

# Reclaim

## Med-Fi Prototype

# Our Team

IGOR B



MILES M



DISNEY V



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# Problem-Solution Overview

## PROBLEM

- » As a buyer, finding a local seller who is willing to sell is hard

## SOLUTION

- » A **reverse marketplace** that unlocks hidden supply
- » Reduces burden on sellers to manually list items



## MISSION STATEMENT

To make buying used easier than  
buying new



## VALUE PROPOSITION

Everything is for sale

# Tasks

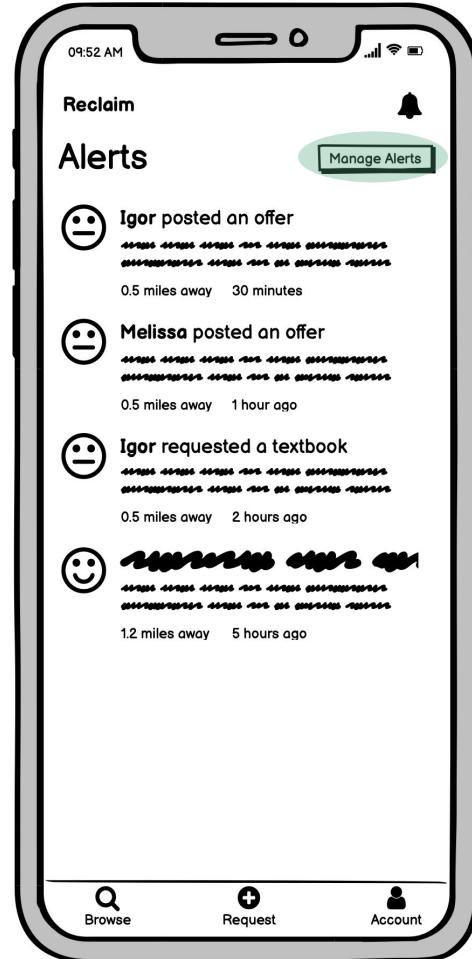
1. Request an item (simple)
2. Post an offer to someone else's request (medium)
3. Compare and respond to offers on one's own request (medium; unified with task #1)
4. Set up automatic alerts (renamed to *watchlist*) for items (complex)

*We found these tasks worked well during our low-fi tests, so we made no changes (apart from renaming alerts to watchlist in our interface).*

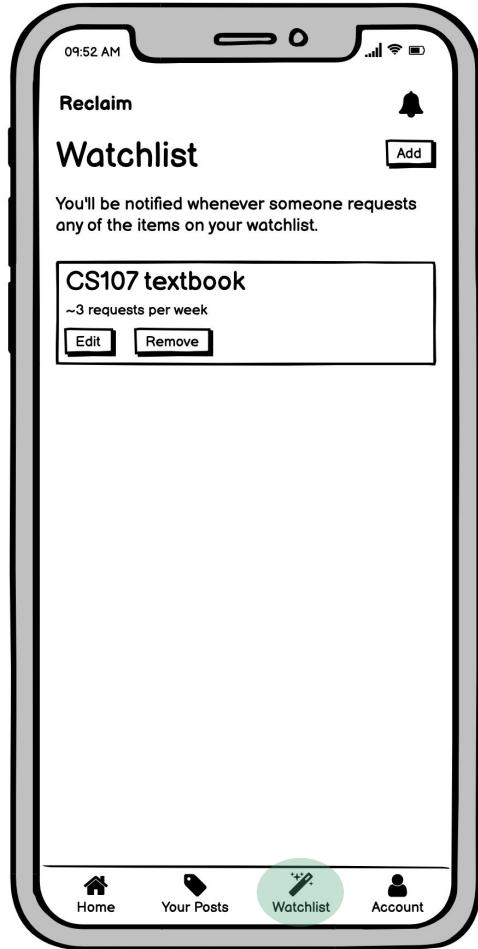
# Problem: Alerts

*Recap from our user testing*

- » User had difficulty finding automatic alert functionality
- » Confusion between alerts and notifications



\* See speaker notes for more details



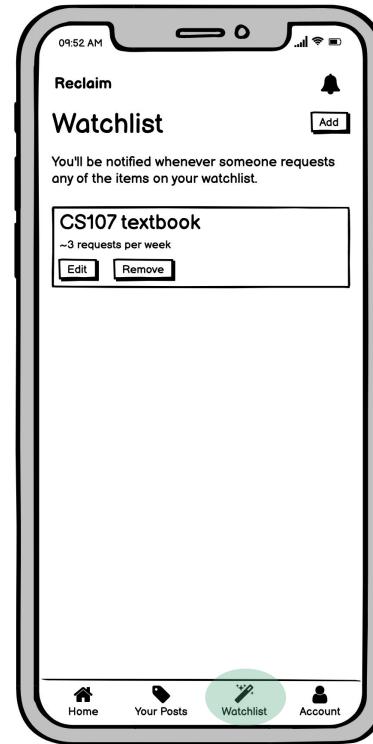
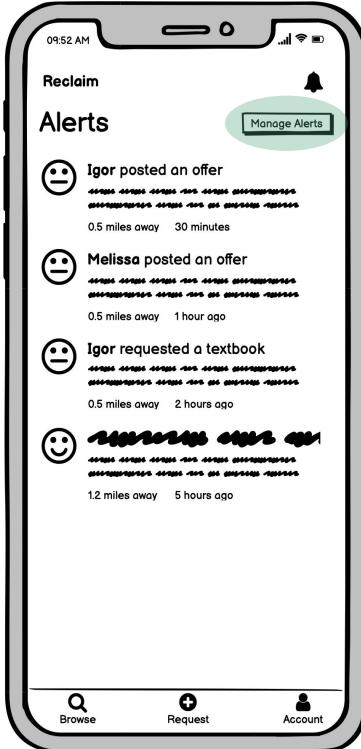
# Solution: Watchlist

*Reconfiguration of the alerts feature*

- » Changed name “Alerts” to “Watchlist”
- » Added “Watchlist” button on bottom menu for easy access
- » Reduced number of clicks required to use this feature

\* See speaker notes for more details

# Alerts Redesign Comparison

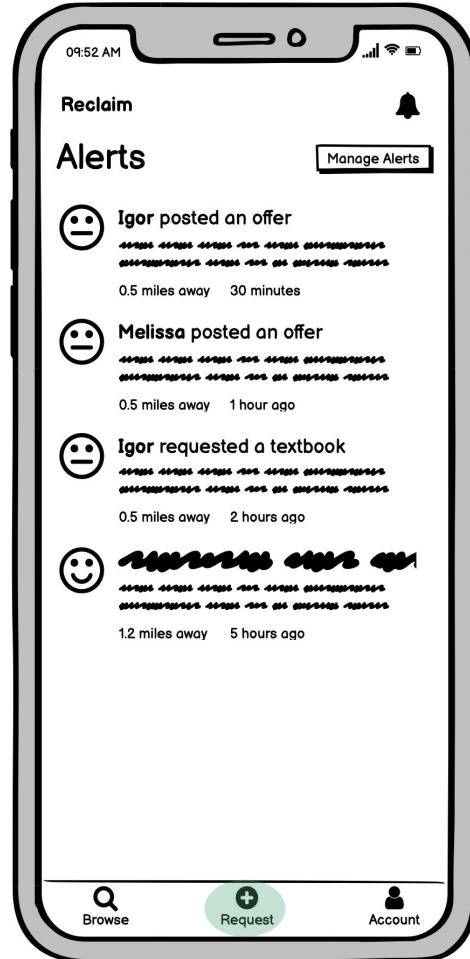


\* See speaker notes for more details

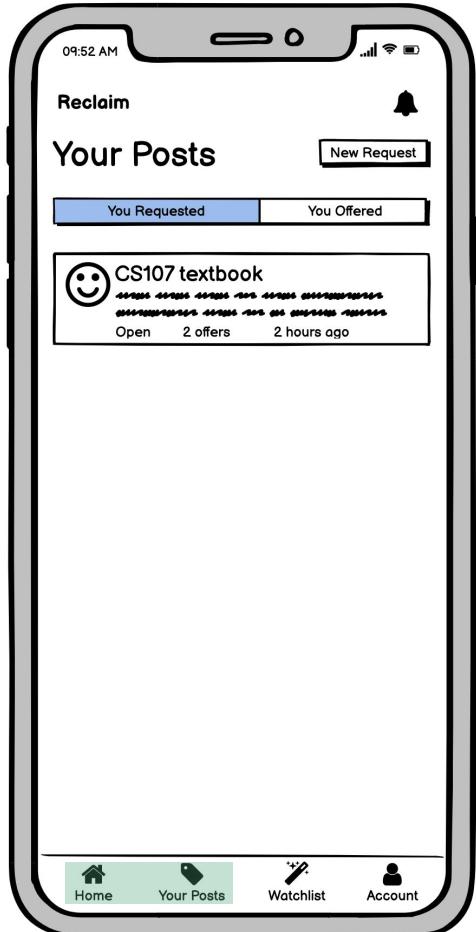
# Problem: Bottom Menu

*Recap from our user testing*

- » Users thought they could access their past requests using the +Request button
- » Users had trouble finding their requests and offers
- » No home button



\* See speaker notes for more details

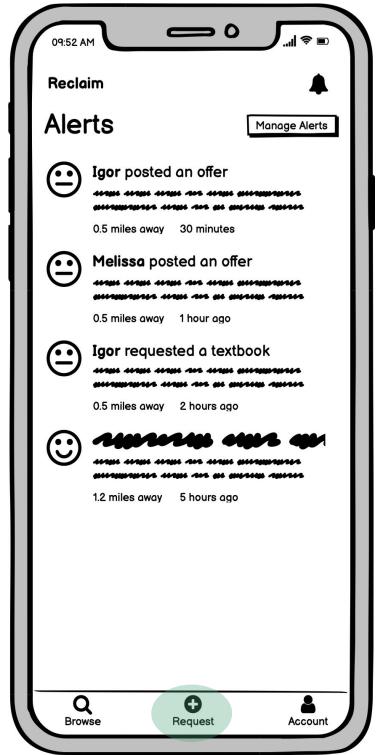


# Solution: Redesigned Menu

*Edits to 3 of the bottom buttons*

- » Changed “Browse” button to home
- » Changed new request button to “Your Posts”
- » “Your Posts” now includes options to view what you have requested and offered

# Bottom Menu Redesign Comparison

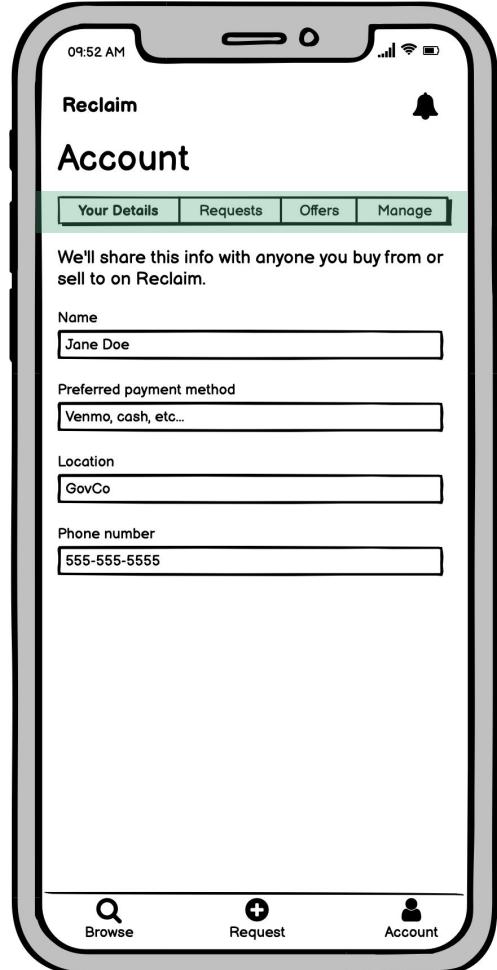


\* See speaker notes for more details

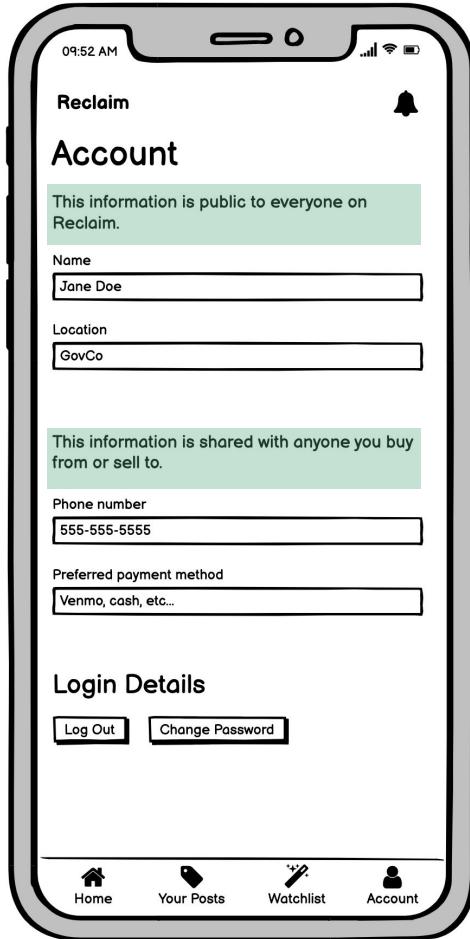
# Problem: Account View

*Recap from our user testing*

- » Menu included key functions that were difficult to reach
- » Confusion between “Your Details” and “Manage”
- » Uncertainty about privacy of user information



\* See speaker notes for more details



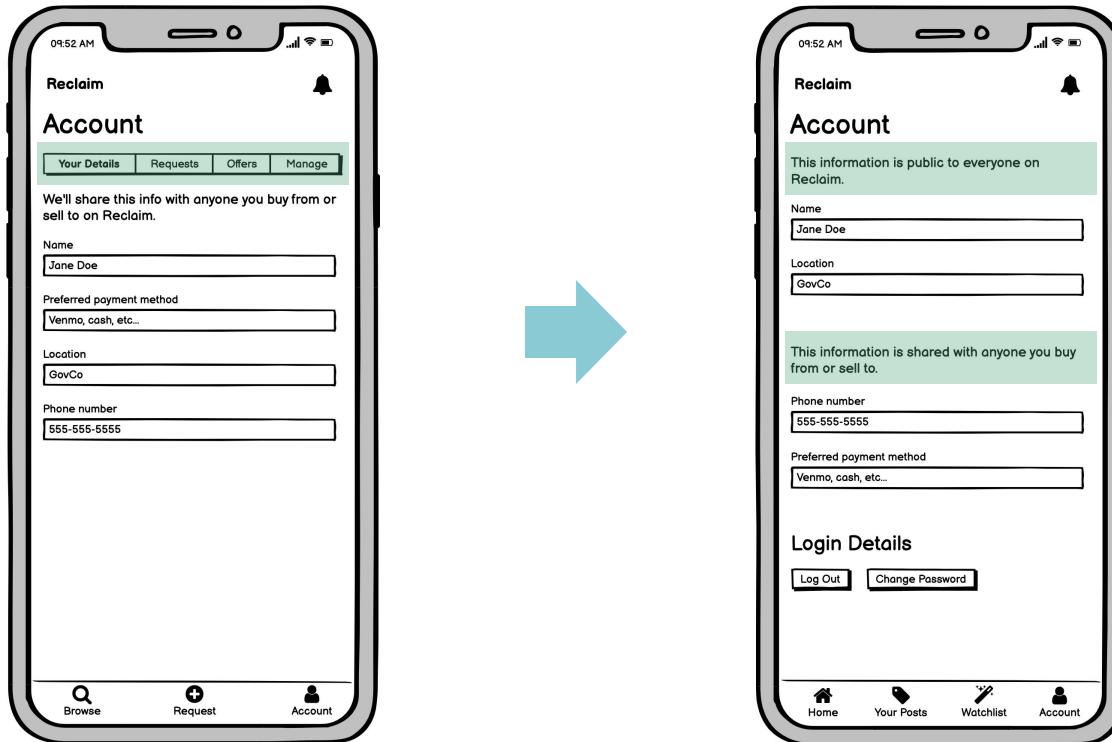
# Solution: New Account View

*Simplifying and clarifying*

- » Merged “Your Details” and “Manage” buttons
- » This enabled us to remove the top menu
- » Clarified sharing of user data

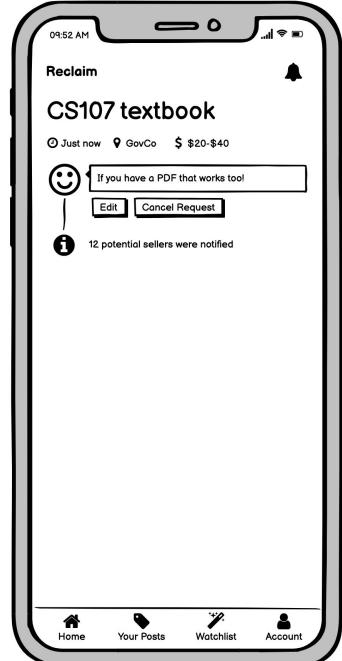
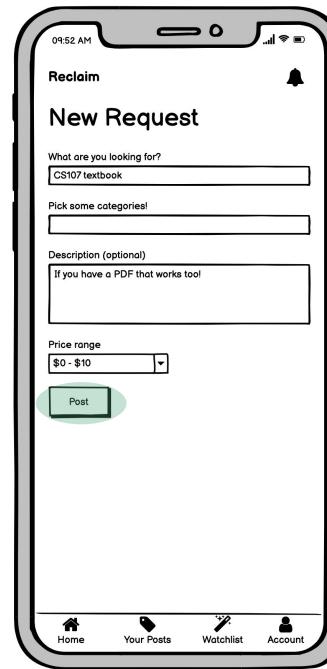
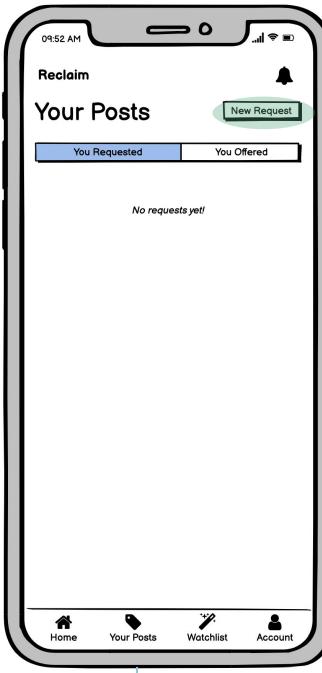
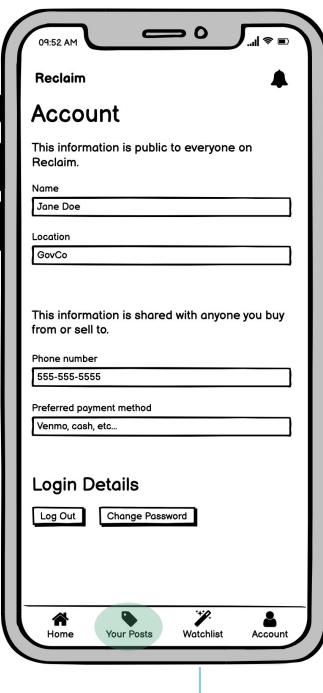
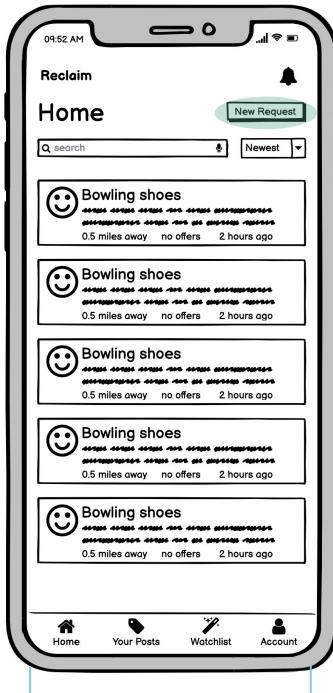
\* See speaker notes for more details

# Account Redesign Comparison



\* See speaker notes for more details

# TASK 1: REQUEST AN ITEM

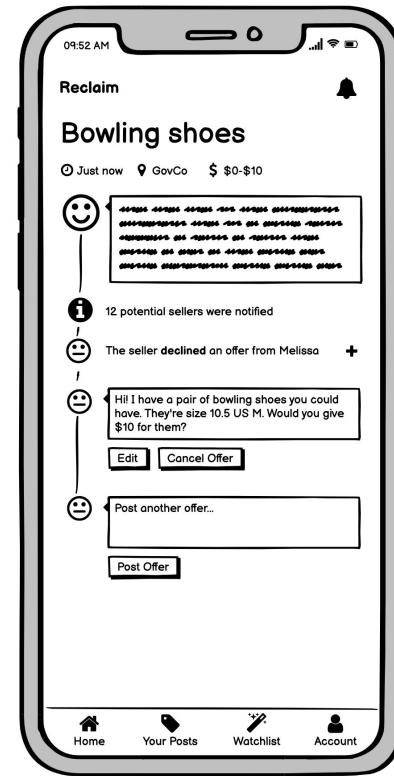
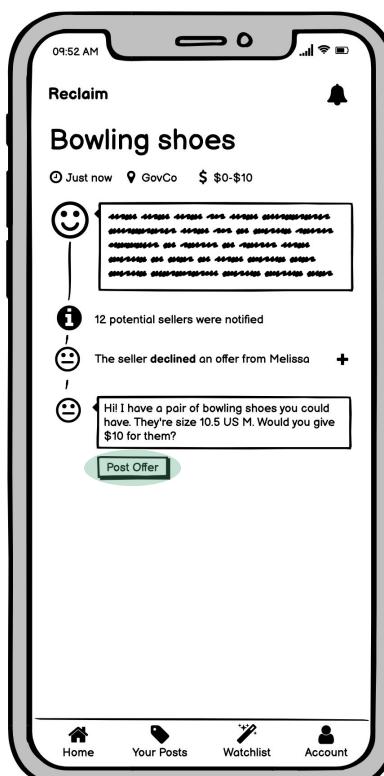
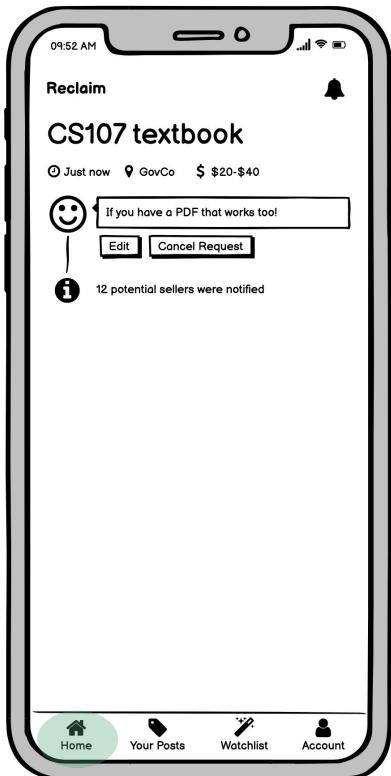


Option #1 to reach "New Request" Button

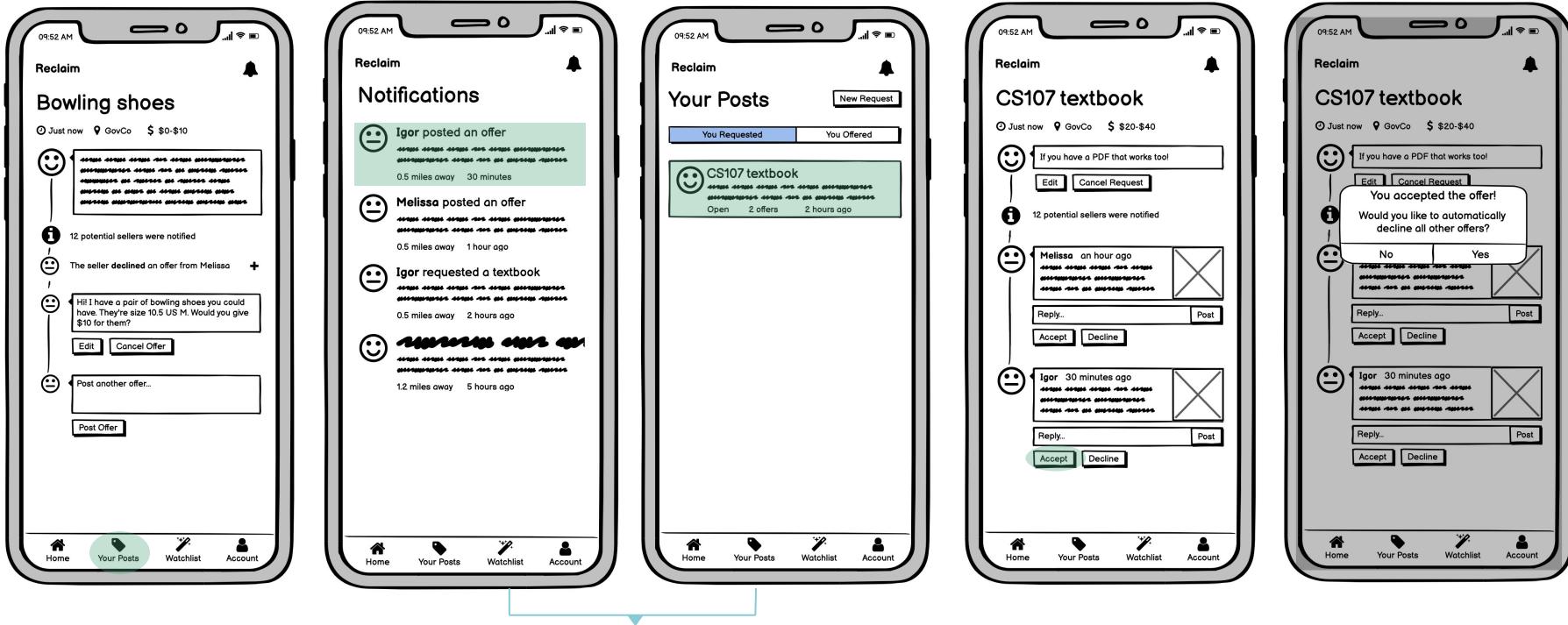
Option #2 to reach "New Request" Button

\* See speaker notes for more details

## TASK 2: MAKE AN OFFER

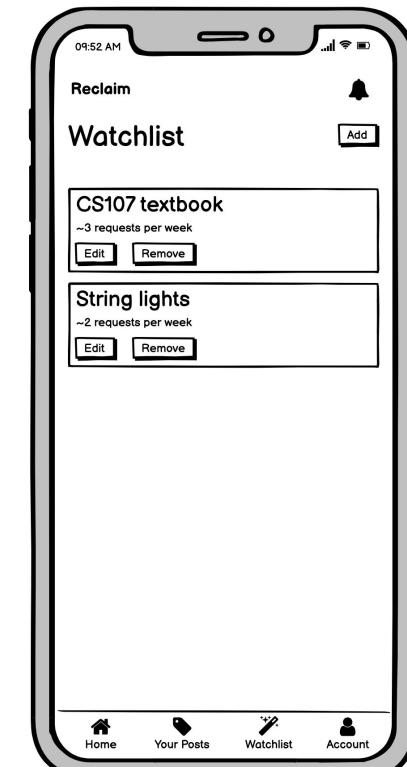
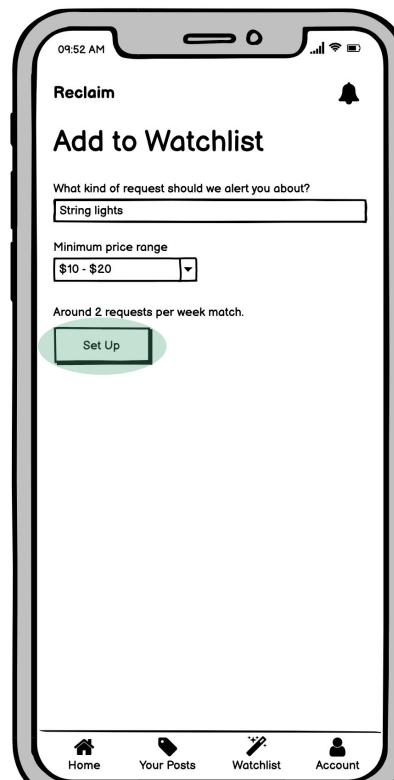
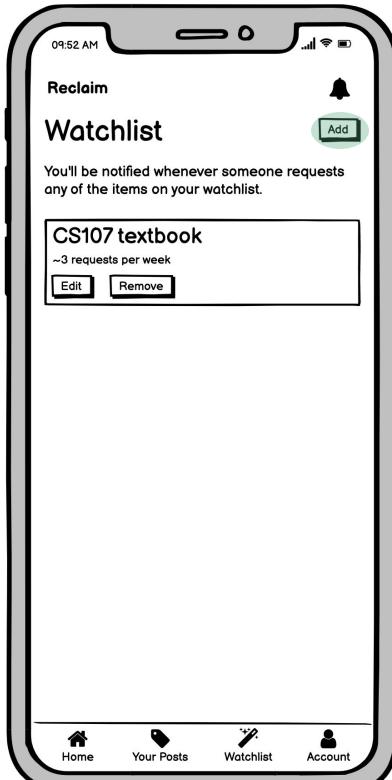
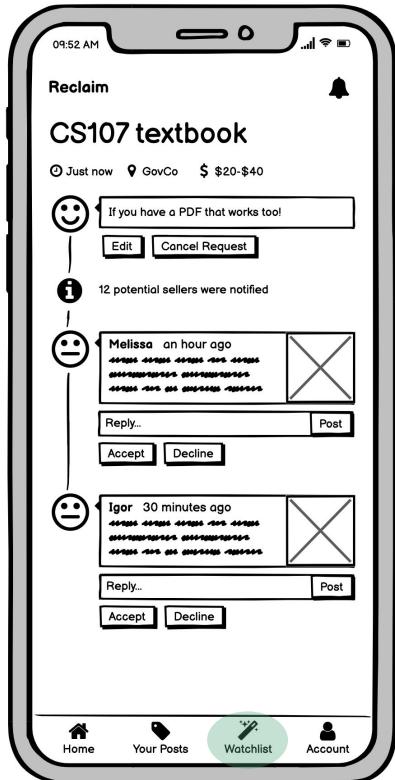


# TASK 3: ACCEPT AN OFFER



\* See speaker notes for more details

## TASK 4: ADD AN ITEM TO WATCHLIST



# Prototype Tool: Figma

- We built our prototype in **Figma** using the Iconify plugin with Fluent UI icons.
- **Easy**
  - Simple to design basic views, icons, and components
  - Working collaboratively and simultaneously was wonderful
  - Doing both visual design and prototyping in the same tool was very convenient
  - Autolayout was extremely helpful for dynamic, feed-like views
- **Hard**
  - Even though we used components extensively, updating core elements of storyboards was difficult (had to manually update each screen)
  - Identifying small inconsistencies across different frames was challenging

# Limitations and Tradeoffs

- The notifications view is not dynamic
  - In most of our tasks, other ‘users’ are interacting with the main user
  - These interactions are *not* reflected in our prototyped notification view, as it is too state-dependent
- Our final task—adding an item to your watchlist—has no ‘follow-up’
  - The user can only add the task to their watchlist; we don’t ‘Wizard of Oz’ someone *requesting* that item later
  - We *do*, however, include an example notification of an item on the user’s watchlist being requested
- We do not include any editing functions
  - In most cases, edit view will be almost identical to the create view
  - Editing is very state-specific; hard to do in a static Figma prototype

# Limitations and Tradeoffs, cont'd.

- Only *some* buttons in the request view work.
  - Some buttons, like “Withdraw offer,” do nothing (though their function is clear).
  - We wanted to keep our user on a relatively linear path through our application.
- Our account view is relatively static
  - You can tap to update your information, but you can’t actually save changes.
  - Allowing changes would require dynamic input, which Figma doesn’t support.
- Searching and sorting is not implemented
  - Because searching and sorting would just yield a different arrangement of content in the same interface, we thought it wouldn’t add value to the prototype.

# Limitations and Tradeoffs, cont'd.

- The back button is not always fully functional.
  - In certain flows, the 'back' button takes you to the previous point in time, not the previous view. It could also take you further back than you think. This is a consequence of Figma's 'back' implementation, which does not always align with the structure of our prototype. Our high-fidelity prototype will not operate this way.
- In interactive views, the fields can only be filled out in a single order.
  - In our actual prototype, you will be able to fill out the fields in any order.
- We did not implement 'collapsing' offers.
  - We realized in this prototype that this functionality is only necessary for extremely long request pages, and could perhaps be better solved by just intelligently sorting the offers. Therefore, we did not include offer collapsing in our prototype (and are considering not including it in our final prototype).

# Wizard of Oz Techniques

- At steps in tasks where other users' actions are required (e.g., posting an offer to the main user's request), we 'fake' the waiting period by transitioning to the next screen automatically after a delay.
- We 'magically' update the relative times (e.g., '5 mins ago') in the application on views that require the passing of time.
- In input views, we autofill all content 'automatically'; Figma does not support dynamic input.

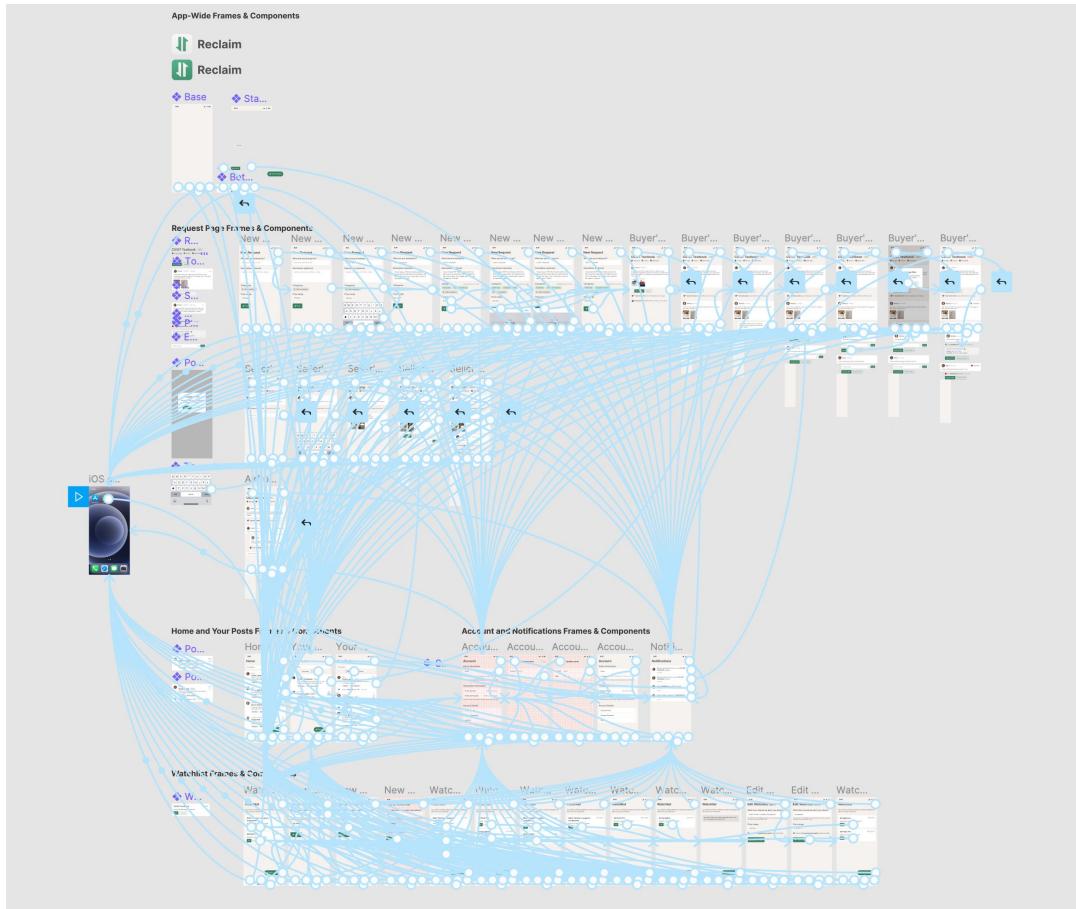
# Hard-Coded Features

- All user-generated content in the app is hard-coded
  - Dynamic input is challenging, and Figma cannot keep track of state.
  - Many areas of the app require interaction with other users, but our prototype needs to be usable by only one person.
- This hard-coded content includes: **requests, offers, offer decisions, account settings, notifications, and watchlist items**

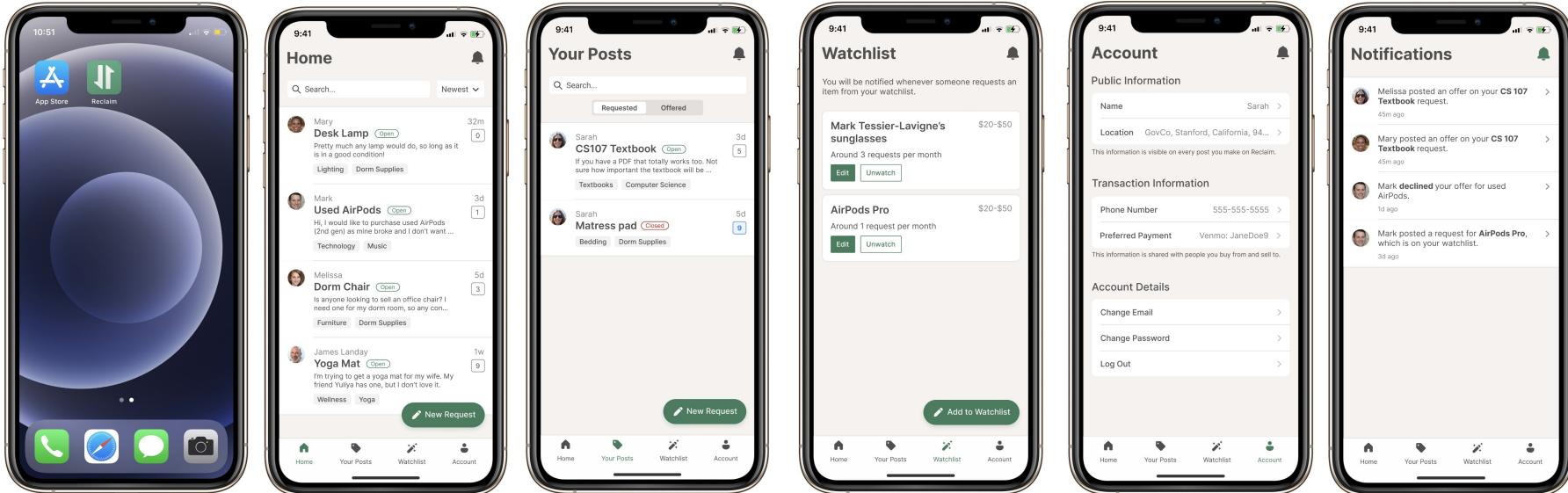
# Acknowledgements

- Our icons are from Microsoft's **Fluent UI** icon pack.
- All profile images are from **ThisPersonDoesNotExist.com** (and are not real people), except for the photo of James Landay (which we took from Stanford's website).
- We used **iOS Keyboards (Community)** by Rojcyk for the iOS keyboard component.

# MED-FI OVERVIEW

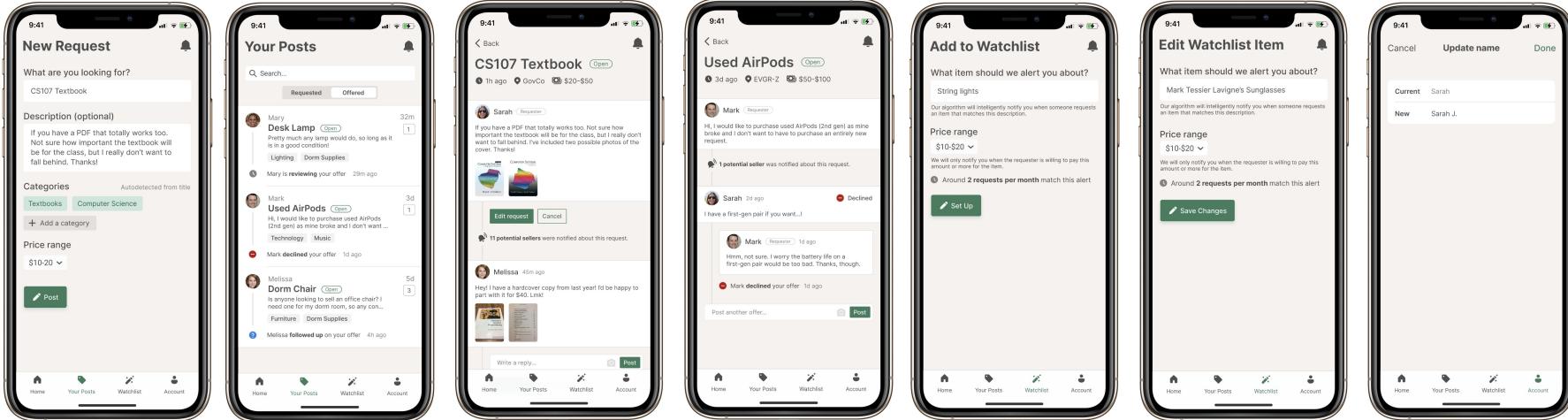


# PROTOTYPE SCREENSHOTS



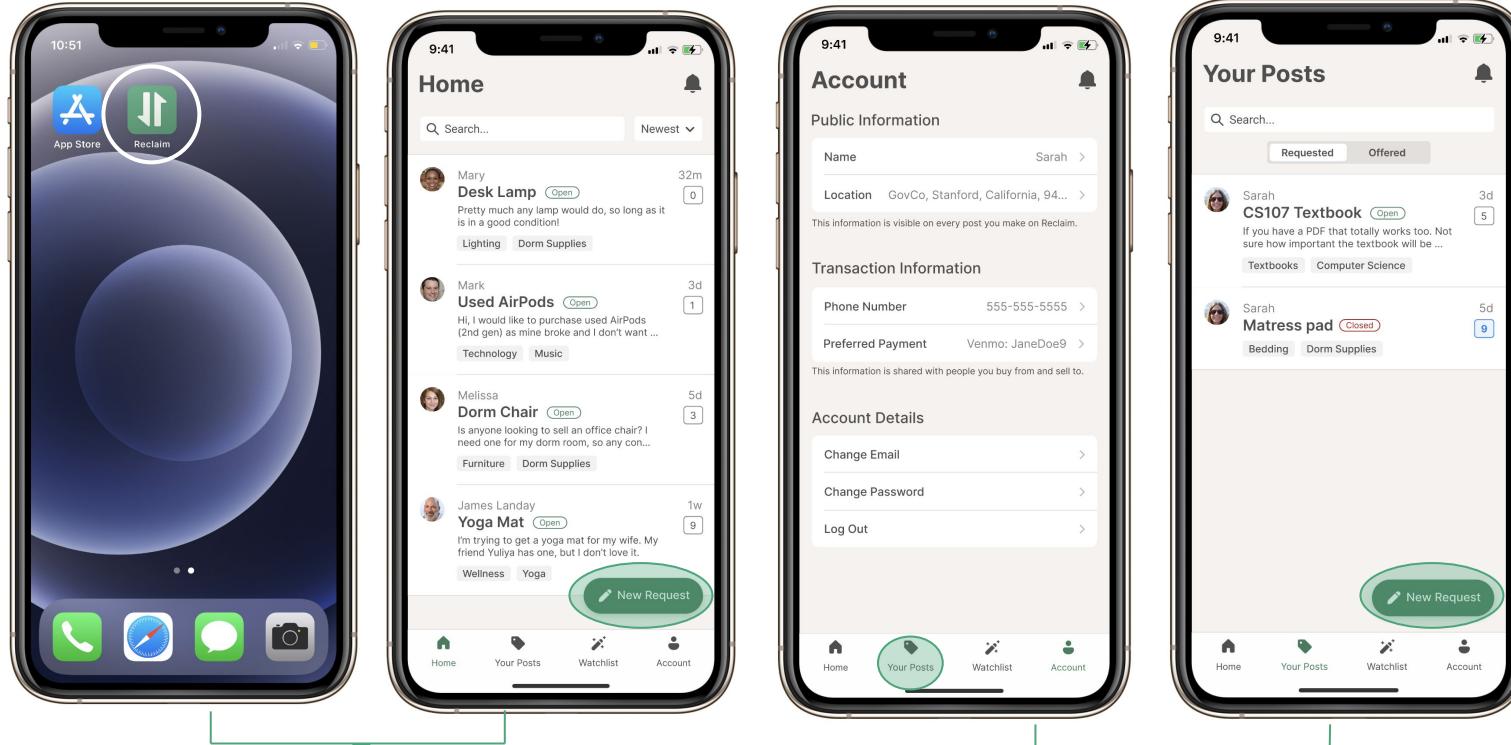
\* Screenshots include the app icon, the four screens reached via the bottom menu, and the screen reached by the bell icon

# PROTOTYPE SCREENSHOTS



\* Screenshots include potential screens for functionality related to adding a request, "Your Posts", "Watchlist", and updating account information

# TASK 1: REQUEST AN ITEM, PART 1

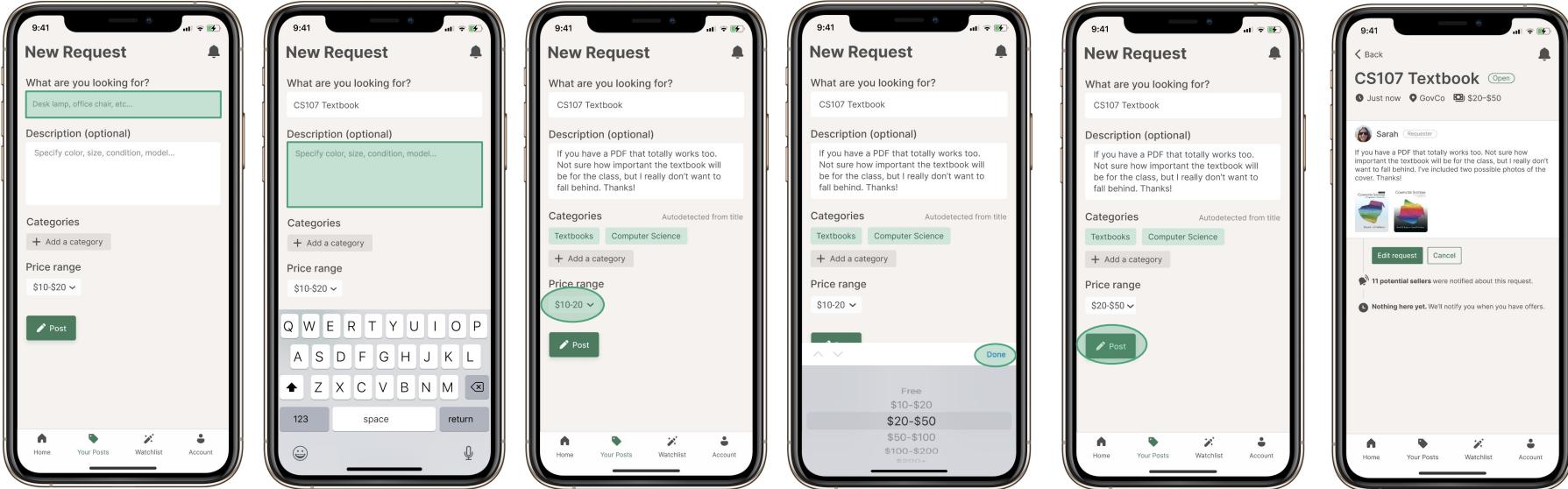


Option #1 to reach "New Request" Button

Option #2 to reach "New Request" Button

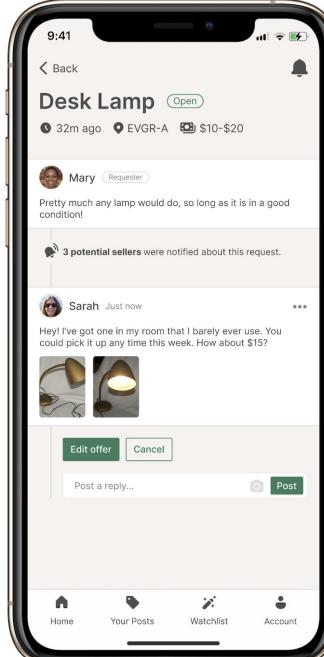
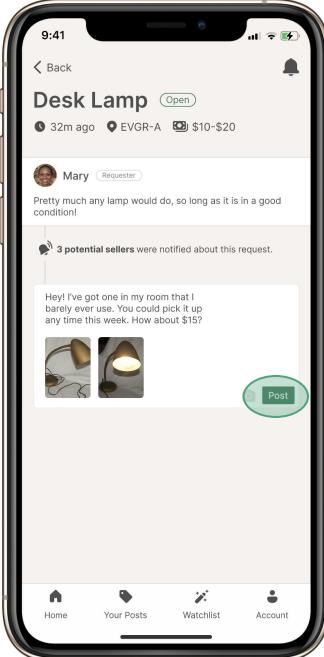
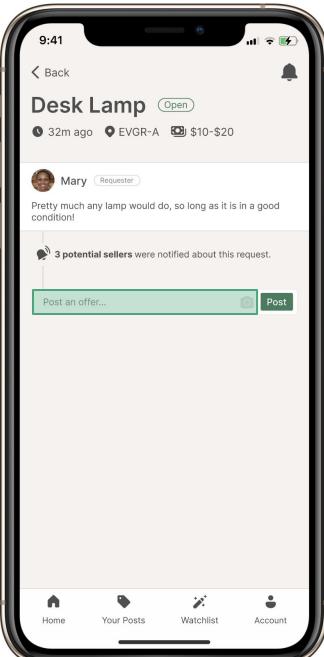
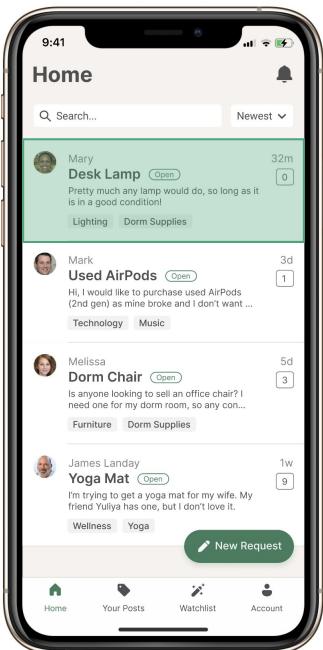
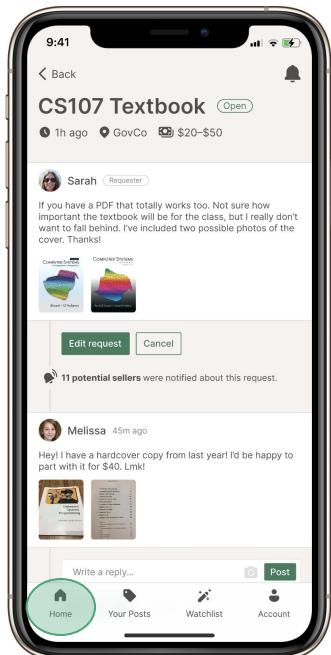
\* See speaker notes for more details

# TASK 1: REQUEST AN ITEM, PART 2

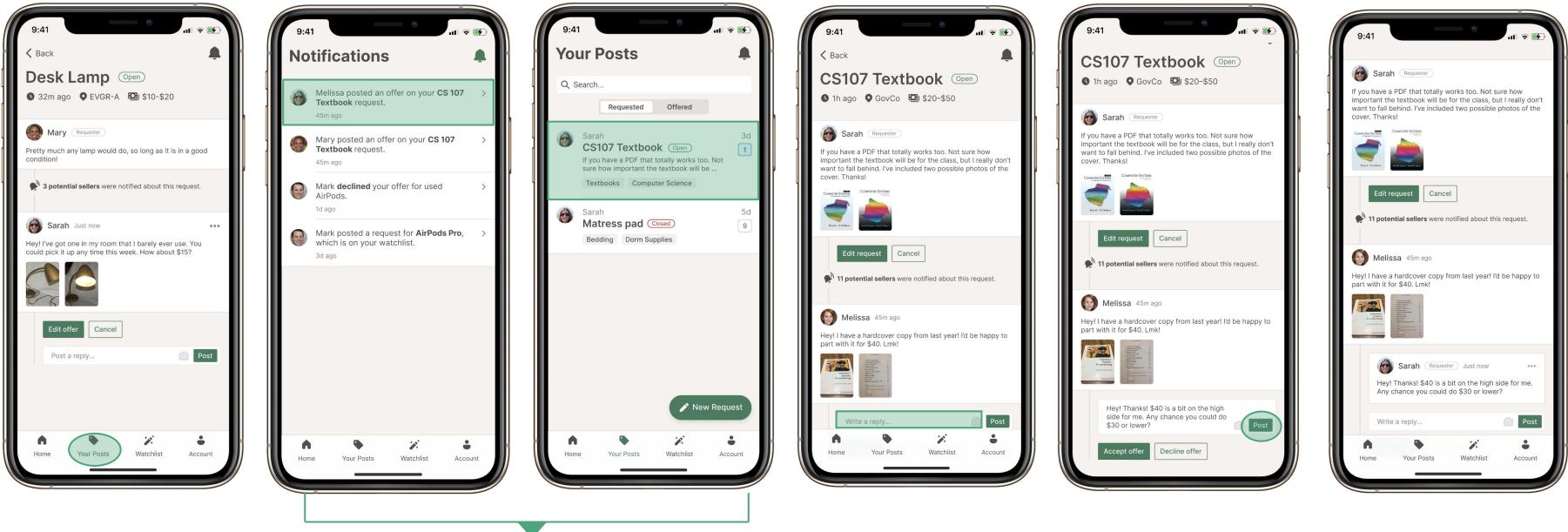


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## TASK 2: MAKE AN OFFER

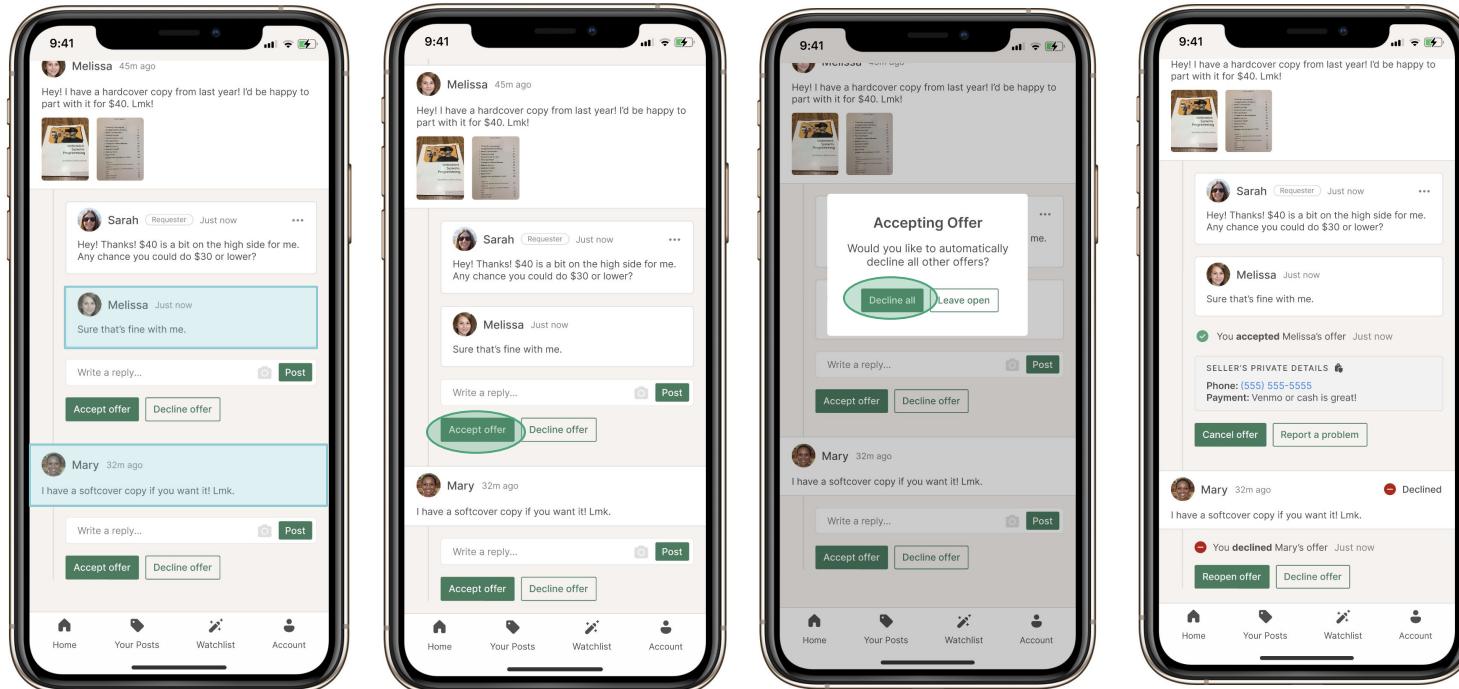


# TASK 3: ACCEPT AN OFFER, PART 1



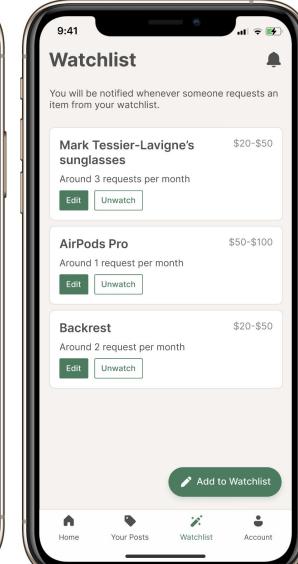
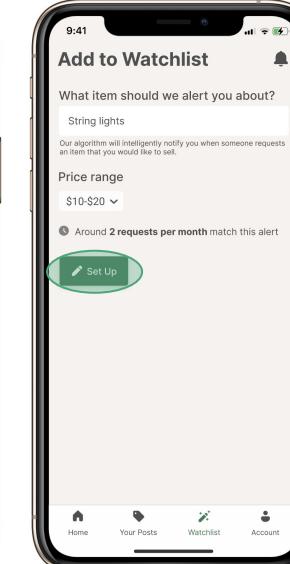
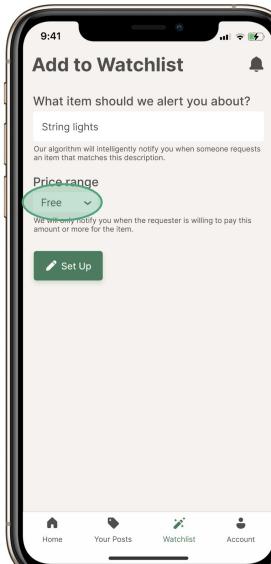
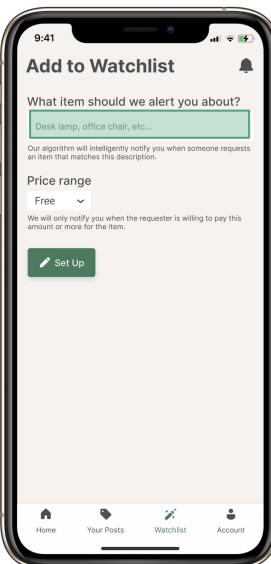
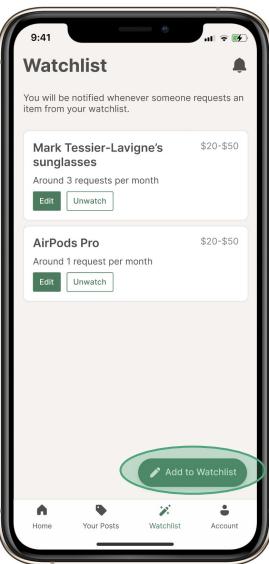
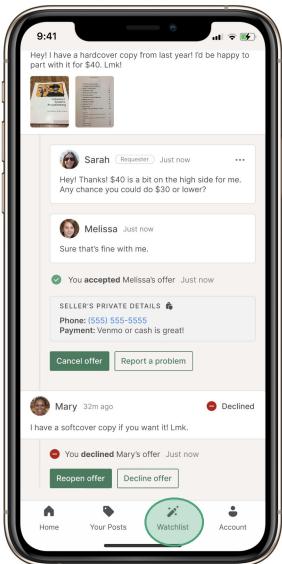
\* See speaker notes for more details

## TASK 3: ACCEPT AN OFFER, PART 2



\* See speaker notes for more details

# TASK 4: ADD AN ITEM TO WATCHLIST



# Prototype Link

<https://www.figma.com/proto/JEnVtlaCrdu9X5zuOdsBKz/Prototype>