
BELLS

Ringing a Place to Connect and Resource.



TEAM INTRODUCTIONS

- Kosasih, Kelly (Project Manager)
- Rai, Prisha (Communicator)
- Vinh, Katelyn (Facilitator)
- Wang, Peter (Co-creator)



WICKED PROBLEM - COMMERCE

Our team's wicked problem is commerce; more specifically, commerce that targets college student needs such as tutoring, housing, and books. Many have the need to download numerous applications in order to get their resources. Our goal is to make this process easier and connect students together through a single platform that encourages connection between different people. This brings us to our new application in the making which we have called "Bells", inspired by the unique characteristics bells are used for in different mediums.





INDIVIDUAL BEHAVIORAL ARCHETYPES

- Individual Behavioral Archetypes Drive:
 - <https://drive.google.com/drive/folders/1HwKQVydPzg93E10PFVFpjyAA7zpT27JB?usp=sharing>

Behavioral Archetype User A - Buyer

Market profile A college sophomore: the user will use the app to prepare themselves for the upcoming school year

Scenario descriptor A college student needs to find mandatory books for coursework as well as a place to stay.

| | | |
|---|---|---|
| Narrative <p>An upcoming college sophomore needs to prepare for the new school year. After spending their first year in the dorms, the student wants to find off-campus housing. Along with housing, the coursework they have scheduled lists specific books as a mandatory requirement.</p> | Goals <ul style="list-style-type: none">• Wants to find a safe place to live within reasonable distance from campus and rent prices.• Wants to buy/rent books at lowest possible price.* | Thoughts <ul style="list-style-type: none">• I've never lived on my own like this, so finding a good place is a must.• I hope connecting with the seller is easy.• I want to get alerts that match what I'm looking for. |
| | Needs <ul style="list-style-type: none">• Needs to see all relevant postings.• Needs to stay within their budget.• Needs to obtain all necessities before classes starts. | Feelings <ul style="list-style-type: none">• Anxious about big financial decisions• Nervous about conducting business/quality of the product• Excited to be able to connect with people from the same school• Afraid they won't meet their deadlines before school starts |
| | Pain points <ul style="list-style-type: none">• Afraid of scams, so needs verification for security.• Not familiar with surrounding area, so they are concerned about safety issues• Has never made such big financial decisions on their own. | Actions <ul style="list-style-type: none">• Will proactively reach out to sellers who have what their looking for; is willing to put aside time to tour places• Will manage their time well e in order to meet deadlines*• Constantly try for the best deal |

Behavioral Archetype User B - Seller

Market profile A senior in college student preparing to move out after college

Scenario descriptor Wants to find other students attending his college to offer his apartment and used books to

| | | |
|---|---|--|
| Narrative <p>The app user is a 23 year old college student in his senior year. He is preparing to move out of the housing he is currently living in, in preparation for graduation and entering adulthood. He also wants to sell his textbooks. He needs to find another student to rent his apartment soon.</p> | Goals <ul style="list-style-type: none">• Wants to sell every single one of his used textbooks at his ideal price• Wants to find someone to give his housing within the next two months | Thoughts <ul style="list-style-type: none">• He says, "I hope I can find people before graduation so I'm not too rushed"• He also says, "I wish it was easier to find people who would be interested in what I'm offering" |
| <p>This app would help him advertise the property to other students and find a potential renter as soon as possible. It would also help his communicate freely with potential people as well as sell off the books he bought for university.</p> | Needs <ul style="list-style-type: none">• Needs to find a student(s) to offer his housing to• Needs to sell his textbooks to other students | Feelings <ul style="list-style-type: none">• Feeling nervous about not getting offers in time• Feeling excited about graduating college• Feeling anxious about entering adulthood |
| | Pain points <ul style="list-style-type: none">• Has a busy schedule• Having trouble finding students that need housing because he can only easily communicate with students already on campus and not incoming freshman | Actions <ul style="list-style-type: none">• Set time aside every day to look for potential buyers/renters• Does research to figure out how much to sell his books for |

Background (Why)

Add your research problem statement here.

- I want to understand the needs and struggles college students experience when adopting to university life in order to assist college students by providing a platform to manage all their necessary resources.

Research Objectives (What)

Write research objectives here

- Understand the struggles that students face on an everyday basis.
- Discover the different methods students use to obtain their resources.
- Be aware of the demographic and environmental implications that can affect decision making.
- Discover the demographic that may find the most in our application.
- Become informed on students' wants and needs.
- Comprehend different student habits and thought processes.

Research Methods (How)

Summarize the research methods that you'll use to achieve the research objectives. (For the Design Challenge, you'll use interviews as the main research method.)

- Interviews
- Surveys

Participants (Who)

Describe the participants whom you'll recruit here.
Answer the following:

1. How many participants are you targeting for your research (i.e., the sample size)?
 2. What are their demographics (e.g., age, gender, location, occupation)? Make sure the participant group is diverse.
 3. How will you recruit them?
1. We are targeting around 50 people for our research
 2. The demographics:
 - a. Any gender
 - b. Owns and uses a computer and mobile device
 - c. Lives in United States
 - d. Has attended or is currently attending college
 3. We will recruit participants for the face to face interview by asking those around us if they are available to do so. We will also be sharing our survey by posting on social media, asking friends and acquaintances to fill it out, and ask them to share the survey with others.

Documents

Append links to other documents, such as your discussion guide, here

- See Discussion slides 9-11
- <https://housing.uci.edu/>
- https://drive.google.com/drive/folders/1fE-37FjyNv7FHt8sZtYhcQ-I07-8ULs_?usp=sharing
- <https://www.psychmechanics.com/body-language-gestures-of-head-and-neck/>
- **Individual Behavioral Archetypes Drive:**
<https://drive.google.com/drive/folders/1HwKQVydPzg93E10PFVFpjyAA7zpT27JB?usp=sharing>
- **Discussion Guides:**
 - <https://docs.google.com/presentation/d/12FCORGjEYOBMb9FlPa4-vPnX6dT5QzhYrETkypsJz6E/edit?usp=sharing>
 - <https://docs.google.com/presentation/d/1EVNhnAntgbvphWI7sMP6qFuMVMWRJy9G19dVA9t61hY/edit?usp=sharing>

Beginning (Introduction)

| | |
|---|---|
| Title/client name <small>(e.g., Improving Gulp Roast Coffee's Digital User Experience).</small> | Bells |
| Date | February 15, 2020 |
| Questions Introduce yourself and the purpose of the research. Add a few warm-up questions to get to know your participant. | <p>Hello, my name is [say your name here]. I will be leading our interview today. I am currently working on an application called "Bells" and am here today in order to get some insight for a platform that will hopefully help college students have access to the most necessary resources by getting to know potential users like yourself!</p> <p>I'd like to start by thanking you for making time to speak to me today. Your feedback is valuable and will be used to inform our team's future design decisions. Please be aware there are no wrong answers and you are the expert here. We are doing interviews like these to hear things from your perspective.</p> <p>With your permission, I'd like to record this call. The recording we will only be used to help us in our research, and it won't be shared with anyone except those with a need-to-know. Recording this call also helps me because I don't have to take as many notes. Is that okay with you?</p> <p>Do you have any questions for me?</p> <p>As a starting point, I was hoping to hear a little a bit about you. How is your day going?</p> <p>Do you have experience with colleges/universities? What was it like for you? What is your educational level?</p> <p>Do you own and use a smartphone?</p> |

Body (Main questions) (product-specific, behavioral, or attitudinal questions) here, dividing them by themes.

| | |
|-------------------|--|
| Theme 1 | BEHAVIORAL |
| Question 1 | What does/did a typical day look like for you in college? |
| Question 2 | What's the first thing you do when you need help? (ask a friend, google, etc) |
| Question 3 | What was the biggest struggle for you during your college life and what do you think other students struggle with? |
| Theme 2 | ATTITUDINAL |
| Question 1 | What are your thoughts on getting resources from other students? |
| Question 2 | Do you have experience using apps/websites to help you? If yes, which platforms were most helpful to you as a college student? |
| Question 3 | From your own experience, what do you think college students have the hardest time with? |
| Theme 3 | PRODUCT-SPECIFIC |
| Question 1 | Tell me about a time when you needed to find housing, books, or tutoring resources. How was your experience like? |
| Question 2 | What would influence you to talk about an app with a friend and leave a review for the app? |
| Question 3 | What features do you wish existed during that time to help make it easier throughout that process? |

End (Conclusion)

Wrap up the questions

Ask any follow-up/
clarifying questions.

- Was there something I didn't cover in today's interview that you'd like to address?
- Do you have any questions for me?
- Would you be interested in participating again in the future?

Thank you

Add a line to thank
the interviewee.

Thank you once again for taking the time to speak with me today. I enjoyed getting to know you and your experiences. I hope we get the opportunity to speak again in the future!

Next Steps

Add a statement about next steps. For example, "This information was really helpful, and we can use it to..."

Your input is really helpful and we can use it to better our understanding while creating the platform reach our goals of helping to connect college students everywhere!

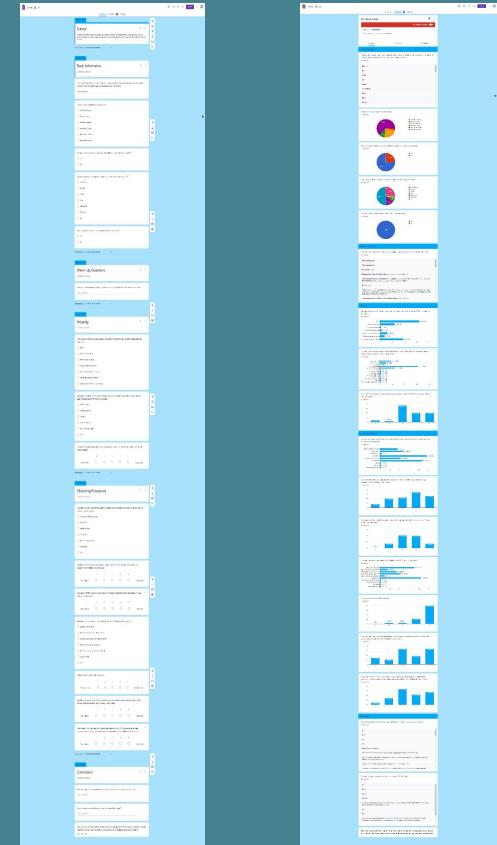


INTERVIEWS

- Kelly's Interview Folder:
 - <https://drive.google.com/drive/folders/1FICWRQh1e6-0pt8hhFA9vyili9WyEetD?usp=sharing>
- Prisha's Interview Folder:
 - https://drive.google.com/drive/folders/1BdNx0pBN_ejiXFfVkslad2UD4yyDVq6H?usp=sharing
- Katelyn's Interview folder:
 - https://drive.google.com/drive/folders/1NXPI3-8UkDYmp-u9okCdmJQvoViF4Ay_?usp=sharing
- Peter's Interview folder
 - <https://drive.google.com/drive/folders/1jOXPllePUiS6WuQwvdlBNywD9XDTLmE2f?usp=sharing>

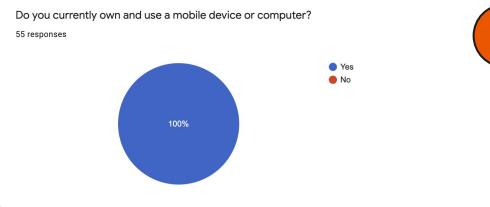
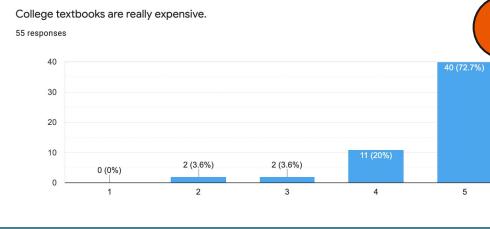
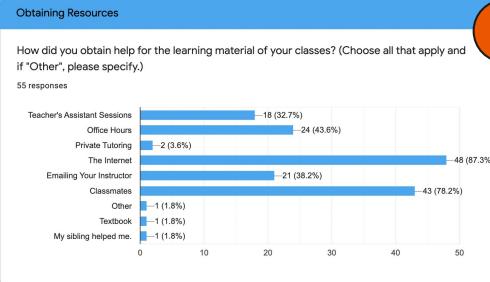
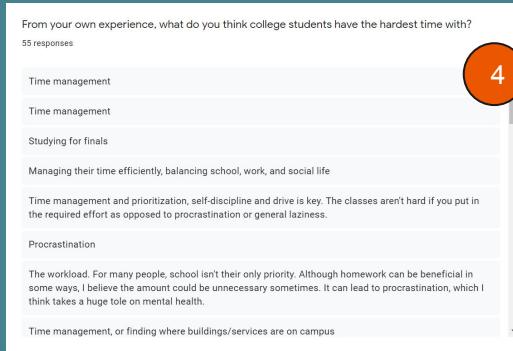
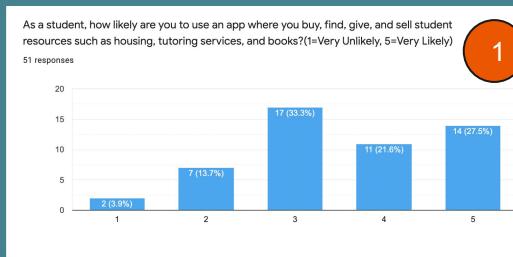
SURVEY

- This is the link to our survey:
<https://docs.google.com/forms/d/1OogUnzzoYv3aAO0lilsVlbE0bFzWDShRADiZoyd60Y0/edit?usp=sharing>
- The users we received responses from matched our intended audience. We received an overwhelming 55 participants and we wrote 18 questions for the survey. The basic information section was written to confirm assumptions.
- After conducting the survey, we realized we would like to include more participants from different grade levels and those who hold higher degrees since that could skew our results and exclude a majority of our target audience.
- To reach more groups of people, we may post on educational forums or go to campuses.
- We conducted this survey to understand student behavior and whether or not our application would be relevant to students in today's world.
- We found some challenges including:
 - Not having enough diversity in grades. 50% of our participants were freshman in college, resulting in most of them dorming. This would mean that it conflicts with our idea of having the application help students find housing.
 - Results may have been influenced by major.
 - Results also showed that the majority of participants felt that getting help on learning materials was either averagely easy or quite easy which conflicted with our idea of having our application help students getting tutoring



SURVEY (CONT.)

1. **Potential Use In Application Idea:**
 - a. 49.1% of participants said that they are likely to use an app that allows them to conduct transactions such as buying and selling books, housing, and tutoring services. 33.3% said they may use it and 17.6% said they were unlikely to use it.
2. **Students are Willing To Get Help From Strangers and Classmates:**
 - a. 87.3% of participants say they obtain learning help from the internet, while 78.2% of them said that they would obtain help from classmates.
3. **Students Want Cheaper Textbooks:**
 - a. A overwhelming 72.7% of participants thought college textbooks were really expensive.
4. **Schedule Manager May be a Good Idea to Add to Application:**
 - a. When asked what they believe college student had the hardest time with, many free responses dealt with time management.
5. **High Accessibility if App was Created:**
 - a. 100% of the participants' results revealed they own a smart device which shows the high accessibility to the app.



2

3

4

5

COMPETITIVE ANALYSIS

| Competitive Analysis | | | | |
|----------------------|---|--|--|---|
| | Product/Service Assortment | Targeted audience | Mobile App | Flexible Payment + Plan Options |
| Pearson | Books, supplemental material | Students, teachers, educational establishments | Yes (Pearson Revel, Pearson+) | Paid in full |
| VitalSource | digital books, specific course material | Students, teaching staff | Not available | Subscription-based |
| UCI | Books, housing, books, food, and many more related to students and living | Only UCI students/faculty | A few apps but not related to housing, buying/selling books, and tutoring. | Year contract, subleasing, paying in full for the whole year up front for housing, paid in full or rent for books, and other one time payments. |
| Facebook Marketplace | Housing, books, furniture, clothes, etc | Everyone | Yes (Facebook) | No refund and one time buy |

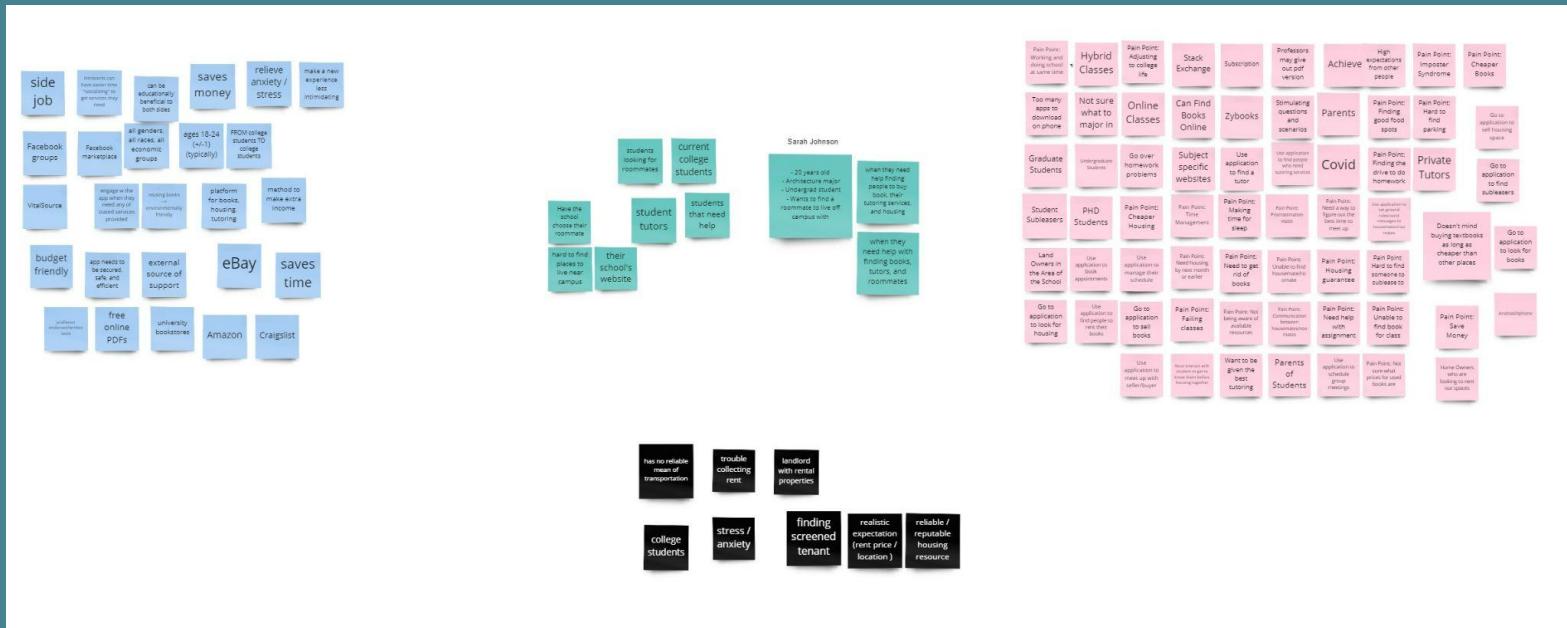
Link to Miro: https://miro.com/app/board/uXjVOLFRVJE=/?invite_link_id=41014637786



MODULE 4 DESIGN CHALLENGE

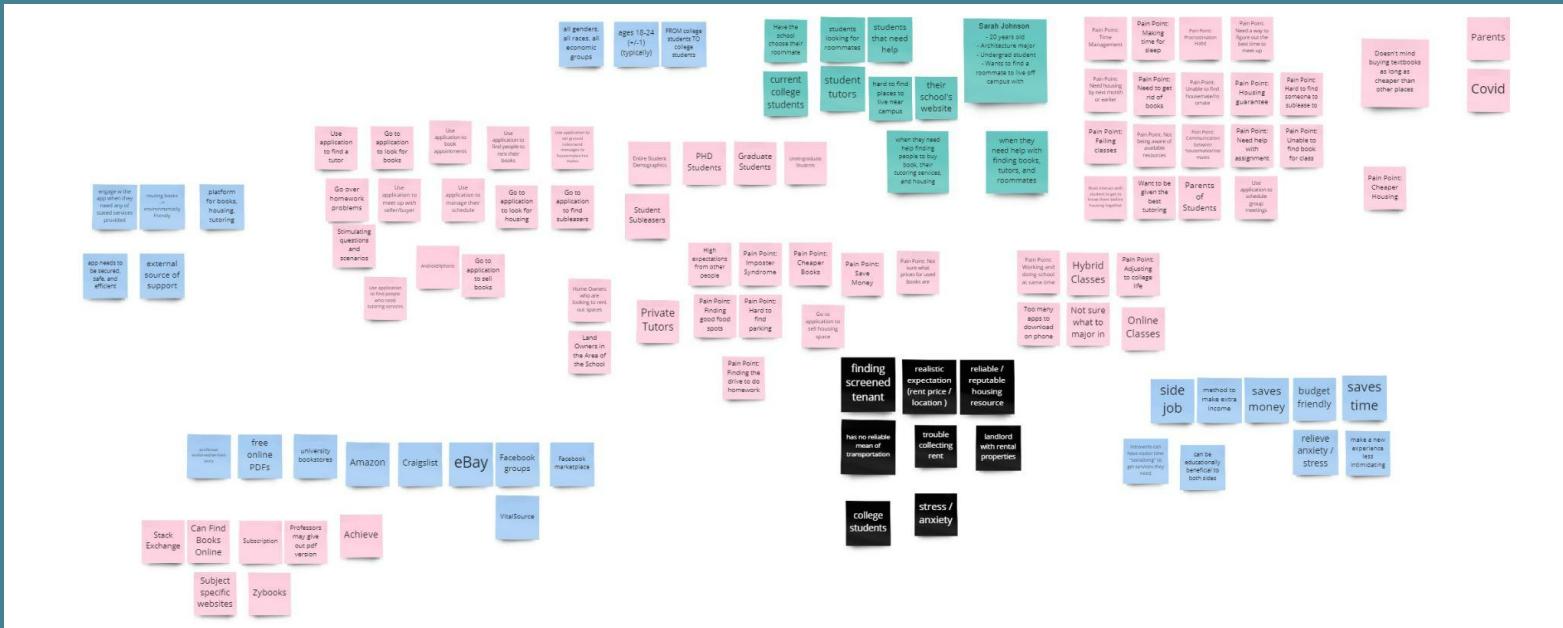
Begins on the Next Slides

Affinity Map - Step 1: An initial pile of sticky notes (before cluster)

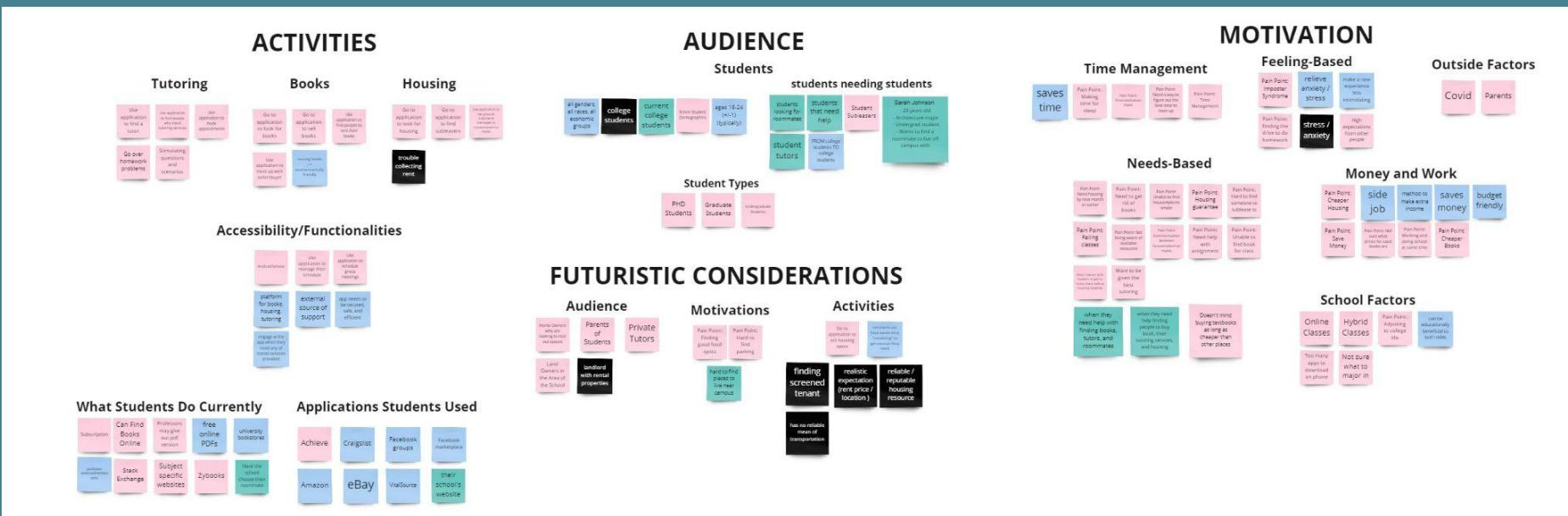


Miro: https://miro.com/app/board/uXjVOK627eA/?invite_link_id=996614178621

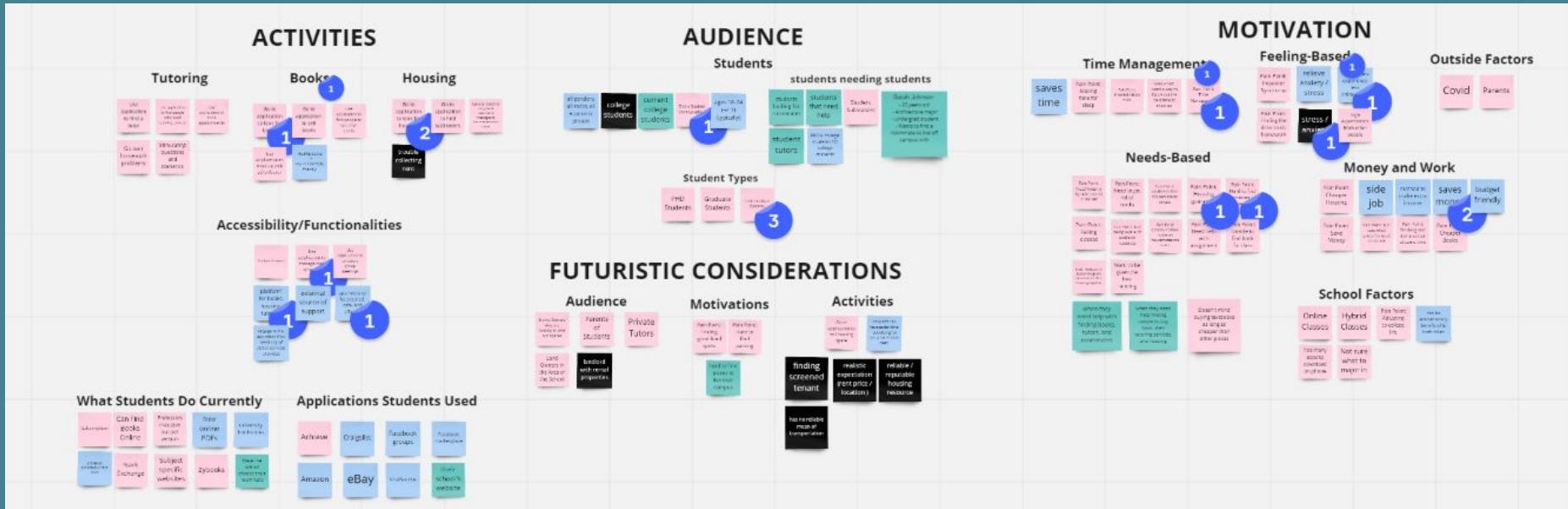
Affinity Map - Step 2: The team's clusters or groupings of sticky notes



Affinity Map - Step 3: The clusters with labels added



Affinity Map - Step 4: Dot Votes



Miro: https://miro.com/app/board/uXjVOK627eA=/?invite_link_id=996614178621

Behavioral Archetype User A - Buyer (BEFORE ITERATION)

Market profile A college sophomore: the user will use the app to prepare themselves for the upcoming school year

Scenario descriptor A college student needs to find mandatory books for coursework as well as a place to stay.

| | | |
|---|---|---|
| Narrative <p>An upcoming college sophomore needs to prepare for the new school year. After spending their first year in the dorms, the student wants to find off-campus housing. Along with housing, the coursework they have scheduled lists specific books as a mandatory requirement.</p> | Goals <ul style="list-style-type: none">• Wants to find a safe place to live within reasonable distance from campus and rent prices.• Wants to buy/rent books at lowest possible price.* | Thoughts <ul style="list-style-type: none">• I've never lived on my own like this, so finding a good place is a must.• I hope connecting with the seller is easy.• I want to get alerts that match what I'm looking for. |
| | Needs <ul style="list-style-type: none">• Needs to see all relevant postings.• Needs to stay within their budget.• Needs to obtain all necessities before classes starts. | Feelings <ul style="list-style-type: none">• Anxious about big financial decisions• Nervous about conducting business/quality of the product• Excited to be able to connect with people from the same school• Afraid they won't meet their deadlines before school starts |
| | Pain points <ul style="list-style-type: none">• Afraid of scams, so needs verification for security.• Not familiar with surrounding area, so they are concerned about safety issues• Has never made such big financial decisions on their own. | Actions <ul style="list-style-type: none">• Will proactively reach out to sellers who have what their looking for; is willing to put aside time to tour places• Will manage their time well e in order to meet deadlines*• Constantly try for the best deal |

Behavioral Archetype User A - Buyer (ITERATED)

Market profile A upcoming college freshman: the user will use the app to prepare themselves for the upcoming school year

Scenario descriptor A college student needs to find mandatory books for coursework as well as a place to stay.

| | | |
|------------------|--|--|
| Narrative | Goals <ul style="list-style-type: none">• Wants to find a safe place to live within reasonable distance from campus and rent at reasonable/cheap prices.• Wants to buy/rent books at lowest possible price.*• Wants to be able to take control of time constraints• Meet roommates/housemates and be able to create ground rules | Thoughts <ul style="list-style-type: none">• I've never lived on my own like this, so finding a good place is a must.• I hope connecting with the seller is easy.• I want to get alerts that match what I'm looking for.• I need a way to manage my time more efficiently• I am nervous living with strangers |
| | Needs <ul style="list-style-type: none">• Needs to see all relevant postings.• Needs to stay within their budget.• Needs to obtain all necessities before classes starts.• Needs to buy textbooks at the cheapest price• Needs a way to manage time effectively and save time• Needs to be able to effectively communicate with roommates/housemates | Feelings <ul style="list-style-type: none">• Feeling a lot of anxiety moving out of parents' home and meeting new people• Feeling stressed out from classes• Feeling homesick• Is having high expectations from others including siblings and parents• Lacks the drive to do homework• Feeling tired all the time• Has trouble managing work and school |
| | Pain points <ul style="list-style-type: none">• Time management is difficult<ul style="list-style-type: none">◦ Procrastination is sometimes an issue• Has never made such big financial decisions on their own.• Has a limited budget• Easily stressed/anxious for new experiences• Trouble communicating with roommates/housemates | Actions <ul style="list-style-type: none">• Will proactively reach out to sellers who have what their looking for; is willing to put aside time to tour places• Will manage their time well in order to meet deadlines*• Constantly try for the best deal• Will try to communicate effectively |

Behavioral Archetype User B - Seller (BEFORE ITERATION)

Market profile A senior in college student preparing to move out after college

Scenario descriptor Wants to find other students attending his college to offer his apartment and used books to

| | | |
|---|---|--|
| Narrative <p>The app user is a 23 year old college student in his senior year. He is preparing to move out of the housing he is currently living in, in preparation for graduation and entering adulthood. He also wants to sell his textbooks. He needs to find another student to rent his apartment soon.</p> | Goals <ul style="list-style-type: none">• Wants to sell every single one of his used textbooks at his ideal price• Wants to find someone to give his housing within the next two months | Thoughts <ul style="list-style-type: none">• He says, "I hope I can find people before graduation so I'm not too rushed"• He also says, "I wish it was easier to find people who would be interested in what I'm offering" |
| <p>This app would help him advertise the property to other students and find a potential renter as soon as possible. It would also help his communicate freely with potential people as well as sell off the books he bought for university.</p> | Needs <ul style="list-style-type: none">• Needs to find a student(s) to offer his housing to• Needs to sell his textbooks to other students | Feelings <ul style="list-style-type: none">• Feeling nervous about not getting offers in time• Feeling excited about graduating college• Feeling anxious about entering adulthood |
| | Pain points <ul style="list-style-type: none">• Has a busy schedule• Having trouble finding students that need housing because he can only easily communicate with students already on campus and not incoming freshman | Actions <ul style="list-style-type: none">• Set time aside every day to look for potential buyers/renters• Does research to figure out how much to sell his books for |

Behavioral Archetype User B - Seller (ITERATED)

Market profile A junior preparing to move out of the college dorm and into suitable off campus housing

Scenario descriptor Wants to find another student attending his college to room and split rent with. Also would like to sell his books from the previous years

| Narrative | Goals | Thoughts |
|---|--|--|
| <p>The app user is a 20 year old college student in his junior year. He is preparing to move out of the dorms he is currently living in to prepare for senior year and because he wants to become more independent. He also wants to sell his old textbooks. He already has a living space in mind and needs to find another student to share it with soon.</p> <p>This app would help him look/find other like-minded students who are also looking for off campus housing to split the rent with. It would also help him communicate freely with potential people as well as sell off the books he bought for university.</p> | <ul style="list-style-type: none">• Wants to sell every single one of his used textbooks at his ideal price• Wants to find someone he can easily get along with• Wants someone to split the rent with within the next two months | <ul style="list-style-type: none">• He says, "I hope I can find people before graduation so I'm not too rushed"• He also says, " I wish it was easier to find people who would be interested in what I'm offering"• He wasted a lot of time deciding how much his old textbooks are worth (how much to sell for) |
| Needs | Feelings | |
| | <ul style="list-style-type: none">• Needs to find another like-minded student to split rent• Needs to sell his textbooks to help him offset the cost of buying textbooks for the new school year | <ul style="list-style-type: none">• Feeling nervous about not getting offers in time• Feeling excited about moving off campus and having more control over his own living space• Feeling anxious about entering adulthood |
| Pain points | | Actions |
| | | <ul style="list-style-type: none">• Set time aside every day to look for potential room/house mates• Does research to figure out how much to sell his books for |



Individual Paragraphs

- Kelly's:
 - <https://docs.google.com/document/d/1vpuuedwpdDrIWgm0Gum3k5uoIC5B9T3fdyz4Sq9EpHU/edit?usp=sharing>
- Peter's
 - https://docs.google.com/document/d/1gX0ATkn9R8VczSahDJ_IhEWpTOGlxE4iqTa5VFwbqXk/edit?usp=sharinglink
- Katelyn's:
 - <https://docs.google.com/document/d/1ET8hKoolWich7FIvXRHBa7RkPIRt9F-amb8kCHcrgys/edit?usp=sharing>
- Prisha's:
 - https://docs.google.com/document/d/19TwMGWoAuFIODV6ZMdMpoH_s348o0m6tOSgPeTW0tUc/edit?usp=sharing



User Insights

1. **Buying/Selling Platform for Books, Housing, and Tutoring Services for Students has Potential:**
 - a. 49.1% of participants said that they are likely to use an app that allows them to conduct transactions such as buying and selling books, housing, and tutoring services. 33.3% said they may use it and 17.6% said they were unlikely to use it.
2. **Students are Willing To Get Help From Strangers and Classmates and Are Not Likely To Use Private Tutoring Services:**
 - a. 87.3% of participants say they obtain learning help from the internet, while 78.2% of them said that they would obtain help from classmates.
3. **Students Want Cheaper Textbooks:**
 - a. A overwhelming 72.7% of participants thought college textbooks were really expensive.
4. **Schedule Manager May be a Good Idea to Add to Application:**
 - a. When asked what they believe college student had the hardest time with, many free responses dealt with time management.
5. **High Accessibility if App was Created:**
 - a. 100% of the participants' results revealed they own a smart device which shows the high accessibility to the app.
6. **Need More Research on Housing as Most Respondents were Freshman who were Staying in Dorms and Staying with Family:**
 - a. 50% of the respondents were freshmen
 - b. 58.2% lived in dorms while 34.5% stayed at home with family
 - c. 56.4% said they were able to find housing accommodations from the university housing

POV Statement - Buyer

An undergraduate student with limited time and a small budget

needs

[User or persona]

A convenient place to find, buy, and rent mandatory reading materials

[user or persona need]

because

They want to be frugal and manage their time more efficiently

[surprising insight]

POV Statement - Seller

An undergraduate student with limited time

needs

[User or persona]

A convenient place to sell and rent books and class materials

[user or persona need]

because

They want to feel confident that they can dispose and be compensated for their book
easily

[surprising insight]

Buyer

How might we

Create a convenient place to find, buy, and rent

[action]

mandatory reading materials

[what]

for

Frugal college students

[user or persona]

in order to

Help them stay under their budget and save time

[outcome]

Seller

How might we

sell and rent

[action]

used books / study materials

[what]

for

Undergraduate students and new graduates

[user or persona]

in order to

To help them dispose and be compensated for books easily

[outcome]



Recommendations and Next Steps

- Through our user research and survey results, we discovered:
 - Finding housing was not a primary issue students are facing today
 - Tutoring was not a major issue as college students use the Internet and ask questions to other students when they need help
 - Many students have an issue with time management
- After analyzing our user research, conducting discussions, and receiving feedback, we decided:
 - We want to focus our attention on books with the limited time we have
 - To revisit the idea of students finding housing in the future and conduct deeper research and questions in order to understand the issue and our users more at a later date
 - Here, we want to focus more on the student-to-student housing issues in the future and then add on more potential users including landlords
 - We will revisit the idea of tutoring and do more future research on it to confirm if it is not an issue students may have
 - If time permits, we may research more into the issue of time management



MODULE 5 DESIGN CHALLENGE

Begins on the Next Slides

Creative Matrix Step 1



How might we create a convenient place to find, buy, and rent mandatory reading materials for frugal college students in order to help them stay under their budget and save time

| | Incoming College Students | Undergraduates | Graduates/PHD Student | Recent Graduates |
|---------------|---------------------------|----------------|-----------------------|------------------|
| Communication | | | | |
| Usability | | | | |
| Security | | | | |
| Social Proof | | | | |
| Wild Card | | | | |

How might we sell and rent used books and study materials for undergraduate students and new graduates in order to help them dispose and be compensated for books easily?

| | Incoming College Students | Undergraduates | Graduates/PHD Student | Recent Graduates |
|---------------|---------------------------|----------------|-----------------------|------------------|
| Communication | | | | |
| Usability | | | | |
| Security | | | | |
| Social Proof | | | | |
| Wild Card | | | | |

Creative Matrix Step 2

How might we sell and rent used books and study materials for undergraduate students and new graduates in order to help them dispose and be compensated for books easily?

| | Incoming College Students | Undergraduates | Graduates/PHD Student | Recent Graduates |
|---------------|--|--|--|--|
| Communication | in-app chat social media exchanges User Profiles | in-app chat social media exchanges User Profiles | in-app chat social media exchange User Profiles | in-app chat social media exchange User Profiles |
| Usability | product filters Prices on products different server based on school | search tab bar specified locations Available on all platforms | products tab bar Available on all platforms specified locations | products filters search tab bar Available on all platforms specified locations |
| Security | school email verified payments school ID card 2FA registration verify email | verified captcha Need to verify every year school email verified payments school ID card 2FA registration verify email | school email verified payments captcha Need to verify every year school email verified payments school ID card 2FA registration verify email | school email verified payments captcha Need to verify every year school email verified payments school ID card 2FA registration verify email |
| Social Proof | peer reviewed social media for platform picture of books YouTube tutorials Seller reputation | social media for platform peer reviewed quality rating and detailed description picture of books Seller reputation | social media for platform peer reviewed quality rating and detailed description picture of books Seller reputation | social media for platform peer reviewed quality rating and detailed description picture of books Seller reputation |
| Wild Card | occasional discounts referral deals freebie | occasional discounts referral deals freebie | occasional discounts referral deals freebie | occasional discounts referral deals market rate (to sell) |

How might we create a convenient place to find, buy, and rent mandatory reading materials for frugal college students in order to help them stay under their budget and save time

| | Incoming College Students | Undergraduates | Graduates/PHD Student | Recent Graduates |
|---------------|--|--|--|--|
| Communication | in-app chat social media exchange User Profiles | in-app chat social media exchange User Profiles | in-app chat social media exchange User Profiles | in-app chat social media exchange User Profiles |
| Usability | product filters Prices on products different server based on school | search tab bar specified locations Available on all platforms | products filters search tab bar Available on all platforms specified locations | product filters search tab bar Available on all platforms specified locations |
| Security | school email verified payments school ID card 2FA registration verify email | verified captcha Need to verify every year school email verified payments school ID card 2FA registration verify email | school email verified payments captcha Need to verify every year school email verified payments school ID card 2FA registration verify email | school email verified payments captcha Need to verify every year school email verified payments school ID card 2FA registration verify email |
| Social Proof | peer reviewed social media for platform picture of books YouTube tutorials Seller reputation | social media for platform peer reviewed quality rating and detailed description picture of books Seller reputation | social media for platform peer reviewed quality rating and detailed description picture of books Seller reputation | social media for platform peer reviewed quality rating and detailed description picture of books Seller reputation |
| Wild Card | occasional discounts referral deals freebie | occasional discounts referral deals freebie | occasional discounts referral deals freebie | occasional discounts referral deals market rate (to sell) |

Creative Matrix Step 3 - Final Creative Matrix

How might we sell and rent used books and study materials for undergraduate students and new graduates in order to help them dispose and be compensated for books easily?

| | Incoming College Students | Undergraduates | Graduates/PHD Student | Recent Graduates |
|---------------|--|---|---|---|
| Communication | in-app chat social media exchange User Profiles comments graduation year | in-app chat social media exchange User Profiles comments graduation year | in-app chat social media exchange User Profiles comments graduation year | in-app chat social media exchange User Profiles comments graduation year |
| Usability | product filters search tab bar Prices on products Available on all platforms Cart button Network based school Tutorials for future reference | product filters search tab bar Available on all platforms Cart button different user school Tutorials for future reference | product filters search tab bar Available on all platforms Cart button different user school Tutorials for future reference | product filters search tab bar Available on all platforms Cart button different user school Tutorials for future reference |
| Security | school email verified payments captcha school ID card ZIA registration verify email | school email verified payments captcha school ID card ZIA registration verify email | school email verified payments captcha school ID card ZIA registration verify email | school email verified payments captcha school ID card ZIA registration verify email |
| Social Proof | peer reviewed social media for platform picture of books YouTube tutorials Seller reputation | social media for platform peer reviewed quality rating and description picture of books Seller reputation | social media for platform peer reviewed quality rating and description picture of books Seller reputation | social media for platform peer reviewed quality rating and description picture of books Seller reputation |
| Wild Card | occasional discounts referral deals freebie | occasional discounts referral deals freebie | occasional discounts referral deals freebie | occasional discounts referral deals market rate to sell |

How might we create a convenient place to find, buy, and rent mandatory reading materials for frugal college students in order to help them stay under their budget and save time

| | Incoming College Students | Undergraduates | Graduates/PHD Student | Recent Graduates |
|---------------|--|--|--|--|
| Communication | in-app chat social media exchange User Profiles comments graduation year |
| Usability | product search filters search tab bar Prices on products Available on all platforms Cart button different user school Tutorials for future reference | product search filters search tab bar Prices on products Available on all platforms Cart button different user school Tutorials for future reference | product search filters search tab bar Prices on products Available on all platforms Cart button different user school Tutorials for future reference | product search filters search tab bar Prices on products Available on all platforms Cart button different user school Tutorials for future reference |
| Security | school email verified payments school ID card ZIA registration verify email |
| Social Proof | peer reviewed social media for platform picture of books YouTube tutorials Seller reputation | peer reviewed social media for platform picture of books YouTube tutorials Seller reputation | peer reviewed social media for platform picture of books YouTube tutorials Seller reputation | peer reviewed social media for platform picture of books YouTube tutorials Seller reputation |
| Wild Card | occasional discounts referral deals freebie | occasional discounts referral deals freebie | occasional discounts referral deals freebie | occasional discounts referral deals market rate to sell |

- We discovered the creative matrix was similar for each user category. Thus, we did not find this tool very useful for differentiating our different users.
- The creative matrix, however, was useful for coming up with different features our users need and we discovered many aspects that would be important to have in our app including email verification.

Prioritization - MoSCoW Tool

- The MoSCoW tool has helped us organize ideas that we need, should have, could have, and won't have.
- After discussion, we decided that user profiles, school emails, and the search tab bar are important things we have to prioritize for further ideation.
- We also realized we had a few ideas related to marketing that we do not have to worry about until we are ready for release.
- *Repeated sticky notes are not included.*



User Journey

| Phase of journey | Stage 1 - Find | | Stage 2 - Compare | | Stage 3 - Select | | | Stage 4 - Delivery | | | | |
|--|--|---|--------------------------------------|---|---|--|--|---|---|--|---|--------------------------------------|
| Actions What does the customer do? | Look at what books are required for class | Find the book they need | Compare book price to other places | Compare book quantity or offers from sellers on the app | Select the book they want to purchase | Put down payment for book | Find a good time to be able to meet up | Communicate with buyer to meet up and complete transaction. | | | | |
| Touchpoint What part of the service do they interact with? | scroll through main page | Use search bar to find book (title, author, ISBN, etc) | Book Filters | utilize peer/seller reviews | Looking on other selling markets (Amazon, etc.) | Add to cart | Add payment methods | Complete checkout | Communicate with seller with in-app chat. | Complete transaction with in-app payments. | | |
| Customer Thought What is the customer thinking? | In a rush to get the books fast and cheap | Anxious about possibly getting scammed | "Am I getting the best deal?" | "Any coupons or freebies?" | "I found the best deal!" | Buy book or beer | This book is going to help me succeed in class | Wondering if app payment is secure | Satisfied with good price and condition | Feeling scammed | Unsatisfied with seller/buyer behavior | |
| Customer Feeling What is the customer feeling? | :(| 惊讶 | :) | :(| 惊讶 | :) | :(| :(| :(| :(| :(| |
| Process ownership Who is in the lead on this? | Marketing team will actively find our app and track competitors and promotions | UX/UI designers will design layout and research potential users | Developers will make features usable | Quality Assurance specialists will test code and provide suggestions for improvements | UX/UI designers will design layout and research potential users | Developers will make features usable | Cybersecurity team will ensure safe information storage | UX/UI designers will design layout and research potential users | Developers will make features usable | Sales and Marketing specialists will communicate for negotiating customers | UX/UI designers will design layout and research potential users | Developers will make features usable |
| Opportunities | Social Media advertising | Available on popular platforms (pc, mac, iphone, android) | See past market sales prices | See what's hot | Favorite for future purchase | Offer discount for buying more than 1 book | See recommendations of what other people buy with that book (self) | Give study guide bonus material | Coupon for their next purchase | See past transactions | | |

Miro: https://miro.com/app/board/uXjVOIoKnIY=?invite_link_id=363275228359

User Journey Key Insights

- Helped us understand the user's process of accomplishing what we want them to accomplish through the application.
 - We were able to see what features are needed and which features may be optional.
- Helped us understand the thought processes users may be going and what kinds of problems may come up during the process of using our application.
 - We were able to see how we could solve these thoughts that could influence a user to use or not use our application.
- Gave us an idea of what kinds of people we needed to include in the project as well as what opportunities we could accomplish in the project to help the application succeed.

Presentation Recording

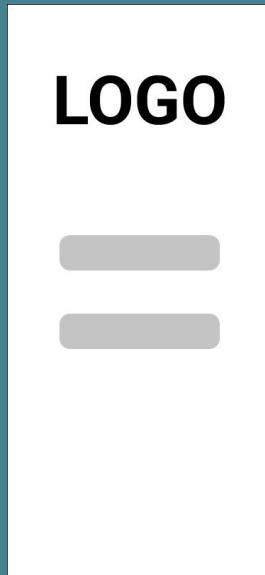
- Here is the link to our Google Drive folder that contains our Design Challenge and presentation recording where we talk about our ideation process and updates.
 - <https://drive.google.com/drive/folders/1HdrDsK916BveffYo5dgTPEz3nnm8N-uH?usp=sharing>



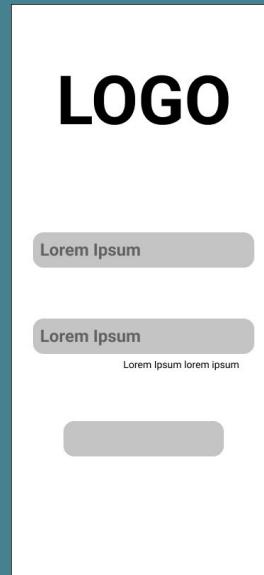
MODULE 6 DESIGN CHALLENGE

Begins on the Next Slides

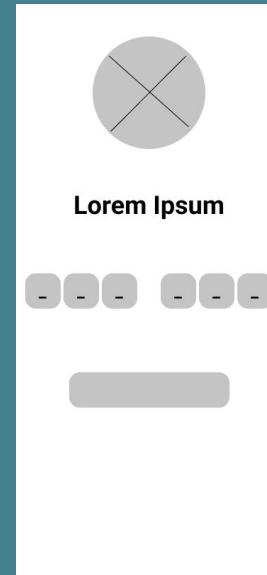
Low Fidelity Screen Design - Login Screens



Login or Sign Up



Logging In



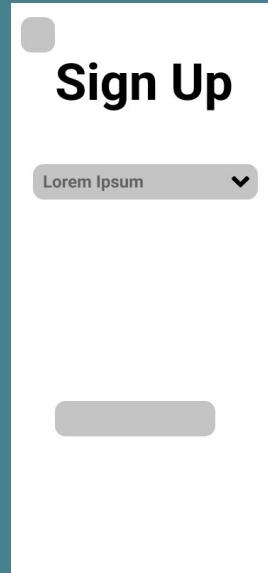
Verification Code

[Click Here for Figma Link](#)

Low Fidelity Screen Design - Sign Up Pages



Login or Sign Up



Choose your school



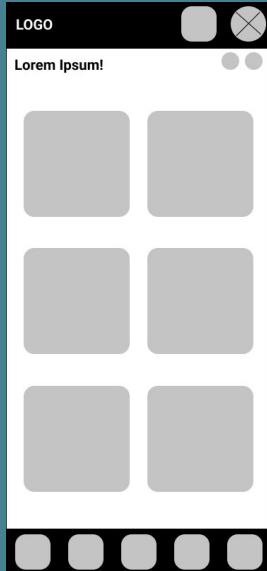
Creating your account
stage 1



Creating your account
stage 2

[Click Here for Figma Link](#)

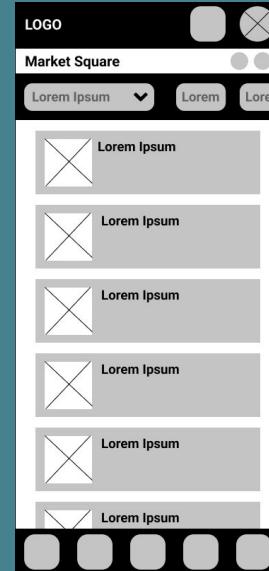
Low Fidelity Screen Design Go To Market and X on Popup



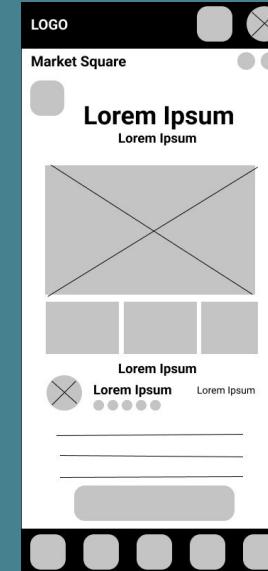
Home Screen



Did You Know?



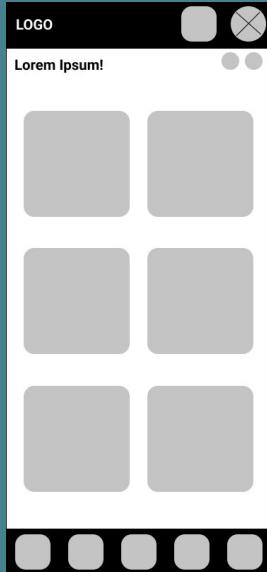
Market Square
(looking for a book)



Found the Book

[Click Here for Figma Link](#)

Low Fidelity Screen Design - Click on Button on Popup and Add Schedule



Home Screen



Did You Know?



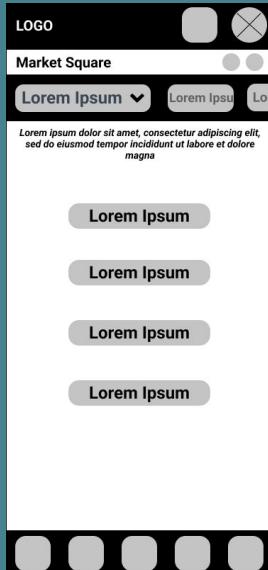
Edit/Fill in Your
Schedule



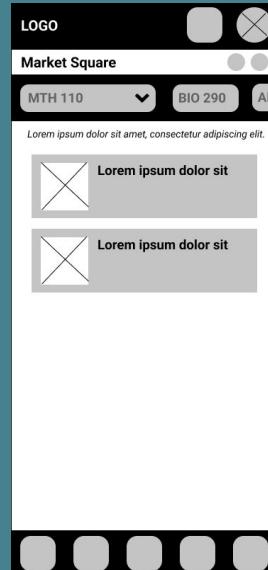
Select a class to find
a book

[Click Here for Figma Link](#)

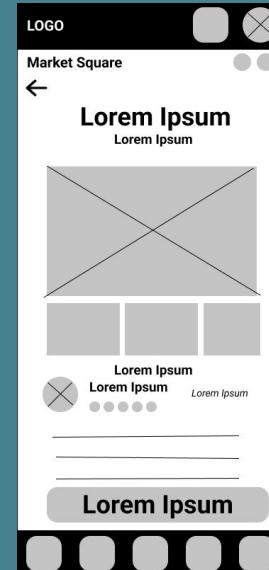
Low Fidelity Screen Design - Select Class Materials and Go To One of Required Materials Screen



Select a class to
find a book



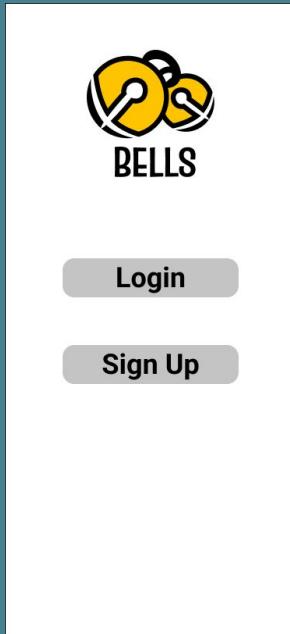
Results for You



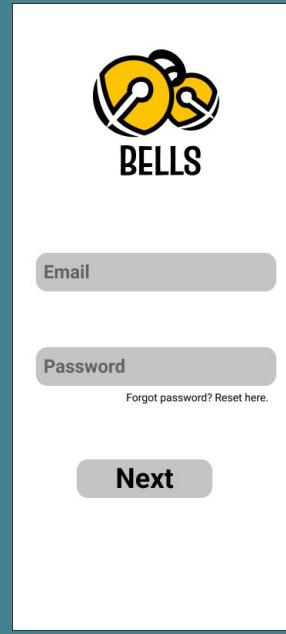
Found the Book

[Click Here for Figma Link](#)

Iterated Screen Design Part 1

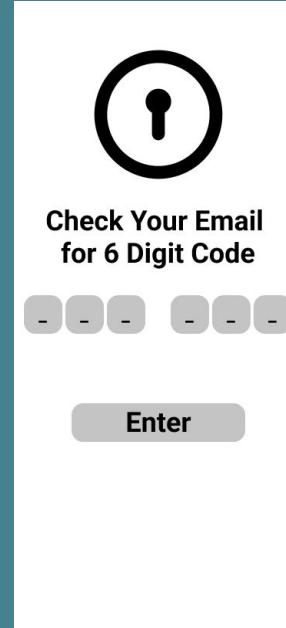


Login or Sign Up



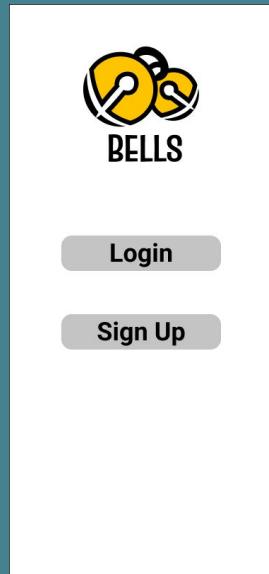
Logging In

[Click Here for Figma Link](#)



Verification Code

Iterated Screen Design Part 2



Login or Sign Up

The second screen is titled "Sign Up" and includes a dropdown menu labeled "Select Your School". A "Next" button is at the bottom.

Choose your school

The third screen is titled "Sign Up" and contains fields for "School Email", "Enter Password", and "Re-enter Password". It also has a "Next" button.

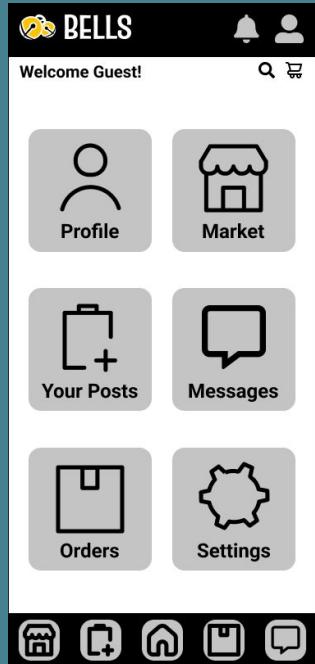
Creating your account
stage 1

The fourth screen continues the "Sign Up" process. It features a placeholder image with a cross, a "First name" field, a "Last name" field, a "Phone Number (Optional)" field, and a "Confirm" button.

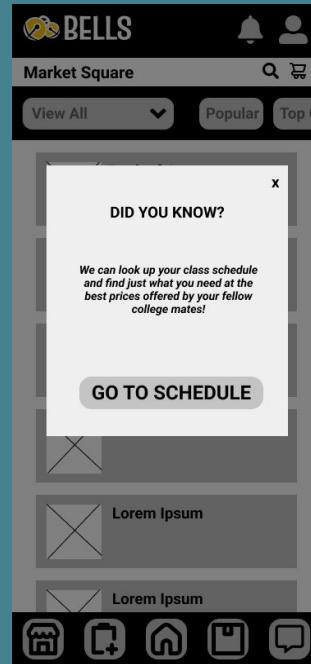
Creating your account
stage 2

[Click Here for Figma Link](#)

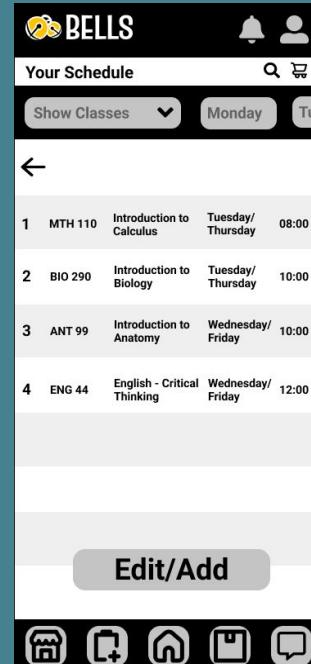
Iterated Screen Design Part 3



Home Screen

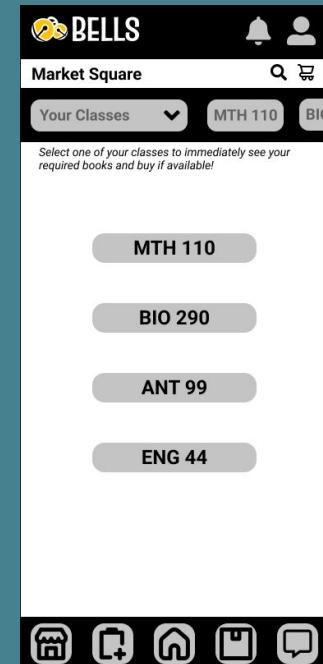


Did You Know?



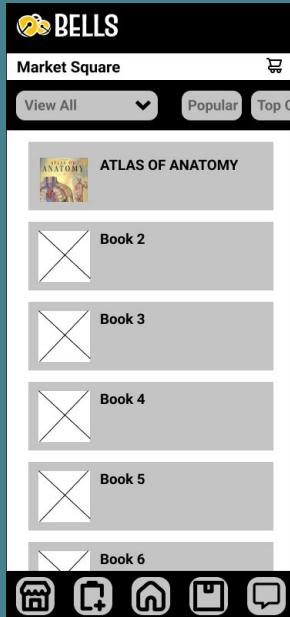
Edit/Fill in Your Schedule

[Click Here for Figma Link](#)

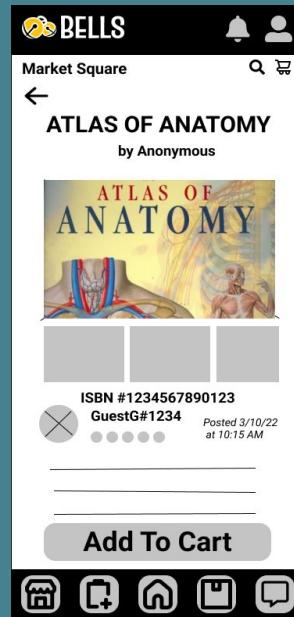


Select a class to find a book

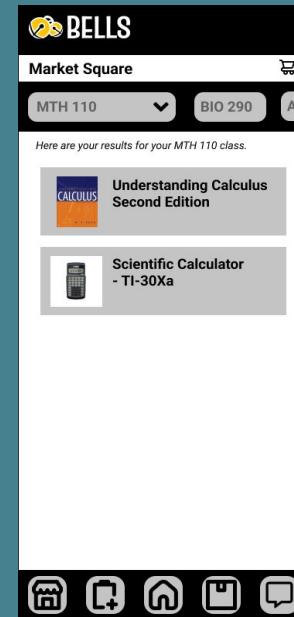
Iterated Screen Design Part 4



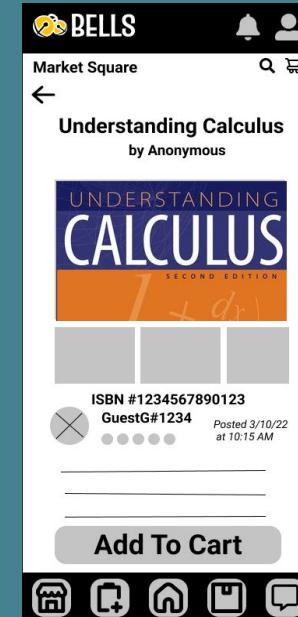
Book Listings



Full Item Details



Select item



Full Item Details

[Click Here for Figma Link](#)

Usability Concerns

- Accessibility Issues
 - Trouble seeing smaller font
 - Color blindness
 - Visually Impaired
- Potential resolutions
 - A way to increase font size or have a standard font most people are able to see well whether or not they need prescription glasses
 - Have an option for color blindness
 - Set up a screen reader to describe the visuals





Interactive Prototype
Link

User Testing Plan Slide

- For our user test, we decided to go with the **moderated testing technique**.
 - Both remote and in-person
- Reasons for choosing this user testing method:
 - We are able to supply the user with the information they need, such as the **context** and **purpose** behind our application
 - We are able to test usability on both spectrums: Objective and Subjective
 - Specifically listed below
 - We are able to witness their reactions and behaviors in real time
 - Having the user share their screen will let us examine their facial expressions as they move throughout the task/our application
- Task(s) users should accomplish during testing:
 - Be able to sign up for an account
 - Find math book with their schedule
- Metrics used to measure success:
 - Objective
 - Time on task: supports time management
 - Effort: buttons are clear and purposeful
 - Success/Failure rate
 - Subjective
 - User's feelings: stressed? confused? Happy?
 - Opinions? Thoughts? Suggestions?
 - Any expectations? Were they met?

Overall User Test Learnings

- Title Screen: The users were confused on what the application was for through the logo and the application name.
- The book's condition should be emphasized
 - Placed at the top near title / author
- Users were confused if the home page was the home page and we learned that it may be better not to add the bottom navigation on the home page to avoid confusion and repetition of unneeded buttons.
- Users had a clear understanding on what the icon buttons mean on the pages and where they would lead to.
- We need to ensure that layouts are consistent throughout
- Implementing scrolling vertically and horizontally to show more information would help avoid frustrations with our users
- A support or help button would be useful



User Test 1 - Metrics to Measure Success

Our product was relatively successful due to the following:

OBJECTIVE

- User was able to:
 - Check out within 2 minutes
 - Assess what the button icons were used for
 - Sign up for an account and find a math book on their schedule successfully

SUBJECTIVE

- User felt that the app was convenient to use to find books needed for classes
- User felt this app is very relevant to college students today and should have been made a long time ago
- User suggested a few minor layout changes but enjoyed the app design flow overall
- User would recommend to friend and was likely to use the app
- User did not have expectations going in the app
- User suggested:
 - That we could do basic/premium subscriptions
 - Specific course materials for tests or general school materials such as pencils
 - Do an auction house
 - Set up a help or support button



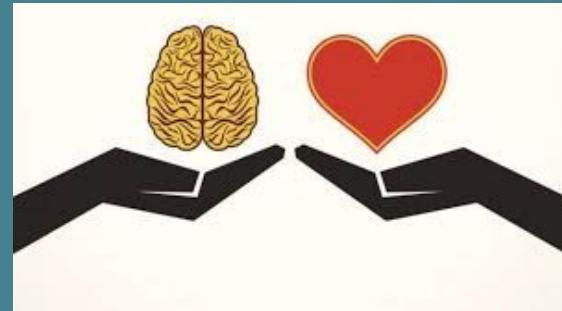
User Test 2 - Metrics to Measure Success

OBJECTIVE

- User was able to navigate through the app under 2 minutes
- User find the buttons and layouts are simple and intuitive
- User find the logo and color scheme appropriate and pleasant

SUBJECTIVE

- User expected to see conditions of books for sales via a rating system
- User like to see seller rating (books sold, time to respond, sales history, buyer review)
- User expected to see swipe to left features instead of forcing to tilt their phone
- User was confused that she could not check out item to cart and complete transaction
- User like to see a motto or perhaps under pictures of books under logo so others can relate to the targeted audience



User Test - Further Changes

- Based on our user feedback, we need to:
 - Fix the layout to make it consistent looking between screens
 - Remove the bottom navigation on the home page
 - Create a layout for the book page where it is easy to see the condition of the book, ISBN, book edition
 - Consider updating the title screen with a logo that hints at what our application does and adding a slogan
 - Add a few more buttons on the home screen such as a support button that leads to an FAQ page and a button that links directly to the student schedule page



User Test - Recommendations for Next Steps in Design Process

- Based on our user feedback, our next steps in the process would be to:
 - Perform quality checks throughout to ensure consistency
 - User 1 pointed out inconsistencies when changing screens. That made the experience feel frustrating for User 1.
 - Cost analysis of future features to be added
 - In our user testing, both users expected to have a way to compare prices.
 - User support
 - User 1 suggested we add a shortcut for user support to help them navigate and use the application better
 - Ex: Live chats, FAQ support
 - Do more research and testing on schedule pages and how it could factor into the problem of time management for students
 - Both users enjoyed the schedule pages but did not feel that the way the page was linked was effective and felt there could be a way to make it satisfying to do since the experience felt frustrating for them.
 - Ex: Add a way to scroll vertically and horizontally, a way to get to the schedule quickly
- In some of these steps, we may need to go back to the define, ideate, prototype, and test stages to develop a plan and help college students to the best of our ability





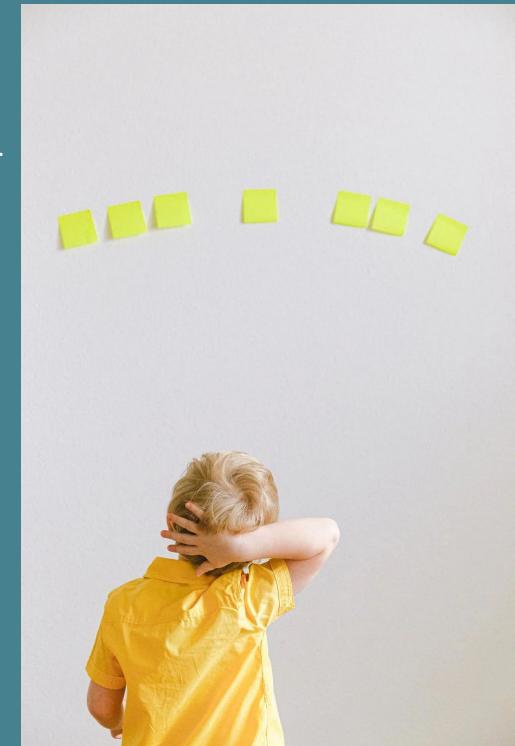
MODULE 7 DESIGN CHALLENGE

Begins on the Next Slides

In-Class Zoom
Presentation Link

Project Summary and Final Thoughts

- Our project started off as a brainstorm for the wicked problem, commerce. As we brainstormed and went through the empathize, design, ideate, prototype, and test phases, our application became a platform that was targeted for students. It was a platform designed to connect students to other students and a place they can obtain resources. Our current focus for the application is buying and selling books in a way that would help make things convenient for students and make it so that they would not have to use multiple applications to find what they need.
- Through our research, we found that our application has a lot of potential as we received 55 survey results and positive feedback from user interviews and user testing for our application idea.
- After conducting the final presentation, we learned:
 - People enjoyed our colors used in the presentation.
 - Wireframes should be presented in a device mockup setting.
 - Visuals can be an important aspect for story telling.
 - We should conduct more user testing and research on:
 - Whether or not “Bells” would be a suitable name for our application.
 - Different Logos
 - Different buying/selling book interfaces
 - Most popular phones college students use
 - Different ways to access student schedules





Case Study Slide Deck

Slides 62-71

BELLS

Ringing a Place to Connect and Resource.



TEAM INTRODUCTIONS

- Kosasih, Kelly (Project Manager)
- Rai, Prisha (Communicator)
- Vinh, Katelyn (Facilitator)
- Wang, Peter (Co-creator)



Our Beginnings Introduction

- Wicked Problem: Commerce
- Target Market: College Students and Recent Grads
- Problem: They need tutoring, housing, and books.
- Solution: A platform that brings their needs together and inspires communication amongst students



First Steps

- Behavioral Archetypes
- Problem Statement
 - Research
 - Planning
- Discussion Guide
 - Questions to ask interviewees

| Behavioral Archetype User A - Buyer | | | |
|---|---|--|---|
| Market profile A college sophomore: the user will use the app to prepare themselves for the upcoming school year | | | |
| Scenario descriptor A college student needs to find mandatory books for coursework as well as a place to stay. | | | |
| Narrative | Goals | Needs | Thoughts |
| An upcoming college sophomore needs to prepare for the new school year. After spending their first year in the dorms, the student wants to find off-campus housing. Along with housing, the coursework they have scheduled lists specific books as a mandatory requirement. | <ul style="list-style-type: none"> Wants to find a safe place to live within reasonable distance from campus and rent prices. Wants to buy/rent books at lowest possible price.* | <ul style="list-style-type: none"> Needs to see all relevant postings. Needs to stay within their budget. Needs to obtain all necessities before classes starts. | <ul style="list-style-type: none"> I've never lived on my own like this, so finding a good place is a must. I hope connecting with the seller is easy. I want to get alerts that match what I'm looking for. |
| Pain points | Feelings | Actions | |
| The application will allow the student to find housing (with various leasing times) offered by other students, buy/sell/rent books, and also reach out when they need tutoring services. Students can communicate directly with the seller, complete transactions, and view all the purchased services. | <ul style="list-style-type: none"> Afraid of scams, so needs verification for seller. Not familiar with surrounding area, so they are concerned about safety issues. Has never made such big financial decisions | <ul style="list-style-type: none"> Will proactively reach out to sellers who have what they're looking for; is willing to put aside time to tour places. Will manage their time well in order to meet deadlines. Consistently try for the best deal | |
| Behavioral Archetype User B - Seller | | | |
| Market profile A senior in college student preparing to move out after college | | | |
| Scenario descriptor Wants to find other students attending his college to offer his apartment and used books to | | | |
| Narrative | Goals | Needs | Thoughts |
| The app user is a 23 year old college student in his senior year. He is preparing to move out of the housing he is currently living in, in preparation for graduation and entering adulthood. He also wants to sell his textbooks. He needs to find another student to rent his apartment soon. | <ul style="list-style-type: none"> Wants to sell every single one of his used textbooks at his ideal price Wants to find someone to give his housing within the next two months | <ul style="list-style-type: none"> Needs to find a student(s) to offer his housing to Needs to sell his textbooks to other students | <ul style="list-style-type: none"> He says, "I hope I can find people before graduation so I'm not too rushed." He also says, "I wish it was easier to find people who would be interested in what I'm offering." |
| Pain points | Feelings | Actions | |
| This app would help him advertise the property to other students and find a potential renter as soon as possible. It would also help him communicate freely with potential people as well as sell off the books he bought for university. | <ul style="list-style-type: none"> Feeling nervous about not getting offers in time Feeling excited about graduating college Feeling anxious about entering adulthood | <ul style="list-style-type: none"> Set time aside every day to look for potential buyers/renters Does research to figure out how much to sell his books for | |
| Mark assumptions to be validated during user research with an asterisk (*). | | | |

User Research

- Individual Interviews
 - 4 total interviews
 - Interviewees range from current college to 5 years post grad
- Survey
 - 55 total response
 - Yielded various aspects: accessibility, educational levels, experience with offered services
- Competitive Analysis
 - UCI
 - Facebook Marketplace
 - VitalSource
 - Pearson



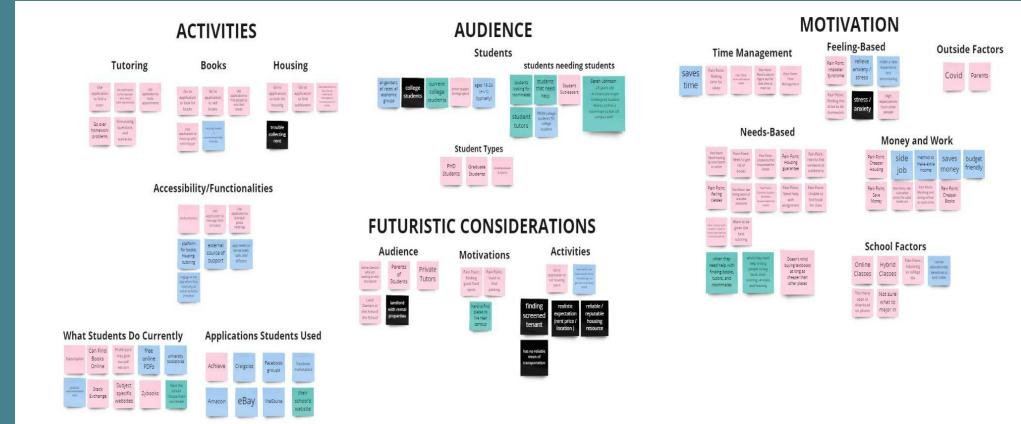
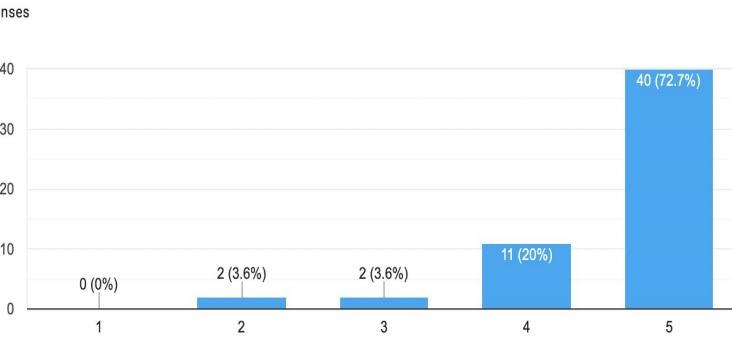
| Competitive Analysis | | | | |
|----------------------|--|--|--|---|
| | Product/Service Assortment | Targeted audience | Mobile App | Flexible Payment + Plan Options |
| Person | Books, supplemental material | Students, teachers, educational establishments | Yes (Pearson Revel, Pearson+*) | Paid in full |
| VitalSource | digital books, specific course material | Students, teaching staff | Not available | Subscription-based |
| UCI | Books, housing, books, food and many more related to students and living | Only UCI students/faculty | A few apps but not related to housing, buying/selling books, and tutoring. | Year contract, bidding, pay monthly, month at the whole year up front for housing, buying/selling books, and other one time payments. |
| Facebook Marketplace | Housing, books, furniture, clothes, etc | Everyone | Yes (Facebook) | No refund and one time buy |

Findings From User Research

- Iterations on Behavioral Archetype
 - o Focus more on time management and books
 - More than 60% of survey responses agreed that college textbooks were expensive
 - o Housing and tutoring will be further examined at a later time

College textbooks are really expensive.

55 responses



Crisis - Ah Ha! - Then What?



- 50% of the respondents were freshmen who mostly dorm instead of living off campus
- Majority of the respondents also had no problem getting tutored help or find housing
- 49% of participants said that they are likely to use an app that allows them to conduct transactions such as buying and selling books, housing, and tutoring services
- An overwhelming 72% of participants thought textbooks were too expensive
- All respondents own a smart mobile devices



What We Did to Solve Problem

- POV Statement
- HMW Statement
- Recommendations and Next Step

POV Statement - Buyer

An undergraduate student with limited time and a small budget

[User or persona]

needs

A convenient place to find, buy, and rent mandatory reading materials

[user or persona need]

because

They want to be frugal and manage their time more efficiently

[surprising insight]

Resolution

- Creative Matrix
- MoSCoW
- User Journey



| How might we sell and rent used books and study materials for undergraduate students and new graduates in order to help them dispose and be compensated for books easily? | | | | |
|---|--|--|--|--|
| | Incoming College Students | Undergraduates | Graduates/PHD Student | Recent Graduates |
| Communication | In-app chat User profiles Product reviews |
| Usability | Product filters Search tab bar Prices on products School email School ID card Cart button Verify email | Product filters Search tab bar Prices on products School email School ID card Cart button Verify email | Product filters Search tab bar Prices on products School email School ID card Cart button Verify email | Product filters Search tab bar Prices on products School email School ID card Cart button Verify email |
| Security | School email School ID card Cart button Verify email |
| Social Proof | Peer reviews Picture of products YouTube reviews Seller reputation |
| Wild Card | Specified locations School email School ID card | Freebie | Freebie | Market rate (to sell) |



Thank You



In-Class Presentation Slide Deck

Slides 73-83

A photograph of a group of diverse young people in a library setting. In the foreground, a woman with long dark hair, wearing a blue sweatshirt, is smiling and pointing upwards. Behind her, a man in a red jacket is looking down at a laptop. In the background, two men are clapping and smiling; one is wearing glasses and a grey sweater, and the other is wearing a black hoodie. Bookshelves filled with books are visible in the background.

HOW WE RUNG UP A PLACE TO RESOURCE AND CONNECT



80

9

30

Source

OUR TEAM



Kelly Kosasih



Katelyn Vinh



Prisha Rai



Peter Wang

WICKED PROBLEM





USER RESEARCH

- Surveys
 - *55 responses*
 - Likert scale, multiple choice, open-ended questions

- Interviews
 - *4 individuals*
 - Current college freshmen to 5 years post grad

OUR COMPETITORS



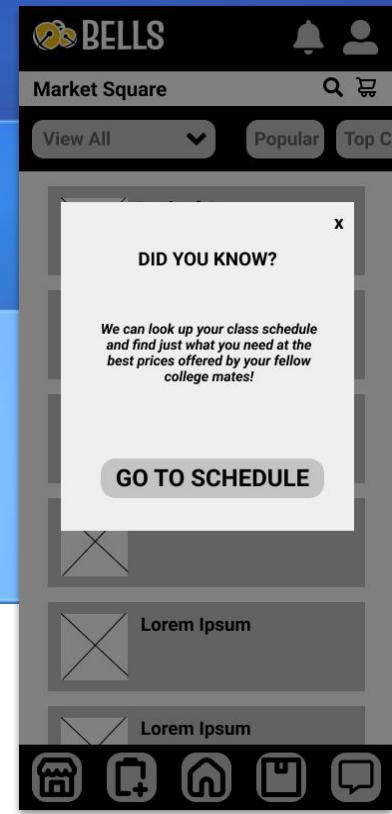
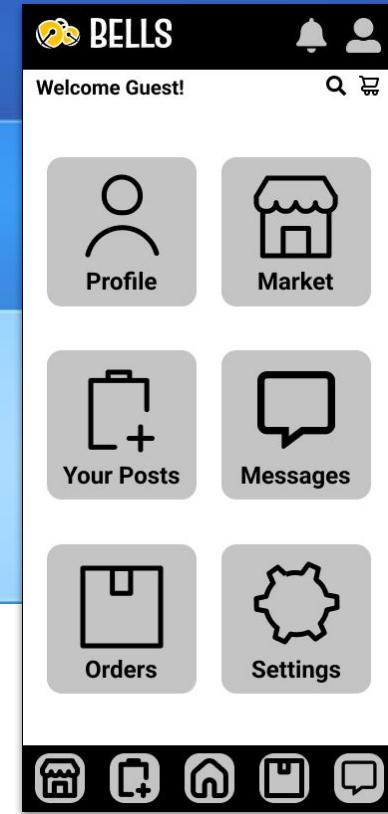
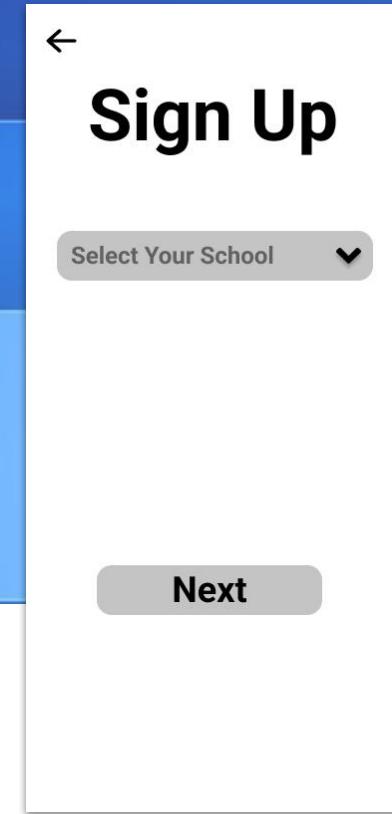
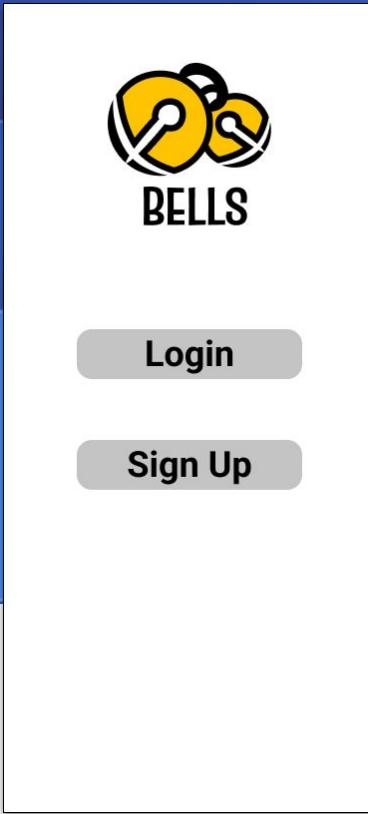
1 BILLION USERS





SURVEY HIGHLIGHTS

- Smartphone for EVERYONE!
- My House, My Rule!
- School is EASY ~
- Books or Booze?



BELLS

Your Schedule

Show Classes **Monday** Tuesday

←

| | | | | |
|---|---------|-----------------------------|-------------------|----------|
| 1 | MTH 110 | Introduction to Calculus | Tuesday/ Thursday | 08:00 AM |
| 2 | BIO 290 | Introduction to Biology | Tuesday/ Thursday | 10:00 AM |
| 3 | ANT 99 | Introduction to Anatomy | Wednesday/ Friday | 10:00 AM |
| 4 | ENG 44 | English - Critical Thinking | Wednesday/ Friday | 12:00 PM |

Edit/Add

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USER TESTING

- Conducted 2 user tests
- Have many things to fix, change,
and further develop
- Layout changes and consistency
- Bells will be consistently be
improving to help college students





THANK YOU
FOR LISTENING!