

USABILITY & USER EXPERIENCE DESIGN

DHDK - UNIVERSITY OF BOLOGNA

!RUEL IL MERCATO CREATIVO

Project Management Highlights

SANS COMICS

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WHY RUEL

- * Inspired by the legacy of art dealer **Paul Durand-Ruel**
- * Ruel modernizes the concept of retirement, offering **seniors** a platform for creative expression, learning, and community-building in the digital age

DEMOGRAPHIC INSIGHTS

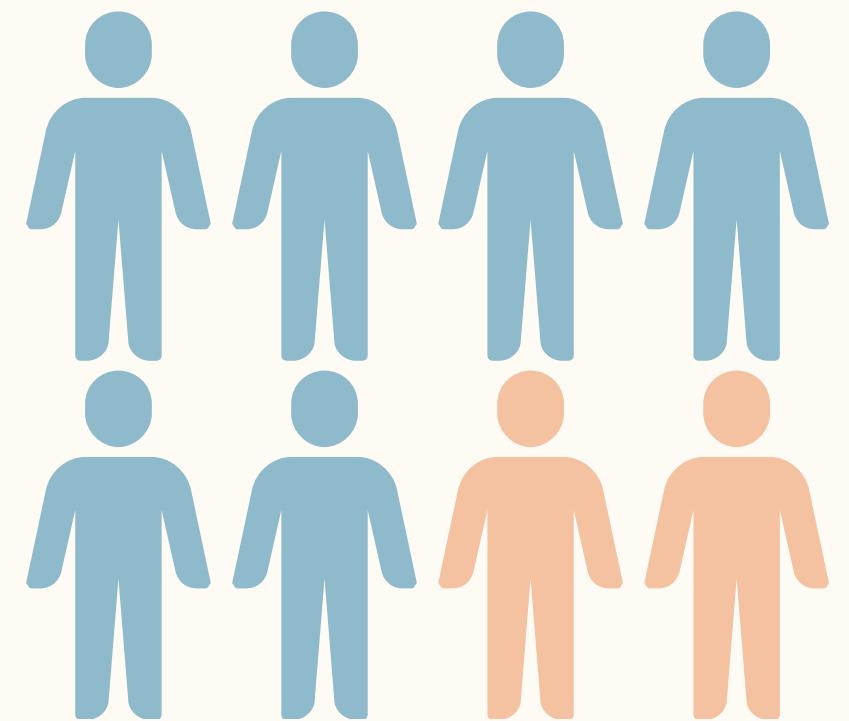
AGE	60+	INCOME	Middle to upper-middle-class *
GENDER	Primarily female, also includes males	GEOGRAPHIC LOCATION	Varied, mainly suburban areas
SCHOOLING	Varied, mix of high school graduates and college-educated individuals	PROFESSIONAL BACKGROUND	<ul style="list-style-type: none">• Retired individuals from diverse professional backgrounds• Some explored creative hobbies during their working years or possess latent artistic interests
MARITAL STATUS	Varied	LANGUAGE PROFICIENCY	Varied, depending on the region of Italy

PSYCHOLOGICAL INSIGHTS

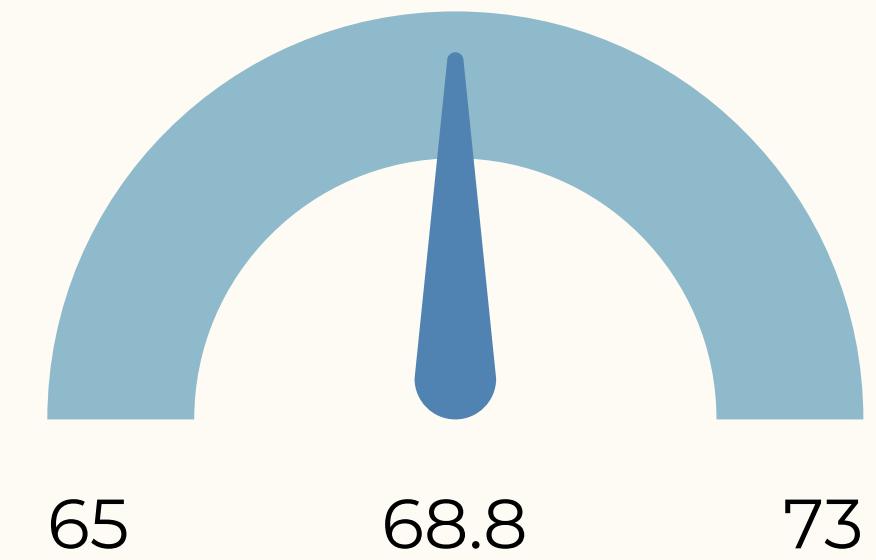
TECHNOLOGY EXPERIENCE	Novice vs. experienced, potential prior job experiences.	INTERESTS	<ul style="list-style-type: none">Strong interest in art, creativity, and artistic pursuitsMay enjoy art exhibitions, socializing, health and wellness activitiesPotentially travel
ARTISTIC EXPERIENCE	Varied, from professional artists rekindling their passion to newcomers	VALUES	<ul style="list-style-type: none">Values personal growth, self-expression, and making the most of retirement yearsSeeks fulfilling and meaningful activities
(E-)COMMERCE EXPERIENCE	Novice vs. experienced, potential prior job experiences.	CHALLENGES	<ul style="list-style-type: none">Looking for enjoyable and meaningful activities during retirement because of a lack of structured engagement after a busy work lifeValue recommendations
SHOPPING HABITS	Online shopping due to convenience		

USER RESEARCH (1)

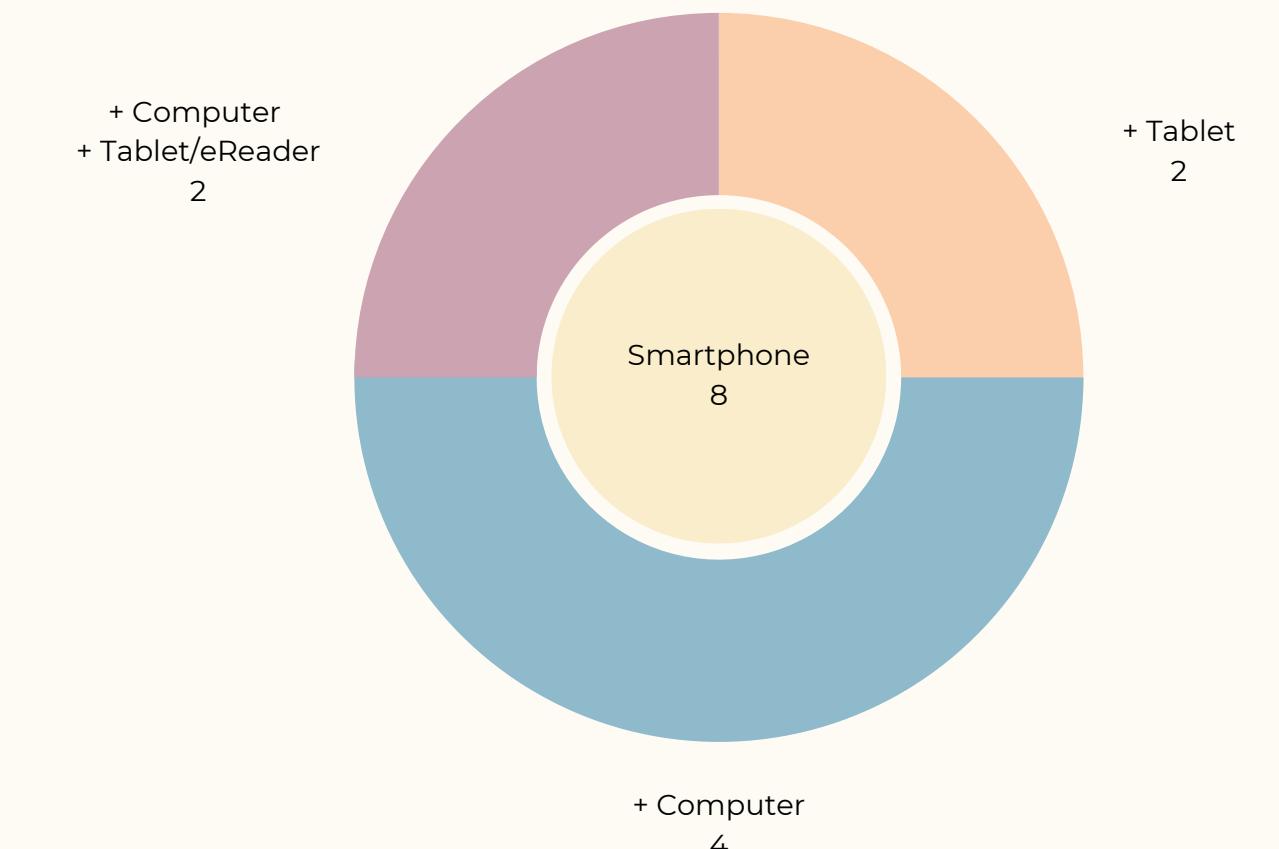
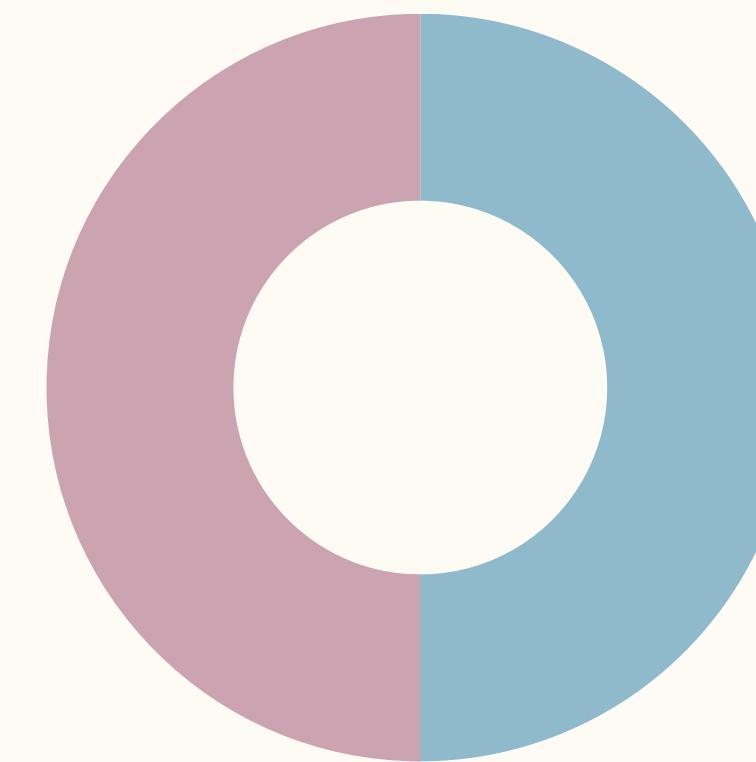
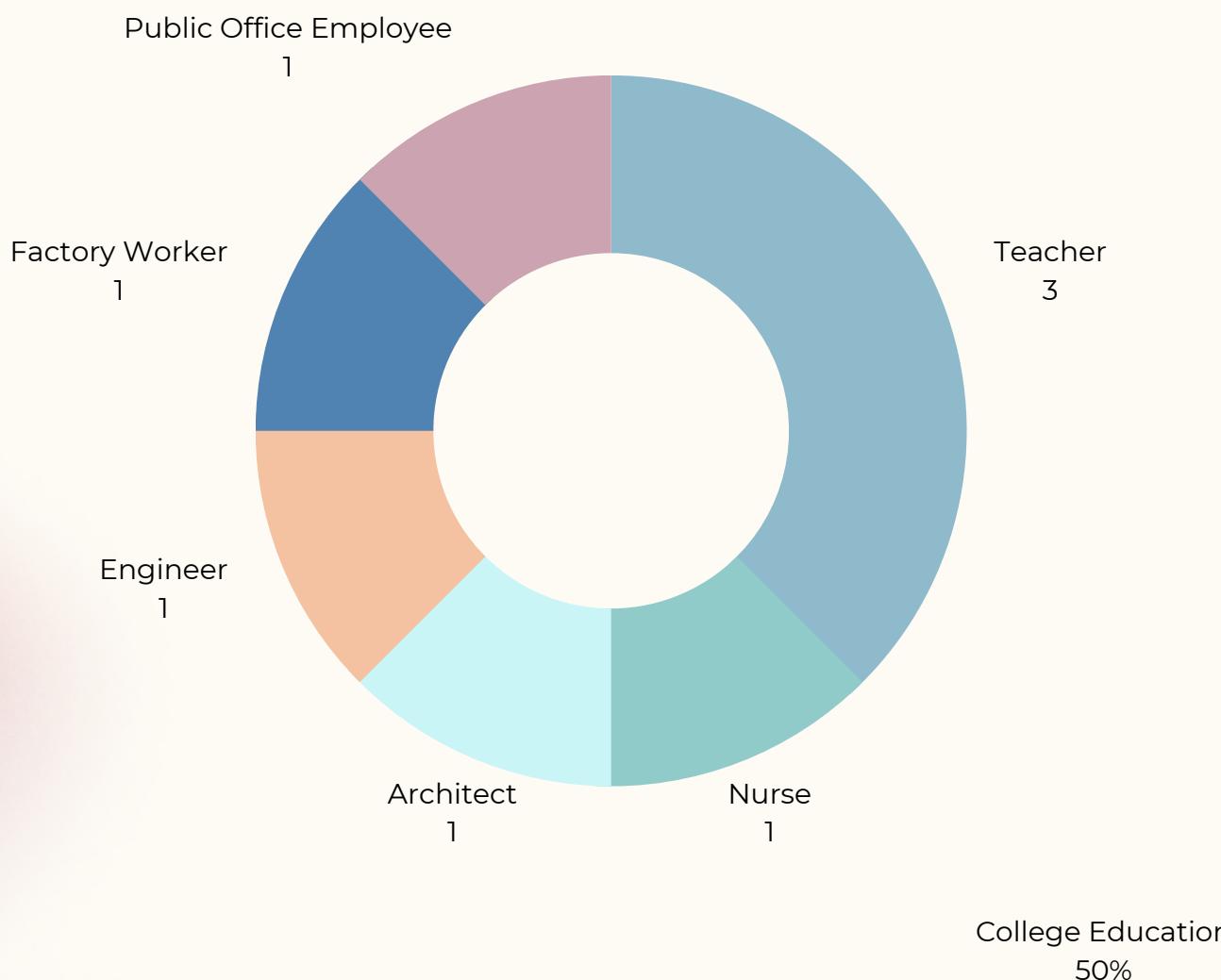
- * User research of this project involved conducting **anonymous interviews** with individuals from the selected target segment.
- * The interviews were conducted either in person or through video calls. The questions followed a **template** included in the report.



6 out of 8 were female



USER RESEARCH (2)



USER RESEARCH (3)

ONLINE SHOPPING HABITS

- * Familiarity
- * Varied opinions
- * Amazon
- * Limited engagement in online selling

POSITIVE ASPECTS

- * Efficiency, speed and convenience
- * Variety of choices
- * Discounts and deals
- * Opportunity for extra income through online selling

CHALLENGES & CONCERNS

- * Online payment
- * Sharing personal information
- * Lack of efficiency and user-friendly interfaces

SOCIAL RELATIONS & HOBBIES

- * Mostly introverts
- * Creative pursuits such as art, knitting, and woodwork
- * Often time at home on personal interests

USER RESEARCH (4)

6 / 8

PARTICIPANTS

show interest in connecting with peers who shared their creative interests

4 / 8

PARTICIPANTS

attend events and exhibitions

3 / 8

PARTICIPANTS

take classes or workshops

2 / 8

PARTICIPANTS

attend online tutorials

1 / 8

PARTICIPANTS

felt isolated due to geography and a lack of like-minded friends.

1 / 8

PARTICIPANTS

are involved in organizing events

ASSESSMENT OF EXISTING RESOURCES

USABILITY REVIEW (1)

Etsy

American e-commerce platform focused on online selling of **handmade** and **vintage** products.

SELECTED
REFERENCE
WEBSITES



sellbrite

Software that helps sellers **manage** **inventory** and sales across multiple e-commerce channels.

GUIDELINES

- * Usability review based on [userfocus.co.uk 247 Web Usability Guidelines](http://userfocus.co.uk/247-Web-Usability-Guidelines)
- * Direct vs. reverse analysis
- * Guidelines focus on the analysis of the following components:

Home page usability

Forms and data entry

Page layout and visual design

Task orientation

Trust and credibility

Search usability

Navigation & IA

Writing and content quality

Help, feedback and error tolerance

RESULTS: ETSY

Overall usability score **83%**

DIRECT ANALYSIS

- * Homepage: lack of visual clarity, **confusing layout** and no functional use of colors.
- * Reduced visibility of categories menu due to **small font size**.
- * Search results not completely accurate, no options for **query improvement** nor control on number of search result per page.
- * Product **prices** not always clearly displayed, lack of measurement conversion to standard units
- * Not possible to **save** product checkout progress

REVERSE ANALYSIS

- * Platform strongly **focused on buyers**, not easy for new visitor to find info on selling.
- * **Site map** only provides a list of shopping categories.
- * Privacy policy, although in simple language, is **lengthy and complex**.
- * Website does not facilitate **error correction**.
- * Lack of **logical order** in content flow.
- * Overcrowded and unnecessarily **long pages**.
- * Lack of **labels** and small text sizes in certain sections.

RESULTS: SELBRITE

Overall usability score **86%**

DIRECT ANALYSIS

- * Absence of a **search engine**, which would allow users to efficiently locate information.
- * Absence of a **sitemap** to provide users with an overview of the platform's structure and enhance exploration.
- * Absence of a cart and **checkout page** due to website's nature.

REVERSE ANALYSIS

- * Homepage shows a well-organized layout and a **clear hierarchy**, with the possibility of customizing the visualization.
- * Suggested task order supports **logical workflow**
- * Overall user **friendly experience**

USER TESTING

Testing process

- * 3 participants
- * 2 remotely, 1 in person
- * Thinking aloud method

6 tasks

- * Involving registration, product listing creation, navigation and requesting client support

2 platforms

- * Etsy
- * Sellbrite

Evaluation metrics

- * Task success
- * Time on task
- * Number of errors
- * Satisfaction level

PARTICIPANTS



73 y/o
Retired teacher
Internet experience:
Etsy: ✗
Sellbrite: ✗



70 y/o
Retired teacher
Internet experience:
Etsy: ✓
Sellbrite: ✗



66 y/o
Retired engineer
Internet experience:
Etsy: ✗
Sellbrite: ✗

USER TESTING

ETSY

EXISTING RESOURCES

SUS RESULT
36.6/100

	Task success	Avg. time on task	Avg. number of errors	Avg. satisfaction
User 1	2 Success with assistance 1 Success	8:55 min	3	Normal/Low
User 2	1 Failure 1 Success with assistance 1 Success	13:01 min	2	Normal/Low
User 3	3 Success	9:18 min	1	Normal

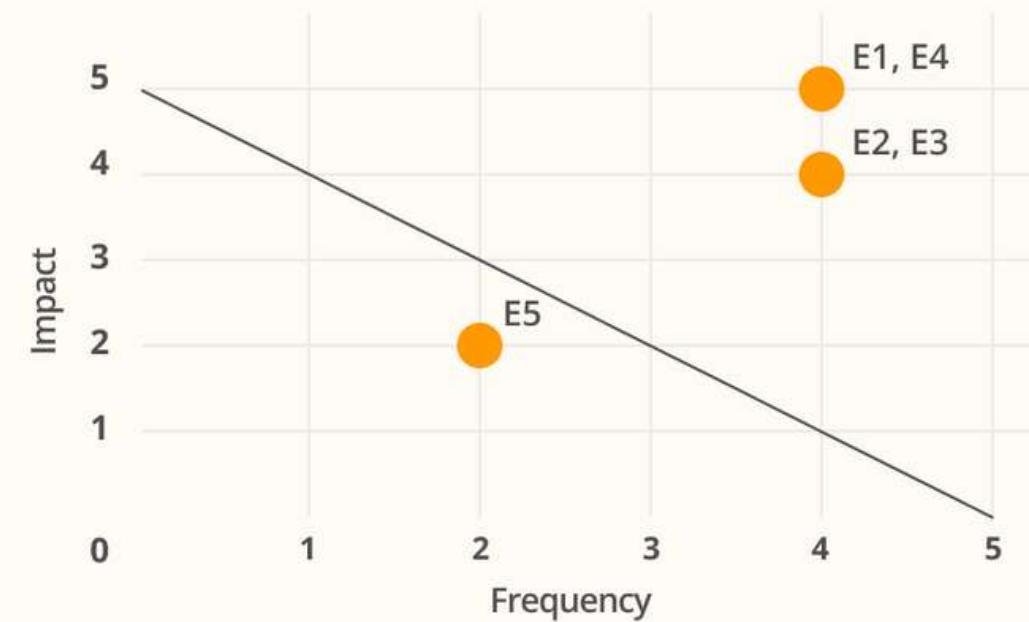
SELLBRITE

SUS RESULT
27.5/100

	Task success	Avg. time on task	Avg. number of errors	Avg. satisfaction
User 1	1 Failure 1 Success with assistance 1 Success	8:47 min	2.3	Normal/Low
User 2	2 Success with assistance 1 Not applicable	4:34 min	0.5	Low
User 3	2 Success 1 Success with assistance	4:04 min	0.3	Low

URGENCY CURVE

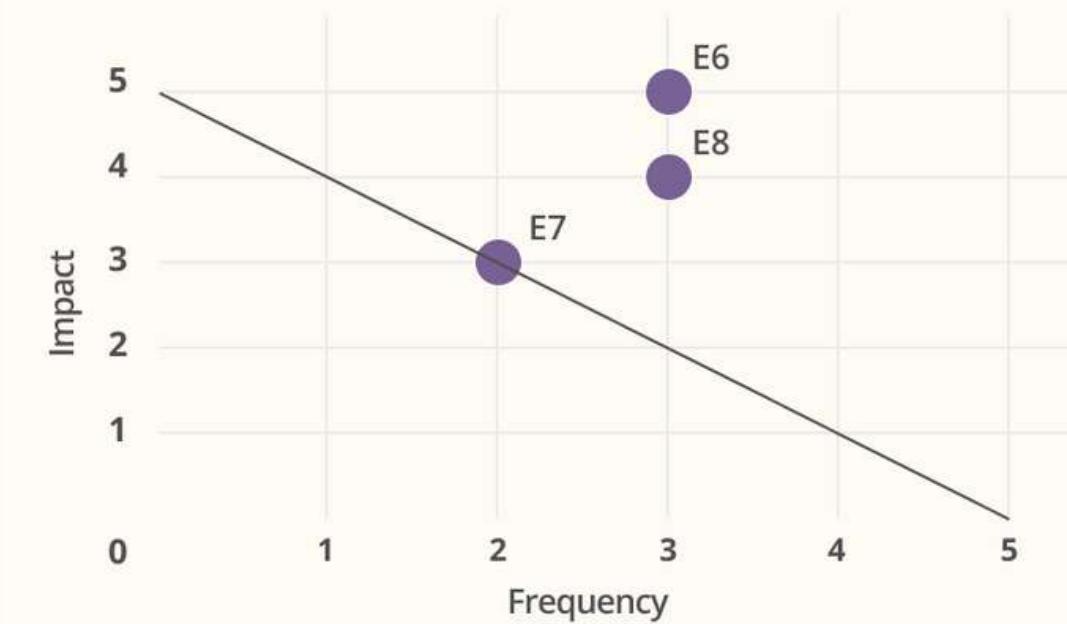
Etsy: Urgency Curve



- E1** Confusion Log-in/Sign-up
- E2** Issues finding elements on the page
- E3** Distinction mandatory/optional fields

- E4** Attempt to terminate process without completing tasks
- E5** Misuse of product search bar

Sellbrite: Urgency Curve



- E6** Confusion Log-in/Sign-up
- E7** Issues finding elements on the page
- E8** Failed icon recognition

SUMMARY OF RESULTS (1)

The diagram consists of three overlapping octagons. The largest octagon is orange and contains the text 'Users felt'. Inside it, a white octagon contains the words 'CONFUSED', 'FRUSTRATED', and 'OVERWHELMED' stacked vertically. To the right of the white octagon is a purple octagon containing a bulleted list of user issues.

Users felt

CONFUSED
FRUSTRATED
OVERWHELMED

- * Lack of clear instructions and feedback
- * Small text
- * Overly complex processes
- * Overcrowded layout
- * Lengthy processes

SUMMARY OF RESULTS (2)

- * Lack of clear instructions and feedback
- * Small text
- * Overly complex processes
- * Overcrowded layout
- * Lengthy processes

DESIGN
PRIORITIES

Clarity
Visibility
Accessibility
Simplicity
Step-by-step navigation

FEASIBILITY STUDY

CONTEXT OF USE

Ruel aims to offer for individuals 60+ years old passionate about creative activities:

- * Smooth onboarding process
- * **Profile** management
- * **Selling** artwork
- * Browsing artistic creations
- * **Community** engagement
- * **Learning** opportunities and resources
- * User-friendly interfaces
- * Be accessible via smartphones, tablets and computers
- * Responsive **customer support**

PERSONAS

FEASIBILITY STUDY



NAME

ELENA

MARIA

LUCA

MARCO

AGE

66 yo

71 yo

70 yo

68 yo

OCCUPATION

Retired nurse with 30+ years of healthcare experience

Former teacher with a passion for creating handcrafted jewelry

Former factory worker, traveler, and versatile professional

Former engineer with an analytical mindset and attention to detail

CHARACTERISTICS

Warm, compassionate, enthusiastic about crafts, attention to detail

Skeptical about technology, values privacy and personal connections

Skilled woodworker, adaptable, resourceful, values family connections

Methodical, rule-follower, meticulous, analytical, and logical

GOALS

To connect with fellow crafters, share her creations, and learn from others

To explore online platforms for selling her jewelry while overcoming her reservations about technology

To create beautiful woodwork pieces, spend quality time with family, and supplement his pension

To renew his interest in technology and use his skills for a creative purpose in retirement

PAIN POINTS

Disconnected from the sense of community, struggles to find local craft groups, seeks like-minded individuals to connect with

Concerns about online security, unfamiliarity with technology

Limited income, desire to contribute to family finances, and create a better future

Limited recent exposure to technology, skepticism about digital platforms, and a desire for clear instructions

SCENARIOS



Retired nurse Elena, a passionate crafter, seeks a **crafting community but feels isolated**. She discovers Ruel, an app for retirees with creative hobbies, and creates her profile. Elena finds a vibrant community on Ruel and actively engages, sharing her insights. Through Ruel, she learns new crafting techniques, shares her nursing expertise, and joins virtual crafting events. Ruel becomes Elena's primary creative platform, offering a **sense of community and purpose in retirement**, transforming her tablet into a gateway to inspiration and connection.



Maria, a retired teacher who crafts jewelry, is **skeptical about technology and online security** but considers expanding her market. She learns about Ruel, an art and crafting platform for seniors. Maria finds clear and **step-by-step instructions** on Ruel, which she appreciates for their simplicity. Concerned about online security, she contacts **customer support**, receives reassurance, and decides to list her jewelry on the platform. Maria's listings go live, and she starts engaging with potential buyers through user-friendly features. Through Ruel, Maria not only sells her jewelry but also overcomes her skepticism about technology, finding success and fulfillment in a **supportive online environment**.



Luca, a retiree, is a skilled woodworker with a **knack for adaptability**. Facing **family financial difficulties**, he seeks ways to contribute. Luca's grandson introduces him to Ruel, an online platform for retirees. Luca embraces technology, setting up Ruel on his computer. He finds a supportive community of crafters on Ruel. Luca lists his woodwork on Ruel's marketplace, **generating income**. These sales financially support his family and provide fulfillment. Luca's journey reflects lifelong resilience and adaptability.

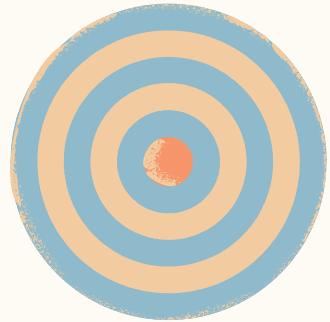


Marco, a retired engineer, **misses the mental challenges of his career** but feels overwhelmed by technology. He finds Ruel, an arts and crafts app for retirees, and decides to explore it. Marco accesses Ruel on his PC and **values its clear instructions and precision**. He contacts Ruel's customer support and receives prompt, supportive assistance. Marco lists his paintings, receives inquiries, and successfully sells his artworks online. Marco's journey shows how a well-designed platform can help users like him embrace technology and find success and fulfillment in the creative world.

FEASIBILITY STUDY

DESIGN PROPOSAL

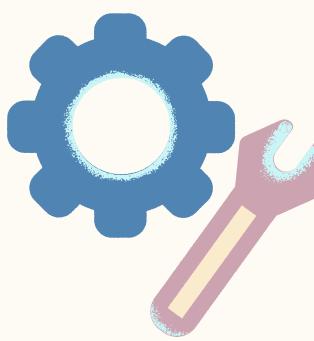
DESIGN PROPOSAL



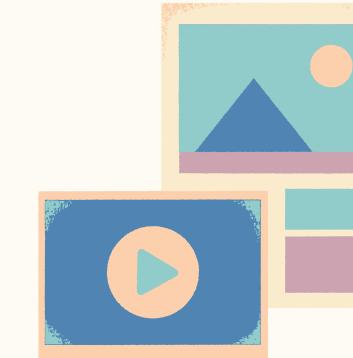
- * Fosterer a lively and supportive online **community** and user engagement
- * Facilitate selling user-created artworks and **income** generation
- * Provide access to **educational** resources
- * Continually improve accessibility and interface



Seniors passionate about art and crafting



Figma for its collaborative features, robust design tools, and extensive plugin library



Diverse content types with a focus on compliance with **copyright** and intellectual property laws



Funding from government grants, private investors, crowdfunding, strategic alliances, and EU programs to support the project's goals



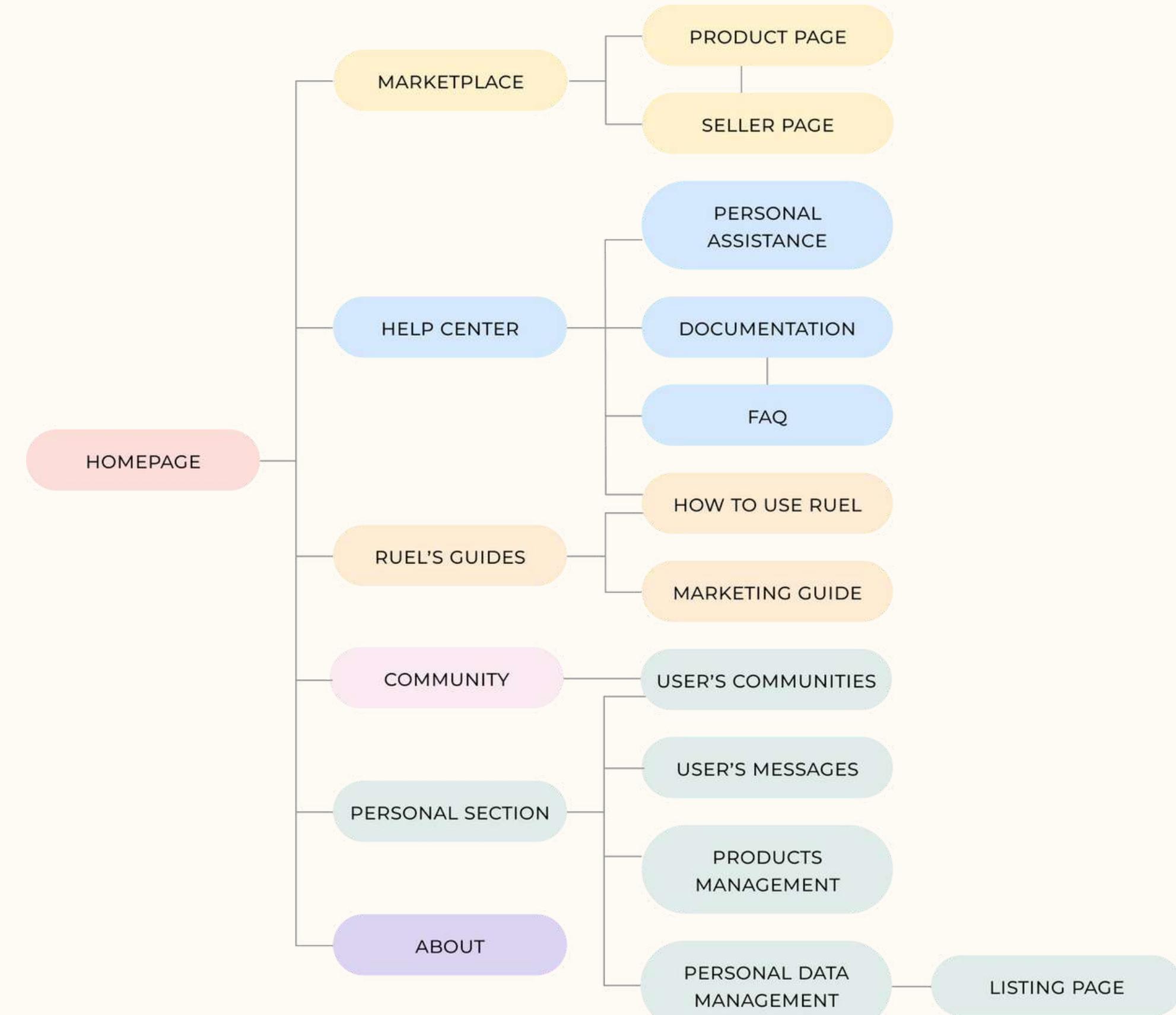
Freemium model with basic access for all and a premium subscription for advanced features, boosting economic sustainability

OVERVIEW

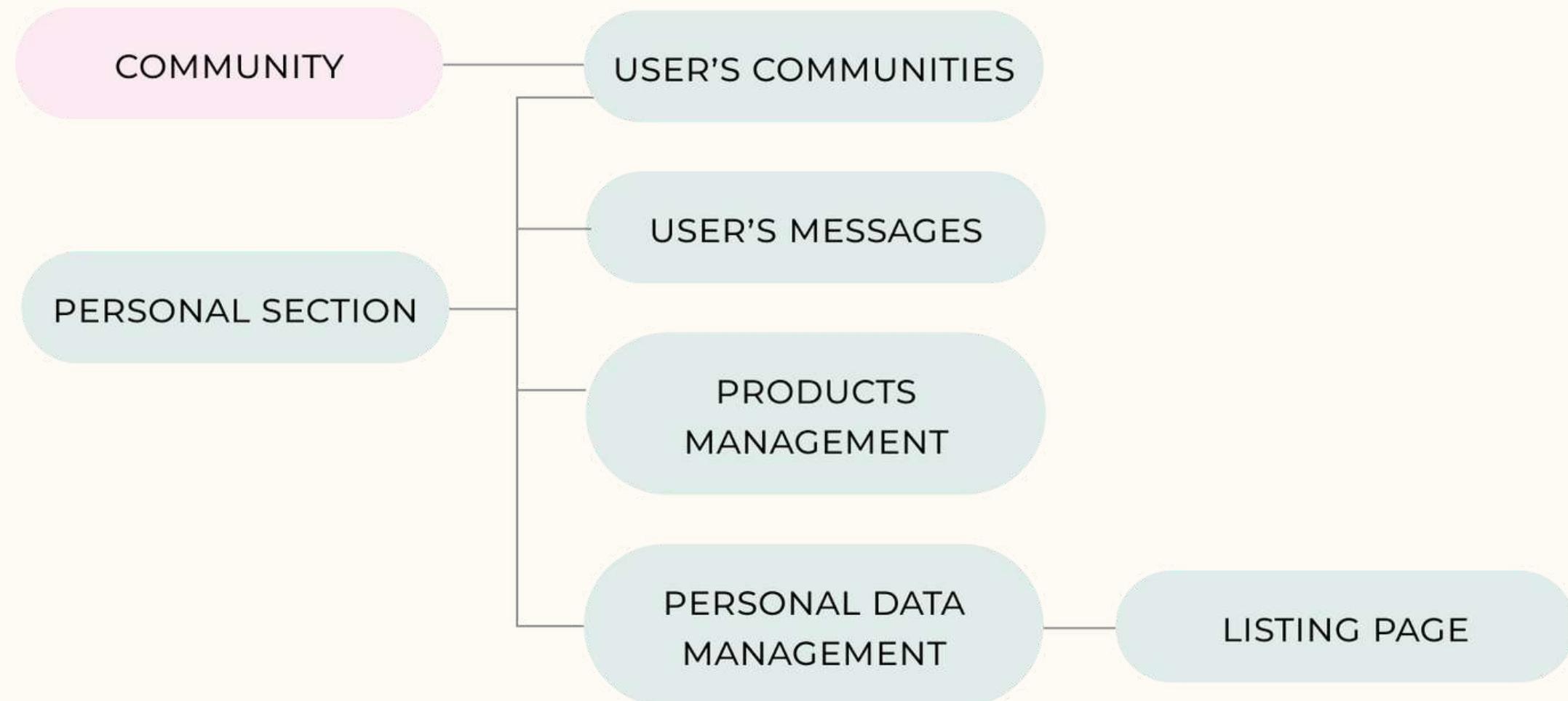
We adopted a **bottom-up strategy** by delineating each component before interconnecting them to build the overall architecture of our website.

Based on previous research, we identified the following **core sections**: About, Personal Section, Community, Ruel's Guides, Help Center, Marketplace.

Here's an overview.



PERSONAL SECTION



Each seller's "**Personal Section**" is considered one of the foundational elements of the platform.

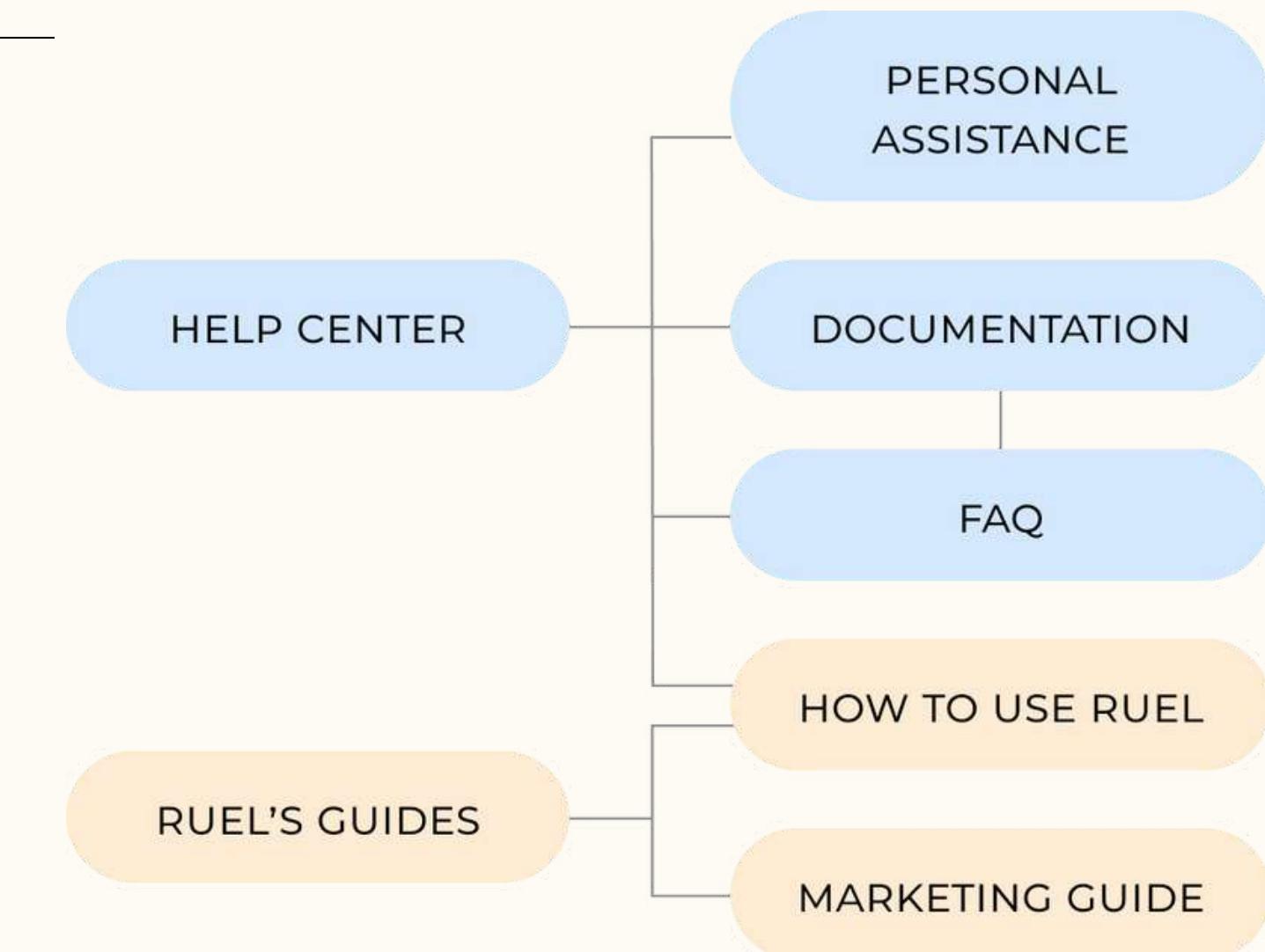
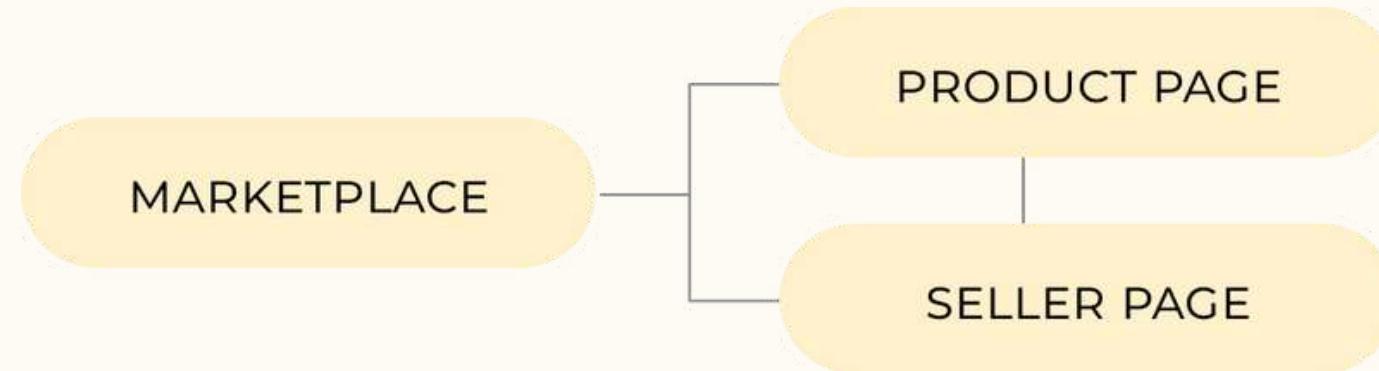
It includes four distinctive subsections allowing users to focus on one task at a time.

The "User's Community" subsection is also accessible from the "**Community**" section, which shares the same hierarchical level as the "Personal Section".

HELP, GUIDES, MARKETPLACE

At the upper hierarchical level, we introduce the “**Ruel’s Guides**” section, which comprises two subsections: the “**Marketing Guide**” and the guide on “**How to Use Ruel**”.

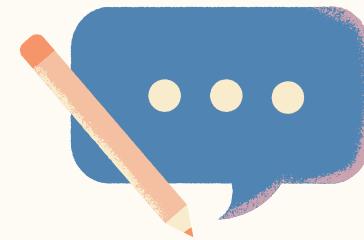
The “How to Use Ruel” tutorials section is also accessible from the “**Help Center**”, which, like the other sections mentioned, is placed at the upper hierarchical level.



Within the “Marketplace”, users can explore two subsections: the “**Product Page**” and the “**Seller Profile**”.

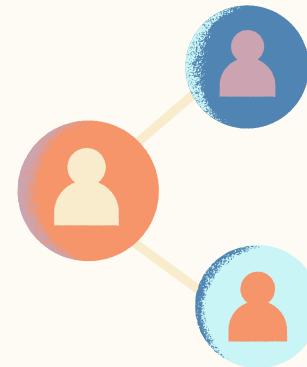
CAO=S (1)

The CAO=S model (Concepts, Actors, Operations, Structures) was used in the design approach due to its practicality and user-centered methodology. The process involved establishing **conceptual clarity**, analyzing **user interactions** and **actors** involved, and mapping out all the **operations** to create a well-structured **system** design.



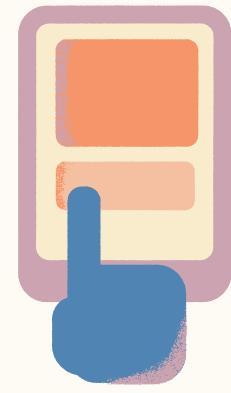
CONCEPTS

The fundamental building blocks for representing core ideas and elements of a system: Personal Section, "Vetrina", Marketplace, etc.



ACTORS

Entities or users who interact with the system:
Users and Platform Team.

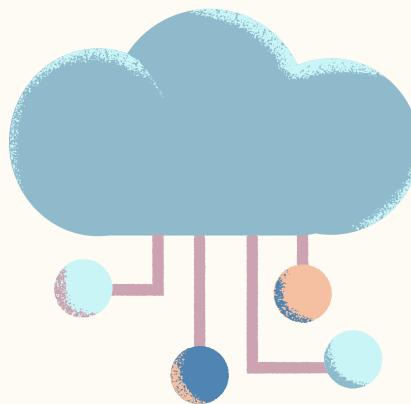


OPERATIONS

The tasks performed by different actors in relation to various concepts.
Aligned with the CRUD model,
(Create, Read, Update, and Delete).

	USER'S PERSONAL SECTION	USER PUBLIC PROFILE ("VETRINA")	HANDCRAFTED CREATIONS	MARKETPLACE AND EXTERNAL E-COMMERCE PLATFORMS	COMMUNITY	PRIVATE MESSAGES	LEARNING RESOURCES	PAYMENT	SHIPPING AND LOGISTICS
CREATE	Users add and manage their personal information	Users create their public profiles with information, adding details	Users add listings for their handcrafted creations, providing details them	Users list their products on the platform and integrate them with external e-commerce platforms	Users create communities, where they post and interact with others	Users write new messages to other sellers and answer to other users' requests	Learning guides are provided by the platform administrators	Sellers and buyers add and save payment methods	Shipping is managed by external platforms
READ	Users access and retrieve their personal information	Users view other sellers' public profiles	Users view and search for these creations	Buyers browse products on the platform and access external listings	Users access and subscribe to other users' communities	Users view received and sent messages	Users view guides page, play videos and read guides text	Users visualize their payment methods and transactions	Users view details about shippings
UPDATE	Users update personal data, including profile picture and setting	Users update their public profile based on their production or on what they want to show to the public	Users update details of their product listings from their personal section	Sellers manage their product listings and updating information on external platforms	Users update information related to their communities, as well as edit and update their own posts	Users manage and update their message section	Users update guides contents and their favorite guides	Users update their payment methods	Users can update their shipping methods preferences
DELETE	Users delete their profile if necessary	Users can decide to partially delete information they want to maintain private	Users can remove their listings when necessary	Sellers remove listings from both the platform and external e-commerce sites	Users delete their own communities and posts	Users delete single messages and choose to delete conversations or archive them	Users delete guides from the platform and they can delete guides from their favorites	Users remove their payment methods at any time	Users remove shipping methods, e.g., in case they select a new method

INTERACTION DESIGN



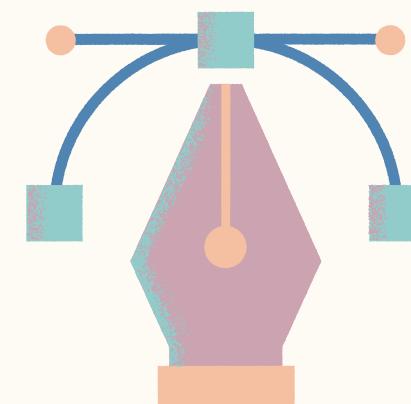
To avoid cognitive overload and confusion, our site features **breadcrumbs** and is organized into sections with **specific tasks**.

We also included a **wizard** to guide new users through their first interactions with the site.



All the “processes” are simplified to their minimum to **reduce mental overload**.

The **consistent structure** and core features in different sections promote **familiarity** and allow users to move seamlessly between different sections.



Users can **customize** their settings and change text sizes to suit their specific needs.

Descriptive text is paired with icons to enhance understanding, as well as hover-over text and zooms.

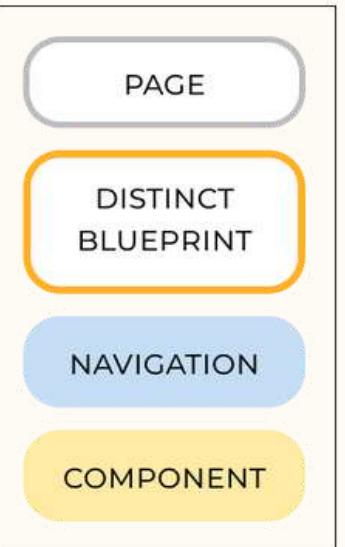
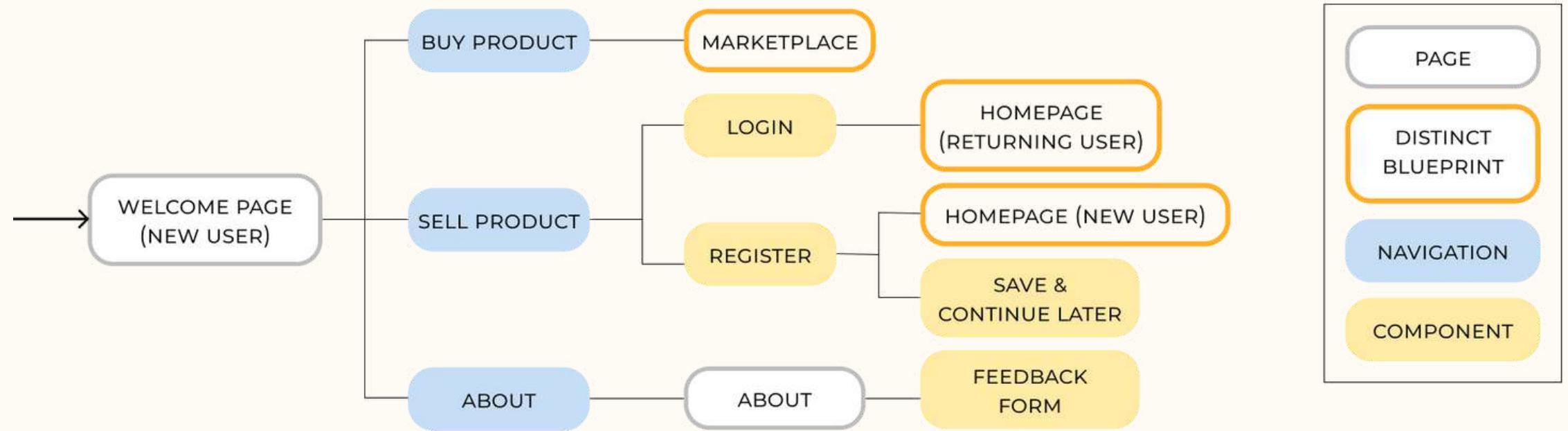


To provide constant, easily accessible help options, a **“Help” button** is placed in the bottom right-hand corner of every page.

The **“About” page form** is also available for feedback to improve the platform.

Homepage for Logged Out

NEW USERS



→ WELCOME PAGE
(NEW USER)

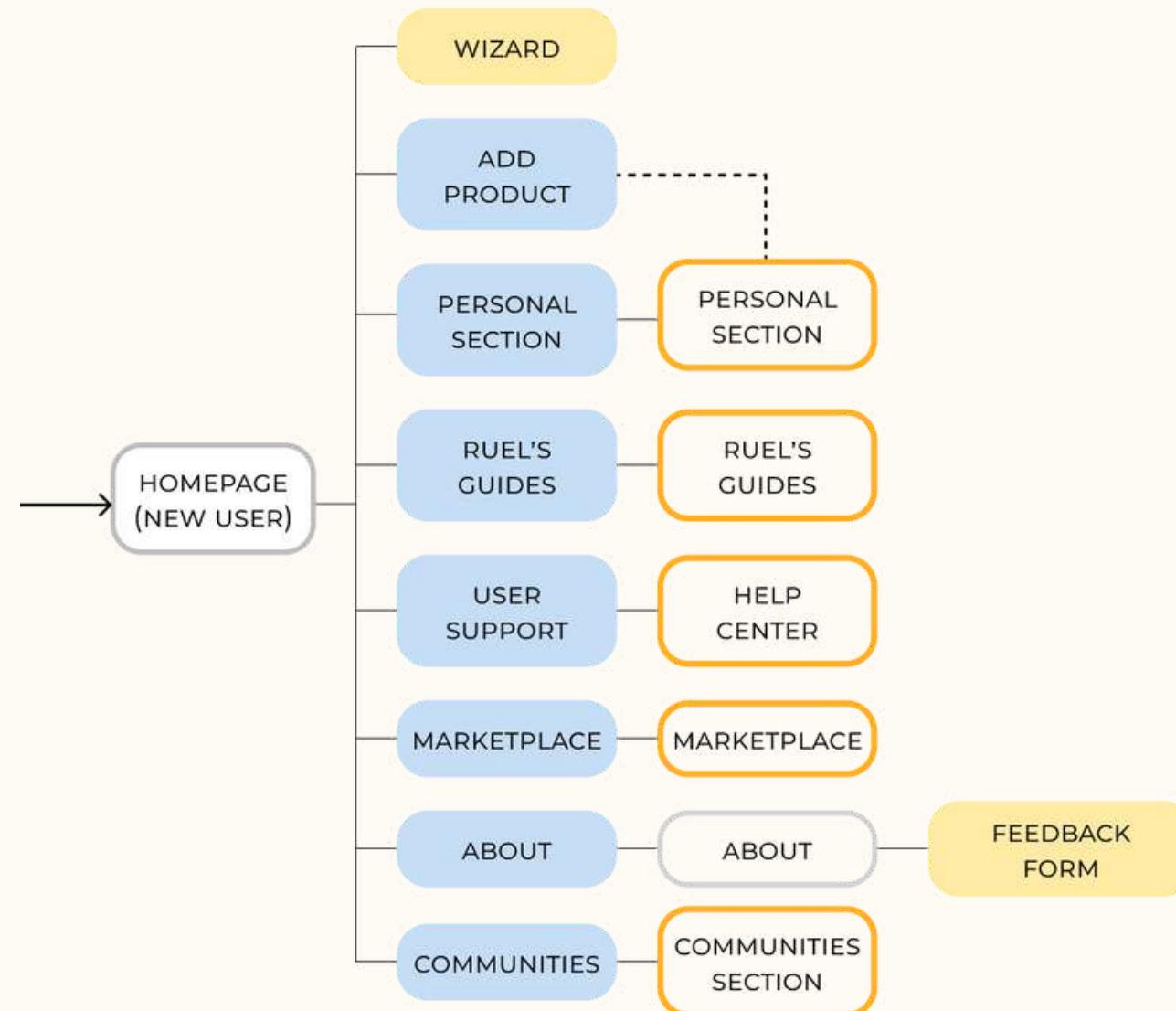


RETURNING USERS

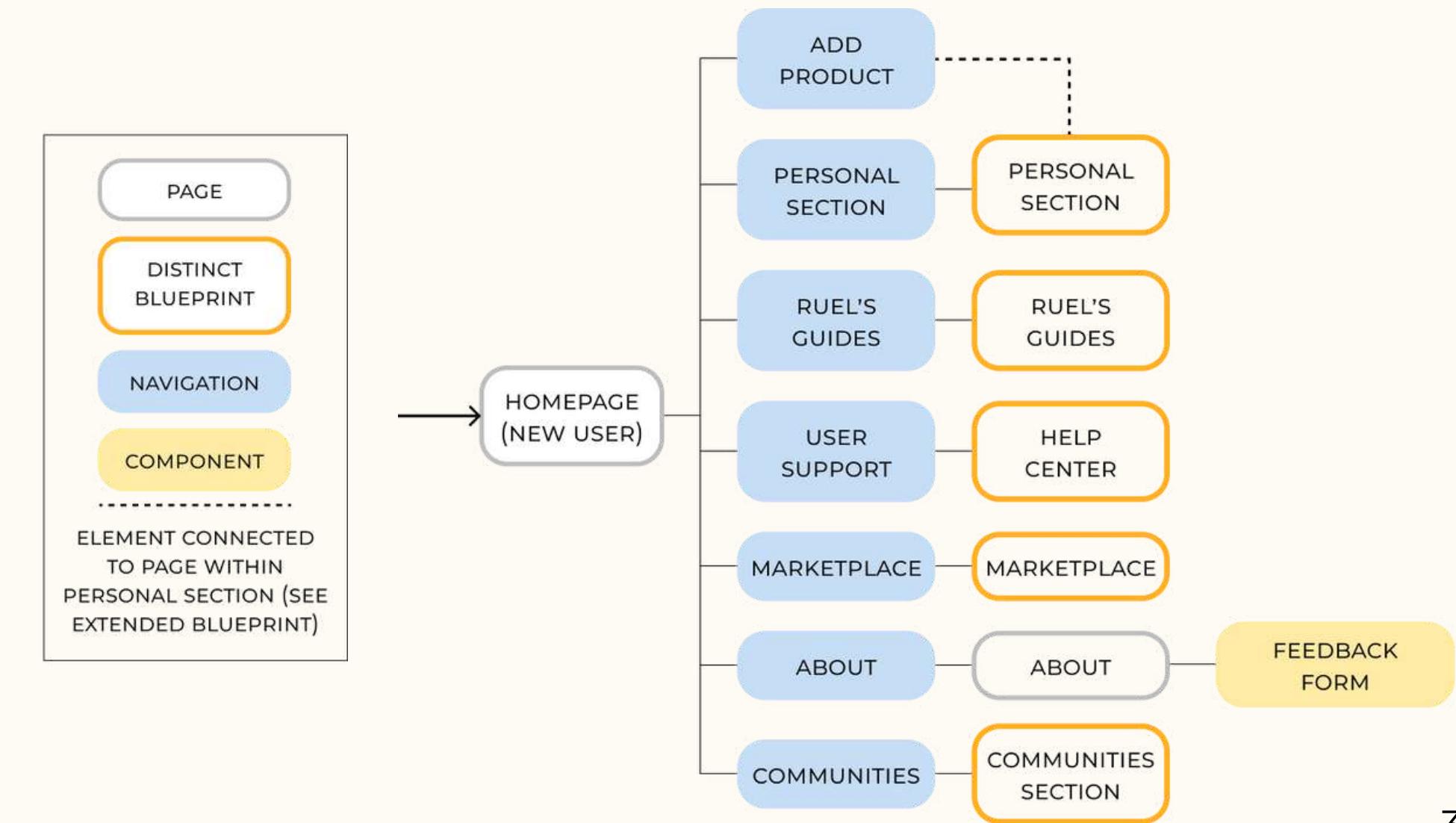
Users who began their registration process in a previous session can **continue** where they left off, this to **minimize potential overwhelm**.

Homepage for Logged In

NEW USERS



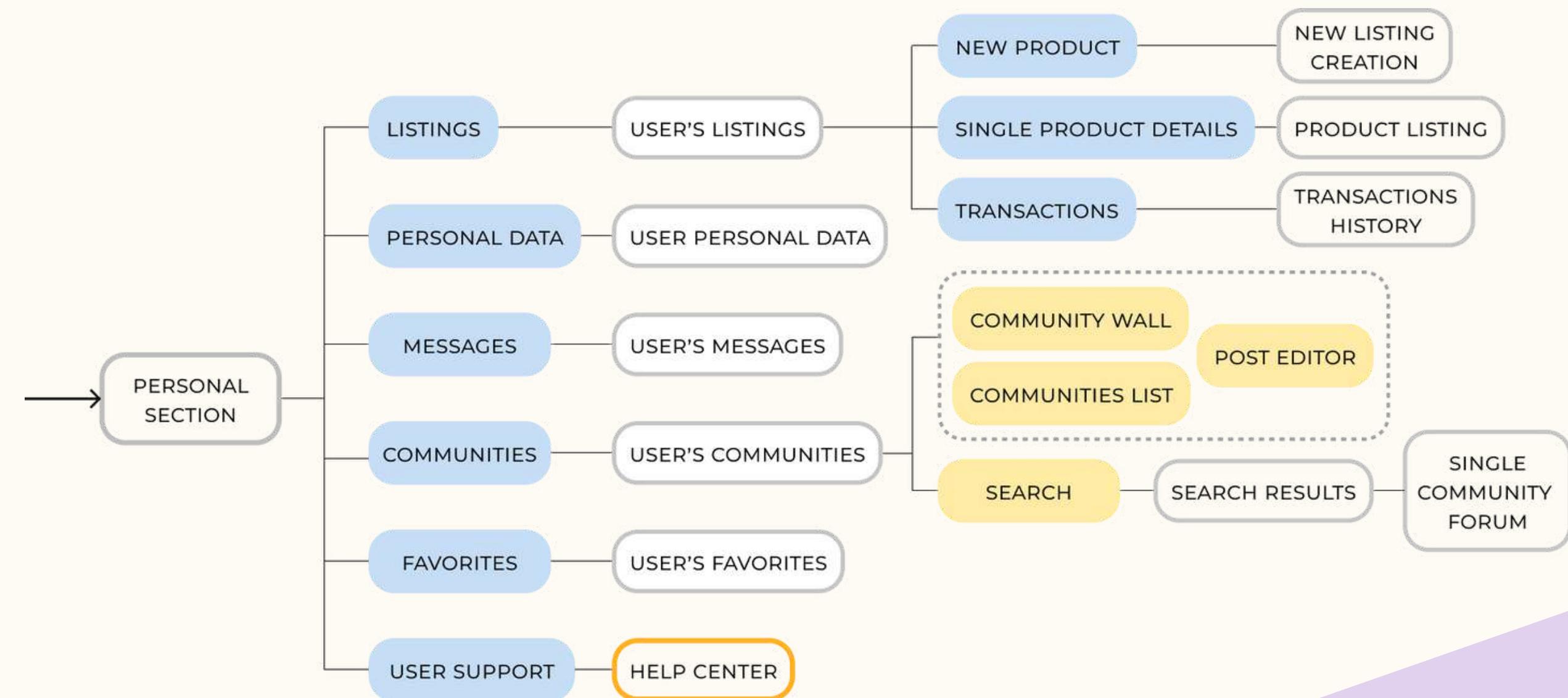
RETURNING USERS
(same, just with no wizard functionality)



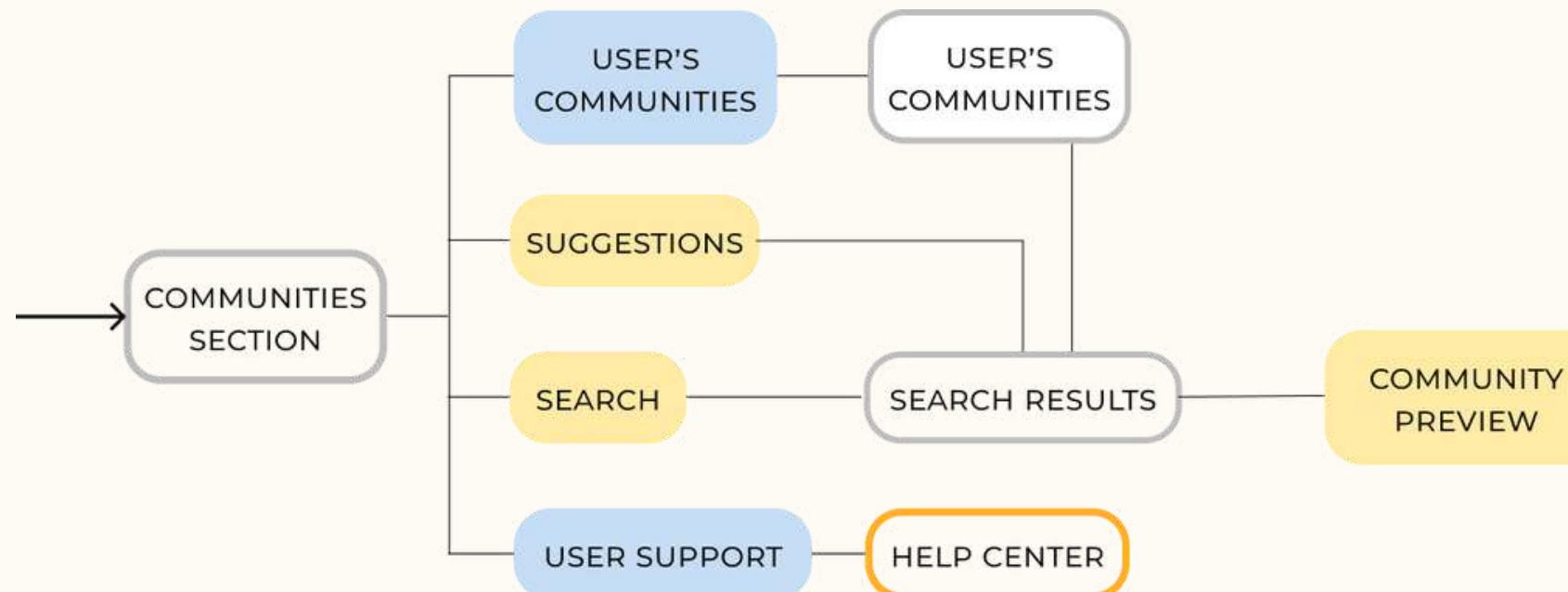
PERSONAL SECTION

Within their “**Personal Section**”, users have access to personal data associated with themselves and their products. Its subsections are deliberately separated to allow users to focus on a **limited number of tasks** within each page, preventing information overload and crowded content.

Notice that all the blueprints are **consistently linked to the help center**, flexibility to access assistance whenever needed.



COMMUNITIES & MARKETPLACE



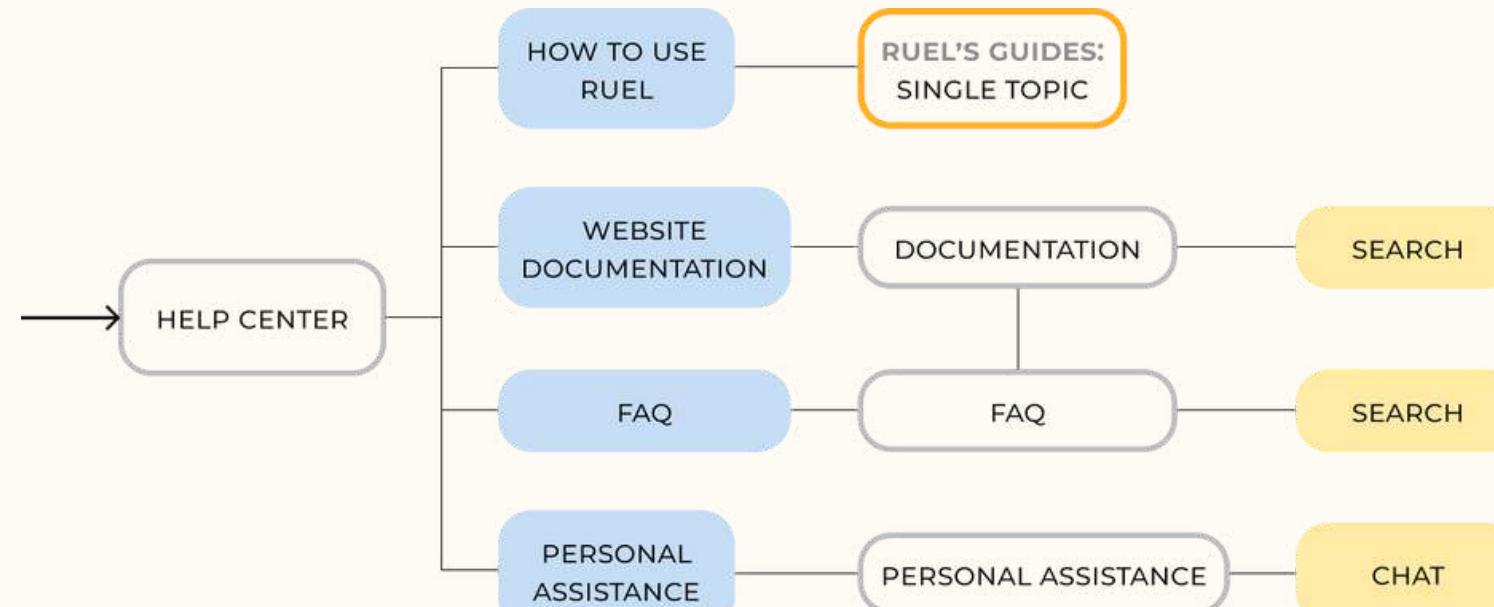
On the homepage, users can navigate to Ruel's "**Marketplace**", where they can browse products and sellers profiles, referred to as "**Vetrine**". Product listings are linked to external platforms, since purchases are not made directly on Ruel.

The "**Communities Section**" on the Ruel platform allows users to discover communities of members who share common interests.

Users can search for keywords to find and join communities of their interest.



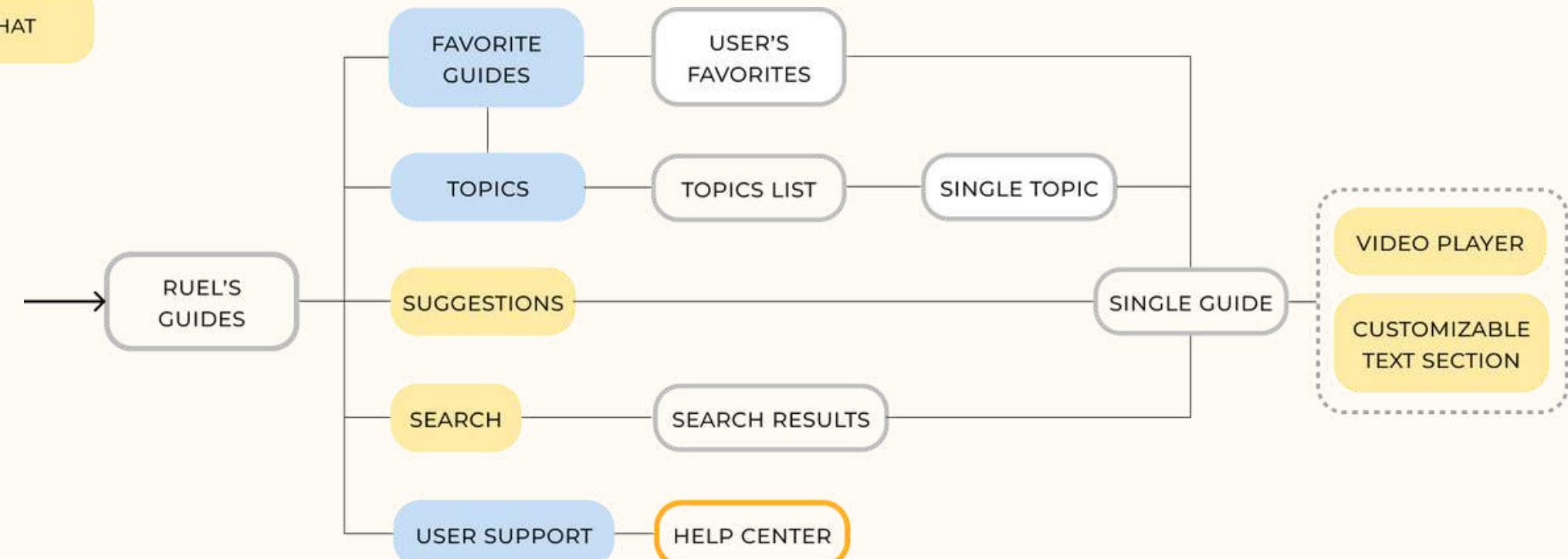
HELP CENTER & GUIDES



"Ruel's Guides" provides users with info to improve their online selling activity.

Users can easily access guide pages through the **search** functionality, **suggested** topics, or the complete topic **list**. The section also allows users to access their favorite guides.

Each page on the website offers direct access to the "**Help Center**". Within this section, users have the option to explore the website guide or documentation, find answers to frequently asked questions, or request personalized assistance.

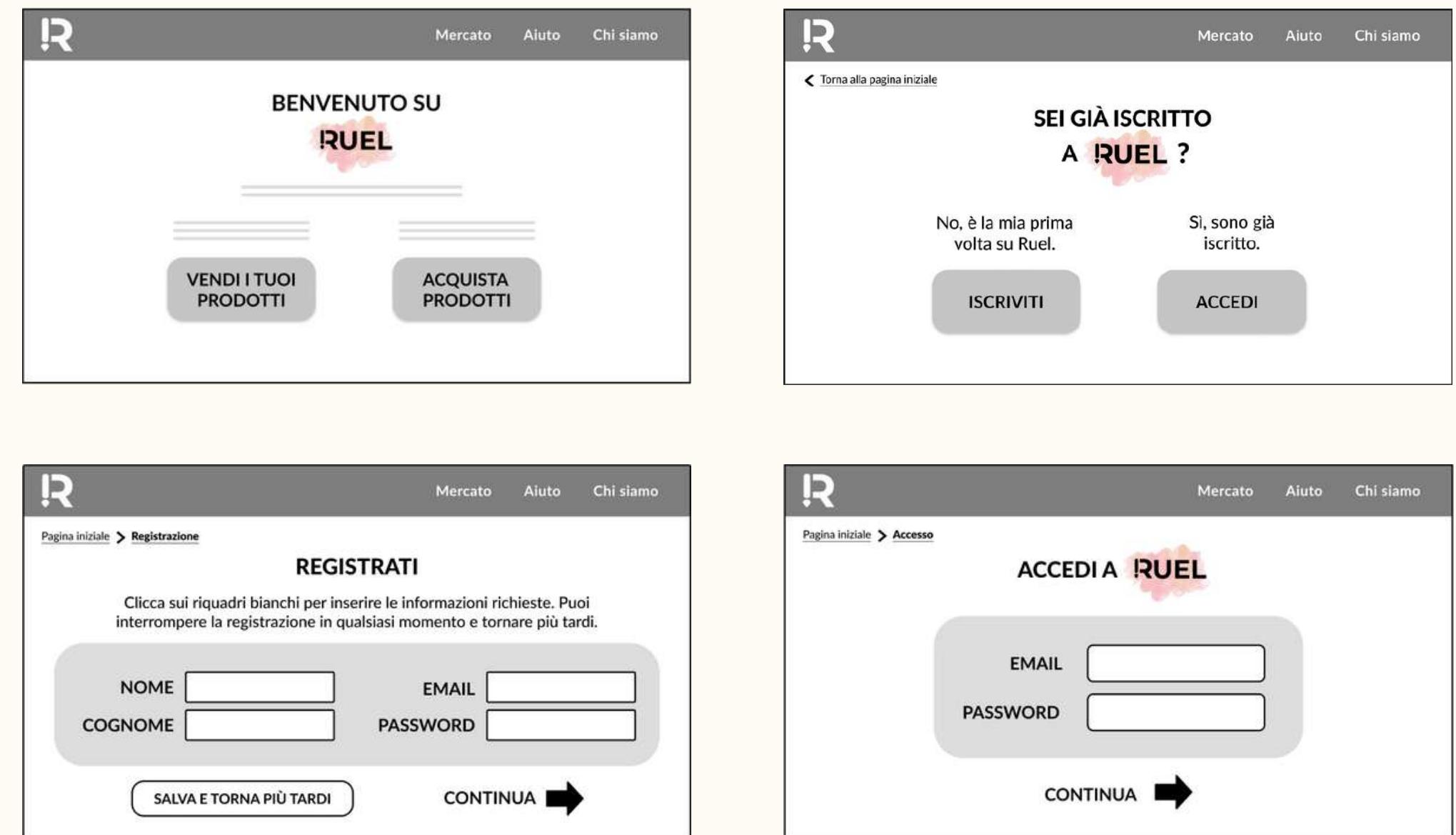


LOGGED-OUT HOMEPAGE

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.



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

The first four wireframes show the initial steps of the product addition process:

- AGGIUNGI UN PRODOTTO**: Di che prodotto si tratta? (Painting, Wooden object, Sculpture, Knit or embroidery, Jewelry, Candle, Illustration, Handmade object). Includes a back arrow, forward arrow, and an AIUTO button.
- AGGIUNGI UN PRODOTTO: MATERIALE**: Selection of materials: Olio (Oil), Acquarelli (Watercolor), Pastelli (Pastels), Tempera (Tempera), Colori Acrilici (Acrylic colors), Pennarelli (Pens), Matite (Pencils), Gouache (Gouache). Includes a back arrow, forward arrow, and an AIUTO button.
- AGGIUNGI UN PRODOTTO: SUPPORTO**: Selection of support: Tela (Canvas), Carta (Paper), Cartone (Cardboard), Legno (Wood), Tessuto (Fabric), Vetro (Glass). Includes a back arrow, forward arrow, and an AIUTO button.
- AGGIUNGI UN PRODOTTO: DIMENSIONI**: Insert dimensions: Height cm x Width cm. Includes a back arrow, forward arrow, and an AIUTO button.

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.

The next four wireframes show the middle steps of the product addition process:

- AGGIUNGI UN PRODOTTO: IMMAGINI**: Click to add photo or video. Includes a back arrow, forward arrow, and an AIUTO button.
- AGGIUNGI UN PRODOTTO: DETTAGLI**: Title and Description fields. Includes a back arrow, forward arrow, and an AIUTO button.
- AGGIUNGI UN PRODOTTO: DETTAGLI**: Quantity and Price fields. Includes a back arrow, forward arrow, and an AIUTO button.

The final three wireframes show the final steps of the product addition process:

- AGGIUNGI UN PRODOTTO: CONNETTI**: Connect to Etsy, Amazon, eBay, or other site. Includes a back arrow, forward arrow, and an AIUTO button.
- Connetti a Piattaforma**: Platform connection interface. Includes a back arrow, forward arrow, and an AIUTO button.
- INERZIONE COMPLETA**: Confirmation message: "Hai inserito tutte le informazioni necessarie. Puoi controllarle qua sotto:". Includes a back arrow, forward arrow, and an AIUTO button.

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.

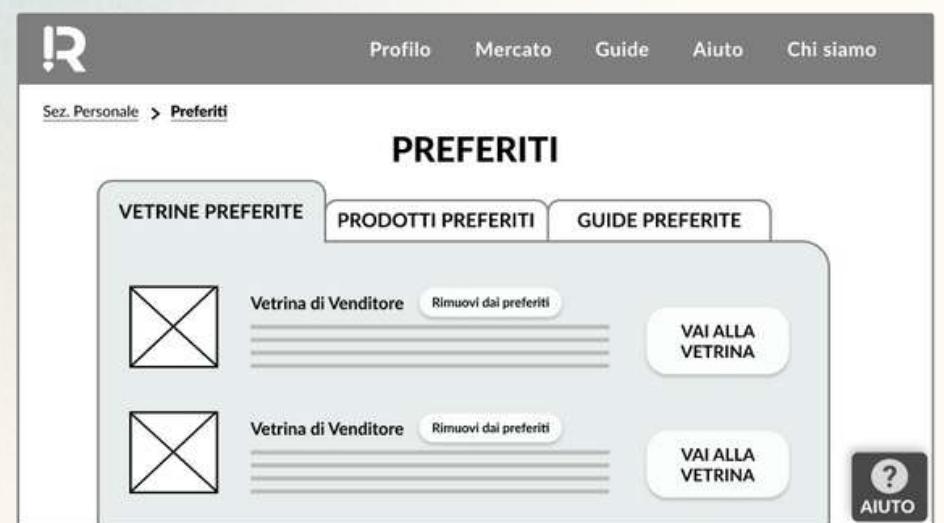


PERSONAL PAGE (2)

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 to 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.

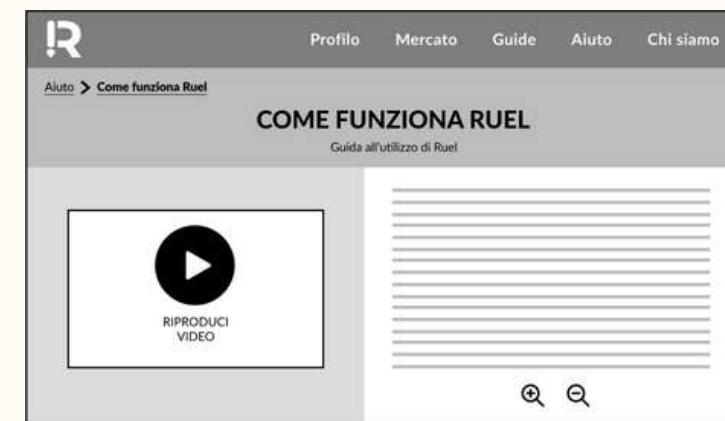
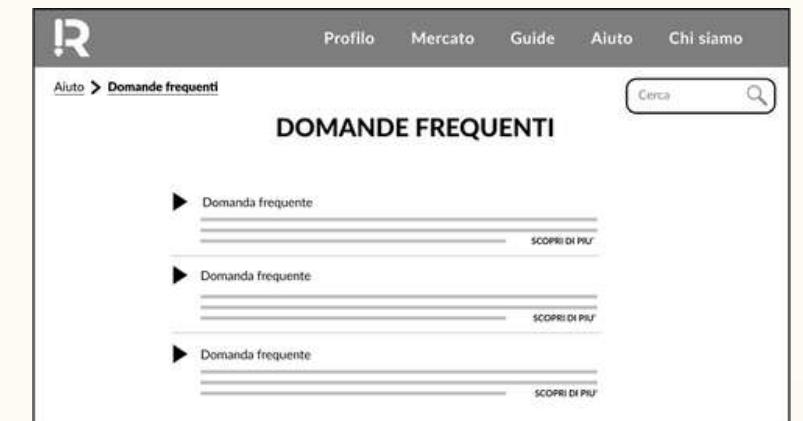


HELP CENTER & ABOUT

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.



EVALUATION OF DESIGN

INSPECTION: RUEL

[userfocus.co.uk 247 Web Usability Guidelines](http://userfocus.co.uk/247/Web_Usability_Guidelines)

Homepage Usability

- * **Finite-scroll** design
- * Call-to-action buttons
- * **Redundancy** for an easy and persistent navigation
- * Unambiguous text and familiar language
- * Strictly meaningful **graphics**

Task Orientation & Navigation

- * Minimal number of interactive elements
- * **Guided steps** for task oriented processes
- * **Wizard** component
- * Clean and consistent **layout**
- * No time limitations

Trust & Credibility

- * Special focus on **Help Center** & Communities
- * Assistance through **step-by-step** instructions
- * Real-person support
- * Meaningful user feedback

USER TESTING RUEL

6 TASKS

- * Registration
- * Edit product description
- * Add new product
- * Seek assistance
- * Contact seller
- * Remove favorite item

EVALUATION METRICS

- * Task success
- * Time on task
- * Number of errors
- * Satisfaction level

TESTING PROCESS

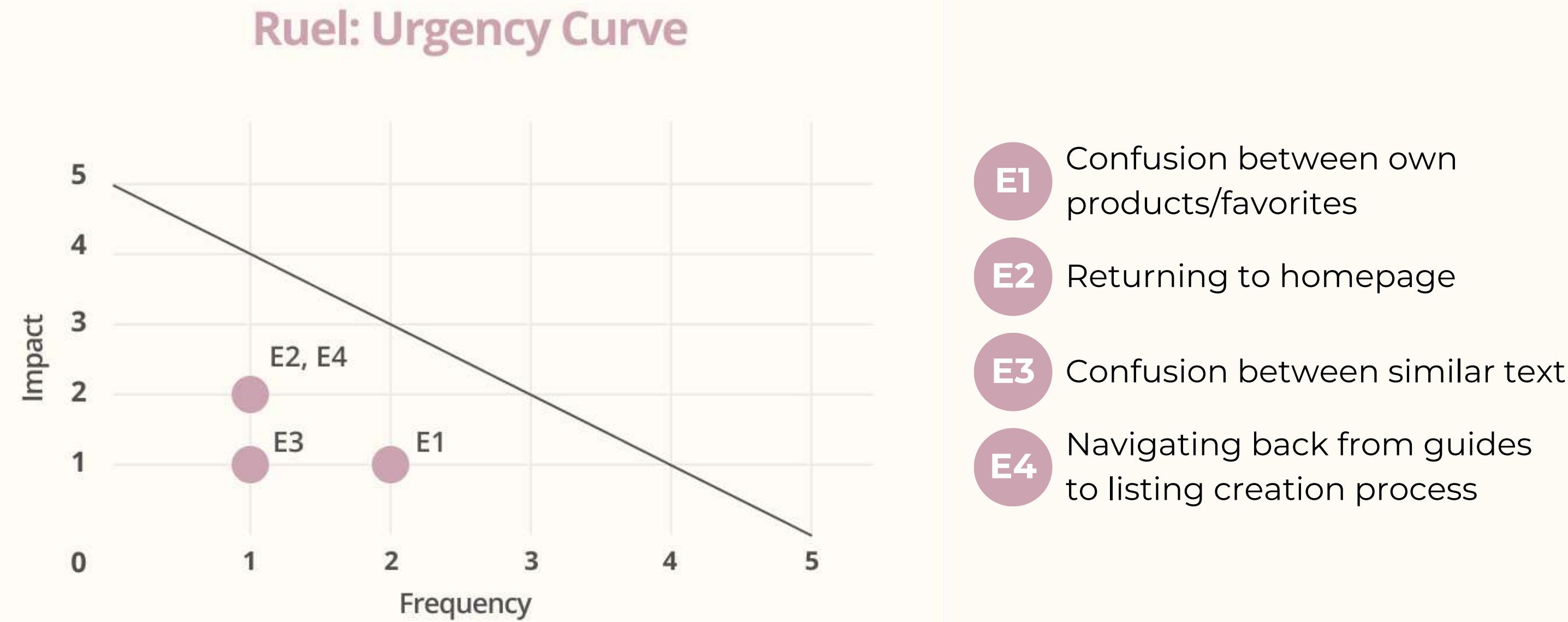
- * 3 participants, same as previous user testing
- * Conducted remotely
- * Thinking aloud method

RUEL

SUS RESULT
93.33/100

	Task success	Avg. time on task	Avg. number of errors	Avg. satisfaction
User 1	6 Success	1:05 min	0.16	High
User 2	5 Success 1 Partial Success	1:53 min	0.66	High
User 3	5 Success 1 Success with assistance	2:32 min	0.16	Normal/High

URGENCY CURVE



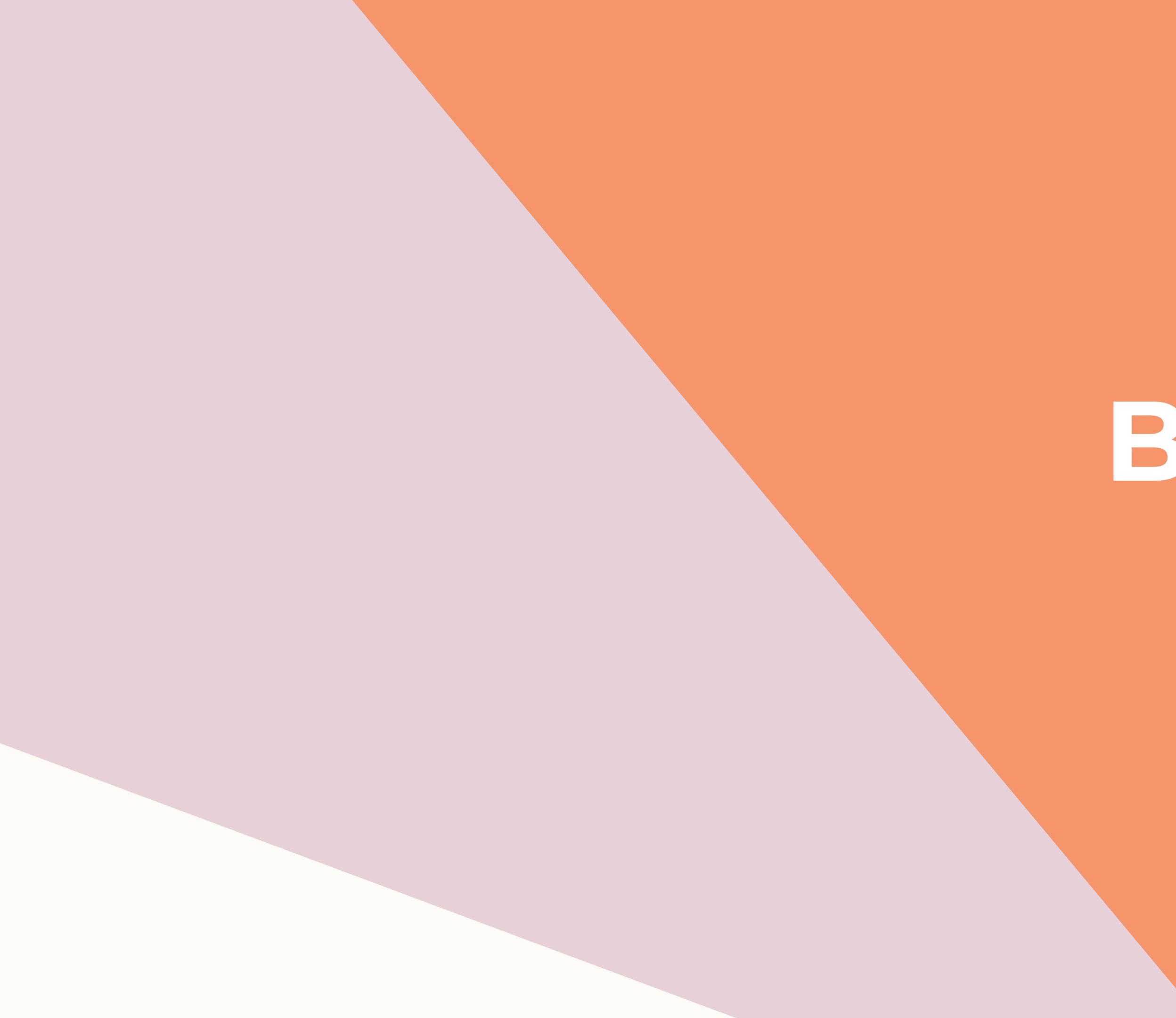
SUMMARY OF RESULTS



Users felt

AUTONOMOUS
CONFIDENT
SATISFIED

- * Quick and smooth processes
- * Clear paths
- * Clean layout with no distractions
- * Quick access to desired information
- * Visible elements



BEFORE &
AFTER

ADDRESSING CLARITY

✖ Using the breadcrumb or selecting the platform's logo are both viable options to reach the homepage, which however are often overlooked or not known to users. To solve this issue, we decided to include related instructions in the **wizard** component to help users familiarize with this functionality.



A screenshot of a registration form titled 'REGISTRATI'. At the top are 'Mercato', 'Aiuto', and 'Chi siamo' buttons. Below is a breadcrumb: 'Pagina iniziale > Registrazione'. The form contains four input fields: 'NOME*' (highlighted with a red asterisk), 'EMAIL*', 'COGNOME*', and 'PASSWORD*'. Above these fields is a note: 'Clicca sui riquadri bianchi per inserire le informazioni richieste. Puoi interrompere la registrazione in qualsiasi momento e tornare più tardi.' At the bottom are 'SALVA E TORNA PIÙ TARDI' and 'CONTINUA ➡' buttons.

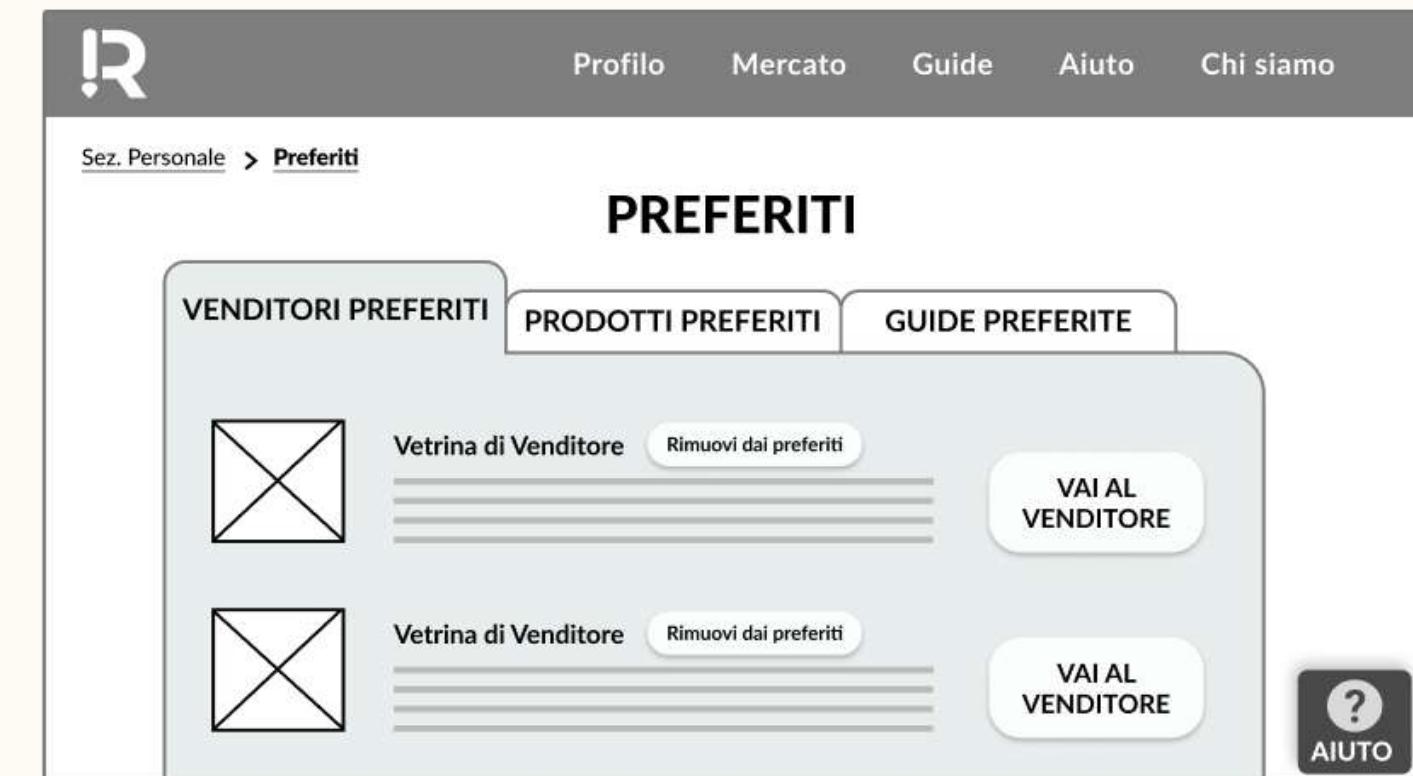
✖ We highlighted **mandatory fields** in the registration and listing creation.



ADDRESSING ERRORS

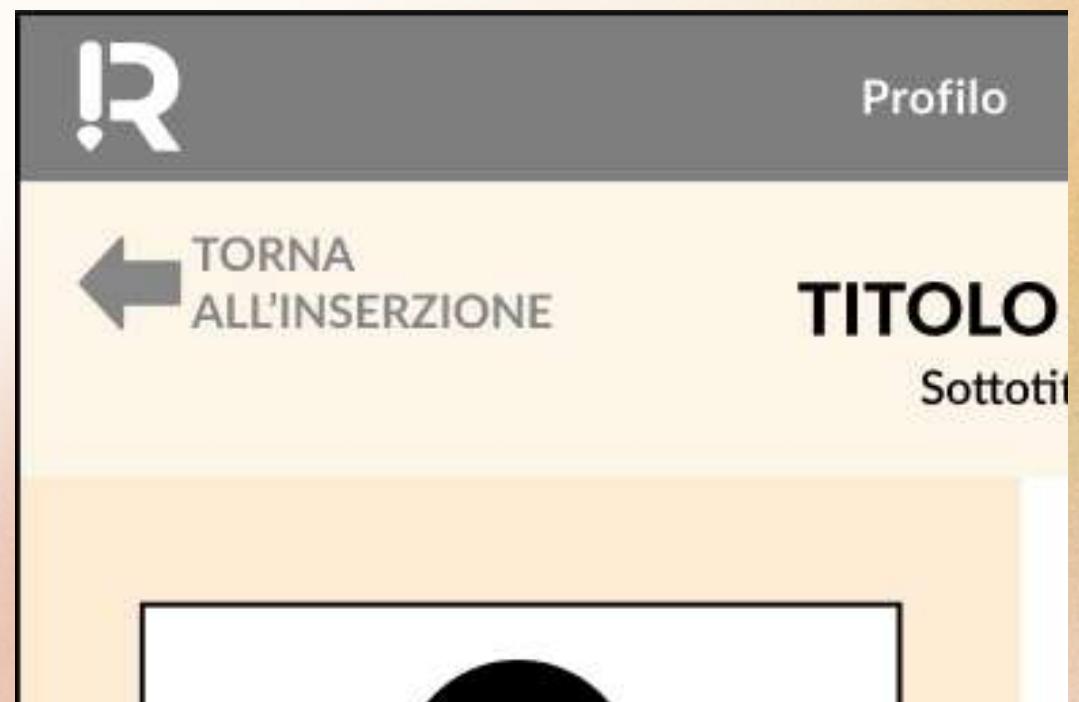
* Testings revealed that users often opened their product listings page instead of their "**Favorite Products**" session. To reduce this error, the page **layout** was adjusted by placing the links to both sections at the same horizontal level on the page.

* To prevent confusion when removing items from favorites, changing "Favorite Showcases" to "**Favorite Sellers**" could be helpful as a user accidentally removed a favorite shop instead of a product due to the prototype's lack of detail.



OTHER ADJUSTMENTS

- * During testing, users found a misleading breadcrumb when returning to the listing creation process after accessing suggested guide articles, causing confusion. To address this, a **larger link** was added to the guide article for easier navigation back to the listing process.
- * A user misunderstood the "**Contact Seller**" button to mean email instead of chat due to the icon used. Future testing may reveal if a different icon could prevent confusion, but it was not a priority concern as it did not cause any errors.



Possible alternatives:



CONCLUSION

CONCLUSION

Interviews and **user testing** were essential for guiding the design process as we tackled aspirations and needs diametrically opposed from ours



Latest user testing for the Ruel platform showed **positive outcomes**, including smoother processes, reduced frustration, and improved task completion.

The project operated within university **constraints**, highlighting the need for more resources and specialized knowledge for real-world implementation.



Considerations for **further improvement** include addressing dialects among Italian users and exploring strategic partnerships with companies and stakeholders.

USEFUL LINKS & RESOURCES

SITOGRAPHY

- * [Ruel's Figma Workspace](#)
- * [User Testing Ruel's Prototype on Figma](#)
- * [Final Ruel's Prototype on Figma](#)
- * [Finn, Kate and Jeff Johnson \(2014\): Design for Older Adults: Usability Considerations for Real Users](#)
- * [Finn, Kate \(2013\): Designing User Interfaces for Older Adults: Myth Busters](#)
- * [Sloan, David \(2011\): Web Accessibility and Older People - not as straightforward as you think?](#)
- * [Spire Digital \(2019\): Accessible Design: Designing for the Elderly | by Spire Digital | UX Planet](#)
- * [Trzepla, Szymon \(2019\): UX accessibility for elderly — 12 principles](#)

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<https://doi.org/10.1145/1535654.1535658>
- * Carolyn Wilson-Nash & Julie Tinson (2022) 'I am the master of my fate': digital technology paradoxes and the coping strategies of older consumers, Journal of Marketing Management, 38:3-4, 248-278, DOI: [10.1080/0267257X.2021.1945662](https://doi.org/10.1080/0267257X.2021.1945662)

**Thank you
for your attention!**
