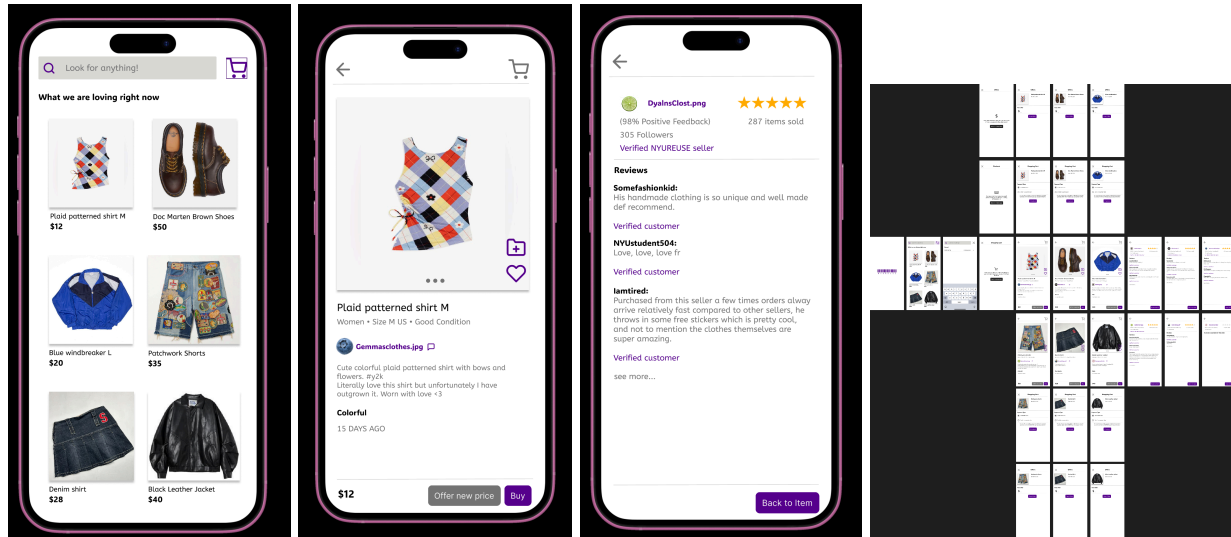


NYreUse by Samantha, Matt, and Edward

Pictures of Pretotype



- Our pretotype is a Figma wireframe of what our application would function/look like.
- We are using the interactive nature of the wireframe to test its effectiveness in regards to user experience.
- Picture 1: Home Screen that is first shown illustrates items (like commonly resold clothing between college students), what our ideal price ranges would be, and a generic second hand selling app layout.
- Picture 2: Illustrates what clicking on an item would look like
 - Provides multiple pictures for the item
 - Provides more information regarding the item and its condition
 - Allows you to “heart” and “save to folder”
 - Click on sellers profile
 - Offer a new price to the seller
 - Purchase the item
- Picture 3: Example of a seller profile which would include:
 - Overall star rating
 - Amount of sells
 - Percentage of good reviews
 - Followers
 - An NYUREUSE verification
 - Customer reviews
 - Which may also be verified by NYUREUSE
- Picture 4: Illustrates the entirety of the interface which we have designed thus far within our Figma wireframe

Questions

1. We created what is called a paper pretotype, as described within the nine pretotypes, as we created images of what our app would look like to plan out layout and function of the actual product.
2.
 - a. In the VPC, we assumed that our online store would be more convenient than other forms of shopping. By designing our website without actually creating it, we will be able to see if our website will actually be more convenient.
 - b. We also assumed our prices would be cheaper than other methods of buying dorm items. By listing example prices for items, we will be able to see whether our definition of cheap fits with the general population's.
3.
 - a. We will show people our outline for our website and have them pretend that they are buying an item. We will show them the screens that they will encounter in order. For example, we will show them the home screen first, then have them "search" for an item, and then show them the search result page. We will note any troubles they have in finding certain buttons or purchasing items so that we can make the website more intuitive. We will ask them at the end of their "purchase" what could be improved to make it easier to buy items.
 - b. We will ask people whether the prices on the pretotype are reasonable, too much, or lower than expected. We will also take note of what items people pretend to buy to see if some of them seem like better deals than others. Lastly, we will ask people what price they would expect to see for certain common dorm items (lamp, fridge, etc.) and record this data to find an average price for each item.
4.
 - a. We will measure the number of times each person needs help "buying" an item to test our website's efficiency/convenience. We will also measure the amount of time it takes each person to complete a "purchase". We will record qualitative data regarding the issues people have with the purchasing process. We will record their responses regarding what could be improved with our website.
 - b. We will take note of whether people thought the prices on our website were reasonable. We will record the number of people who "buy" each listed item. We will record the prices each person gives for common dorm items and create an average price for each item.
5.
 - a. If the average number of times each person needs help "buying" an item is 0 or 1, we can conclude that our site is very convenient and has very few issues. If it exceeds 1, we have to fix something, and our assumption that our website is very convenient was wrong. If the average time taken to "complete a purchase" is more than 1 minute, we will say that our assumption was wrong because as long as

someone knows what they are trying to buy, it should not take over a minute to buy it on our site.

- b. If 25% or more people think that our prices are unreasonable, we will say that our assumption was wrong and that we should change our ideas of what reasonable prices are. We will look at the average price people thought each dorm item should cost and compare it to our own idea of what they should cost to further test whether we had the correct idea of what reasonable prices are.