

# Thrift shopping app-Thriftee

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# Project overview



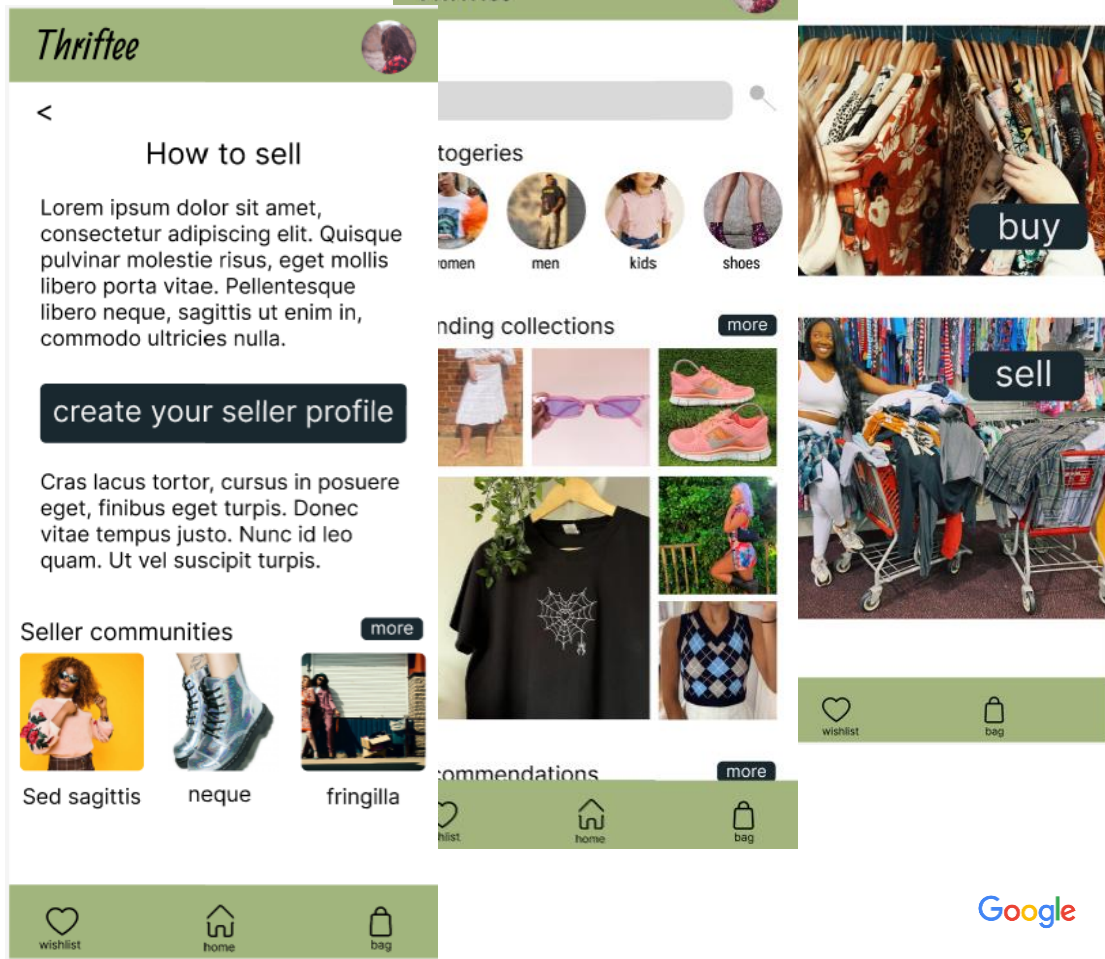
## The product:

This is an app for thrift shopping. Here people can buy and sell items. With a large network of people and communities this app makes thrift shopping easy.



## Project duration:

June 2022 to August 2022



# Project overview



## The problem:

The items are often not categorised properly.  
The texts, button not accessible by many users with impairments.



## The goal:

To create a thrift shopping app which is simple and easy to use and navigate.

# Project overview



## My role:

Ux researcher, UX designer, visual designer



## Responsibilities:

Research, wireframing, prototyping, usability study

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



At first I determined the research goals, the target audience and scripted the interview questions. Using the sample bios provided, I imagined interview scenarios and formulated the answers to the interview questions for each of the sample bios.

The user pain points were unavailability of screen readers, translators, the screens of the app being difficult to navigate and understand, too much clutter in the websites, and the items not being categorized properly.

I realized that the app needs to be made simple and easy to understand.

# User research: pain points

1

## Difficult to navigate

Clear instructions are not provided in the apps. It is not clear what to do next.

2

## Too much clutter

The users are getting frustrated due to the clutter and excessive information on the screen.

3

## catogerization of the items

The items are difficult to find due to wrong catogerization of the items.

4

## Unavailability of assistive technologies

Users with visual imparity what screen readers. Users whose first language is not english would benefit if there are translators.

# Persona: Jayson Swann, Margaret Rush

## Problem statement:

Jayson Swann is a Physics Professor who needs A thrift shopping app which is easy to navigate and can be used by visually impaired people because He does not want to depend on others help while shopping online.



**Jayson Swann**

**Age:** 45

**Education:** Ph.D. in Physics Astronomy

**Hometown:** Waterloo

**Family:** Lives with his wife and a daughter

**Occupation:** Physics professor

*"Physics is, hopefully, simple, physicists are not"*

### Goals

- an online platform for thrift shopping which is simple and easy to navigate.
- Assistive technologies like screen readers in thrift shopping websites

### Frustrations

- "Sometimes its very difficult to navigate through these apps.I confused about the next steps to be performed".
- "Tiny texts are difficult to read and I always have take my daughter's help".

Jayson is a physics professor at Waterloo. He goes to the university during the day and does his research in the evenings. One of his favorite pass times is having long conversations with his daughter about outer space. His family loves thrift shopping. But sometimes due to unpredictable schedules at work, he does thrift shopping online. Ordering online is often frustrating for Jayson as its difficult to navigate through these apps. During online shopping, he has to take assistance from others because of his visual impairment.



**Margaret Rush**

**Age:** 22

**Education:** Bachelors in Architecture

**Hometown:** Chicago

**Family:** Lives with her grandma

**Occupation:** Intern at an architectural firm

*"I see Architecture everywhere"*

### Goals

- Wants to do thrift shopping online when busy.
- A well organized, clutter free website or app for thrift shopping where the items are categorized properly.
- Wants translators on thrift apps so that her grandma can also order.

### Frustrations

- "These apps are not organized properly. I can't find anything I want".
- "There's too much clutter"
- "I wish they categorized the items properly".

Margaret works as an intern in an Architectural firm. She lives in Chicago with her grandma. As an intern with a limited income, she is budget conscious. She often goes thrift shopping with her Grandma and her friends. Margaret has tried thrift shopping online, but found it frustrating as the items were not categorized properly and it was difficult to find what she wanted. She also feels that availability of translations in different languages can help her grandma do online shopping.



# User journey map

Mapping Jayson's journey helped in understanding the importance of considering differently abled people.

## Persona: Jayson Swann

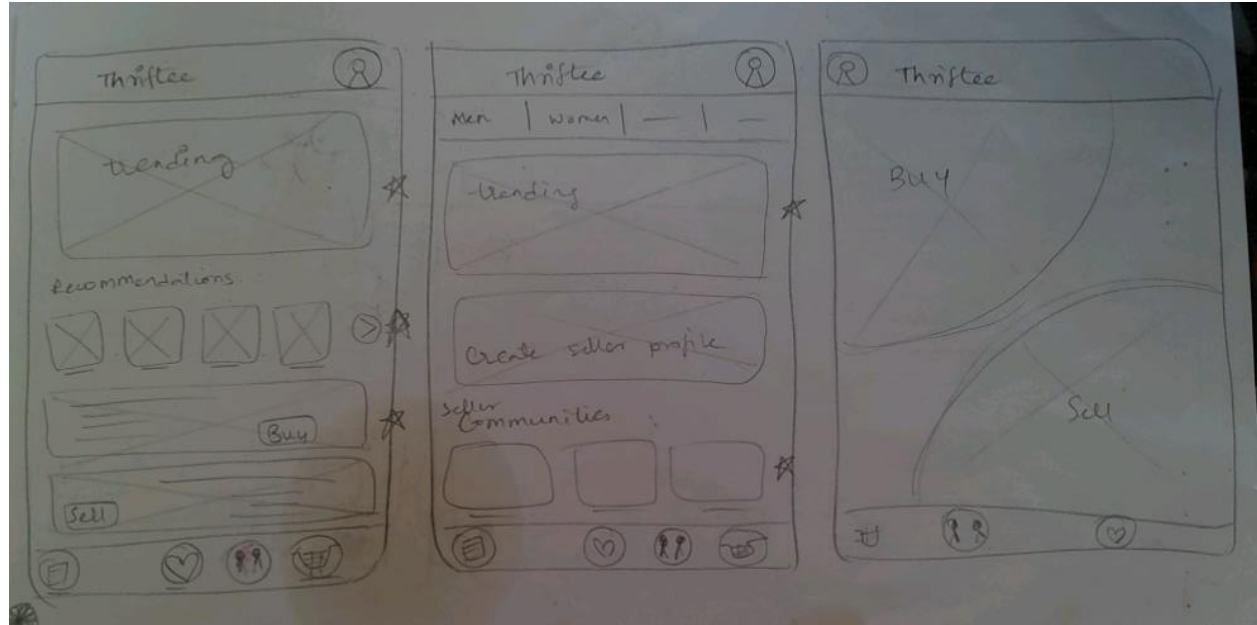
Goal: Wants to thrift shop online

ACTION	Log in/create account	Search for items needed	Place order	Complete payment	Receive the order
<b>TASK LIST</b>	Tasks A. Enter personal details B. Check the details C. Log in	Tasks A. Look for categories mentioned B. Open the required items C. Check the specifications of the items	Tasks A. Choose the items to be purchased B. Add to cart C. Give the address details	Tasks A. Enter the payment details B. Cross-check C. Make payment	Tasks A. Receive notification of the delivery information B. Receive the items C. Check the items
<b>FEELING ADJECTIVE</b>	User emotions 1. Annoyed because of unnecessary details asked 2. Relieved that he could log in	User emotions 1. Confused as to what is to be done next 2. Excited looking at all the items available 3. Annoyed due to a lot of text and less images	User emotions 1. Confused at the lack of proper instructions 2. Happy that he completed the order	User emotions 1. Confused as to what is to be done next 2. Frustrated because of fewer payment options 3. Relieved that the payment is successful.	User emotions 1. Annoyed because of incomplete delivery information 2. Happy after receiving the order.
<b>IMPROVEMENT OPPORTUNITIES</b>	Area to improve 1. Take only the required details. 2. Let it be clear	Area to improve 1. Categorize the items properly 2. Provide complete information about all the items 3. Make it easy to navigate through the app. 4. Display images instead of texts where ever possible 5. Give feature to change font size.	Area to improve 1. Make it easy to navigate through the app.	Area to improve 1. Provide proper payment instructions 2. Provide multiple payment options 3. Let the page be clear and understandable	Area to improve 1. Provide the delivery date and other related information.



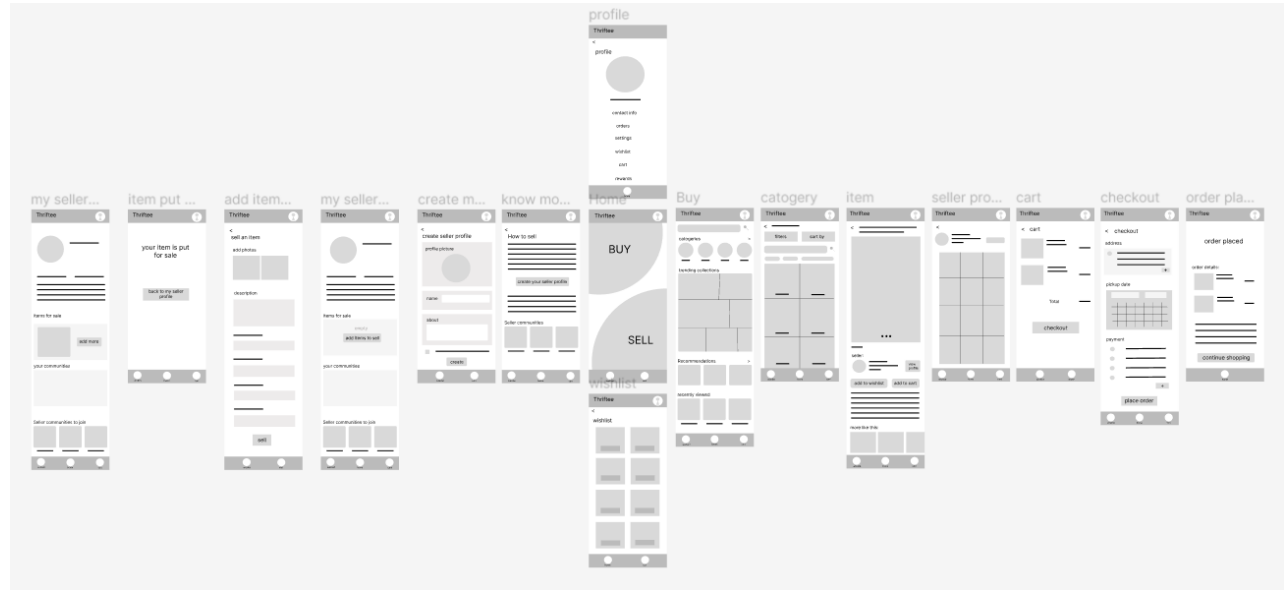
# Paper wireframes

These are the paper wireframes for the homepage.



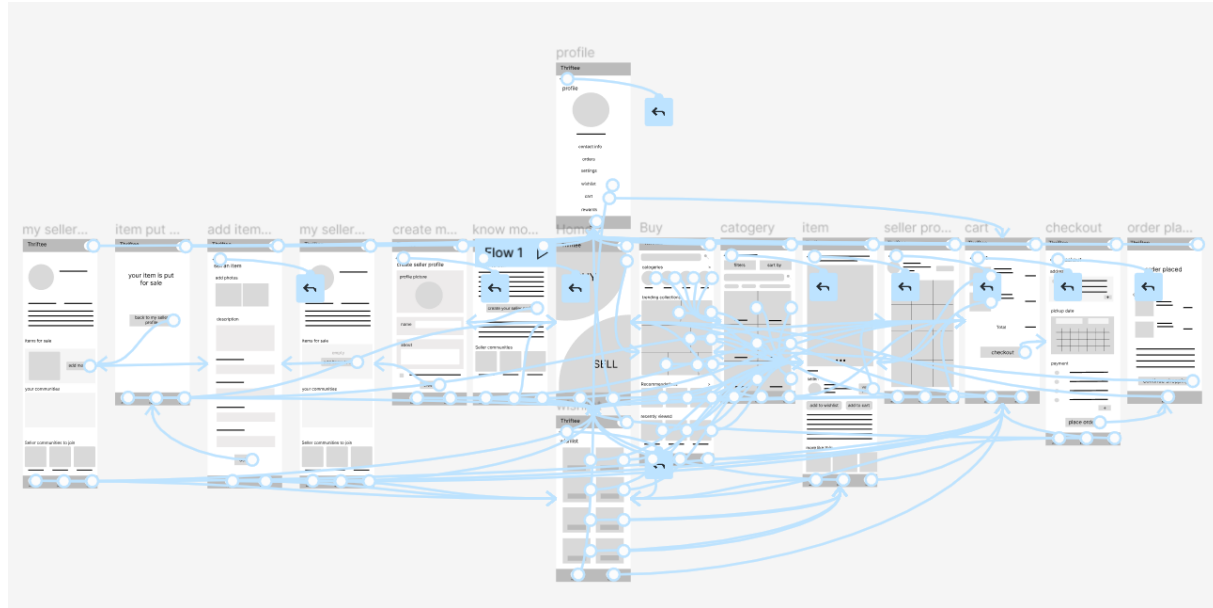
# Digital wireframes

These are the digital wireframes for the thrift shopping app. The flow is divided into sell and buy, which are the only options on the homepage.



# Low-fidelity prototype

<https://www.figma.com/file/Cd3yAGbe5iVnRI369FPDhU/Thriftify?node-id=81%3A85>



# Usability study: findings

The usability study was conducted with 5 people. Below are the findings.

## Round 1 findings

- 1 Users need a simple homepage which has only buy and sell as options
- 2 The sell option needs to be made more prominent
- 3 Users need more simplified selling process

## Round 2 findings

- 1 Users couldn't edit or delete the items they put for sale.
- 2 The items already sold by a seller are not visible in the seller profile
- 3 Some headings need to be emphasized

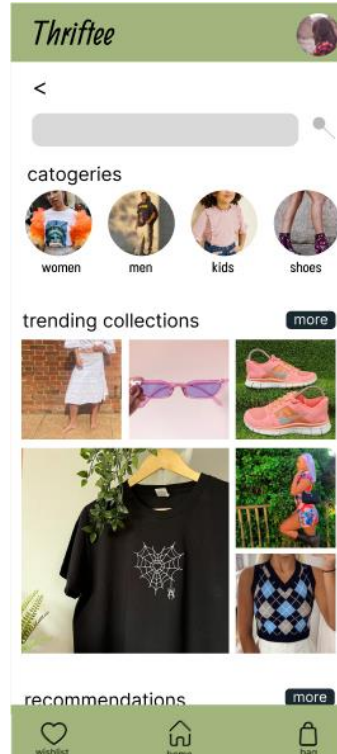
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

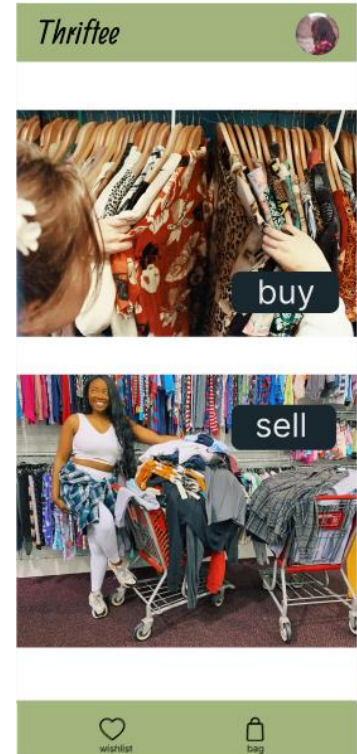
# Mockups

Before the usability study, the home page had all buying and selling options. But since the buying options were at the top, participants felt that the buying is given more emphasis on the homepage. So I changed the design by putting buy and sell as the only options on the homepage. These options will lead to the respective buy and sell pages.

Before usability study



After usability study

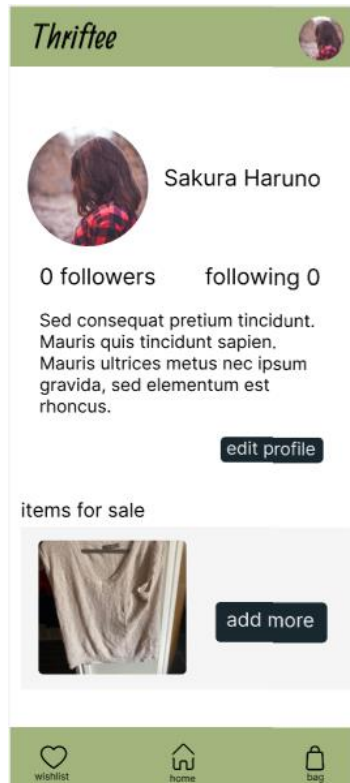




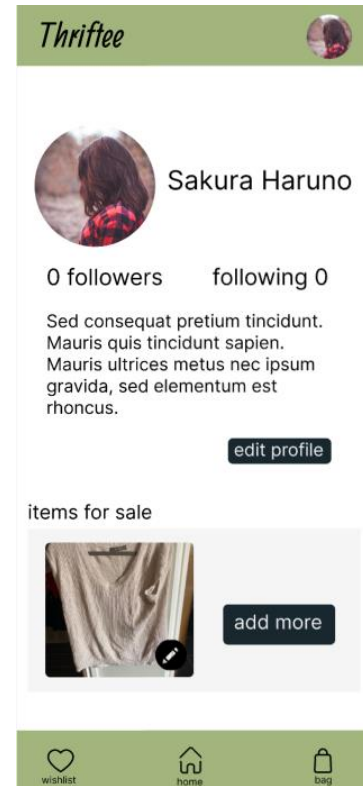
# Mockups

The participants couldn't edit or delete the items that are put for sale. So I added an edit icon, which would take them to an edit page.

Before usability study



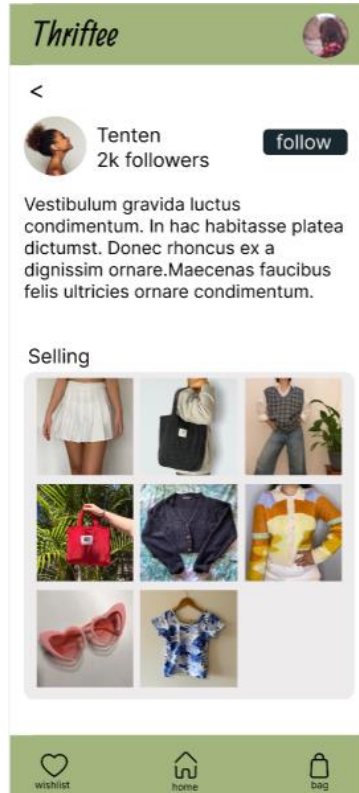
After usability study



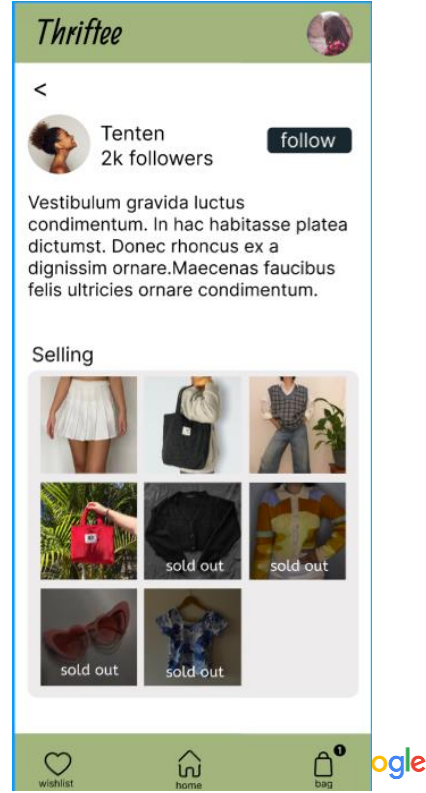
# Mockups

The participants felt that the items a seller has sold till now also should be displayed.

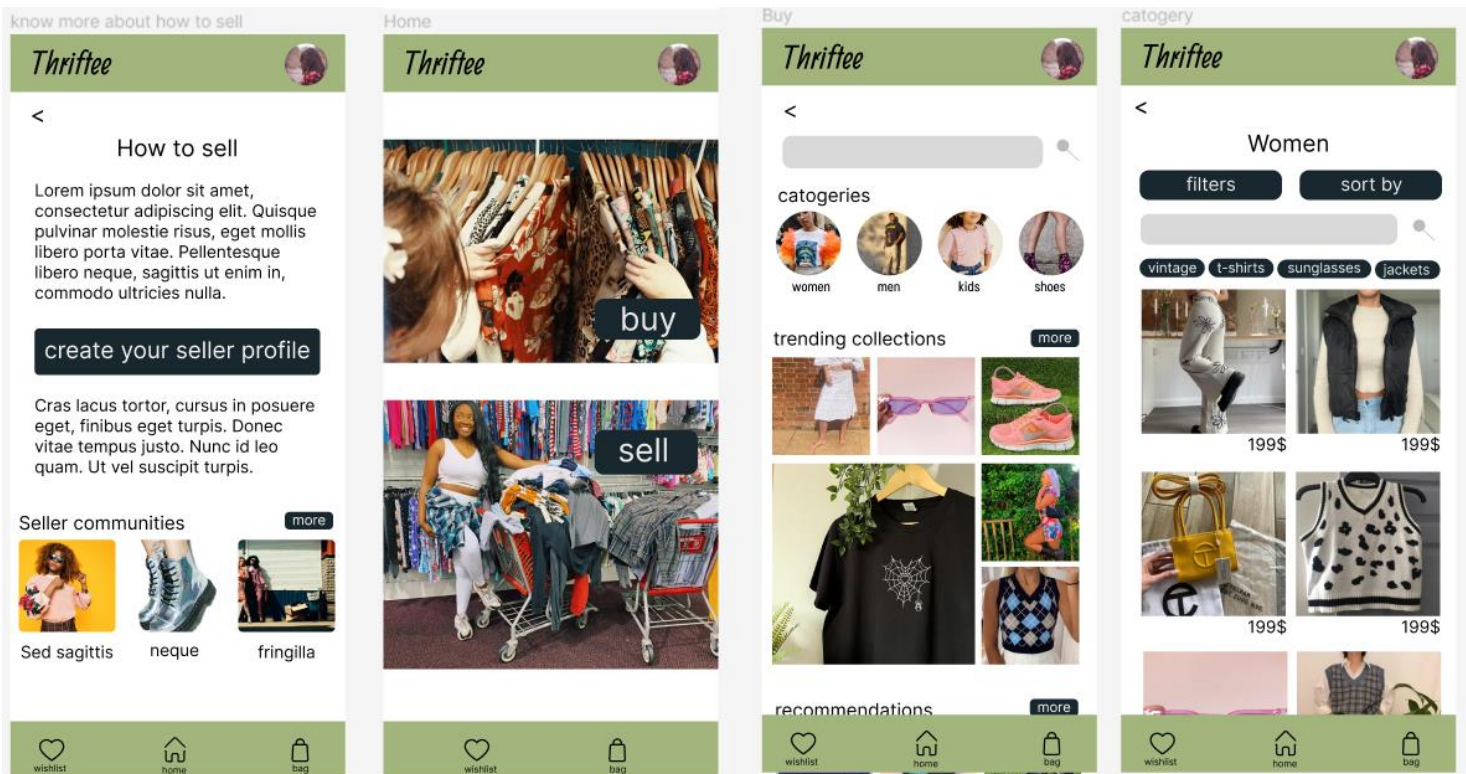
Before usability study



After usability study



# Mockups



# High-fidelity prototype

<https://www.figma.com/proto/Cd3yAGbe5iVnRI369FPDhU/Thriftee?node-id=206%3A530&scaling=min-zoom&page-id=206%3A2&starting-point-node-id=206%3A530>



# Accessibility considerations

1

The buttons are emphasized and easy to find.

2

Heirachy is maintained

3

Images and icons are used for better understandability.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The design is simple and easy to use. It is visually appealing



## What I learned:

I have learnt how to create a working prototype from the start to the end. I have learnt many processes which will make understanding the user, ideation and analysing easy and efficient.

# Next steps

1

I would like to go through the whole process again and try to improve every step.

2

Document the whole process clearly for future reference.

3

Test with more people and keep improving the design