

RECLAIM

Everything is for sale

Our Team

IGOR B



MILES M



DISNEY V



MELISSA W



Overview



Problem- Solution Overview

PROBLEM

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

SOLUTION

- » Unlocks hidden supply for buyers
- » Reduces burden on sellers to manually list



MISSION STATEMENT

To make buying used easier than
buying new -- eliminating
shipping

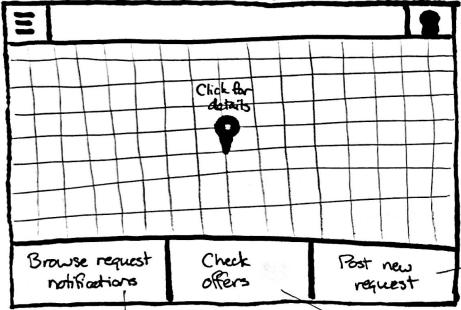


VALUE PROPOSITION

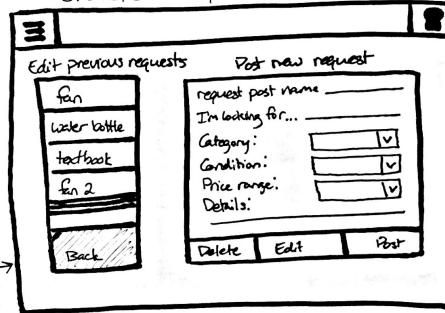
Everything is for sale

Maps-Based Interface

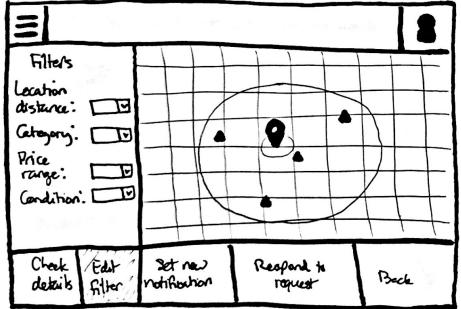
Main Map Display Screen



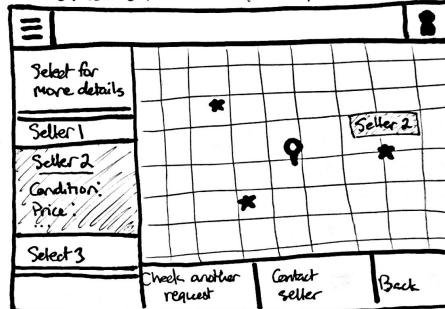
Create/edit requests screen



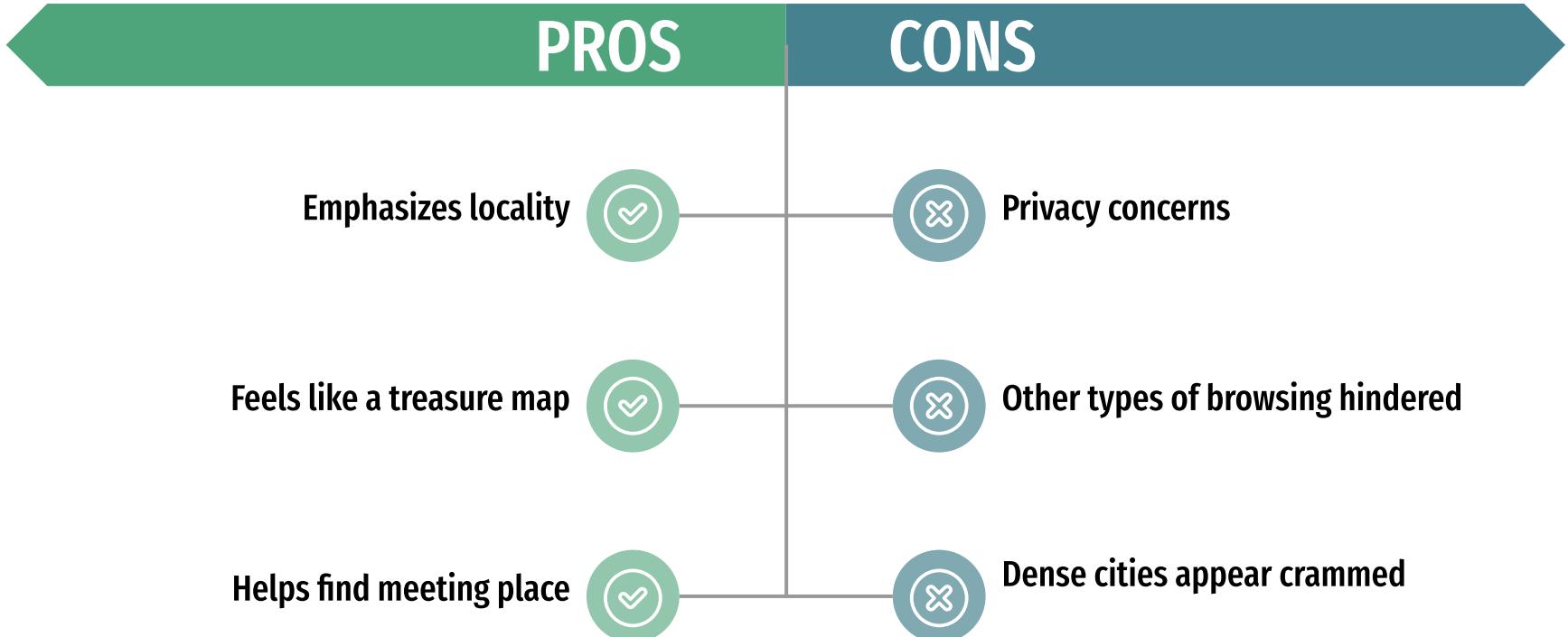
Browse Others's requests/set notifications



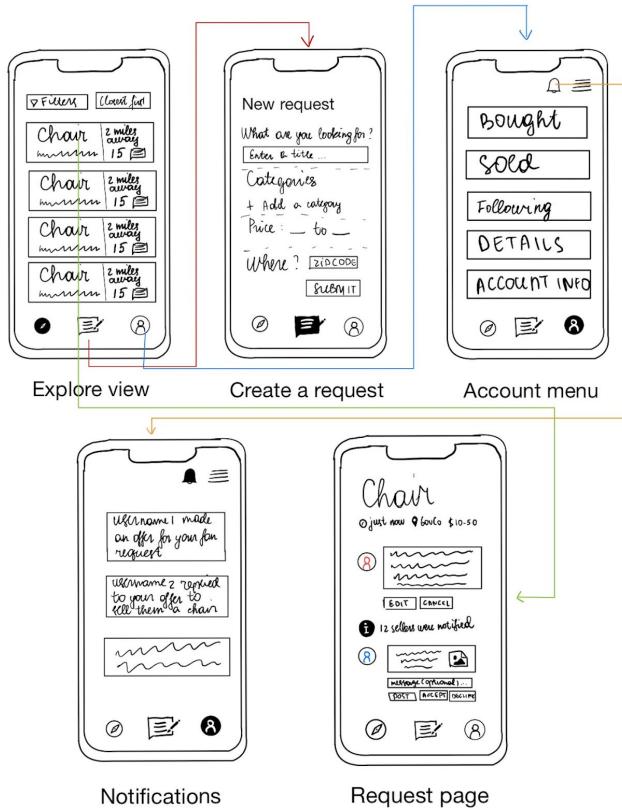
Check offers to requests posted



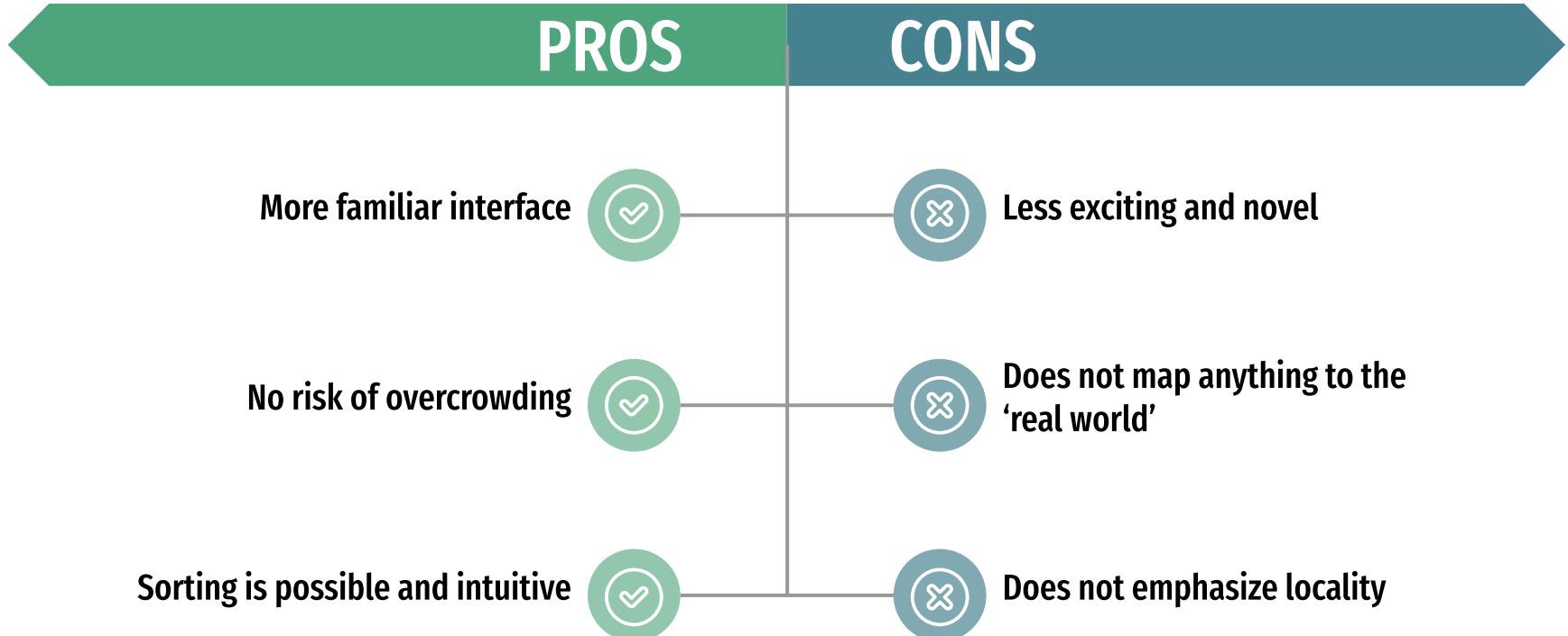
Maps-Based Interface



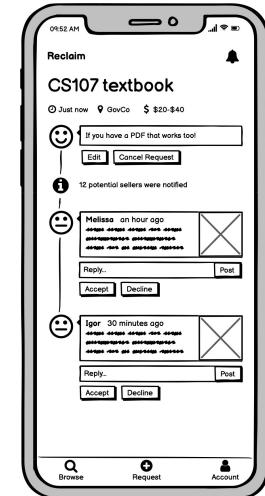
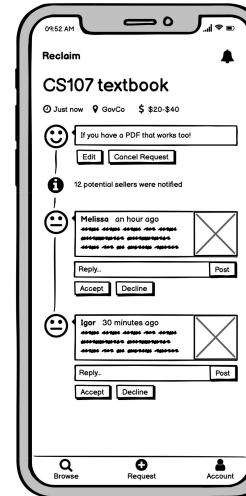
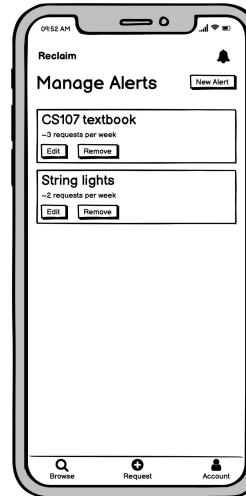
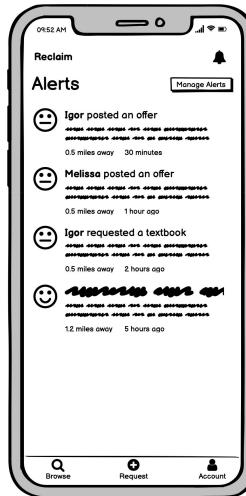
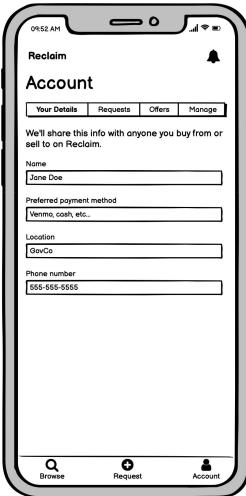
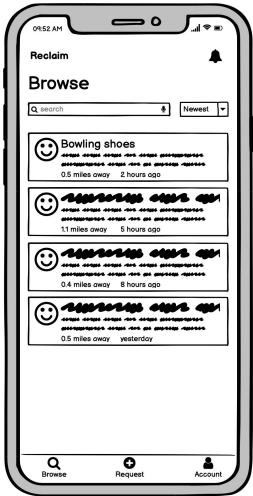
Linear Mobile Interface



Linear Mobile Interface



OUR PROTOTYPE



Our Users



JASON



IBTI

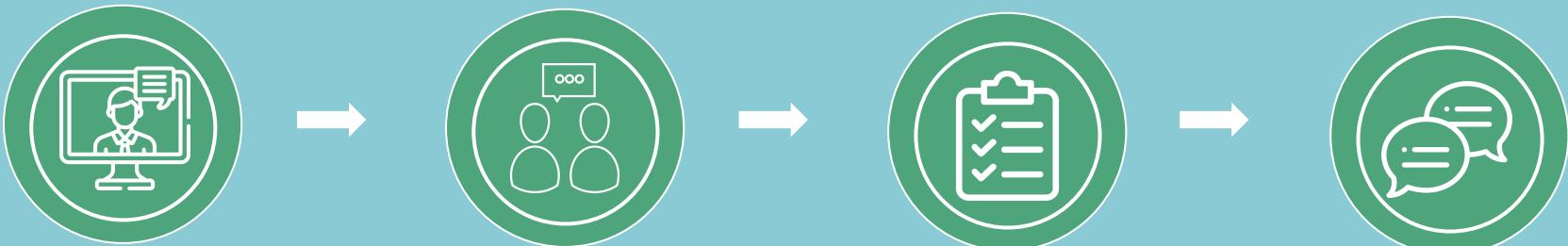


ISABEL



ALLYSSA

Experimental Method



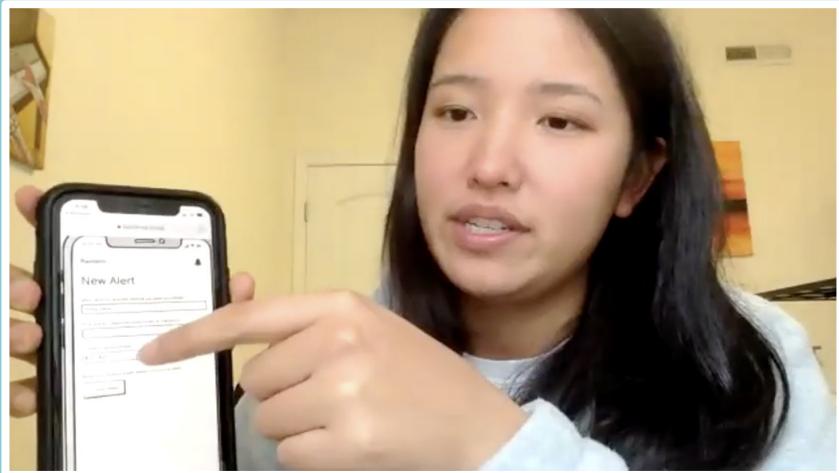
INTRO

DEMO

TASKS

INTERVIEW

Experimental Protocol



TASK 1: REQUEST AN ITEM

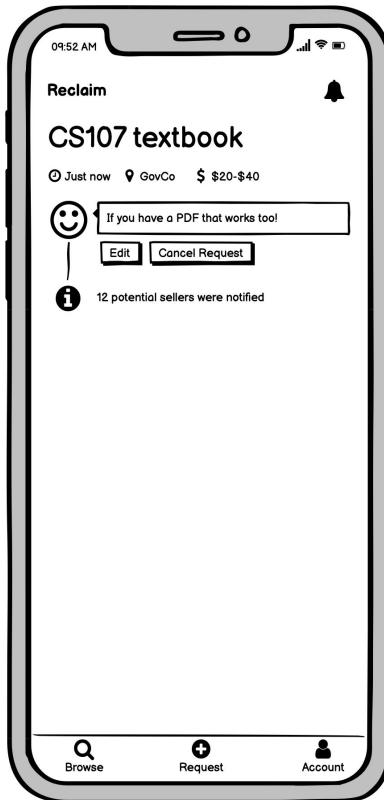
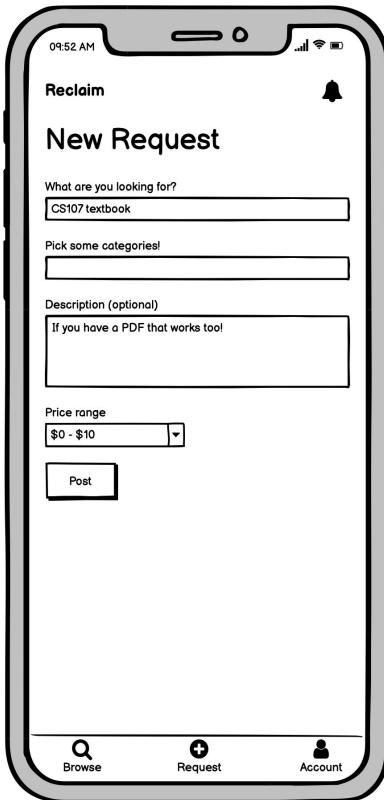
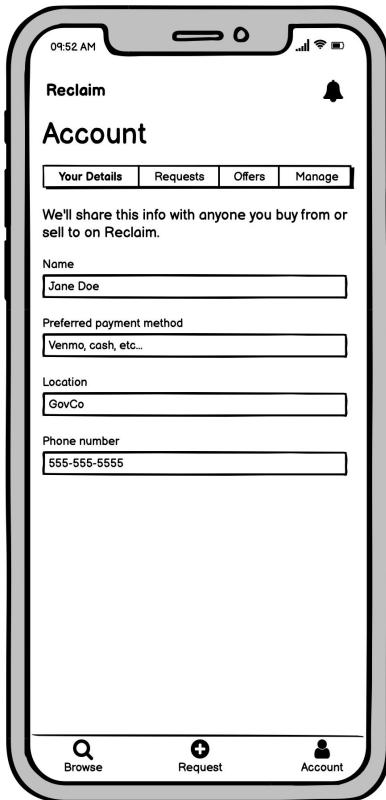
The image shows three sequential screens from a mobile application named "Reclaim".

Screen 1: Account
The screen displays the user's account information. It includes fields for Name (Jane Doe), Preferred payment method (Venmo, cash, etc...), Location (GovCo), and Phone number (555-555-5555). At the bottom, there are navigation icons for Browse, Request (highlighted with a green circle), and Account.

Screen 2: New Request
The user has entered "CS107 textbook" into the "What are you looking for?" field. Below it, there is a "Description (optional)" field containing "If you have a PDF that works too!". A "Post" button is visible at the bottom of this screen.

Screen 3: CS107 textbook
The request has been posted. The screen shows the search term "CS107 textbook", filters "Just now", "GovCo", and price range "\$20-\$40". It also displays a message "If you have a PDF that works too!" with a smiley face icon, and a note "12 potential sellers were notified". Navigation icons for Browse, Request, and Account are at the bottom.

FINDINGS: REQUEST AN ITEM



Quickly performed

Went smoothly

"Easy"

Allyssa

Young adult who lives in a college town

» “It’s pretty intuitive...
easiest path I’ve ever gone
through to get an item”



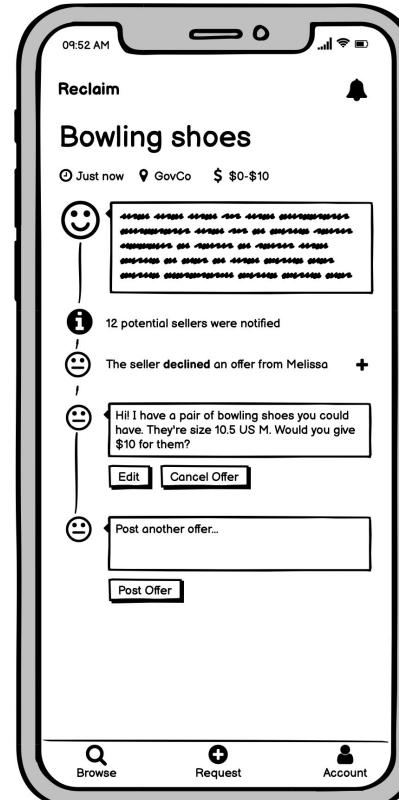
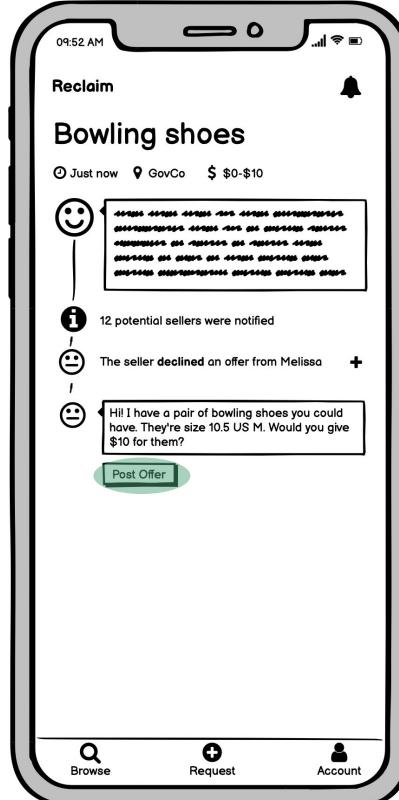
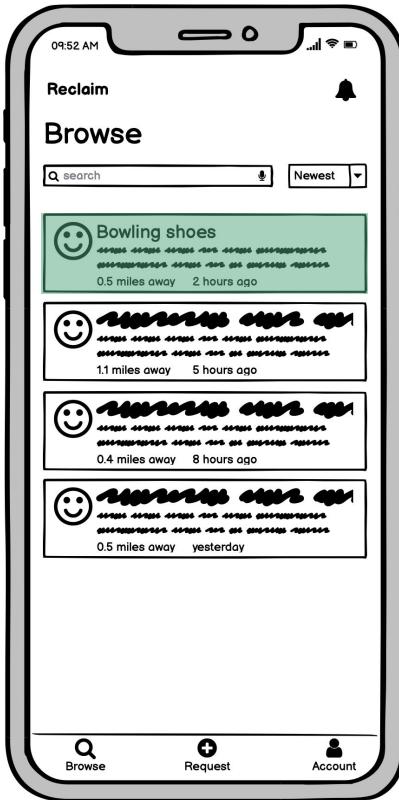
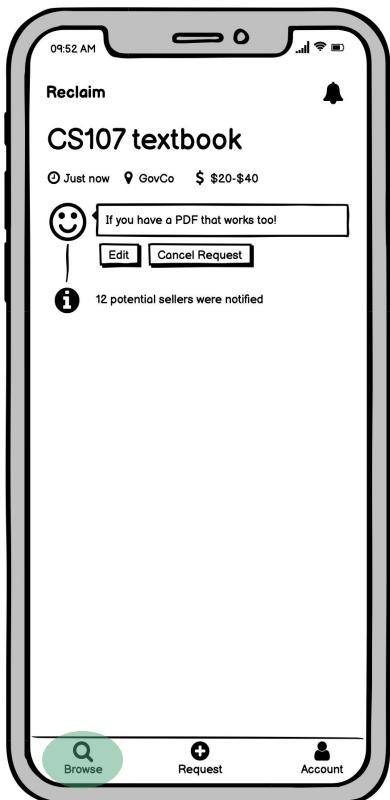
Jason

High school student

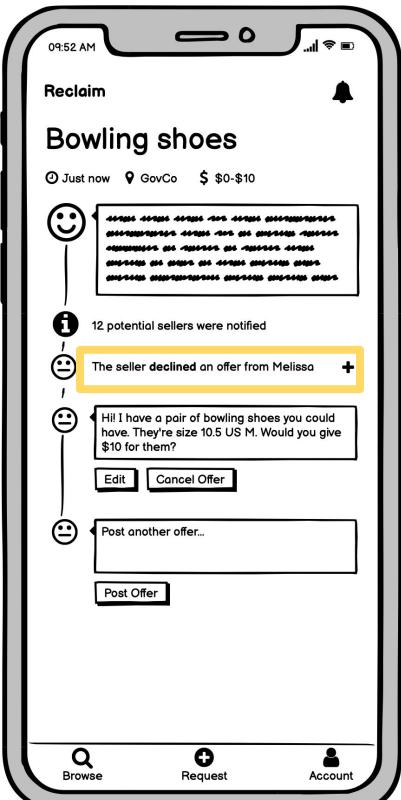
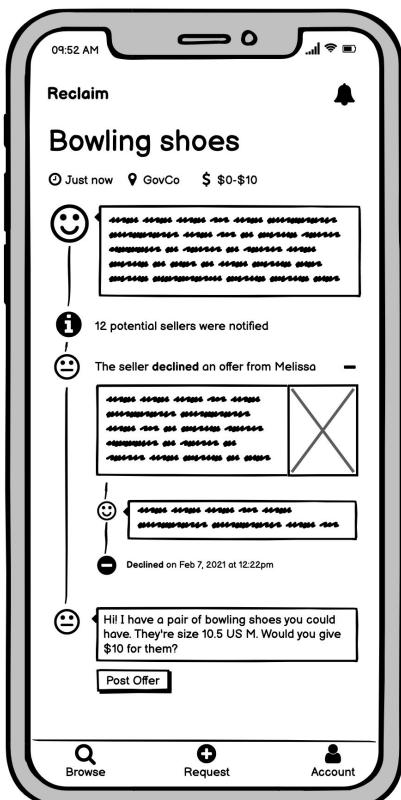
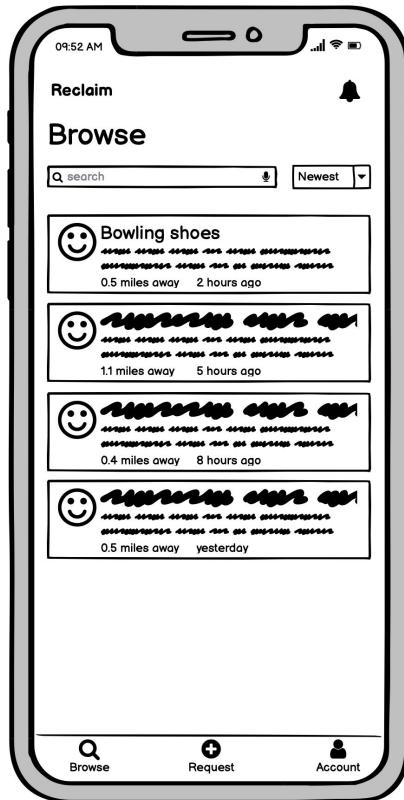
» “Really **clear**, pretty obvious”



TASK 2: MAKE AN OFFER



FINDINGS: MAKE AN OFFER



- Performed quickly
- Went smoothly
- Liked viewing declined offer

Ibiti

College student

» “I think having a declined offer displayed on the page is **useful** so that I do not make a similar offer... I think that was **amazing**.”



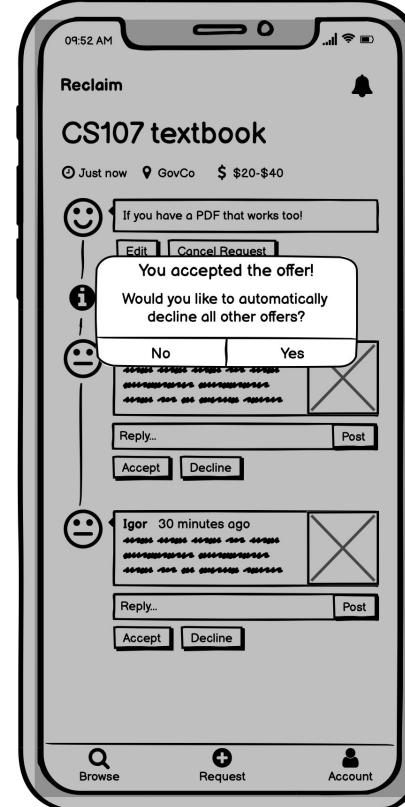
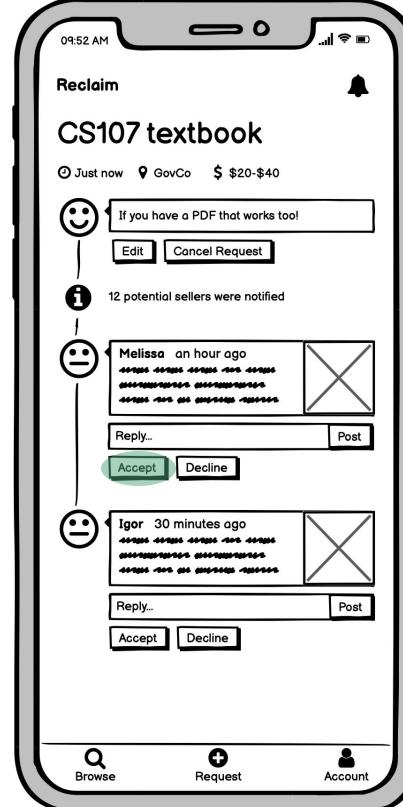
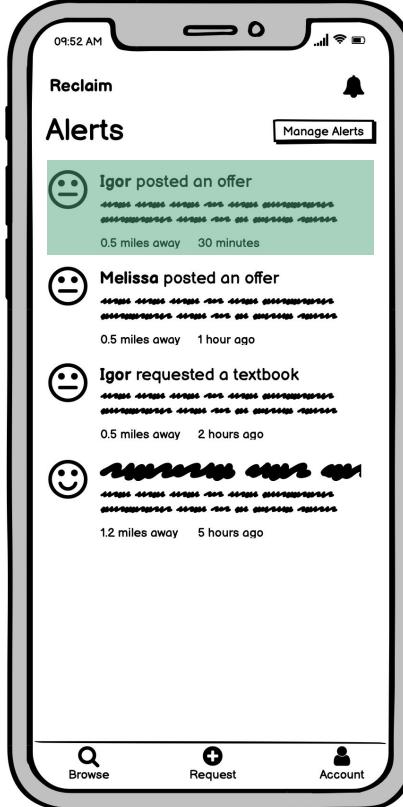
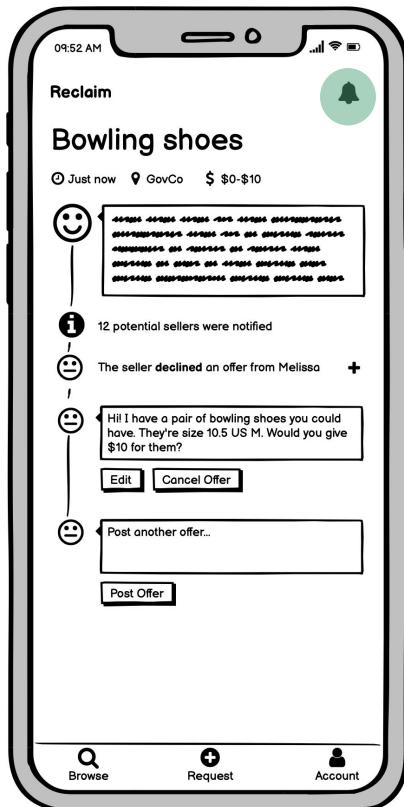
Isabel

Graduate student

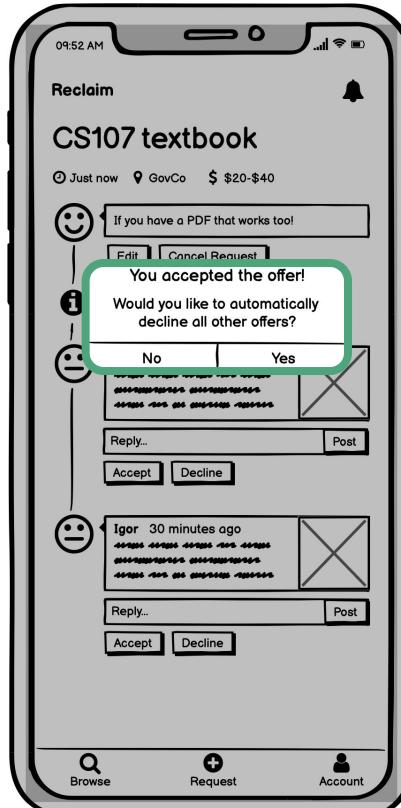
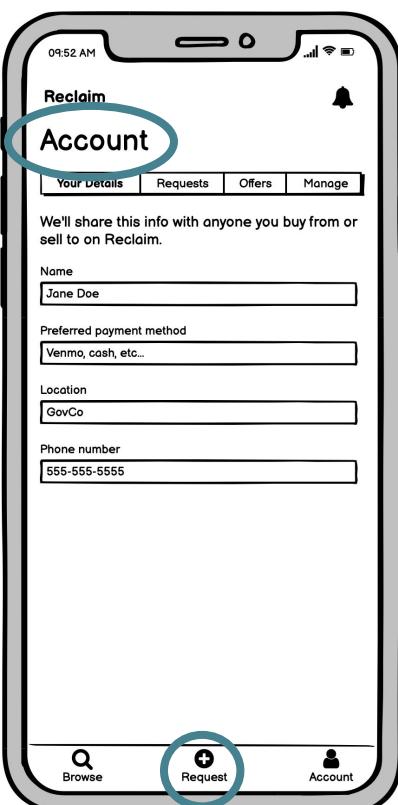
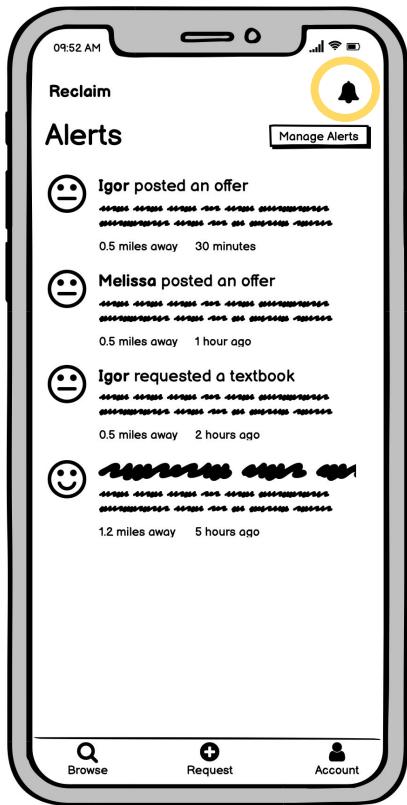
- » “*It **made sense** how to post the offer*”
- » “*I like how **simple** it is*”



TASK 3: ACCEPT AN OFFER



FINDINGS: ACCEPT AN OFFER



- Did not initially click bell icon
- Ended up on unintended screens
- Tried to reach request using +request button
- Liked decline other offers pop-up

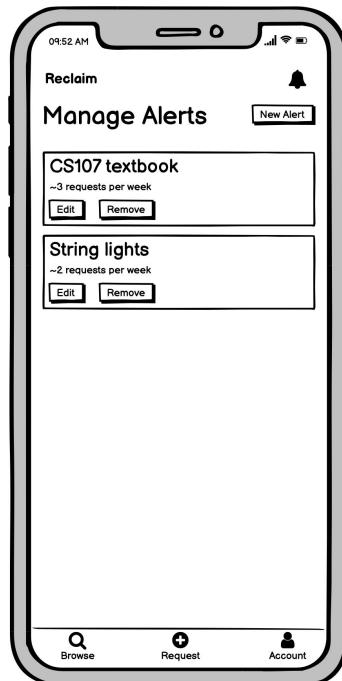
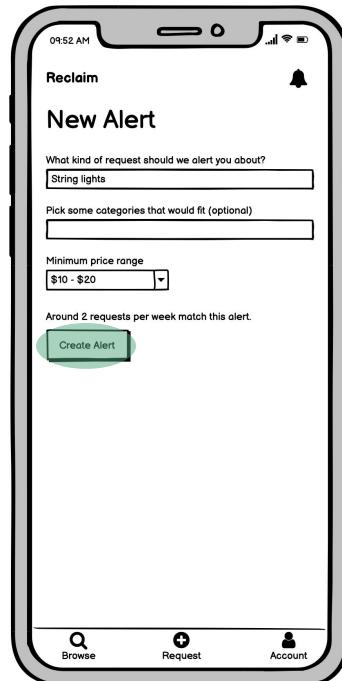
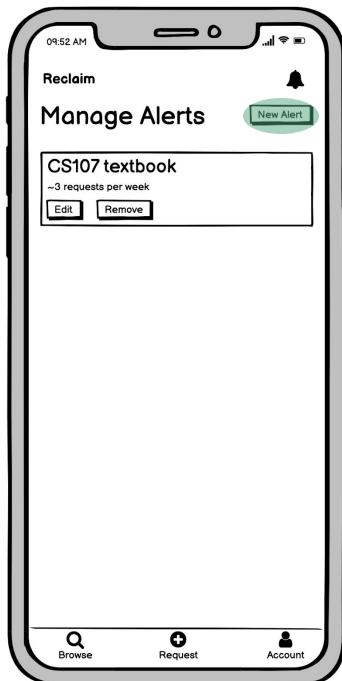
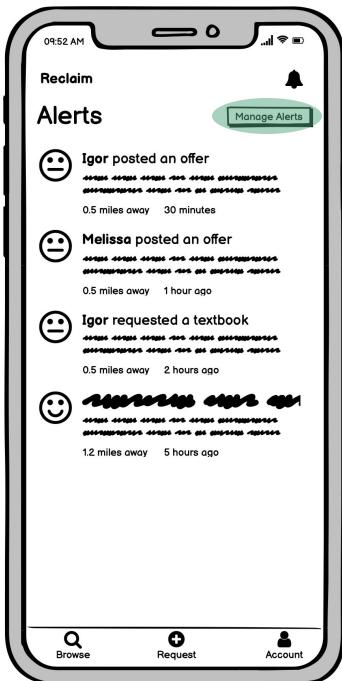
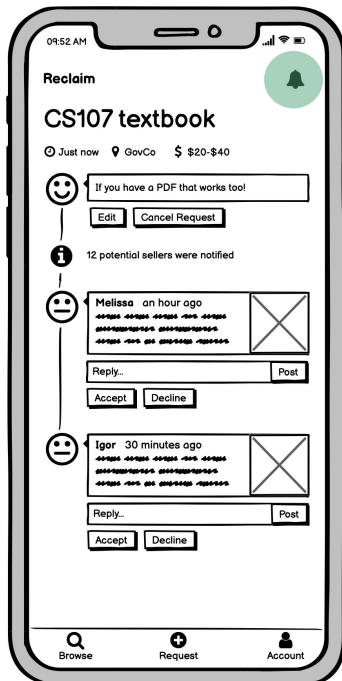
Ibiti

College student

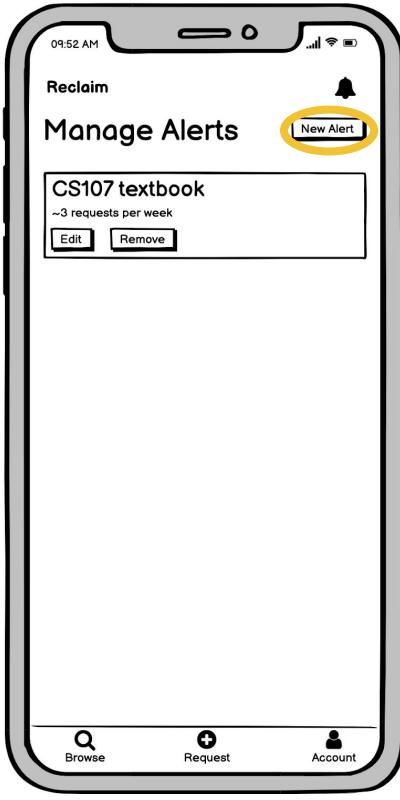
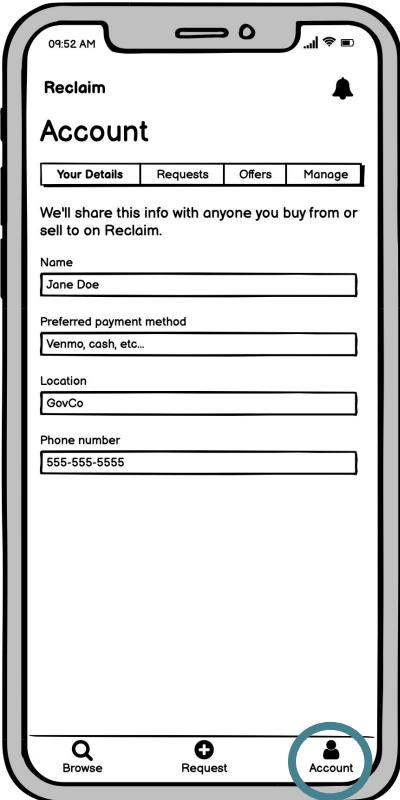
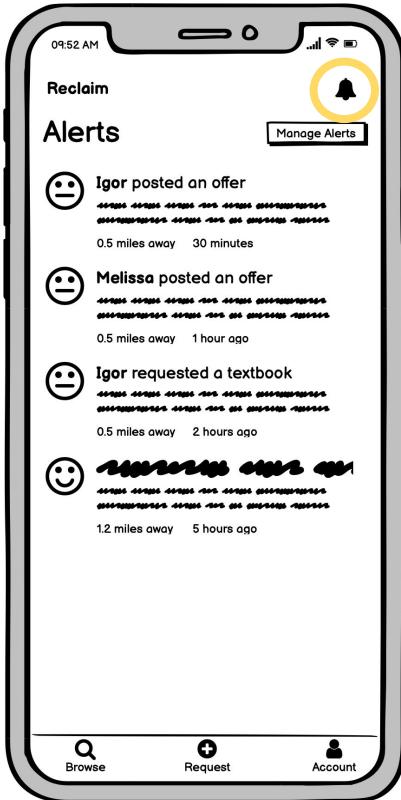
» “I really appreciate that I could automatically decline all the other offers - that just makes it **really convenient**”



TASK 4: SET UP AUTOMATIC ALERT



FINDINGS: SET UP AUTOMATIC ALERT



- Appreciated feature
- Performed slowly
- Thought alerts set on account page
- Confusion about notifications vs alerts

Allyssa

Young adult who lives in a college town

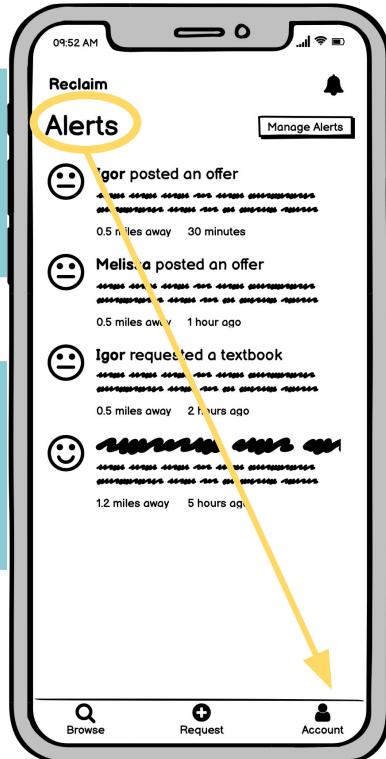
- » “When it comes to notifications, I **think of the bell as incoming**, rather than a way to manage it”
- » “Once I got to the right page, it was *intuitive and super easy*”



Proposed Interface Changes

Location of alert management

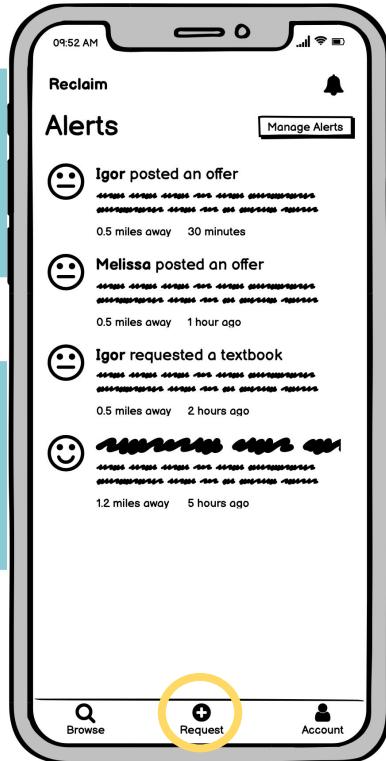
Use “subscribe” instead of alert



Proposed Interface Changes

Location of alert management

Use “subscribe” instead of alert



Modify request button functionality

Change request icon

Summary



LO-FI PROTOTYPE



INTERPRETED USER DATA



ACTIONABLE CHANGES