

User Interface for a Second-Hand Web Store

a recruitment assignment

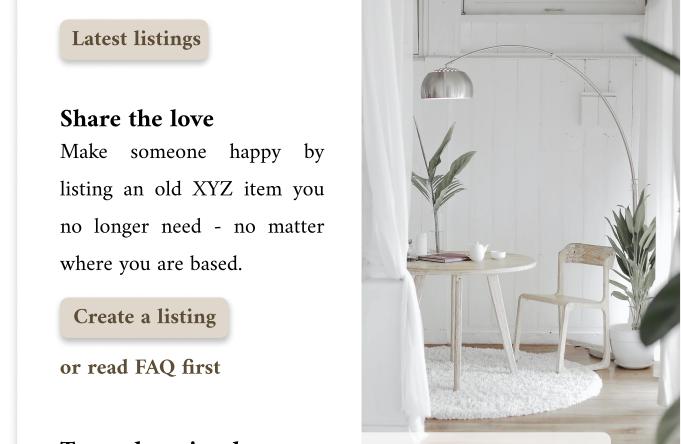


The image shows a mobile device displaying the XYZ Second-Hand website. The header features a menu icon, the brand name "XYZ Second-Hand", and a user profile icon. A call-to-action button "SIGN UP FOR OUR NEWSLETTER FOR SPECIAL OFFERS AND MORE" is visible. The main visual is a close-up of white, crumpled fabric. Overlaid text includes "INTRODUCING XYZ Second-Hand" and "THE INTERNATIONAL HOME OF XYZ SECOND-HAND PIECES". Below the image, promotional text offers a 10% discount for new purchases at xyz.com.

Get 10% off your next purchase at xyz.com

When you make a purchase or list an item for the first time at XYZ Second-Hand, you get 10% off your next order at xyz.com.

[See full details](#)



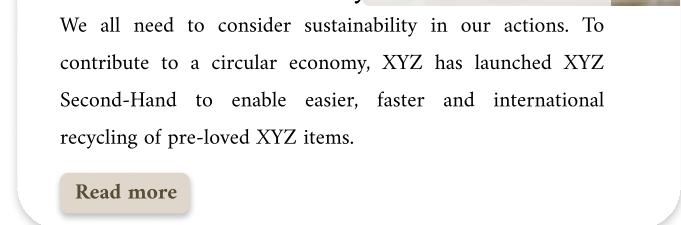
A section titled "Latest listings" featuring a small image of a room with a round table, chairs, and a lamp. It includes a "Create a listing" button and a link to "FAQ first".

Share the love

Make someone happy by listing an old XYZ item you no longer need - no matter where you are based.

[Create a listing](#)

[or read FAQ first](#)



A section titled "Towards a circular economy" with a subtext about XYZ's commitment to sustainability. It includes a "Read more" button.

Towards a circular economy

We all need to consider sustainability in our actions. To contribute to a circular economy, XYZ has launched XYZ Second-Hand to enable easier, faster and international recycling of pre-loved XYZ items.

[Read more](#)

ABOUT

Objective

Create a user interface for a new second-hand web store that is run by a company called XYZ. It should be demonstrated how a seller can list a product using a mobile device. The design should be engaging, and using the web store should be simple. Also, the site should be distinctive from XYZ's already existing web store.

Solution

A minimalistic user interface that gives the user feeling of control. The listing process is kept as straightforward and guided as possible. The interface is created with some key guidelines and design standards in mind.

DESIGN PROCESS

Defining the problem

The aim was to create a user interface that demonstrates how a seller can list an item on XYZ's new second-hand store using a mobile device. While designing the user interface, three key questions were considered:

- how to keep sellers (and buyers) engaged in the new web store?
- how to communicate the distinction between the second-hand web store and XYZ's existing web store?
- how to make the listing process as straightforward as possible for sellers?

Brainstorming and analysing ideas

ENGAGEMENT

- A good way to improve engagement is special offers. Since the company is already well-known and the second-hand store is aimed to XYZ's enthusiasts (since only the brand's items can be listed there), the idea of giving a discount for the next XYZ purchase after making the first purchase/listing feels logical: the sellers/buyers of the second-hand store are likely willing to continue using XYZ's items in the future. While encouraging to create a listing, giving a special offer can also generate traffic to XYZ's existing web store.
- Encouraging the web store visitors to sign up for a newsletter (e.g. for extra discounts or notifications of new listings) is an alternative way of keeping the users engaged and reminded of the store's existence.

DESIGN PROCESS

DISTINCTION BETWEEN THE TWO STORES

- Naming the second-hand store in a distinctive way, such as XYZ Second-Hand, helps distinguishing it from the existing store yet makes it easy to recognise the second-hand store as a part of XYZ company. Highlighting the nature of XYZ Second-Hand at XYZ sustainability objectives is also important in the new web store to make visitors understand what the store is about.

STRAIGHTFORWARD LISTING PROCESS

- Starting the listing process should be made easily accessible without the need to navigate through the web store for too long as there is no sellers XYZ Second-Hand can afford losing.
- To make the seller feel like they are in control of the process, it is smart to give them an indicator of how far they are in the process.
- Identifying the correct item should be made easy by giving the option to select the item by at least a few different ways, such as item name or ID.
- One pain point is how the item's condition is to be classified. Here, clear options are of great importance but the seller should also be able to add details if they wish to do so.
- XYZ's commission needs to be communicated to the seller.
- Trust concerns are common when it comes to second-hand items. From the seller's perspective, the main concern would be the payment - when would they be getting it and can they be confident they will get it from the buyer? This needs to be addressed.
- Listing an item should be as simple as possible and only include relevant stages with the chance to get help if the seller gets stuck.

DESIGN PROCESS

Creating the design

MINIMALISTIC LOOK

- Minimalism reduces information overload and can lead to aesthetically pleasing interfaces that are often associated with sophisticated, high-quality brands. Keeping the user interface relatively simple can also help with responsiveness and make the web site faster to load. It is easy to imagine that the existing web store is also taking advantage of a minimalist, aesthetically pleasing design, and therefore the web stores can be recognised to belong to the same company.

STARTING THE LISTING PROCESS IS EASY

- I decided to add a Create a listing button to the front page. This way sellers won't have to navigate to their profile to find the place for listing items. I chose to do this also because it is a new web store where the buyer/seller count is still low. Therefore, it is important to keep relevant actions easily accessible to avoid losing potential sellers.
- I placed the Create a listing button right after a short Share the love text that encourages to list. I thought it was important to mention one of XYZ key points regarding the new web store, the internationality of the store, but keep the text short to avoid a cluttered look.
- Positioning a mention about getting a discount after first purchase/listing centrally makes it hard to be missed and might encourage people to start using the web store. Having the Create a listing (and Latest listings) button near helps as visitors won't have to navigate far to find where to start.
- I added a short Towards a circular economy text at the bottom to explain more about XYZ's reasoning behind a second-hand store and sustainability objectives as it was important for the company to become perceived as a more sustainable alternative.

DESIGN PROCESS

FEELING OF CONTROL

- I wanted to include an indicator of how far the seller is in the listing process to make them feel in control. The indicator at the top helps knowing what is yet to come. I also included a Back button to make it easy to go to the previous page.
- When the seller wants to list multiple pieces of an item, it is automatically thought of as a set. I find this logical as several pieces of one item are often a set (especially in furniture and home decor), and also buyers are often looking for a whole set instead of just one piece. However, the seller can change this if they want to price pieces individually.
- At the end, there is a confirmation page where the seller can check their listing and change any information they want without having to navigate back. This streamlines the process and eliminates unnecessary clicks back and forth.
- Once the listing is confirmed, the seller can easily continue to either view the listing or create another one without having to go back to the front page first.

FOLLOWING BEST PRACTICES

- Each step is on its own page to avoid overwhelmingly long stages and make it easier to follow the process. This is quite standardised in online stores where the listing process includes different steps.
- Keeping the page structure similar (e.g. Continue buttons are always on the right) at each step makes the interface feel coherent. However, I chose to place the Upload photo button in the middle as it is part of the action of that step (whereas Continue buttons on the right-side are associated with moving to the next stage and not exactly related to the action of current step). Similarly, the Confirm listing button has a different positioning from the Continue buttons to avoid potential fast clicking through the process.

DESIGN PROCESS

HELP ALWAYS AVAILABLE

- Finding the correct item is made easier by giving examples of the correct searching form (“e.g. Oslo or 123XYZ”). It is also simple to determine if the search result is correct as several product information are presented (photo, ID, measurements, stamp...).
- Additional help is always available at the crucial stages, whether it is behind a ? (which is often used to indicate help) or links such as “I can’t find the right item” or “View full photography guidelines”. I chose to go with this style to avoid information overload but keeping help very close should the seller need it.
- Continue buttons are only visible when the seller has filled the necessary fields. This helps the seller to understand what actions are needed and avoids mistakes.
- Showing how others have priced the same item can be helpful if the seller is unsure of appropriate price. I find this an important element although there might not be many other listings in the beginning.
- I chose to present information about commission when the seller is setting the price so that they won’t forget that 10 % of the sale price will be taken by XYZ.
- I decided to include information about how XYZ keeps the seller and buyer safe by handling the payment at the very end. Here, the seller can read the so-called Trust policies in full and has to agree to full Terms and Conditions before finalising the listing. This eliminates the risk of confirming the listing without understanding how the service works. Terms and Conditions and Trust policies are also accessible from the front page where a link to FAQ is provided. This way the seller won’t have to go through the entire listing process before knowing how things actually work.

FINAL LOOK

XYZ Second-Hand 

Back  Choose item  Condition  Photos  Price  Confirm

Which item do you want to list?
Search by product name or ID

Helsinki 

I can't find the right item

1 item found

**Helsinki Bar Stool**
483XYZ
Stamp XYZ1968 
100% oak
65cm x 35cm x 35 cm
Retail price 300 €

Selling quantity  1 



XYZ Second-Hand 

Back  Choose item  Condition  Photos  Price  Confirm

Tell about your item's condition 

Overall condition

Average: small dents or stains 

Please give details of the condition e.g. where are the dents located

Small visible dents on the legs. Some small scratches on the seats. Otherwise in good condition.

Does the item come with original care instructions and packaging? 

Care instructions included
 Packaging included



XYZ Second-Hand 

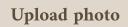
Back  Choose item  Condition  Photos  Price  Confirm

Add photos of your item

- Please add at least 2 photos, displaying the item from different angles
- Try to show possible dents and stains in the photos

[View full photography guidelines](#)

IMG001  



FINAL LOOK

XYZ Second-Hand

Back Choose item Condition Photos Price Confirm

Set the price for your item

You have selected 4 pieces to be sold

Sell as a set
 Sell separately

Price for a set of 4 e.g. 99,99 €
Retail price for piece: 300 €

Note that XYZ takes a 10% commission of the price. ?

See how others have priced the item

1 x Helsinki Bar Stool	4 x Helsinki Bar Stool
Average condition	Brand new with tags
100 € listed 12/22	1000 € listed 1/23
View listing	View listing

XYZ Second-Hand

Back Choose item Condition Photos Price Confirm

Please check everything is correct


[View photos](#) [Edit](#)

4 x Helsinki Bar Stool
483XYZ
Average condition
No care instructions or original packaging
600 € for the set

Choose delivery method ?

Shipping
 Pick-up
 Ulvilantie 20C, 00350 Helsinki
 Another address

Please give details e.g. suitable pick-up times
I'm flexible, but would prefer picking up on a Mon-Fri evening.

Please note that XYZ will hold the payment until the buyer has received the item as stated in our Trust policies. The sale price (excluding the commission) will then be transferred to your account.

I understand the above and accept Terms & Conditions

[Confirm listing](#)

XYZ Second-Hand

Back Choose item Condition Photos Price Confirm

Please check everything is correct


[View photos](#)

4 x Helsinki Bar Stool
483XYZ
Average condition
No care instructions or original packaging

Your listing is published

Thank you for contributing to a circular economy with us. You will soon receive your 10% discount code via email.

[View listing](#) [Create another listing](#)

[Back to front page](#)

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Please note that XYZ will hold the payment until the buyer has received the item as stated in our Trust policies. The sale price (excluding the commission) will then be transferred to your account.

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[Confirm listing](#)