# Heading

Encore Performance Gear

A group project to design and develop an e-commerce web app.

User Researcher / Product Designer / Full Stack Developer

User Interviews / Usability Testing / Prototyping / React + Redux / Django

Jan. – Apr. 2020

# Content

Competitive drumlines and marching ensembles have a significant amount of used equipment that they need to sell at the end of each season. Many of these transactions take place on Facebook Marketplace or expensive online consignment shops, neither of which fully meet users’ needs.

## Solution

Our team of experts created Encore Performance Gear, an online marketplace for the directors and designers of these ensembles to buy and sell their used equipment. We used a user-centered agile development process that incorporated UX methodologies into five two-week development sprints. Our team deployed a minimal viable product to Heroku using React with Redux and a RESTful Django API.

## UX Problem 1: Enable Searching & Filtering

Facebook Marketplace was difficult to search and navigate, Encore improved that by letting users search and filter through listings.

## UX Problem 2: Building Trust on the Platform

Our initial user research taught us that trust was a large factor with these large purchases. We wanted to include profiles to help users feel better about who they’re buying and selling to.

## Value Proposition

Encore Performance Gear is a community-run platform built specifically for directors and designers of competitive drumlines and marching ensembles. The site builds trust with user profiles that provides buyers information about the users they’re buying from. Intuitive functionality matches the mental model users have from other e-commerce site, creating a seamless experience throughout the process.