

UX User Research

From our desk research, we found out that the price of new cloth and new items only will go higher and high in the following years(4) and the trend for secondhand shopping is coming strong with consumer favor sustainability issue (5),(6) We think that this MVP will be useful to many of the customers who want an alternative way to shop.

UX Design process

UX Design process started with Understanding the user, which many sources called differently, In this process, we try to reach and understand the user that we will build this service for, and try in every way to access the train of thought and logic behind decisions that they made, this including user research, making persona and user story.

We will then analyze the information which we received and put that thought in when we enter the phase of Ideation, in which we will brainstorm as many ideas as possible that come to our mind for the services, we will then choose some ideas to develop from and start to walk into the Validation phase, Which you make mockup to display the ideas, test things up and start to deciding about all every detail that will go into the prototype. We will test and listen to feedback and make adjustments as time allows. Then we will enter the step of Iterate, Which makes us stop and look and test and see the user use the service again, this can loped back to Ideate again if we find something to fix.

Understanding User

We have collected a total 33 participants, which is not big but given the time frame, it is enough to give us insight into the general online shopper group preference and their initial thought.

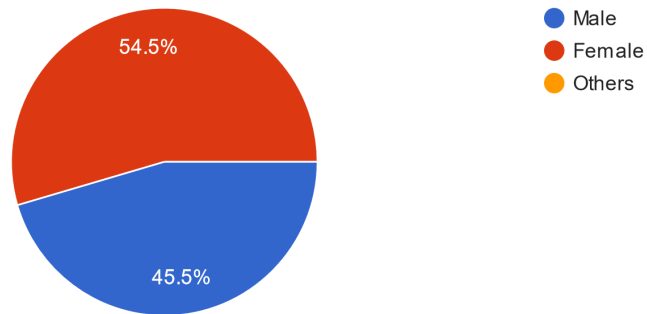
Questionnaires(7)

We made a simple google form to help us distribute the questions to the public. The time we spend on it is during the winter break until the 4th Week before the midterm. It gives us the understanding and gives our project a green light to go forward.

Results and Insight

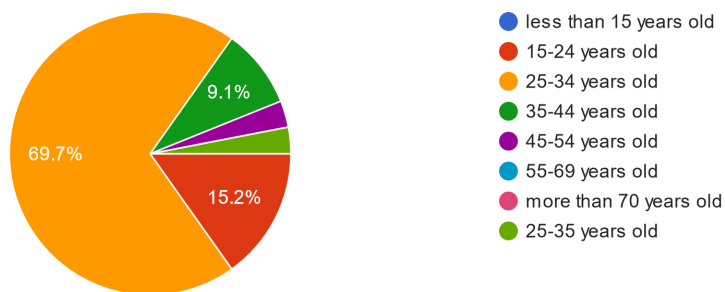
Gender

33 responses



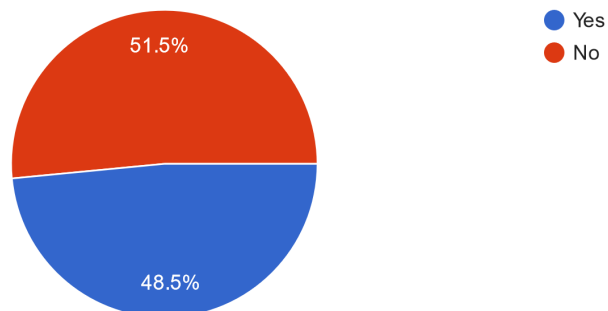
How old are you?

33 responses



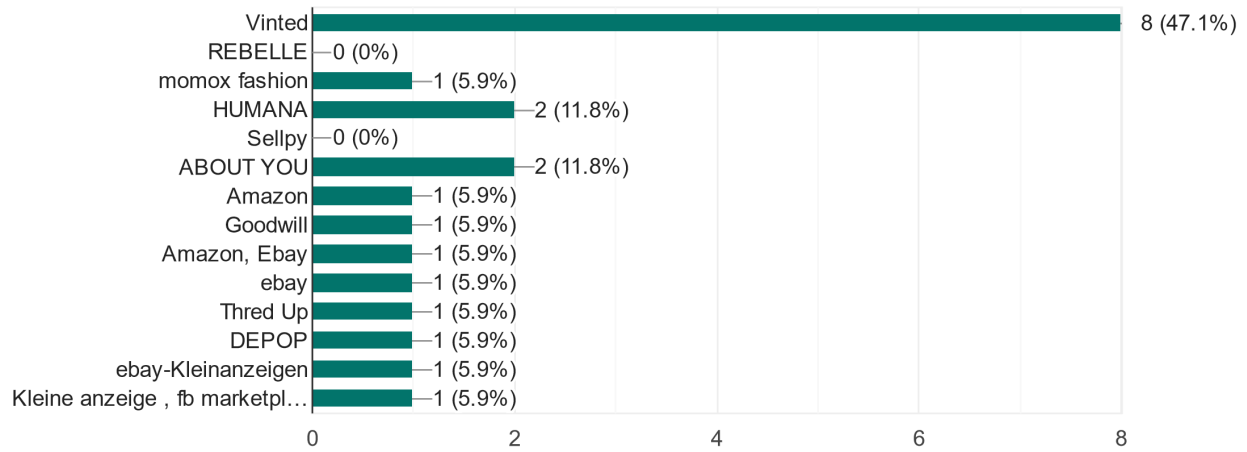
Do you shop vintage/second hand items online?

33 responses



If yes, with what service?

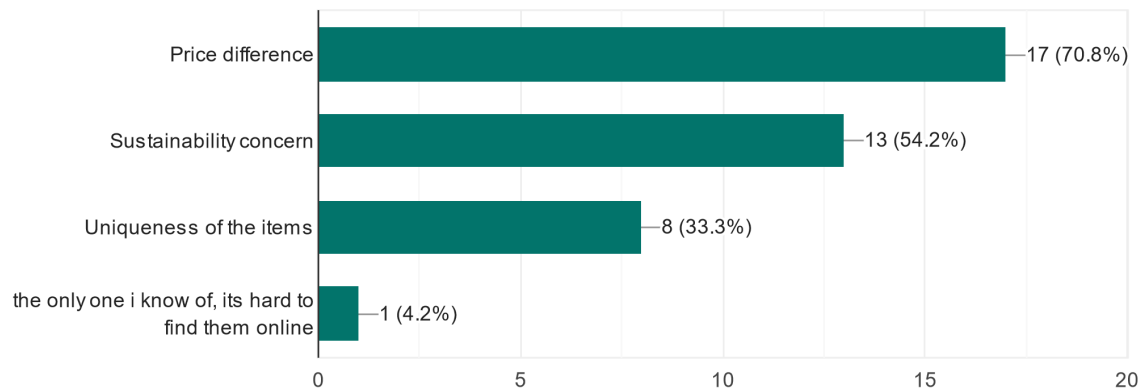
17 responses



Half of the general online shopper has shopped secondhand before and from that half, half of it is from vinted!

Why do you choose to shop vintage/secondhand items?

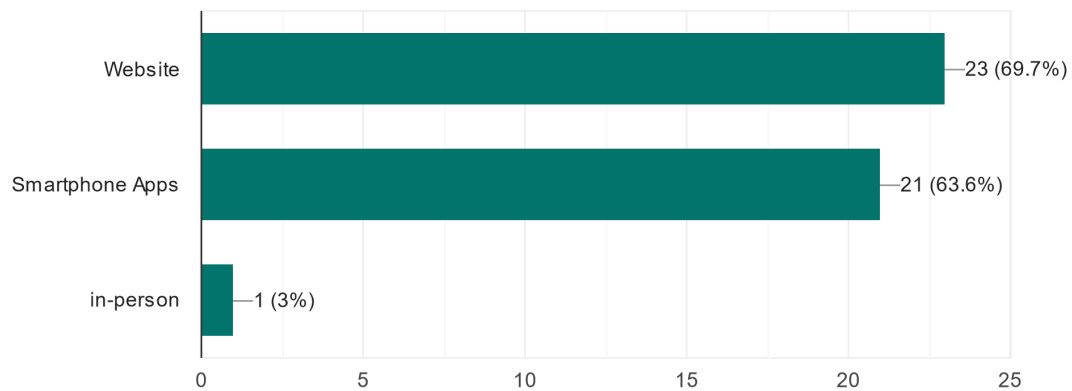
24 responses



People shop second hand for many or combination of reasons, the reason such as Price, and sustainability is big main reasons

Do you shop online by using ...?

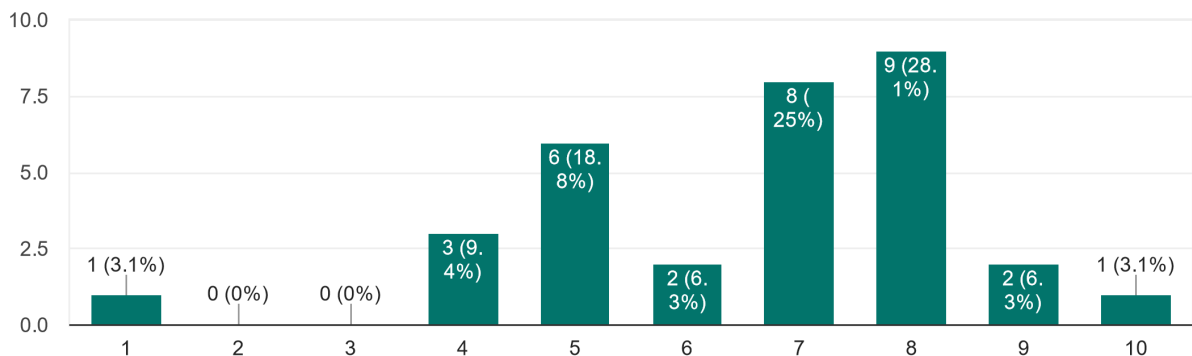
33 responses



This result shows that people use both methods for online shopping, but since the majority of our observed group is age group between 25 to 34 years old, We wonder if this ratio will change in the group of the younger generation? From the availability of smartphone use in young generation and their proficient in technology than the previous generation, We predict that the trend will be higher in the smartphone than web-based. As now GenZ is a big amount of mobile users, they choose smartphones as the device of choice(8)

Overall, What do you think about the Vintage online shopping service?

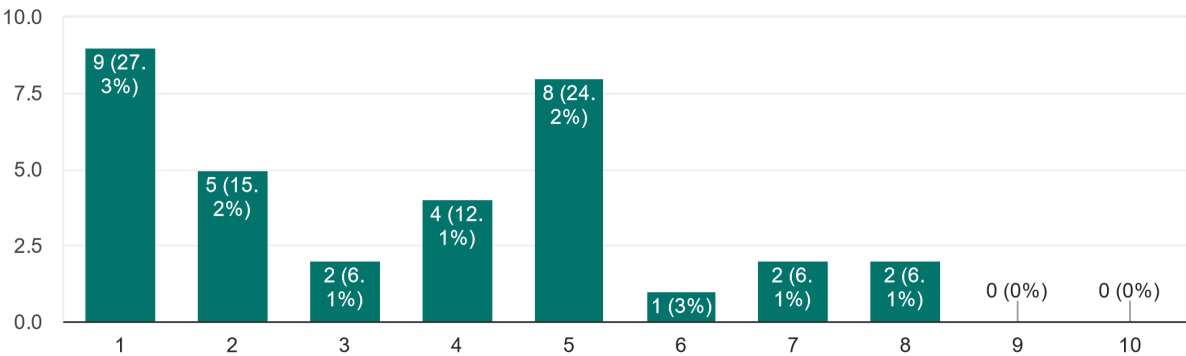
32 responses



Looks pretty Good, 20 out of 32 People give a score between 7 to 10 about their thought about Online Vintage shopping, even if only half of the group have to buy something before as you can see from the later graph showing that people not very often buy something from these services. Which are sad things. Since people showed quite a positive attitude toward the ideas,

the result was not really the preferred method after all or just never try, or is there any other issue? Such as not enough targeted ads compare to major online shopping platform etc
*(from this graph 1 is never, 10 is all the time)

How often do you shop vintage online?
33 responses

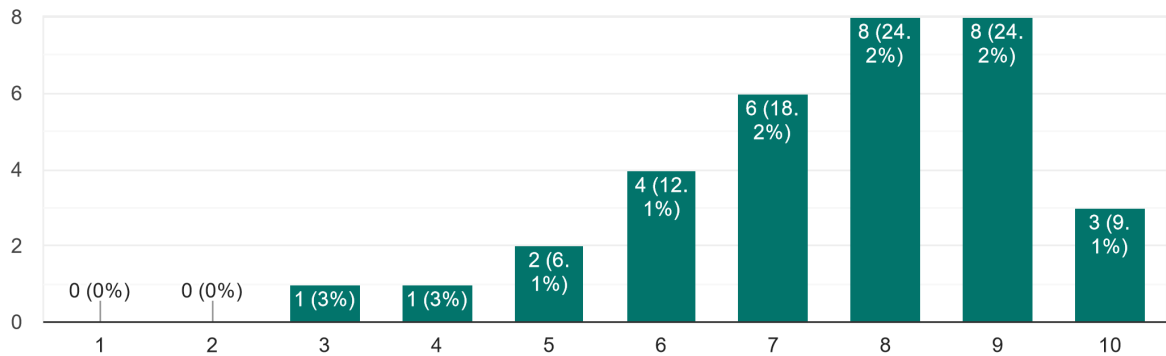


What features or cataloguing would you like to see when shopping online?
its a hassle to find clothes that i like/fit/price
Material, year, state filters
Virtual model
Jackets
Material Quality, Design
Quality assurance of the items sold
Electronic
Product reviews
the year of clothing style or period
My size. I am quite tall
proper size
Tailor Made Suggestions based on my previous searches and purchases

Better photos of clothing

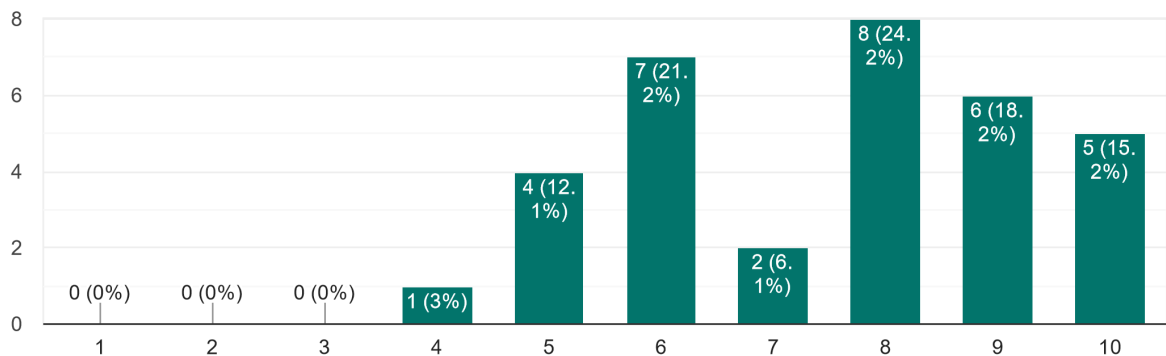
How much do you pay attention to/ care about your style?

33 responses



How would you rate your dress sense?

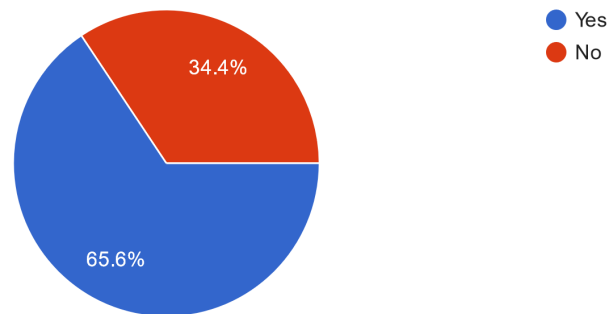
33 responses



From these two questions, we can see that people valued their dress sense and the importance of their style. The first one showed that 25 out of 33 people have given scores between 7 to 10 for their style, and the second one showed a similar number at 21 people answered that they rated their dress sense at between 7 to 10.

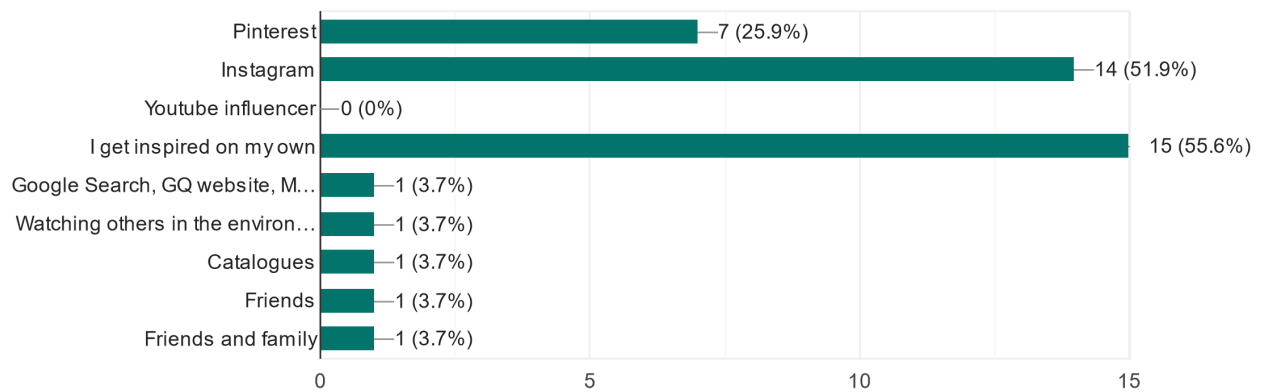
Do you use external inspiration to buy clothes or wear your outfits?

32 responses



Where do you find this inspiration?

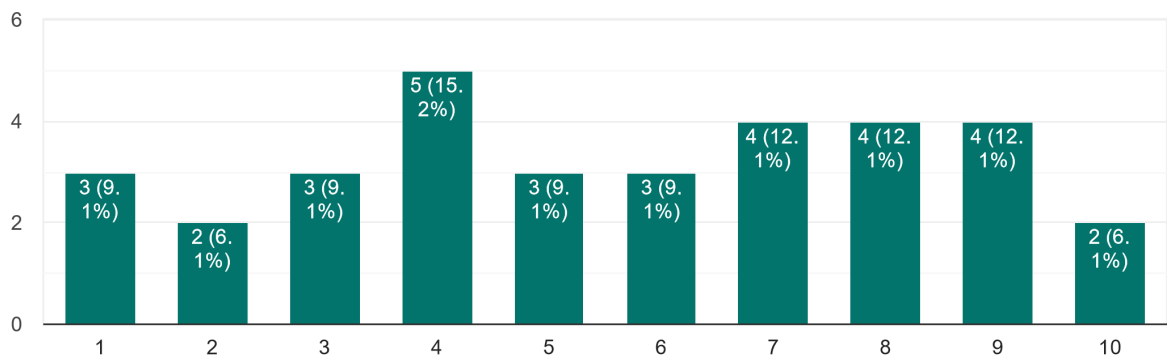
27 responses



From these two questions, we can see majority of people has take some inspiration from somewhere, the second one show the biggest source of inspirations is from Instangram(51.9%)and Pinterest (25.9%)

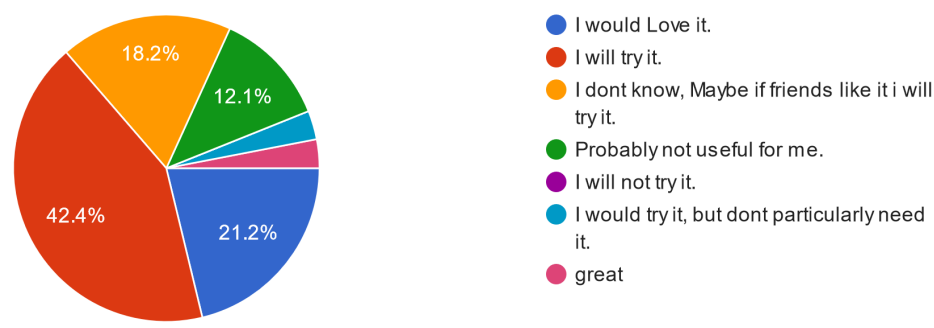
How difficult is it for you to find matching clothes of your style?

33 responses



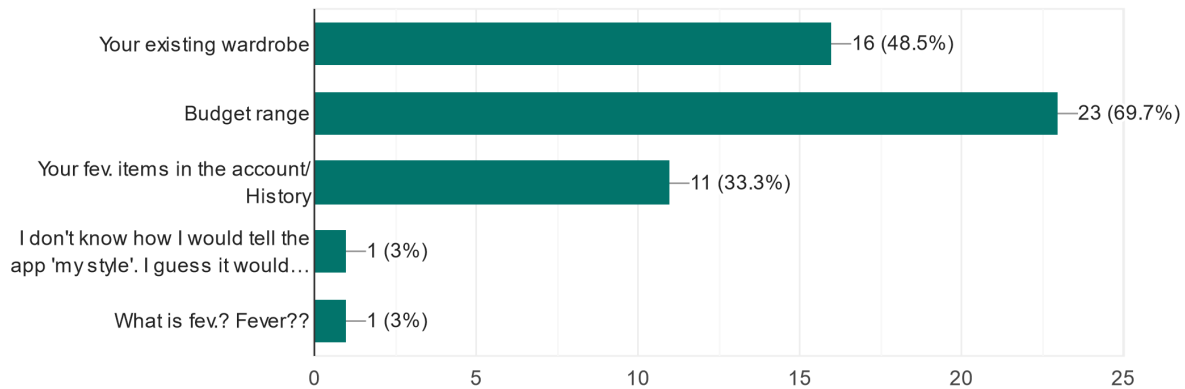
What do you think if we make mix and match service to help you find your more new favorite vintage items from the platform that you use (i.e. Vinted), Would that be great for you?

33 responses



What should be the important criteria?

33 responses



How do you think the services should be like? Which features/functionalities should it offer so that you will use it?	Category
maybe like tinder	Better Algorithm
Diferent payment methods, try and return policies, shipping.	Other
Easy, visual way of inputting 'my style' and then a joyful way of browsing and getting inspiration. Perhaps a Tinder-like interaction where I can say "I like this", "I don't like that" which will improve my recommendations.	Better Algorithm
That's your job ;)	-
Information about the different style, how as test first for know what is My style and next to this information about this speccifical style	Better Algorithm
Good filters; customer-friendly design (- easy handling, e.g. About you is BAD); good pictures and descriptions of items; suggestions for similar items if my size/color etc is not available	Better Algorithm
Affordable prices but quality products	Products quality
Quality and affordable items	Products quality
Return policy should be made very flexible in terms of satisfaction	Other

Nothing in particular	-
Choices and style in which the clothing is from or the history of the brand or something interesting.	More info on products
Clothes for taller people	Specialized items
Easy to use	Better Algorithm
Good and intuitive usability of Website/App, easy to find things	Better Algorithm
Ability to select different styles and find clothing in those categories	Better Algorithm

In this, we can see many suggestions for something on the line of a better algorithm which make it intuitive, easier to use, gives a lot of choices or giving information for them.

Do you have any additional comment?
Looking forward in seeing what you are about to come with



For Online shopping in general, What do you like about it?	Categories
you can find some nice items	Easy, conveniences

Possible whenever and wherever you want to	Easy, conveniences
Convenience	Easy, conveniences
Convenience, options	Easy, conveniences Choice/Variety of goods
For second-hand shopping to search for a specific item instead of browsing a big sop	Choice/Variety of goods
Lots of choice	Choice/Variety of goods
Finding things I don't find in stores	Choice/Variety of goods
Eco-friendly and suistainable, fair fashion is hard to find in regular shopping centers or streets. Online I can visit dedicated shops. Discounts	Choice/Variety of goods
I can find everything online, when I go shopping there isnt always what Im looking for	Choice/Variety of goods
Collection	Choice/Variety of goods
Convinience	Easy, conveniences
Lots of choices	Choice/Variety of goods
Time saving	Time-saving
Many choices	Choice/Variety of goods
Availability of my size/ item I am looking for (or notification, if not); easy ordering;	Choice/Variety of goods
inspiration	others
Convenient	Easy, conveniences
Some are fast and easy	Easy, conveniences
Easy and saves time	Easy, conveniences, time-saving
Online shopping for Food is fine, but for clothes/fashion I won't recommend online shopping	
Flexible and convenient	Easy, conveniences
Varieties	Choice/Variety of goods
I already answer from above questions	-

Convenient	Easy, conveniences
Choices	Choice/Variety of goods
convenient	Easy, conveniences
Fast and easy	Easy, conveniences
EASY	Easy, conveniences
It is convenient	Easy, conveniences
It saves time, no stress, usually larger range Better than brick and mortar. Don't buy much. You can see all the options available to you	Time-saving, Choice/Variety of goods

14 people answer in the field of 1. Easy, convenient, 13 in 2. Choice/Variety of goods, 3 for 3. time-saving, and 1 for 4. others

I conclude that the people like online shopping mainly because of convenience and availability of choices

For Online shopping in general, What do you dislike?	Type of problem
its a hassle to find clothes that i like/fit/price	Hard to find
No real wardrobe	Other
Don't know how clothes fit	Cannot try, see, feel the items
Getting the wrong size or not intended purpose.	Deceiving picture,description, etc.
Supporting large corporates instead of small businesses.	Other
not able to feel the clothes and assess quality properly	Cannot try, see, feel the items
I cannot try the products. Even with free return I think it is such a waste to send it back & forth	Cannot try, see, feel the items
Not being able to try things, shipping cost, custom taxes	Cannot try, see, feel the items
Can not try the things	Cannot try, see, feel the items

I cannot see how clothes really are	Cannot try, see, feel the items
Network problem	Other
Measures, constrating with te reality	Deceiving picture,description, etc.
Non availability of product	Availability
Unavailability of certain Products	Availability
Lack of pictures of the product	Not enough pictures
Not sustainable (lots of waste); returning the items I dont like; not to be able to see and feel the item (sometimes its bad quality, or weird sizing) -> item descriptions arent too helpful	waste, Cannot try, see, feel the items,
You have to guess the fit	Cannot try, see, feel the items,
Quality may fail	Deceiving picture,description, etc.
Some deceptive pictures sometimes	Deceiving picture,description, etc.
Rarely, does item match description.	Deceiving picture,description, etc.
Too many sub sections	Hard to find
Refund policy	Other
customer service	Other
Cannot try the clothes on	Cannot try, see, feel the items
Time consuming	Other
excessive package	Waste
Too Many different clothes	Hard to find
DOES NOT HAVE ENOUGH QUALITY PHOTOS	Not enough pictures
You do not get the size you want	Deceiving

	picture,description, etc.
Sometimes it doesnt look like on the pictures and I wouldnt buy it in the first place when I would have seen it in a store	Deceiving picture,description, etc.
Co2	Waste
You cannot see how the clothes will look/fit you	Cannot try, see, feel the items,

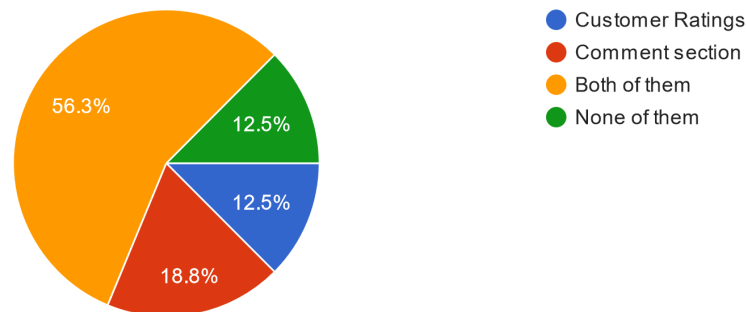
From what we see from the comments, I conclude that people don't like that they cannot feel, see, touch the items since the picture or description sometimes is not matched with the items (10 times mentioned, Highlighted in red) while deceiving pictures and details altogether with the items is hard to find comes often also

What do you think should be there?	Analyzing answer
tailored choices	Algorithm for better personalization of choices
"More stocks for most selling items"	Quantity of stock
A fitting avatar	Algorithm for better test/try the items
Products that aren't fake	Trust issue
Estimated sizes, and pictorial description on how shoppers can take their body	Better Description/measurements
measurements	Better Description/measurements
Direct link	link
Substandard products should be refund without hassles	Refund policy
customer service or ask a stylist, which can help you with question and choices in what to wear if you are going to a function, e.g. party, dinner or date or what-not.	Algorithm for better personalization of choices

From a small number of suggestions received, we can see that many answers asked for some form of better personalization algorithm.

Do you prioritise customers rating or comment in making decisions on what you shop online?

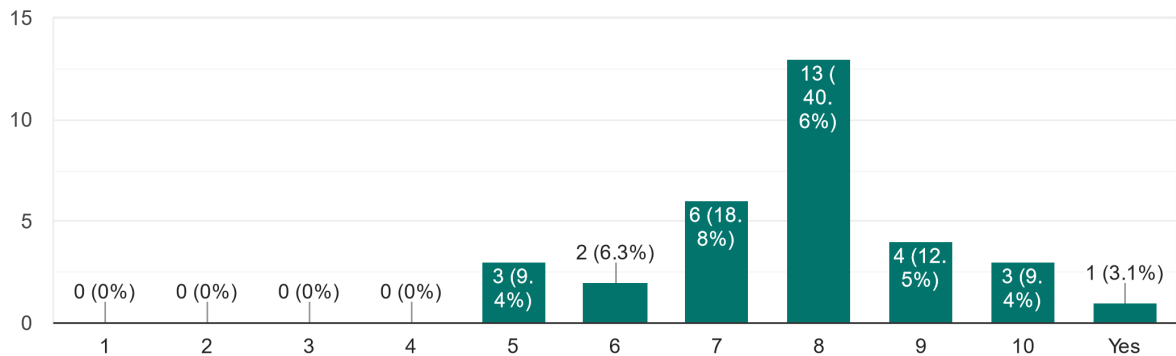
32 responses



We can see people use mostly a combination of the customer ratings and comments to help make their decision, while the one who chooses only one form, the bigger group is the group that chooses the comment section more trustable.

Would you trust the services in term of payment/security?

32 responses



This shows that the user mostly has no issue in trusting the service about payment and security.

Overall, This UX User research has given us the idea of the general user, we have no critical point against our MVP Ideas and it goes along with our assumption about the user in general. That mostly people buy less secondhand than first hand, in which we do not know the exact reason and this could be an issue to explore in the future. But we can see that sometimes people buy stuff from the services, and the general ideas about it are not bad either. People think to support the second-hand service since it's less of a burden to buy financially and more sustainable choice after all. While we still all cared about our style and appearance like usual we rate our dress sense pretty high. We usually look for the comment and the stars to help us decide and we have no problem with the payment system.

But even first-hand online shopping has experienced the same bad experiences about the mismatch between expectation vs reality. Be it Intentionally from the seller to sell using deceiving pictures or unintentional such as not good description and lighting. Their Biggest pain point is still that they are unable to feel, touch the subject to confirm their decision before purchasing. Causing the returns which leads to the return policy problem and the sustainability of the whole process.

Reference

Cloth Price will only get more expensive [\(4\)](#)

Secondhand shopping trends [\(5\)](#),[\(6\)](#)

Questionnaire [\(7\)](#)

Gen Z tendency [\(8\)](#)