



Low-Fi Prototyping & Testing

Team 03

Team Member



Jerry Hsu



Ryan Chen



Wilson Dai



TCG Trading Platform

> Solutions

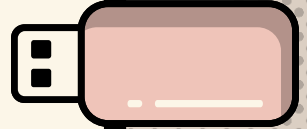
1. Web scawler collecting data from other platforms
2. Integrating existing price analysis tool
3. Name-based User varification



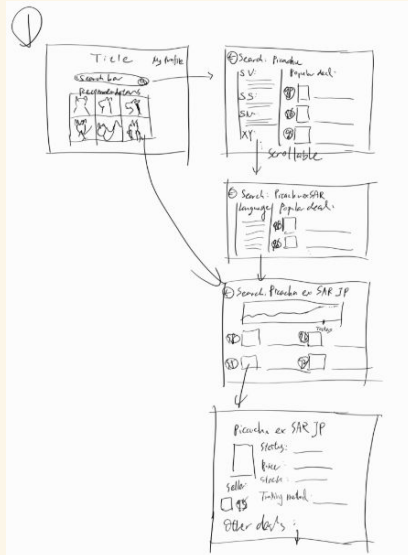
01

UI Design

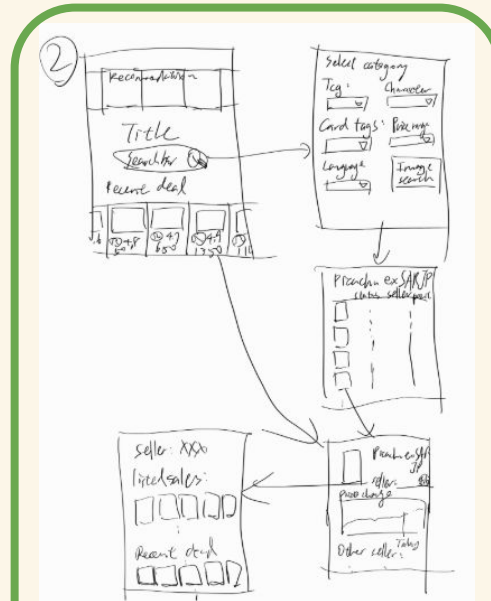
Brainstorm, UI Sketch, Low-Fi Prototype



Rough Sketch - Jerry

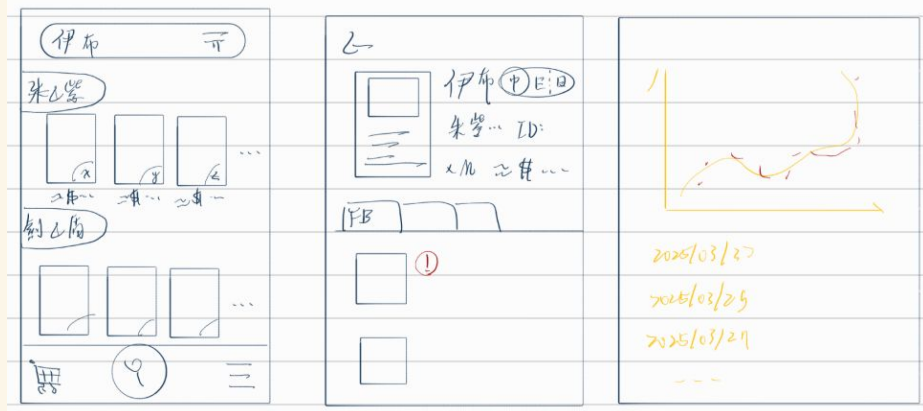


Tablet Website

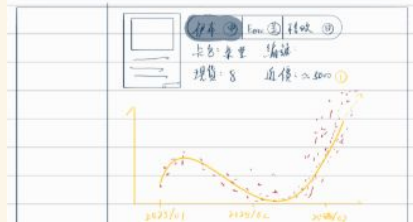
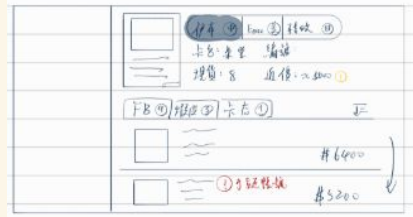
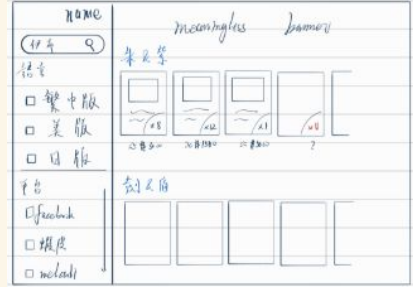


Mobile App

Rough Sketch - Ryan

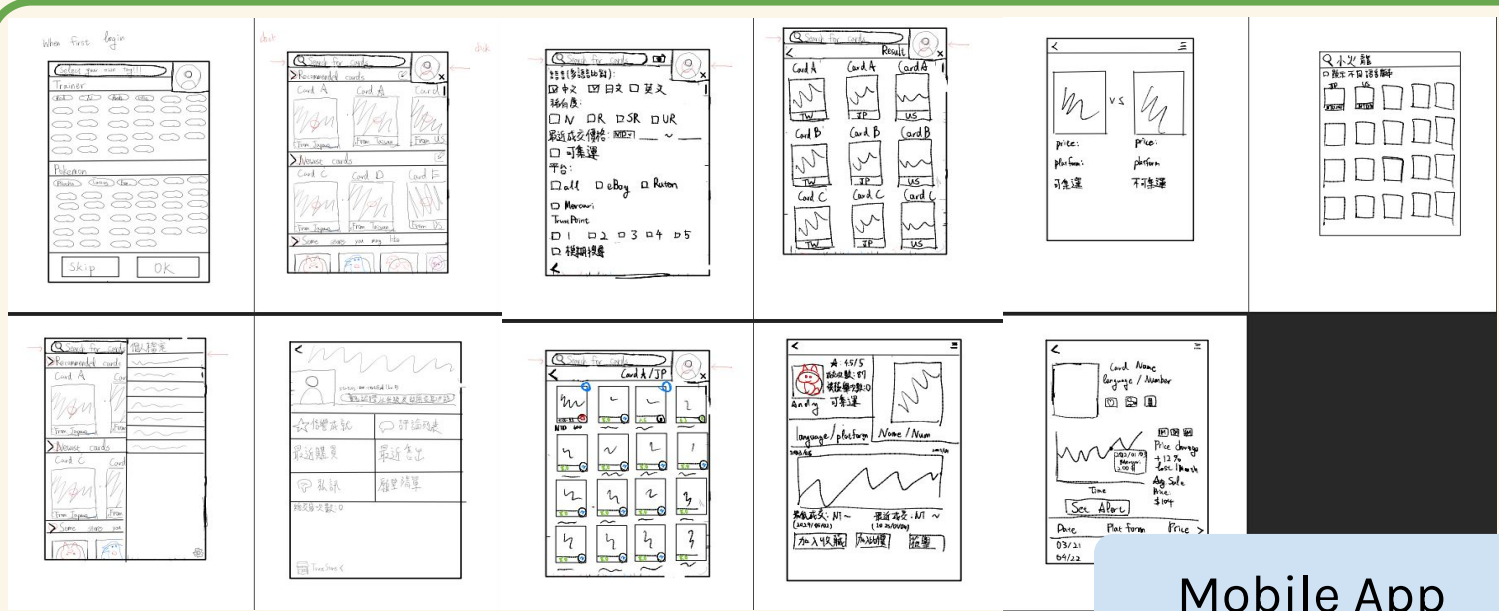


Mobile App



Tablet Website

Rough(???) Sketch - Wilson



Mobile App

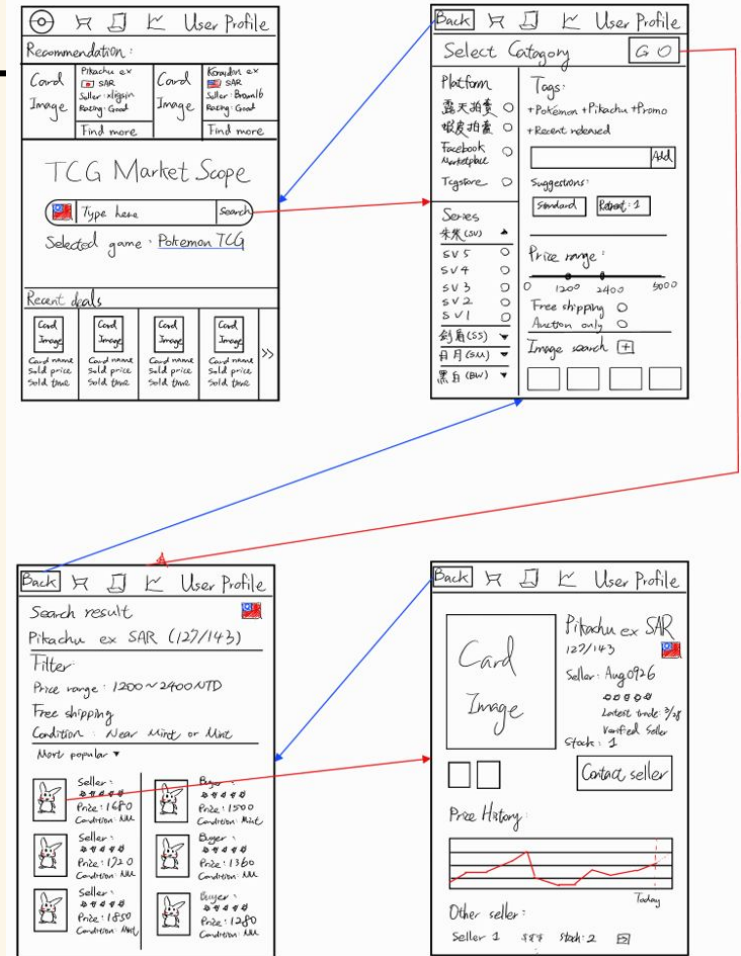
Wireframe - Jerry

> Pros

1. Directive side bar
2. The idea of double column showing buyer and seller deals
3. UI clean

> Cons

1. Cannot search into a category
2. Unable to alter recommendation and recent deal filters
3. Missing function of price tracking



Low-Fi Prototype Structure

Select your own tag!!!

Trainer

A	B	C	D
E	F	G	H
I	J	K	L
M	N	O	P

Pokemon

Q	R	S	T
U	V	W	X
Y	Z	AB	AC
AD	AE	AF	AG
AH	AI		

Skip OK

PREFERENCE
SELECTION

Recommended cards

Card A	Card A	Card
--------	--------	------

Newest cards

Card B	Card C	Card
--------	--------	------

Some store you may like

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HOMEPAGE

keyword filter

語言

稀有度

SAR AR UR SR RR

最近成交價格

NTD 100 ~ 2000

收集運

平台

全部 Ebay Shopee Mercari

推薦類型

Pokemon Trainer Energy

預 根據最近瀏覽

Default

RECOMMENDATION
SETTING

個人檔案

購物車

USER

unauthorized account (Lv.0)

achievement comments

Recent Buy Recent Sell

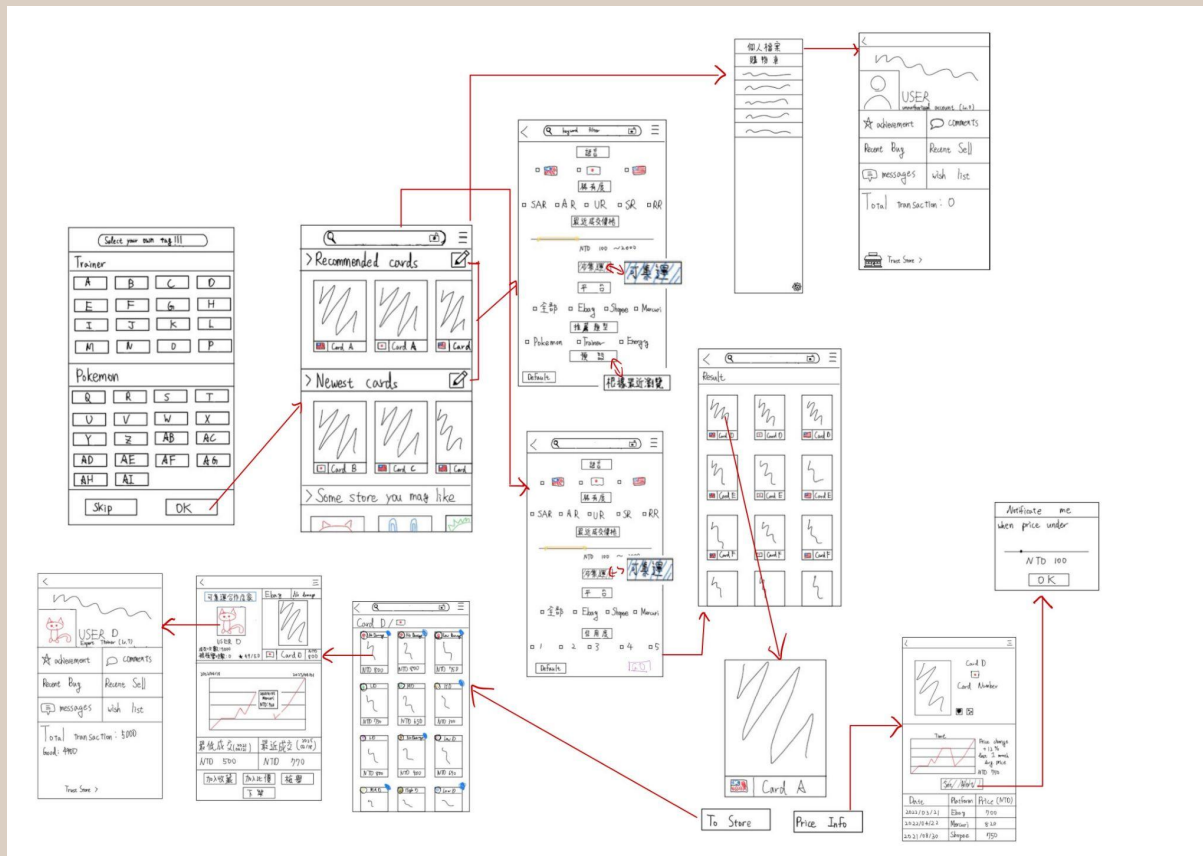
messages wish list

Total transaction: 0

Trust Store >

SIDE MENU & PROFILE

Low-Fi Prototype Structure



02

UI Task Flow

Task Flow, Experiment, Suggestion



Simple Task

- Set up preference tag
1. Select some card tag
 2. Click 'OK'

Select your own tag!!!

Trainer

A	B	C	D
E	F	G	H
I	J	K	L
M	N	O	P

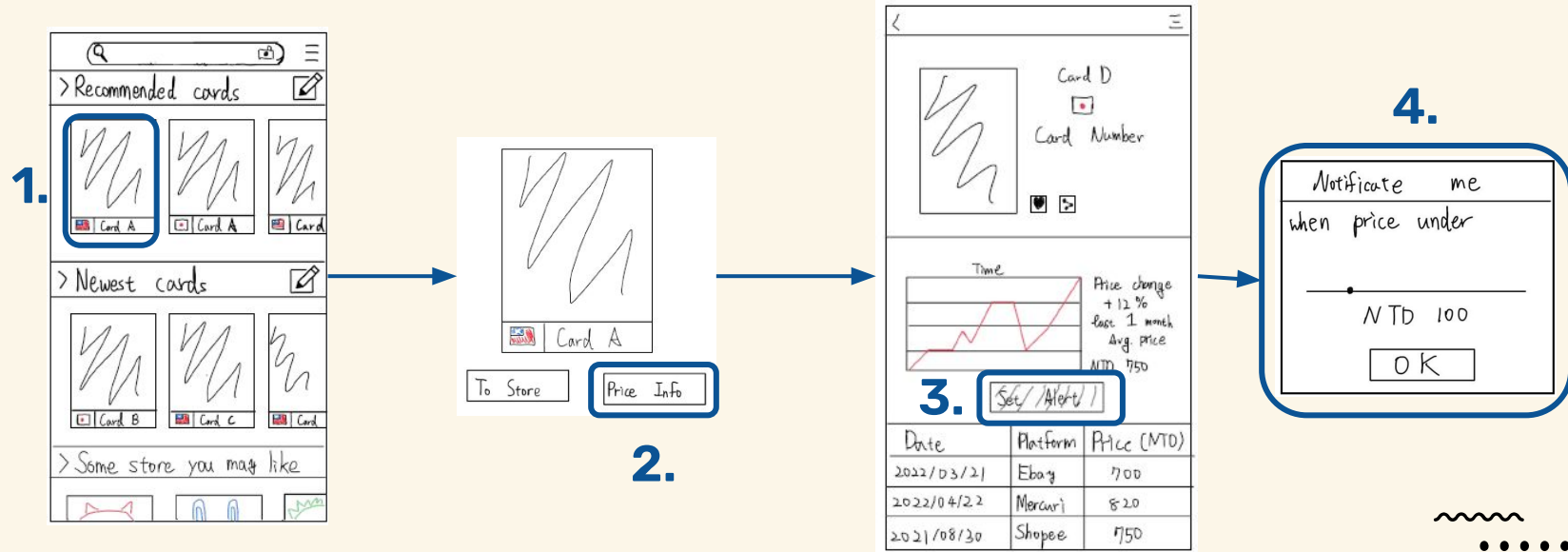
Pokemon

Q	R	S	T
U	V	W	X
Y	Z	AB	AC
AD	AE	AF	AG
AH	AI		

Skip OK

Moderate Task

- Check a card's price history, set price alert



Complex Task

- Searching for a Japanese SAR Pikachu from Ebay seller with 4-5 star review

1. Search bar

2. Filter options (Language, Region, Price, Platform, Rating)

3. Search results grid

4. Item details (Card A)

5. Item details (Card D)

6. Seller profile (Ebay)

The screenshots show the following details:

- 1. Search bar:** The search bar is highlighted with a red box.
- 2. Filter options:** The filter section is highlighted with a red box. It includes options for Language (Language), Region (Region), Price (Price), Platform (Platform), and Rating (Rating).
- 3. Search results grid:** The search results grid is highlighted with a red box. It shows a grid of items, including Card A, Card B, Card C, Card D, Card E, Card F, Card G, Card H, Card I, Card J, Card K, Card L, Card M, Card N, Card O, Card P, Card Q, Card R, Card S, Card T, Card U, Card V, Card W, Card X, Card Y, Card Z, Card AA, Card AB, Card AC, Card AD, Card AE, Card AF, Card AG, Card AH, Card AI, Card AJ, Card AK, Card AL, Card AM, Card AN, Card AO, Card AP, Card AQ, Card AR, Card AS, Card AT, Card AU, Card AV, Card AW, Card AX, Card AY, Card AZ, Card BA, Card BB, Card BC, Card BD, Card BE, Card BF, Card BG, Card BH, Card BI, Card BJ, Card BK, Card BL, Card BM, Card BN, Card BO, Card BP, Card BQ, Card BR, Card BS, Card BT, Card BU, Card BV, Card BW, Card BX, Card BY, Card BZ, Card CA, Card CB, Card CC, Card CD, Card CE, Card CF, Card CG, Card CH, Card CI, Card CJ, Card CK, Card CL, Card CM, Card CN, Card CO, Card CP, Card CQ, Card CR, Card CS, Card CT, Card CU, Card CV, Card CW, Card CX, Card CY, Card CZ, Card DA, Card DB, Card DC, Card DD, Card DE, Card DF, Card DG, Card DH, Card DI, Card DJ, Card DK, Card DL, Card DM, Card DN, Card DO, Card DP, Card DQ, Card DR, Card DS, Card DT, Card DU, Card DV, Card DW, Card DX, Card DY, Card DZ, Card EA, Card EB, Card EC, Card ED, Card EE, Card EF, Card EG, Card EH, Card EI, Card EJ, Card EK, Card EL, Card EM, Card EN, Card EO, Card EP, Card EQ, Card ER, Card ES, Card ET, Card EU, Card EV, Card EW, Card EX, Card EY, Card EZ, Card FA, Card FB, Card FC, Card FD, Card FE, Card FF, Card FG, Card FH, Card FI, Card FJ, Card FK, Card FL, Card FM, Card FN, Card FO, Card FP, Card FQ, Card FR, Card FS, Card FT, Card FU, Card FV, Card FW, Card FX, Card FY, Card FZ, Card GA, Card GB, Card GC, Card GD, Card GE, Card GF, Card GG, Card GH, Card GI, Card GJ, Card GK, Card GL, Card GM, Card GN, Card GO, Card GP, Card GQ, Card GR, Card GS, Card GT, Card GU, Card GV, Card GW, Card GX, Card GY, Card GZ, Card HA, Card HB, Card HC, Card HD, Card HE, Card HF, Card HG, Card HH, Card HI, Card HJ, Card HK, Card HL, Card HM, Card HN, Card HO, Card HP, Card HQ, Card HR, Card HS, Card HT, Card HU, Card HV, Card HW, Card HX, Card HY, Card HZ, Card IA, Card IB, Card IC, Card ID, Card IE, Card IF, Card IG, Card IH, Card II, Card IJ, Card IK, Card IL, Card IM, Card IN, Card IO, Card IP, Card IQ, Card IR, Card IS, Card IT, Card IU, Card IV, Card IW, Card IX, Card IY, Card IZ, Card JA, Card JB, Card JC, Card JD, Card JE, Card JF, Card JG, Card JH, Card JI, Card JJ, Card JK, Card JL, Card JM, Card JN, Card JO, Card JP, Card JQ, Card JR, Card JS, Card JT, Card JU, Card JV, Card JW, Card JX, Card JY, Card JZ, Card KA, Card KB, Card KC, Card KD, Card KE, Card KF, Card KG, Card KH, Card KI, Card KJ, Card KK, Card KL, Card KM, Card KN, Card KO, Card KP, Card KQ, Card KR, Card KS, Card KT, Card KU, Card KV, Card KW, Card KX, Card KY, Card KZ, Card LA, Card LB, Card LC, Card LD, Card LE, Card LF, Card LG, Card LH, Card LI, Card LJ, Card LK, Card LL, Card LM, Card LN, Card LO, Card LP, Card LQ, Card LR, Card LS, Card LT, Card LU, Card LV, Card LW, Card LX, Card LY, Card LZ, Card MA, Card MB, Card MC, Card MD, Card ME, Card MF, Card MG, Card MH, Card MI, Card MJ, Card MK, Card ML, Card MM, Card MN, Card MO, Card MP, Card MQ, Card MR, Card MS, Card MT, Card MU, Card MV, Card MW, Card MX, Card MY, Card MZ, Card NA, Card NB, Card NC, Card ND, Card NE, Card NF, Card NG, Card NH, Card NI, Card NJ, Card NK, Card NL, Card NM, Card NN, Card NO, Card NP, Card NQ, Card NR, Card NS, Card NT, Card NU, Card NV, Card NW, Card NX, Card NY, Card NZ, Card OA, Card OB, Card OC, Card OD, Card OE, Card OF, Card OG, Card OH, Card OI, Card OJ, Card OK, Card OL, Card OM, Card ON, Card OO, Card OP, Card OQ, Card OR, Card OS, Card OT, Card OU, Card OV, Card OW, Card OX, Card OY, Card OZ, Card PA, Card PB, Card PC, Card PD, Card PE, Card PF, Card PG, Card PH, Card PI, Card PJ, Card PK, Card PL, Card PM, Card PN, Card PO, Card PP, Card PQ, Card PR, Card PS, Card PT, Card PU, Card PV, Card PW, Card PX, Card PY, Card PZ, Card QA, Card QB, Card QC, Card QD, Card QE, Card QF, Card QG, Card QH, Card QI, Card QJ, Card QK, Card QL, Card QM, Card QN, Card QO, Card QP, Card QQ, Card QR, Card QS, Card QT, Card QU, Card QV, Card QW, Card QX, Card QY, Card QZ, Card RA, Card RB, Card RC, Card RD, Card RE, Card RF, Card RG, Card RH, Card RI, Card RJ, Card RK, Card RL, Card RM, Card RN, Card RO, Card RP, Card RQ, Card RR, Card RS, Card RT, Card RU, Card RV, Card RW, Card RX, Card RY, Card RZ, Card SA, Card SB, Card SC, Card SD, Card SE, Card SF, Card SG, Card SH, Card SI, Card SJ, Card SK, Card SL, Card SM, Card SN, Card SO, Card SP, Card SQ, Card SR, Card SS, Card ST, Card SU, Card SV, Card SW, Card SX, Card SY, Card SZ, Card TA, Card TB, Card TC, Card TD, Card TE, Card TF, Card TG, Card TH, Card TI, Card TJ, Card TK, Card TL, Card TM, Card TN, Card TO, Card TP, Card TQ, Card TR, Card TS, Card TT, Card TU, Card TV, Card TW, Card TX, Card TY, Card TZ, Card UA, Card UB, Card UC, Card UD, Card UE, Card UF, Card UG, Card UH, Card UI, Card UJ, Card UK, Card UL, Card UM, Card UN, Card UO, Card UP, Card UQ, Card UR, Card US, Card UT, Card UY, Card UZ, Card VA, Card VB, Card VC, Card VD, Card VE, Card VF, Card VG, Card VH, Card VI, Card VJ, Card VK, Card VL, Card VM, Card VN, Card VO, Card VP, Card VQ, Card VR, Card VS, Card VT, Card VY, Card VZ, Card WA, Card WB, Card WC, Card WD, Card WE, Card WF, Card WG, Card WH, Card WI, Card WJ, Card WK, Card WL, Card WM, Card WN, Card WO, Card WP, Card WQ, Card WR, Card WS, Card WT, Card WY, Card WZ, Card XA, Card XB, Card XC, Card XD, Card XE, Card XF, Card XG, Card XH, Card XI, Card XJ, Card XK, Card XL, Card XM, Card XN, Card XO, Card XP, Card XQ, Card XR, Card XS, Card XT, Card XU, Card XV, Card XW, Card XX, Card XY, Card XZ, Card YA, Card YB, Card YC, Card YD, Card YE, Card YF, Card YG, Card YH, Card YI, Card YJ, Card YK, Card YL, Card YM, Card YN, Card YO, Card YP, Card YQ, Card YR, Card YS, Card YT, Card YU, Card YV, Card YW, Card YX, Card YY, Card YZ, Card ZA, Card ZB, Card ZC, Card ZD, Card ZE, Card ZF, Card ZG, Card ZH, Card ZI, Card ZJ, Card ZK, Card ZL, Card ZM, Card ZN, Card ZO, Card ZP, Card ZQ, Card ZR, Card ZS, Card ZT, Card ZU, Card ZV, Card ZW, Card ZX, Card ZY, Card ZZ.
- 4. Item details:** The item details for Card A are highlighted with a red box. It shows the item name, price, and a "To Store" button.
- 5. Item details:** The item details for Card D are highlighted with a red box. It shows the item name, price, and a "To Store" button.
- 6. Seller profile:** The seller profile for Ebay is highlighted with a red box. It shows the seller's name, rating, and a "To Store" button.

Methods

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>>>>>

- **Role Play**

- Facilitator: Jerry
- Computer: Wilson
- Observer: Ryan

- **Tester**

- Randomly ask TCG players in the store





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Experiment result



Testers (7 point likert scale, frustrate to easy)	Task 1	Task 2	Task 3
Tester 1 (normal player)	6.5	5.5	6
Tester 2 (card shop clerk)	7	5	7
Tester 3 (other tcg player and seller)	6	5.5	5.5



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Critical Incidents



Tester 1	Language issue	Severity: 1 (cosmetic problem)
Tester 2	Didn't know preference should be multiple choices	Severity: 2 (minor usability problem)
Tester 3	Newcome user might not knowing how to manipulate	Severity: 2 (minor usability problem)
Tester 3	The recent price change is needed in only one month	Severity: 1 (cosmetic problem)



Suggested UI Change

- **Preference Setting**

- Option: Single name -> tag(adorable, handsome, ...), official group(Gosanke, Legendary), popular pokemon(Eevee series), etc
- Add searching function

- **Price Check**

- Simplify the flow

- **Card Searching**

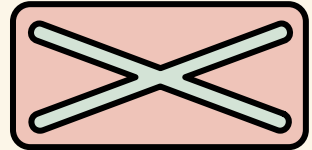
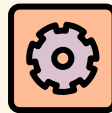
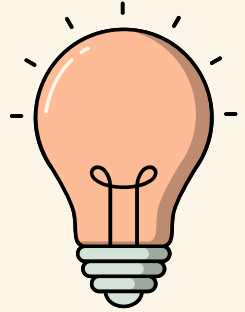
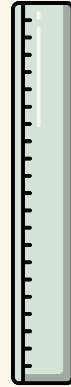
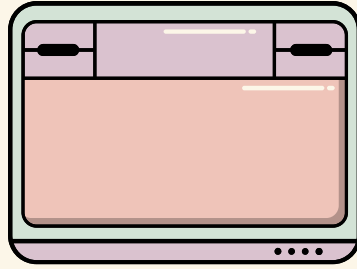
- Employ input box

Summary

- Design elements
 - Personal preference input
 - Mainpage suggestions
 - Card filter
 - Price tracker and history
 - Seller record
- Key POVs (User Insights)
 - Simpler surface
 - Makes the user able to change their price tracking range
 - Better guidance

How AI assists us

- AI helped me come up with new ideas by generating sketches.
- Via: ChatGPT-4o





Thanks!