

SHEYPOOR ONLINE MARKET

A free online classifieds marketplace where anyone can buy, sell and search goods and services quickly, easily and free of charge.



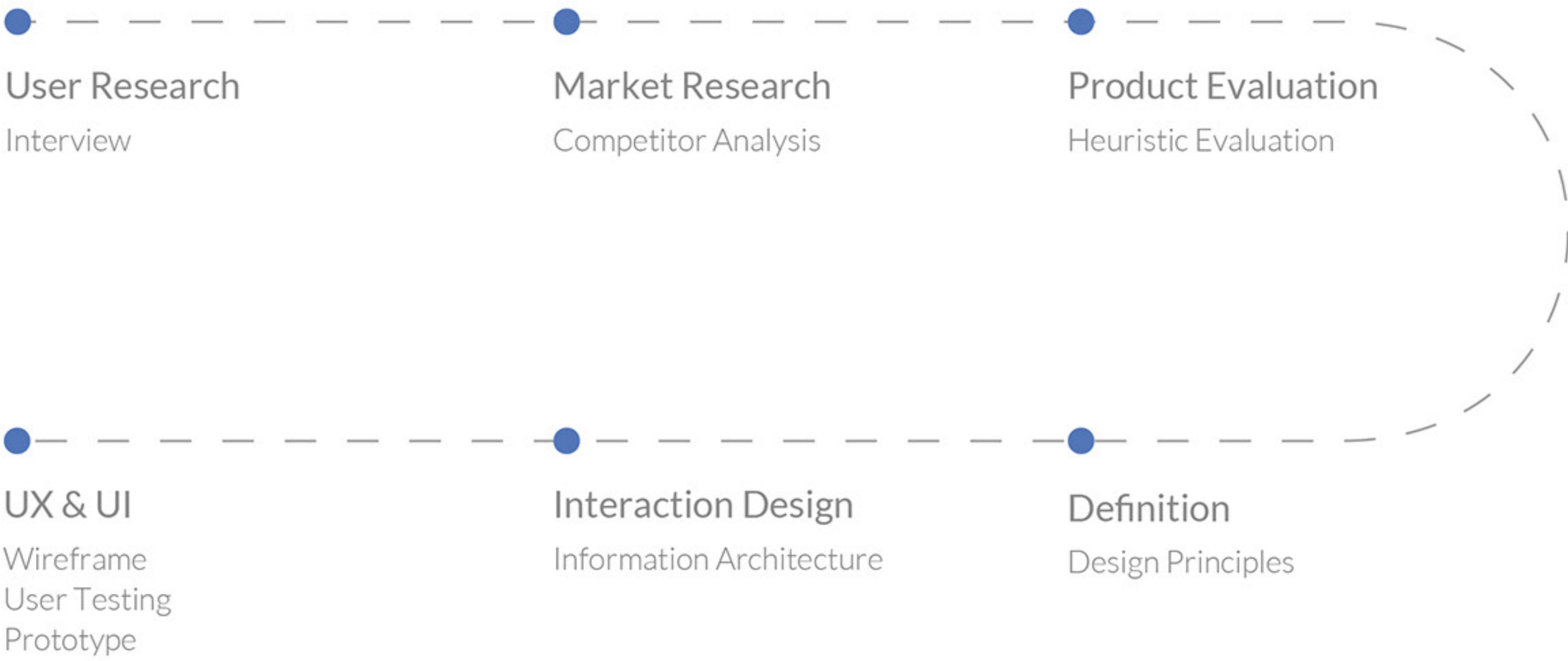
BASIC INFORMATION

DEFINITION	MY ROLE	DATE	METHODS
Website Redesign	UX Design UI Design	May 2020 Aug 2020	User Research Competitor Analysis Heuristic Evaluation User Testing

WHY?

Though popular, this website has not reached its goal to attract target audience and is constantly behind its competitor. The goal of this project was to understand and fix the flaws within this website.

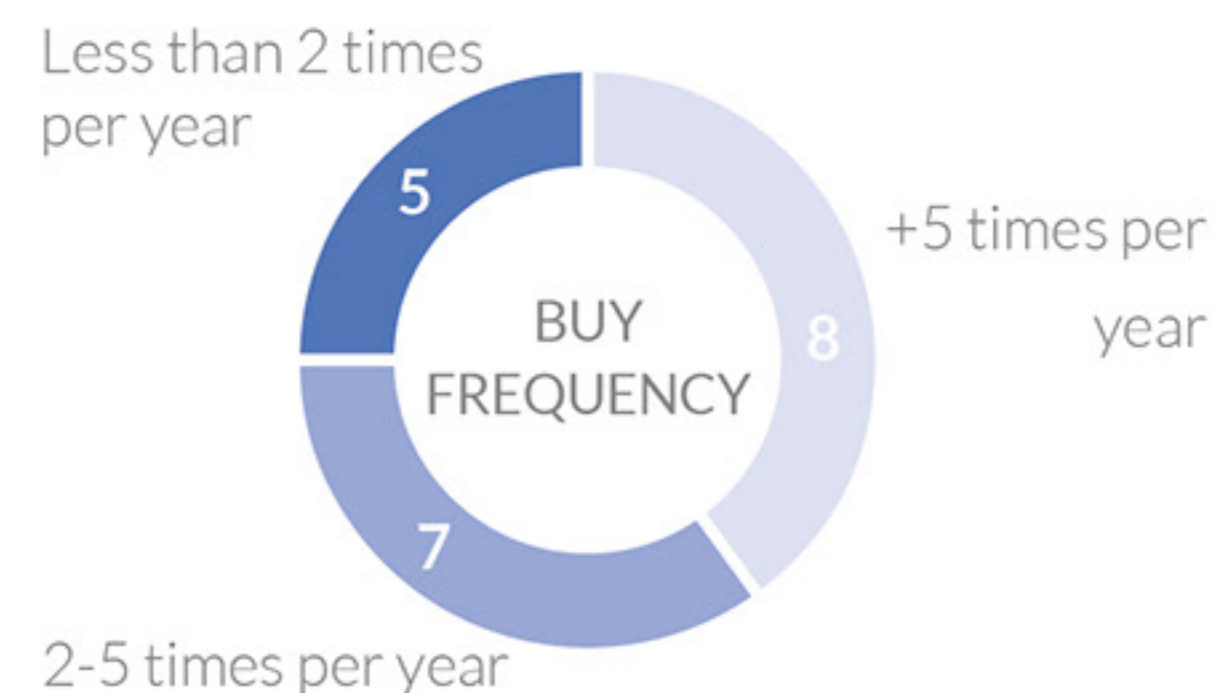
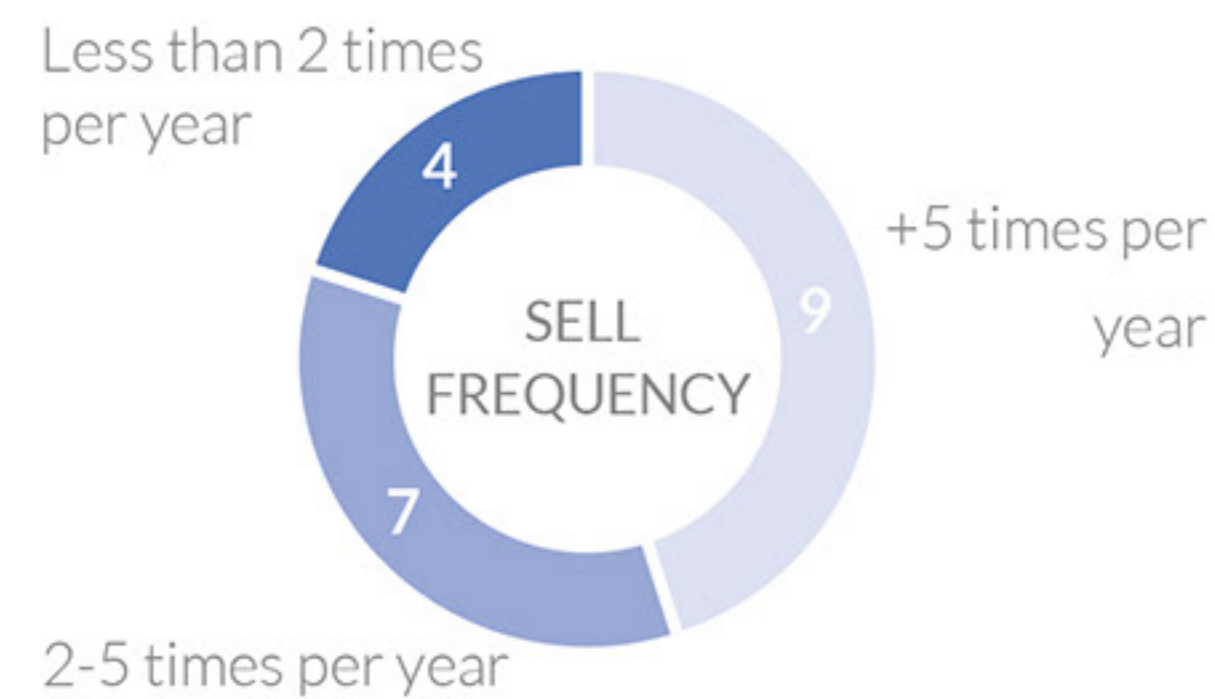
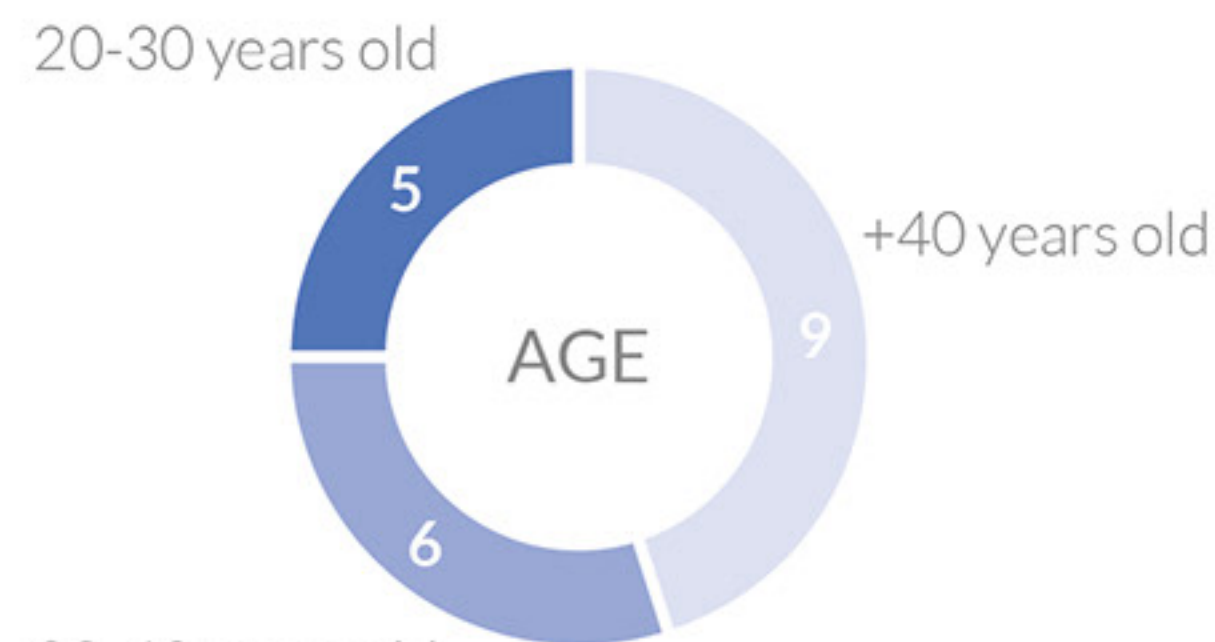
DESIGN PROCESS



INTERVIEW

20

TOTAL INTERVIEWS



USER QUOTES

“ The website looks messy at the first site! ”

“ There are lots of useless information. why should I care about number of posts!? ”

“ It is hard to know where I am! The site map is not clear! ”

“ Looks like the contents are scattered across the website, like there is no visual structure! ”

“ Should I scroll back all the way up to access the search filters? ”

COMPETITOR ANALYSIS

I performed a SWOT analysis of Divar website, which is our primary rival:

Strengths



Good Real State

Weaknesses



No Responsive Website

Opportunity



No similar post suggestion

Threats



Neat User Interface

HEURISTIC EVALUATION

I analyzed the current website according to Jakob Nielsen's Usability Heuristic rules and here are the flaws:

AESTHETICS AND MINIMAL DESIGN

- Lots of useless information
E.g. number of posts
- Too much white space left on category pages

CONSISTENCY AND STANDARDS

- Similar posts are shown in different ways
- Similar menus function in different ways
- Similar categories are displayed in different ways

FLEXIBILITY AND EFFICIENCY OF USE

- The user has to scroll all the way back to the top of the page to apply new filters.
- Lack of responsive web design

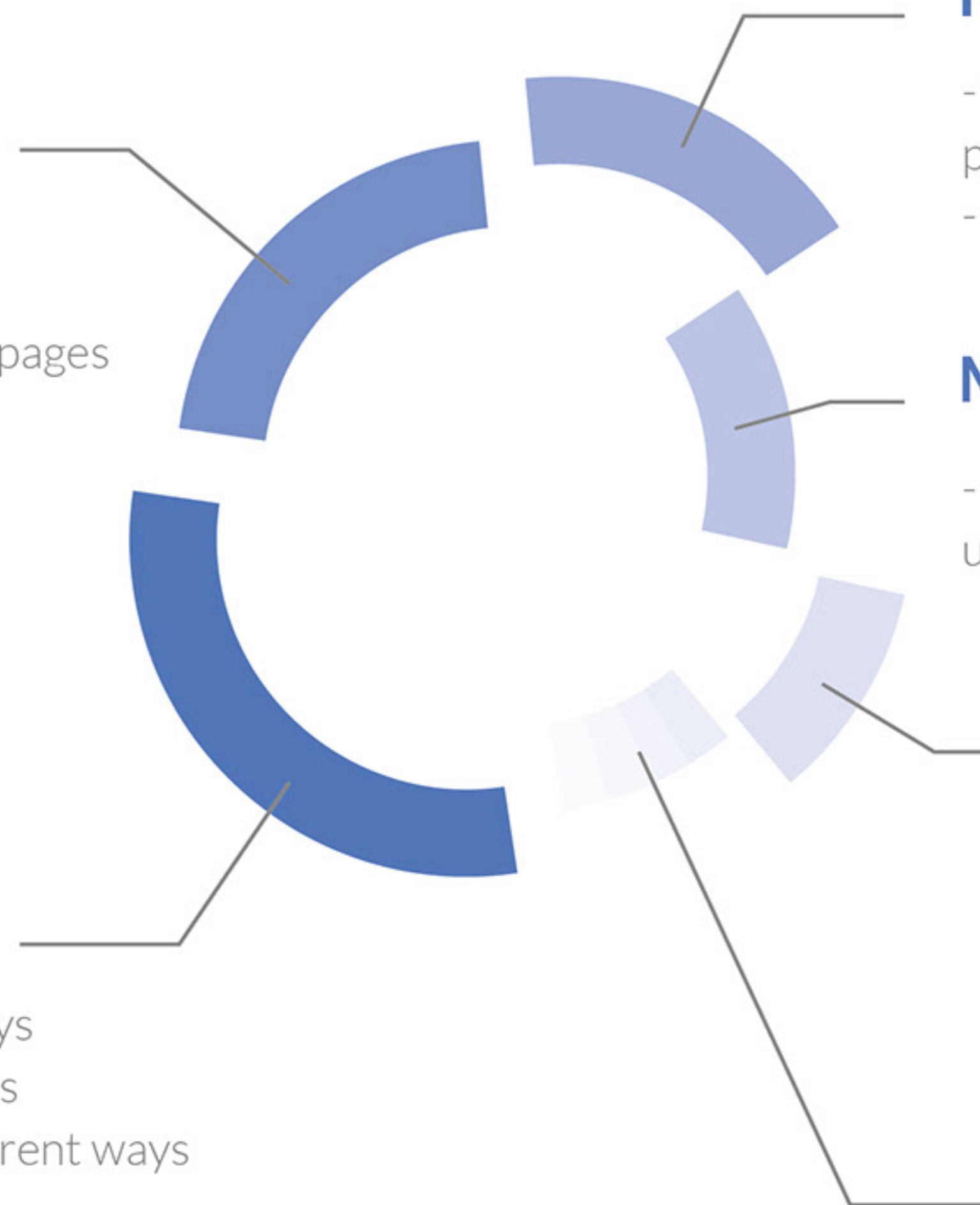
MATCH BETWEEN SYSTEM AND REAL WORLD

- Many category icons are so badly selected that the user can not guess what the category contains

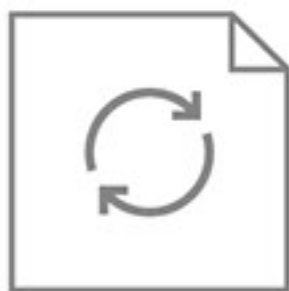
VISIBILITY OF SYSTEM STATUS

- The system status is not visible while editing a post. So the user is not aware of the procedure and has no freedom to go back and forth

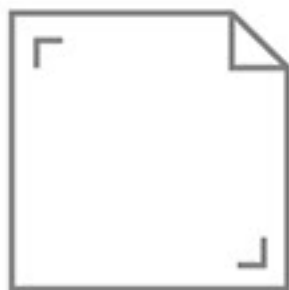
OTHER PROBLEMS



DESIGN PRINCIPLES



CONSISTENCY

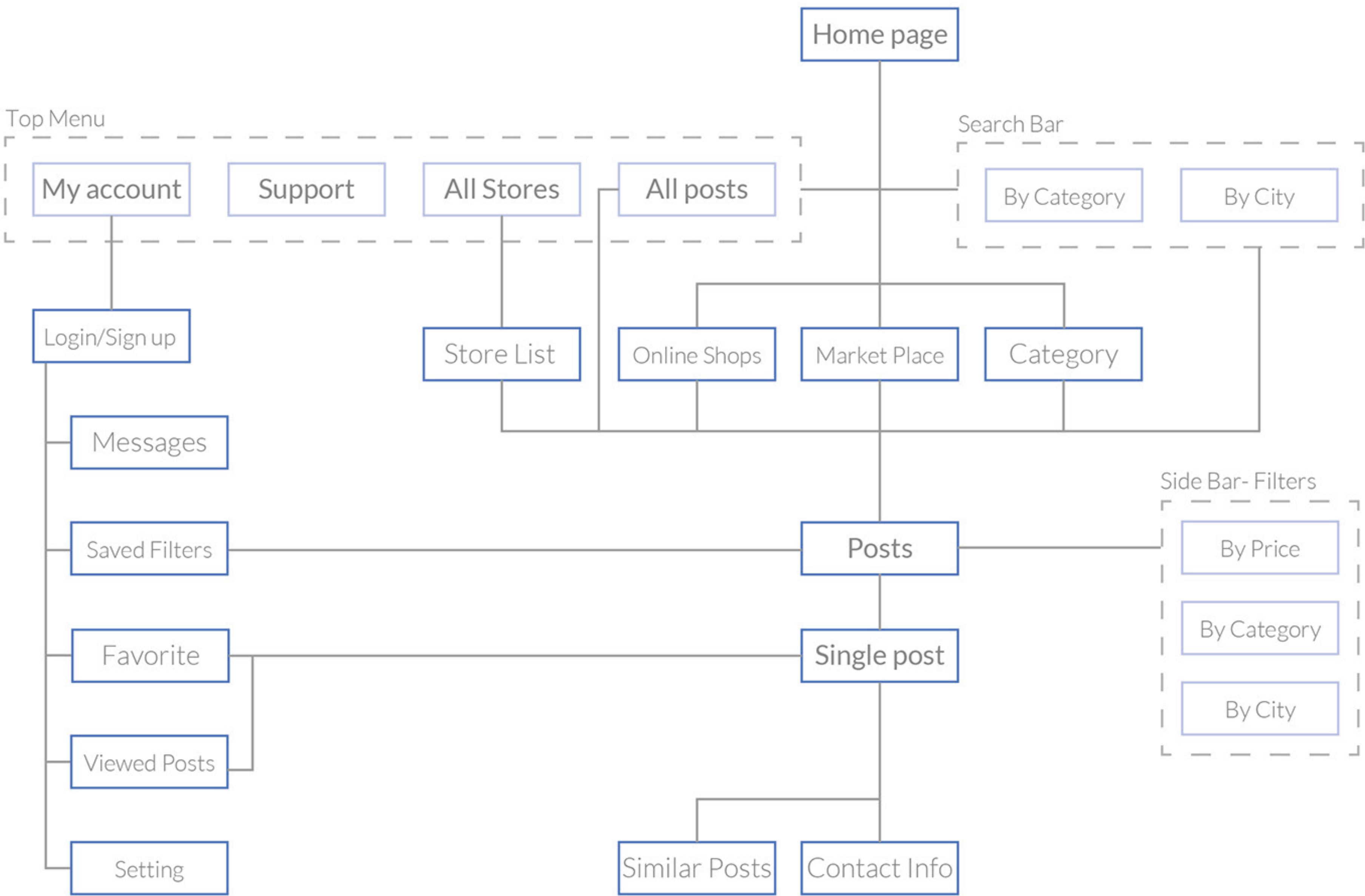


AESTHETICS



IMPROVE EFFICENEY

INFORMATION ARCHITECTURE



WIREFRAME



Now that I knew where the flaws were, what the users expected and I had an overall view of how the structure of the product would be, I decided to work on the wireframes. In order to get a reliable insight I designed the **wireframes for both desktop and mobile devices**.

USER TESTING

I conducted 5 **moderated user testing** sessions. The tests were consisted of some **tasks** that I gave the contestants to perform and some **questions** to answer. I divided the tasks and question to 3 categories (**Impression questions, Exploratory tasks, Directed tasks**). The results were to some extents satisfactory though some minor **problems** were also revealed.

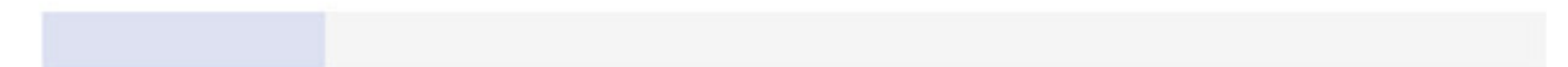
ACCURACY



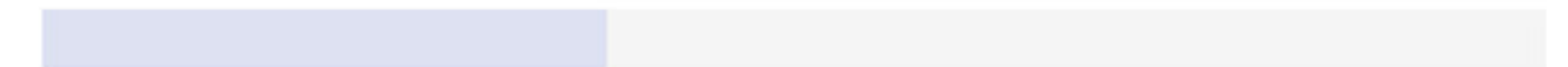
ENJOYABILITY



CONFUSION



RELEVANCE



80%

of participants understood the core premise of the product.

80%

of participants enjoyed the overall experience using the product.

20%

of participants were unable to successfully complete all tasks.

40%

of participants had difficulty using certain functions of this product.

