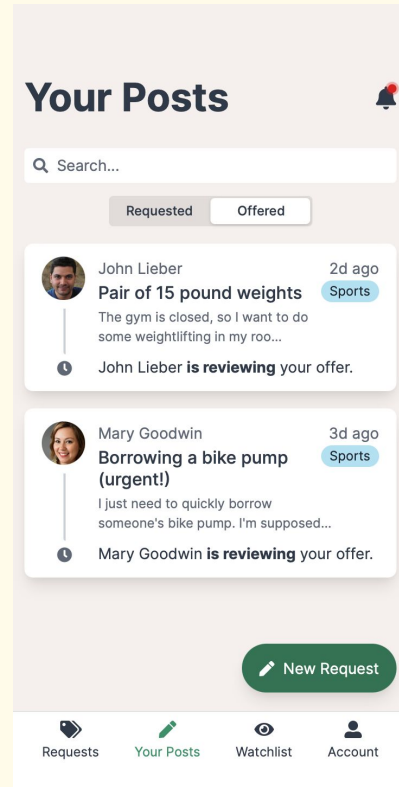
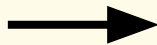
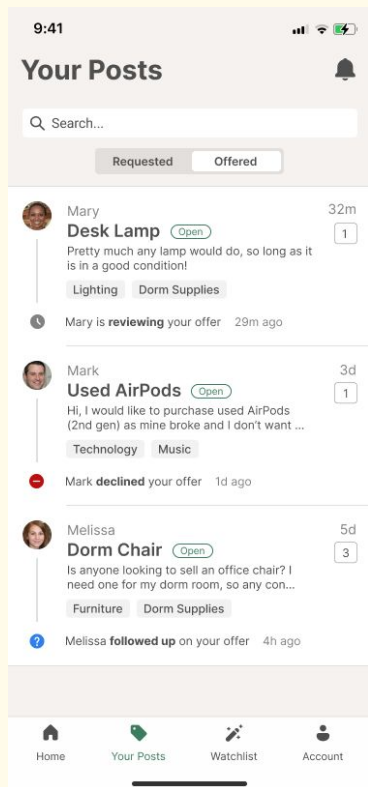
Clicking on an accepted offer now brings you directly to the transaction details.



Revised Design: Your Posts (Requested)



Revised Design: Your Posts (Offered)





Prototype Overview

General Changes

- You can now only accept one offer
- “Withdraw offer” is now “cancel offer”
- More intelligent sorting on request page
- No more collapsing threads; smart ordering is sufficient
- Requests now only have one category
- Removed # of offers on request card



Our Tools



Vue.js



Capacitor



Xcode



Implemented Features

- Account creation and management
- Creating requests, including images (task 1)
- Posting offers (task 2)
- Viewing and responding to offers (task 3)
- Notifications, for the most part
- Adding items to the watchlist & editing (task 4)
- Data persistence while the user is logged in.
- On-device compression of images!



Unimplemented Features

- Comprehensive default “demo” content
- Native notifications (TBD)
- Animation tweaks
- Simulate having one’s offer accepted
- Small bug fixes
- Detailed README so others can run



Plan to Finish

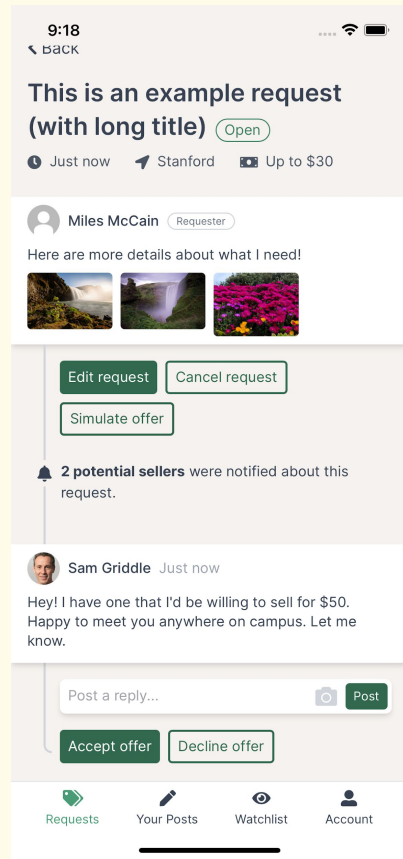
- “Bugathon” this weekend
- Writing more demo content this weekend

We're in a good place!



Wizard of Oz Techniques

- “Simulate an offer” → get a vague offer
- When you post an offer, seller will “magically” respond and/or accept/decline
- We “autodetect” the user’s location to be Stanford
- Number of users notified is random; same for requests/month in watchlist.



Hard-Coded Data

- The starter content is all hard-coded, but also interactive.
- Fake interactions are hard-coded (but randomized).
- It's all local; there is no server here. (Though incorporating wouldn't be too hard).

```
1: {  
  name: "Mabel Jonna",  
  phone: "+1 (123) 123-1234",  
  location: "FroSoCo (Stanford)",  
  payment: "Venmo or Apple Pay",  
  profileImage: "/images/profiles/mabel.jpeg",  
  notifications: []  
},  
2: {  
  name: "John Lieber",  
  phone: "+1 (987) 654-3210",  
  location: "EVGR-F (Stanford)",  
  payment: "Venmo",  
  profileImage: "/images/profiles/john.jpeg",  
  notifications: []  
},
```



Live Demo

Summary

- We're nearly there!
- All four tasks implemented.
- This weekend: hard-coded content and bug fixes.
- Next week: report & poster.
- Thanks for all the violations & feedback!



Questions

- Should we incorporate a “user reputation” feature?
- Because the user will be using the app when all notifications are sent, should we automatically mark them as read?
- ...anything else?

