



Buy & Sell Ceramic Goods

WEB AND UX DESIGN LEVEL 6  
SUMMATIVE ASSESSMENT

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# The Brief

## What is Cera?

Cera is an application specifically for **Pottery enthusiasts and sellers** in New Zealand. The platform allows users to buy and sell pottery, as well as interact with sellers in order to find out more.

This application will need to have a simple front-end design, which makes it **easy for buyers to view, enquire and purchase** ceramic goods. Additionally, the app will need an **easy-to-use listing system for sellers, they should also be able to edit and delete the listings** if they wish.

## How will the app work?

The application will use an intuitive front-end interface which connects to a back-end system to retrieve and post information to a database using MongoDB.

We will use research, implementation of best practices within Vue (including utilising component building), user testing, use of GitHub and other tools (such as figma) and working in an Agile setting to create a seamless app which will ultimately be a great space for potters everywhere to promote and buy awesome ceramics.

# Initial Ideas

Our team came up with some initial ideas of how the app will work and why people would use the app. Below are our ideas:

1. This app will connect people with interests in pottery (collecting, making, selling, and buying).
2. People from this niche market would benefit from having an application only meant for buying and selling pottery.
3. There will be a general “Questions” section on each post so that potential buyers can make inquiries that are visible to everyone.
4. Consumers prefer buying and communicating directly with the seller (no middlemen).
5. Having the opportunity to talk to the sellers directly makes a consumer feel more at ease because it reduces the chances of impulse buying.
6. Sellers can establish a good relationship with buyers and control messaging, brand, data and reputation that can lead to customer loyalty.
7. Individuals who sign up to the app will all have options to sell their own products.
8. Users can place products on a “Wishlist” by clicking on a ❤️ .
9. Sellers can update the status of their items (available, pending, sold) or remove listings.



# User interview

To validate our initial ideas, we conducted interviews with **two potential users to gather insights on their expectations and pain points** while using a marketplace platform. Their feedback will be invaluable in informing the design and development of our app.

## 1. What is your age and what gender do you identify with?

**Person #1** - Male, 39 y/o.

**Person #2** - Female, 37 y/o.

## 2. Was there a time when you wanted to buy a handmade/artisan product? If so, tell me more about that experience.

**Person #1** - Yes, especially during summer when people are selling on markets, there is more visibility.

**Person #2** - Most of the time - I have a friend that does pottery so I have cups/mugs for me and husband, vases, and I even made some myself. It was really nice and I like giving back to artists and supporting local artists even though it's expensive, because the quality is better. Being able to help someone with their art is always gratifying.

## 3. Tell me how you go about purchasing products that are not easily available in big commercial stores. What did you do to solve the issue?

**Person #1** - Usually just look at the picture and buy impulsively. I regret it later on.

**Person #2** - I usually go down to markets or I get word of mouth.

# User interview

## 4. What was the hardest part on getting the product/s?

**Person #1** - There wasn't anything hard, I found an item and bought it. Buying online would be more concerning, in case it breaks on the way to my house, or how is the packaging and how would it be delivered. It makes a difference to me when choosing the product if there is information on how it will be wrapped and packaged.

**Person #2** - Knowing when/where to go because some of the pop-ups don't have enough advertising unless you are specifically looking for that thing or if you look into their website. I look on a website randomly and somehow find information.

## 5. Why was it hard? What do you not like about the process you have done?

**Person #1** - It depends on convenience, I wouldn't go out of my way to pick up items.

**Person #2** - When I go to the actual shop, they usually have artisan's work and If I'm interested in one, they would hand me a card with contact details and website. I learn about artists if I visit to the popup stores. However, advertisement will make it easier and the exchange will be good because some people like bussing. Around downtown would be good because there is a lot of traffic there. Posters are really helpful. Permanent marketplace areas in the city would be good too. An app would be the next suggestion because it would be nice especially if it's promoted by the City Council (and cheaper too for artists). App is beneficial for forgetful people like me too since notifications help.

## 6. What do you think of custom-made products?

**Person #1** - I think of the McDonald's effect: you see the picture, but when you open box and the product looks different. The scale is important too, to understand how big or small something really is.

**Person #2** - I prefer custom-made products when I can because they last longer and they use better tools and materials. I prefer quality vs. price.

# User interview

## 7. What do you think of locally produced products?

**Person #1** - They are unnecessarily expensive, but I support the artists now and then.

**Person #2** - Local is even better because me and my husband like to support local when we can so that we help them out especially during the Covid-19 pandemic. It is a hit and miss with other items but where I can, I do it.

## 8. How important is delivery/transportation service for the goods you purchase online? How about pickup?

**Person #1** - Same as above, the concept of local is not that valuable to me because I travel a lot. I would like the item to actually arrive first - meaning the money can be withheld by a middleman like TradeMe until the item arrives.

**Person #2** - I like delivery because I just happen to be living in a house where it is perfect for delivery. There is a hole for parcels in our house. It depends on what I am ordering though. If it's fragile I would not mind picking up especially if an item is in stock or if it is a quick wrap-up. It also depends on if it's local I like the delivery option but not on overseas ones, because of lots of added tax and shipping times can be longer.

## 9. What security measures for users would you deem to be necessary?

**Person #1** - Seeing the number of purchases that happened with that seller/user, the sellers ratings.

**Person #2** - Tracking with current look of the container (if a box is crushed, etc.) I want to see pictures per status update. I think it helps make people who handle the parcels be more accountable.

# User interview

## 10. What would ensure your satisfaction with a buy and sell app for a specific product?

**Person #1** - Being able to search and complete transactions easily. The app or website needs to be intuitive, I don't want to have to learn how to use an app.

**Person #2** - No sneaky add-ons that come out of nowhere and an estimated time of arrival and more communication.

## 11. How important are customer ratings and reviews to you? Why?

**Person #1** - They are very important, because they show the differentiation between the sellers saying things (making it up) or it being true.

**Person #2** - I tend to read reviews especially on clothing/ items that are wearable. I can also see /learn the quality and scale through reviews. It helps with decision making.

## 12. What features do you think would benefit sellers to sell their products? What info. do they need to display to be able to sell products effectively (product name, pic, social media links, website, etc)?

**Person #1** - Scarcity is important for a seller, as the produce is not there forever (it's a limited offer). If I was a seller I would like to capitalise on that.

**Person #2** - Photos and some sense of humour, title, item description written by a person rather than AI. I want the "WHY" of the artists so I know the reason they make what they make. For me, these things make it memorable.

# User interview

## 13. If you were to sell your products online, what will put you off putting the listing?

**Person #1** - The level of bureaucracy, I can't be bothered with too many mandatory boxes that I have to fill, I prefer having more optional fields instead.

**Person #2** - Too many steps - if there are lots of steps and complicated, if people take a cut from the sale and if I don't like the layout. I want to have the creative freedom to display the things I want to show off.

## 14. What would be your preferred way to communicate with sellers?

**Person #1** - The TradeMe approach where the questions and answers displayed for everyone to see.

**Person #2** - Live chat would be great, emails can get lost or too many b/c. people get bombarded. Even if it turns over Skype/Zoom meeting it's okay.

## 15. Would you choose to sell your products on a niche app compared to big websites like TradeMe / Marketplace? Why/why not?

**Person #1** - I would spread the reach, and put my listing on all platforms. The more the merrier.

**Person #2** - I would do niche because it's more vibe for artists. Corporate companies take bigger slice of your sale. The product would suit better niche because it has more sass and humour.

## 16. What would make you choose using a niche market app vs. TradeMe/Marketplace?

**Person #1** - If it's super popular, I like sites such as Etsy. If it's just a start-up company, I probably wouldn't bother.

**Person #2** - Same thing as above.

# Competitor Analysis

We also analyzed **two marketplace platforms** and took notes on how they are approaching the following aspects of their user experience:

Trademe.co.nz

The screenshot shows a product listing for 'Handmade Pottery Vases' on Trademe.co.nz. The main image displays several geometric pottery vases in white, pink, yellow, and grey, some containing dried flowers. Below the main image is a horizontal gallery of smaller thumbnail images showing different angles and colors of the vases. To the right of the images is the product title 'Handmade Pottery Vases' and a subtitle 'Flower Vase'. A timer indicates the auction closes on Saturday, March 25th at 1:17pm. An 'Add to Watchlist' button is highlighted with a red box. The price is listed as '\$36.90 (each)'. A note mentions interest-free payments with Afterpay. The quantity selector shows '1 available'. A color dropdown menu is set to 'Yellow'. A large blue 'Buy Now' button is prominent, followed by a smaller 'Add to Cart' button. At the bottom, there's a 'Buyer Protection' badge with a 'Learn more' link.

Details: Condition: New, Color: Yellow

Description: Vase, dried flower vase, tabletop vase  
Color: Yellow, Pink, Green, Gray, White, Black (Please select in the option box)  
Material: pottery

Watchlist/Wishlist feature is helpful so that potential **customers can look back at the products they like**.

Availability of inventory is helpful. If it was in red with a 'hurry only 1 more left' prompt that could help make the sale.

# Competitor Analysis

## Trademe.co.nz

The screenshot shows a seller profile for 'snaplock16'. At the top left is a blue 'Ask a question' button with a red border. Below it, a message says 'No questions have been asked!'. Underneath, there's a large orange circular icon with a white letter 'S'. The seller's name 'snaplock16' is displayed next to it. Below the name is a box showing '98.2% positive feedback (267)' with a star rating icon. A green 'ADDRESS VERIFIED' badge is also present. To the right, the seller's location is listed as 'Kaiapoi'. Below that, 'Member since' is listed as 'Tuesday, 1 September 2009'. A link 'View seller's other listings' is followed by a blue arrow icon. At the bottom is a blue 'Add to Favourite Sellers' button with a heart icon.

The "Ask a Question" feature is designed to simplify the process of inquiring about the product by providing a platform for users to **ask questions that others may have as well**. When a question is posed, it is promptly displayed below for easy reference, **enabling other users to view the answer** as well.

Verification makes the seller more legit and helps a potential customer to make the decision to choose that seller. The rating also **helps to make the buyer feel confident they will have a good experience**.

The option to add the seller to a 'Favourites' is a good user experience because it **makes it easier to buy from that seller again in the future** and to keep track of the items they are selling.

# Competitor Analysis

## Trademe.co.nz

<b>Details</b>	Condition: Used						
<b>Description</b>	8 x ceramic's  Been in storage  all as is where is  Sold as one lot						
<b>Shipping &amp; pick-up options</b>	<table border="1"><thead><tr><th>Destination &amp; description</th><th>Price</th></tr></thead><tbody><tr><td>To be arranged</td><td>N/A</td></tr><tr><td>Pick-up available from Kaiapoi, Canterbury</td><td>Free</td></tr></tbody></table> <p><a href="#">Learn more about shipping &amp; delivery options.</a></p>	Destination & description	Price	To be arranged	N/A	Pick-up available from Kaiapoi, Canterbury	Free
Destination & description	Price						
To be arranged	N/A						
Pick-up available from Kaiapoi, Canterbury	Free						
<b>Payment Options</b>	Cash, NZ Bank Deposit						

Providing options for both delivery and pickup enables potential buyers to easily **select the most convenient method for their needs**, enhancing their overall purchasing experience.

Showing how the buyer can make a purchase helps them plan ahead and be aware of the process, **facilitating a smoother purchasing experience**.

# Competitor Analysis

[etsy.com](#)

The screenshot shows a product page for a Fern Mug Mini Ferns. The main image displays two light-colored mugs with white fern leaf designs. A red line highlights the 'Low in stock' badge above the price. Another red line highlights the seller's information: 'Local seller 134 sales ★★★★★'. Below the seller info, a box highlights 'Handmade', 'Dispatches from a small business in New Zealand', and 'Materials: clay, ceramic, speckled clay'. A third red line points to the delivery timeline: 'Estimated arrival 22-29 Mar'. The page also includes reviews, a description of the mugs, and a delivery and return policies section.

The element of scarcity can create a sense of urgency for buyers, as it **encourages them to act quickly to avoid missing out on the product.**

Providing information about the seller's location, sales history, and ratings **can establish immediate trust between the seller and the buyer.**

This feature acts as a concise summary that can be attractive to buyers, and **the use of icons serves as a visually appealing addition.**

# Competitor Analysis

[etsy.com](#)

The screenshot shows a product page from Etsy. At the top, there are three five-star reviews with small images of buyers. Below the reviews is a photo of a hand holding a purple mug. To the right of the photo is a detailed delivery timeline: 'Order placed' (19 Mar), 'Order dispatches' (20-22 Mar), and 'Delivered!' (22-29 Mar). The cost to deliver is NZ\$12.99. A note says 'Etsy offsets carbon emissions from delivery and packaging on this purchase.' Below the delivery info is a return policy section with 'Accepted' and a '14 days' return window. It includes a link to 'Etsy Purchase Protection'. At the bottom is a 'Meet your sellers' section for 'Verity Haynes' (Owner of OutdoorInfluence), with a 'Message Verity' button and a note that she responds within 24 hours. Navigation arrows at the bottom left indicate there are 11 photos in total.

Providing a clear delivery timeline, detailed information, and cost can **enhance the user experience and ensure clarity for buyers**.

A prominently displayed return and exchange policy, along with buyer protection information, establishes trust in the business by showcasing a commitment to customer satisfaction.

The ability to learn more about the seller, along with the option to send them a message and knowing their expected response time, all contribute to building trust with the buyer and helps prevent potential frustrations.

## Research takeaways

Based on the insights gathered from the user interviews, our team's initial brainstorming and the competitor analysis, the key takeaways are as follows:

- Artisan products and crafts are popular among buyers.
- Providing delivery/pick-up options is crucial for customer convenience.
- Including product dimensions aids in decision-making for buyers.
- Ratings boost buyer confidence, although it may not be included in the Minimum Viable Product (MVP).
- The app must be user-friendly and intuitive for ease of use.
- Avoiding sneaky add-ons during checkout is important to maintain transparency.
- Streamlining the steps in the app to prevent customer drop-offs.
- A niche app can be valuable in connecting like-minded individuals.
- A Q&A section for potential buyers to ask and view questions benefits user experience.
- Direct communication with sellers is not seen as a problem.
- Sellers should be able to promote their brand/products to customers.
- Initially, all users are buyers, with the potential to become sellers by listing their own products.
- Users can add products to their Wishlist with a ❤️, although it may not be part of the MVP.
- Sellers can update the status of their items as available, pending, or sold, or remove listings.

## MVP features

The interviews have provided valuable information on the application features. However, due to the limited timeframe, only the following will be part of the **Minimal Viable Product**:

- Buy and sell platform - buyers contact sellers directly
- Sellers can add, update, delete, view their product listings
- All people who create an account are buyers with the option of becoming sellers
- Product dimensions
- Shipping / Pick-up info
- Filter by category only
- Message form from buyer to seller (purchase inquiry form)

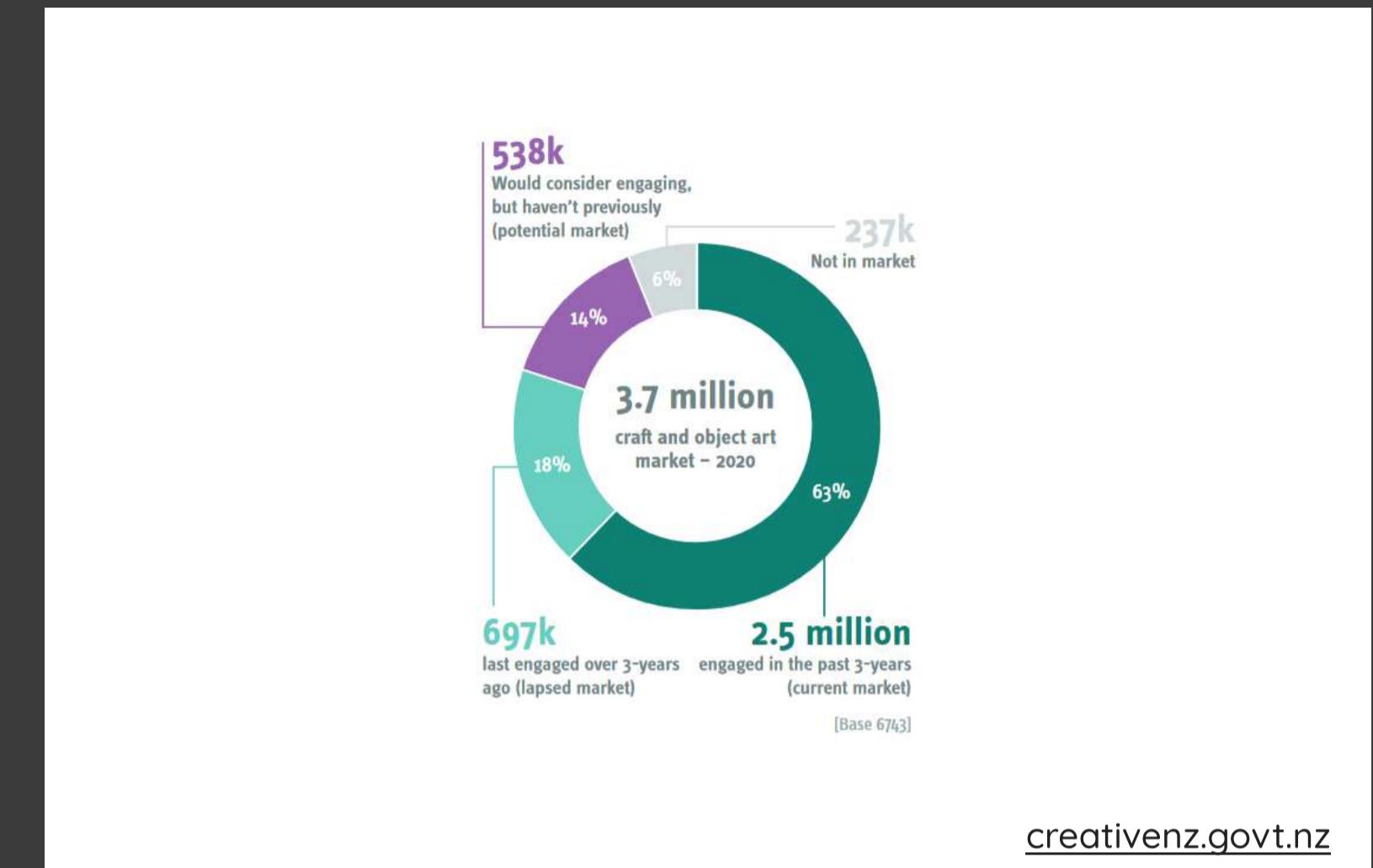
## Excluded from MVP

- Wishlist
- Favourite Store
- Buyer ratings on sellers
- Seller ratings on buyers
- Multiple filters, sorting by demand
- Online payment
- Chat messaging

# Market Analysis

## Our Findings

Craft and object art have a relatively healthy level of attraction across all cultural segments. A total of 3.7 million people in New Zealand, or 94% of the population, are thought to be interested in buying craft (according to a report from [creativenz.govt.nz](http://creativenz.govt.nz)). With continued growth potential, the pottery market is currently experiencing a surge in demand in Aotearoa.



Buyers in this market can be categorized into **two groups**:

- those who purchase pottery as gifts
- those who buy for personal use

Adult females comprise the majority, representing over 80% of the pottery market's consumers.



# Target Audience

## Who are our target audience?

Cera's target audience includes individuals who have a genuine passion for pottery and are keen on supporting local artists and the craft culture. This includes both sellers who can promote and sell their ceramic crafts, as well as buyers who are interested in purchasing handmade products.

We can categorize our target audience into **two main groups:**



### Buyers:

Our main target audience for buyers will be from 30 years and older. The buyers on our app will be well established and have a relatively good income to be able to spend money on art and pottery. These type of people will value hand-made art and products and will likely be interested in online pottery communities and pages to follow some of their favourite hand-made shops.

### Sellers:

Our main target audience for sellers will primarily consist of small business owners who create pottery. The age range of this group may vary, but the majority of sellers will be younger potters in the age range of 20 to 40 years. These sellers are expected to be more agile and focused on the art form, making them an ideal fit for our platform.

# User Personas

Based on our target audience we created user personas, they will provide a clear picture of the typical users, aiding in the design process to meet their requirements effectively.

## Persona #1

Name: Annie Smith

Age: 23

Title: Owner of Pottery With Annie

Annie is a very enthusiastic, potter. She enjoys making all sorts of pots, cups, vases etc for her small business. She usually attends local markets and promotes her art on Facebook pages.

As she doesn't have a physical shop for her pottery, she is always utilising the online platforms to sell her work and connect with others in the pottery community.



Annie's goals are to build her community and promote her work on more platforms to put her work in front of more potential buyers.

# User Personas

## Persona #2

Name: Jane Roberts

Age: 31

Title: Human Resources Manager

Jane is a well established woman in her career and her life. She owns a beautiful home with her partner and enjoys making her home special.

She loves art and decor and loves purchasing homely hand-made pottery and art for her home. She views pottery and art as an investment in her home and so she makes it a point to buy pieces from local sellers as she values the “hand-made with love” approach to the creation of these products.



She enjoys looking at pottery pages on Facebook and Etsy to find local sellers and find unique pieces to add to her collection.

# User Personas

## Persona #3

Name: Hunter Woods

Age: 42

Title: Labourer

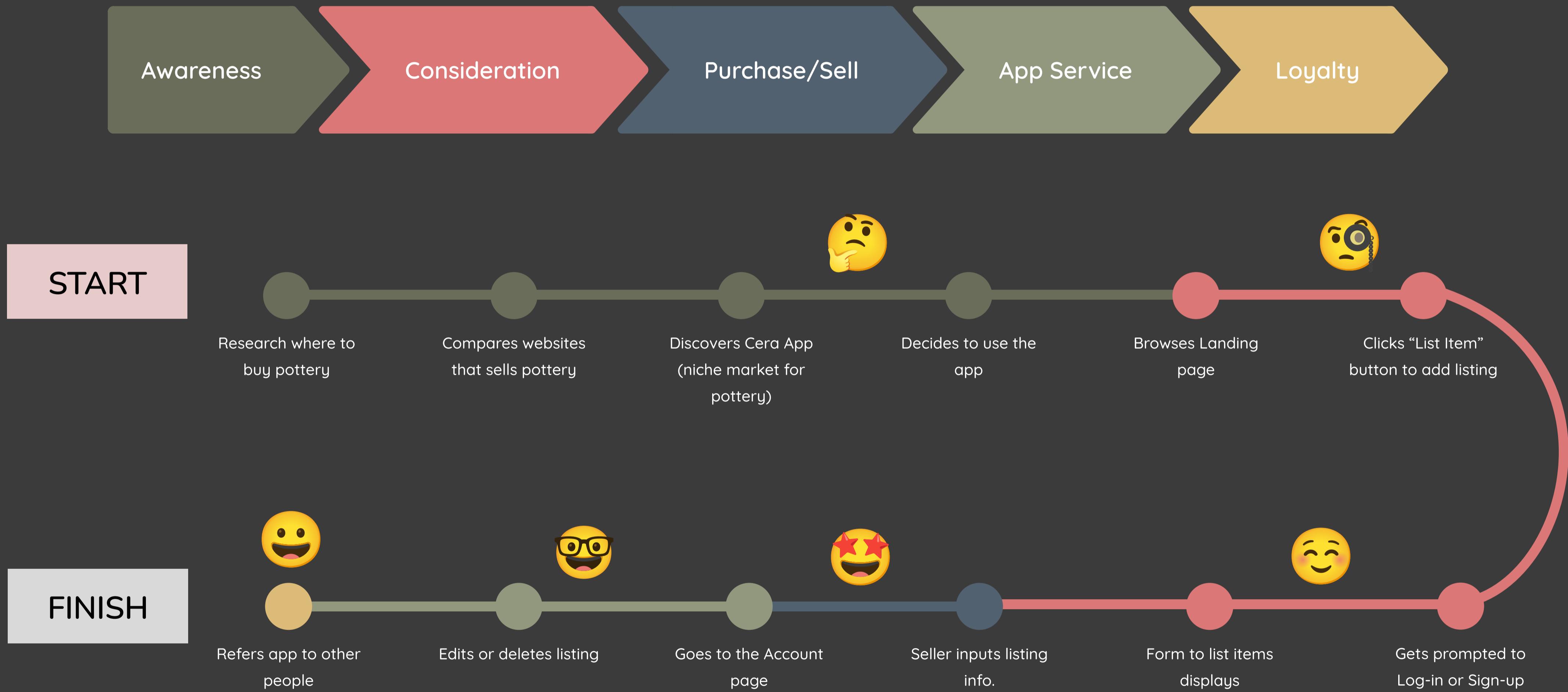
Hunter Woods is a labourer who loves everything hands-on. Pottery has become his latest hobby, and his collection of bowls and mugs at home is growing. He needs to sell some pieces to mask space fast.

Having tried selling his wares on trade me with little luck. His raku-glazed triple-headed dragon mug may need to be more niche in this market. Hunter also doesn't use social media marketplaces and is looking for an online ceramics-only market.

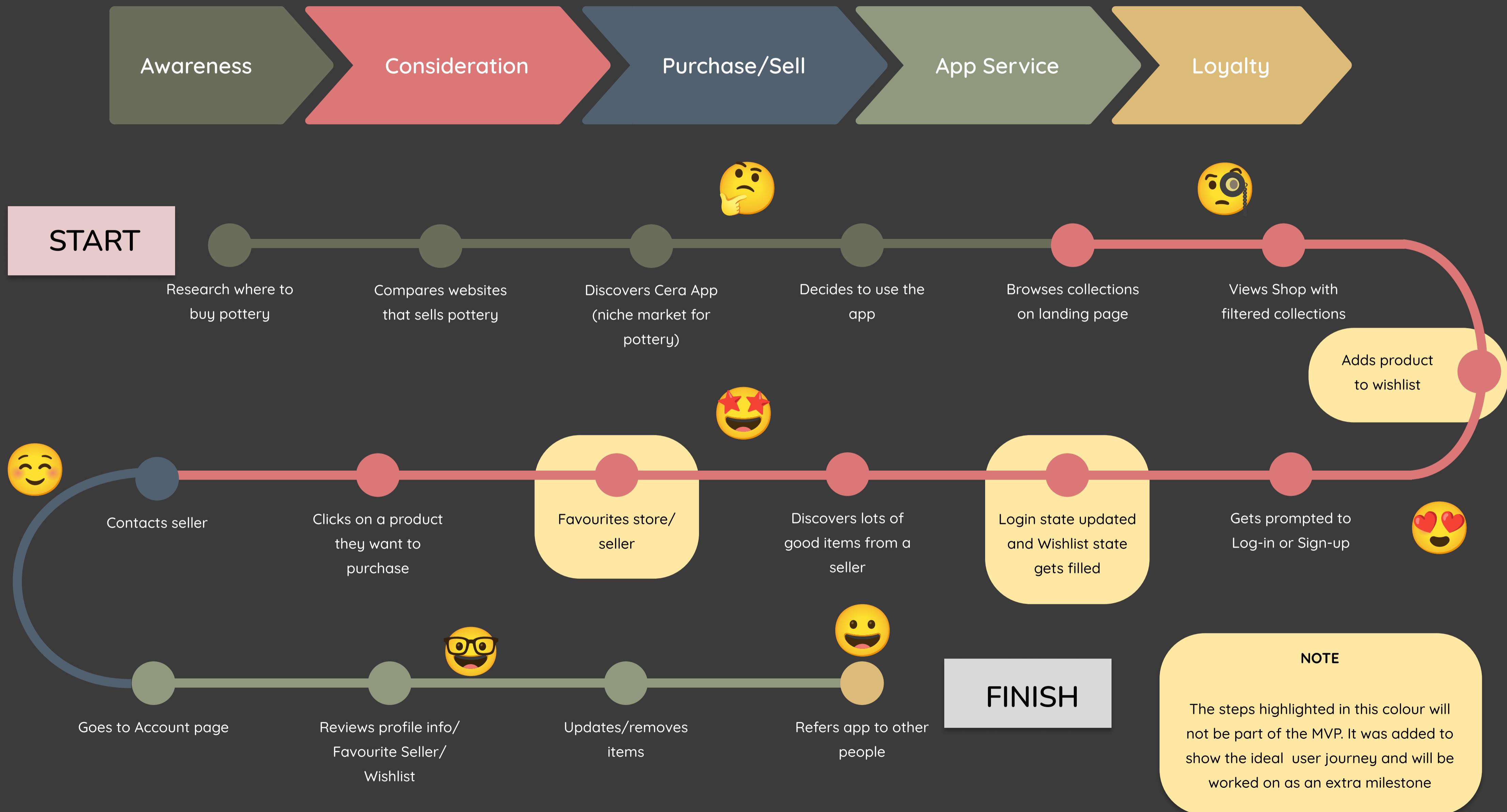


Hunter lives an easygoing lifestyle and like things to be clear and straightforward. Websites that frustrate him result in Hunter leaving and finding an alternative option.

## Ideal User Journey Map (Sellers)

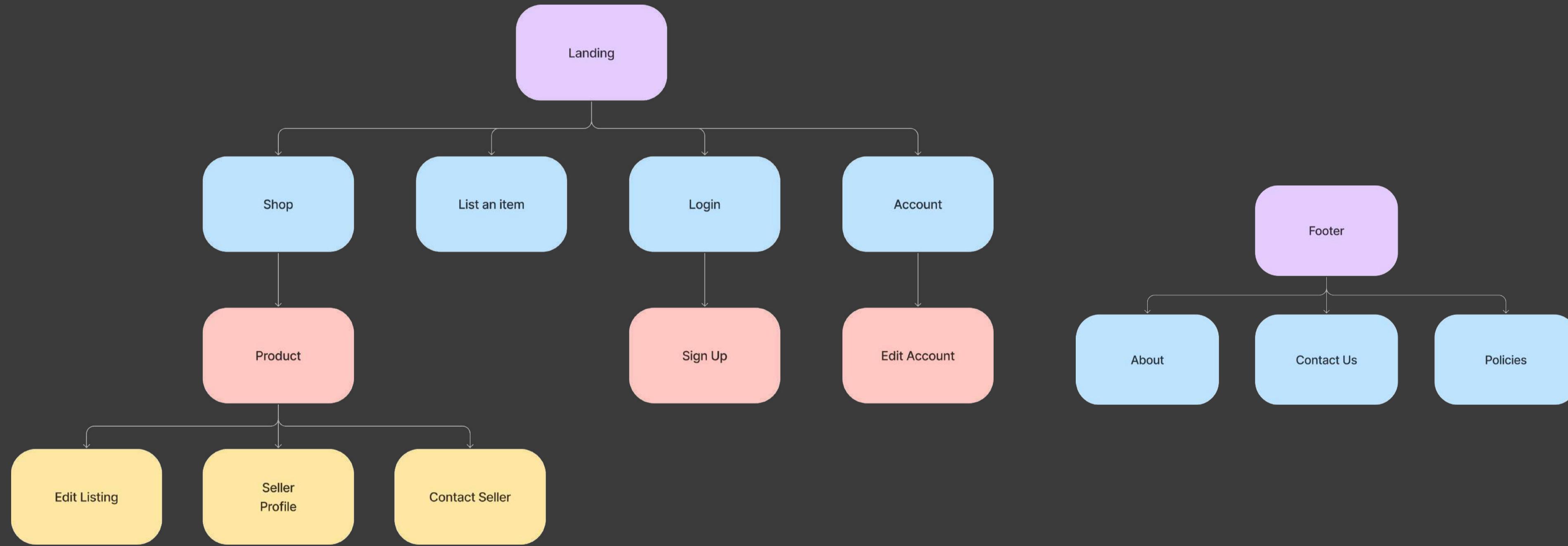


# Ideal User Journey Map (Buyers)



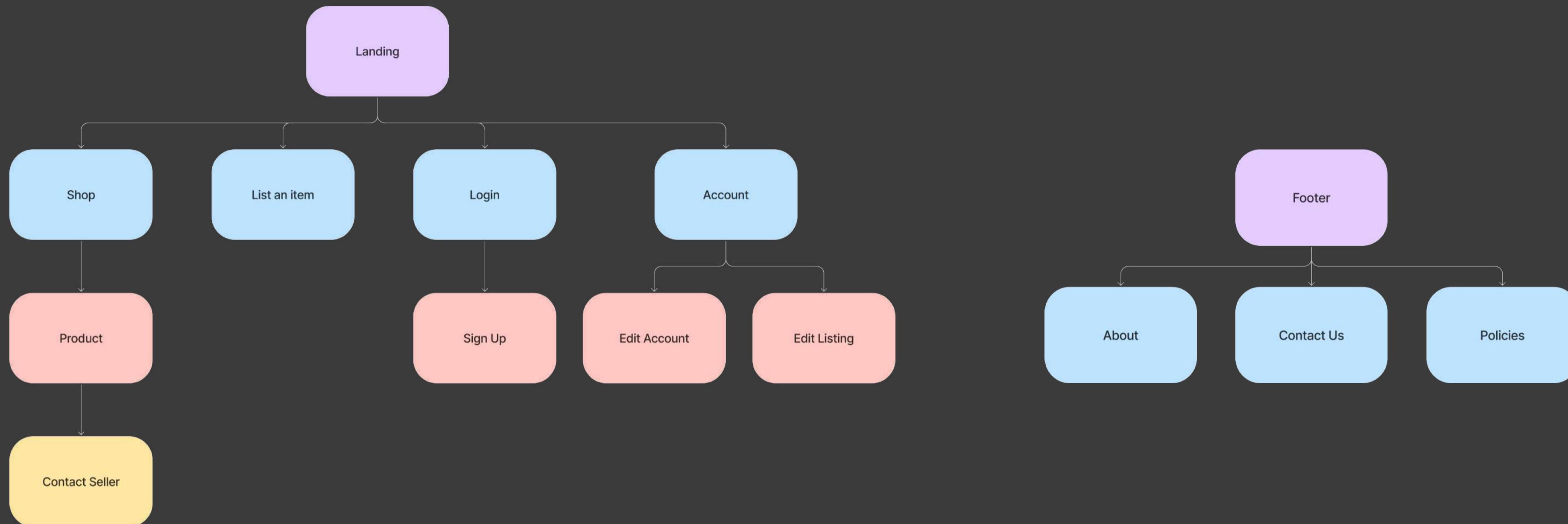
# Information Architecture

Now that we have a clear understanding of the ideal user journey we want to create, we have developed a site map that aligns with this vision.



This is the **original information architecture** drafted by the team. We have considered user needs, goals and behaviours when drafting this so people using the application will have a good user experience. By having a simple structure, we aim to make Cera intuitive and functional.

# Information Architecture



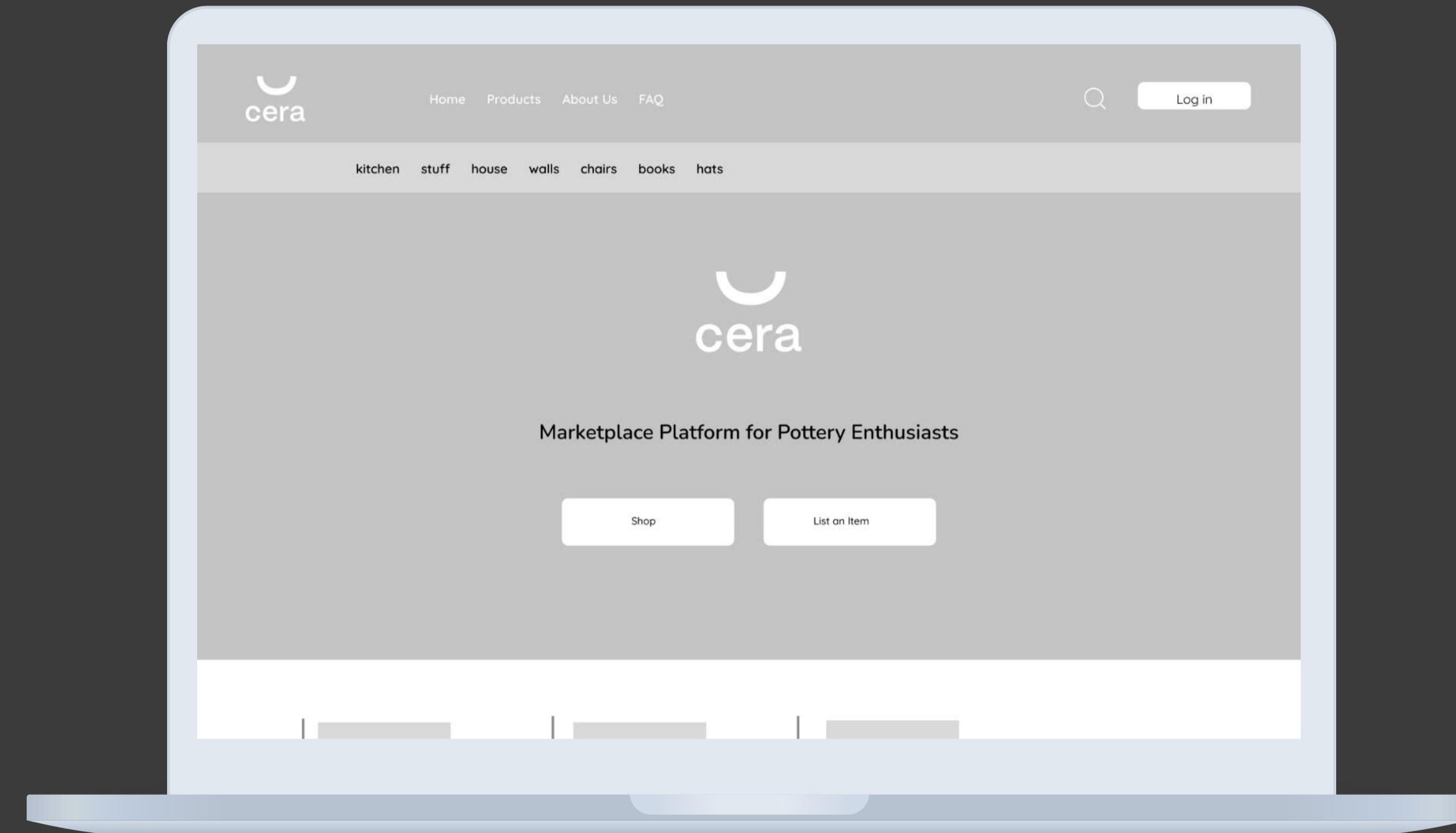
There were lots of iterations during the project, and in this second version, we can see that **users will be able to edit both account information and listing information via the account modal**. This is so users can just go to one place and make the edits there.

# Product Design Specifications

AESTHETICS	TARGET MARKET	MVP FUNCTION	IMPACT
<ul style="list-style-type: none"><li>Color should be related to ceramics, pottery, handmade crafts</li><li>Font size and style must be readable</li><li>Buttons should be recognisable</li><li>CTA should be easily spotted</li><li>Contrasting colour for background and text</li><li>Clean and minimalistic theme</li></ul>	<ul style="list-style-type: none"><li>People who are passionate about pottery and supports local sellers</li><li>Sellers between the ages of 20 and 40 years who are agile and able to be more precise in the art form</li><li>Buyers aged 30 years and older with a relatively good income, enabling them to invest in art and pottery</li></ul>	<ul style="list-style-type: none"><li>Buyers can view and buy a product by contacting seller through a form</li><li>Buyers can create an account and edit account information</li><li>Buyers can become sellers</li><li>Sellers can view, add/update/delete product listings</li><li>All users can delete their accounts</li><li>Users can filter the shop via searching for keywords or clicking on the displayed Categories</li></ul>	<ul style="list-style-type: none"><li>Simple and intuitive design so it is easy to use and find/buy pottery products</li><li>Accessible on any device</li><li>Encourage community between pottery enthusiasts</li><li>Direct contact with seller promotes a good buyer-seller relationship</li></ul>

# Low Fidelity Wireframes

To gather valuable user feedback and insights early in the design process, we have created low-fidelity wireframes as a preliminary step before moving on to high-fidelity designs. **These simplified wireframes allow us to focus on the core structure and functionality of the web app**, ensuring that we align with user needs and expectations before investing time and resources in detailed visual design.



Landing page

# Low Fidelity Wireframes

The image displays three low-fidelity wireframes for a marketplace platform named 'cera'. A large white arrow points from the 'Landing page' wireframe on the left towards the 'Kitchenware' category wireframe on the right.

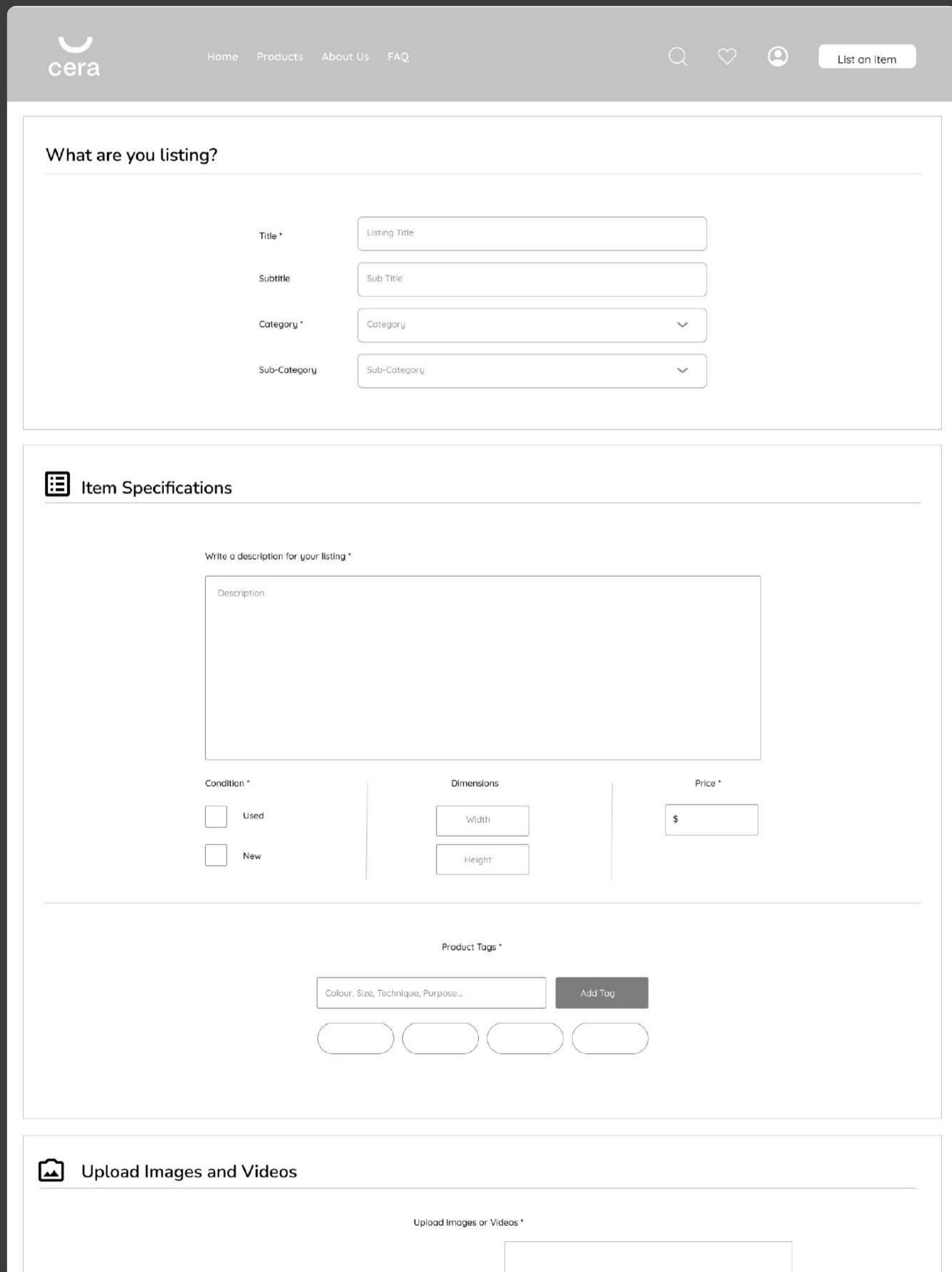
**Landing page:** This wireframe shows the homepage with the 'cera' logo at the top, a navigation bar with links for Home, Products, About Us, and FAQ, and a search bar. Below the navigation is a horizontal menu with categories: kitchen, stuff, house, walls, chairs, books, and hats. The main content area features a title 'Marketplace Platform for Pottery Enthusiasts', two buttons ('Shop' and 'List on Item'), and a 'Learn More' button. At the bottom, there's a 'Featured Artist' section with placeholder text 'Store Name' and a 'View Work' button.

**Kitchenware:** This wireframe shows a category page for 'Kitchenware'. It has a header with the category name and a 'View Kitchenware →' link. The main content area displays three items, each represented by a placeholder image of a person's head and shoulders.

**Home Decor:** This wireframe shows a category page for 'Home Decor'. It has a header with the category name and a 'View Home Decor →' link. The main content area displays three items, each represented by a placeholder image of a person's head and shoulders.

**Gifts:** This wireframe shows a category page for 'Gifts'. It has a header with the category name and a 'View Gifts →' link. The main content area displays three items, each represented by a placeholder image of a person's head and shoulders.

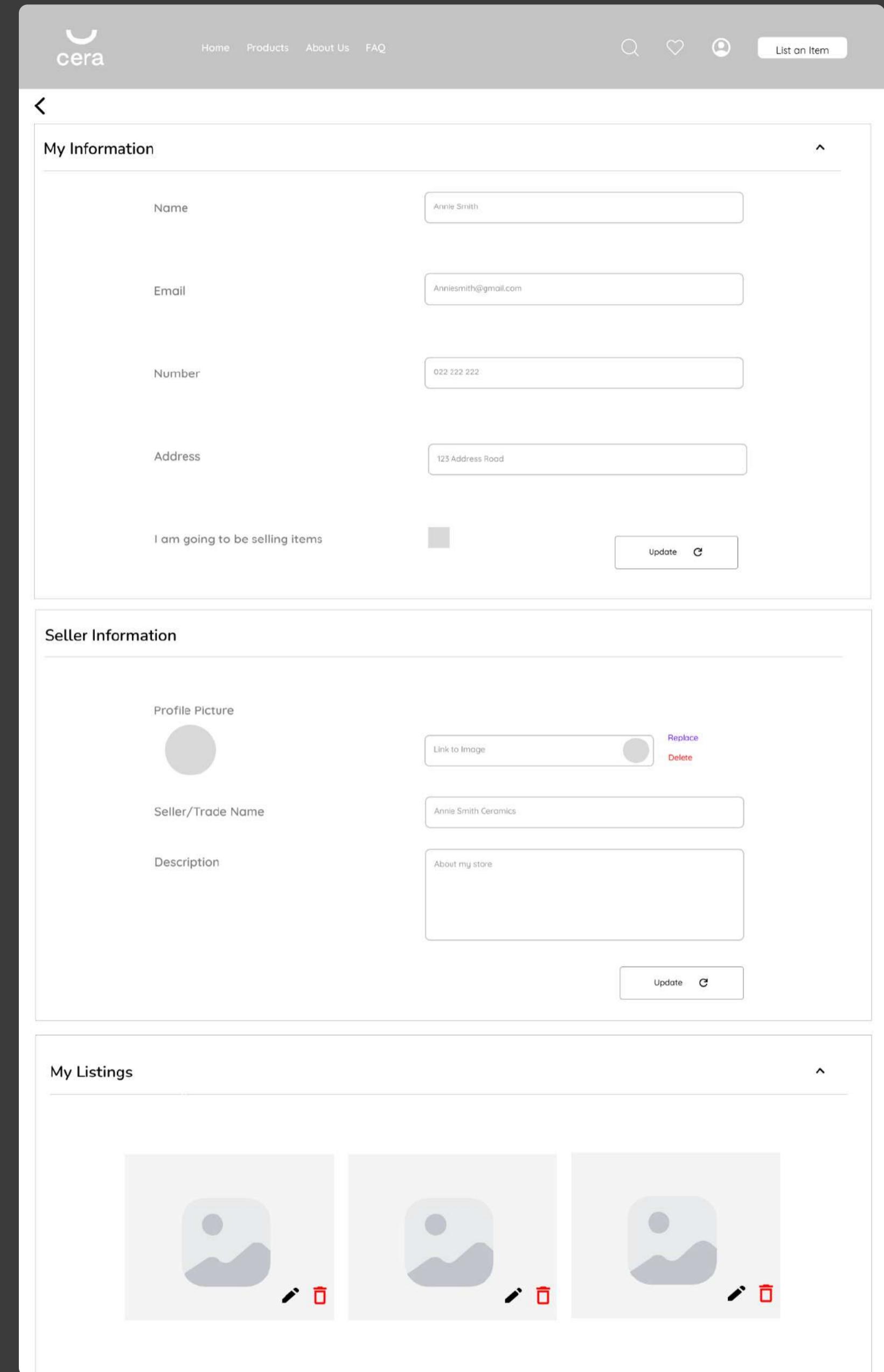
# Low Fidelity Wireframes



This wireframe represents the 'Listing product page' for the 'cera' platform. It features a header with the 'cera' logo and navigation links for Home, Products, About Us, and FAQ. Below the header is a search bar and a 'List on Item' button. The main content area is divided into several sections:

- What are you listing?**: Fields for Title\*, Subtitle, Category\*, and Sub-Category\*.
- Item Specifications**: A large text area for 'Description' and fields for Condition\* (Used or New), Dimensions (Width and Height), and Price\*.
- Product Tags\***: A text input field for 'Colour, Size, Technique, Purpose...' and an 'Add Tag' button, accompanied by four placeholder circles.
- Upload Images and Videos**: A section with a placeholder for 'Upload Images or Videos\*'.

Listing product page



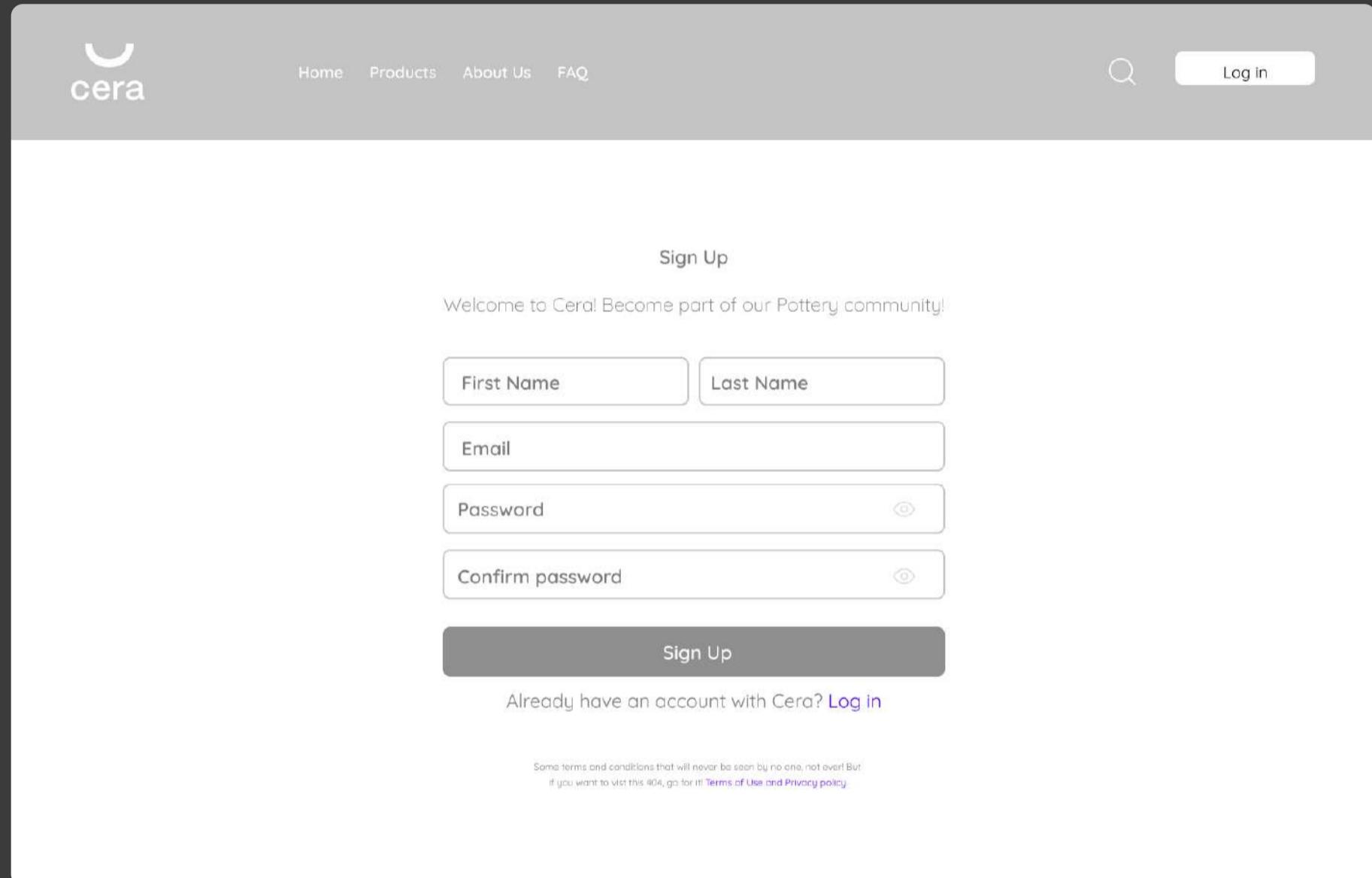
This wireframe represents the 'Account page' for the 'cera' platform. It includes a header with the 'cera' logo and navigation links for Home, Products, About Us, and FAQ, along with a search bar, a heart icon, a user profile icon, and a 'List on Item' button.

The main content area is organized into sections:

- My Information**: Fields for Name (Annie Smith), Email (Annesmith@gmail.com), Number (022 222 222), and Address (123 Address Road). A checkbox for 'I am going to be selling items' is present, with an 'Update' button and a 'Cancel' button nearby.
- Seller Information**: A section for Profile Picture (with 'Link to Image', 'Replace', and 'Delete' options), Seller/Trade Name (Annie Smith Ceramics), and Description (About my store). An 'Update' button is located at the bottom.
- My Listings**: A section showing three placeholder cards, each with a profile picture and edit/delete icons.

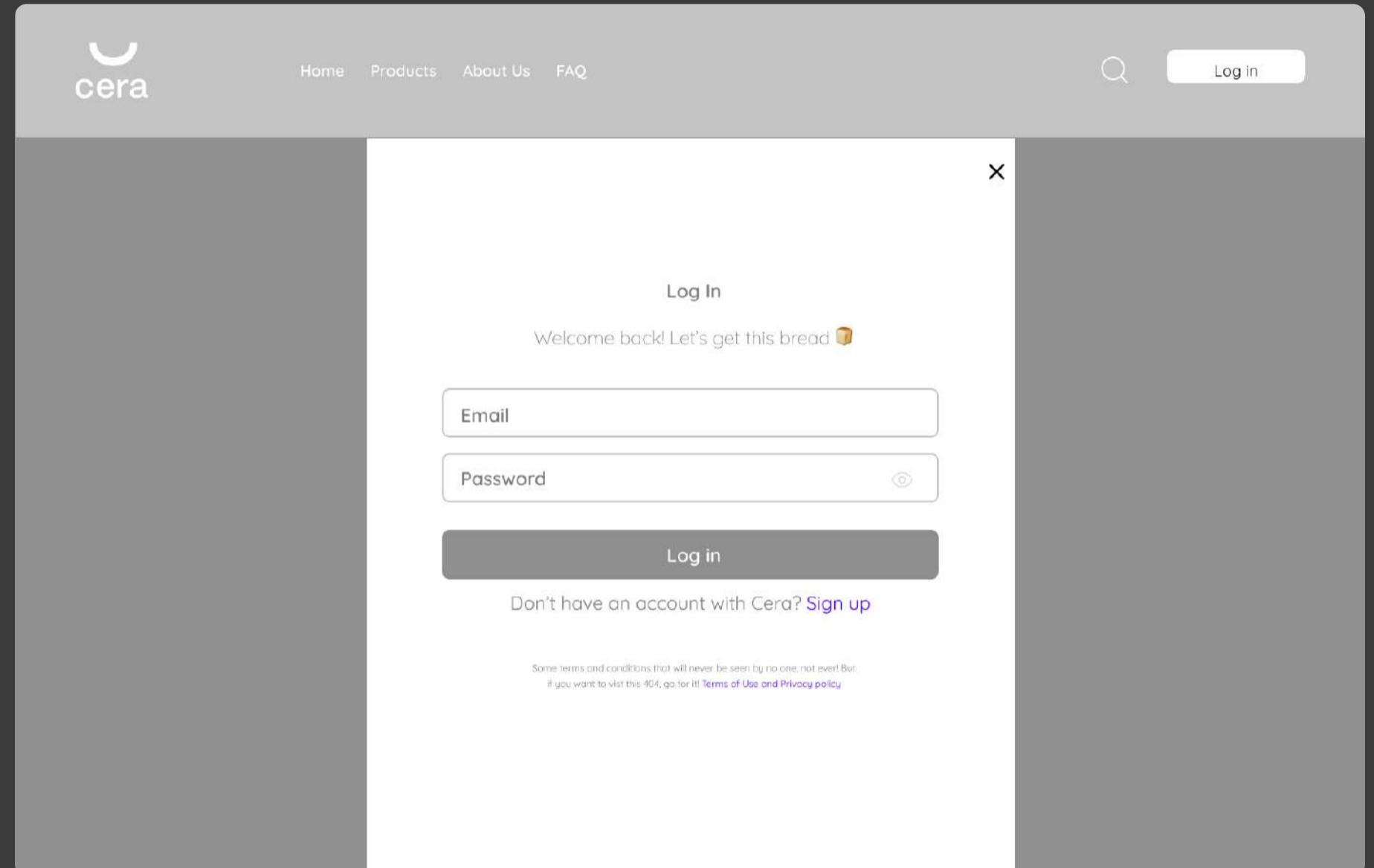
Account page

# Low Fidelity Wireframes



The wireframe shows the 'Sign Up' page for the Cera website. At the top, there is a navigation bar with the Cera logo, a search icon, and a 'Log In' button. Below the navigation is a heading 'Sign Up' and a sub-headline 'Welcome to Cera! Become part of our Pottery community!'. There are four input fields: 'First Name' and 'Last Name' in separate boxes, followed by a single combined box for 'Email' and 'Password'. Below these are two more input fields: 'Confirm password' and 'Sign Up' (which is a large, rounded button). At the bottom left, there is a link 'Already have an account with Cera? Log in'.

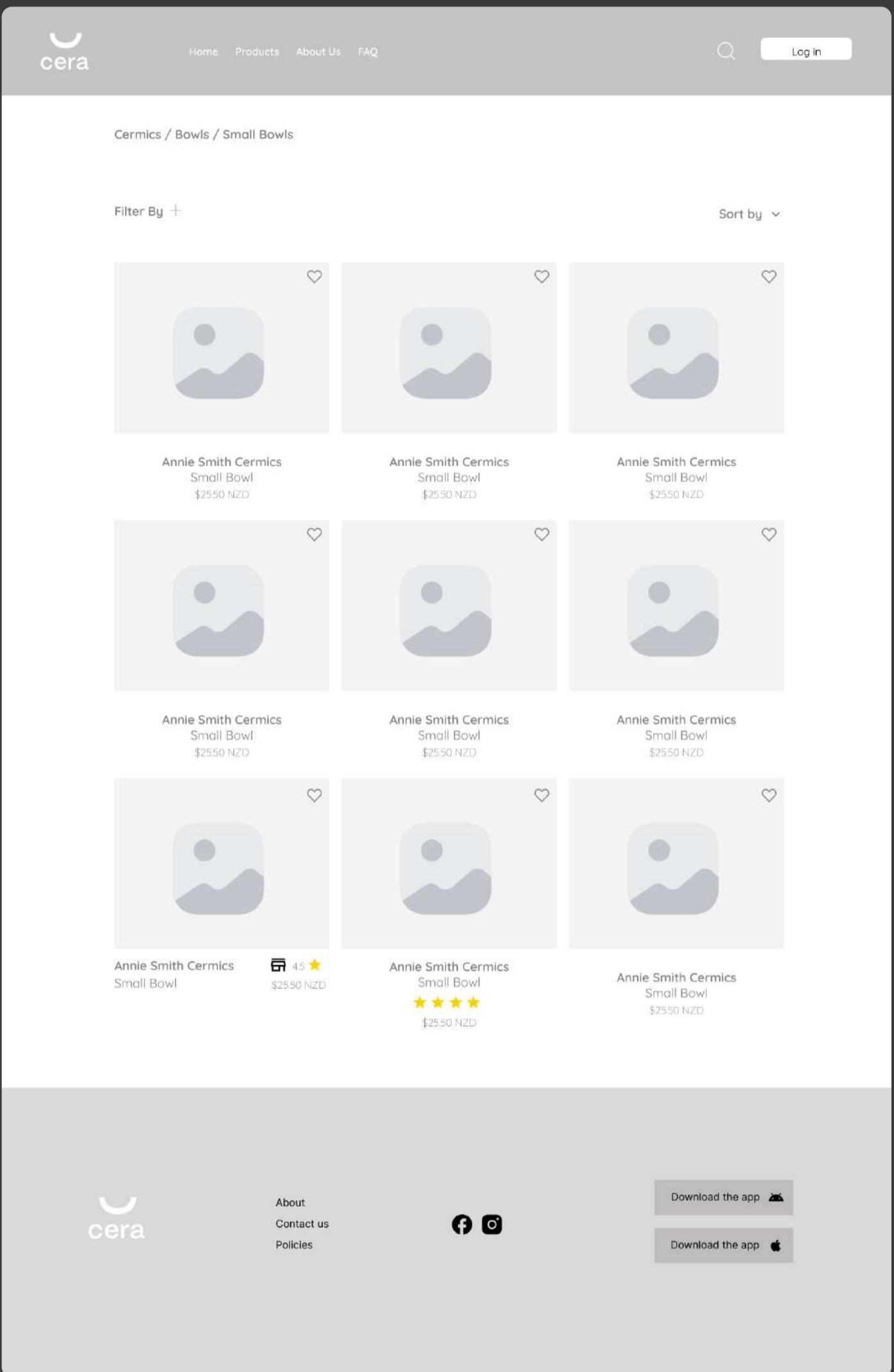
Sign Up page



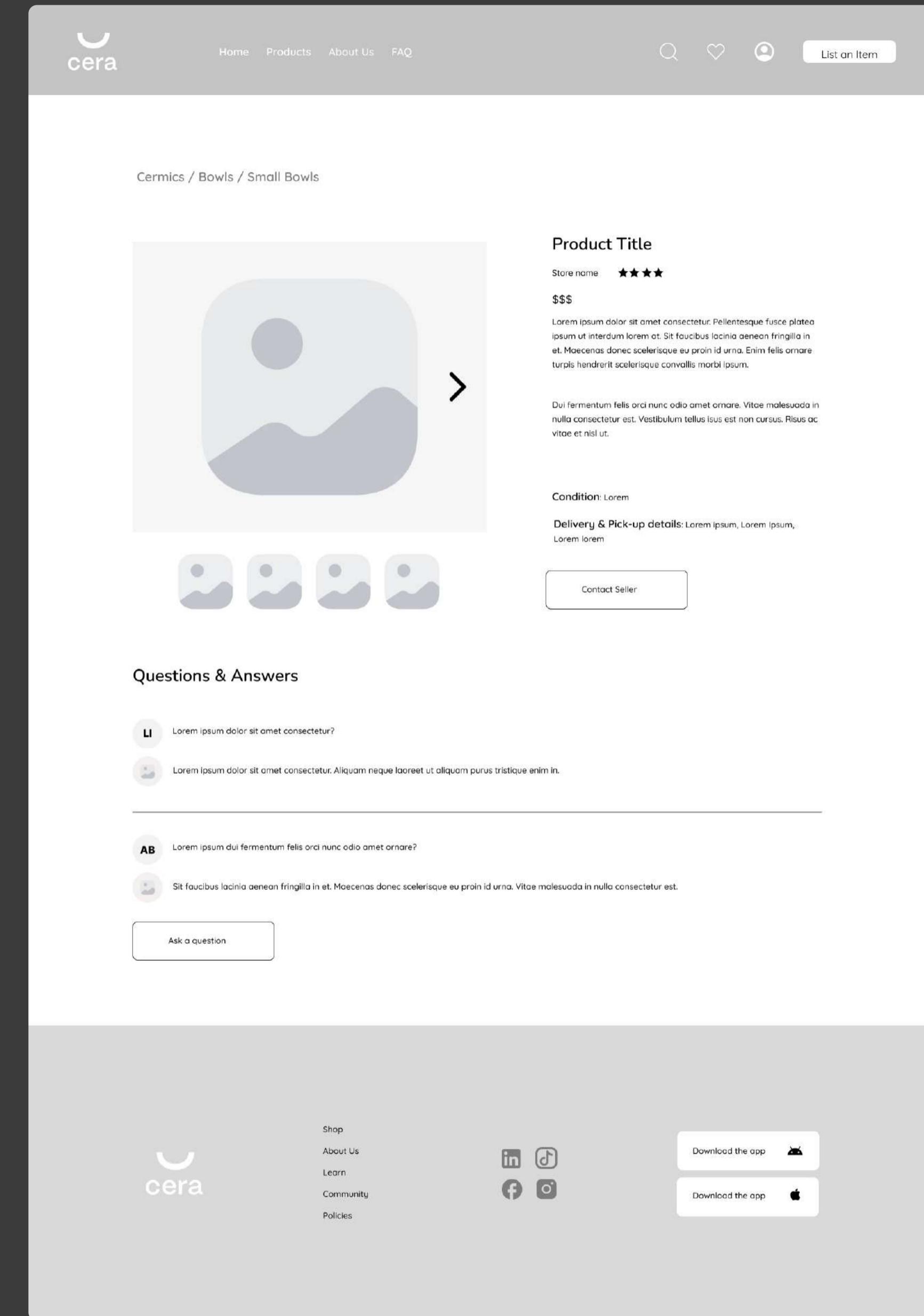
The wireframe shows a 'Log In' modal window. It features a header 'Log In' and a sub-headline 'Welcome back! Let's get this bread 🍞'. Inside the modal are two input fields: 'Email' and 'Password'. Below these is a 'Log In' button. To the right of the button, there is a link 'Don't have an account with Cera? Sign up'. At the bottom of the modal, there is a small note: 'Some terms and conditions that will never be seen by no one, not even I. If you want to visit this site, go for it! Terms of Use and Privacy policy.'

Log In modal

# Low Fidelity Wireframes



Shop page



Product page

## Low Fidelity Wireframes - User Feedback

- Font sizes may be too small, but they are subject to change based on feedback and usability testing.
- Product page star rating is causing confusion as to whether it is a store rating or product rating. We have decided to remove the rating from the store and only display it on the store profile to indicate the store's overall rating.
- Product page image needs clearer navigation indicators, such as arrows, to indicate that users can navigate back and forth between images.
- Filter arrows need to be added to indicate that they can be expanded and collapsed like an accordion.
- Active links should be visually distinguished, such as using bold or a different color, to indicate their status.
- Contact seller page is causing confusion about whether the reference ID is needed. After careful consideration, we have decided to keep the reference ID as it provides helpful information for customers to identify the item they are inquiring about.

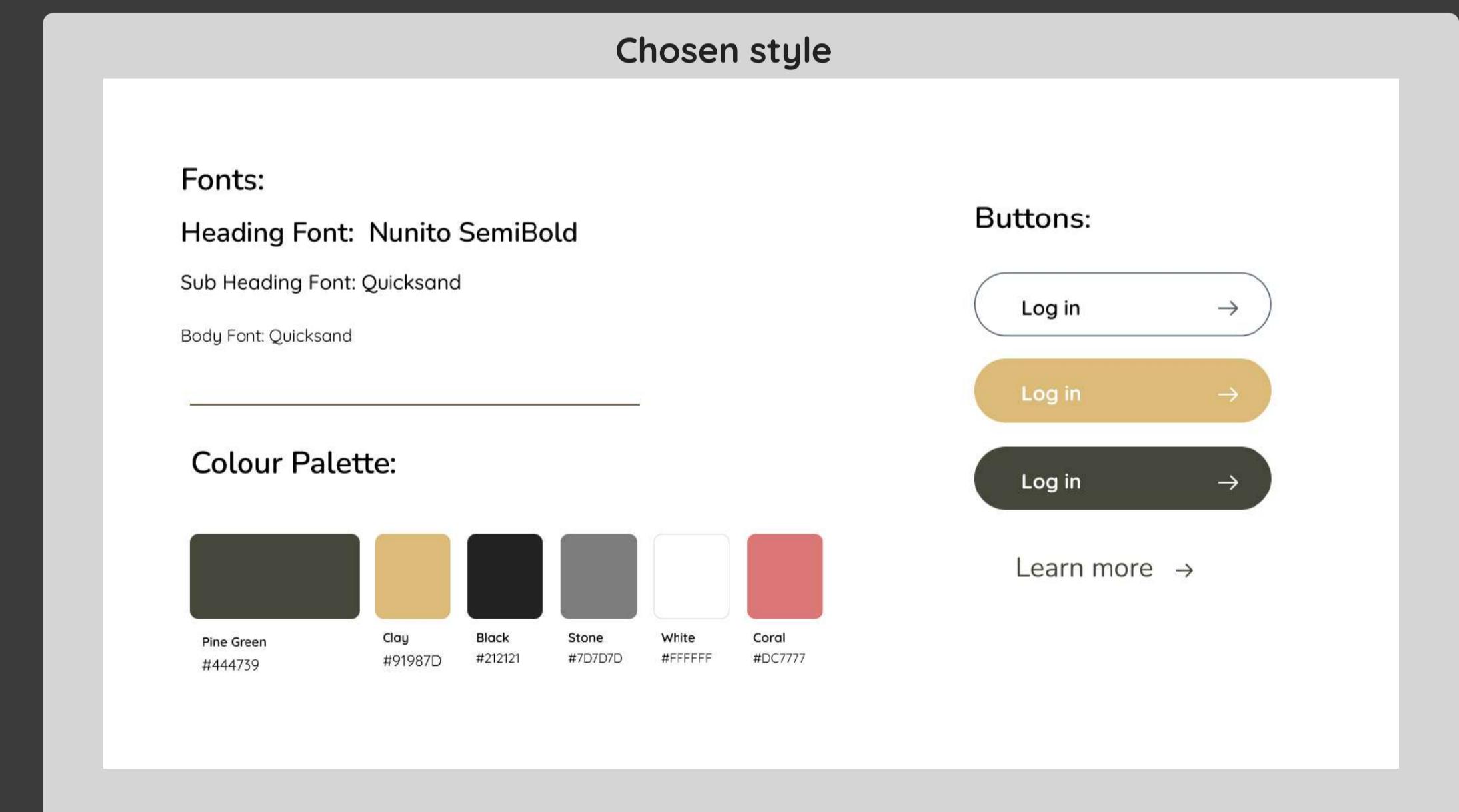
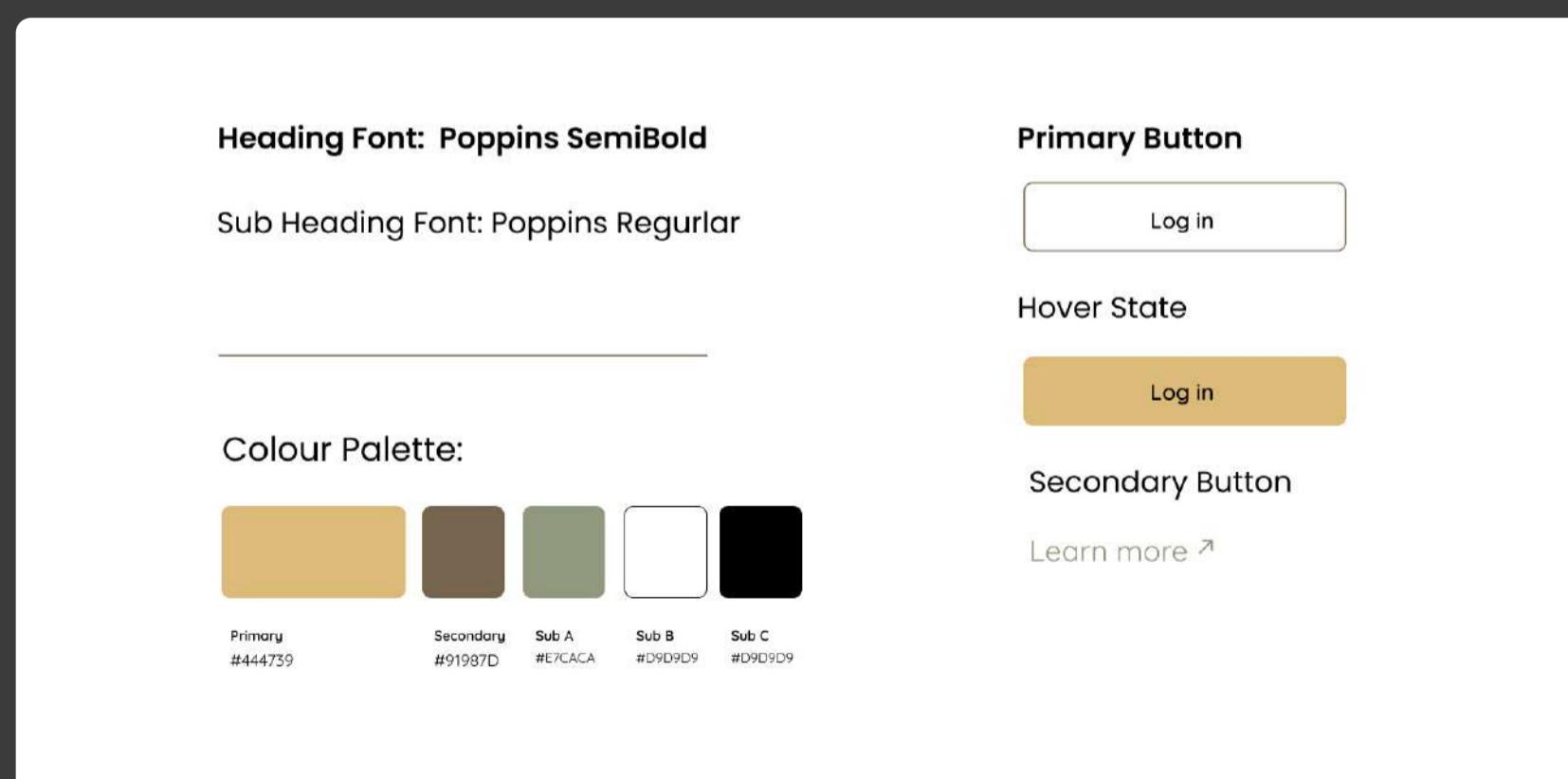
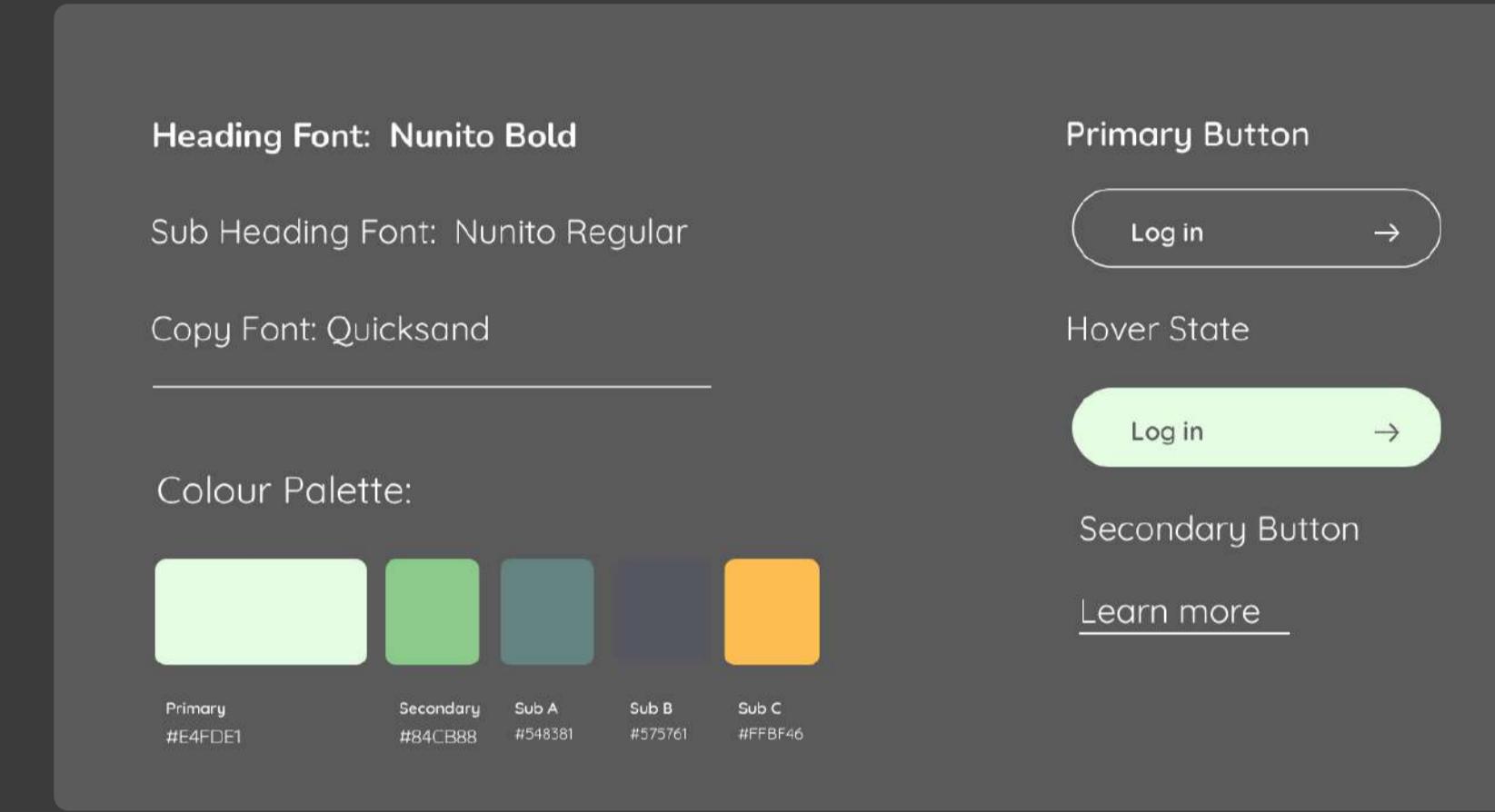
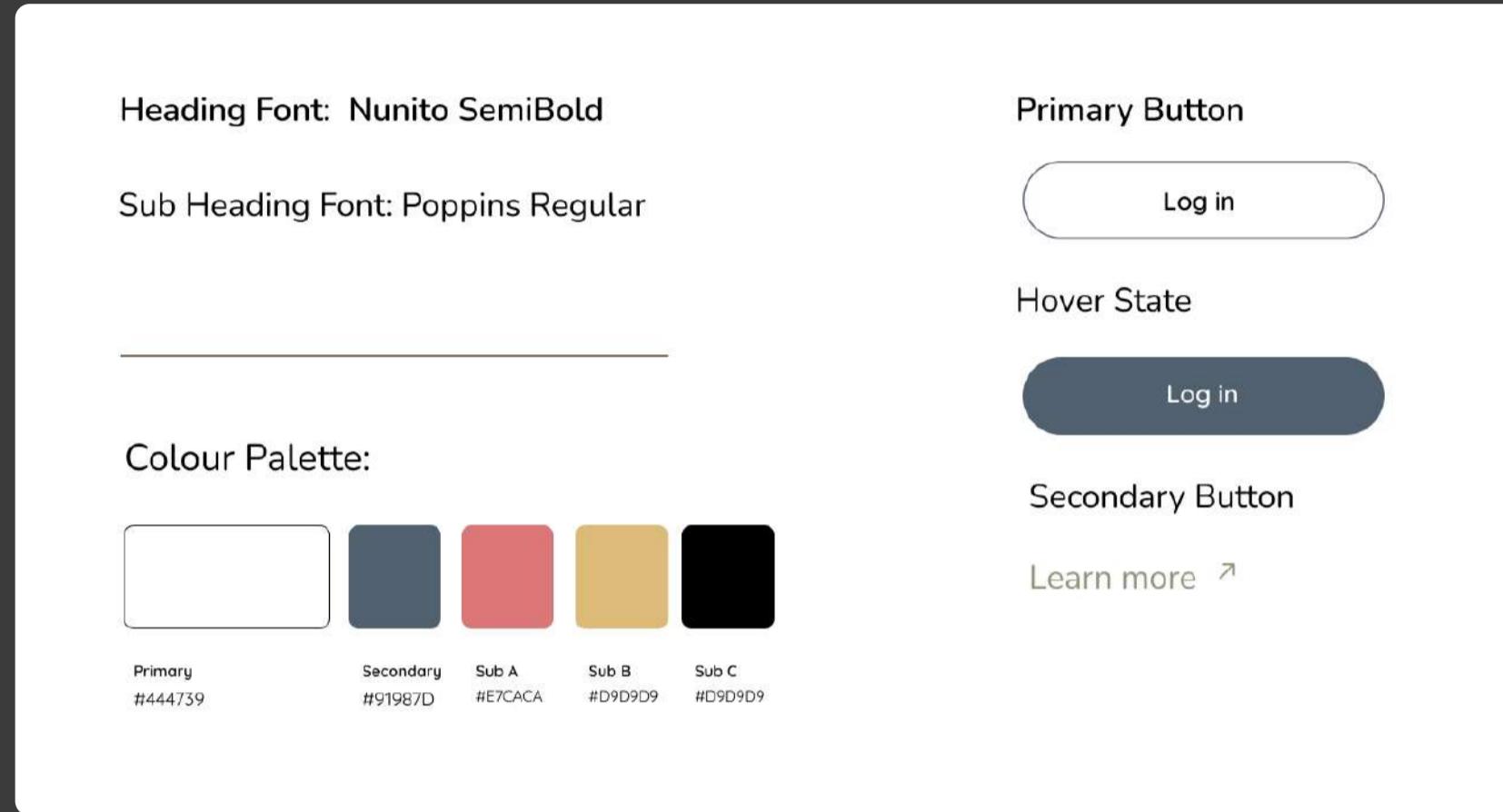


- Consider adding an 'Add to Drafts' button for sellers when attempting to add a new listing to improve the listing creation process.
- On the seller profile page, change the 'Featured Items' section to display the seller's full shop for better clarity and navigation.
- Include a search bar in the 'Favorite Products' and 'Favorite Sellers' sections to make it easier for users to search within their saved items.
- Consider using a filled heart icon to indicate that a product has been favorited, and clicking the heart icon will remove the item from favorites.
- Add an option in the user account settings for users to indicate if they want to be a seller or not, for better customization.
- Consider making category titles bolder or using a darker color to improve visibility and legibility.

These improvements were identified based on user feedback and usability testing, and will be considered for implementation in future iterations of the design.

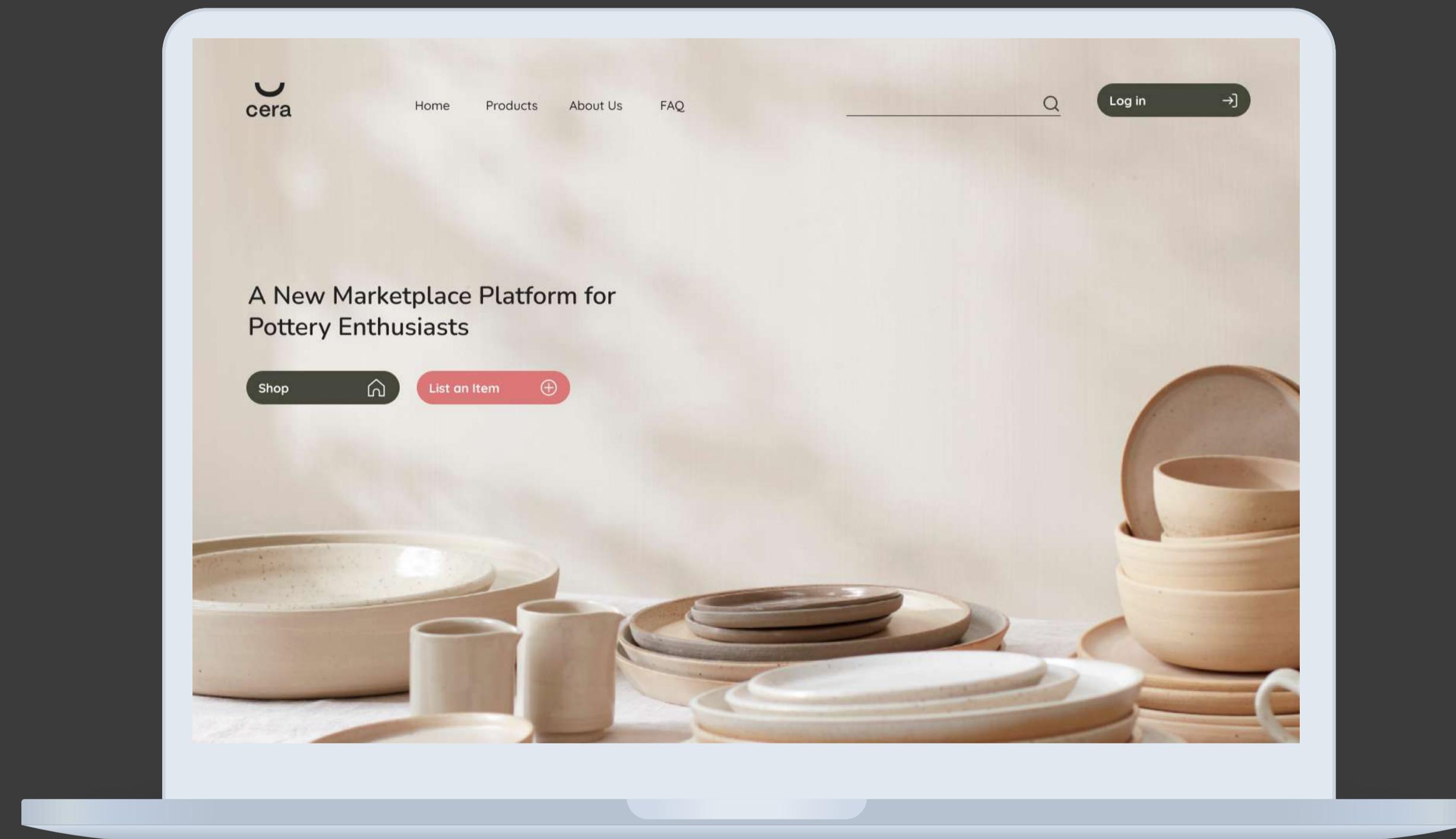
# Style tile

We have presented users with a selection of style tiles for the web app and solicited their feedback to determine their preferences.



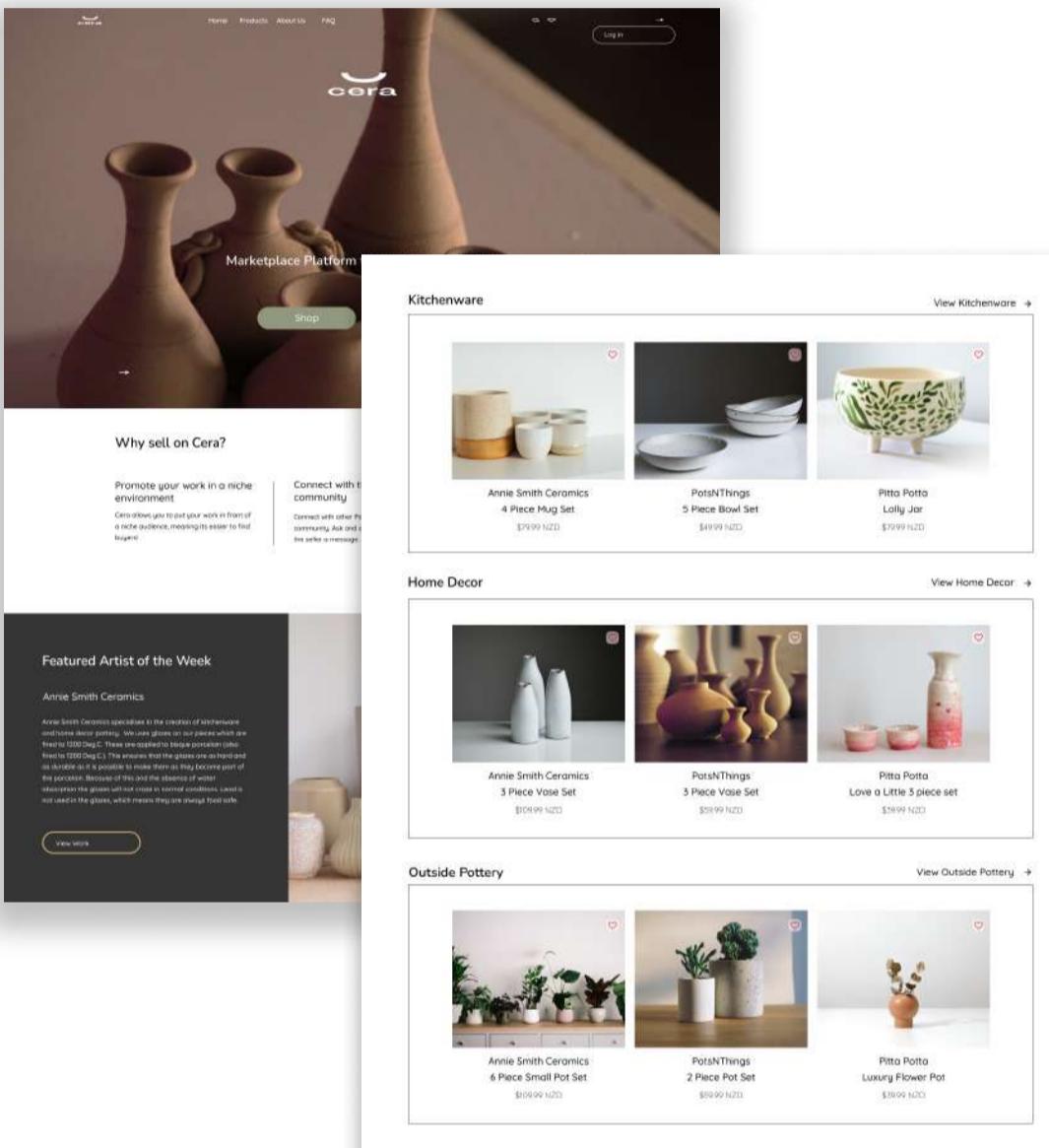
# High Fidelity Wireframe Development

As a group we went through multiple revisions in our Hi-Fi wireframes, each time making sure the user was not confused by any of our design or layout choices. After finalising this design and having a really solid foundation, this made it easier to understand how our UML would look in a design and move onto prototyping and development of the website.

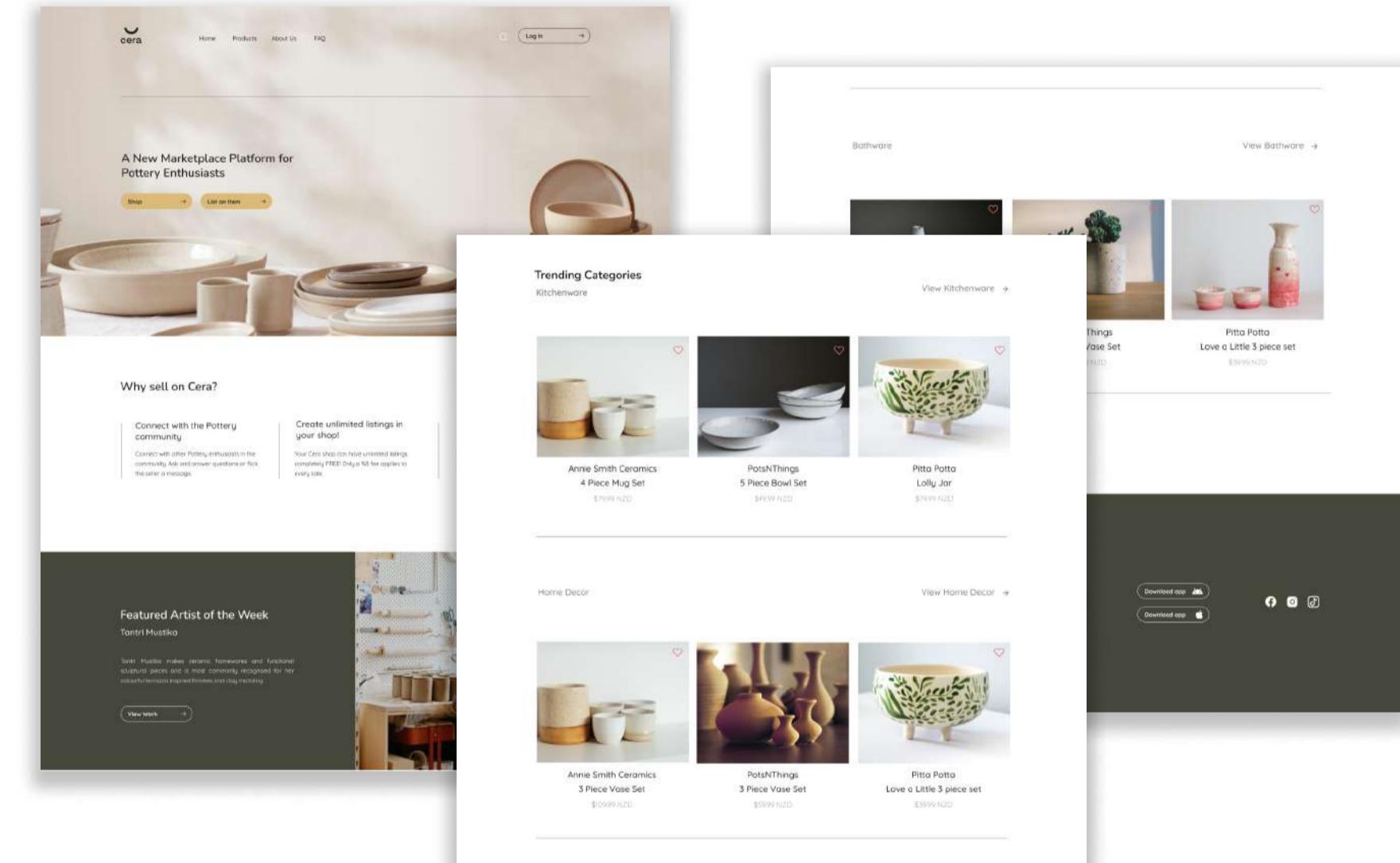


# High Fidelity Wireframe Development

## Landing Page - Version 1



## Landing Page - Version 2



## Version 1 Feedback:

- Search is unclear.
- Login button isn't fully readable.
- Some buttons looked out of place or looked like drop-downs.
- Formatting needed to be adjusted to have better spacing.
- Removing some of the box borders.
- Adjust colours for readability.
- Adjust the footer.

## Version 2 Feedback:

- Search button is too light.
- Summary alignment needed updating as well as learn more buttons.
- Remove the shop previews. Too complex.
- Some icons needed changing.
- Adjust colours for readability.
- Adjust the footer to be smaller.
- Add categories for ease of selection.

# High Fidelity Wireframe Development

## Landing Page final design

A New Marketplace Platform for Pottery Enthusiasts 🛍️

Shop     Home     Products     About Us     FAQ

Log in     Search icon

Why sell on Cera? 🛍️

- Connect with the Pottery community
- Create unlimited listings in your shop!
- Promote your work in a niche environment

Learn More →     Learn More →     Learn More →

## Categories 🔥

All Products     Kitchenware     Homeware     Bathroom     Garden     Sculptures

Featured Artist of the Week 😊

Tantri Mustika

Tantri Mustika makes ceramic homewares and functional sculptural pieces and is most commonly recognised for her colourful terrazzo inspired finishes and clay marbling.

View Work →

cera

Shop     Ts & Cs     Download app (Android)     Download app (iOS)

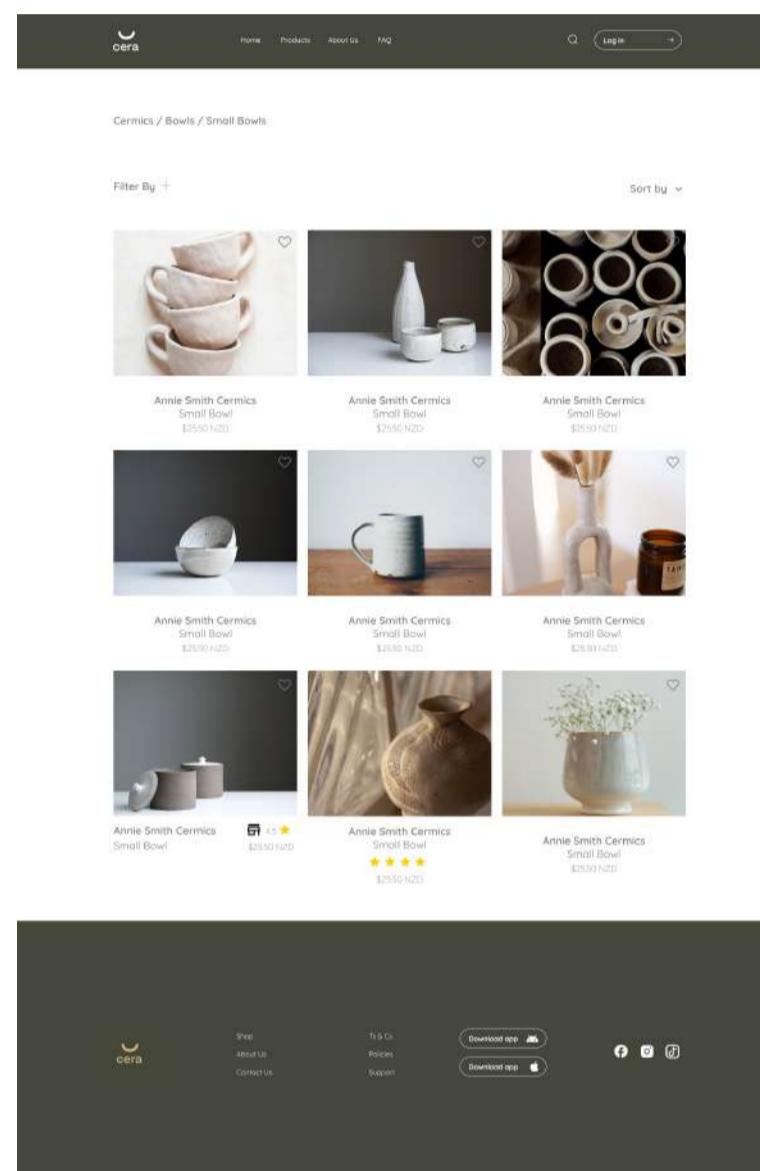
About Us     Policies     Contact Us

Support

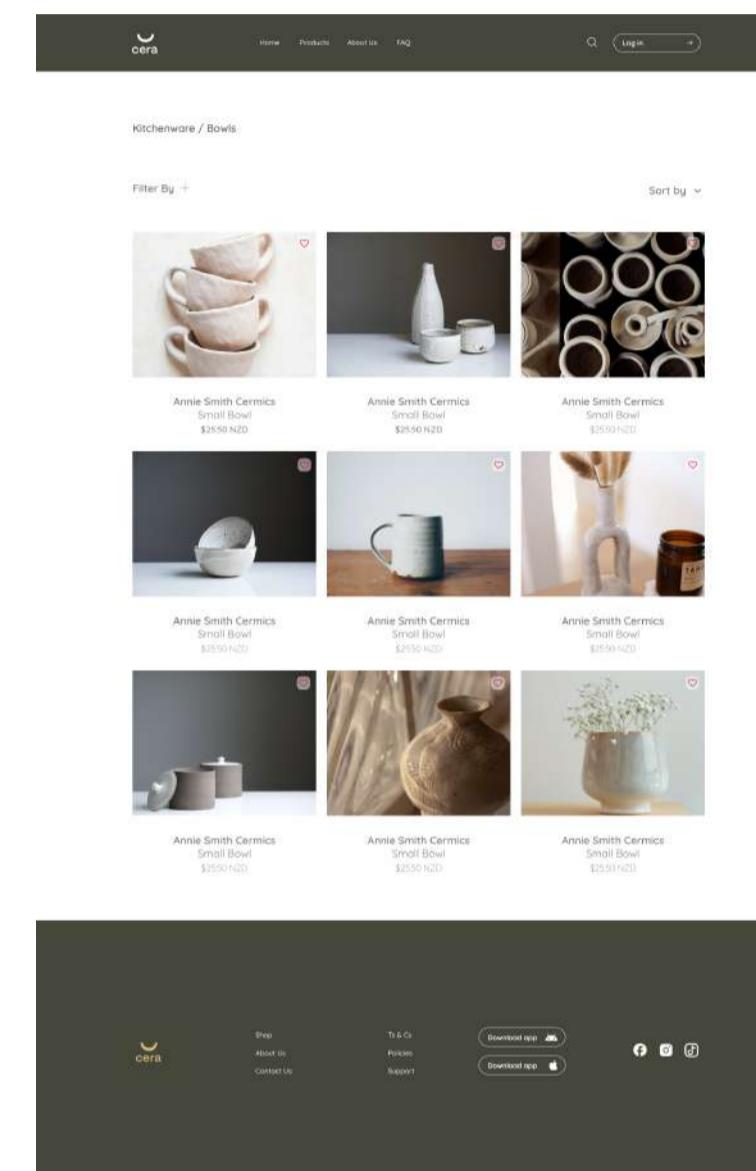
f     o     d

# High Fidelity Wireframe Development

## Shop page - Version 1



## Shop page - Version 2



## Version 1 Feedback:

- Padding needs to be more consistent.
- Maybe adding in a star rating would be too confusing. “Is it store rating or product rating?”.
- Heart for favourites need to be brighter and maybe have a slight transparent background.

## Version 2 Feedback:

- Remove the filter by as the categories will be on the landing. Also put the categories in the shop page.
- Favourite button is more clear.
- Maybe add in a “load more” button at the bottom.

# High Fidelity Wireframe Development

## Shop Page final design

The image displays the final design of the Cera Shop Page. The top navigation bar includes the Cera logo, Home, Products, About Us, FAQ, a search bar, and a Log in button. A dropdown menu titled "Sort by" offers options: "Price Lowest - Highest" and "Price Highest - Lowest". The main content area features a grid of products under the "Kitchenware" category. Each product card includes an image, the brand name, product name, price, and a "Load more" button at the bottom right. The footer contains links to Shop, About Us, Contact Us, Ts & Cs, Policies, and Support, along with download links for the Android and iOS apps.

Sort by ▾

- Price Lowest - Highest
- Price Highest - Lowest

Categories

- All Products
- Kitchenware
- Homeware
- Bathroom
- Garden
- Sculptures

Kitchenware

Product Image	Brand	Product Name	Price
	Annie Smith Ceramics	4 Piece Mug Set	\$79.99 NZD
	PotsNThings	5 Piece Bowl Set	\$49.99 NZD
	Pitta Potta	Lolly Jar	\$79.99 NZD

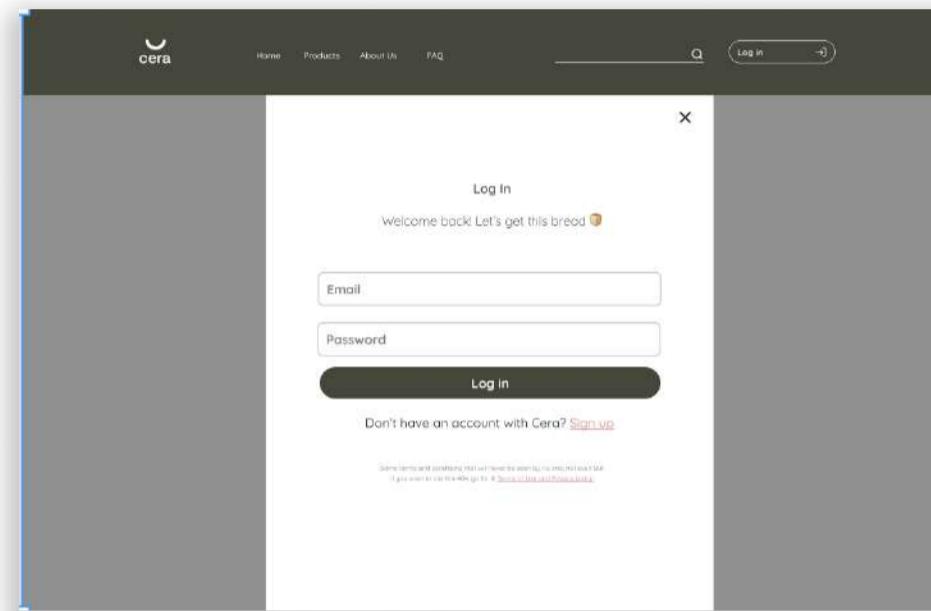
Load more ▾

Shop About Us Contact Us Ts & Cs Policies Support

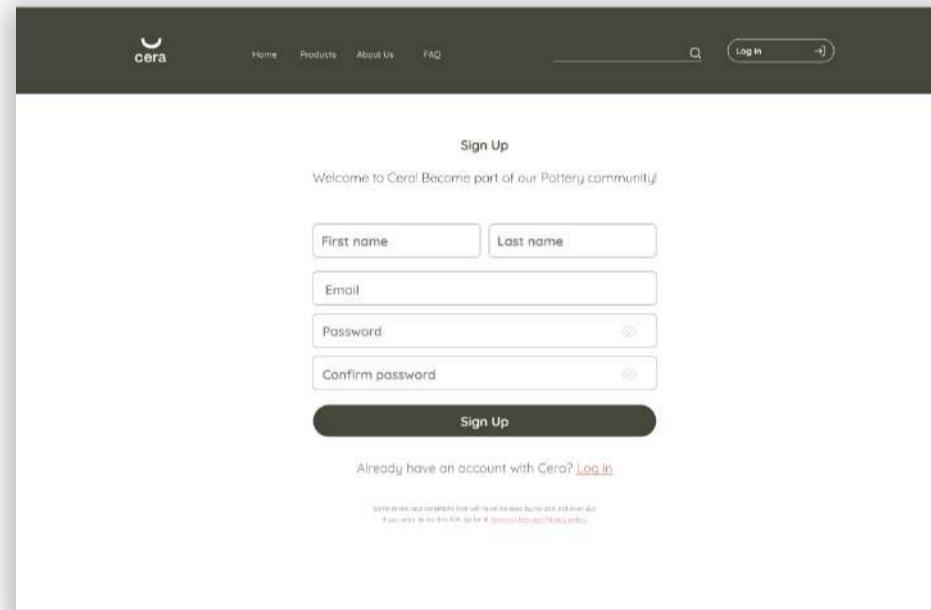
Download app Download app

# High Fidelity Wireframe Development

## Login & Sign Up - Version 1

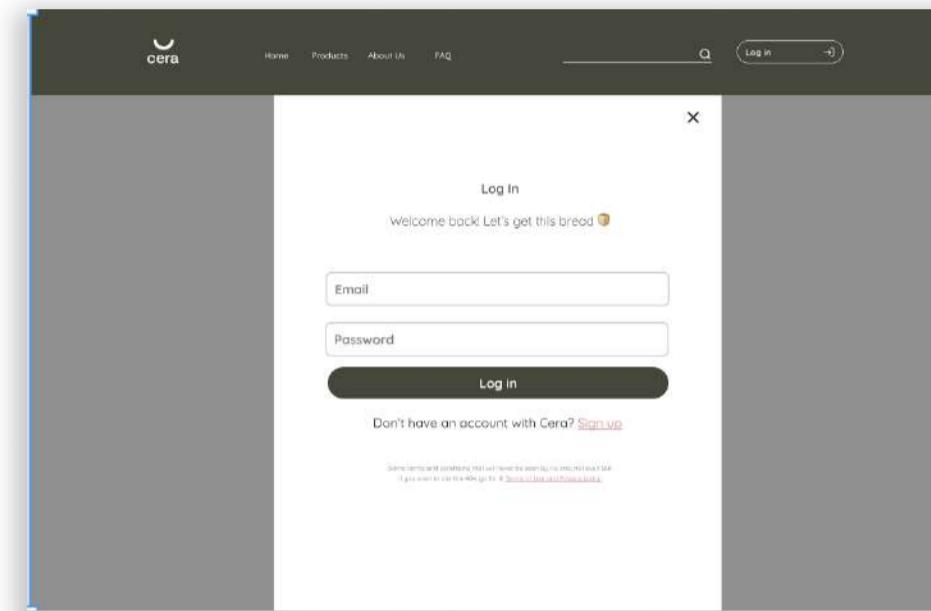


A high-fidelity wireframe of the Cera login page. It features a dark header with the 'cera' logo and navigation links for Home, Products, About Us, and FAQ. Below the header is a search bar and a 'Log In' button. The main content area is titled 'Log In' with the sub-instruction 'welcome back! Let's get this bread 😊'. It contains two input fields for 'Email' and 'Password', followed by a 'Log In' button. Below the buttons is a link 'Don't have an account with Cera? [Sign up](#)'. At the bottom, there is a note about terms and conditions and a link to 'Privacy Policy'.

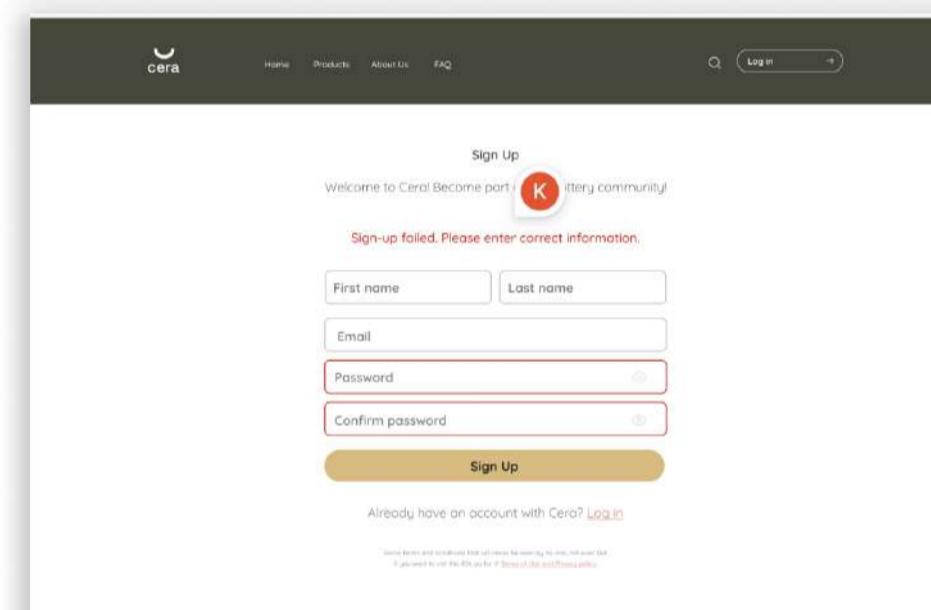


A high-fidelity wireframe of the Cera sign-up page. It has a dark header with the 'cera' logo and navigation links. Below the header is a search bar and a 'Log In' button. The main content area is titled 'Sign Up' with the sub-instruction 'Welcome to Cera! Become part of our Pottery community.' It contains five input fields: 'First name' and 'Last name' (both outlined in red), 'Email', 'Password', and 'Confirm password'. Below these is a 'Sign Up' button. A note at the bottom states 'Already have an account with Cera? [Log in](#)' and includes a link to 'Privacy Policy'.

## Login & Sign Up - Version 2



A high-fidelity wireframe of the Cera login page, identical to Version 1 in layout and content.



A high-fidelity wireframe of the Cera sign-up page. It features a dark header with the 'cera' logo and navigation links. Below the header is a search bar and a 'Log In' button. The main content area is titled 'Sign Up' with the sub-instruction 'Welcome to Cera! Become part of our Pottery community.' A red error message 'Sign-up failed. Please enter correct information.' is displayed above the form fields. The form fields are outlined in red: 'First name' and 'Last name' (both outlined in red), 'Email', 'Password', and 'Confirm password'. Below the fields is a 'Sign Up' button. A note at the bottom states 'Already have an account with Cera? [Log in](#)' and includes a link to 'Privacy Policy'.

## Version 1 Feedback:

- Login is well done.
- Sign up is also good.
- Just need to add the error messages if the don't fill in the form properly.
- Maybe change the colour of the button.

## Version 2 Feedback:

- Feedback to go back to the original colour.
- Change the error message so that it tells you what's wrong.

# High Fidelity Wireframe Development

## Login & Sing Up final design

Sign Up

Welcome to Cera! Become part of our Pottery community!

First name

Last name

Email

Password

Confirm password

**Sign Up**

Already have an account with Cera? [Log in](#)

Some terms and conditions that will never be seen by no one, not even! But if you want to visit this URL, go for it! [Terms of Use and Privacy policy](#)

Please enter this field \*

Please enter this field \*

Please enter a valid email \*

Password must contain a letter and a symbol \*

Ensure your password is correct \*

Confirm password

**Sign Up**

Already have an account with Cera? [Log in](#)

Some terms and conditions that will never be seen by no one, not even! But if you want to visit this URL, go for it! [Terms of Use and Privacy policy](#)

Log In

Hello Pottery People! Lets get logged in!

Email

Password

**Log in**

Don't have an account with Cera? [Sign up](#)

Some terms and conditions that will never be seen by no one, not even! But if you want to visit this URL, go for it! [Terms of Use and Privacy policy](#)

**Log-in failed. Please enter correct email or password.**

Email

Password

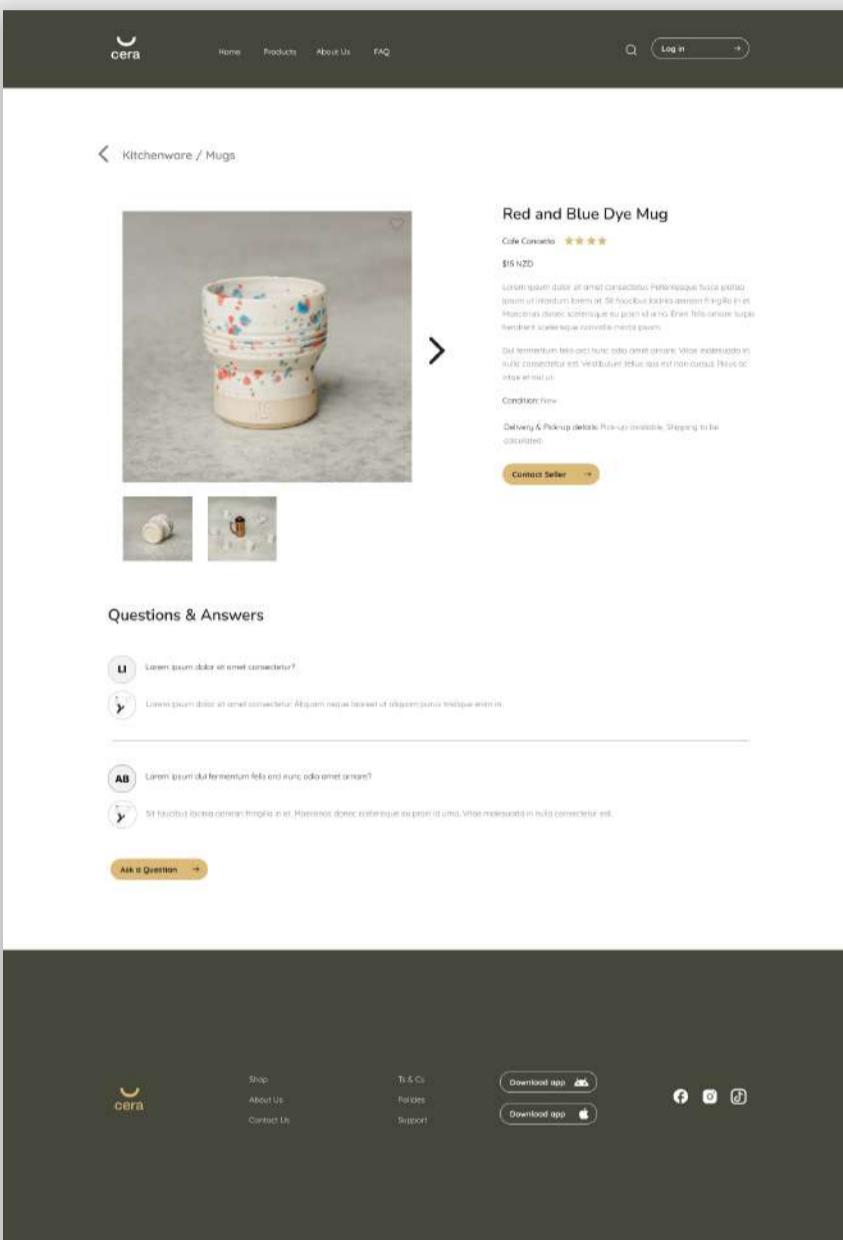
**Log in**

Don't have an account with Cera? [Sign up](#)

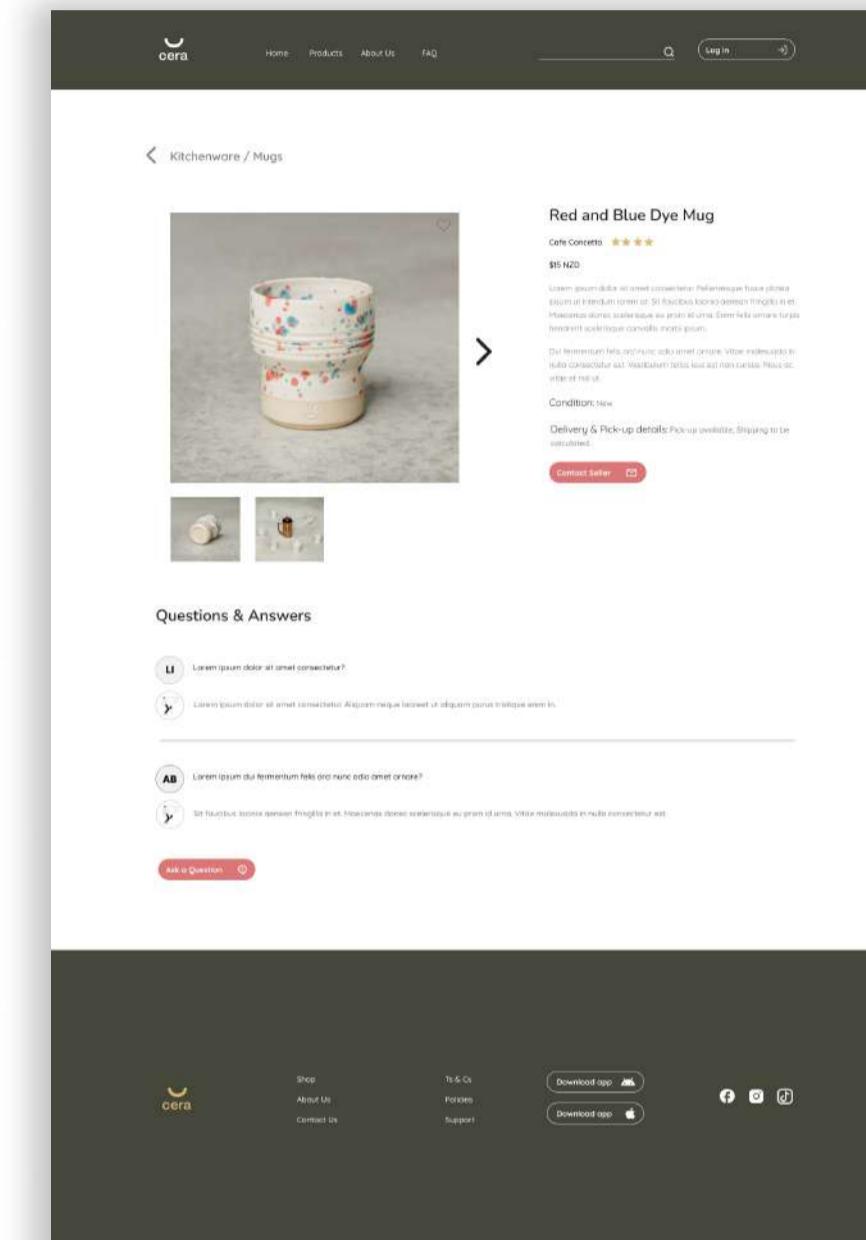
Some terms and conditions that will never be seen by no one, not even! But if you want to visit this URL, go for it! [Terms of Use and Privacy policy](#)

# High Fidelity Wireframe Development

## Product Page - Version 1



## Product Page - Version 2



### Version 1 Feedback:

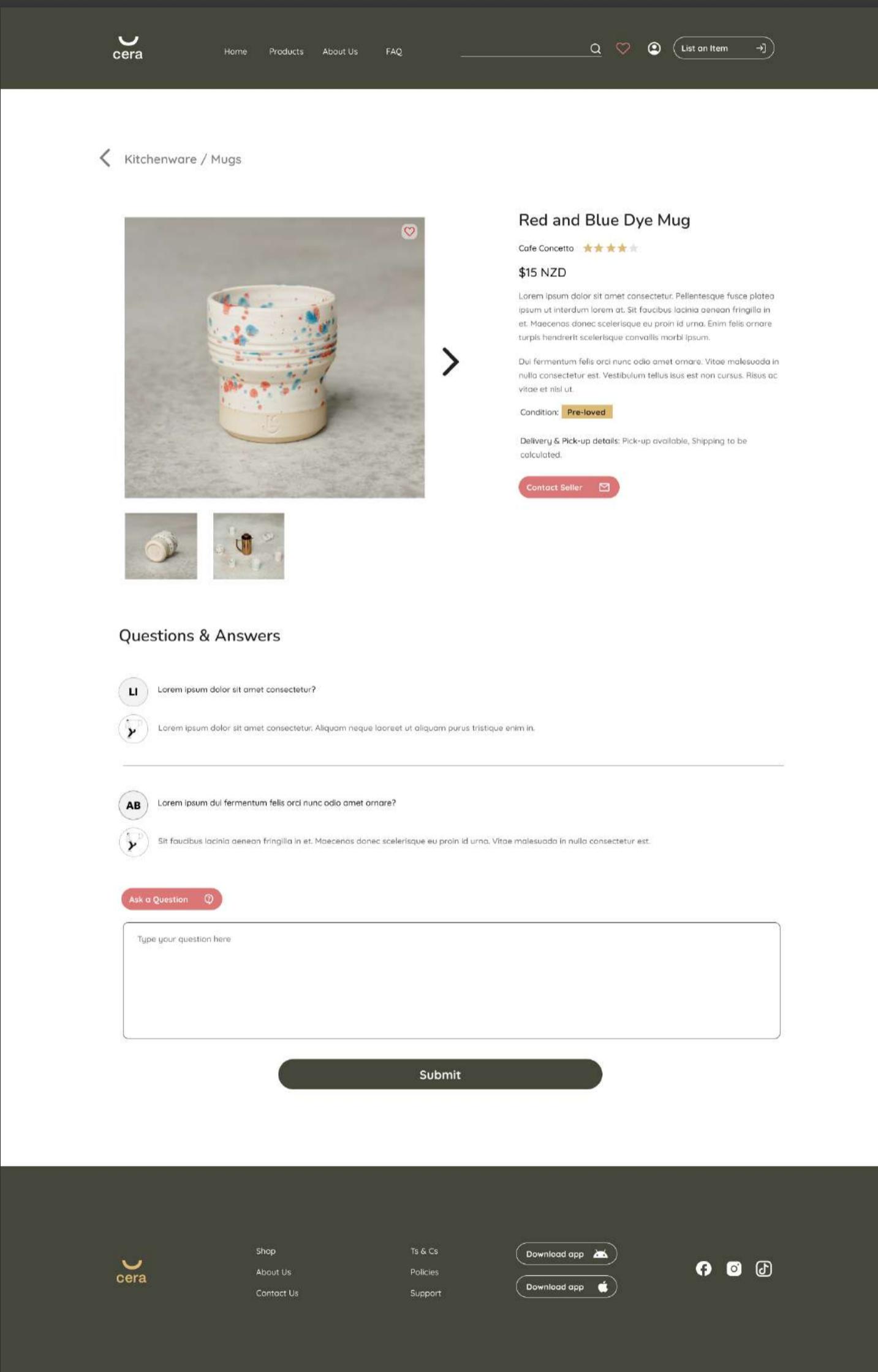
- Stars need to be 4/5. Only 4 showing.
- Some of the bold content is overpowering the information next to it.
- Colour of buttons isn't right.

### Version 2 Feedback:

- Stars need to be 4/5. Only 4 showing \*still needed to fix\*
- Some of the bold content is overpowering the information next to it.
- The icons are better than previous version.
- Change 'Used' to "preloved".
- Make price bigger.

# High Fidelity Wireframe Development

Product Page final design



# High Fidelity Wireframe Development

## Listing Page - Version 1

The wireframe for Version 1 of the listing page consists of two main screens. The first screen, titled 'What are you listing?', contains fields for Title, Subtitle, Category, and Sub-Category. Below this is a section for 'Item Specifications' with a text area for description and fields for Condition (Used or New), Dimensions (Width, Height, Depth), and Price (\$NZD). At the bottom is a 'Product Tags' section with a plus sign and a row of five placeholder tags. The second screen, titled 'Upload Images and Videos', shows a grid for uploading five images, with a 'URL link' input field above it. It also includes sections for 'Shipping and pick-up' with options like 'No pick-up', 'Pick-up available', 'Must pick-up', 'Free Shipping', 'Specify shipping costs', and 'I don't know yet'. A 'Finish' button is at the bottom.

## Listing Page - Version 2

The wireframe for Version 2 of the listing page is similar in structure to Version 1. The first screen, 'What are you listing?', includes fields for Title, Subtitle, Category, and Sub-Category. The 'Item Specifications' section has been simplified with a single text area for description and a note about store specifications. The 'Product Tags' section now allows for 10 tags. The second screen, 'Upload Images and Videos', features a larger grid for uploading five images, with a note about entering URLs for each. The 'Shipping and pick-up' section has been updated with radio buttons for 'Choose a pick-up option' and 'Choose a shipping option', along with their respective options. A 'Finish' button is present at the bottom.

## Version 1 Feedback:

- Add radio input instead of checkbox for conditions and shipping section.
- Add more info for dimensions.
- Tags needs to be reorganised and button edited.

## Version 2 Feedback:

Our feedback was all positive at this point so we did not edit anymore.

# High Fidelity Wireframe Development

## Listing Page final design

The image displays two wireframes of a listing page for a product, likely a small bowl, on a dark-themed website.

**Left Wireframe (listing creation):**

- Header:** Cera logo, navigation menu (Home, Products, About Us, FAQ), search icon, heart icon, user icon, "List an Item" button, and a "List" icon.
- Section 1: What are you listing?**
  - Title:** e.g. Small bowl
  - Subtitle:** e.g. Gift idea
  - Category:** Category dropdown
  - Sub-Category:** Sub-Category dropdown
- Section 2: Item Specifications**
  - Description:** This small bowl set is made out of clay and then baked at 300 degrees. They are glazed with a mixture of resin, gold flake powder and shellac.
  - Text:** Our store specialises in making bowls. Bowls are cool and good for cereal.
  - Condition:** Pre-loved (radio button)
  - Dimensions:** Width, Diameter, Height, Capacity input fields
  - Price:** \$ NZD

**Right Wireframe (listing review):**

- Section 1: Product Tags**

(You may add a maximum of 10 tags)

  - Colour, Size, Technique, Purpose...
  - [Placeholder for tags]
  - [Placeholder for tags]
- Section 2: Upload Images and Videos**

Upload images of your product  
Enter the URL link to the image. Max of 5 images.

  - [Placeholder for image URL]
  - [Placeholder for image URL]
- Section 3: Shipping and pick-up**

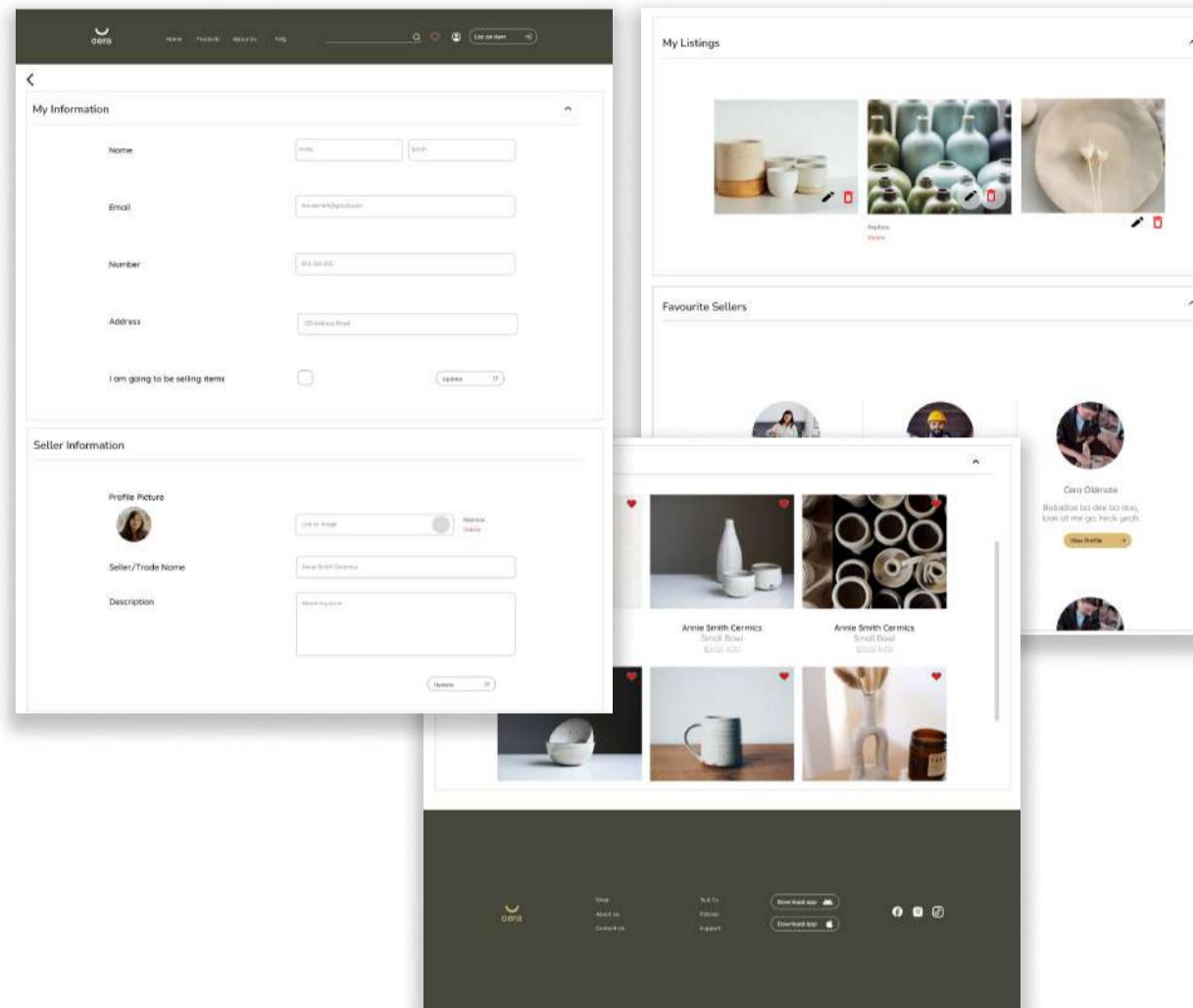
Choose a pick-up option      Choose a shipping option

  - No pick-up
  - Pick-up available
  - Must pick-up
  - Free Shipping
  - Specify shipping costs
  - I don't know yet
- Section 4: Finish**

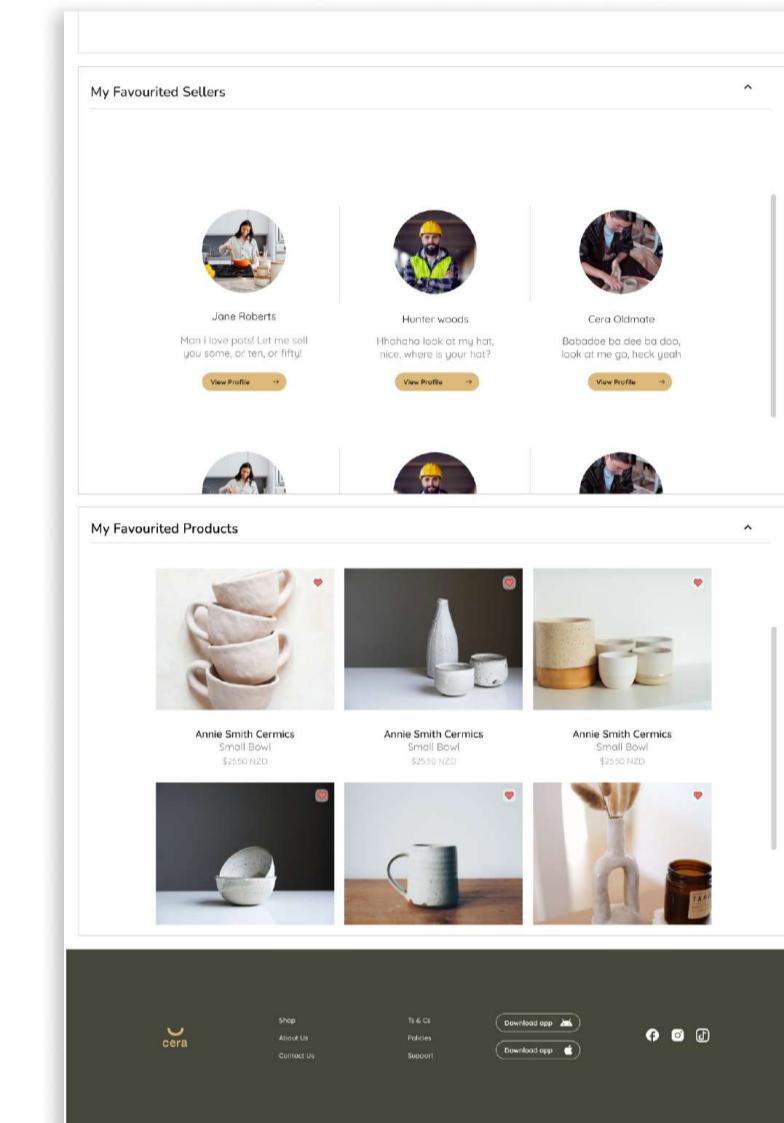
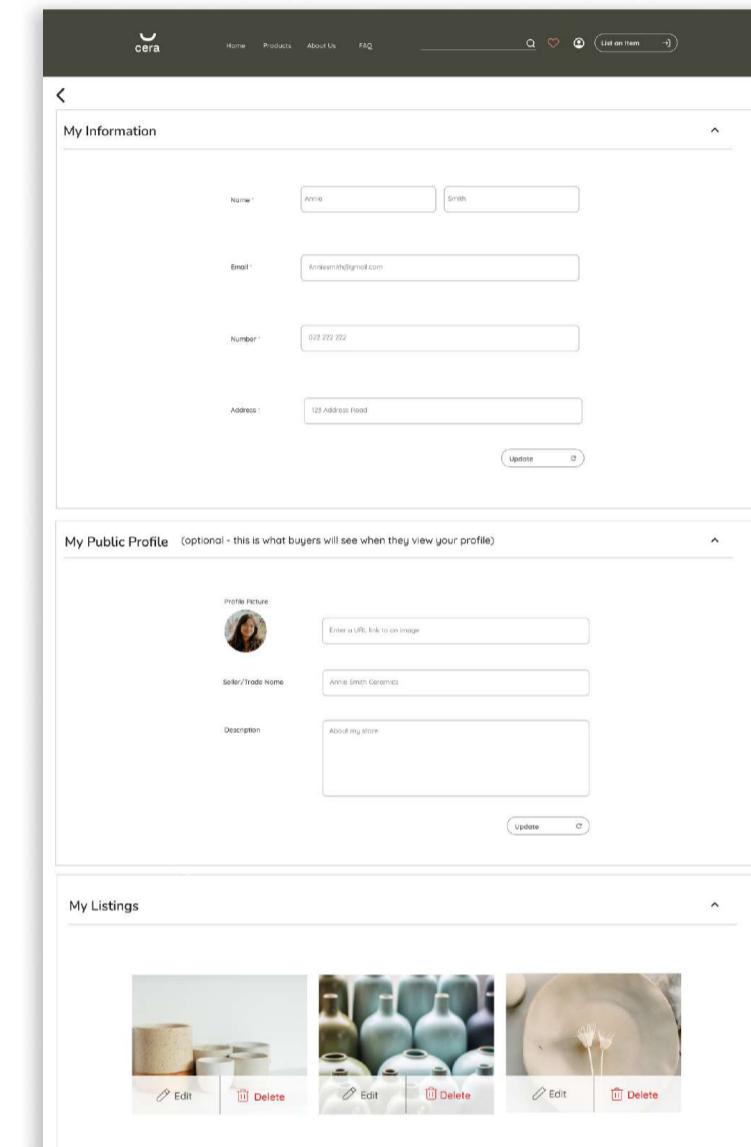
Submit Listing

# High Fidelity Wireframe Development

## Account Page - Version 1



## Account Page - Version 1



### Version 1 Feedback:

- Too much space between the bold title and inputs.
- Selling tick doesn't need to be there.
- Edit and delete buttons aren't clear enough.

### Version 2 Feedback:

- Edit delete buttons are better and more easily readable.
- No other feedback.

# High Fidelity Wireframe Development

## Account Page final design

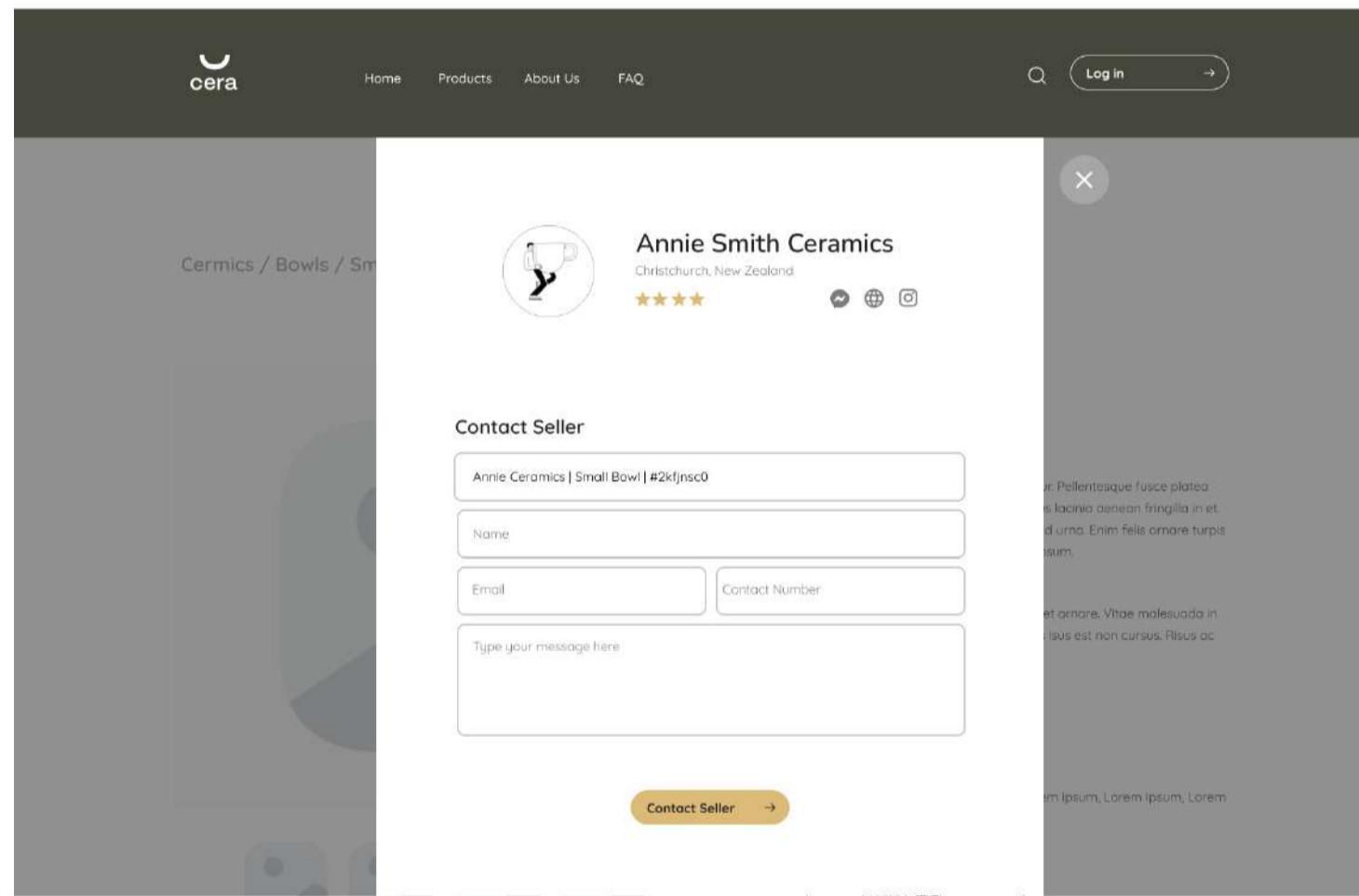
The wireframe illustrates the final design of the Account Page, divided into three main sections:

- Left Column:** Contains three expandable sections: "My Information", "My Public Profile", and "My Listings".
  - My Information:** Fields for Name (Annie Smith), Email (Annie.smith@gmail.com), Number (022 222 222), and Address (123 Address Road). Includes an "Update" button.
  - My Public Profile:** Fields for Profile Picture (placeholder image of a person), Seller/Trade Name (Annie Smith Ceramics), and Description (About my store). Includes an "Update" button.
  - My Listings:** Preview images of three ceramic items: a stack of bowls, a collection of vases, and a plate with dried flowers. Each item has an "Edit" button and a "Delete" button.
- Right Column:** Displays "My Favoured Sellers" and "My Favoured Products".
  - My Favoured Sellers:** Profiles for Jane Roberts, Hunter Woods, and Cera Oldmate, each with a "View Profile" button.
  - My Favoured Products:** Products from Annie Smith Ceramics:
    - Small Bowl: \$25.50 NZD
    - Mug: \$25.50 NZD
    - Jar: \$25.50 NZD

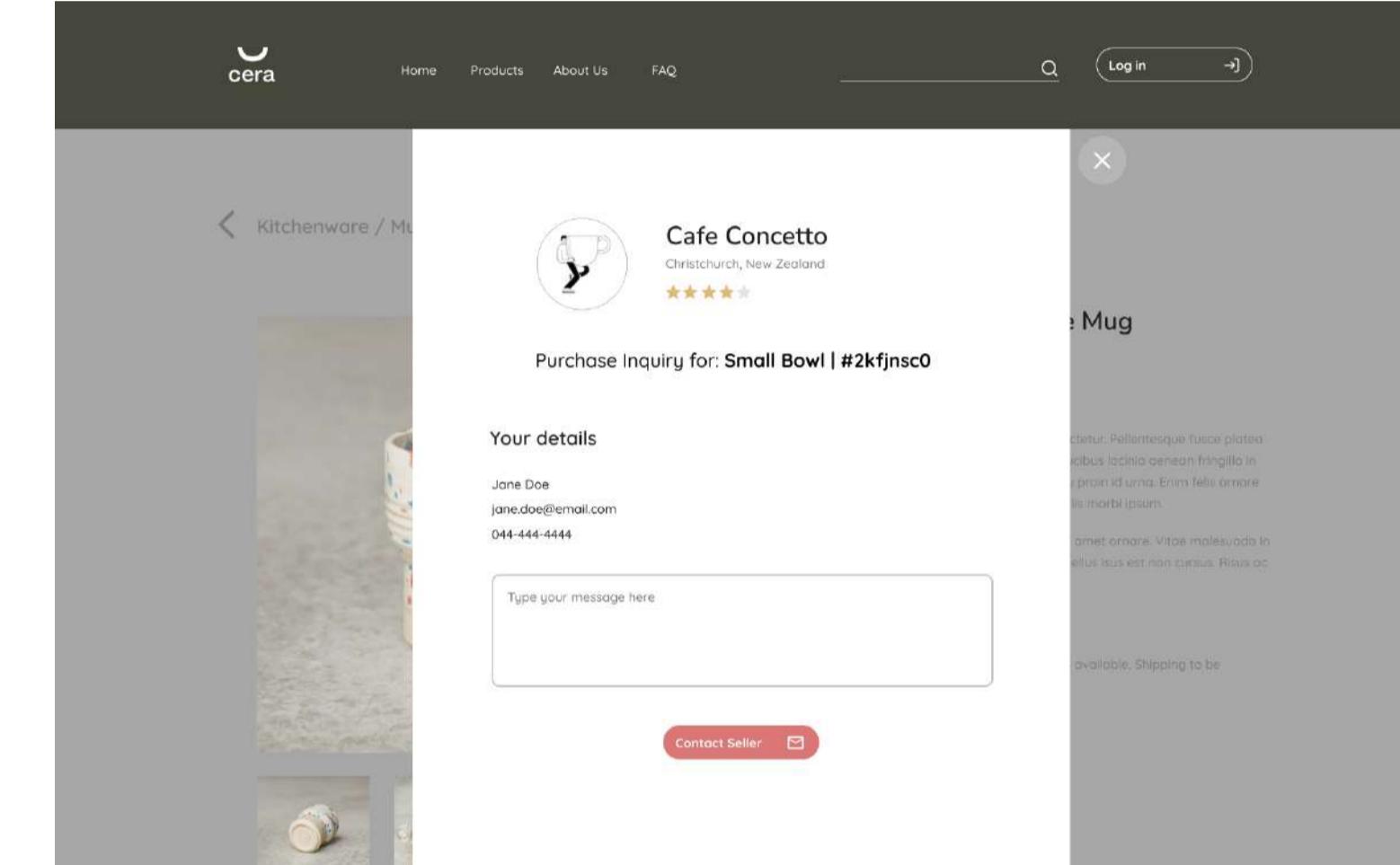
The footer features the Cera logo, navigation links (Shop, About Us, Contact Us, Policies, Support), download links for the app (Android and iOS), and social media icons (Facebook, Instagram, LinkedIn).

# High Fidelity Wireframe Development

## Contact Seller Page - Version 1



## Contact Seller Page - Version 2



### Version 1 Feedback:

- Remove all of the inputs - too confusing.
- Already give the information of the user upon opening modal.
- Remove the social media.
- Change colour and icon of button.

### Version 2 Feedback:

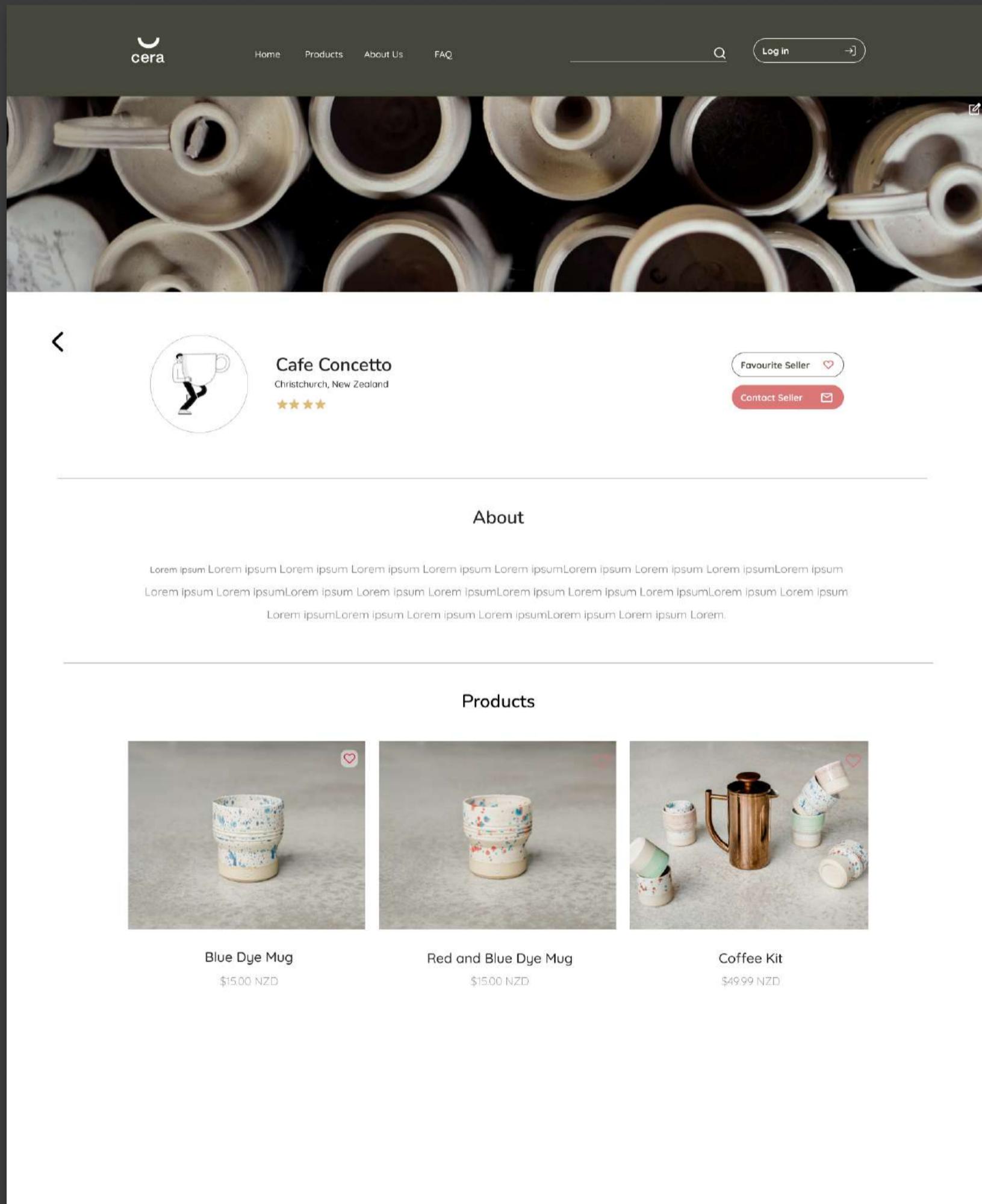
- Edit delete buttons are better and more easily readable.
- Remove phone number as customer doesn't need this.

# High Fidelity Wireframe Development

## Contact Seller Page final design

The image shows the final design of a contact seller page. On the left, there's a dark sidebar with a logo, navigation links (Home, Products, About Us, FAQ), and a search bar. The main content area displays a product listing for 'Cafe Concetto' from Christchurch, New Zealand, featuring a star rating and a small icon. Below this, a message is shown: 'Purchase Inquiry for: Small Bowl | #2kfjnsco'. The message form has fields for 'Your details' (Jane Doe, jane.doe@email.com) and a message body ('Type your message here'). A 'Contact Seller' button is at the bottom. On the right, a modal window is open, showing a green checkmark icon and the text 'Your message has been set! The seller will be in touch soon!'. The background of the main content area is semi-transparent.

# High Fidelity Wireframe Development



## Public Store Profile

This page didn't go through any revisions as the feedback was all positive. This page was not necessary for our MVP so we didn't feel the need to change much.

The purpose of this page was mainly to show a public store profile but this would only be in a specific scenario that a store would post on this platform.

## Copyright

- All pictures are from **Unsplash**.
- Icons at pre development are from **Iconify** and on the developed web app we used **Google Icons**.
- External library used: **PrimeVue**.
- **Research document** for target audience (link):  
[https://www.creativenz.govt.nz/-/media/Project/Creative-NZ/CreativeNZ/Legacy-Page-Documents/20220126-audienceatlasfinalamended\\_v17.pdf](https://www.creativenz.govt.nz/-/media/Project/Creative-NZ/CreativeNZ/Legacy-Page-Documents/20220126-audienceatlasfinalamended_v17.pdf)

Thank you!

