MoveOn Initial Designs and Concepts — Team Pollux

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Moving is complicated and stressful. Coordinating how to quickly sell or gift items the mover is not taking with them can bring unnecessary stress to an already stressful situation. This product aims to create an efficient workflow to unburden the mover in the task of selling or gifting items. There are solutions in the marketplace that allow people to buy/sell/trade (Craigslist, OfferUp, Facebook Marketplace, eBay). None of those solutions are well-suited to the task of selling multiple items in one transaction and including a timed element to the pickup. The current solutions create dissatisfied users and wasted time/effort on the part of the buyer to coordinate within an inefficient app. MoveOn has the opportunity to provide an excellent user experience tailored specifically to sellers who are moving. Automating key components of the logistics of the sale and distribution allows sellers to reduce their stress and find buyers who will treasure their new purchases.

KEYWORDS

Marketplace; Exploratory; Research; Application/App; Mobile

Introduction

MoveOn is a cloud based application/website to help facilitate the sale and gifting of one's belongings in preparation of moving to a new living space. The website will allow users to list their belongings they need to get rid of, and other users can schedule a time to pick up and purchase those belongings. This will relieve stress to someone that is moving because they know that their belongings will be removed by the necessary deadline. Most people that are moving are willing to part with their belongings at a reduced price, so this reduced price will be the benefit and incentive for buyers.

Our users' core usability problem is: How can an individual efficiently coordinate the logistics involved in selling/distributing all the possessions they won't take with them when moving from one home to another?

The target audience for MoveOn will be anyone that is planning on moving soon and anyone that is in the need of any consumer goods. With our app the user will be able to post the items that they are looking to get rid of, they will be able to select a date they need the item picked up by. The other end of the app will be another user that wishes to receive the item, this user will select the item and choose what time and date they wish to pick that item. The user could be an 18-year-old that is switching apartments or moving out on their own for the first time, a military family of 5 that is changing duty stations, or even an empty nest couple that is downsizing from their single-family home to a retirement community. The user who will be looking to receive the item could be anyone that is in search of any item, this app is for any consumer.

This project has merit because of its ability to serve a variety of users. It could be used by graduating college students who are transitioning into a new life stage, newlyweds who would like to get rid of their previous belongings to obtain something new, families moving, and by the remaining friends and family members of a person who has passed away.

Some planned affordances:

- Scheduling and reserving items for future pick up times
- Option to give friends and family access prior to the general public
- Ability to view all sales items by the same seller
- Search filters including the ability to search locally to support the community
- Ability to post and search for Yard/Garage/Estate sales
- Communication via text messaging within the application
- Ratings and reviews for buyers and sellers

There are many marketplace options available to consumers, but many of them are plagued with problems such as malicious uses and poor user experiences. MoveOn aims to fix those issues for the buyers, while also specifically catering to those that are in the stressful situation of moving. Ultimately, we aim to create a marketplace that is easy and fun to use for buyers and sellers alike.

Concept 1

Concept 1 follows the user as they identify a product that they are interested in and message the seller to inquire about details or purchase that product. Using the design patterns of eBay and Etsy's home pages, the concept opens on a homepage that puts the buyer's experience front-and-center with a carousel of featured products and prioritizing search.

Our focus is on the ease of use for the user to contact and message a seller. From our primary user research, one of our key findings noted that users were worried about their safety, including personal safety and privacy information. This concept focuses on the in-app messaging workflow so that users do not need to exchange telephone numbers, SMS texts, or email addresses. As we looked at our initial prototypes, we wanted to address this puzzle first.

#1 Design Decision Critique: The Seller Rating is missing
The UI does not include the visual display of seller ranking or how the user would access the seller rating. The absence of a rating system is an apparent omission of our key finding #1 ("Ratings/reviews and in-app messaging can be used to alleviate safety concerns."). As we build on the prototype, we will bring seller ratings into the design to address this.

#2 Design Decision Critique: The unique seller features (scheduled sale, view all items of a seller) need to be expressed more clearly.
In the peer student feedback, one of our reviewers noted, "adding a search for seller feature to either design 1 or 2's search functionality would be a valid addition. For instance, if a user has a friend or family member selling items, they might want to be able to find their page directly."

Concept 1 UI did not adequately address the unique seller attributes of our platform. From our interviews, our participants wanted peace of mind while moving. Two features missing from this concept that would add to the seller's peace of mind are 1) Include timed sale/delivery of items and 2) a search function to see all items for sale of an individual seller.

#3 Design Decision Critique: Secondary Navigation
One of our peer reviews asked, "my only possible complaint being about the fact that you can not (at least obviously) navigate back to the home screen directly from the messaging screen on the second or third concepts."

In listening to this feedback, it raised a critical question for how to design our secondary navigation. Concept 1 does include primary navigation (Home, Messages, Search), but how can you "back" to the previous screen? Users might struggle to navigate if switching contexts (switching from viewing an individual product to a different screen to message the seller). As we refine this concept in our next prototype, we will need to look at how to navigate back to the previous screen using secondary navigation tools.

Concept 2

Concept 2 was designed by Caitlyn Jameson. For her concept, she decided to approach the app design and layout from similar shopping apps such as Amazon and Target. Her concept shows the suggested path of a user from finding a featured or new listing for an item on the home page, to the item's product information page, and finally to a message page to contact the seller. The key features she chose to focus on are a new listings carousel, multiple sections showing current reservations and listings by the user, and clean user friendly layouts with clear buttons. She

wanted to show a clean and focused concept that would make sure that the user could see the most important information first and then be able to find other information as needed.

The first design we want to justify is the familiarity of the layout to other apps used by our users as well as it's simplicity. Our classmates liked the clean layout and the accordance's it had such as the filtering options on the home screen and the bold headers. One peer mentioned on the product page how the keywords were broken out of the item description making it easier to parse through the information. One reviewer mentioned that the messaging screen was familiar to other apps so it made it easier to use and understand. It was important to us to have an easy to understand messaging page that allowed the user to focus on their conversation with the seller and keep their privacy without having to disclose personal phone numbers or email addresses. This particular layout was based on research done on apps that included communication within their apps such as instagram, Twitter, and facebook. Other notable feedback we received for this concept included that it was fairly discoverable and had obvious signifiers that showed what action could be done at first glance such as our buttons to buy, reserve and message. An improvement suggested by our peers was to make clear buttons to navigate back to previous pages.

The second design decision is the addition of filters and a search bar. Our peers made some great suggestions to improve our second concept based on what we had already. We wanted to include this feature as it's an important part for buyers when they are looking for a particular item. We took into account what other apps, particularly online stores, used when they included filters. The most important filters we included were condition, price and distance. One of our peers suggested adding a filter that shows if an item is picked up only or if it can be shipped. We think this is a great addition regardless of any concept.

The third design decision is the navigation of our app. Many of our peers noted how it was difficult to tell how to navigate back to the home page from the messaging app or the product page. One peer noticed that we did not include a spot for the settings of the app. After considering our approaches to solve this problem, we have thought of a few solutions. The first is to convert the "logo" of our app info to a home icon. The second is to combine the navigation bars of our first and third concepts to be added to our second concept. The third solution is to change the "profile" icon to a hamburger menu icon that users can click on to open a menu that holds their profile, settings, and other information. We also think including some sort of icon to display an inbox for messages is important.

Overall, our second concept was a favorite among our peers. With their suggestions we hope to improve its layout and signifiers to make it easier for our users to use and navigate through.

Concept 3

Concept 3 Introduction: Introduce and summarize concept 3, including the key features and ideas behind the concept.

Concept 3 Design Discussion: Describe and justify at least 3 design decisions based on either the class feedback, the grader feedback, secondary research, or the W4 Insights you gathered from your initial user research.

Note: You can directly embed concept 3 as images in this section of the report or refer to concept 3 and use the appendix of the report for the images, sketches, or drawings instead.

Concept Assessment

All our concepts have three pages, concept 3 has a different approach of presenting the sellers items, concept 3's first page lists all the different sellers, shows how many items they are selling, the distance away from the possible buyer and the date that the items are available. The other 2 concepts on the first page have a carousel of pictures, where in concept 1 the carousel is

featured items and concept 2 has a carousel of new items. Concept 1 has navigation icons with a search feature and a link to sell items. In concept 2 there is a list of items you have reserved and all the items that you are listing. When the user navigates to our seconds screens concepts 1 and 2 show the product in detail with a way to message the seller but in concept 3 the concept allows you to see all the products the seller is selling. Concepts 1 and 2 use the same approach when they choose to message the seller, in this screen it has the standard chat window. The design in concept 3 for the third page is the product page like page 2 in other two concepts, this concept lists the details of the product with a link to message the seller.

Comparing all the concepts on the first pages, an advantage that concept one has over the other two is that the first page has navigation icons at the bottom that provides quick access to the home, search, mail, and profile. The disadvantage concept 1 has on page one versus the others, is when comparing 1 to 3 the amount of detail about the items being sold is greater in 3 than in 1. The advantages concept 2 has over the others, page 1 has a search with a built-in filter, a list of your items being sold and all items that you reserved. The disadvantage concept 2 has on page 1 versus the others is concept one has a feature that lets the user be notified if they have any unread messages. The advantage that concept 3's first page has over the others, it breaks it down into detail by the individual sellers. The disadvantages concept 3 has versus the other 2 is the lack of quick navigation features.

When comparing the second pages, the advantage that concept 1 has over the others is the ability to access the users' messages, home, and search features. Some of the disadvantages that concept 1 has versus the others is ability to go back to the previous page. When comparing concept 2's second page to the others, the advantage it has is the ability to reserve the items and this concept also shows other items the seller is selling. The advantage concept 3 has over the other concepts is that in this concept the user can view all the photos of the items the user has to offer. A disadvantage this concept has versus the rest is the ability to return to the previous screen, access mail, and return home.
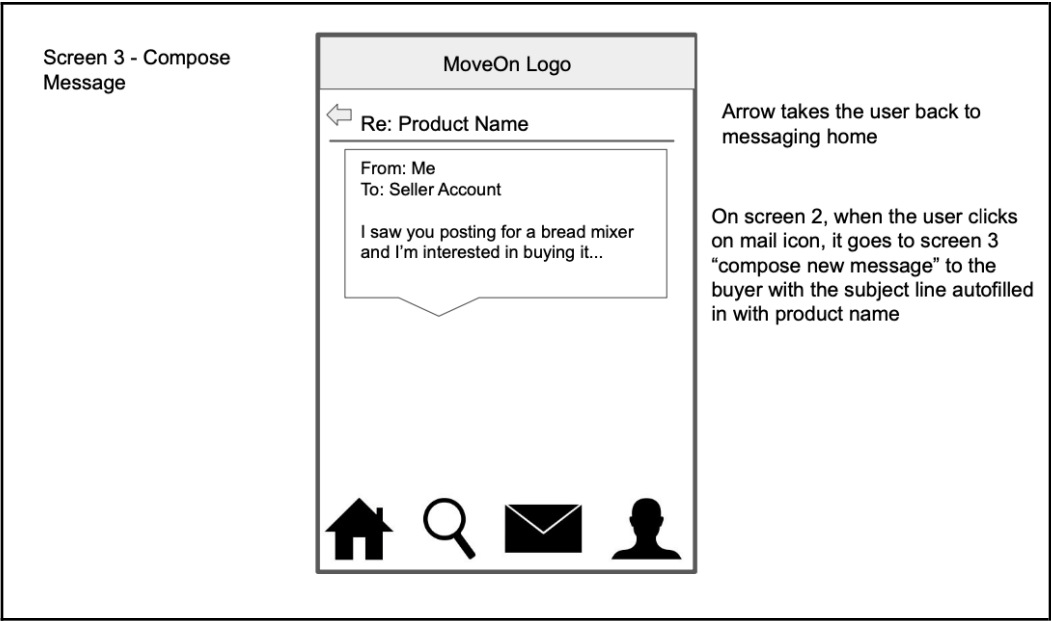
Page 3's of concepts 1 and 2 is the basic messaging system an advantage that concept 2 has over 1 is that it has an option to call/video chat with the seller. This feature may be helpful to see the item and build some trust with the seller.

When we move into the prototyping stage of the design process, we will be using concept 2 as our base design but will be implanting features from all the other concepts. One feature will take the icons from concept 1. We will also be adding the distance between buyer and seller on the product page this feature was in both concept 1 and 3. This feature will be useful for both the buyer and seller allowing the seller to sell more items in a single transaction.
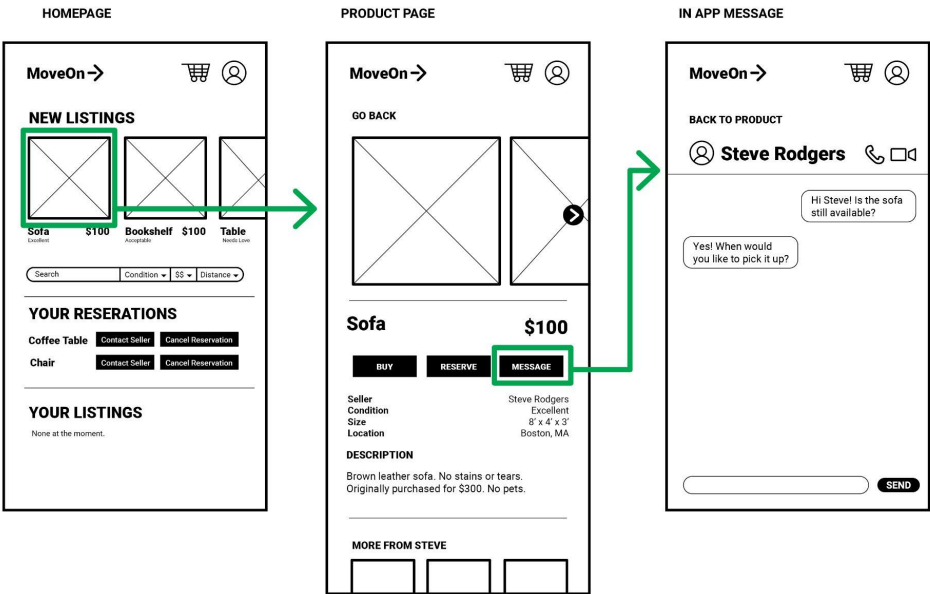
Appendix

Concept 1

Screen 1 - Home

MoveOn Logo

1

Action #1: Click on product

Carousel of featured items for sale

Search for anything

Button to browse for buyers

Moving Soon? Sell Your items

Button to seller account screen

App navigation (home, account, search, messages)

Screen 2 - Product

MoveOn Logo

Category 1 > Category 2 > Item

Seller Storefront

Product title ✉ 2 $100   2.5miles

Product description. Lorum Ipsum...

Action #2: Click on message

Breadcrumbs of categories to help buyers browse (ex: appliances > kitchen > mixers)

Main product photo and additional photos to browse on product

Mail icon to indicate link to "message buyer"

Product information, link to seller storefront

Screen 3 - Compose Message

MoveOn Logo

Re: Product Name

From: Me
To: Seller Account

I saw you posting for a bread mixer and I'm interested in buying it...

Arrow takes the user back to messaging home

On screen 2, when the user clicks on mail icon, it goes to screen 3 "compose new message" to the buyer with the subject line autofilled in with product name

Concept 2

HOMEPAGE

MoveOn →

NEW LISTINGS

Sofa $100
Excellent
Bookshelf $100
Acceptable
Table
Needs Love

Search   Condition ▾ $$ ▾   Distance ▾

YOUR RESERATIONS

Coffee Table   Contact Seller   Cancel Reservation
Chair   Contact Seller   Cancel Reservation

YOUR LISTINGS

None at the moment.

PRODUCT PAGE

MoveOn →

GO BACK

Sofa $100

BUY   RESERVE   MESSAGE

Seller   Steve Rodgers
Condition   Excellent
Size   8' x 4' x 3'
Location   Boston, MA

DESCRIPTION

Brown leather sofa. No stains or tears. Originally purchased for $300. No pets.

MORE FROM STEVE

IN APP MESSAGE

MoveOn →

BACK TO PRODUCT

Steve Rodgers

Hi Steve! Is the sofa still available?

Yes! When would you like to pick it up?

SEND

Concept 3

Screen 1: Select Seller

Sellers In Your Area ≡

| Seller 1 | 2.0 miles |
| Move Date | 32 Items |

Several Items displayed on this screen

| Seller 2 | 2.4 miles |
| Move Date | 12 Items |

Photos of items for sale displayed here

| Seller 3 | 2.9 miles |
| Move Date | 32 items |

Scroll down to see more

Navigates to Settings Pop-up

↓ Selecting a seller navigates to Screen 2

Screen 2: Select Item

Seller 3's Items ☰

Item1 Photo — $2,500 — Item Name

Item2 photo — $700 — ItemName

Item3 — $175 — ItemName

Item4 — $89 — ItemName

Navigates to Screen 3
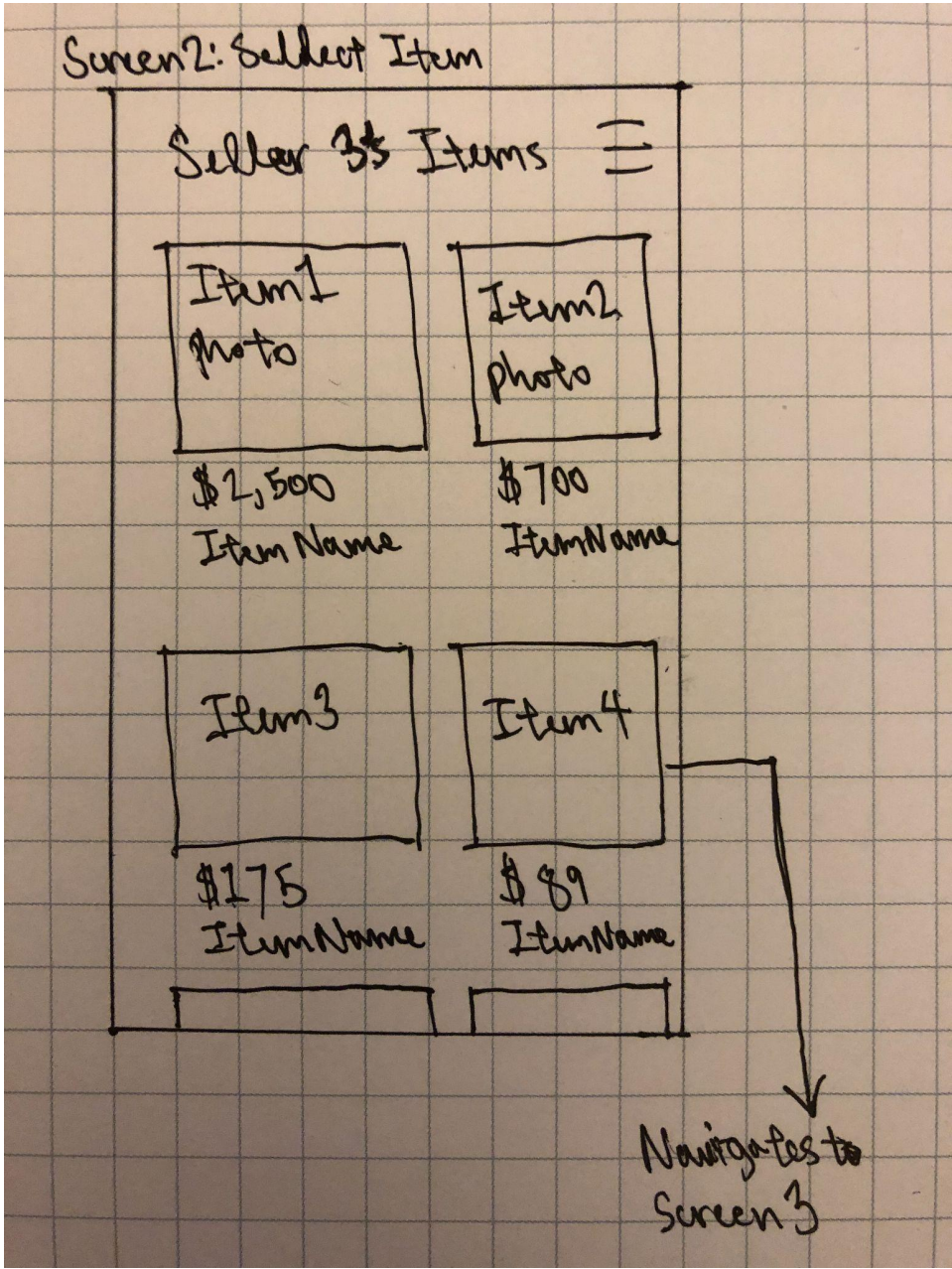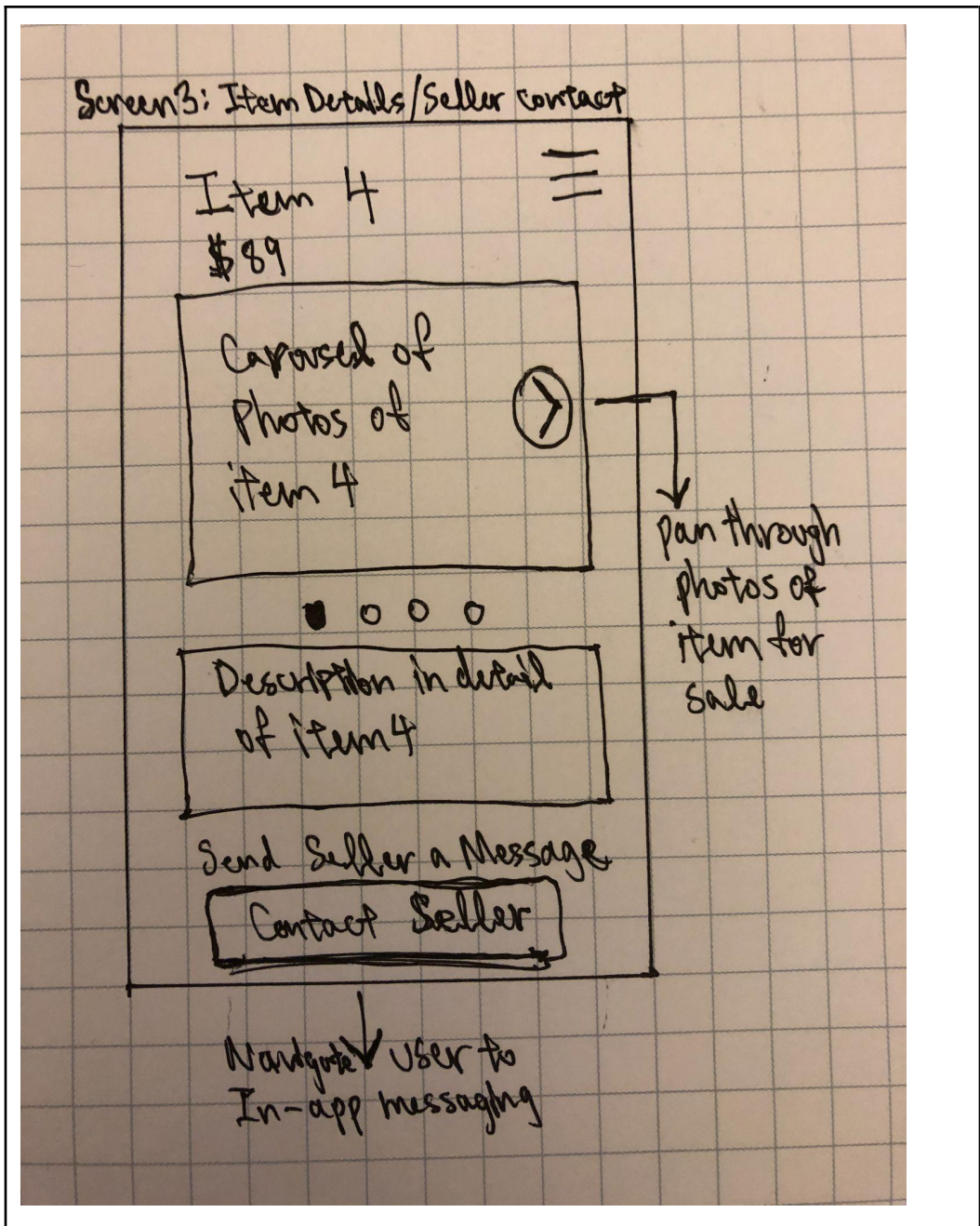
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