

UI/UX DESIGNER CHALLENGE



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For anyone looking to sell second-hand goods, allowing potential buyers to negotiate the price is a great way to help close the sales. Buyers can save a few bucks, and sellers get to offload their stuff. However, price negotiation has its pros and cons, and there are unique characteristics to selling second-hand items. How would you design this experience and make it as smooth and frictionless as possible so that sellers and buyers can transact with ease?

Design Process

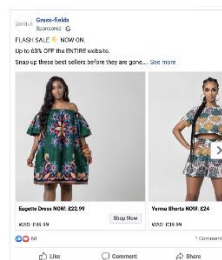
Research → Define → Ideate → Design

➤ Research

Here the problems faced by sellers and buyers are studied. Also, the components that need to be improved on the website are also studied.

Current Situation

- Many people sell their products to local stores and then sell them to others.
- Buying and selling of goods is often done among adults by word of mouth or through friends.
- Facebook and WhatsApp are used to advertise and buy what they want to sell.



Facebook ad.

Issues

- Older people are technology averse.
- People with certain disabilities may not be able to use the website.
- Lack of knowledge about technology.
- Not safe.

➤ Define

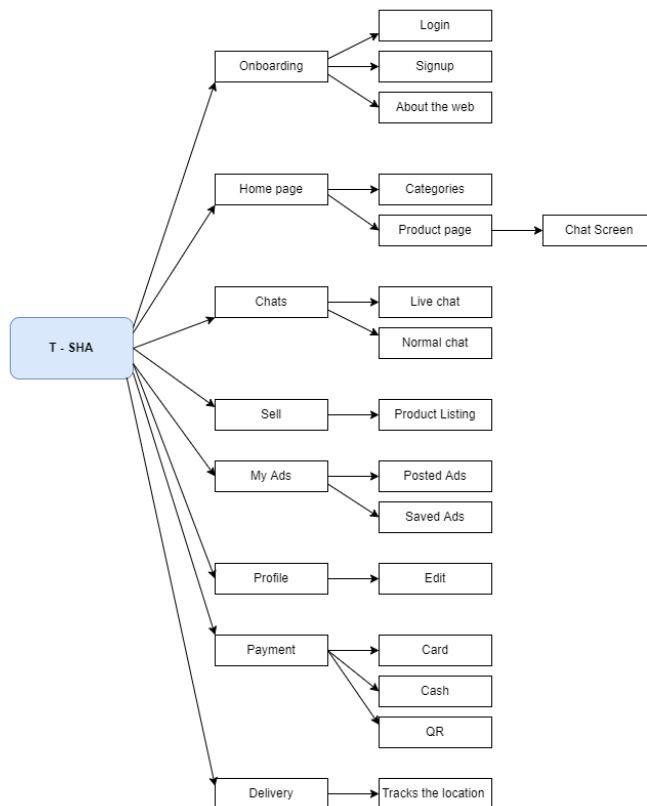
After I gathered insights from my research, I gathered all the information to simplify it to define the core problem.

Affinity Mapping

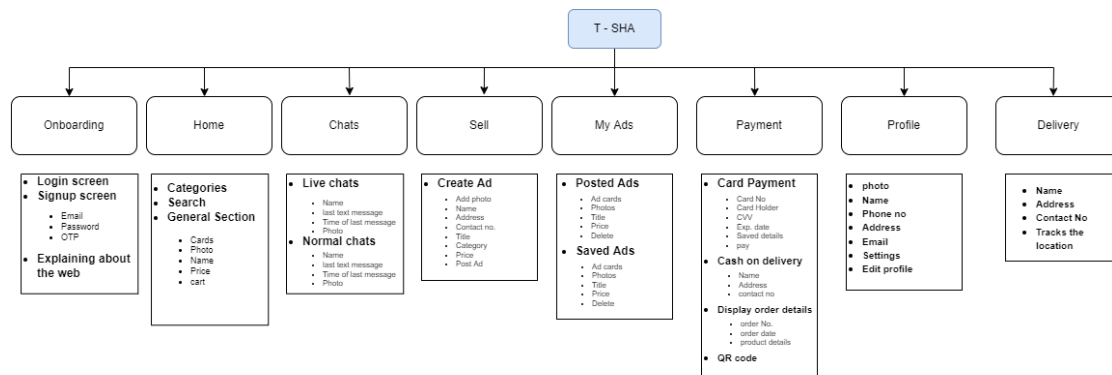
Buyer Experience	Seller Experience
<ul style="list-style-type: none"> • Buy cheap goods. • Purchase from different local shops. • Use to social media to buy items. • Waste more time. 	<ul style="list-style-type: none"> • Visit different local stores for the different items they sell. • Ask their friends and others to let them know if someone wants their item. • Waste more time.
Needs	Frustrations
<ul style="list-style-type: none"> • Easy way to compare prices. • Looks for trust. • Wants to know the details of the product. • Wants to negotiate the price. • Easy contact with seller. 	<ul style="list-style-type: none"> • Local shops pay very little. • Have to go to different shops for sell/buy different items. • No need to waste the time.

➤ Ideation

Making it as smooth and frictionless as possible so that sellers and buyers can transact easily.

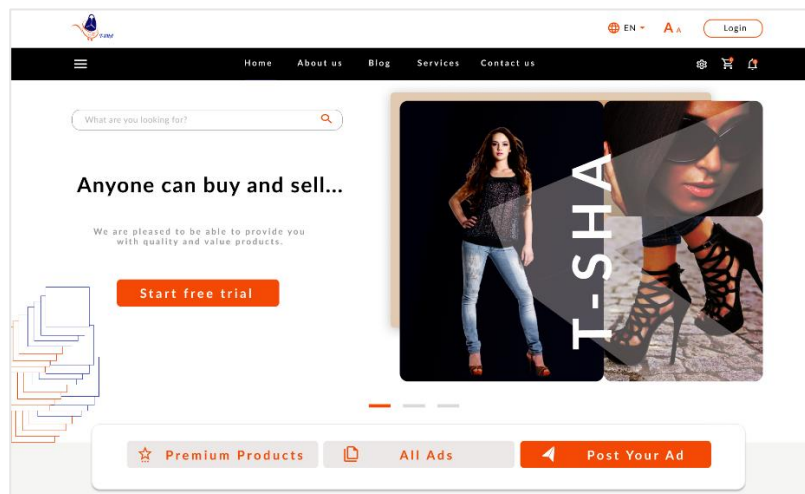


Information Architecture



➤ UI Design

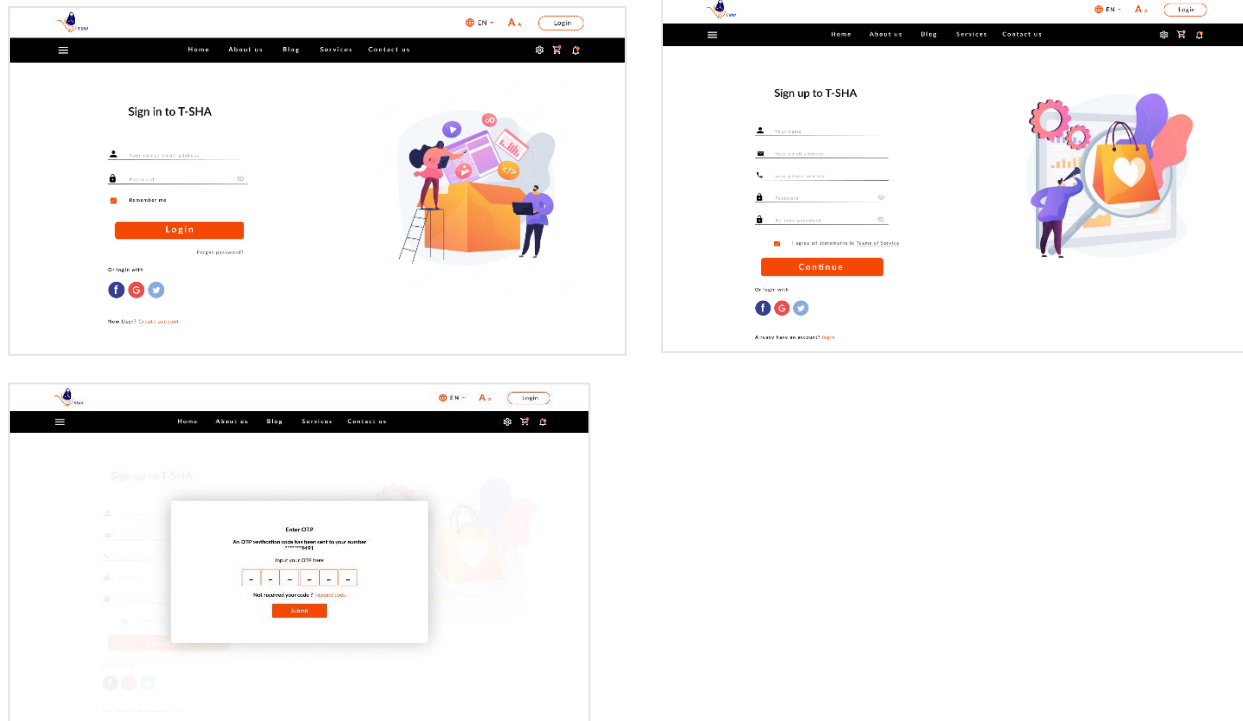
Onboarding



The first image shows the first view the user sees before accessing the website. It is designed very simply. Because older people deal more. Many details have been reduced and simplified to make the system easier to use. Here are some special features.

- A person can use the system in easy language.
- Font size can be adjusted as required.
- The system is designed to be accessible to people with disabilities. (ARIA is used)

On the very first day, users who joined the site were given a free trial opportunity to understand the process of the system.



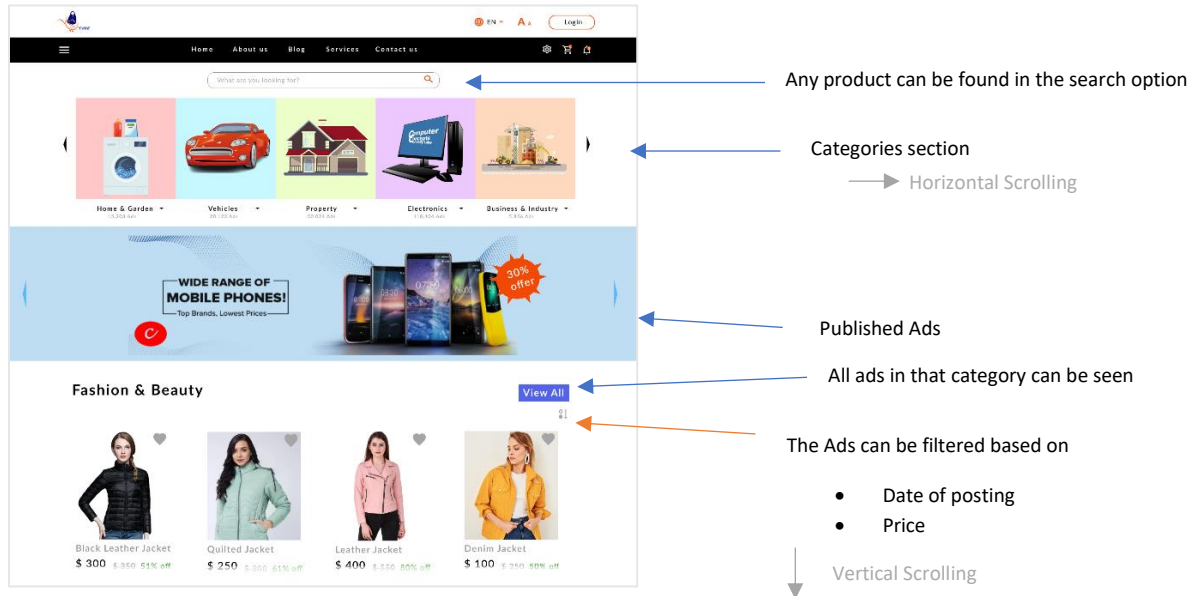
The second and third images show the pages displayed when accessing the website and registering on the website. It also enables the use of social media accounts to access or register on the website. These are designed to be user friendly. The user is constantly informed to handle errors.

The image displays two screenshots of the registration form. The left screenshot shows the form with fields for 'Your name', 'Your email address', and 'your phone number'. A green message box below the email field says 'Enter a valid email address.' The right screenshot shows the form with fields for 'Password' and 'Re-type password'. A green message box next to the password fields says 'Minimum 8 characters required, one Uppercase letter, special character and numbers'. Below the password fields is a checkbox for 'I agree all statements in Teams of Service'.

In this way the progress of the user is informed from time to time.

Permissions will be required for phone number verification. At the end of this process, an OTP will be generated for the phone number entered by the user. Enter the codes in the message received on the phone and the process is complete. Here the notification shows "Completed successfully", and the user's information is secured. May demonstrate that the security of user information is maintained. It can also gain user trust.

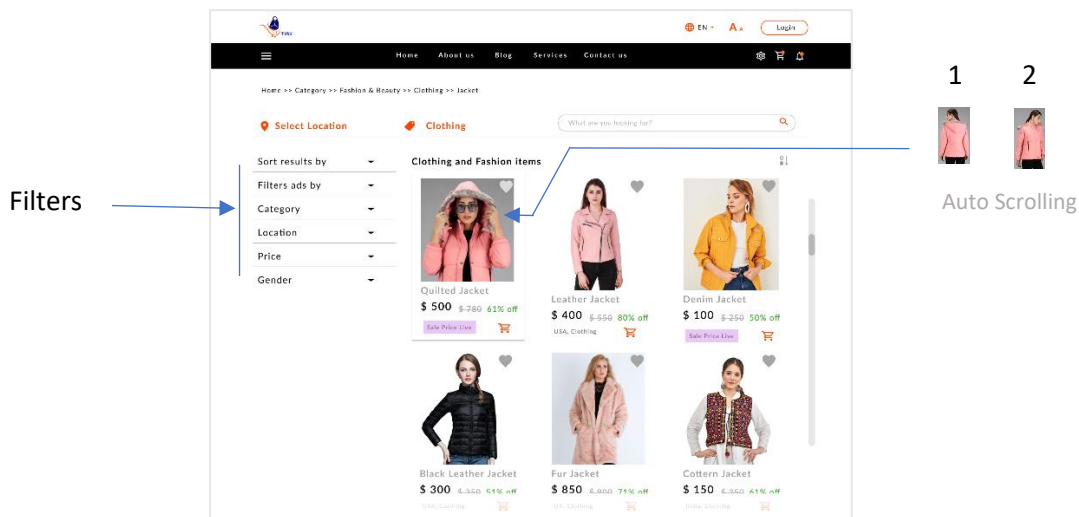
Home Screen



The user can select the desired item from the category list. By using moving icons, the user can easily navigate the website. Advertisements can be published on the main web page according to the amount paid to publish ads. Contains the number of ads available under each category.

Items are shown separately as items are often resold throughout the year. The number of ads posted in a month will be less and hence ads will be displayed on individual cards so that the image of the product is clearly visible. Also, it is easy to buy goods by showing the amount and discount.

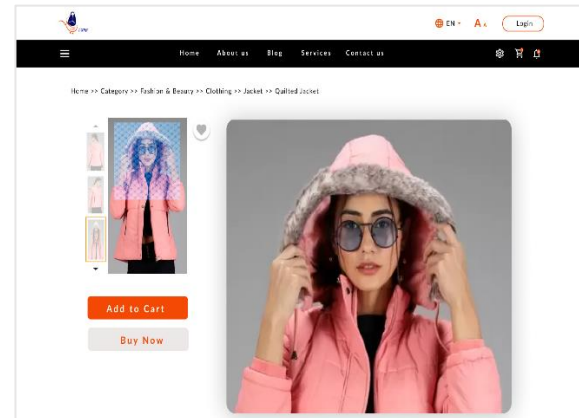
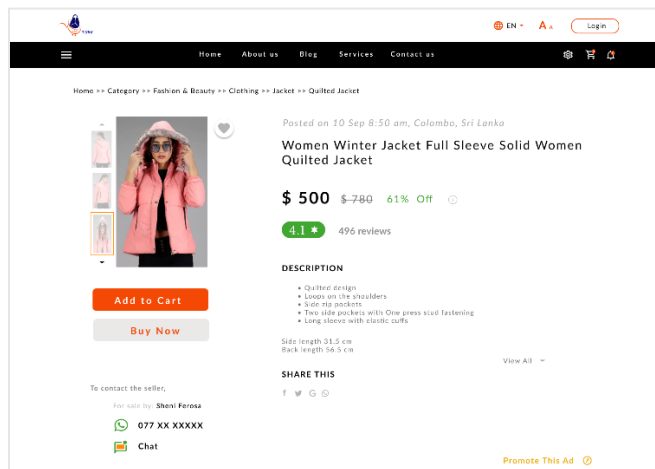
Product Page



There are several filters here. Filters apply to each item on the product page. The product list is filtered by date, price, etc.

This also allows the customer to get more products at an affordable price.

When the mouse point is placed over one of the images in the list, its sub images are automatically displayed, and it looks outstanding. Customer can add items to MY CART.



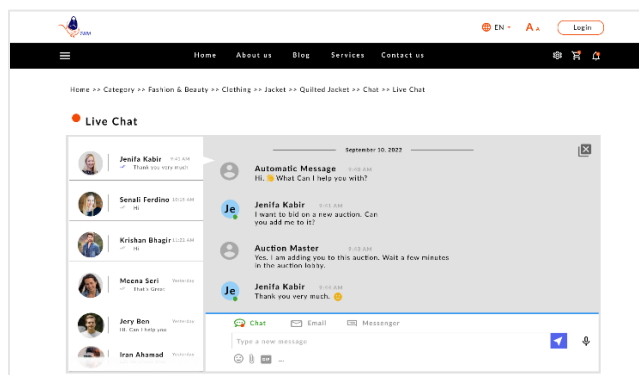
Details of each product can be found by going to the respective product. It contains prices, product details and contact details of the seller. This enables the customer to know the current status of the product reducing the price as required. This also allows the customer to get more products at an affordable price.

The pieces of information needed to help the user make their decision are provided. Products are random so no specific format can be given here for product details and uploading ads and specifications is easy for the user in this way.

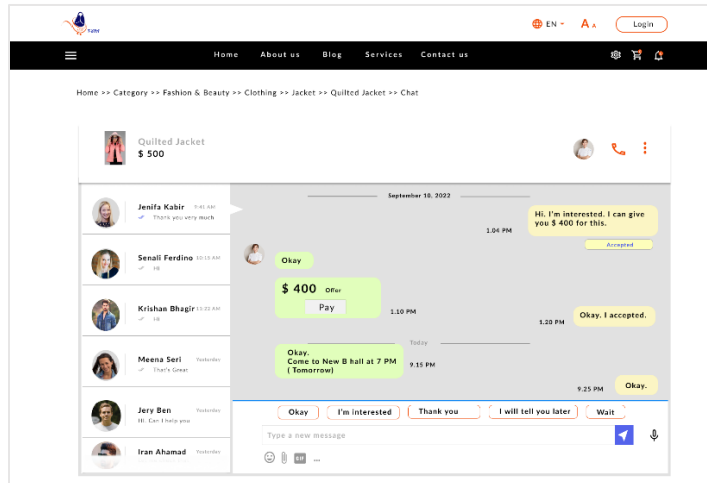
Another feature here is that an automatic scanner works. When the mouse point is moved to a point on the main image, that point will display a separate larger image. From this, the buyer can determine the quality of the product.

If necessary, payment can be made here.

Chats



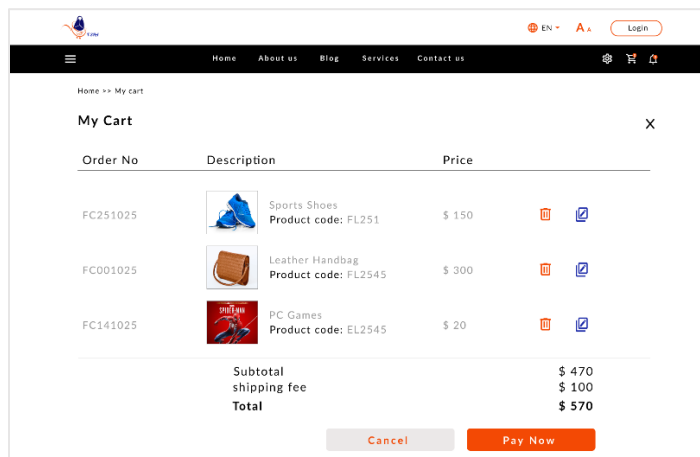
Live chat



Normal chat

They can chat with the seller to learn more about the product or negotiate the price. This includes general chat, chat, email and calling methods to facilitate communication. Added live messaging option to customer in CHAT feature. This is an automatic process. This is a live auction. This is a great opportunity for both consumers and sellers. Here payments can be made on chat only through UPI, the app asks to link it to UPI while paying. The service provider will charge some amount.

My Cart



The customer can add the goods they get to MY CART as needed. Orders can be canceled or updated there. If necessary, payment can be made here. All the details of the goods purchased by the buyer are also displayed here.

Payment

The payment interface consists of four main sections, each with a progress bar indicating the current step (1, 2, 3, 4):

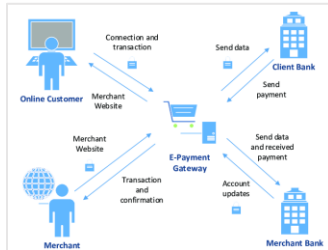
- QR Code:** Shows a QR code for payment. Below it are logos for PayPal, VISA, and Mastercard.
- Cash:** Includes a timer (1:21), a form for Name, Address, and Contact No., and a summary box with Order No., Order Date, Product Names, and Total. Buttons for Cancel and Done are at the bottom.
- Credit/Debit Card:** Includes a timer (1:21), a form for Card Number, Card Holder, CVV, and Exp. Date, and a summary box. A 'Save card details' checkbox is present. Buttons for Cancel and Pay Now are at the bottom.
- QR Code Linking:** Includes a timer (1:21), a form for Name, Order No., and Add another item, and a summary box. A 'Create Link' modal is shown with a QR code and a Download link button.

Two payment methods are used when purchasing goods. The progress bar was used for this. It allows the user to understand the payment process. Shows the time to the user until the payment process takes place. Since card payments are made online, the confidentiality of the information should be taken care of. Also, users are enabled to use any type of bank card.

When entering the card number, the card type will be displayed there. And when the card information is entered, it will automatically display the information of a sample card. Online transactions should be done securely through the bank. A customer's trust should be created here. Includes QR code scanning method.

This screenshot shows the 'QR Code' payment method. It includes a progress bar (1:21), a form for Name, Order No., and Add another item, and a summary box. A 'Create Link' modal is shown with a QR code and a Download link button.

A QR code is automatically generated for each order. Also, the order details will be displayed automatically. After the customer makes the payment, the QR code can also be downloaded. You can see the details of the completed order through it.



CASH ON DELIVERY method is to give money directly to the seller after ordering the goods.

Delivery

After payment, the next step is to transport the goods. Customer details should be given here. The place where the goods should be delivered should be prepared on the map.

An ID is generated at the end of the transaction. Also, customer will receive an email with payment confirmation information.

Create Ad

The 'Create your Ad' form consists of several sections:

- Validated phone:** A modal window showing a phone number validation process.
- Name:** Input field for 'Your name'.
- Address:** Input field for 'Your address'.
- Contact No.:** Input field for 'Your contact no.' (format: +94 XXX XXX XXXX).
- Title:** Input field for 'Your product name'.
- Category:** Dropdown menu for 'Select category'.
- Description:** Text area for 'Write a description for your product'.
- Price:** Input field for 'Enter the product price'.
- Buttons:** 'Cancel' and 'Done' buttons.
- Completion:** A green checkmark and 'Completed successfully.' message, with 'Go back home page' and 'View details' buttons.

Here the details of the seller should be provided. The ad to be uploaded can be dragged from its location or found and uploaded from a file. Finally, the product details are filled, and the ad is published.

Newly added features after exploration.

- Live chat
- QR code
- Product scanner
- A setting reserved for a disabled person

Prototype

<https://www.figma.com/file/LMGfxxp7uoH8CJ3ZPLHeKz/Thisuri-Dileka---UI%2FUX-Designer-challenge?node-id=0%3A1>