RUEL

IL MERCATO CREATIVO

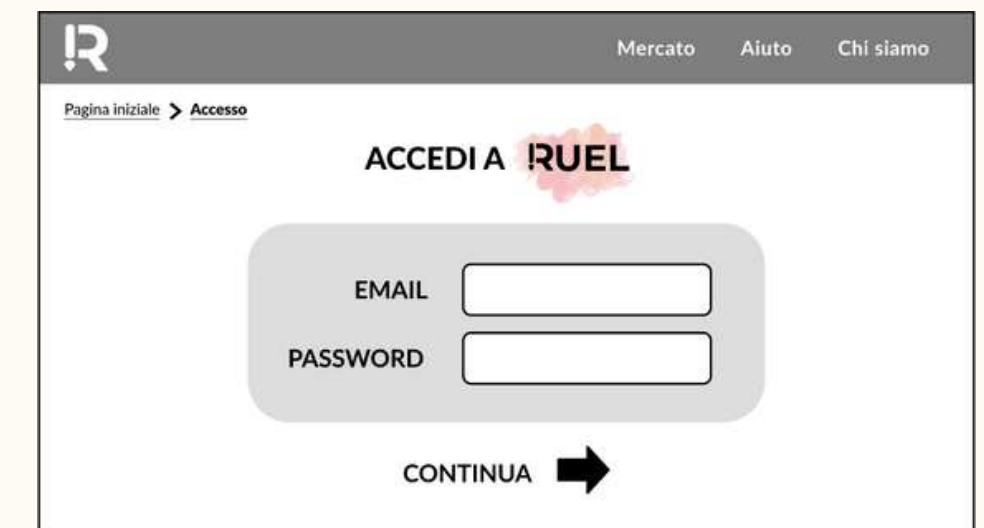Final Design Highlights

SANS COMICS

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LOGGED-OUT HOMEPAGE

The welcoming mat of our platform, where users can **gain insights into our mission and goals**, and **access the sign-in or log-in sections** (the latter if they are logged out).

While not all functionalities of our platform are present in this **reduced version of the final navbar**, it provides a preview of what users can expect.

The registration process is intentionally kept straightforward, with the option to provide additional personal information during the setup of a personal shop as needed moving forward.

BENVENUTO SU
RUEL

VENDI I TUOI PRODOTTI   ACQUISTA PRODOTTI

Mercato   Aiuto   Chi siamo

< Torna alla pagina iniziale

SEI GIÀ ISCRITTO A RUEL ?

No, voglio proseguire con l'iscrizione.   Sì, sono già iscritto.

CONTINUA L'ISCRIZIONE   ACCEDI

Mercato   Aiuto   Chi siamo

Pagina iniziale > Registrazione

REGISTRATI

Clicca sui riquadri bianchi per inserire le informazioni richieste. Puoi interrompere la registrazione in qualsiasi momento e tornare più tardi.

NOME [   ]   EMAIL [   ]
COGNOME [   ]   PASSWORD [   ]

SALVA E TORNA PIÙ TARDI   CONTINUA →

Mercato   Aiuto   Chi siamo

Pagina iniziale > Accesso

ACCEDI A RUEL

EMAIL [   ]
PASSWORD [   ]

CONTINUA →

Mercato   Aiuto   Chi siamo

LOGGED-IN HOMEPAGE

The logged-in version of the "**Homepage**" differs slightly from the wireframes presented earlier. Here, the primary objectives of the platform are consolidated to assist users in their initial interaction with the platform and to ensure seamless navigation to the main sections and activities.

The complete **final navbar** is now accessible in this view.

A **wizard** function is provided allowing new users to navigate the platform and explore its main functionalities.
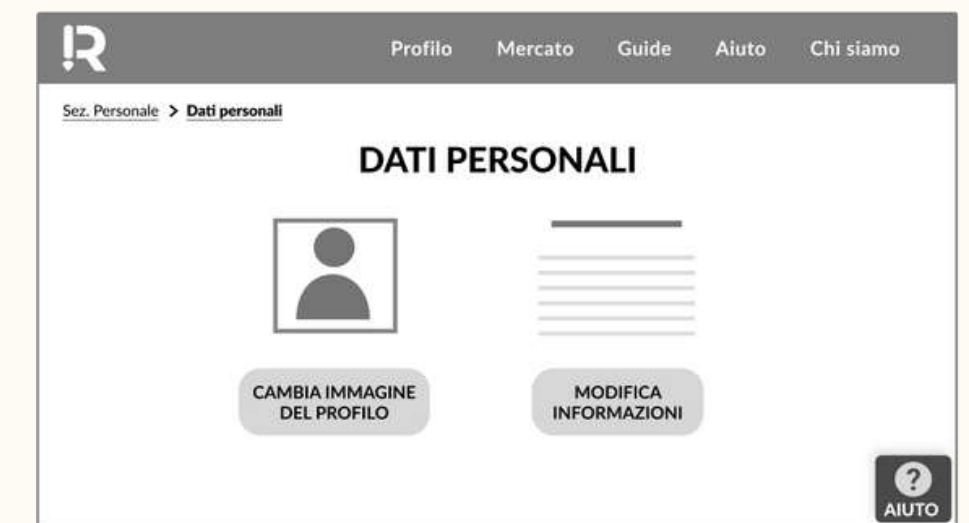
ADD NEW PRODUCT

Ruel has implemented a **step-by-step process** for adding new products to their platform, based on user testing that revealed target users aren't comfortable with long scrolling pages.

The process allows for quicker and more confident navigation, and includes links to dedicated guides for assistance in enhancing listings.

PERSONAL PAGE (1)

The "**Personal Section**" represents our gateway to personal data and product management. We've organized subsections with simplicity in mind, preventing information overload and ensuring smooth navigation.

This section has a **clear hierarchical structure**: from the main page of the personal section, users can easily access various subsections to manage personal data or connect with other users.

PERSONAL PAGE (2)

We have also implemented a **breadcrumb** component to help users navigate the system without any confusion about their current location at any time.

We prioritized **component consistency** across different pages to improve users' learnability.

Text plays a crucial role and is the preferred choice **over icons**, which are rarely used and always supplemented with text for clarity.

COMMUNITIES

On Ruel, users have the opportunity to explore "**Communities**" for inspiration and connect with other sellers. These communities can be discovered through keyword searches or by exploring the suggested groups. Users can preview the group's content before deciding to join. Once joined, users' can access their groups from the personal section.

The layout of the communities section mirrors the design of the guides section, ensuring a consistent and familiar experience and enhancing users' learnability.

MARKETPLACE

The "**Marketplace**" enables users to explore single products and seller profiles.

Product listings are linked to the **external platforms** available. Products can be either searched by entering keywords or browsing through categories, as illustrated in the example. **Filtering** options have been kept essential to avoid information overload.

RUEL'S GUIDES

"**Ruel's Guides**" section provides users with insights to improve their online selling experience.

It features a clean structure with a search function and suggested topics, and includes articles with both video and text formats to suit different preferences.

HELP CENTER & ABOUT

Users can access comprehensive support, documentation, and assistance easily through the persistent "**Aiuto**" button or the "**Aiuto**" section in the navbar.

The "**About Section**" provides information about Ruel in a simple text format and allows users to give feedback to help improve the platform.