

2nd
DEAL

Second Hand Furniture App

“

*Boston ranks third among metro areas — after New York and Los Angeles — for its number of foreign students, with **47,895**, up from **43,801** the previous year*

-THE INSTITUTE OF INTERNATIONAL EDUCATION (2015)



Students Cassie Li (left) and Cassie Yu, both of China, enrolled at Northeastern University.

“

The number of international students nationwide grew at the fastest rate in 35 years, increasing by 10 percent from the previous year to a record high of 974,926 during the 2014-15 academic year.

NEED

Most of international students having difficulties finding temporary furnitures during their stay in the US.

CHALLENGE

What can we do, online, creating better home goods transaction experience, both as a buyer and a seller.

Competing against local second hand furniture stores.

OUR APPROACH

Incorporating native apps idea, we'll first reach International students in the area — drawing a connection between their needs and possibility outcome apps product.

COMPETITORS

BOSTON AREA

CRAIGSLIST

IKEA

GOODWILL

CHEAP CHIC (allston)

SCENARIO 1

Prospective Buyer

- Just came to Boston and rented 2 bedrooms apartment with one of her friends from China in Allston.
- They both are enrolled as Master degree students in Digital Media at Northeastern University
- Cindy wants to get a TV, so she can watch her favorite shows
- She prefers to buy second hand TV because it's cheaper.
- She heard about Craigslist, but afraid of spams.



Cindy Wang, 24

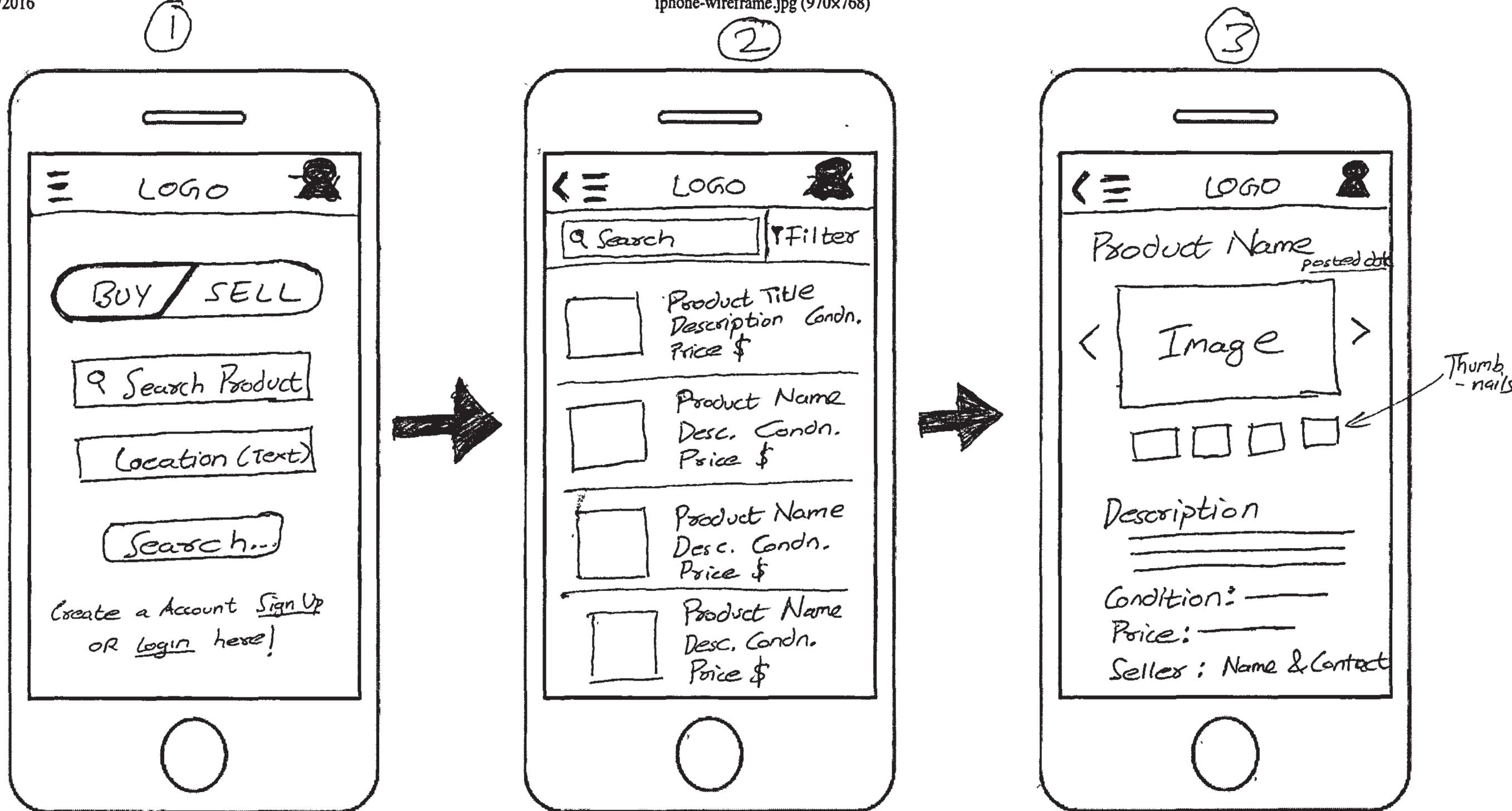
Prospective Seller

- Living in studio apartment in Brighton area for the last two years.
- Just graduated and received Bachelor's degree in economics from Boston University.
- He is planning to move back to India next month.
- He wants to sell some of his furnitures (couch, TV, and TVstand)
- Does not know anyone who needs them.



Palash, 22

SKETCHES



For messaging Screen
Refer ⑨

Notes:

BUY & SELL TAB

Buy has 2 text fields:
Search & Location

Also has option to sign in / sign up

Notes:

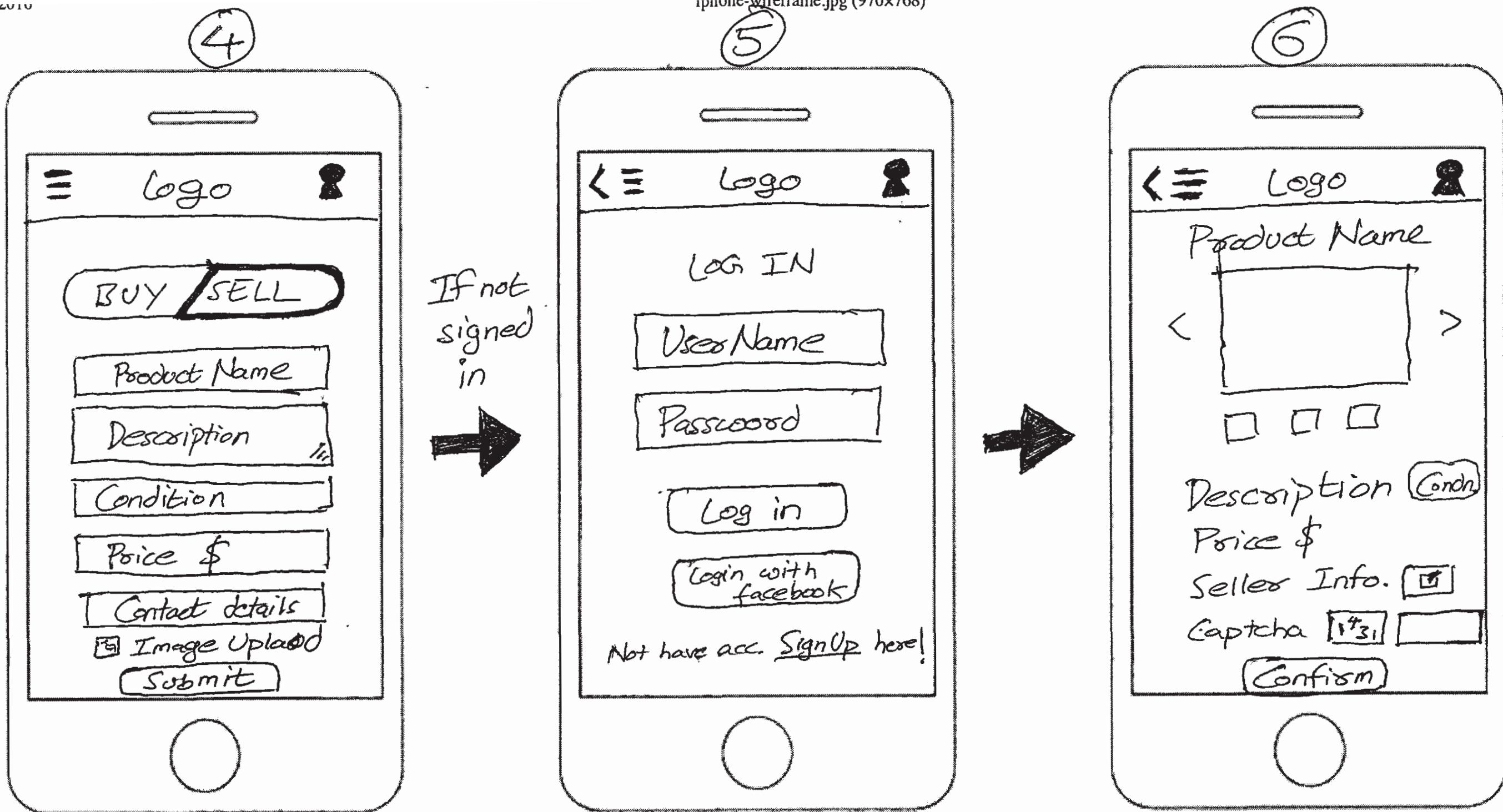
Once the product is searched, they are taken to list of products that matches their search criteria.

Has option to go back, search & set filters

Notes:

Once the product is selected, the user is taken to see the whole description, Images, price, seller, posted date & contact information.

You can send message using App.



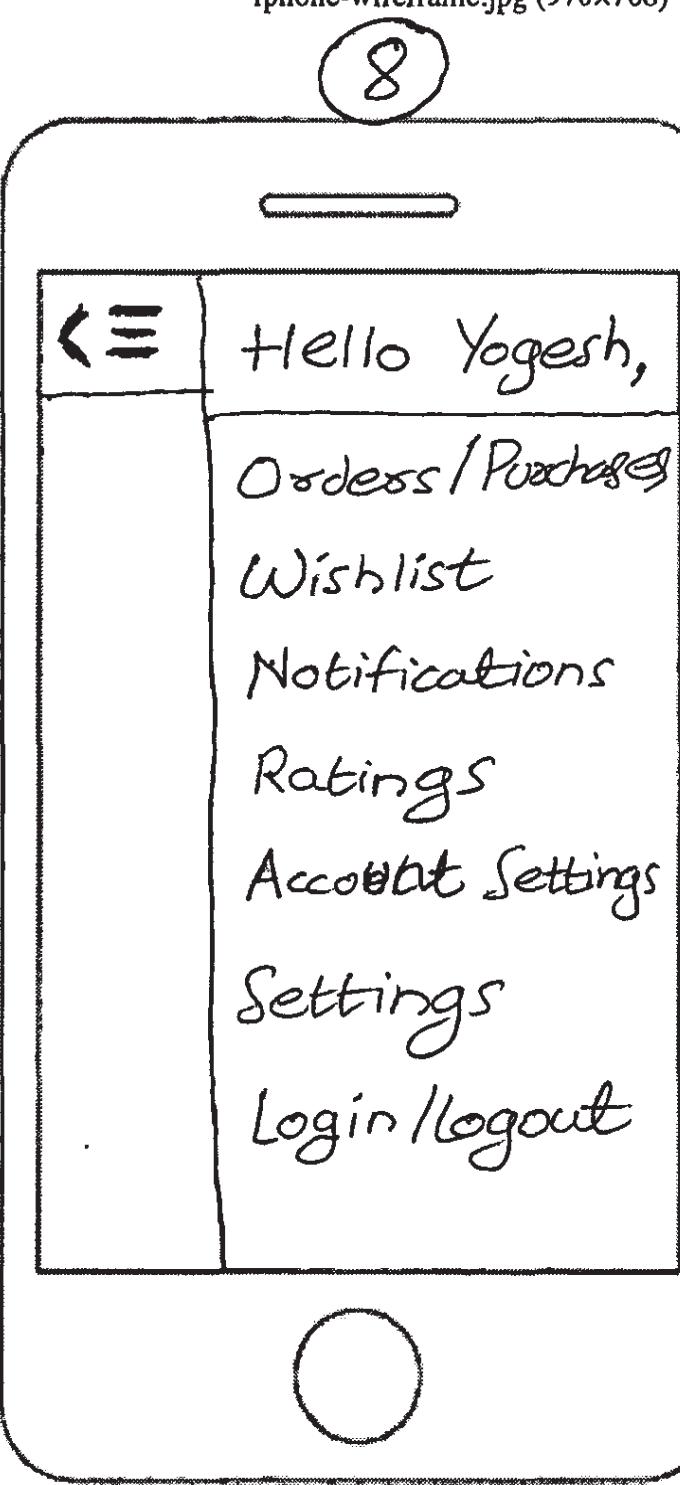
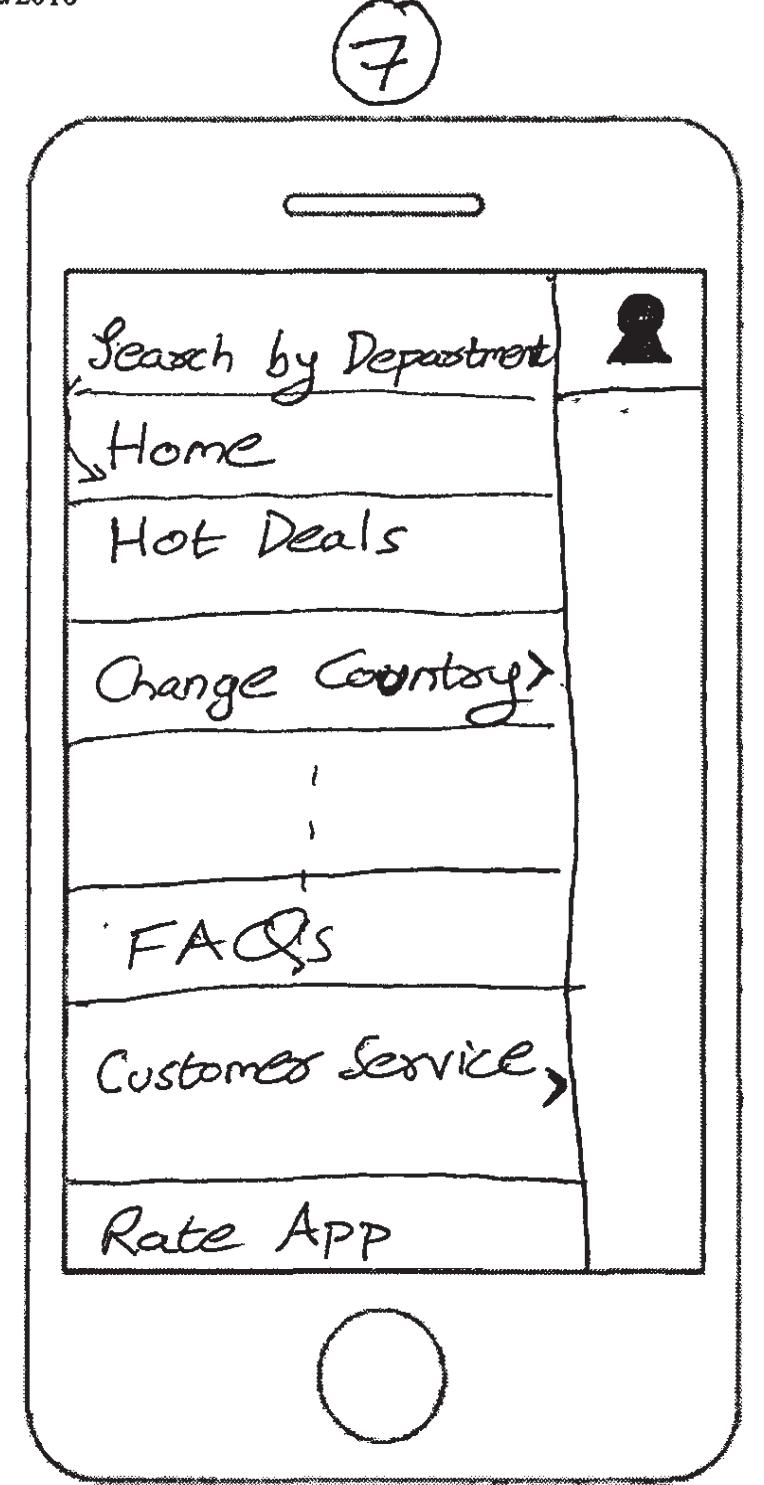
Notes:
SELL Screen/Tab
A form consisting of all input fields like:

- Name (Product, Seller)
- Description & Condition
- Location & contact details
- Price & Images

If signed in → goto (6)

Notes:
Login Screen
If user not signed-in, they will be taken to login screen.
If signed in then to Confirmation Screen
Also has option to sign in with facebook

Notes:
Confirmation & Bot Verification Screen
(Captcha Verification & edit seller info.)



Notes:

HAMBURGER MENU

Other Suggestions
if you have for
Hamburgers menu

Notes:

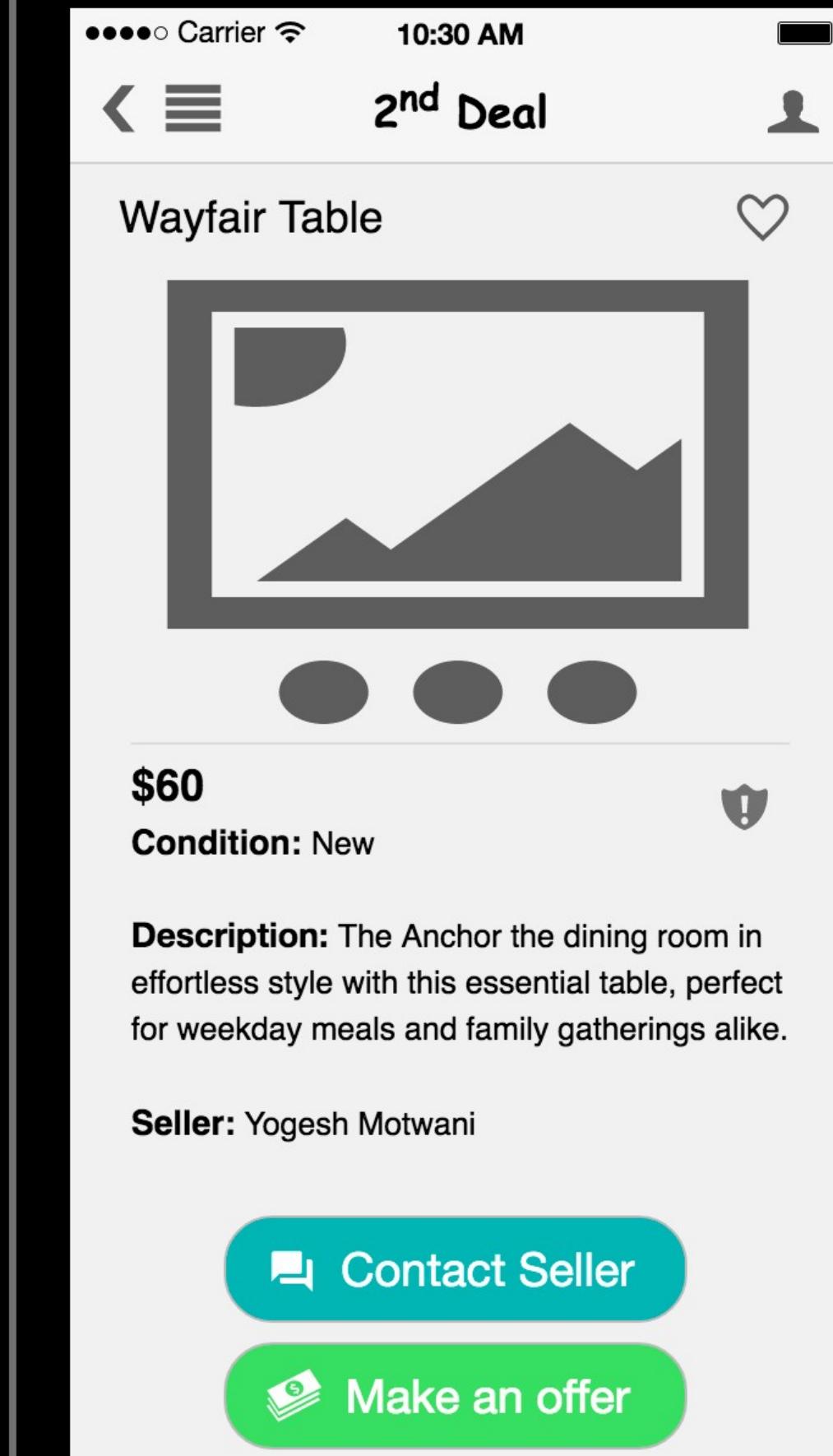
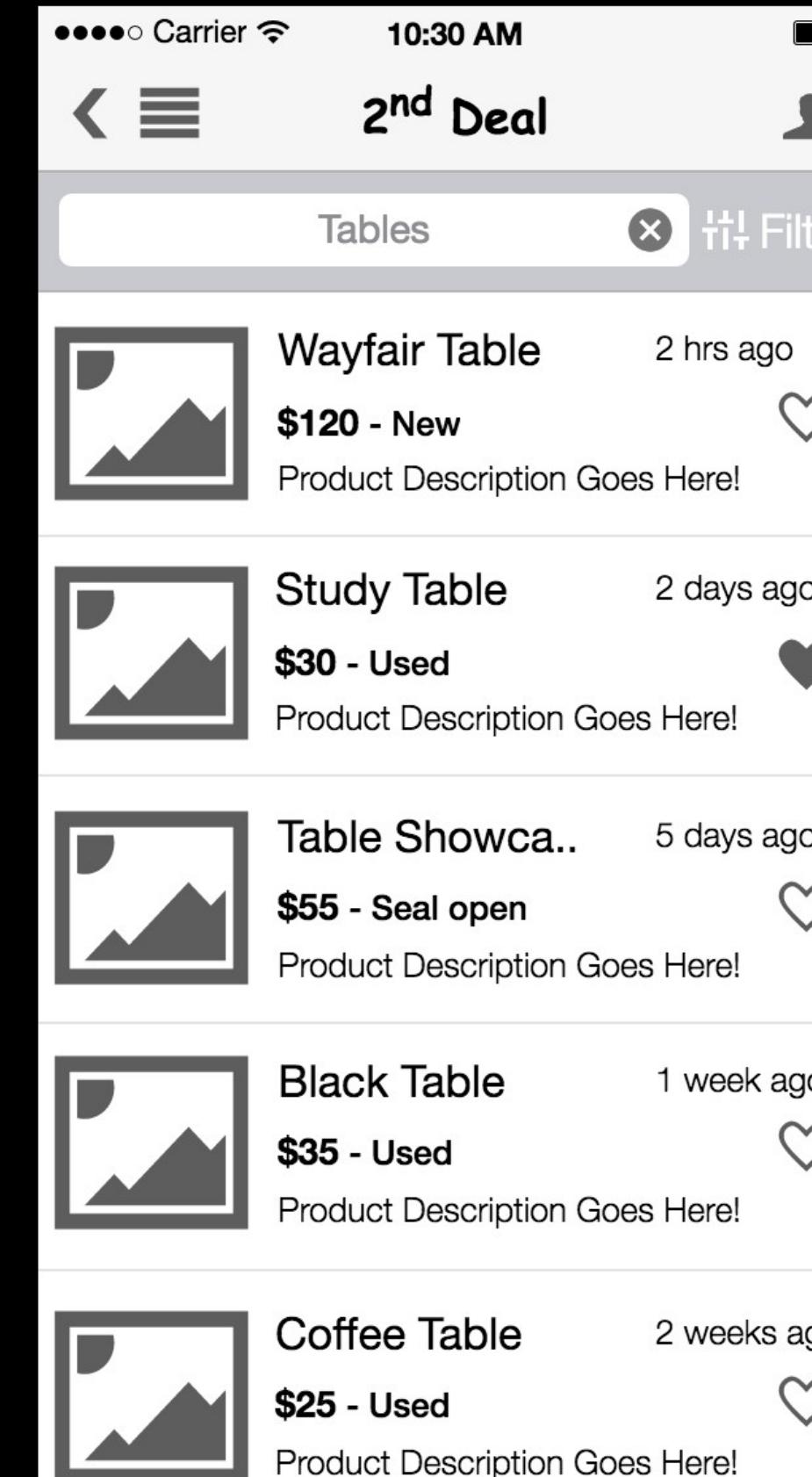
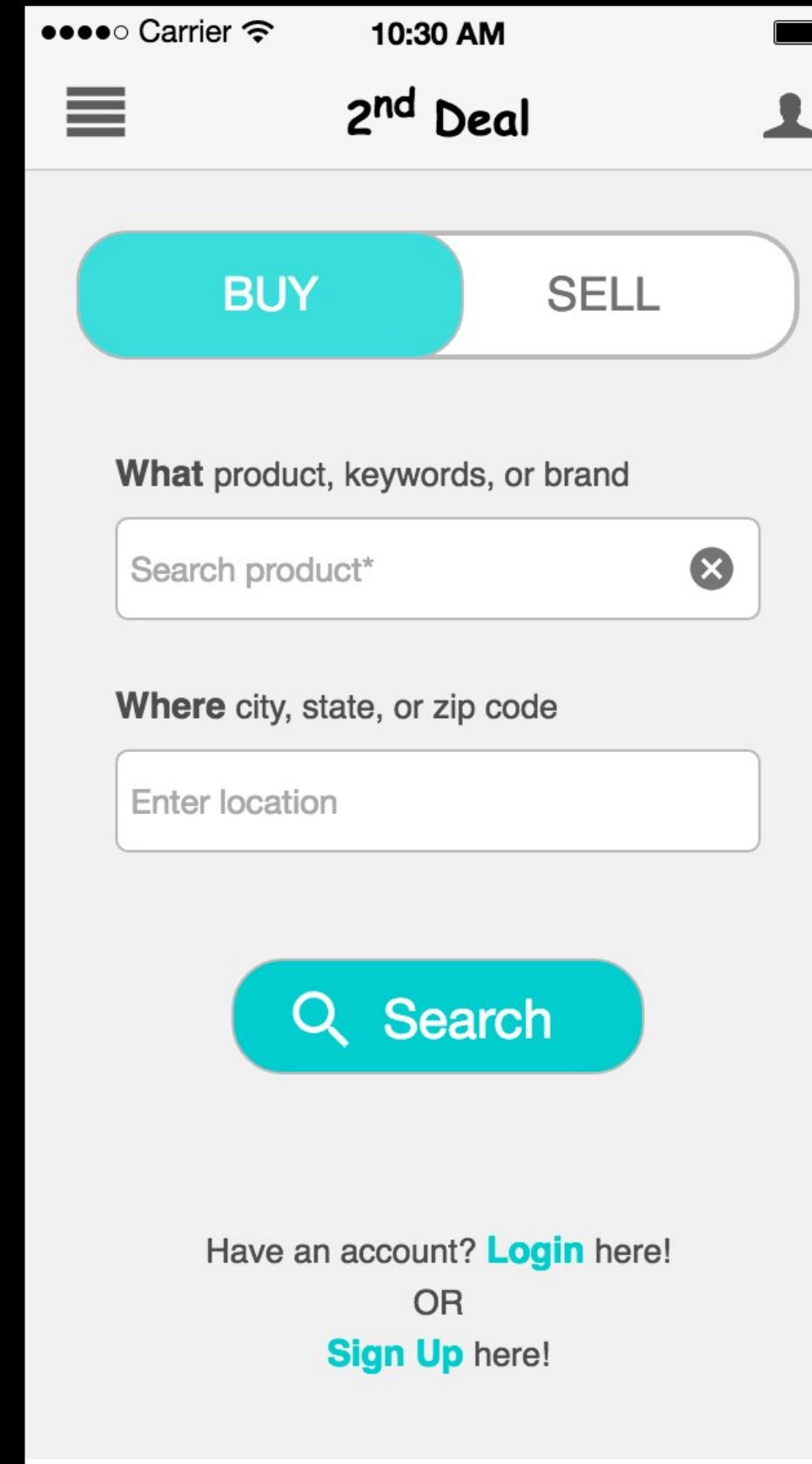
Profile/ Account

Notes:

Sending Message
to seller from
product screen.

Terms or Policies
for messages.
at Bottom.

WIREFRAMES



1. Buyer Screen

- This screen has the option of searching products.
- Also provides the option of searching by specific location.

2. Product listing

- This screen has list of all products.
- User can mark put the product in wishlist by marking it.
- Also has an integrated filter in search bar.

3. Product description

- This screen display product details.
- Has the option of reporting the seller/product as scam.
- Buyer can contact seller (go to screen 9).
- Negotiation option if the seller has provided that option.

The Seller Screen is titled "2nd Deal". It features a "SELL" button in a teal box. Below it are five input fields: "Enter product name*", "Enter location*", "Select condition*", "Enter description*", and "Enter contact details*". Each field has a red "X" icon to its right. A toggle switch for "Enable Messages and Notifications" is turned on. At the bottom are two buttons: "Upload image" with a camera icon and "Submit" with a checkmark icon.

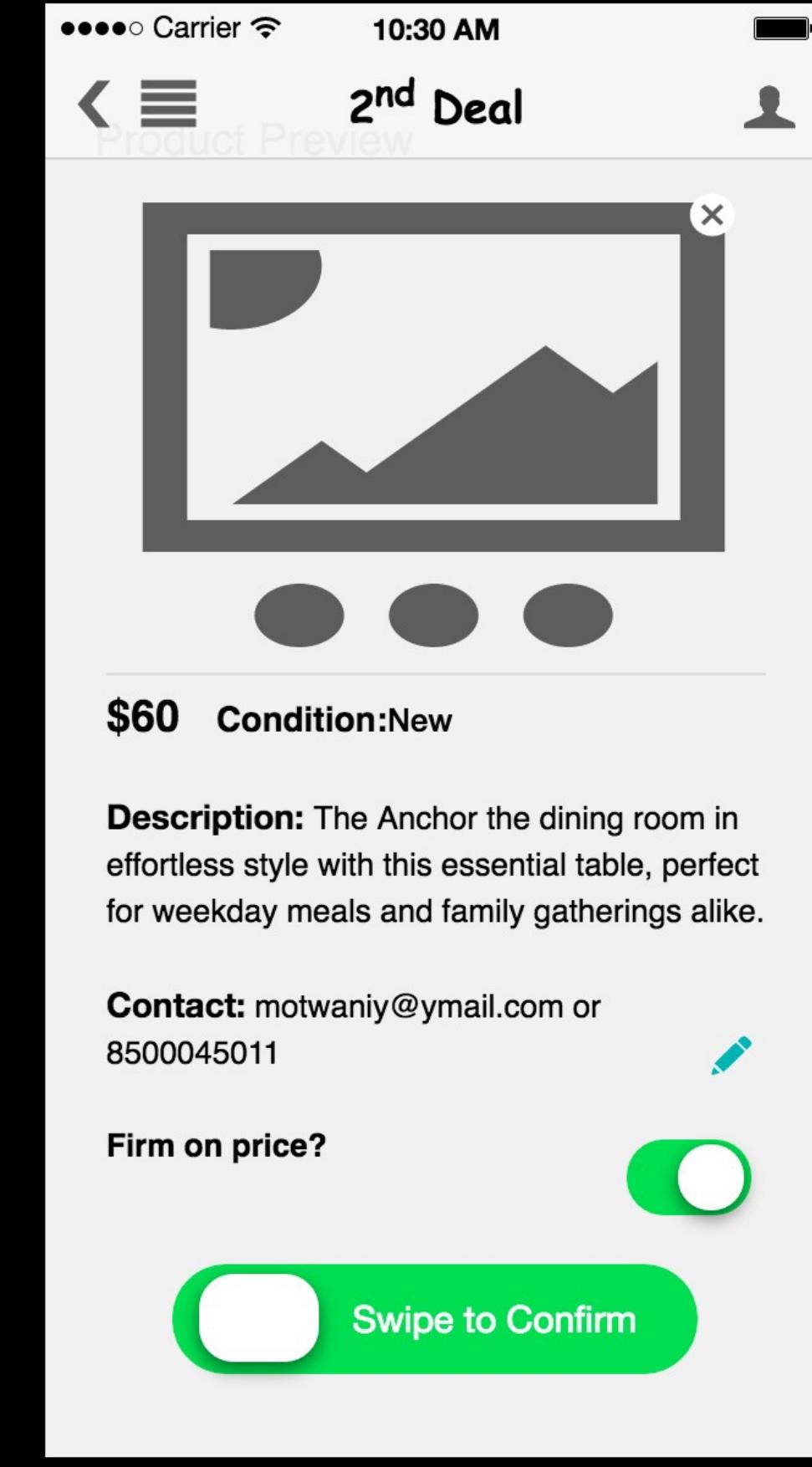
4. Seller Screen

- This screen has the product description form.
- The seller has the option to set the message/notification on for this product.
- Image upload / camera option.

The Login Screen is titled "2nd Deal". It has a "LOGIN" button in a teal box and a "SIGN UP" button. Below them are two input fields: "Enter username or email" and "Password". At the bottom are two buttons: "Sign In" with a checkmark icon and "Sign In with" followed by a "facebook" button.

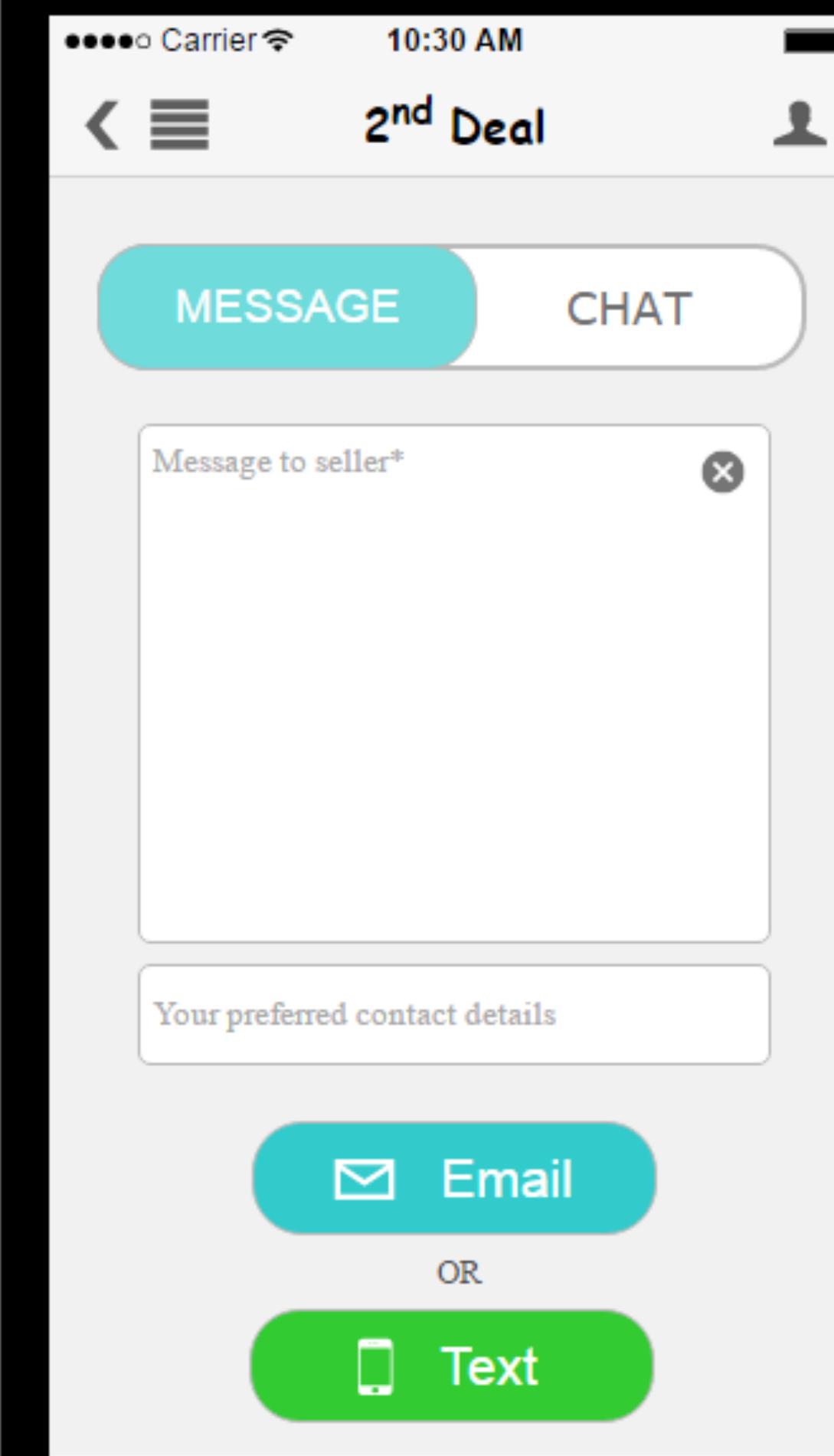
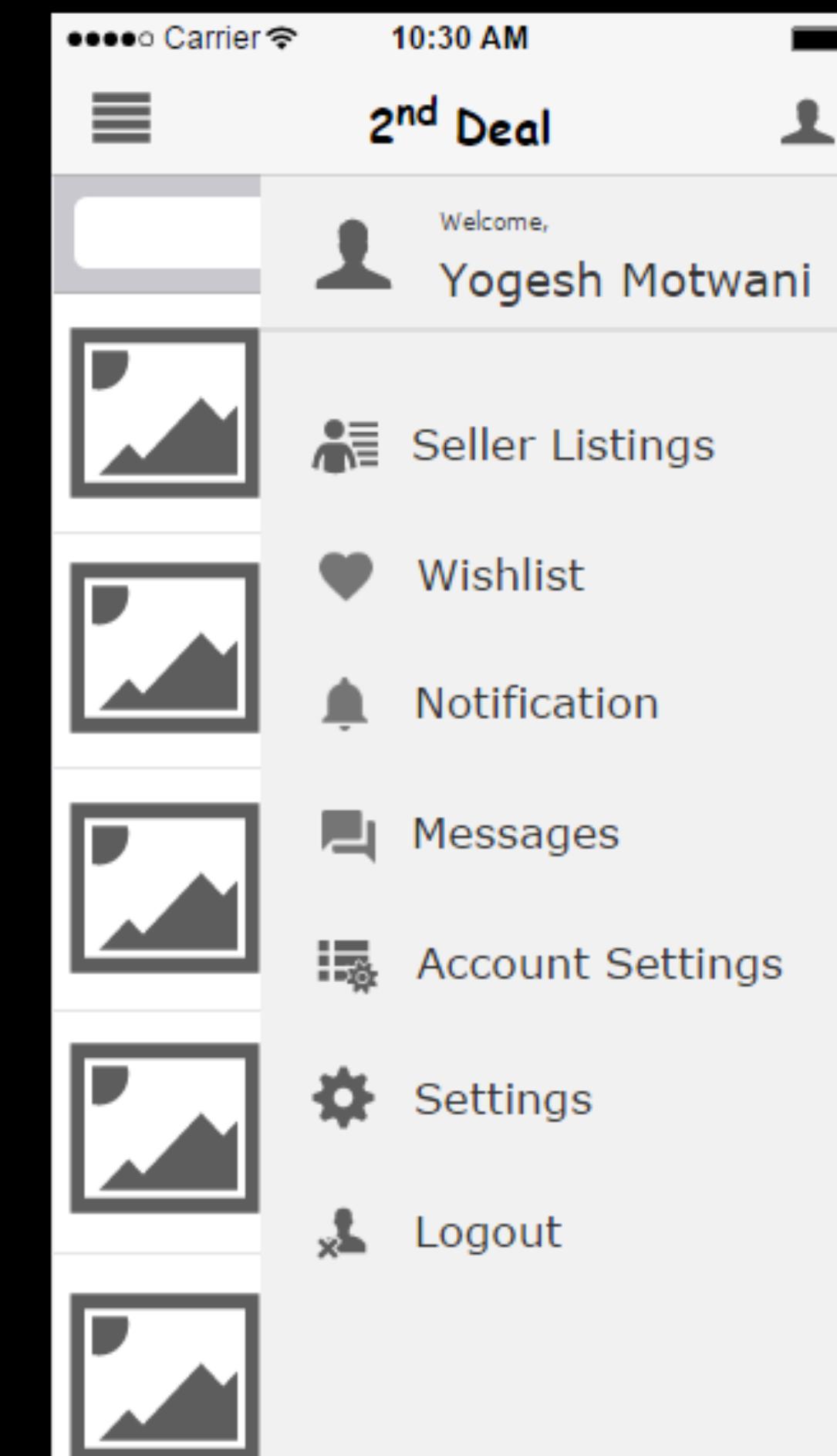
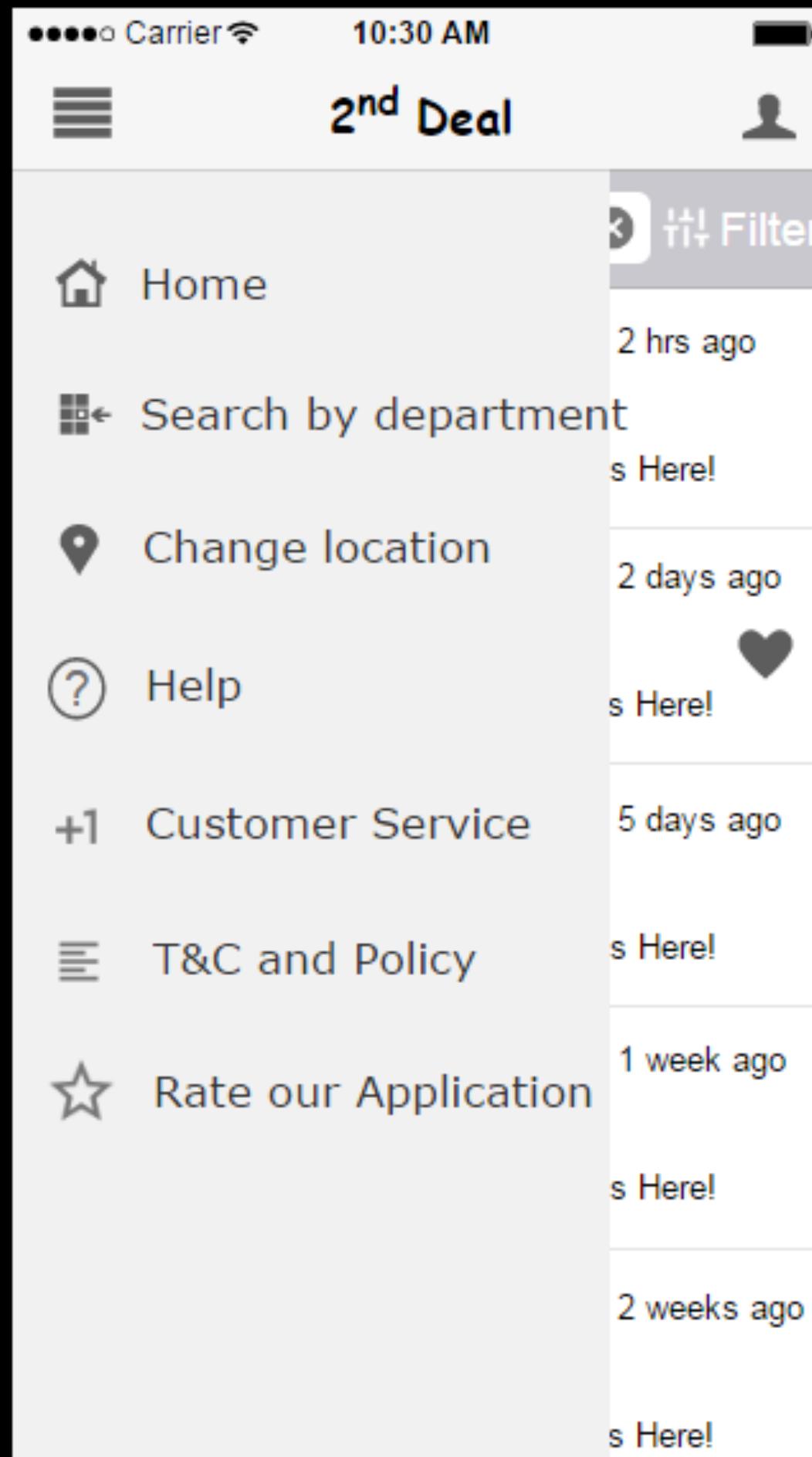
5. Login Screen

- This screen has the Login and Sign up forms.
- It also has the sign in with facebook option.



6. Confirm selling product

- This screen presents the preview of product posted by Seller.
- If "Firm on price" is turned on, the negotiation option won't be available for buyers.
- Swipe to Confirm or post in order to avoid bots.



7. Hamburger Menu

8. Profile Sidebar

9. Message and Chatting

- This screen appears after clicking contact button on product screen.

Interact with the high quality prototype here!

InVision Prototype

THANK YOU