

*Do Share, Earn Smile!*



NO.1 LOCAL KID'S PRODUCT EXCHANGE

**Designed by**

**Ruby Yeeun Kim**

SI 582 | Final Presentation

Prototype:  
<https://xd.adobe.com/view/d4029e07-a7a8-4ab7-8de6-ddebe4446665-8151/>

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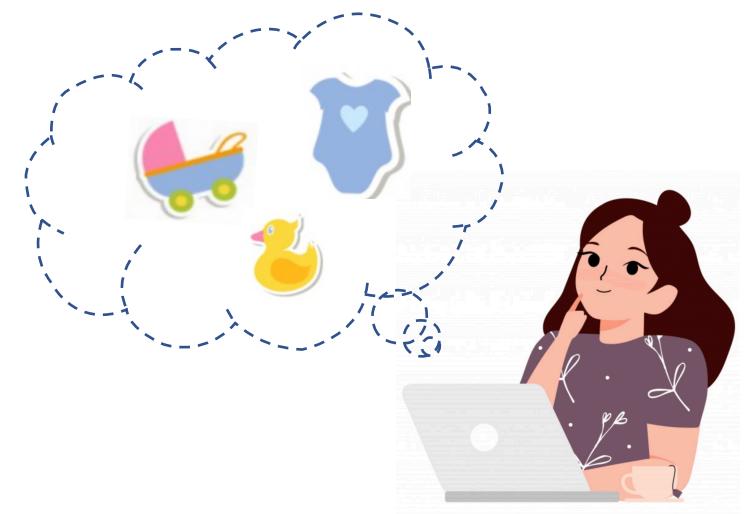
## The problem

### Kids Grow But Products Don't

- There are significant number of student-parents. (1 in every 5 students)
- Many student-parents' family who have children have financial problems.
- They look for the exchange of second-hand short-term-use products such as baby clothing, toys, and gears. But don't know how or where to.

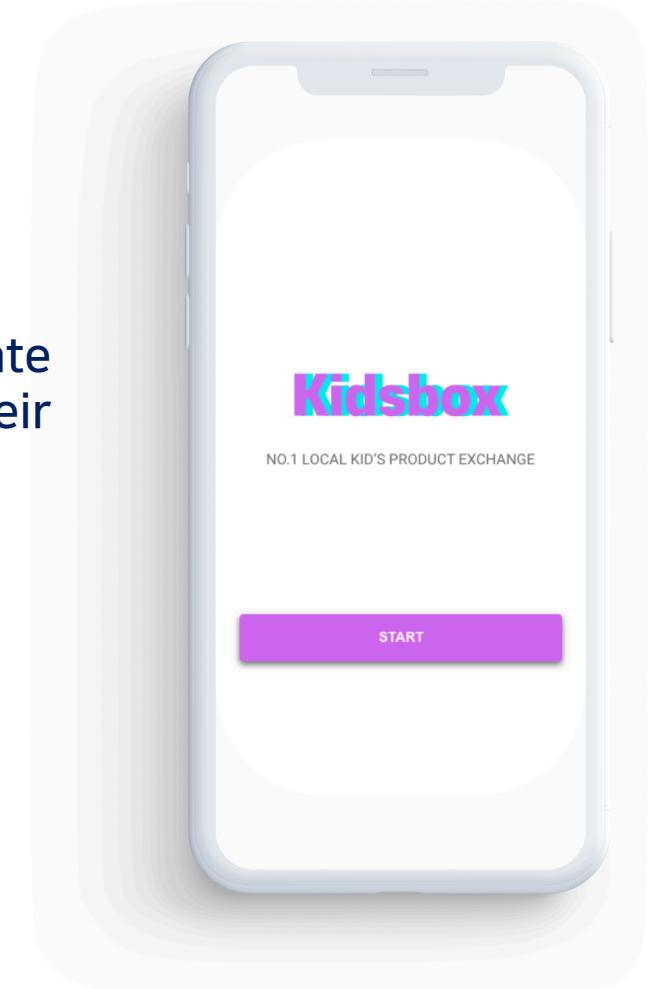
## The Goal

Create a design system to allow student-parents sell or buy second-hand child products (clothing/toys/gears) so that they can spend less money on the short-term use kids products. Moreover, leading to save the environment with the “three R’s”. (Recycle, Reuse, Reduce)



## Tool/System

A website/app that enables target users to sell/buy/donate second-hand kid's clothing, toys and gears among with their local neighborhoods.



**Target user** Student- Parents, who don't want to spend much money on the kid's products and cares about the environment at the same time.

## Persona



**Heather**

- Ph.D student at the University of Michigan School of Environment and Sustainability.
- Her child was born last year so she is interested in child products.
- Her wage is not much to buy new child products every time.

**Chloe**



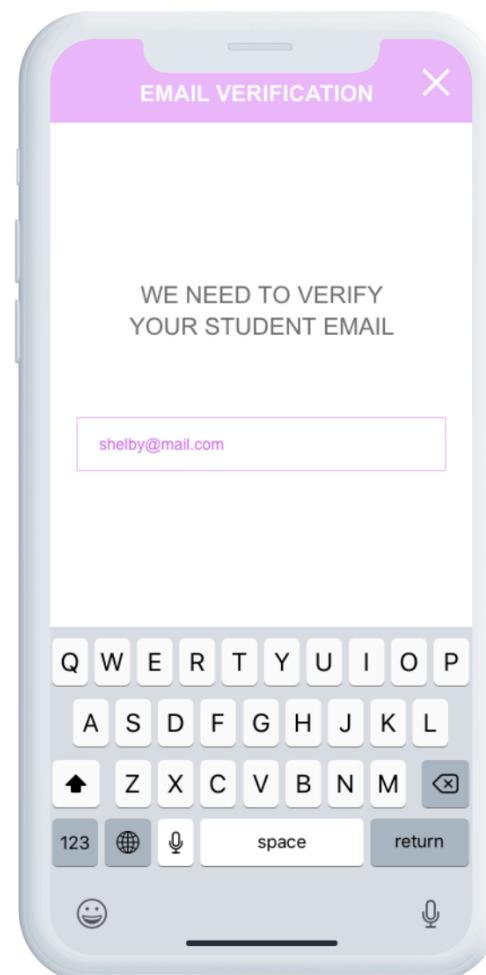
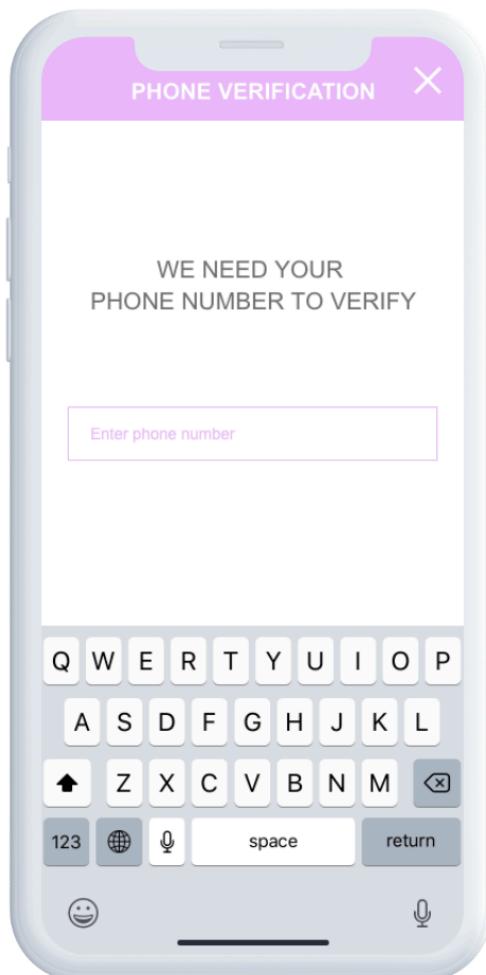
- Student at the Parsons School of Design.
- She has 7 years old and 4 years old kids.
- She wants to get rid of kids products at home.
- She cares about the environment.

## Needfinding Discoveries

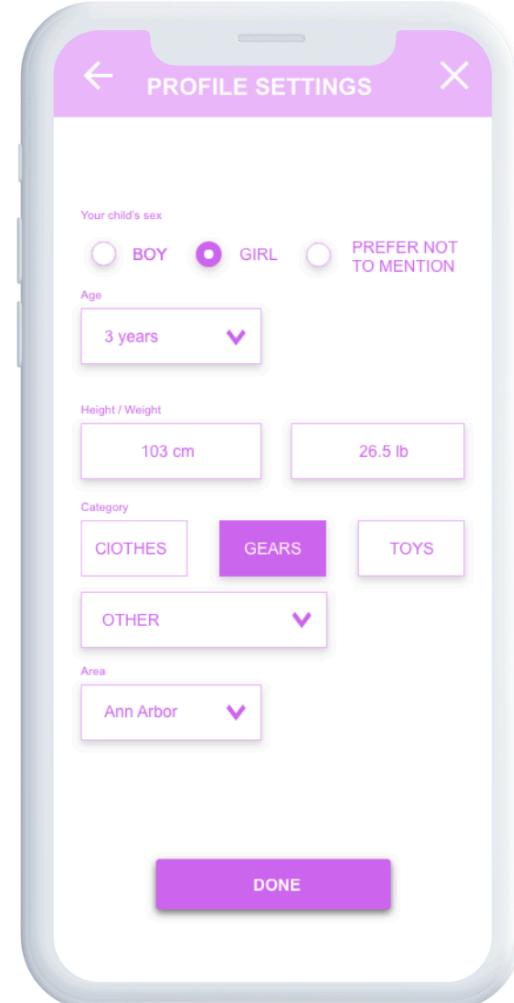
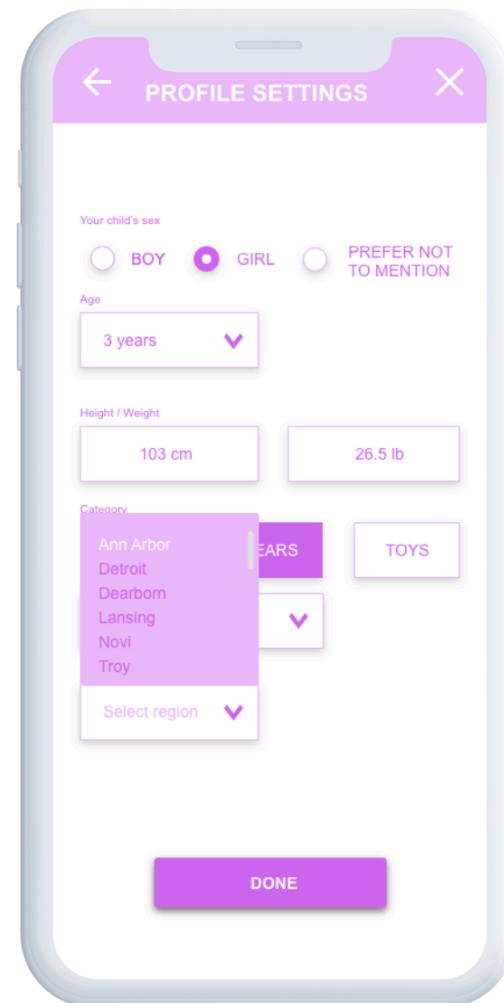
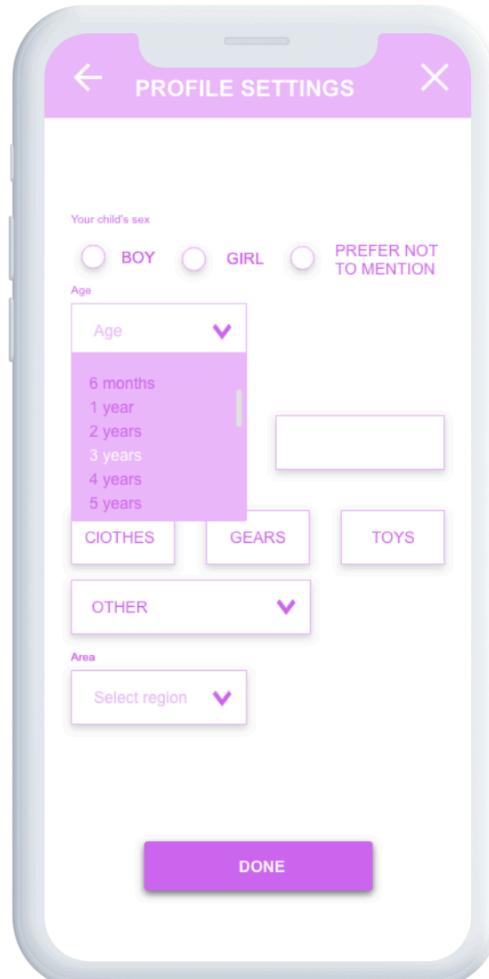
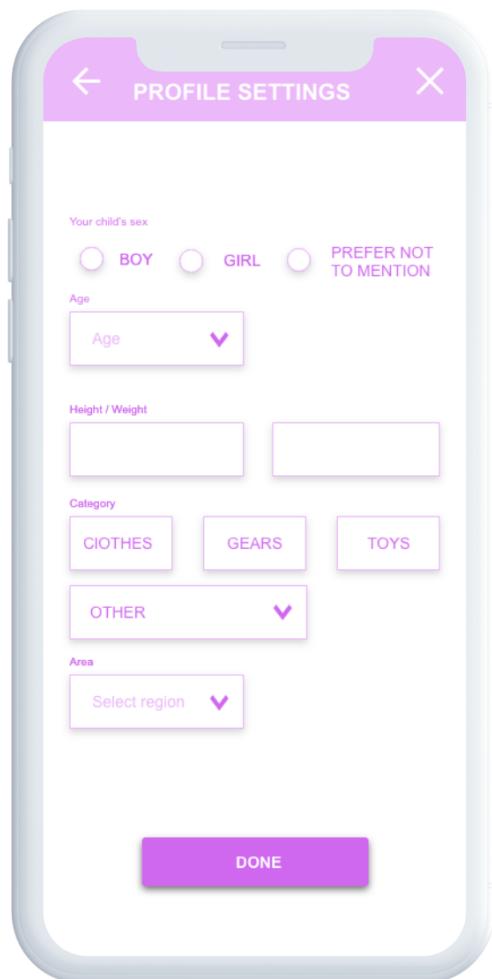
- ❑ It costs a lot to buy new kid's products every time.
- ❑ People don't want to throw them away so they are willing to donate or exchange their child's items to whom in need.
- ❑ Young student-parents don't have network to exchange the kid's products.



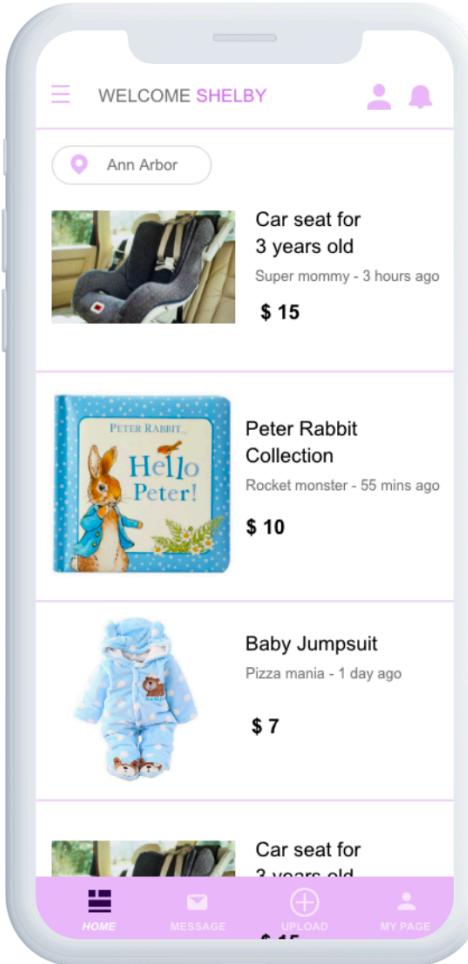
## Key Features – Identification Verification



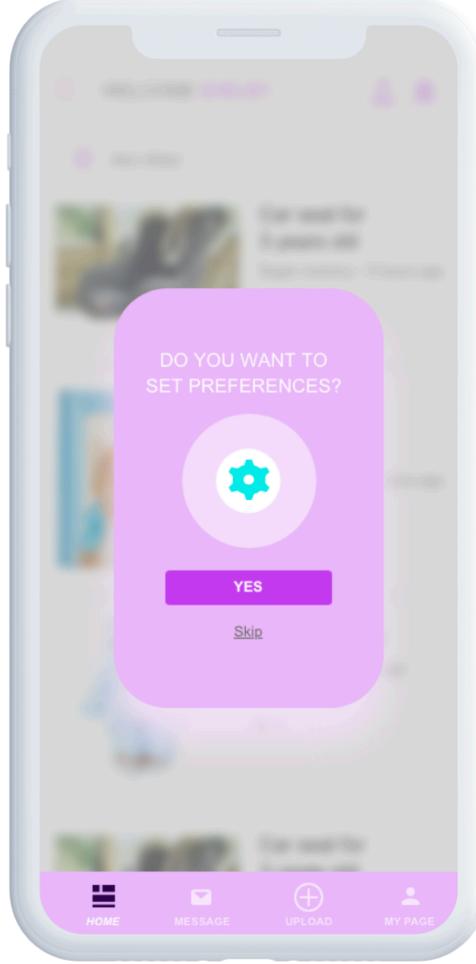
## Key Features – Profile Settings



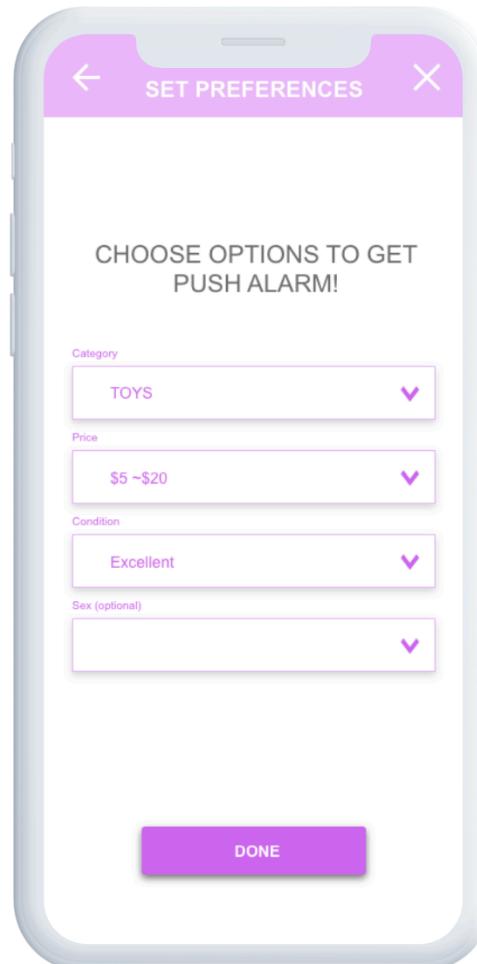
## Key Features – Main page/ Preferences



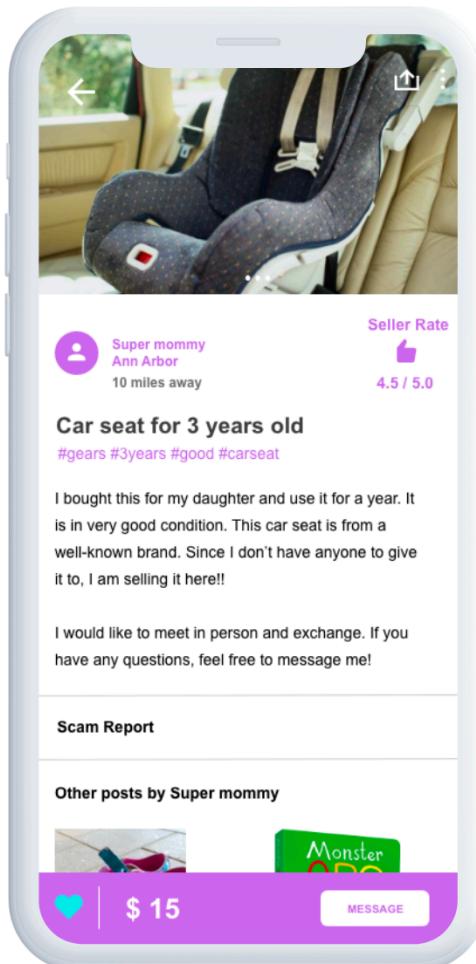
Main Page



Pop-up message

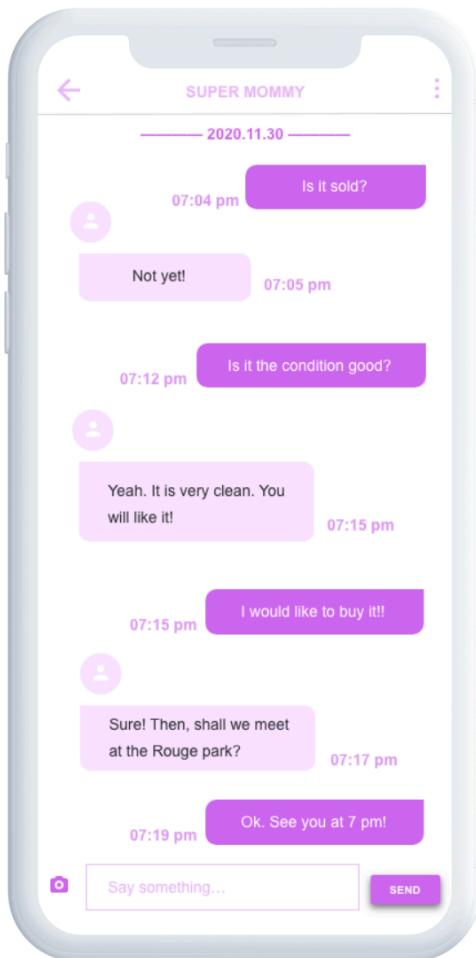


Preference Page

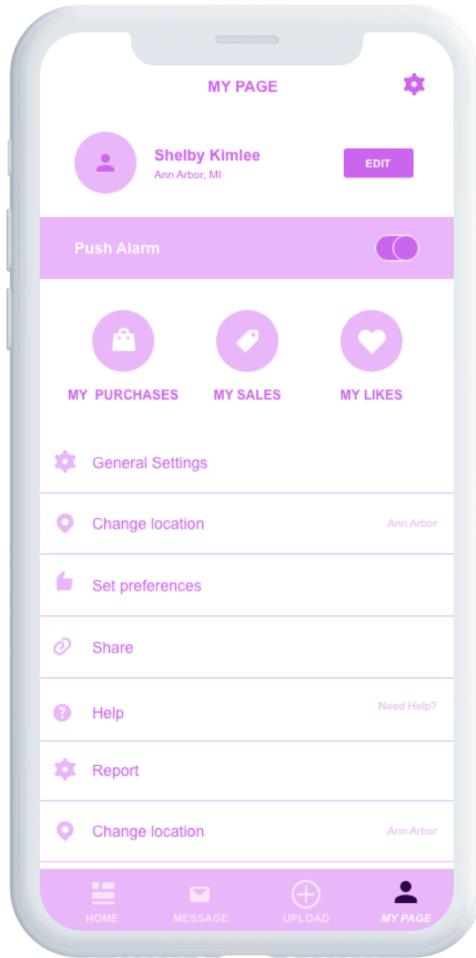


Product Page

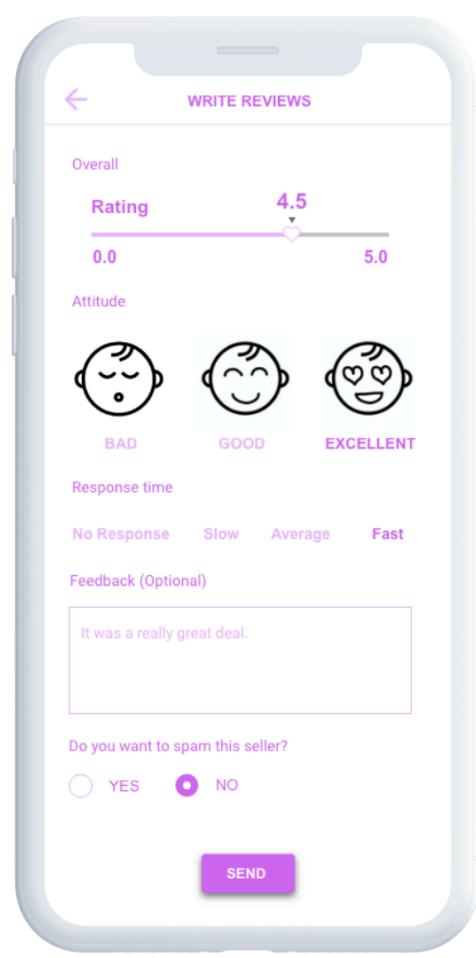
## Key Features – Buyer



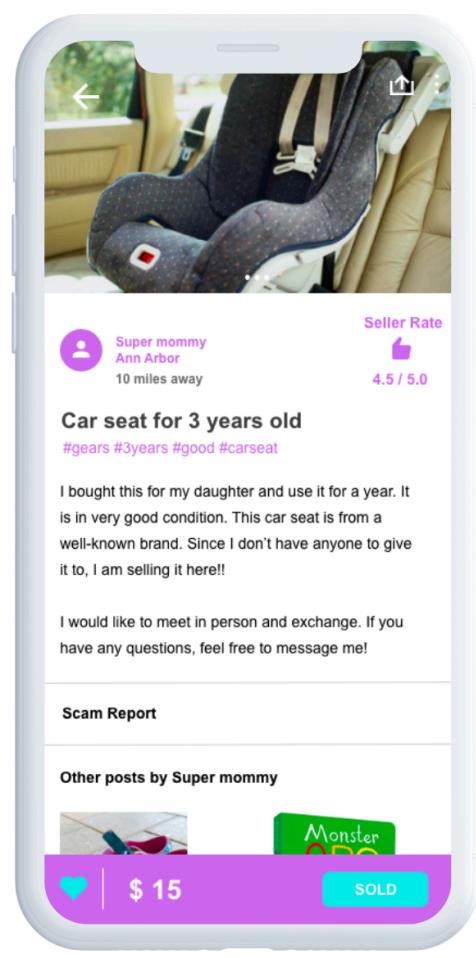
Message Page



My page

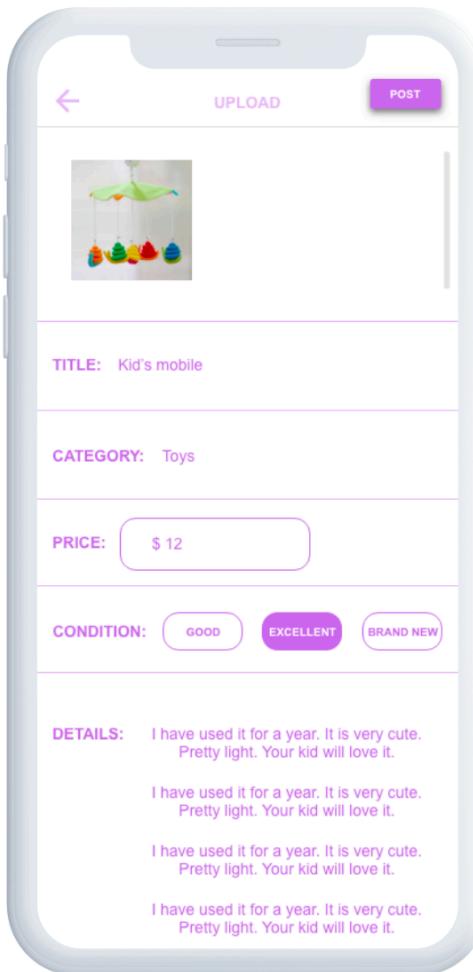


Review Page

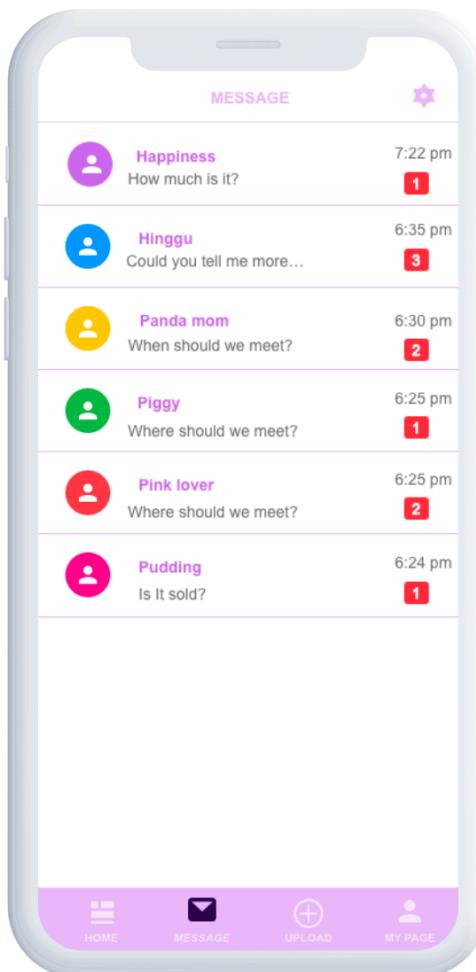


Product Page

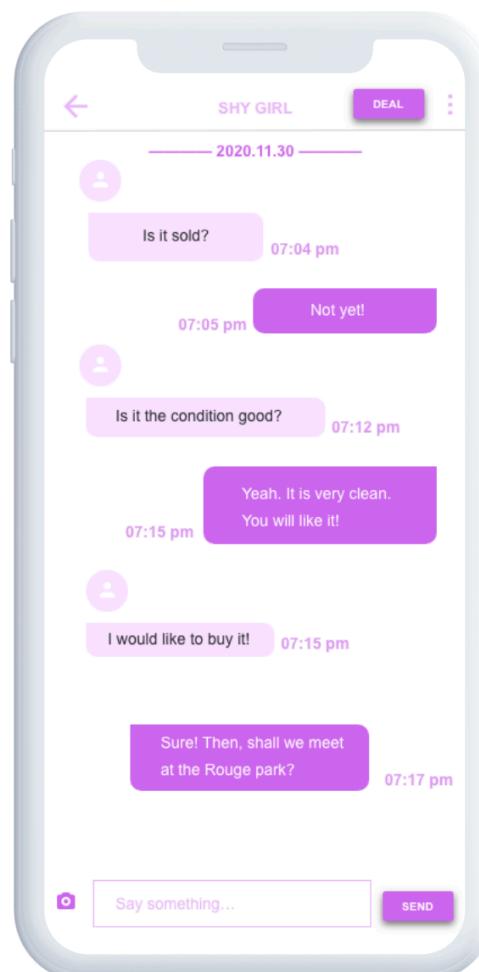
## Key Features – Seller



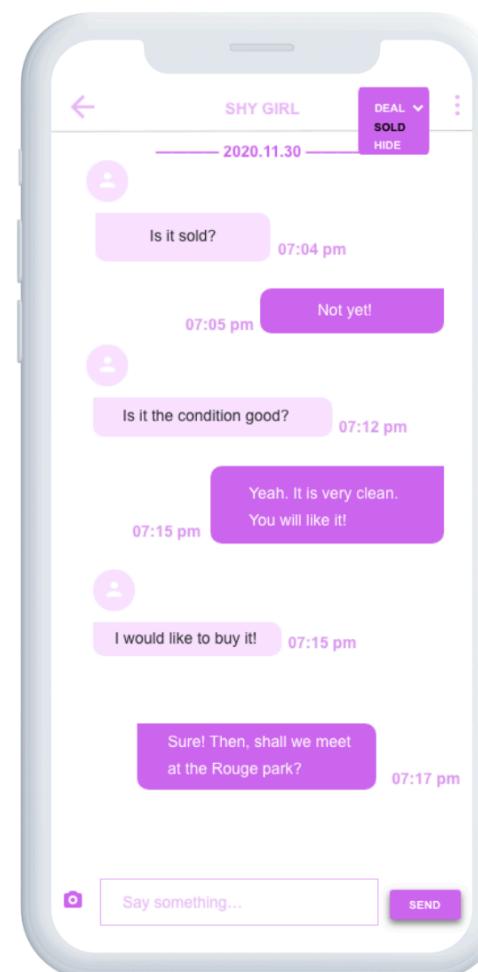
Upload Page



Message Inbox



Message Page



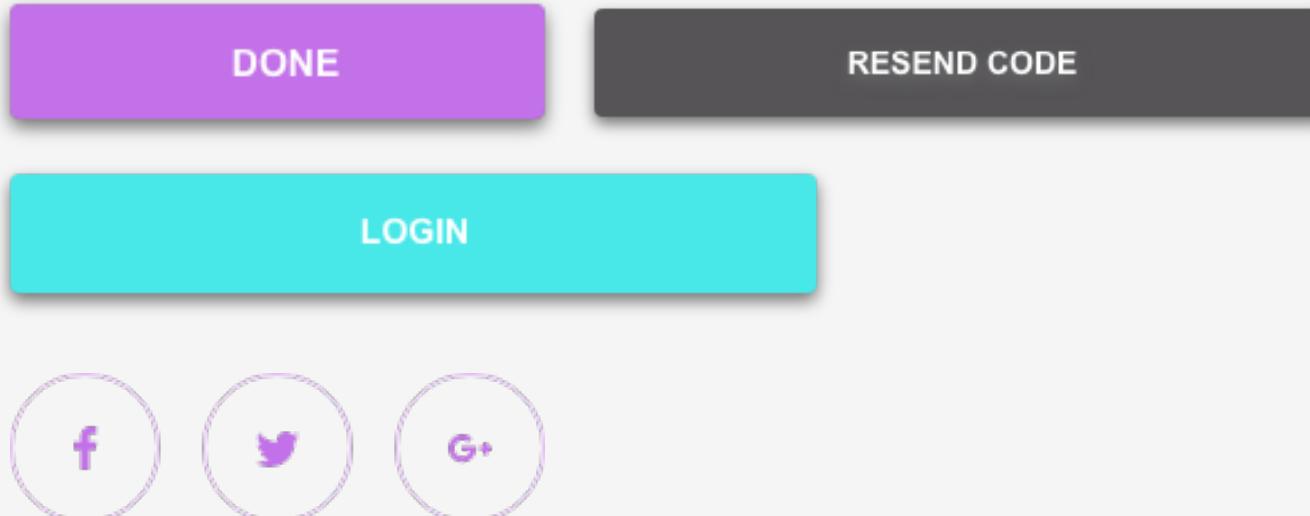
Message Page

# UI Components

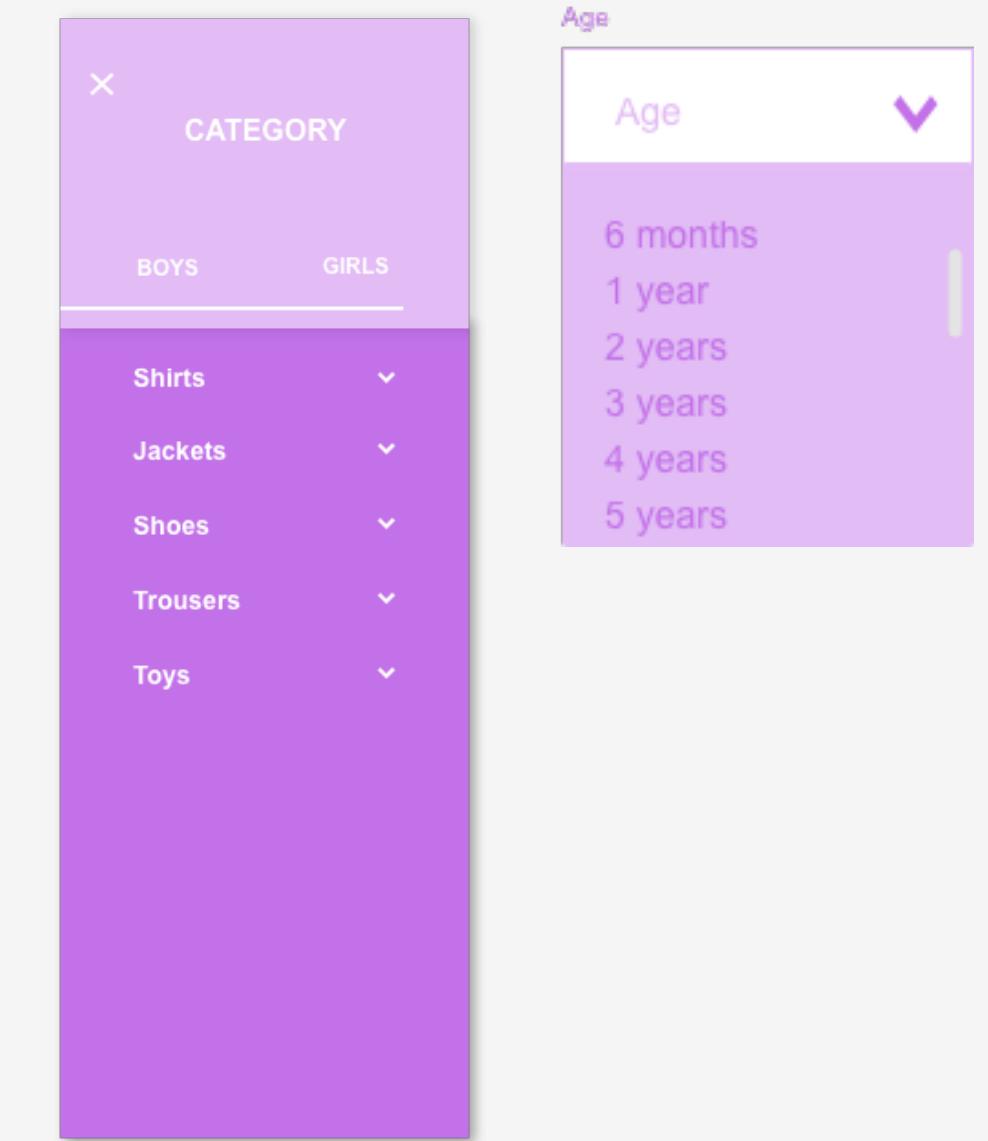
## Color Palette



## Buttons



## Dropdown menu



## Typography

Aa

H1 Heading

H2 Heading

H3 Heading

H4 Heading

Font Family

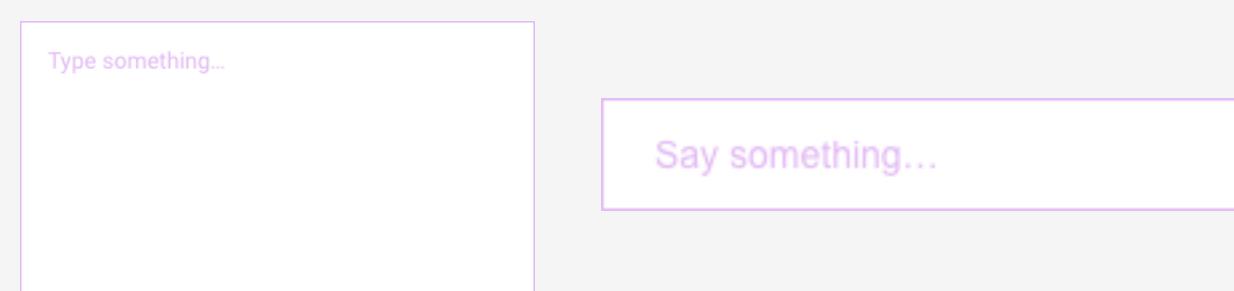
**Arial**

Font Weight

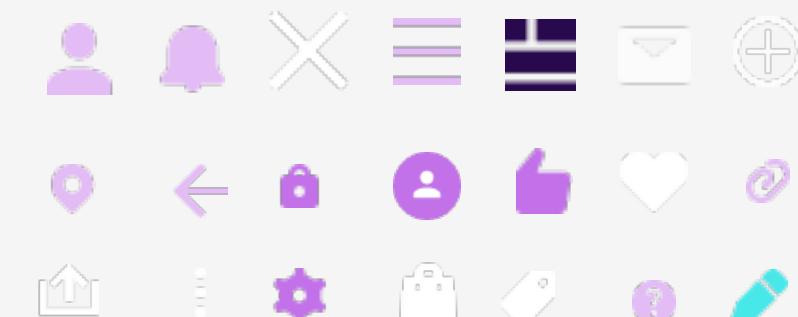
Regular

**Bold**

## Input fields



## Icons



## Checkboxes

BOY  GIRL  PREFER NOT TO MENTION

Agree to email subscription

## Tab bar



## Key Differentiator

- Targeted for local student-parents
- Message system
- In-person exchange
- Low-rate of scams



# Good design (is)

## Environmentally-friendly

It is an online application so no harm is done to the environment. It also promotes to save the environment by reusing the products.

## Makes a product understandable

The application is so simple and intuitive that the users can easily understand how to use the app.

## Honest

Each feature will work as it is supposed to be. No manipulation exists!

## Opportunities

- ❑ Experiencing on how to make an application
- ❑ Conducting User Testing
- ❑ Creating the personas
- ❑ Narrowing down the problems

## Challenges

- ❑ Coming up with the creative idea
- ❑ Narrowing down the problems
- ❑ Finding the interviewers
- ❑ Getting the background information

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## I liked

- Brainstorming
- Creating the prototype
- User Testing

## I wish

- We could have tested our own application to the potential users.
- I could have had more chance to interview people.

## What if

We could work as a team for the project. This is because my own ideas were very limited and would have been better to get other people's ideas with their own perspectives.

# THANK YOU

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