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Design Diary Entry Seven

Back Market

The Back Market app serves as a dedicated online marketplace to facilitate the purchase of high-quality refurbished electronic devices. This platform offers an alternative for individuals seeking reliable gadgets at a more affordable price point than buying new. The app's core utility lies in providing users with easy access to a diverse range of certified refurbished products, including smartphones, laptops, and tablets, which have undergone thorough testing. Not only does Back Market cater to cost-conscious consumers looking for value, but it also appeals to environmentally conscious individuals by promoting sustainable practices through the extension of electronic device lifespans.

The target audience for the Back Market app includes those who prioritize cost savings, sustainability, and value for money in their electronics purchases, making it particularly appealing to consumers with an interest in both technology and eco-friendly consumer practices.

When I moved to the United States, I sought reliable tech deals. Scrolling through the app on my iPhone, I was in need for a windows laptop and found the perfect refurbished laptop for my studies. I easily navigated through standardized design patterns. I have so far used the said application on my iPhone and on the desktop website, both have served the purpose with the design language being consistent.

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Placeholders for Seamless Interaction: The Back Market App strategically incorporated placeholders across the interface. Whether in search bars, checkout processes, or address and payments, these placeholders served as visual cues, guiding users and providing clarity without overwhelming them. This approach aimed to streamline user interactions and improve overall usability and easier understanding.
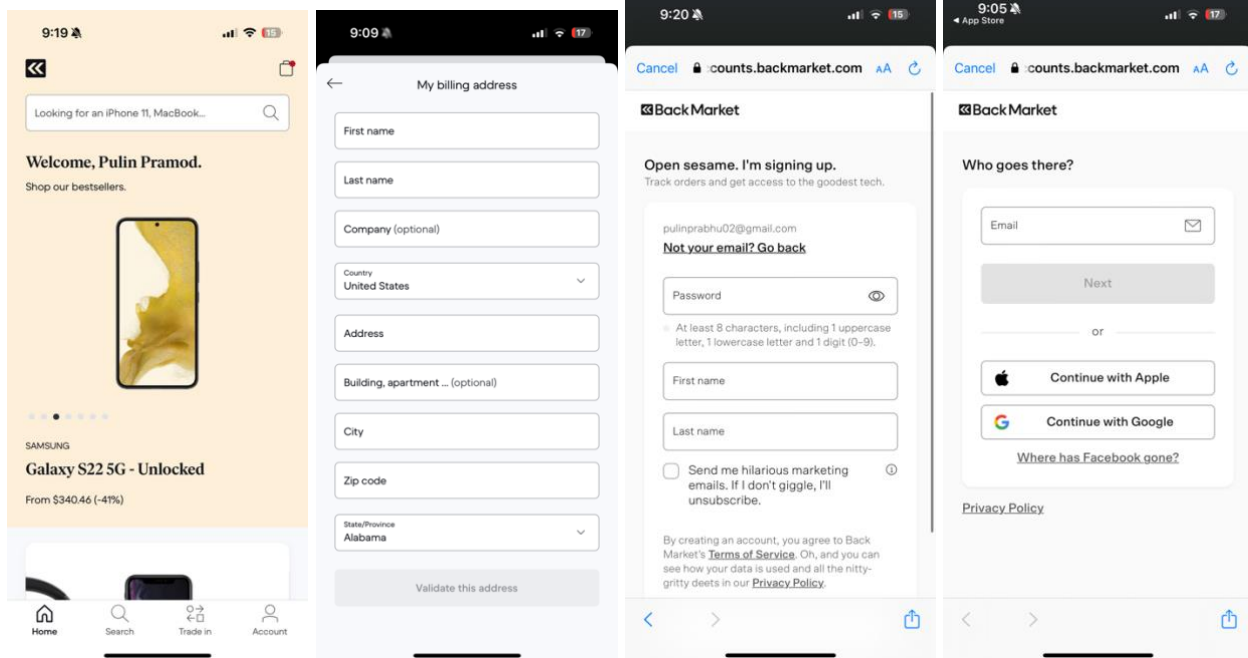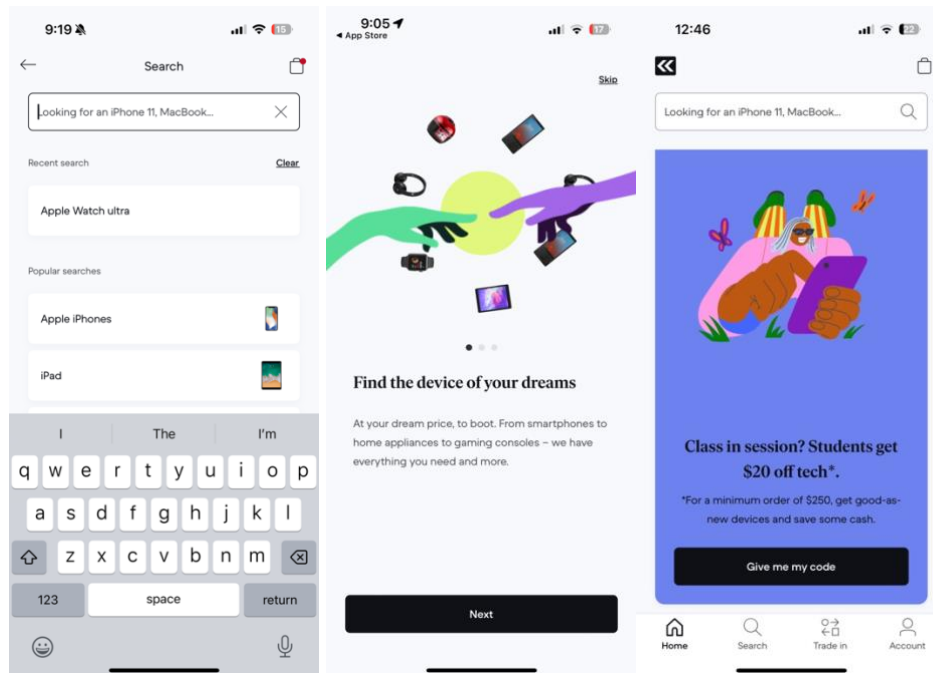
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Minimizing Memory Load: To minimize the cognitive load on users, the Back Market application implemented strategies. Enabling users to access their search history ensured they could easily pick up where they left off. Additionally, a curated view of previously explored items was introduced, reducing the cognitive effort required to recall past interactions within the app. Prominently featuring deals and offers simplified the process, making it easier for users to apply discounts without extensive brainstorming.
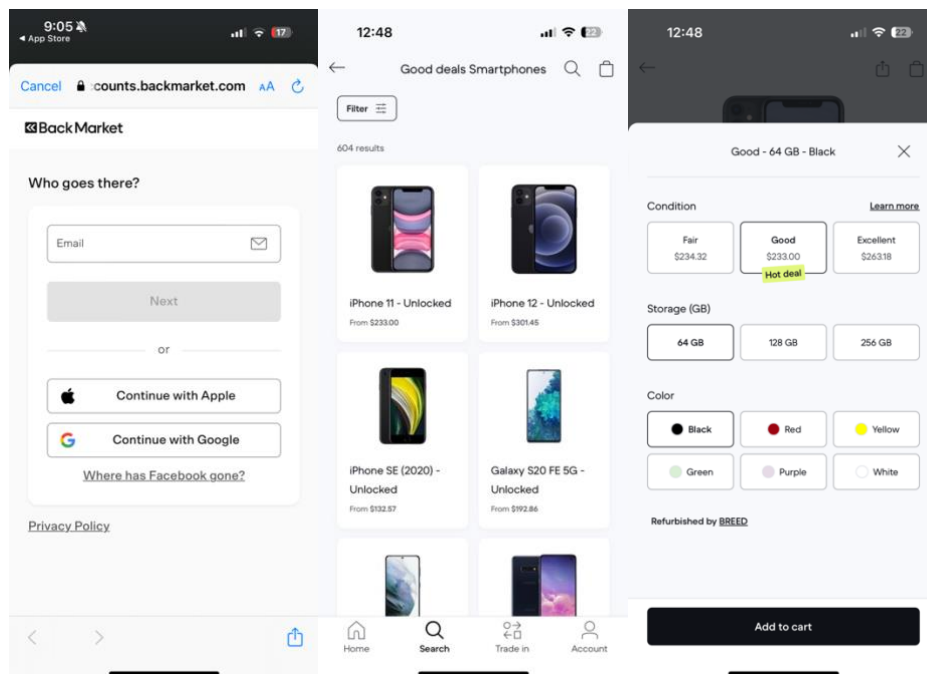
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Standard Design Patterns for Familiarity: The Back Market redesign prioritized familiarity and ease of use. Consistent product displays, streamlined login processes, and standardized information placement created a user-friendly environment. By leveraging established conventions, the aim was to minimize resistance, provide predictability, and ensure a seamless navigation experience. They have also standardly divided the items in Fair, Good and Excellent condition so the users can choose between the options knowing what they are opting in for.

Screenshots: Standardized product view, Login screen

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Memory Aid: Recognizing the importance of memory aid for password recovery, Back Market introduced features that supported users in retrieving their credentials. Whether through personalized memory cues or direct customer support, this feature aimed to enhance accessibility and reduce frustration during the login process. Also to aid memory they have great use of conceptual models and feedbacks.
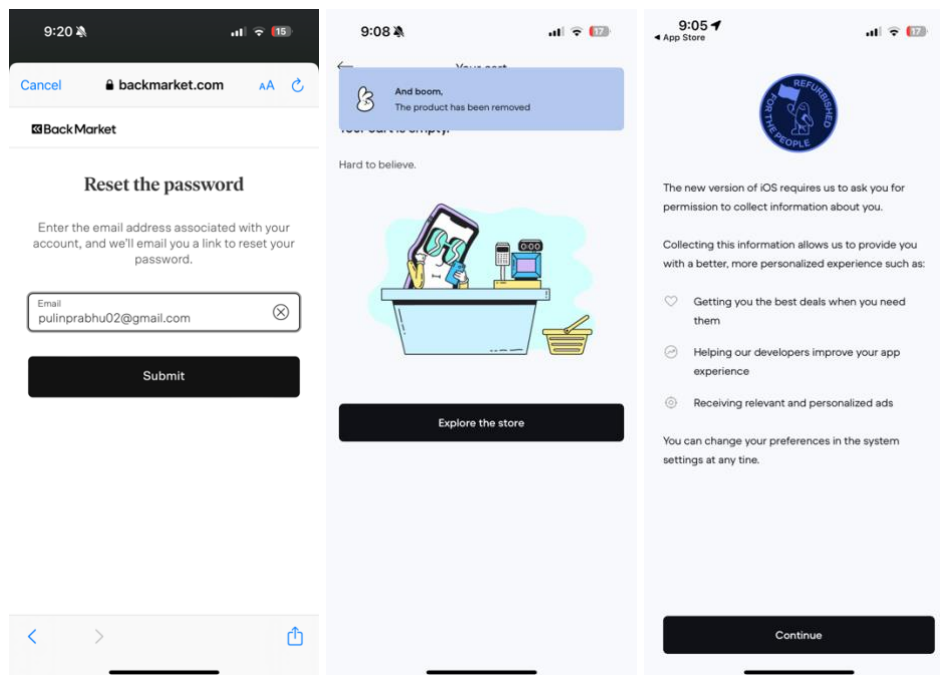
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SWOT Analysis

STRENGTHS

- *Consistent Design Patterns: The consistency enhances predictability, making it easier for users to understand and navigate the interface.*
- *Placeholders and Prompts: Effective use of placeholders assists users in understanding the purpose of input fields, ensuring clarity in actions.*

WEAKNESS

- *Limited Customization: Allowing users to personalize their experience, such as adjusting font sizes or choosing color themes, would enhance user satisfaction.*
- *Desktop Version Lag: While the mobile app is well-designed, the desktop version lags behind in terms of refinement.*

OPPORTUNITIES

- *Enhanced Personalization: Introducing more personalized recommendations based on user preferences could elevate the user experience. Tailoring product suggestions and refining search results based on user behavior would increase engagement.*

THREATS

- *Competitive Market Dynamics: Back Market must continuously evolve its user interface to meet user expectations and stay ahead of competitors.*
- *Technological Advancements: Keeping the interface updated with the latest HCI trends and technologies is essential to meet evolving user needs.*

SW OT