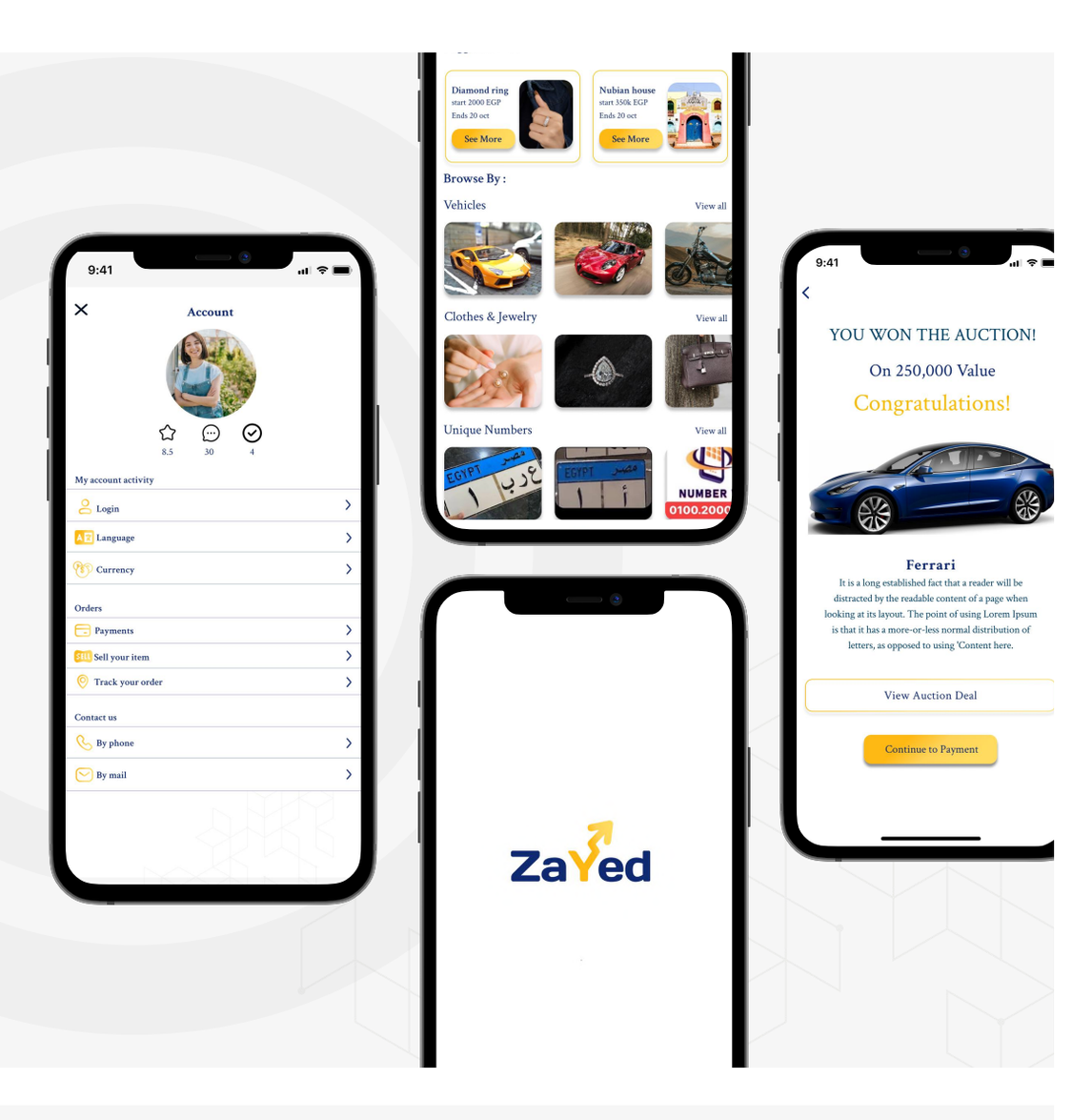
ZaYed

An online auction app enables users to bid on items in real-time. Sellers can list products with starting prices, while buyers compete by placing bids until the auction closes.
The app offers features like user profiles, secure payments, and instant notifications, making it easy to discover unique items or sell unwanted goods efficiently.

Project Duration
20 september-16 October 2024


Account
My account activity
Login
Language
Currency
Orders
Payments
Sell your item
Track your order
Contact us
By phone
By mail
Browse By :
Vehicles
Clothes & Jewelry
Unique Numbers
YOU WON THE AUCTION!
Congratulations!
ZaYed

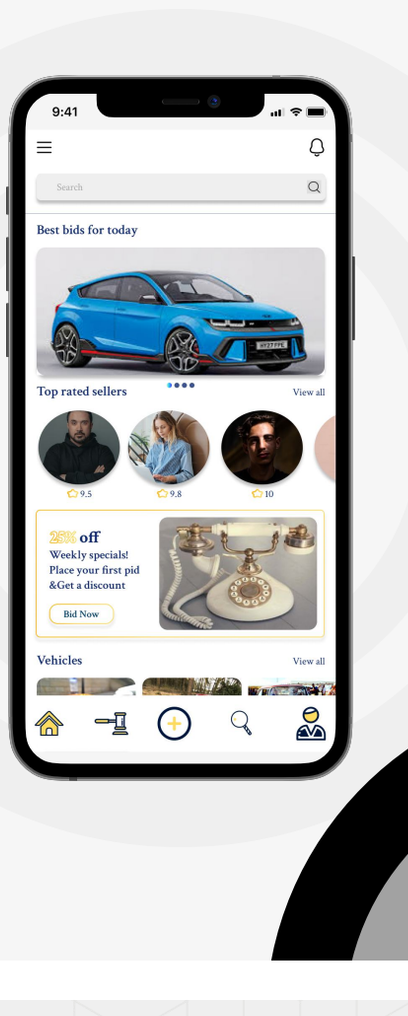
Project Overview

An online auction app is a digital platform that allows users to buy and sell items through a bidding process. Participants can list items for auction, set starting bids, and specify auction durations.
Buyers can place bids on items they are interested in, with the highest bid winning when the auction ends.
The app typically features user profiles, secure payment options, real-time bidding updates, and notifications to enhance the user experience. It's a convenient way to find unique items or sell unwanted goods to a broader audience.

Our Role
UI/UX Designer

Tools
Ps

Our Responsibilities
- Competitive analysis
- User Research
- User Persona
- User flow
- Design Strategy
- Wireframe
- UI Prototype

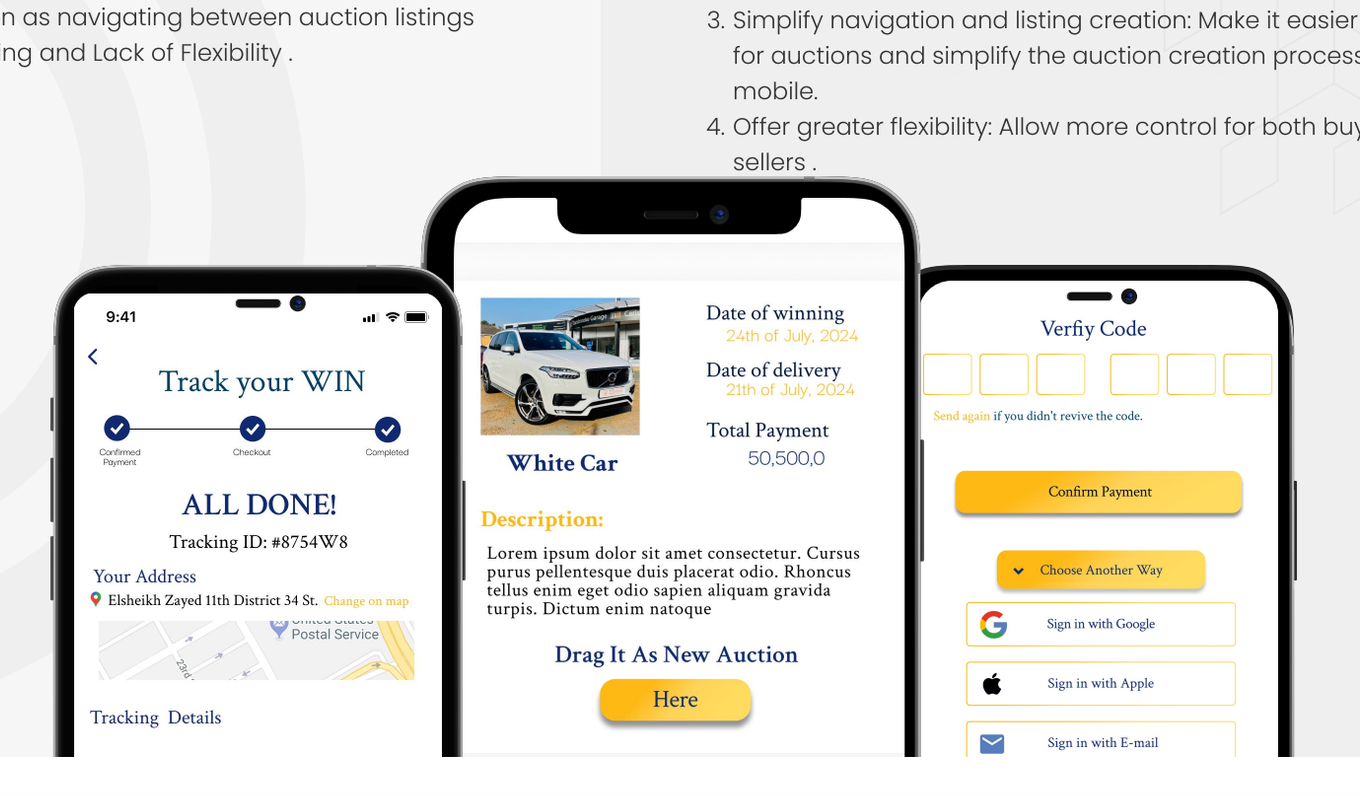

Best bids for today
Top rated sellers
Vehicles

The Problem

people suffer from Poor Onboarding Experience as first-time users are likely struggling with understanding how to use the app, Delayed Notifications as Users may not be receiving timely updates during critical moments in auctions, Complex and Overloaded Navigation as navigating between auction listings could feel overwhelming and Lack of Flexibility .

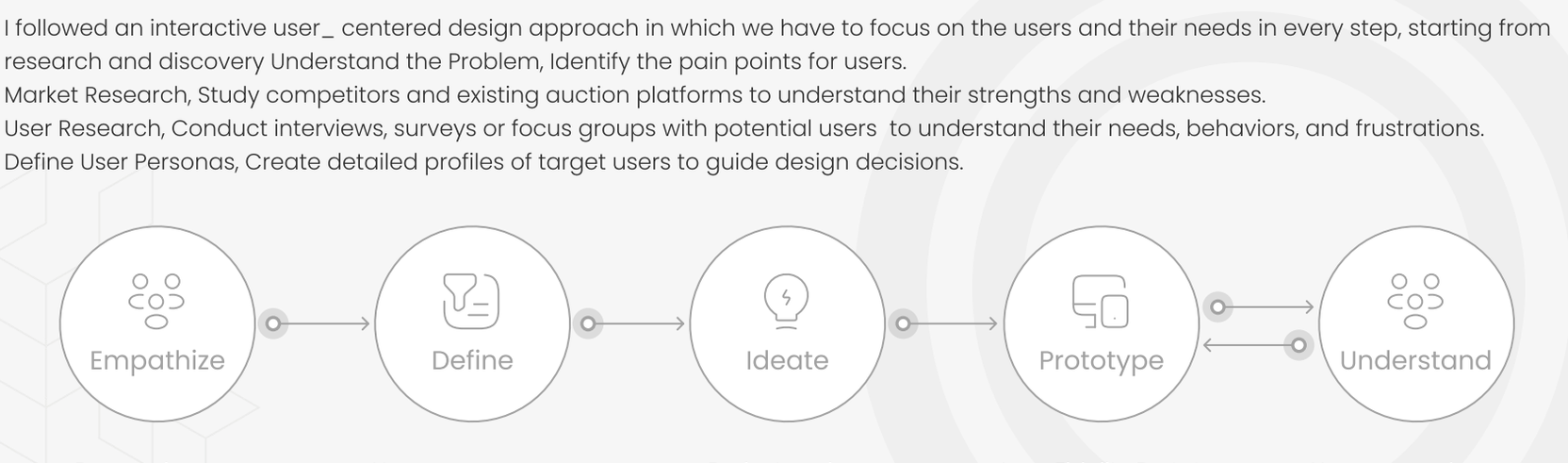
The Goal

1. Improve onboarding: Add clear tooltips for first-time users, particularly around advanced auction settings.
2. Enhance real-time feedback: Speed up notification updates and ensure users stay informed during time-sensitive auctions.
3. Simplify navigation and listing creation: Make it easier to filter for auctions and simplify the auction creation process on mobile.
4. Offer greater flexibility: Allow more control for both buyers and sellers.


Track your WIN
ALL DONE!
Tracking ID: #87347W8
Your Address
Elsheikh Zayed 11th District 34 St. Change on map
Tracking Details
White Car
Date of winning
Date of delivery
Total Payment
Description
Drag It As New Auction
Here
Verify Code
Confirm Payment
Sign in with Google
Sign in with Apple

Design Process

I followed an interactive user_ centered design approach in which we have to focus on the users and their needs in every step, starting from research and discovery Understand the Problem, Identify the pain points for users.
Market Research, Study competitors and existing auction platforms to understand their strengths and their weaknesses.
User Research, Conduct interviews, surveys or focus groups with potential users to understand their needs, behaviors, and frustrations.
Define User Personas, Create detailed profiles of target users to guide design decisions.



Empathize
Research
User interview
Survey

Define
User persona
Empathy map
User journey map

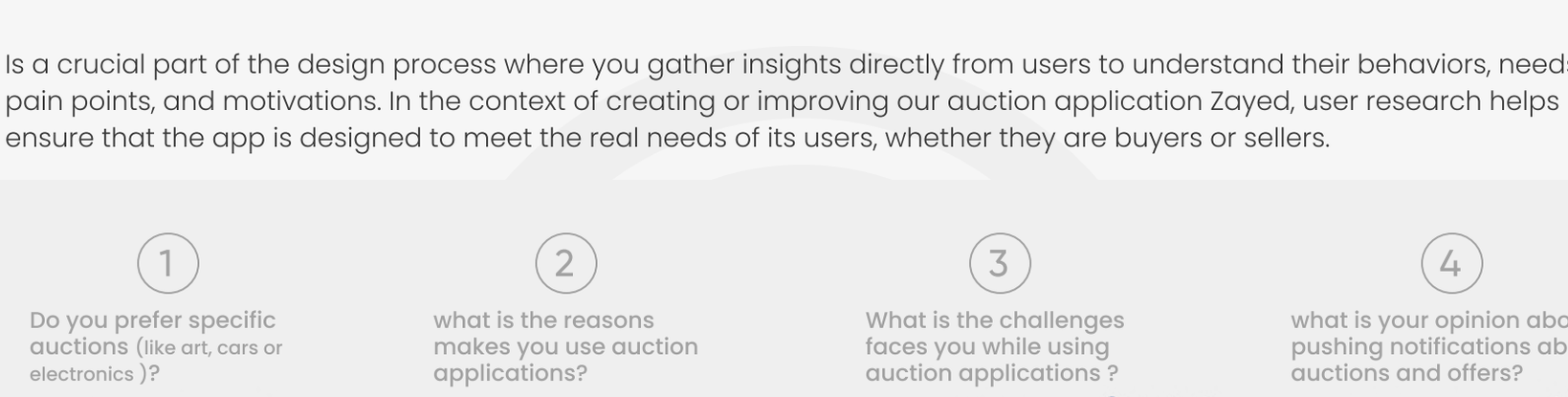
Ideate
Brainstorming
Card sorting
User flow

Prototype
Low-Fidelity Prototypes
Test with Users

Understand
User research
Identify pain points and needs
Market research
Business requirements

User Research

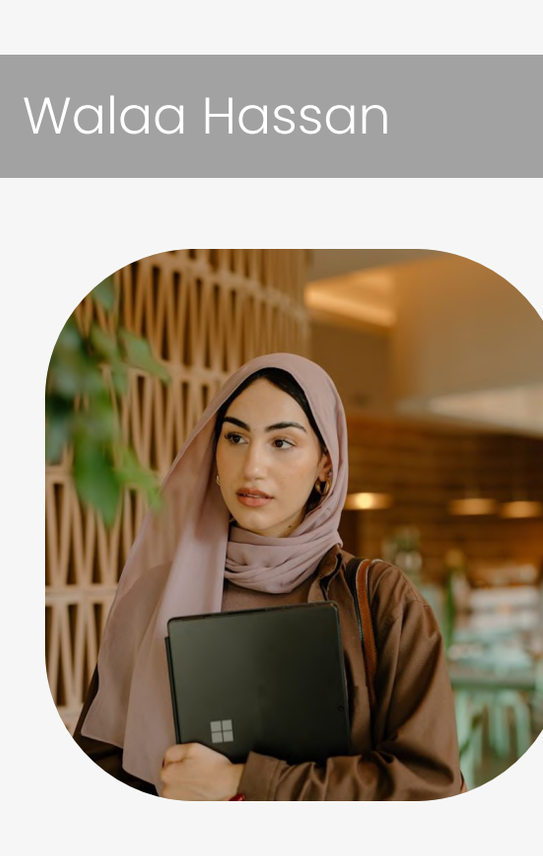
Is a crucial part of the design process where you gather insights directly from users to understand their behaviors, needs, pain points, and motivations. In the context of creating or improving our auction application Zayed, user research helps ensure that the app is designed to meet the real needs of its users, whether they are buyers or sellers.



1. Do you prefer specific auctions (like art, cars or electronics)?
2. what is the reasons makes you use auction applications?
3. What is the challenges faces you while using auction applications ?
4. what is your opinion about pushing notifications about auctions and offers?

User Personas

Walaa Hassan



Walaa Hassan

Age: 29
FAMILY: Married, 2 Kids
LOCATION: Assiut, Egypt
EDUCATION: Bsc of commerce
OCCUPATION: House wife

Bio

Walaa enjoys shopping but is more comfortable purchasing items in-person. She only occasionally buys things online, and when she does, she tends to get overwhelmed by complex websites or apps. She likes the idea of bidding in an auction application because she likes bargains, but she struggles with the unfamiliar interface and bidding process.
Related Apps Used
- eBay: Occasionally uses it for second-hand items but finds it overwhelming
- .Facebook Marketplace: Uses it for local deals but prefers in-person interaction.

Goals
- Find good deals
- Feel confident using technology
- Simple navigation
- Secure experience

Frustrations
- Complex interfaces
- Fear of mistakes
- Unclear instructions
- Unfamiliarity with bidding

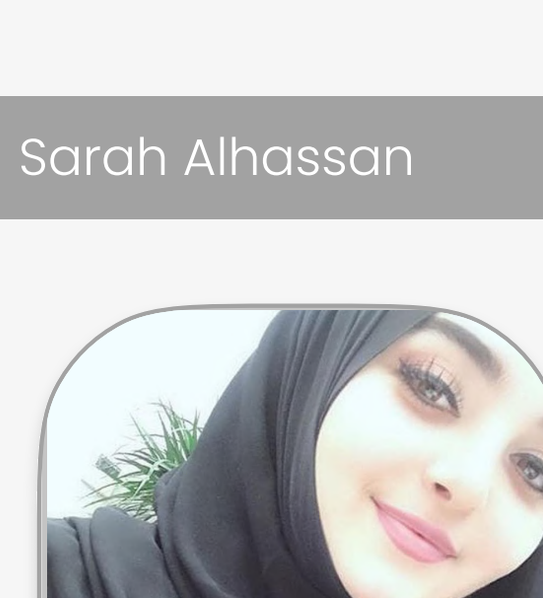
Motivations
- Bargain Hunting: Walaa loves finding great deals
- Social Interaction: Enjoys connecting with others who share similar interests
- Exploration: Interested in discovering unique items

Preferred Medium

Phone	●●●●●
Computer	●●●○○

User Personas

Sarah Alhassan



Age: 32
FAMILY: Single
LOCATION: Egypt - UAE
OCCUPATION: Family Physician
Used Apps: Ebay - Instagram

Bio

Age:32
Occupation: Vintage Clothing Seller (Small Business Owner)
Tools Used: Ebay-Instagram
Tech Proficiency: Intermediate
owns a small online boutique specializing in vintage and high-end clothing, she uses eBay's auction feature to sell exclusive fashion pieces and vintage items, leveraging the platform's global reach to connect with customers from around the world.

Goals

Faster auction setup: A simplified auction creation tool that works well on mobile, including the ability to quickly reuse templates and save shipping preferences.
Real-time notifications: Instant, clear updates when someone places a higher bid or when an auction is about to end, especially when she's away from her computer.
Better multi-auction management: A user-friendly dashboard that allows her to track multiple auctions and manage them in one place, with easy access to auction status, bids, and time remaining.
Localized support: Clearer instructions and possibly some level of language support to make auctions more accessible for Arabic-speaking users.

Frustrations
- Complexity of setting up auctions
  Delayed updates: Outbid notifications are not always immediate
- Cultural and language barriers: Although Sarah speaks English, she finds that auction terms and instructions are often too technical, and the lack of Arabic support limits the accessibility of the feature for regional users.

Motivations

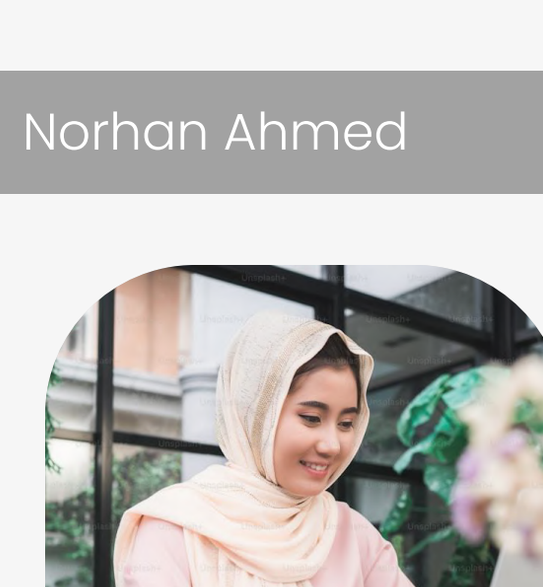
Ease	●●●●●
Price	●●●○○
Speed	●●●●○
Comfort	●●●○○
Flexibility	●●●○○

Preferred Medium

Phone	●●●●●
Computer	●●○○○

User Personas

Norhan Ahmed



Norhan Ahmed

Age: 27
FAMILY: Single
LOCATION: Assiut, Egypt
EDUCATION: Bsc of Education
OCCUPATION: Teacher

Bio

Norhan frequently shops online for clothes, electronics, and other. She recently started exploring auction platforms for their potential deals, but after encountering multiple issues with fraud she has become wary of using auction apps. Norhan values security and transparency, and she's lookout for platforms that offer strong protection for buyers.Related Apps Used Amazon: Regularly uses it for trusted purchases but misses the excitement of auctions.

Goals
- Safe transactions
- Verified listings
- Confidence in the platform
- Avoid fraud

Frustrations
- Fraudulent sellers
- Lack of transparency
- Unclear security measures
- Negative past experiences

Motivations

Ease	●●●●●
Price	●●●○○
Speed	●●●●○
Comfort	●●●○○
Flexibility	●●●○○

Preferred Medium

Phone	●●●●●
Computer	●●●○○

Empathy Map

Says

"I prefer shopping in person; I'm more comfortable that way."
"I like finding deals but online shopping feels stressful."
"I use Facebook Marketplace, but I'd rather meet the seller in person."
"This auction thing is too confusing for me, I'm not sure how it works."

Thinks

. This looks too complicated; I don't know where to start."
. Am I going to get a good deal if I bid? What if I lose the auction?"
. Is it safe to buy from this seller? What if it's a scam?"
. Can I find this item locally instead of bidding online?"

Hear

. Friends or family saying, "You can get great deals online, but you have to act fast."
. Feedback from others about getting scammed or having bad experiences online.
. Notifications from eBay about auctions she's watching or bidding on, adding pressure.
. Advice from people about "how to bid" or "how to navigate" apps, which feels overwhelming.

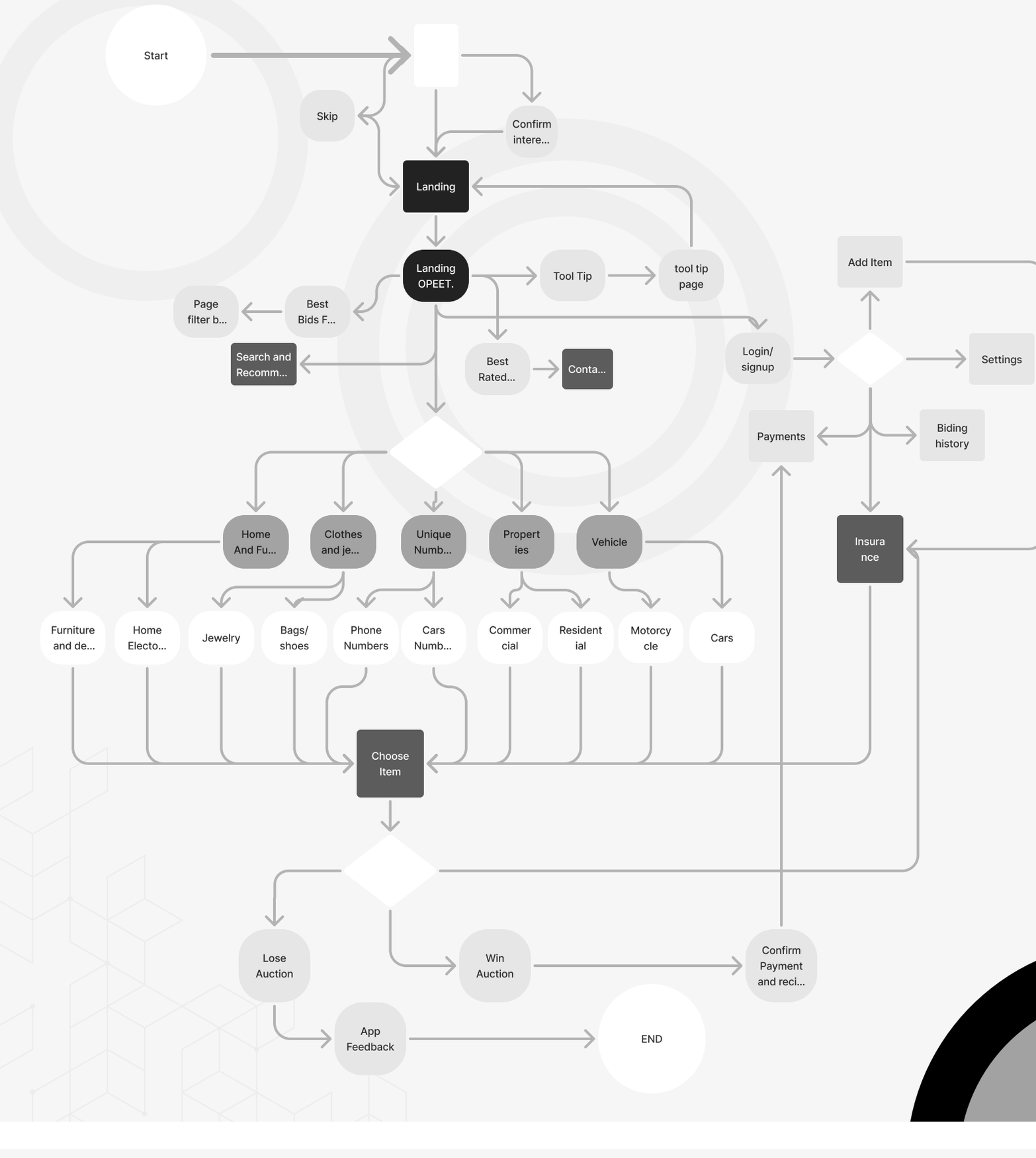
See

. Busy and cluttered interfaces with lots of text, images, and buttons (e.g., on eBay).
. Multiple bidding options and timers that feel confusing.
. Conflicting reviews or ratings that make her hesitant to bid.
. Listings with a lot of information, making it hard to understand at a glance.

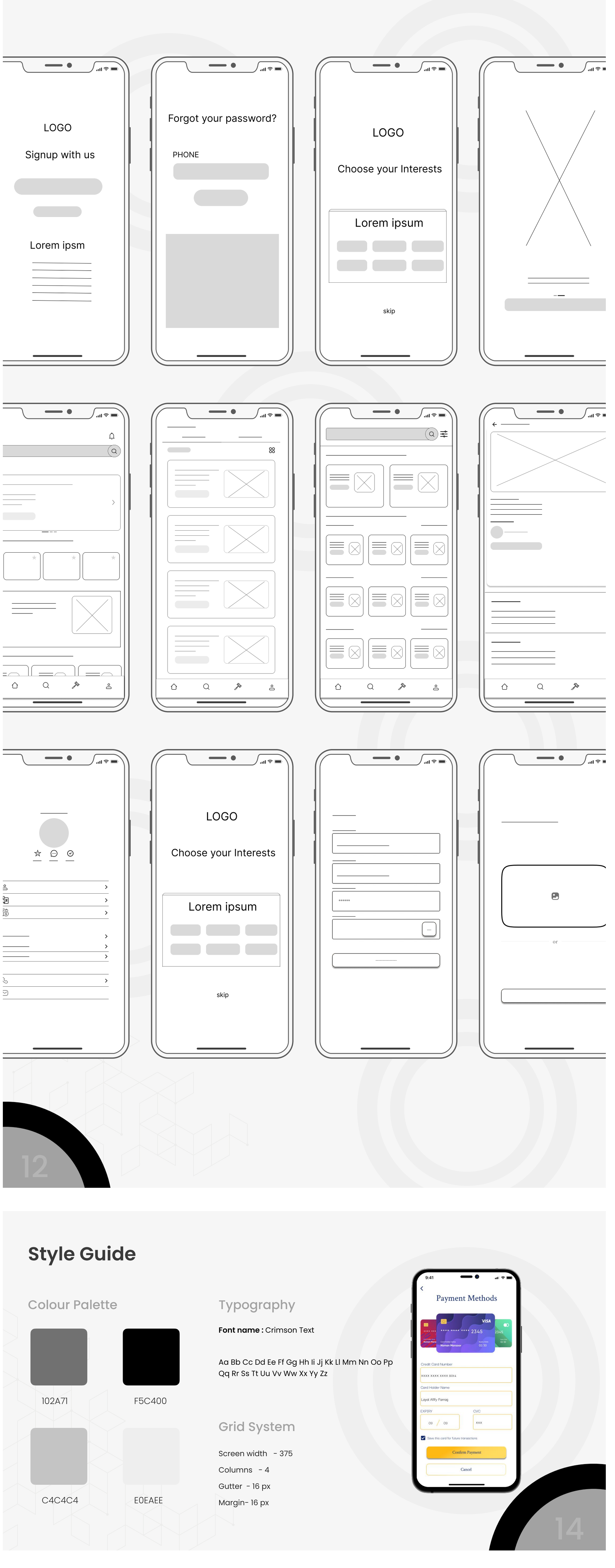
Competitive Audit

App	Usability	Acssesability	Info Arch	Speed and Feedback	Visual design (colours and typography)
Ebay	offers a straightforward bidding process but can be hard for new users	No Specifiec button to let the user in auction section	important details like bid history is messing	Fast	Main Color:White (#FFFFFF) Typography: modern sans-serif
Sothbay's	a more user-friendly experience, but it lacks advanced bidding options, making it less flexible for users	The app may prioritize design over accessibility. Some high contrast issues,small fonts	a well-organized information architecture, with item details and bidding information	Fast	Main Color:Grey (#A5A5A5) Typography: serif font
Emirates	focuses on simplicity with easy to use and clear time limits, but it lacks real-time updates and notifications	app is functional, it may lack advanced personalization features. No bidding history	has a simple info, but it lacks advanced filtering and sorting options, limiting efficient access to specific information.	Slow	Main Color: Red (#FF6F20) Typography:sans-serif font
Auctionet	the interface can feel poor and overwhelming, especially for users new to the app.	Some auction details lack sufficient information	navigation feel hard for some users	Slow	Main Color :Dark Blue (#1A1F4D) Typography: sans-serif font
Copart	Easy to navigate and user-friendly interface.	Limited filtering options of categories. Loading time can be slow.	it can be improved with better filtering options to help users quickly find specific vehicles.	Slow	Main Color: Bl Typograph

Information Architecture/User flow


Start
Skip
Confirm intere...
Landing
Landing OPEET.
Tool Tip
tool tip page
Page filter b...
Best Bids F...
Search and Recomm...
Best Rated...
Conta...
Login/ signup
Add Item
Settings
Payments
Biding history
Insura nce
Home And Fu...
Clothes and je...
Unique Numb...
Propert ies
Vehicle
Furniture and de...
Home Electo...
Jewelry
Bags/ shoes
Phone Numbers
Cars Numb...
Commer cial
Resident ial
Motorcy cle
Cars
Choose Item
Lose Auction
Win Auction
Confirm Payment and reci...
App Feedback
END

Lofi Wireframes


LOGO
Signup with us
Lorem ipsm
Forgot your password?
PHONE
LOGO
Choose your Interests
Lorem ipsum
skip

Style Guide

Colour Palette

102A71
F5C400
C4C4C4
E0EAEE

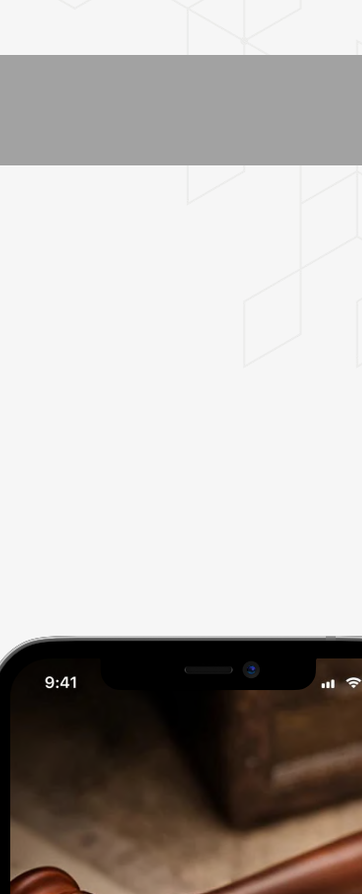
Typography

Font name : Crimson Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

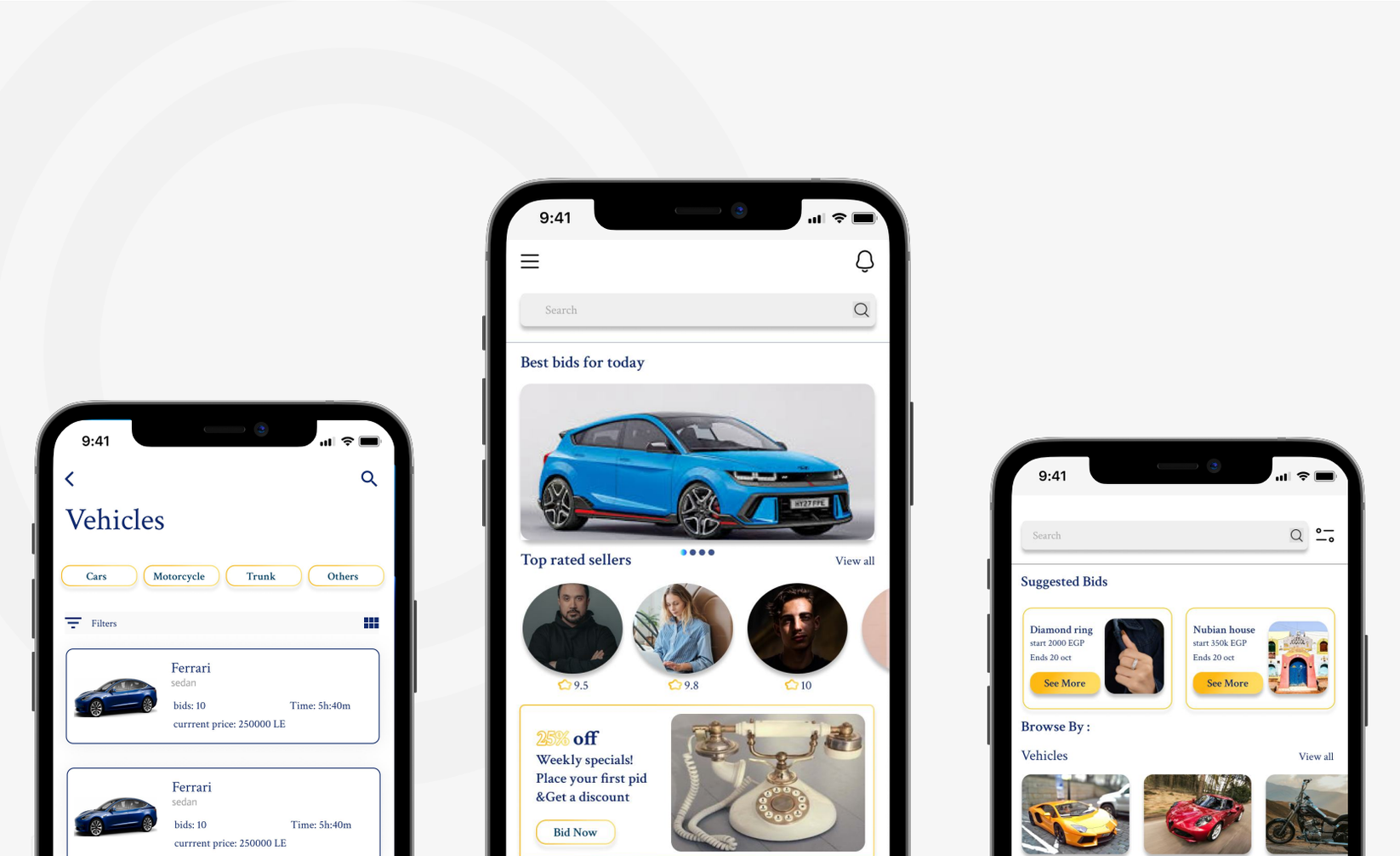
Grid System

Screen width - 375
Columns - 4
Gutter - 16 px
Margin- 16 px


Payment Methods
Confirm Payment
Cancel

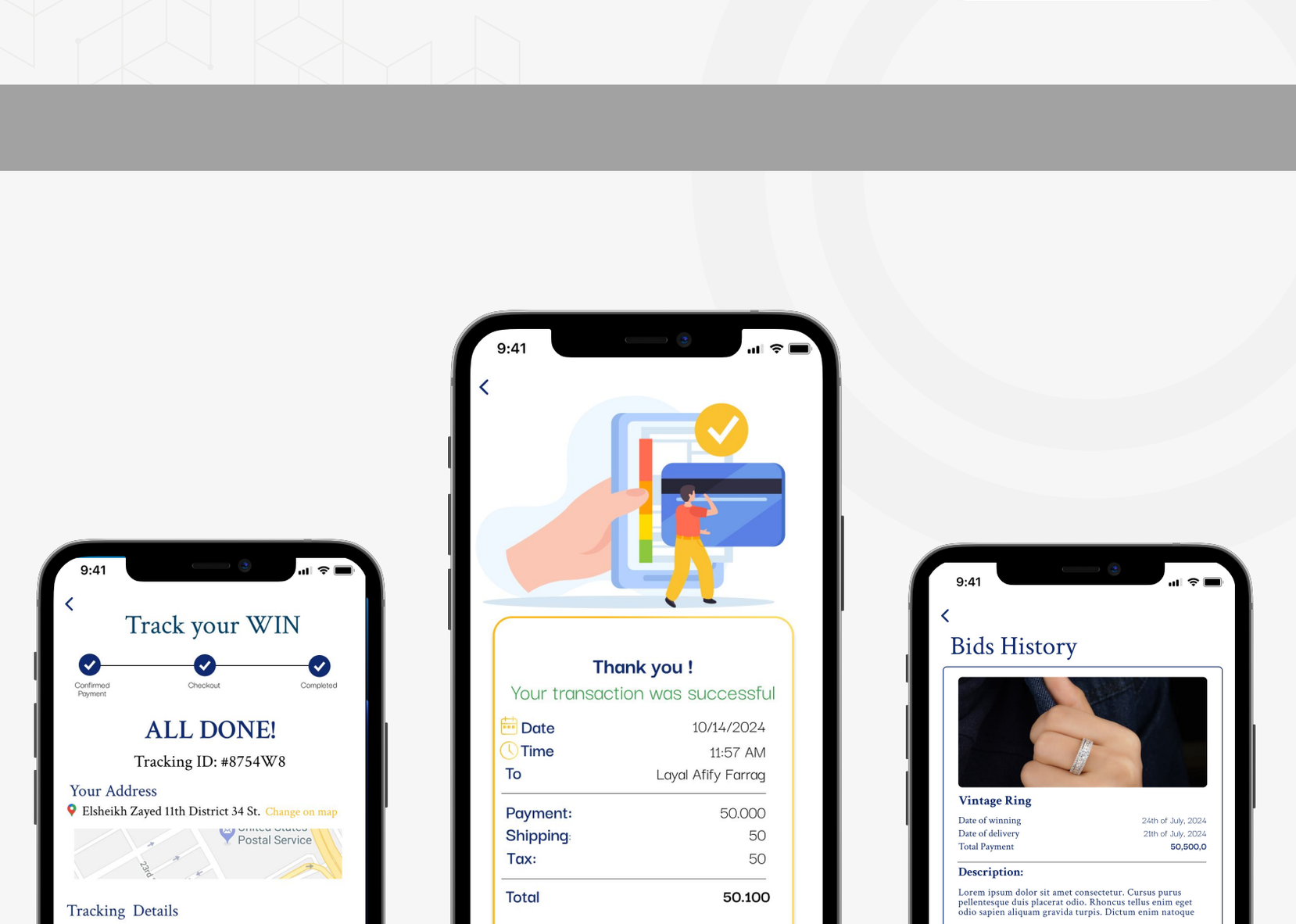
Hifi Mockups

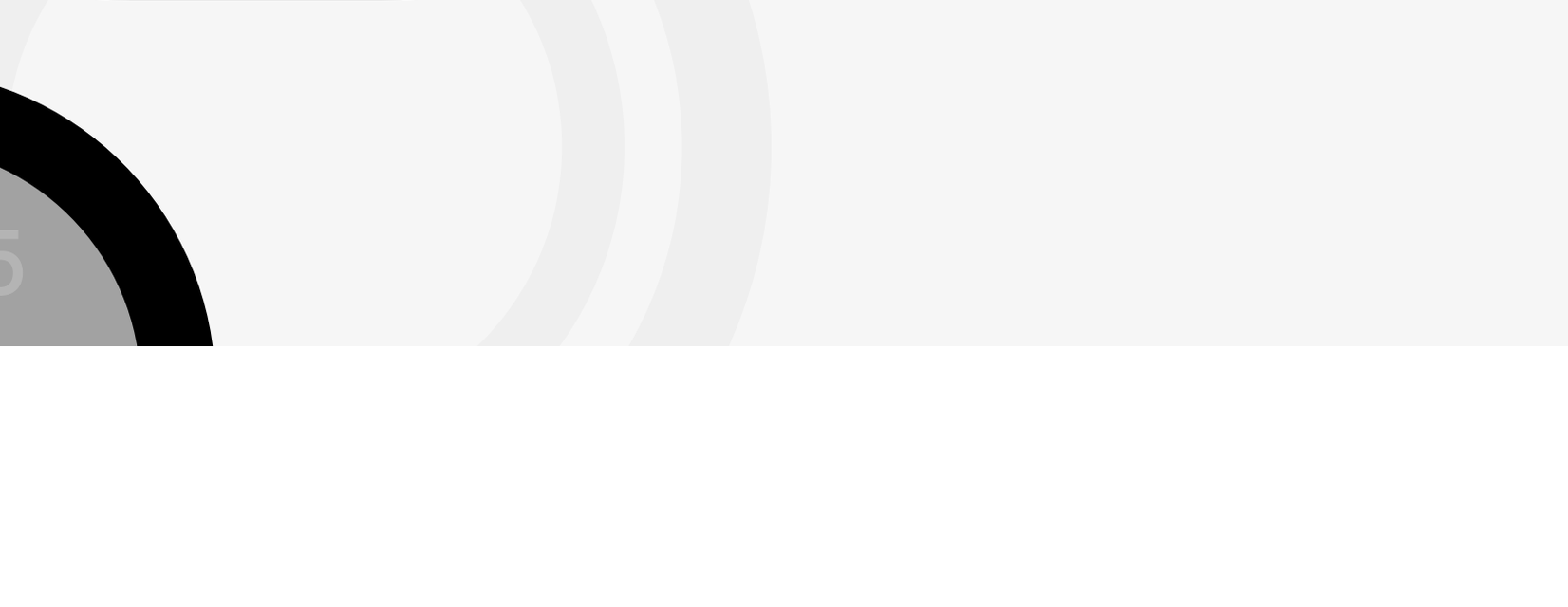
Onboarding Screens


ZaYed
Choose your Interests
Our Categories
Skip
Get started

"Bid smart, win big – your next great deal is just a click away!"

"Your winning bid is just moments away."


Vehicles
Best bids for today
Top rated sellers
Suggested Bids
Browse By :
Vehicles
Clothes & Jewelry
Unique Numbers


Track your WIN
ALL DONE!
Tracking ID: #87347W8
Your Address
Tracking Details
Help Our App To Grow
Thank you !
Your transaction was successful
Bids History
Vintage Ring
White Car
Description
Drag It As New Auction