



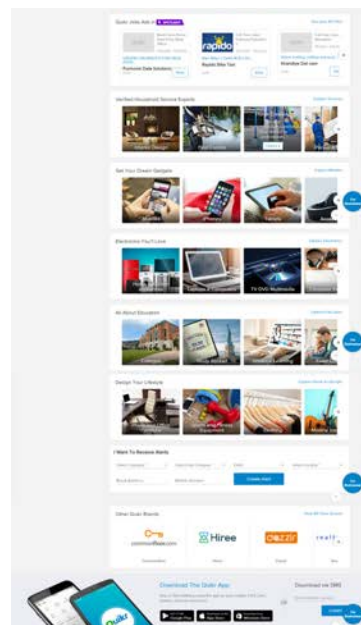
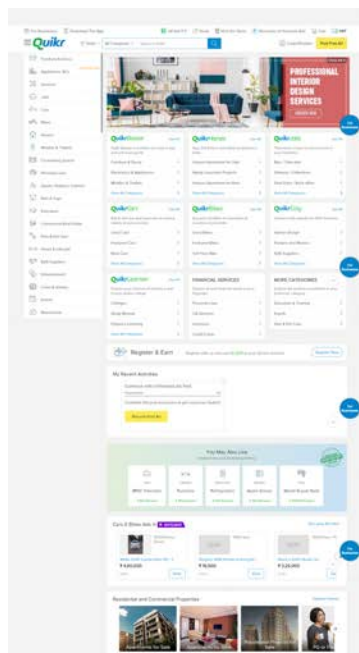
UX CASE STUDY

- MEHAL KUMAR

WHY QUIKR ?

QUIKR is known for its unique way of connecting buyers and sellers independently without the use of large business enterprises. Although QUIKR is a big competitor for similar brands, its user interface is not easy to navigate and its users may find it hard to find what they are looking for.

For this reason, I chose to work with QUIKR and make it easier for its existing and new users to navigate the site in a seamless manner

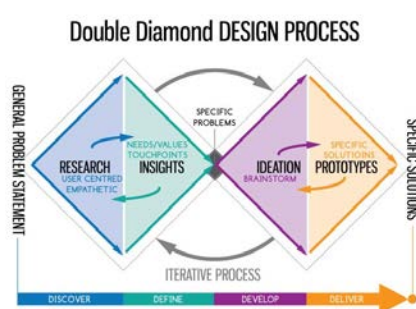


DESIGN THINKING PROCESS

WHY ? THE DOUBLE DIAMOND APPROACH

With the use of the Design Thinking Process, I started by researching about the website - what it offers, whom it caters to, and what are the users facing while navigating the site.

This would help in redesigning the website at its core level.



GOALS

LONG-TERM GOALS

The long-term goal is to make Quikr a better website for potential and existing users to use

The main aim is

- to get constant regular users.
- to get the users to navigate through a clutter-free environment and complete the tasks.

SHORT-TERM GOALS

The short-term goal is to re-design the interface of Quikr

The main aim is

- to make the user navigate through the interface easily.
- to help the users complete the said task in the least time possible.

RESEARCH

HOW MIGHT WE?

HMW create a better navigation system and ultimately, a simpler user flow?

HMW make a menu clutter-free and easily to read?

HMW make the interface more accessible for its users?

HMW decrease the redundancy of sections?

HMW put more important information on top without overwhelming the user?

HMW create minimum but all the categories possible within Quikr?

HMW create a helpdesk for the interface?

HMW remove pop ups and unnecessary advertisements?

HMW promote Quikr on social media platforms?

HMW make the filter option specific to each product?

HMW make the mobile application similar to the website?

HMW learn from other competitors and implement good habits in Quikr's website?

HMW improve the auto-detection of product searches?

HMW decrease the number of sub-categories within each category?

HMW make the interface more responsive?

HMW keeps the users engaged after they have posted an ad?

HMW help customers create a long term business within the company?

HMW promote Quikr to other countries?

HMW remove unnecessary icons which the users have no clue about??

HMW utilize extra spaces available on the interface?

LEARN

ACCESSIBILITY

MINIMIZE REDUNDANCY

OUTREACH

UI

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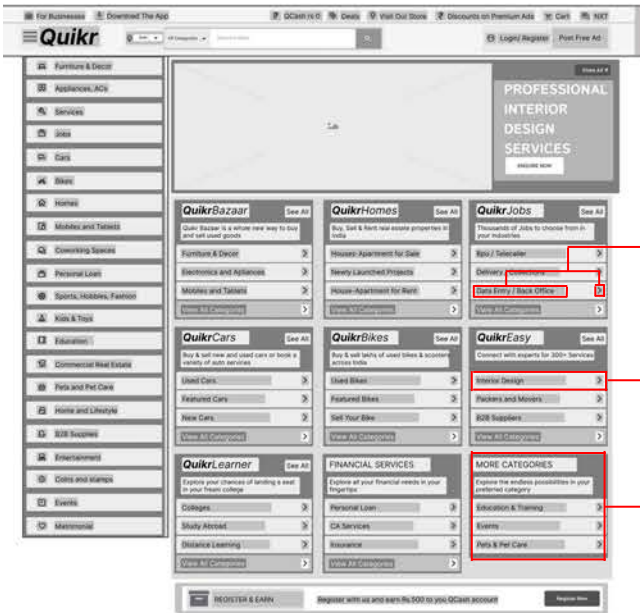
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CATEGORIZING

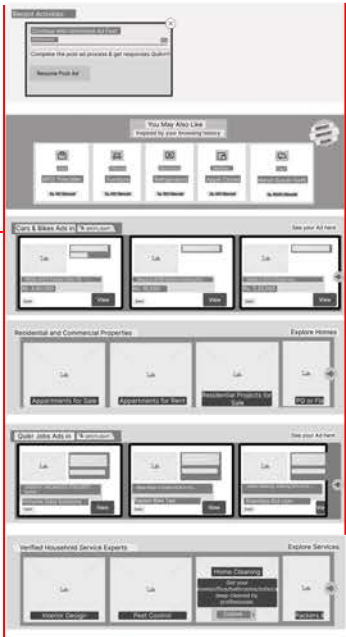
Categorizing them into sections to target specific problem and find its solution

ATOMIC DESIGN

EXISTING WIREFRAME OF QUIKR ACCORDING TO THE ATOMIC DESIGN



PAGE

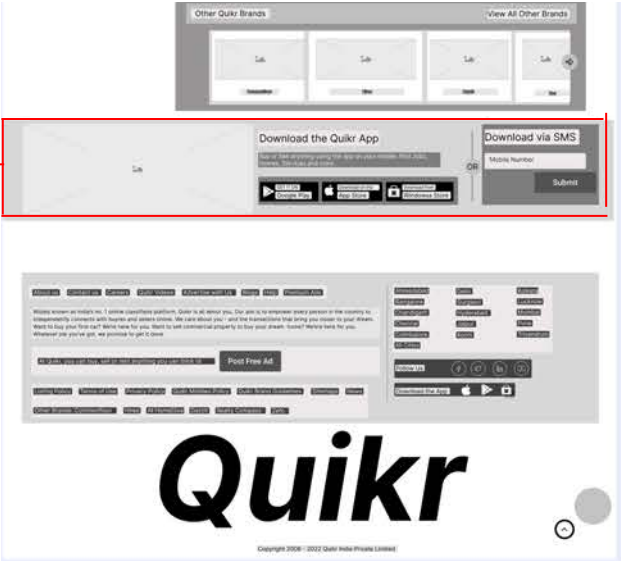


ATOMS

MOLECULES

ORGANISM

ORGANISMS

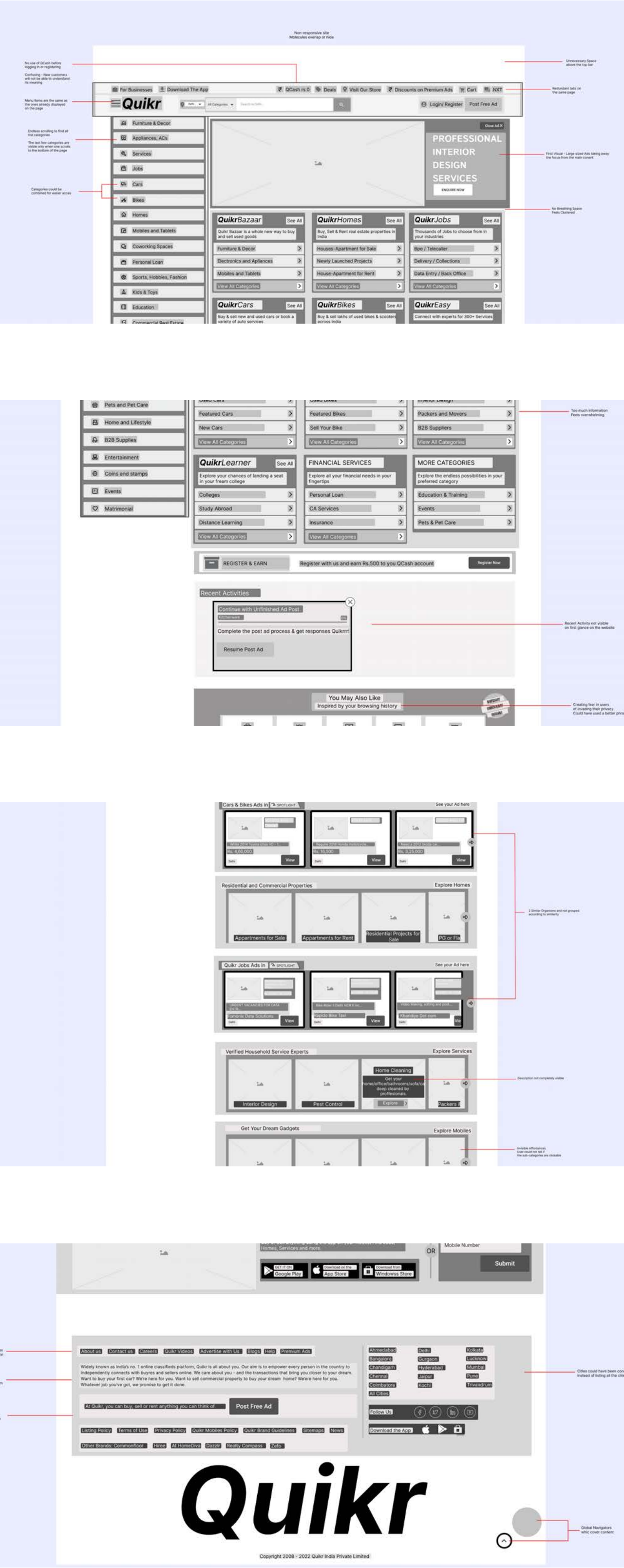


ATOMS

MOLECULES

WHY IS QUIKR A BAD WEBSITE?

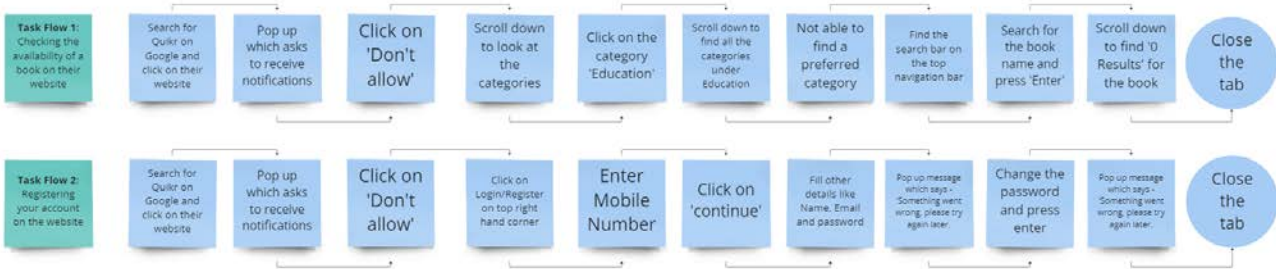
Quikr does not follow many principles of a good website. These include Visual Heirarchy, Gestalt Principles, Visual Attention, Usability, and Better signifiers.



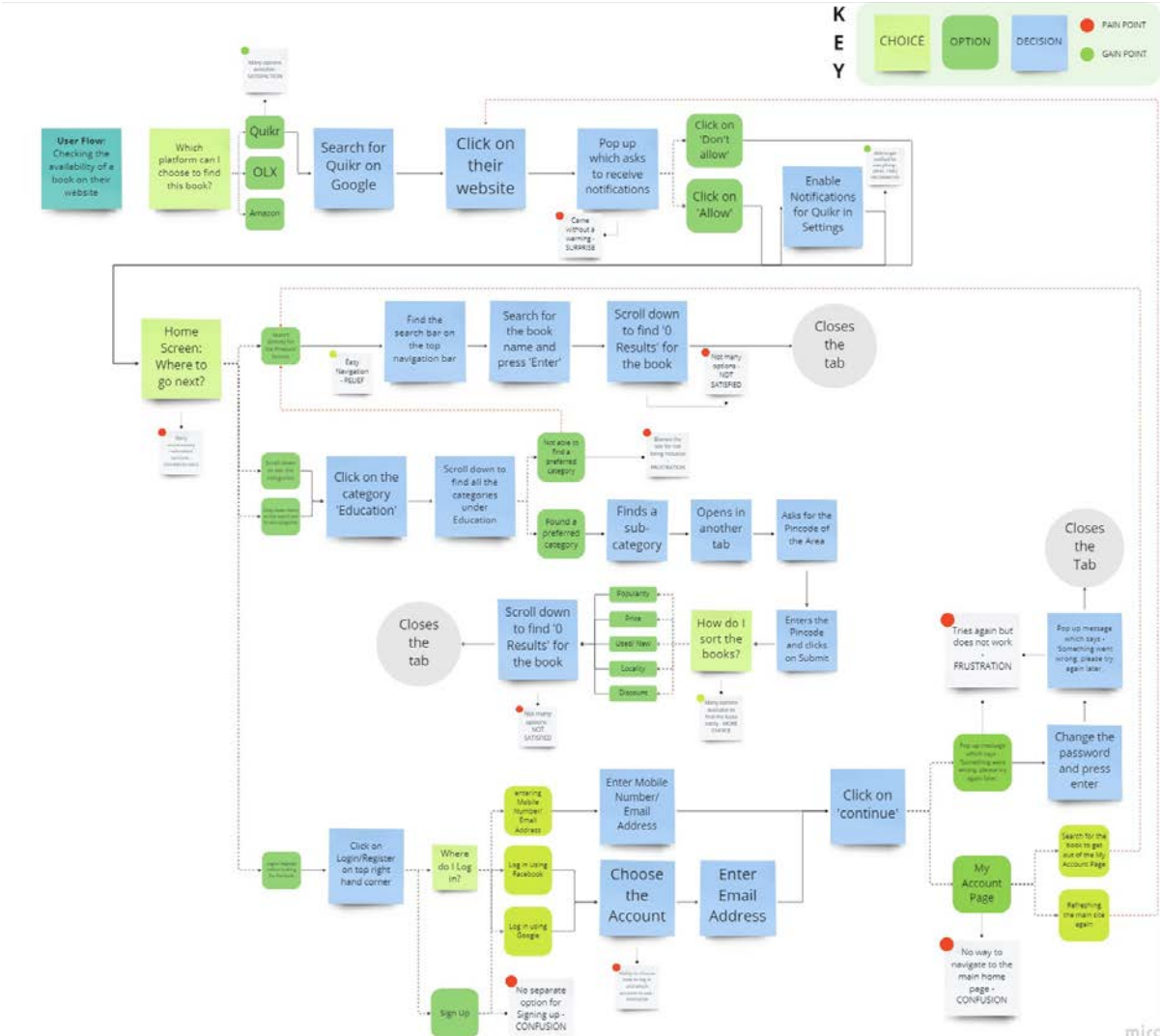
Flows

Task flows and User flows are observed to find specific problems that a user comes across throughout the navigation process. This helps us to identify what works for the user and what is irrelevant and should not be a part of the flow.

Task Flows



User Flow



RUACC FRAMEWORK

Quality	Attribute	Description	Evidence	Rating (Low/Medium/High)
Relevant	Meaningful	To what degree product or service support users in achieving higher goals as promised.	<ul style="list-style-type: none">It helps users buy and sell products at prices lower than the actual pricesIt help in buying and selling of second-hand productsIt helps in communication between different kinds of users through contact numbers or email id	HIGH
	Adaptive	To what degree does the experience adapt itself for time, context or users?	<ul style="list-style-type: none">It contains different categories for users to navigate seamlesslyIt contains a business section for users to promote their business within the site and post their ads for a long timeIt has an app section and a physical store and its information sectionIt is available in multiple cities and users see recent ads first	MEDIUM
	Focused	Is the experience narrowly focused on a few things, or broadly on many?	<ul style="list-style-type: none">The experience is focused on the specific goal of buying and selling used and new productsHowever, the categories vary largely and the site contains both broad and specific sections in each categoryThere are categories within categories	HIGH
	Personal	To what degree does the experience provide data specific to a single user?	<ul style="list-style-type: none">Quikr provides the data of a single specific user if the user allows their data to be visible to in the platform - keep it publicif it is public, the data provided can be used to contact any user who has published an ad	MEDIUM
	Useful	To what degree product or service fulfils users' primary objective	<ul style="list-style-type: none">It fulfils the goal of the user if the user gets a potential buyer and if the buyer gets the product at an agreeable priceIt depends on the number and the type of user using the site	MEDIUM
Understandable	Learnable	To what degree does the experience help inexperienced users?	<ul style="list-style-type: none">It is inconvenient for a new user to register a new account as it does not accept the login request as one goThe user might get distressed if pop ups keep comingAlthough, it is easy to navigate, there are many redundant sections which may confuse the user	LOW
	Informational	What amount of information does the experience provide?	<ul style="list-style-type: none">The site provided enough description of the product if the seller wishes to describe it verbally and in detailThere is a help section, contact section and a history section of what the user has bought and sold	MEDIUM
	Predictable	To what degree does the experience show or hide objects, events or locations?	<ul style="list-style-type: none">Each product, category and seller's information is given with the product name and image which makes them accountable if there is a fraudHowever, they can choose to provide wrong details as there is no proof of their details	HIGH
Aesthetic	Sensory	To what degree does the experience engage all five senses?	<ul style="list-style-type: none">The experience includes sights, hearing up to some extent and touch if the user gets a chance to see the product physically before buyingSmell and taste may or may not be included depending on the kind of product usedFor the interface, only sight is used	LOW
	Desirable	Beyond functionality to what degree a product or service is wanted by users.	<ul style="list-style-type: none">Users might come again because of its reputation and because in the past, they were successful in completing their task of buying/ selling/ bookOther than that, there is less chance of them revisiting the site	LOW
	Persuasive	To what degree experience persuades user in following a designed path, take actions, or develop sense of trust in the product or service.	<ul style="list-style-type: none">There is not much trust when it comes to selling their productTrust could be built by the buyer and seller if they wish to communicate properlyThe path is non-linear as one can go to the same page by clicking on multiple options scattered all over the interface	LOW
	Playful	To what degree does the experience encourage play?	<ul style="list-style-type: none">For business, it is a good platform and for users who like to deal with second-hand products or prefer them over buying new products have a good chance of enjoyingHowever, the interface is confusion and irritating for the users because of pop ups, bad interface design and bad user research	MEDIUM
Controllable	Responsive	How long does the experience take to satisfy a user need?	<ul style="list-style-type: none">It can take from 3 days to 1 year to satisfy a user depending on the product they are selling/ buying and the number of potential sellers/ buyers	MEDIUM
	Accessible	To what degree is the experience local (close) to the user?	<ul style="list-style-type: none">The experience may not be as local since the product can come from any part of India	LOW
	Usable		<ul style="list-style-type: none">The service is quite useful for dealing in second-hand products	HIGH
	Configurable	To what degree is the experience customizable by a user?	<ul style="list-style-type: none">The experience can be customized in the form of days in which you wish to keep the ad, the description you give for the product you wish to sell, and the product you choose out of the available options	MEDIUM
Connected	Social	To what degree does the experience support interaction between users?	<ul style="list-style-type: none">It is highly interactive as the whole experience depends upon the interaction between a buyer and a sellerWithout it, the higher goal of the user is incomplete	HIGH
	Integrated	To what degree does the experience stand-alone or connect to others?	<ul style="list-style-type: none">It does not stand alone as the main aim of the service is to initiate exchange of products and services	LOW
	Consistent		<ul style="list-style-type: none">It is consistent in terms of product availability and interactivityIt is not consistent in terms of availability and the price, quality and the design of the product that the user may want to buy	MEDIUM

EMPATHISE

USER PERSONAS

Persona Template



Name

Manas Arora

Age

20

Profession

College student

Customer quote

Needs, wants & expectations

- Rent books - College books and novels
- Has a lot of options and genres of books
- Able to communicate with the seller/renter
- Wants a trusted source

Bio

- avid reader
- Does not want to store books for long
- Likes to read and pass on the books to someone else
- Does not want to waste too much money on reading

Motivations & attitudes

- Get books online without having the trouble to hold them
- Have an online source which requires less effort to search for a physical book
- Rent books on low cost

Relevant jobs to be done

- Need to find a constant source of temporary book supply of the genre that he prefers


Frustrations

- Difficult to find specific books
- Some books are available but only in some locations
- Could not find a category for the book he wants

Channel or product preference

- PDF formats
- Kindle editions
- Regular Amazon and other online services which sell new books
- Bookstores which sell second-hand books
- Book communities that exchange books, talks about them and holds regular discussion meetings

Persona Template



Name

Ankita Agarwal

Age

45

Profession

Accountant

Customer quote

Needs, wants & expectations

- Register on Quikr to sell some furniture
- Wants to sell at good prices
- Wants to sell her furniture online

Bio

- Travels frequently
- Does not like to work on one task for too long

Motivations & attitudes

- Moving out of an apartment
- Got transferred to another country
- Is looking for a person who lives near her apartment

Relevant jobs to be done

- Sell her stuff as quickly as possible and move out of her apartment

Frustrations

- Difficult to register on the website
- Does not know when she might get a person who wants to buy her furniture
- Does not want to negotiate prices
- Does not have enough time to wait and she needs to move out quickly

Channel or product preference

- Websites like Amazon, OLX, and Quikr
- Referring to other friends - By word of mouth
- Donation Centers as the last option

NO OTHER PRODUCT PREFERENCE: Main goal is to sell.

Persona Template



Name

Nandini Dahl

Age

24

Profession

Designer

Customer quote

Needs, wants & expectations

- Wants to register her business on Quikr
- Need to put her business online for free
- Expects that she will get some customers till she creates her own business platform

Bio

- Likes making crochet products and resin art products
- Likes working on physical models
- Lives in a city filled with opportunities for small scale businesses

Motivations & attitudes

- Started her business in college and wants to continue it
- Is optimistic about the number of sales due to the appreciation she got in college

Relevant jobs to be done

- Create a business out of scratch and by word of mouth
- Promote it through other online platforms

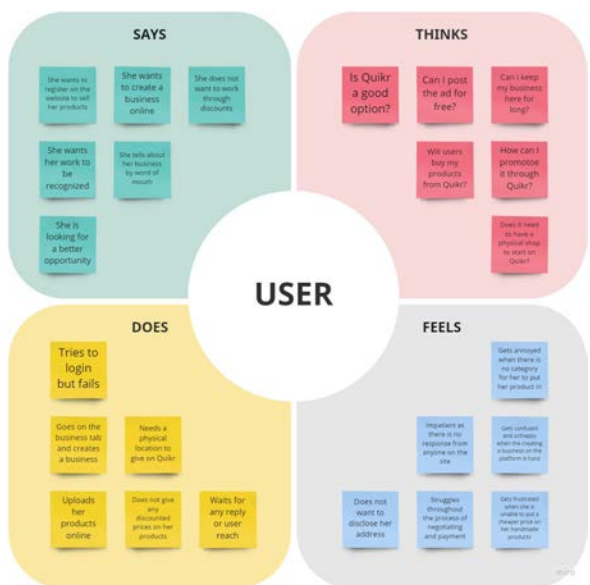
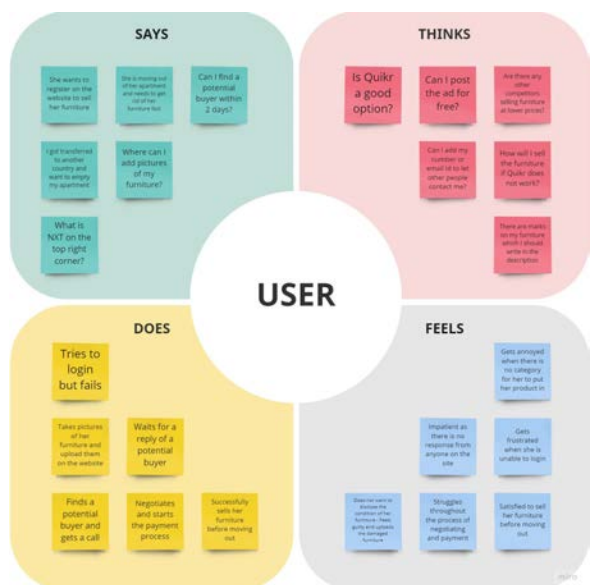
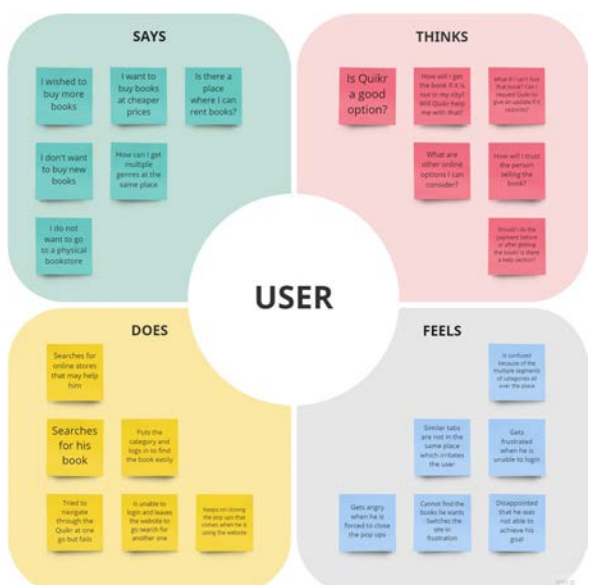
Frustrations

- Quikr is not the ideal website to do her work
- Her temporary idea to start on Quikr may not work as users there may want cheaper products

Channel or product preference

- Websites like Amazon, OLX, and Quikr
- Referring to other friends - By word of mouth
- Physical shop
- Own online business platform

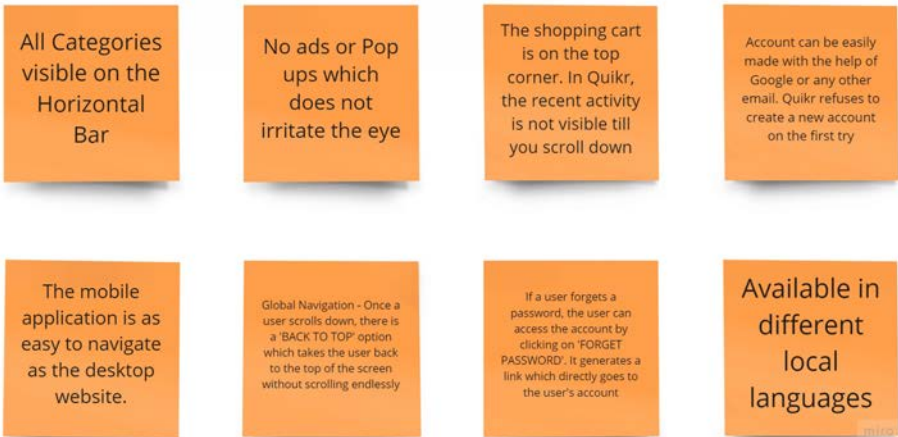
EMPATHY MAPPING



ANALYSIS

COMPETITIVE ANALYSIS

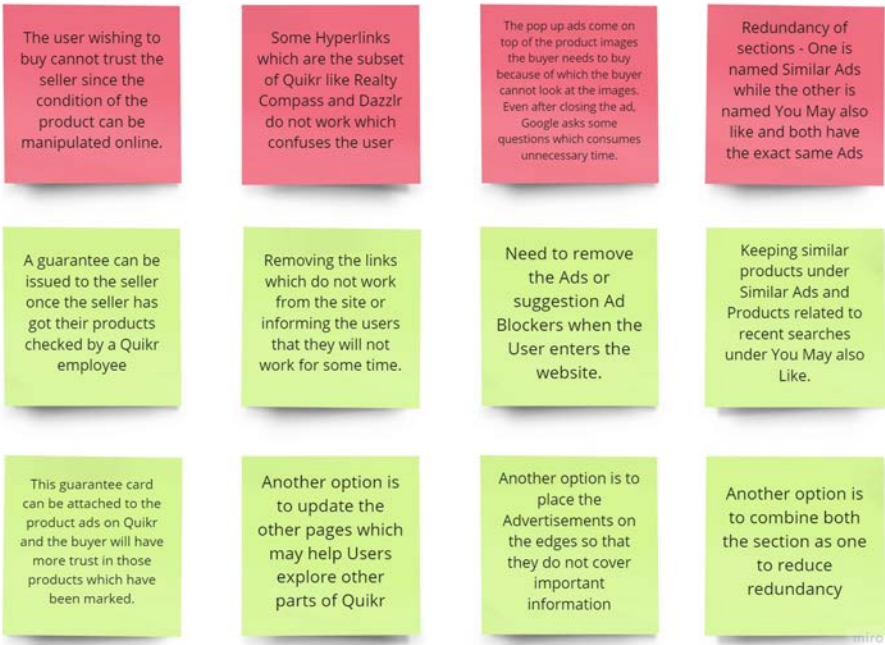
Amazon, an All-in-One online store, is known for its brand and for being Number 1 to satisfy user needs. Analysis Amazon would help in creating a large pool of resources as to how to attract users and provide them with the service they need/



OLX, one of the largest online platforms to buy and sell second-hand products all over India, is a great resource to learn from and get inspired from by comparing it to Quikr.



PAINPOINT ANALYSIS





Usability testing is a method that helps in evaluation of the user friendliness of a product by testing it with representative users. During the test, users attempt to complete typical tasks while performance and subjective metrics are measured.

Performance measures include: success, time taken for completion of tasks and errors. Subjective measures include: user's self reported satisfaction and comfort ratings in relation with the tasks performed.

Testing can be done with prototypes that range from low fidelity to high fidelity. Testing of five users with similar profiles can uncover up to 80% of the problems.



WHY

Market segmentation is a strategy that involves dividing a broad target market into subsets of consumer or user segments who have commonalities. Segmentation of the market or users can be done on the basis of needs/ behaviors/socio-economics/ and/or psychographics. Both qualitative and quantitative methods are used for market segmentation. It can be used in defining products, and designing & implementing strategies.



WHY



Focus groups are like moderated "group discussions". They can be used to:

- Gather reactions to early concepts and strategies.
- Gather insights that might be sparked by the group interaction.
- Get opinions, attitudes, and preferences from participants.



WHY

- Reduce Redundancy, removing Pop Ups
- Removing tabs and hyperlinks which do not work
- More drop down Menus to reduce space
- Using icons which are recognised universally for any understanding
- Adding images for visual Clarity instead of reading lots of text

IDEATE

FEATURES

These suggestions will improve overall experience for the target user groups.



ITERATE

The features have been included during the iteration stage where we make interface designs which help the users navigate through the website and not encounter the problems they did before.

Iterations are done keeping in mind the pain-point analysis and the competitor analysis. The user flow has become compact and easier to complete in less time which is evident during the process of navigating.

