

CSC 642 842 HCI Fall 2021

Fianl Team Report

SFSU Buy/Sell/Trade

SFSU Buy/Sell/Trade

Made by Gators, for Gators

Team 12

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Steven Liao, Valeria Vallejo, Neesha Magar

13 December, 2021

Link to application: <http://3.142.86.247:3500/>

Github link: https://github.com/sabrinaweng/CSC642_Team12/tree/main

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Phase 1: Initial Proposal Executive Summary

SFSU Buy Sell Trade is an exclusive platform for SFSU Gators to buy, sell, and trade any items they need to make their college experience easier. It's already hard enough for you having to deal with moving into your dorms, or picking your classes, so we are here trying to make getting all of your supplies easier.

Most students find that having to search for the best prices for their textbooks is a long and boring process, but buying them at the full price at the bookstore feels hard on their wallets. Not to mention that standing in line for your books is a process that no one wants to go back to. On campus, everyone is confirmed to be vaccinated, so meeting with others is a safe experience. It is also very convenient since everyone is available on campus, all you need to do is look at their preferred meeting location, and confirm through our in-app messaging system.

As opposed to our competitors, we have your best interests in mind. We strive to make buying and selling as convenient and as beneficial to the SFSU Gators as possible. This can be further confirmed on your end by looking at the account's reviews to ensure that they are someone you can trust with a safe transaction. It's also easier to find more relevant items since you can search on our website using keywords and filter the search results by category, subject, ratings, popularity, and prices.

Along with this convenience is the reassurance that textbooks are not going to waste since you are buying used products that can be traded for many semesters to come.

Personas

Persona 1:

Marisol

Student



Age: 21

Sex: Female

Status: Registered

Needs and Goals

- Finding textbooks at good prices
- Selling old textbooks and supplies to reduce clutter
- Being able to get textbooks last minute

Pain Points

- Slow shipping
- Lack of specific textbooks
- Sites that recommend too many products
- Feels like textbooks are a waste of paper if they are only ever used once

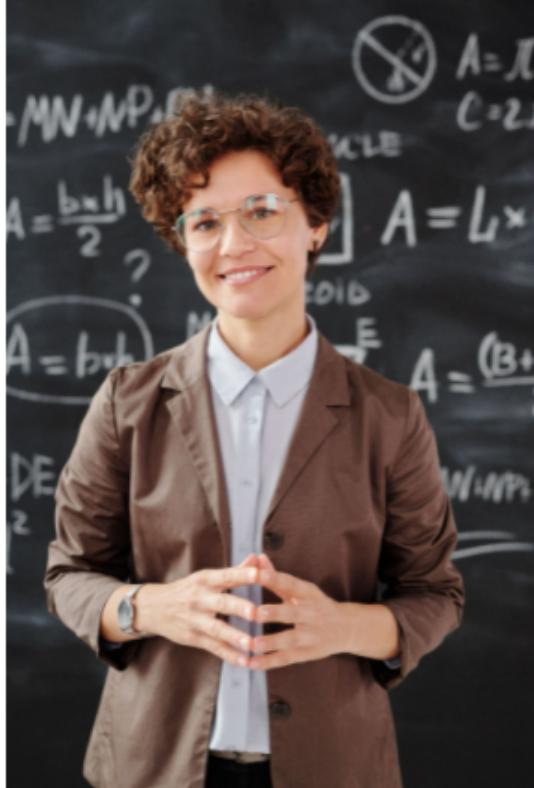
Traits

- Procrastinates at times
- Shy with strangers
- Smart with money
- Organized
- Likes to be environmentally friendly
- Safety conscious

Persona 2:

Nicole

Professor



Age: 38

Sex: Female

Status: Registered

Needs and Goals

- To trade old books for new and interesting ones
- To have a safe way to trade with others
- To be able to find fiction books to trade with an easy search

Pain Points

- Websites with inefficient searches
- Lack of security with strangers on other trading sites
- Traveling far distances to trade with others

Traits

- Busy
- Wary of strangers
- Efficient

Persona 3:

Aaron

Student



Age: 27

Sex: Male

Status: Unregistered

Needs and Goals

- To compare textbook offers with other sites
- Trade for furniture and decorations to update his room constantly
- To be updated in case of price drops

Pain Points

- Having to sign up for websites just to browse for items
- Outdated UI of other trading sites

Traits

- Frugal
- Likes nice designs
- Multi-tasker
- Forgetful

Persona 4:

Lena

Student Teacher



Age: 29

Sex: Female

Status: Admin

Needs and Goals

- Stress-free UI
- To make sure everyone is safe online
- Get work done fast and efficiently
- Give students an easy way to get their workbooks

Pain Points

- Messy UI with distracting colors
- Long form processes
- Lack of features

Traits

- Organized
- Tech Savvy
- Busy
- Concerned about safety and order

High Level Use Cases

Use Case 1 - The Shy Student:

Marisol is trying to find a textbook for a very specific subject in her major. The class filled up quickly, but she was finally able to secure her spot in the class. Unfortunately, the older versions of the textbook were all sold out and she didn't want to pay twice as much for the

newest version. Luckily, a friend recommended that she take a look at SFSU Buy/Sell/Trade to see if a past student has a listing. After searching for the ISBN, she is able to find a copy of the book in fairly good condition with a seller who has very good reviews. She decides to register and after messaging the seller, they are able to come up with a good time and place to do a safe exchange that Marisol and the seller are comfortable with. In no time, Marisol is able to start reading on time with her other classmates.

Use Case 2 - The Working Mother and Professor:

Nicole is a mother to 2 young kids and a professor at SFSU, so she has a very busy lifestyle. She enjoys reading and wants to find as many books to read as possible, preferably by trading with other avid readers. After trading with one of her students, the student tells her that he's had great luck finding people to trade with on SFSU Buy/Sell/Trade. Nicole goes on in her free time and browses through the fiction tag under the book category to find some good books to trade for. After finding an interesting one, she messages the other trader and the trader tells her the type of book he's looking for. They are able to agree on a fair swap and trade books the next day right after her lecture on campus.

Use Case 3 - The Frugal Student:

Aaron is a student at SFSU who likes to try and find the best deals for textbooks that he can. When looking for a book, he can go through upwards of 20 sites just to find a good quality textbook at a reasonable price. He sees some other students talking about SFSU Buy/Sell/Trade on an SFSU forum and decides to browse for his textbooks to compare the prices. He is able to look through and find all of the things he needs, so he decides to register and put those items on his watchlist and turns on notifications for future price drops. Once the textbook drops to the price he was looking for, he gets a notification and puts in an offer.

While browsing, he decides to keep several other items on his watchlist and even puts some of his old decorations up for sale to make room for some new ones.

Use Case 4 - The Helpful Student Admin:

Lena is a Grad Student at SFSU and student teacher for a lab section, so she is very aware of the difficulties of both getting her textbooks and assigning them. She hears about SFSU Buy/Sell/Trade from another grad student and how she can put up a listing for her section's workbooks by using a form. She makes a teacher account and is able to fill out a textbook registration form after getting verified by an admin. After seeing how useful the application is, Lena decides to apply to become an admin herself. In her freetime, she is able to look at listings and approve or deny them as well as look at reports of comments, reviews, users, and listings. Due to the easy UI, she is able to accomplish a lot during her breaks and feels a sense of satisfaction by helping her community.

List of Major Functions Envisioned

Create listings to sell or trade items.

- Listings will be descriptive of what is being sold
 - Images, description, price, category

Create listings to buy items.

- Listings can be used to help find items that the buyer wants.

Search for listings

- Allows users to find listings for items based using keywords in the titles of listings
- Filter listings based on category, price, etc
- Sort listings based on price, how new the listing is

Messaging platform to allow users to talk to each other

- allow users to message the other registered users so they can negotiate or setup a time and place to meetup with the person

Accounts

- Help keep track of who made what listing and who is who

Lazy registration

- Prompt visitors to create account when they want to message a creator of a listing
- Prompt visitors to create account when they want to create a listing

Watchlist

- Allow users to add listings to a watchlist
- notification is sold out or price changes

Map of the school

- Help people setup a location to meetup at school

Payment through website

- Allow users to pay each other through the platform

- Allows users to have to an alternate payment method

Reviews

- Allows users to give each other reviews of their experience dealing with that user such as someone showing up late
- Helps other users know if they want to deal with them

Contacts/Support

- Support to report an incident if anything bad happens

Competitive Landscape

Our close competitors are as follows eBay, Amazon, SFSU's bookstore, craigslist, and Facebook Marketplace. What makes us stand out from all of these competitors is that we strive to make the best marketplace where students can buy, trade, and sell anything that needs to make it easier for them to buy it from students and make it easier for themselves for the college experience.

Let us look into one of our competitors eBay, it is a popular online shopping platform noted for its auctions and direct-to-consumer sales. Selling and buying items from our website is incredibly different to doing so on eBay. Our website will provide the simplest platform to purchase and sell items.

Amazon is also one of the largest e-commerce companies. Amazon caters to buyers, whereas our website caters to sellers. The same book you can buy from Amazon, you can get it on our website for even lower price than them.

SFSU's bookstore is buyer oriented. And books can be very expensive in the college's bookstore. Instead of spending more money than you should to buy a book, you can buy books in our stores at a reasonable price sold by our students. Also, they sometimes have very limited book supplies, in that case you should be able to find books that you need for the semester on our website.

Facebook Marketplace allows users to sell via uploading pictures of their garage sale and collectible things, as well as view products supplied by local sellers. Facebook sellers usually scams people by listing fake items or they end up not shipping the items to the customers.

Our website is a safe place for students to buy and sell books. So they do not have to be worried about being scammed. Overall, we think that our website would be the best one to buy and sell books because it is safe, and you can find any books at a more reasonable price.

Tools and Frameworks

During the design of SFSU Buy/Sell/Trade, we will be using Figma to design for user experience and user interface. Figma is a web-based graphics editing and user interface design app. You can use it to do all kinds of graphic design work from wireframing websites, designing mobile app interfaces, prototyping designs, crafting social media posts, and everything in between.

Since our team has most experience on basic HTML, CSS, and JavaScript, we will be using Express for the whole application. We are going to use Bootstrap for our frontend framework. Bootstrap is a powerful toolkit - a collection of HTML, CSS, and JavaScript tools for creating and building web pages and web applications. It is a free and open source project, hosted on GitHub, and originally created by (and for) Twitter. Since most websites UI are based on Bootstrap, students will find it familiar when they are working through the process on SFSU Buy/Sell/Trade. We will be working on details of every button and input field during the project.

Since our SFSU Buy/Sell/Trade is a user centered application. We will be focusing on the user experience of SFSU students and staff. The layout of this application will be similar to the websites of SFSU. Our goal is to let SFSU students click the least buttons and proceed to check out the items they buy.

Phase 2: Initial (low fidelity) UI/UX Design

The image shows a low-fidelity wireframe of a web page. At the top, there is a header bar with a 'LOGO' button, a 'Home' link, a search bar containing 'search...ISBN XXXXXXXXXXXXXXXX' with a magnifying glass icon, a 'Login' link, and an 'Account' button. Below the header is a large central form area with a title 'Registration Form'. The form contains four input fields: 'Username' (value: 'xxxxx'), 'Email' (value: 'xxxxx@xxx'), 'Password' (value: 'xxxxx'), and 'Confirm Password' (value: 'xxxxx'). To the right of the form is a small gray rectangular button labeled 'Add to Wishlist'. At the bottom right of the form are two buttons: 'Submit' and 'Cancel'. A red arrow points from the text '(2) Register and submit' to the 'Submit' button. On the left side of the main form area, there is a large gray placeholder for a profile picture labeled 'Profile Picture'. Below this placeholder are two smaller gray boxes, each labeled 'img'. The entire wireframe is enclosed in a black border.

Registration Form

Username: xxxxx

Email: xxxxx@xxx

Password: xxxxx

Confirm Password: xxxxx

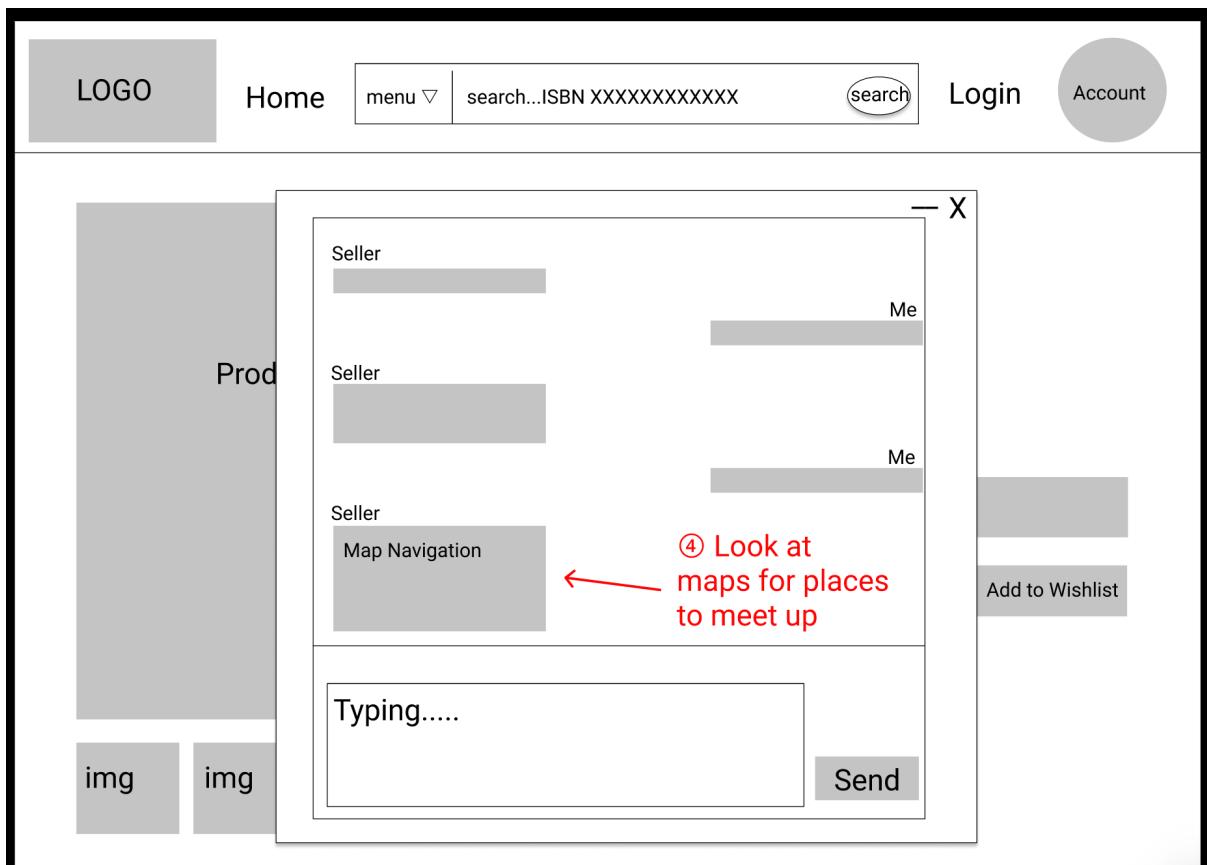
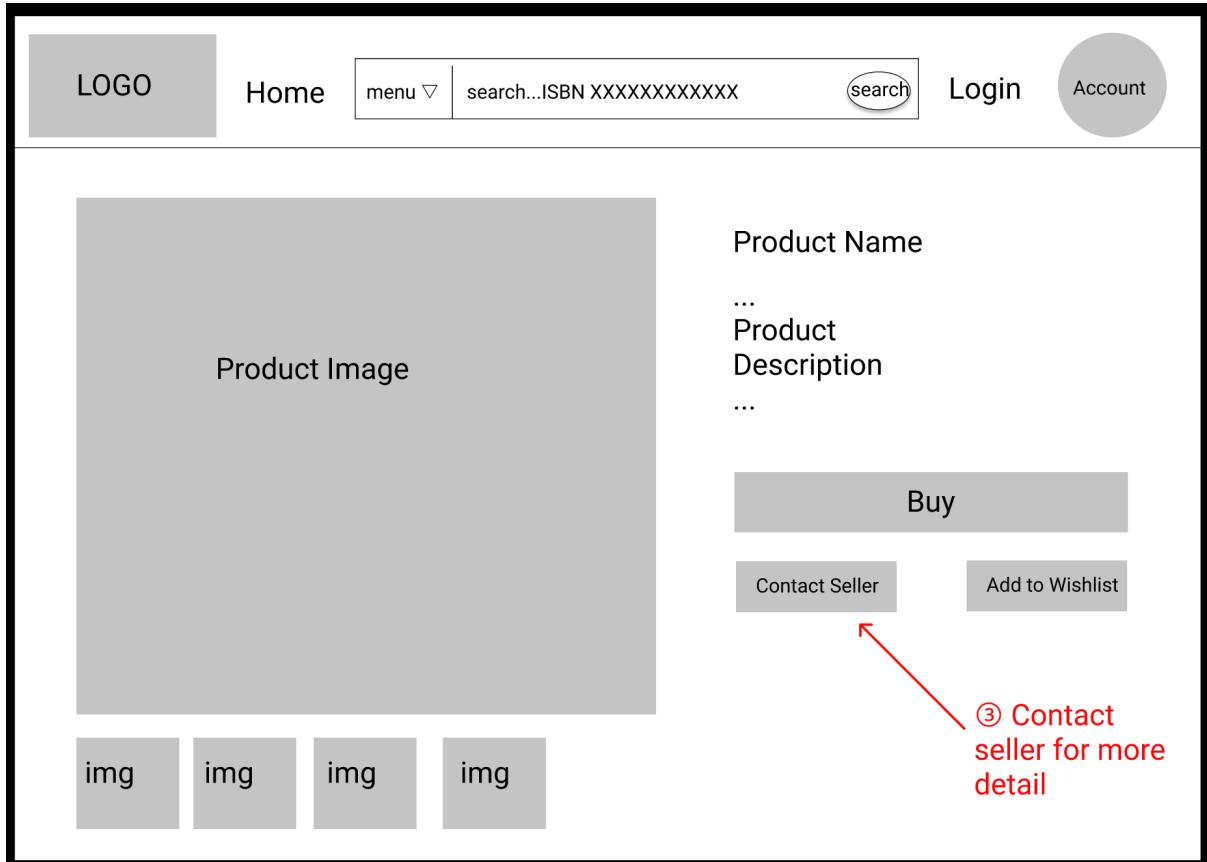
(2) Register and submit →

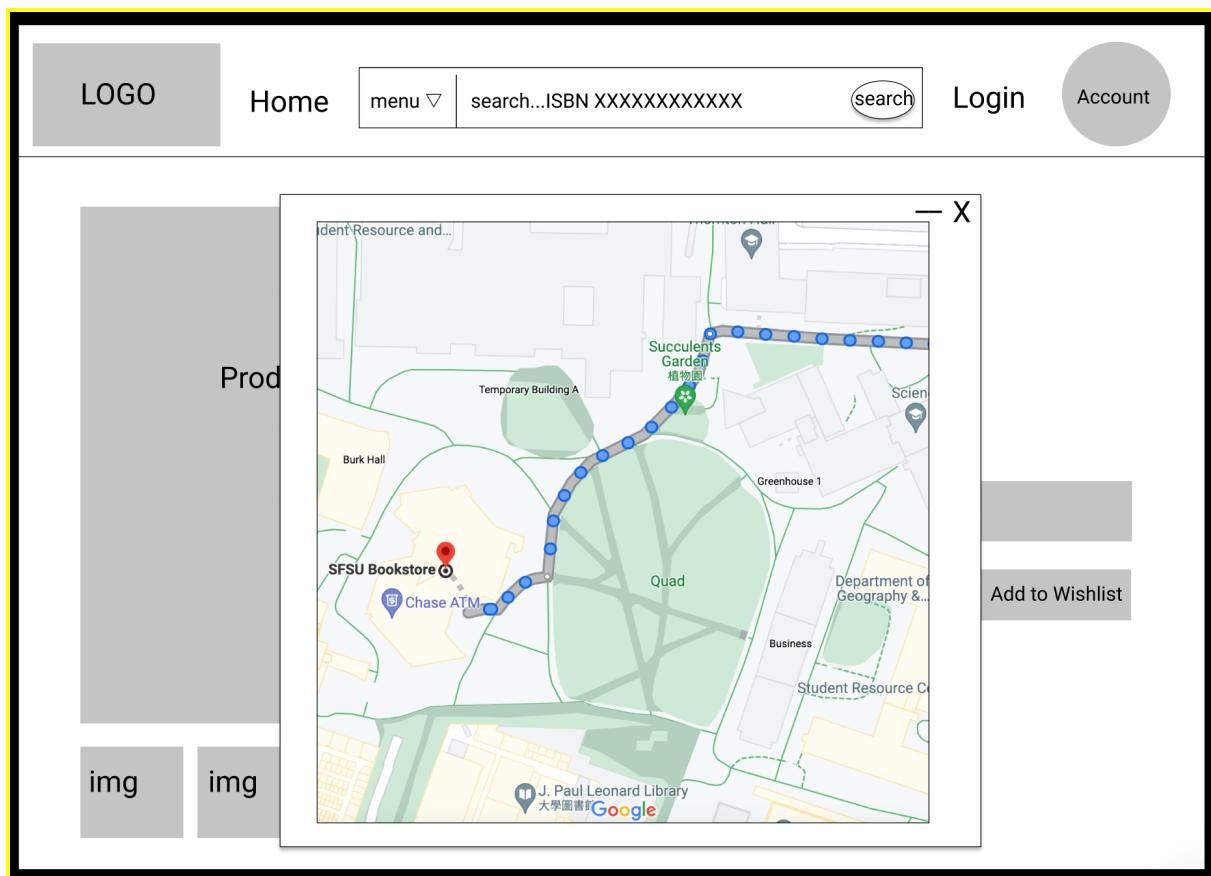
Add to Wishlist

Submit Cancel

Profile Picture

img img





1. Set category to books and search for fiction

Logo

books

fiction

Note

books

fiction

books

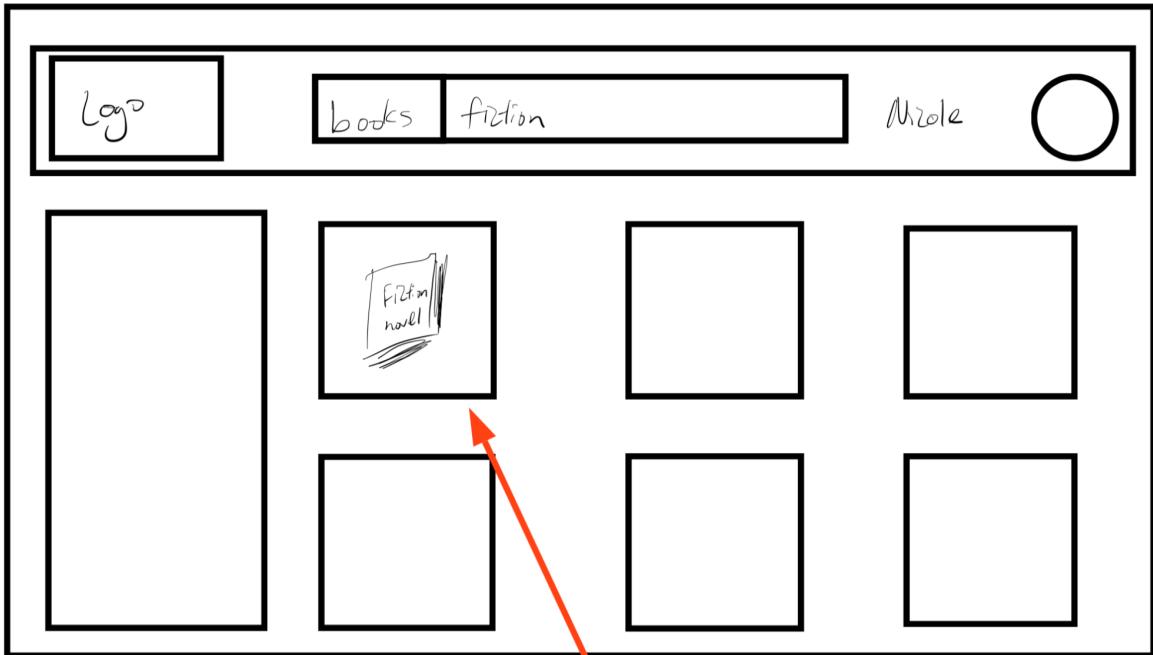
fiction

books

fiction

books

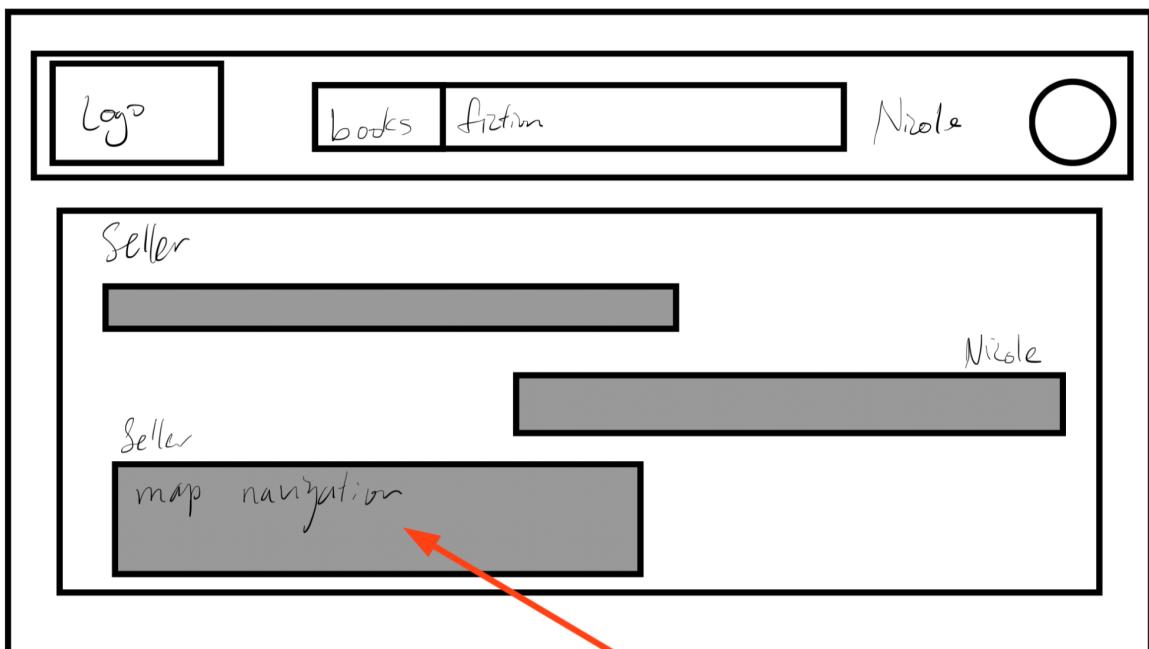
fiction



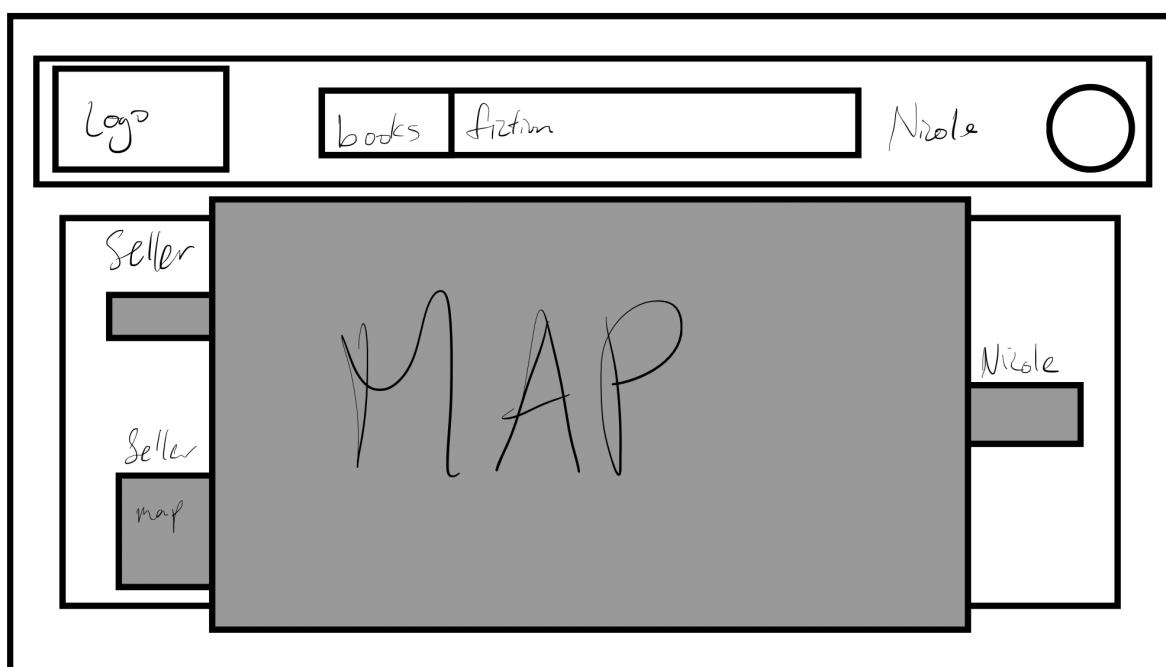
2. Find a listing

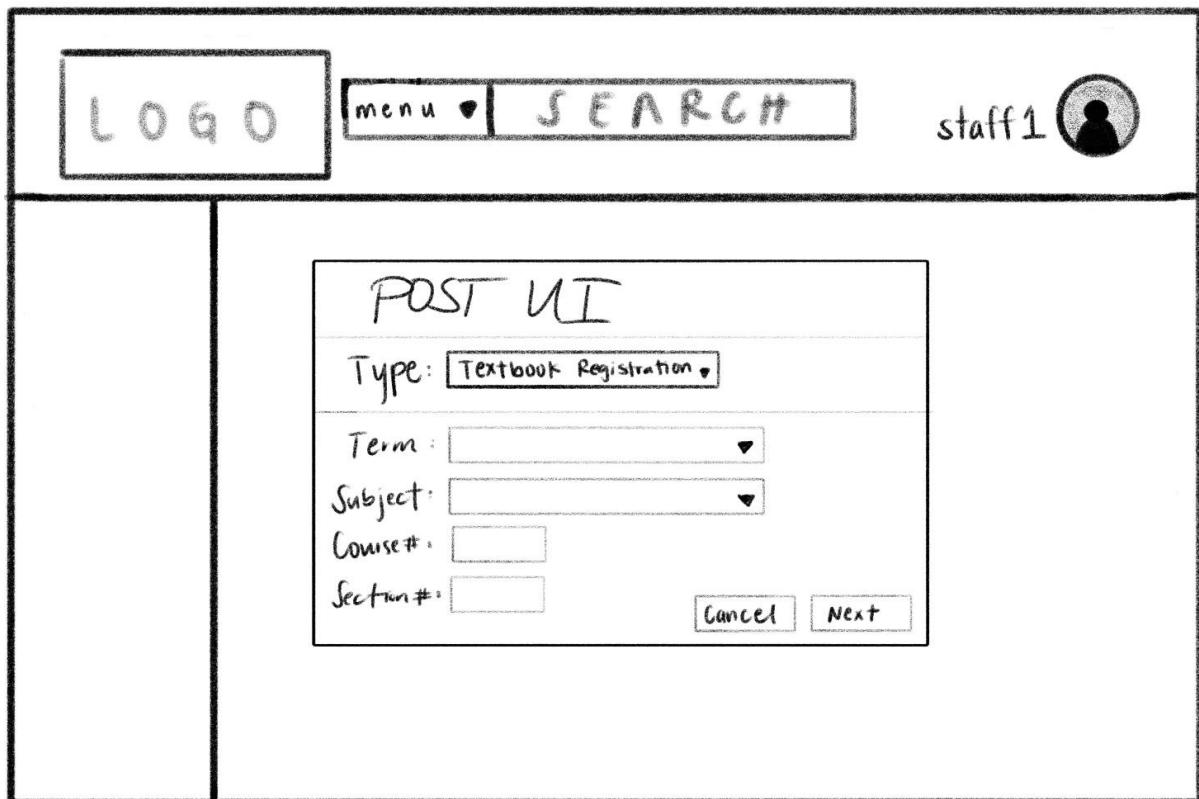
A screenshot of a mobile application interface showing a product detail page. At the top, there is a navigation bar with a 'Log in' button, a search bar containing the text 'books fiction', and a user profile icon labeled 'Nicole'. The main content area features a large image of a book titled 'Fiction novel'. To the right of the image is a text box containing the message: 'Great condition
Looking to do a book swap for another fiction novel'. Below this are three circular buttons with the text: 'Contact seller', 'add to list', and 'buy now'. A red arrow points from the 'Contact seller' button down to the text '3. Contact seller' located below the product details.

3. Contact seller



4. Look at map for places to meet up





Improvements Over Key Competitor

Unlike other bargaining sites like eBay, SFSU Buy/Sell/Trade has a unique mapping navigation system that can help students and staff contact buyers or sellers safely and easily. If a buyer is interested in an item, they can contact the seller and start messaging about the transaction. Using our navigation system, users can send a message of a map with their location pinned in order to be specific while both users are trying to come up with a place to do a safe transaction. Once a location is confirmed, both users can use the same map system to navigate to the location quickly and easily. Since the map pinpoints exact buildings and locations on our campus, it decreases the risk for fraudulent activity since the buyer can report the seller if they try to meet at a riskier location at the last second. And unlike any site,

including eBay, our site's map includes a highly detailed map of SFSU and the surrounding areas, so both parties can feel safe choosing a location with security nearby.

Phase 3: High Fidelity UI Design

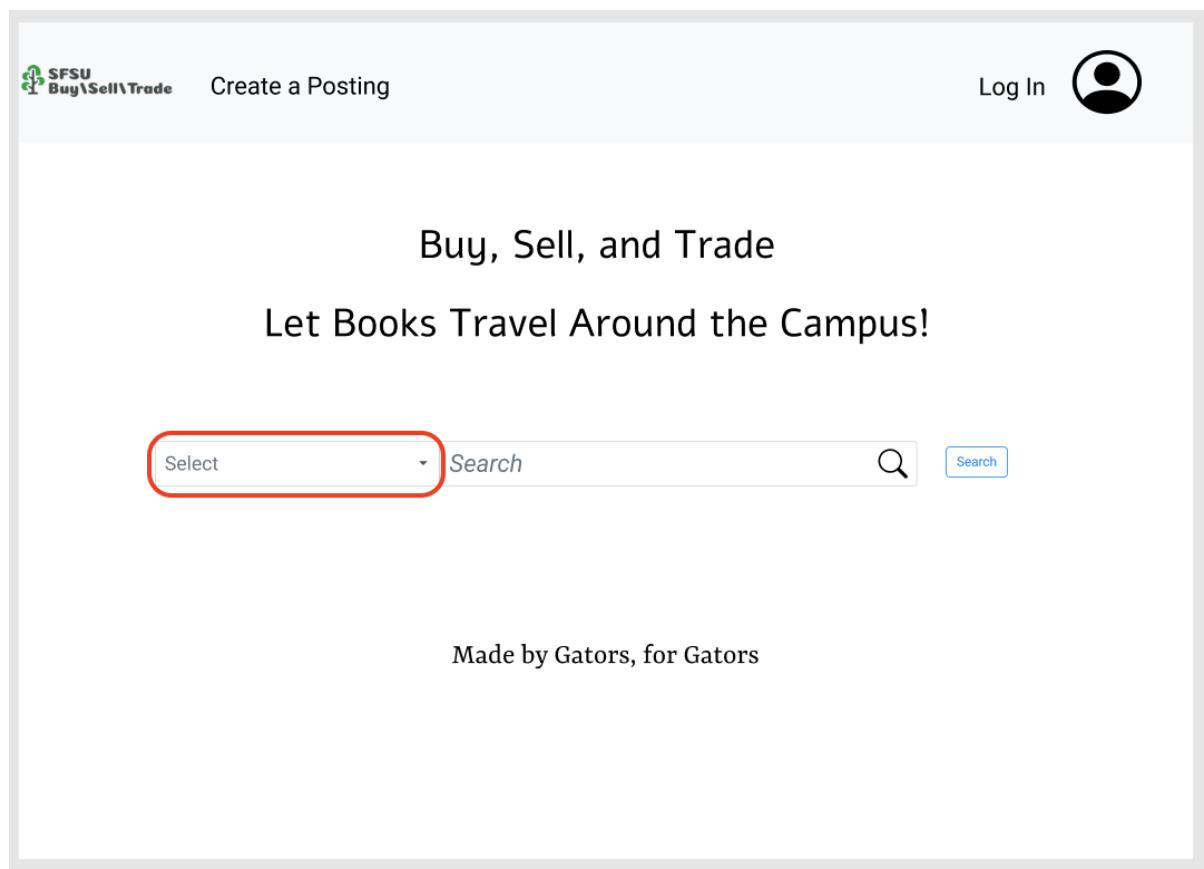
Platforms and Tools

Github Pages is a nice platform for SFSU Buy/Sell/Trade to deploy. Github Pages is free to Github users. It is easy to set up since it is a collaboration with Github. We are using Figma for the design of the application. Since we are also using Bootstrap during the process of coding, we are using Bootstrap UI kit when we design in the Figma. The Bootstrap UI kit has all the components that are used in a website. Buttons, forms, input fields are all common components in every website. Using Bootstrap UI kit, we can unify the design, theme and color of the website. Our application will use Bootstrap UI and our own CSS in the pages in case Bootstrap doesn't have a UI that fits our design

Storyboards for Each Use Case

Use Case 1 - The Shy Student:

Marisol is trying to find a textbook for a very specific subject in her major. The class filled up quickly, but she was finally able to secure her spot in the class. Unfortunately, the older versions of the textbook were all sold out and she didn't want to pay twice as much for the newest version. Luckily, a friend recommended that she take a look at SFSU Buy/Sell/Trade to see if a past student has a listing. After searching for the name of the book, she is able to find a copy of the book in fairly good condition with a seller who has very good reviews. She decides to log in and messaging the seller, they are able to come up with a good time and place to do a very quick exchange. In no time, Marisol is able to start reading on time with her other classmates.





Create a Posting

Log In



Buy, Sell, and Trade

Let Books Travel Around the Campus!

Select Search

Computer Science
English
Math
Literature
Music

Made by Gators, for Gators



Create a Posting

Log In



Buy, Sell, and Trade

Let Books Travel Around the Campus!

Made by Gators, for Gators



Create a Posting

Computer Science

Search

Submit

Log In



1-6 of over 30 results for "Computer Science"

Sort By: Featured

Design PatternEric Freeman
\$21.99**Learn C Programming**Jeff Suzuki
\$33.24**Intro to JAVA**Y.Liang
\$35.91**Computer Networks**Larry L. Peterson
\$22.33**UX for Beginners**Joel Marsh
\$24.99**Android Programming for****Beginners**
John Horton
\$44.99**Data Structure and****Algorithms**
Marcello La Rocca
\$53.99**Intro to Algorithms, 3rd****Edition**
Thomas H. Cormen
\$70.90

Create a Posting

Computer Science

Search

Submit

Log In

**Head First Design Patterns**

Building Extensible & Maintainable Object-Oriented Software

Eric Freeman & Elisabeth Robson
with Kathy Sierra & Bert Bates**Design Pattern**

By Eric Freeman, Bert Bates, Kathy Sierra, Elisabeth Robson

★★★★★ 6 Reviews

Popular in Computer Science

Price: \$21.99

ISBN-13: 978-0596007126

ISBN-10: 9780596007126

Add to Wishlist

Contact Seller



SFSU Buy\Sell\Trade Create a Posting Computer Science Search Submit Log In

Sign-In

Email or username
@ testUsername@mail.sfsu.edu

Password
 ****

Sign In

By continuing, you agree to SFSU Buy/Sell/Trade's [Conditions of Use](#) and [Privacy Notice](#).

New to SFSU Buy/Sell/Trade?
Register

a, Elisabeth Robson

Contact Seller

Head First Design Patterns

Building Extensible & Maintainable Object-Oriented Software

Eric Freeman & Elisabeth Robson with Kathy Sierra & Bert Bates

Head First Brain-Friendly Guides

SFSU Buy\Sell\Trade Create a Posting Computer Science Search Submit Log In

Me

Hey, I would like to buy this book

Head First Design Patterns

Building Extensible & Maintainable Object-Oriented Software

Eric Freeman & Elisabeth Robson with Kathy Sierra & Bert Bates

Head First Brain-Friendly Guides

Second edition



SFSU Buy\Sell\Trade Create a Posting Computer Science Search Submit Log In

Me

Hey, I would like to buy this book

Seller

Hey, This book is sold on \$21.99, is it ok for you?

🔗 ↻ 📸

The screenshot shows a messaging interface between a buyer and a seller. The buyer, identified as 'Me', sends a message saying 'Hey, I would like to buy this book'. The seller, identified as 'Seller', responds with 'Hey, This book is sold on \$21.99, is it ok for you?'. Below the messages is a text input field with icons for a link, back, and camera.

SFSU Buy\Sell\Trade Create a Posting Computer Science Search Submit Log In

Me

Hey, I would like to buy this book

Seller

Hey, This book is sold on \$21.99, is it ok for you?

Me

Yes, can we meet on campus?

🔗 ↻ 📸

The screenshot shows a messaging interface between a buyer and a seller. The buyer, identified as 'Me', sends a message saying 'Hey, I would like to buy this book'. The seller, identified as 'Seller', responds with 'Hey, This book is sold on \$21.99, is it ok for you?'. The buyer, identified as 'Me', then sends a message suggesting 'Yes, can we meet on campus?'. Below the messages is a text input field with icons for a link, back, and camera.



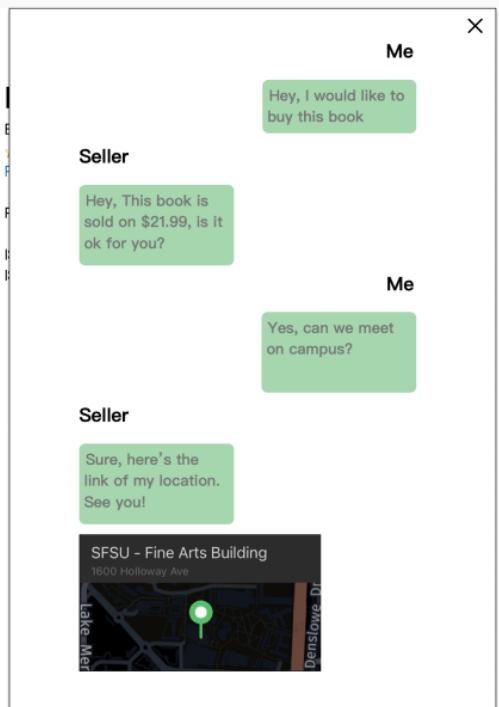
Create a Posting

Computer Science

Search

Submit

Log In



Use Case 2 - The Working Mother:

Nicole is a mother to 2 young kids and a professor at SFSU, so she has a very busy lifestyle. She enjoys reading and wants to find as many books to read as possible, preferably by trading with other avid readers. After trading with one of her students, the student tells her that he's had great luck finding people to trade with on SFSU Buy/Sell/Trade. Nicole goes on in her free time and creates a listing to find other good books to trade for. After listing books on the website, she receives messages from another trader and the trader tells her the type of book he has. They are able to agree on a fair swap and trade books the next day.



Create a Posting

Computer Science

Search

Submit

Log In



Register

Username

@ testUsername

Email

@ testUsername@mail.sfsu.edu

Password

Confirm Password

[Sign In](#)

By continuing, you agree to SFSU
Buy/Sell/Trade's [Conditions of Use](#) and [Privacy Notice](#).

——— Already have an account? ———

[Register](#)

Create a Posting

Computer Science

Search

Submit

Log In



Create Listing

Title

Example Title

Author

Jane Doe

Subject

Example: Computer Science

ISBN

Example: 932189938112

Price

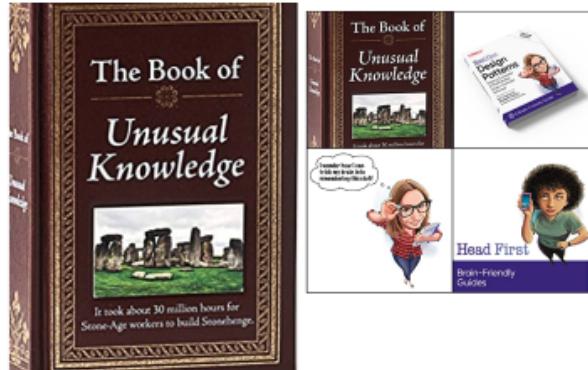
\$2.99

[Next: Photos](#)

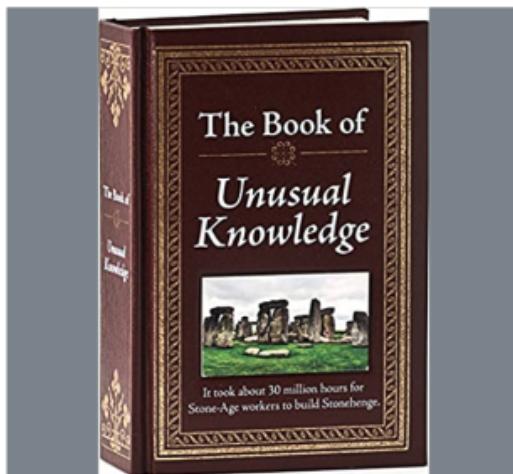


Create Listing

Upload Photos



[Create Listing](#)



Design Pattern

By Eric Freeman, Bert Bates, Kathy Sierra, Elisabeth Robson

6 Reviews

Popular In Computer Science

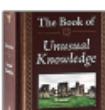
Price: \$21.99

ISBN-13: 978-0596007126

ISBN-10: 9780596007126

[Add to Wishlist](#)

[Contact Seller](#)



The screenshot shows the sign-in page for the SFSU Buy\Sell\Trade website. At the top, there is a navigation bar with the SFSU logo, a "Create a Posting" button, a dropdown menu set to "Computer Science", a search bar, a "Submit" button, a "Log In" button, and a user profile icon. Below the navigation is a large sign-in form with a yellow header "Sign-In". The form includes fields for "Email or username" (containing "testUsername@mail.sfsu.edu") and "Password" (containing a masked password). A "Sign In" button is prominently displayed in yellow. Below the buttons, a note states: "By continuing, you agree to SFSU Buy/Sell/Trade's [Conditions of Use](#) and [Privacy Notice](#)." At the bottom left, a link says "New to SFSU Buy/Sell/Trade?" and a blue "Register" button is at the bottom right.

Use Case 3 - The Organized Staff Member:

Aaron is a grad student at SFSU and student teacher for a lab section, so he is very aware of the difficulties of both getting his textbooks and assigning them. He hears about SFSU Buy/Sell/Trade from another grad student and how he can put up a listing for his section's workbooks by using a form. He makes a staff account and is able to fill out a textbook registration form after getting verified by an admin. He goes to the Post page and it takes him to the Textbook Registration form where he is able to put in information like the subject, course number, and section number. Once his listing is approved, his students are easily able to find and buy the textbook by looking up their class in the search bar.



Create a Posting

Log In



Buy, Sell, and Trade

Let Books Travel Around the Campus!

Select

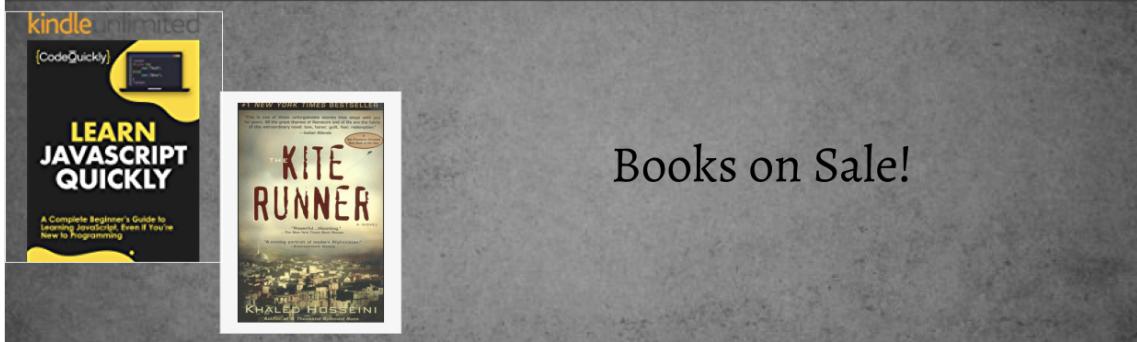
Search



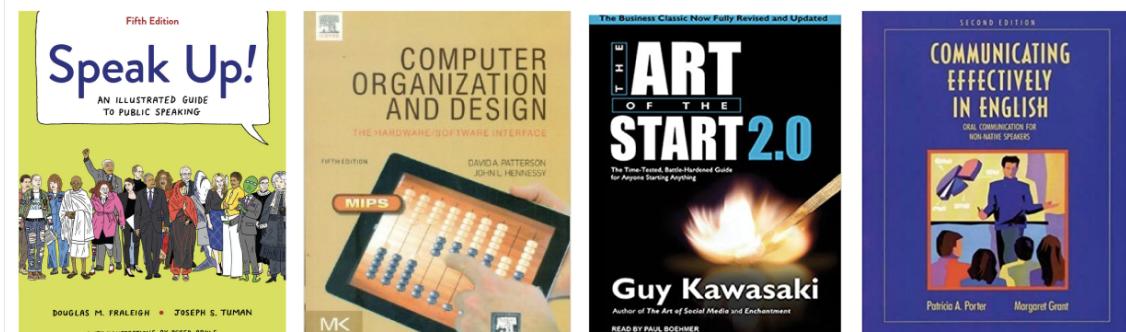
Search

Made by Gators, for Gators

 SFSU
Buy\Sell\Trade Create a Posting Computer Science Log In 



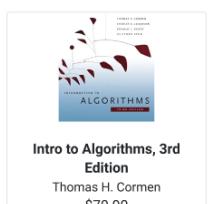
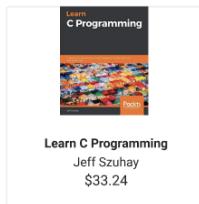
Books on Sale!



 SFSU
Buy\Sell\Trade Create a Posting Computer Science Log In 

1-6 of over 30 results for "Computer Science"

Sort By: Featured





Create a Posting

Computer Science

Search

Submit

Log In



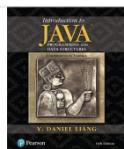
Welcome!

Already a customer? Log-in

Shopping Bag

Price:

Qty:

**Intro to JAVA** by Y.Liang
In Stock**US\$5.50** \$10.00

1

[Delete](#) [Save for later](#)**Data Structures and Algorithms** by Y.Liang
In Stock**US\$50.50**

1

[Delete](#) [Save for later](#)**Android Programming for**
Beginners by John Horton
In Stock**US\$20.50** \$30.10

1

[Delete](#) [Save for later](#)

Create a Posting

Computer Science

Search

Submit

Log In



Design Pattern

By [Eric Freeman](#), [Bert Bates](#), [Kathy Sierra](#), [Elisabeth Robson](#)

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SFSU
Buy\Sell\Trade

Head First Design Patterns

Building Extensible & Maintainable Object-Oriented Software

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with Kathy Sierra & Brian Goetz



Notification

Alert! The watchlist book price Just Now
has gone down.

Gabrial 10/30/2021
You have a message from Gabrial.

Julia 11/5/2021
You have a message from Julia.

Jennifer 11/3/2021
You have a message from Jennifer.

[See all Notifications](#)

[Mark all as read](#)

rra, Elisabeth Robson

[Contact Seller](#)

Use Case 4 - The Helpful Admin:

Lena is a recent CS graduate and is looking for a job in Web Development. While job searching, she sees a position as an administrator for the SFSU Buy/Sell/Trade website. After seeing how useful the application is, Lena decides to apply to become an admin herself. Once hired, she is given an admin account with several tools at her hand to keep the website safe for the users. In her free time, she is able to look at listings and approve or deny them as well as look at reports of comments, reviews, users, and listings. Due to the easy UI, she is able to accomplish a lot and feels a sense of satisfaction by helping while gaining insight on the importance of admins in websites.

The screenshot shows the Admin Dashboard for the SFSU Buy\Sell\Trade website. At the top, there is a navigation bar with the SFSU logo, a 'Create a Posting' button, a dropdown menu set to 'Computer Science', a search bar, a 'Submit' button, a 'Log In' button, and a user profile icon. Below the navigation bar, the title 'Admin Dashboard' is displayed. On the left side, there is a vertical sidebar with four icons: three horizontal lines (menu), a checkmark, a person, and an exclamation mark. The main content area features three large gray boxes with white text: '10 Users to be Reviewed', '3 Unresolved Reports', and '20 Listings to be Reviewed'. Below these boxes is a table titled 'Recent Listings' with the following data:

Listing ID	Title	Description	Price	Approve/Deny
281034710	Design Pattern by...	Used for one semester. Good condition wit...	\$21.99	
264026431	Applied Mathmat...	Almost perfect condition, no notes or highl...	\$30.00	
184026103	Calculus for Phys...	Bought from Amazon Used, still in good co...	\$35.00	
174927447	C++ Textbook	Water damage on cover, pages are fine. No...	\$15.00	
372481201	Software Enginee...	Lightly used. No markings.	\$40.00	



Create a Posting

Computer Science▼

Search

Submit

Log In



Admin Dashboard

Admin Menu



✓ Approve/Deny Listings



Review Users



View Reports

3

Unresolved Reports

20

Listings to be Reviewed



Description	Price	Approve/Deny
y... Used for one semester. Good condition wit...	\$21.99	✓ ✘
t... Almost perfect condition, no notes or highl...	\$30.00	✓ ✘
s... Bought from Amazon Used, still in good co...	\$35.00	✓ ✘
Water damage on cover, pages are fine. No...	\$15.00	✓ ✘
e... Lightly used. No markings.	\$40.00	✓ ✘



Create a Posting

Computer Science▼

Search

Submit

Log In



Approve/Deny Listings



Listings



Listing ID	Date	Title	Description	Price	Link to Post
281034710	2021-10-03	Design Pattern by...	Used for one semester. Good condition wit...	\$21.99	<button>View</button>
264026431	2021-10-01	Applied Mathmat...	Almost perfect condition, no notes or highl...	\$30.00	<button>View</button>
184026103	2021-09-30	Calculus for Phys...	Bought from Amazon Used, still in good co...	\$35.00	<button>View</button>
174927447	2021-09-30	C++ Textbook	Water damage on cover, pages are fine. No...	\$15.00	<button>View</button>
328374712	2021-09-28	Software Enginee...	Lightly used. No markings.	\$20.00	<button>View</button>
372481201	2021-09-28	Criminology and ...	good condition	\$25.00	<button>View</button>
389281042	2021-09-28	Introduction to Ph...	Just want to get rid of this book. Will accept...	\$10.00	<button>View</button>
784292974	2021-09-28	A People's History...	Notes on side written in pencil only. Used for...	\$40.00	<button>View</button>
684759383	2021-09-28	Astronomy	Fair condition. No code for online homework...	\$30.00	<button>View</button>
755759656	2021-09-28	Textbook of Bioch...	Very good textbook with highlights and the o...	\$50.00	<button>View</button>

Phase 4: Usability Evaluation

Usability Evaluation/Testing Plan

1) Effectiveness

Test/Use Cases	% Completed	Errors	Comments
Search			
Contact Seller			
Sell (create a post)			
Add to Wishlist			
Log In			
Register			

2) Efficiency

Testing Plan:

- **Purpose:**

To test the ease and speed at which the tester is able to perform tasks such as searching for an item, selecting a listing, signing in to an account, registering for an account, posting a listing, and adding an item to their wishlist.

- **Problem Statement:**

We want to see if our website is intuitive and efficient in the amount of clicks it takes to do a task. We are also looking to see if the order in which things are done (specifically when we ask for account log in) is frustrating for the tester or expected.

- **Task Plans:**

- Search for an item
- Select a listing
- Sign in or create an account
- Contact seller to start transaction process through messaging

- Browse through the Fiction category
- Select a listing

- Contact seller
 - Log in to an account
 - Find where to start creating a listing
 - Fill out necessary information
 - Confirm post
- **User Profile:**
SFSU students and staff
- **Method and Test Design:**
Testers will go through high-fidelity Figma designs and point out where they believe they should click or type in order to get the tasks done.
- **Test Environment and Equipment:**
Testers will be given the information to access our Figma designs and Zoom meeting.
- **Test Monitor Role:**
To aid the tester by telling them what their choice does and to guide them through which design their screen would look like at any given moment.
- **Evaluation Measures and Collection Method:**
We will be writing down the number of clicks taken to complete each part of the tasks.
- **Legal Issues:**
 - We will prevent legal issues by asking the testers not to provide private information while going through things like the forms or messaging system. They will be asked to tell us what they would type in general rather than specific terms (i.e., saying “my email” rather than their actual email when performing a task where they would input an email).

3) Satisfaction (Questionnaire)

It was easy to search for a listing.

Strongly Agree 1 2 3 4 5 Strongly Disagree

It was easy to contact the seller of a listing.

Strongly Agree 1 2 3 4 5 Strongly Disagree

The pricing was clear.

Strongly Agree 1 2 3 4 5 Strongly Disagree

Overall the process of buying something was easy.

Strongly Agree 1 2 3 4 5 Strongly Disagree

It was easy to fill out the details to create a post.

Strongly Agree 1 2 3 4 5 Strongly Disagree

It was easy to upload pictures to create a post.

Strongly Agree 1 2 3 4 5 Strongly Disagree

Overall, creating a post was easy.

Strongly Agree 1 2 3 4 5 Strongly Disagree

It was easy to register for an account.

Strongly Agree 1 2 3 4 5 Strongly Disagree

It was easy to log into an account.

Strongly Agree 1 2 3 4 5 Strongly Disagree

Overall, navigating around the website was easy.

Strongly Agree 1 2 3 4 5 Strongly Disagree

If you could change one thing about our website what would it be?

Phase 5: Focus Group Feedback

Focus Group Meeting

First, we started by telling Team 11 what our website was going to be. We told them that we were making a platform that allows students from San Francisco State to buy, sell and trade their books. Students who want to sell their books will be able to create listings and buyers will be able to contact the seller. We presented our high fidelity design to them and showed them the screenshots of the webpage layouts we had created in Figma. We showed them how we expected our users to navigate through our webpage to use our website to complete our use cases. We showed them how a user would buy a book from a seller, how a user would create a listing to sell a book, get notified about changes in listings they follow and how admins can help keep the platform in check. We explained how certain pain points that we thought of inspired us to make each page look the way it did. We went through each of the pages for each of the use cases we created and asked if they believed that there was something out of place or missing from the page. If they thought that something was out of place or missing from the page, we asked what was making them feel that the page needed some sort of change and what their reasoning for this feeling was. We recorded what they wanted us to change and why in our notes. After that, we went back and forth with suggestions on how we can change these components to remedy this issue until they were satisfied with the changes. We repeated this process for each of the pages in each use case until we covered everything. Finally, we talked with our focus group about what we would change about the pages in general.

Feedback Summarization

Based on our high fidelity mock-ups, the testers gave us the following feedback:

Header:

- Our logo on the top left of all of our pages was too close to the “Create a Listing” button which made it look crowded.

Homepage:

- Our slogan *Made by Gators, for Gators* looked small compared to the rest of the homepage.
- Since our homepage contains only a search bar and buttons for creating listings, it looks empty compared to the rest of the pages. For example, when we search for an item, it shows a lot of products which makes it seem like we have plenty of things to offer. A similar feel for the homepage would be nice.
- Next to the search bar, we have a magnifying glass and a blue button that says “Search.” This was confusing since both of them look like they could be pushed to search for an item.

General Forms:

- The size of the text next to the text boxes and in the confirmation buttons felt too small.
- Mandatory fields aren’t marked, so it looks like nothing is required to register.

Results Page:

- The results page felt like it could use a button to quickly contact the seller and add to their wishlist so the user wouldn’t have to take the extra step of going into the listing page.

Admin Dashboard page:

- The 3 panels on the dashboard were a bit wordy and confusing.
- They also felt that it would be useful to have numbers showing total items that need to be reviewed.
- The testers also thought it would be useful to have the titles of the listings link to the listing page that it refers to.

Overall plan on how to fix based on feedback: After getting the feedback from the other group, as per their feedback we will work on things that they have suggested such as the fonts making it a little bigger so it is visible clearly and readable, and making sure that our logo is visible by itself. Also, things that we think are in need of changes too along with their feedback.

Plans Based on Feedback

Homepage:

- **Before:** looks like google search, plain, not enough advertising for this application. Slogan too small. Header too crowded, does not look neat overall.
- **After:** need more advertising images, and some products (discounted/on sale) shown on the homepage. Header need to be fixed to look tidy and styled. “Create a listing” will be changed to “Sell”. Will change the search bar in the header. The slogan of our application will be bigger to see. Will leave enough space for each part in the header.

Registration Page:

- **Before:** no mandatory fields marked. Label size too small.
- **After:** need bigger label size to see, need checkbox for policy terms. Register: change register to: “You don’t have an account? Register”. Have all fields mandatory. Will change the “Sign-In” button to “Register”.

Login Page:

- **Before:** no mandatory fields marked. Label size too small.
- **After:** Will have all mandatory fields marked. Will change label size bigger. Will have “Don’t have an account yet? Register” reminder.

Result Page:

- **Before:** no buttons for contact seller or add to wish list
- **After:** Will have “Contact Seller” and “Add to Wishlist” buttons for each post.

Create Listing Page:

- **Before:** no mandatory fields marked.
- **After:** Will have mandatory fields marked. Will have pull down options for the “Subject” field. Will have the “image upload” on the same page with create listing.

Admin Dashboard Page:

- **Before:** no mandatory fields marked. Tabs with “Users to be Reviewed”, “Unresolved Reports”, and “Listings to be Reviewed”. No link for the listing’s title to the product detail page.
- **After:** Will changed tabs to: “All Users”, “Pending Posts”, and “Current Approved Posts”. Mark how many items need to be viewed in total. Will link the title to the product page for the admin to view.

Team Member Self-assessment and Contributions

Neesha Magar:

Hi Sabrina,

I am emailing to write contribution to team project and teamwork and they are as follows:

- Log In Page
- Registration Page

One of the challenges that I encountered was connecting the server, and I was able to fix it with the help of my teammates.

Sincerely,
Neesha Magar

Valeria Vallejo:

Hi Sabrina,

Below is the content for Part B of the Final Phase of the CSC642 Project.

Contributions to Team Project:

- Personae and Use Cases
- Low/High fidelity Mockups for admin
- Usability Testing Plan
- Product Page in final website

Main Challenges:

My main challenges had to do with me not being very familiar with Bootstrap and HTML to be able to code right away. This lead to me having trouble with the carousel of pictures in the product page and having to mess around a lot with different ways to make the buttons and text throughout the site look aligned.

Best,

Valeria Vallejo

Steven Liao:

Hi Sabrina,

Here are my contributions to the team project:

- Results Page
- Low and High Fidelity Mockups of creating a post

I would say my challenges were getting stuff done on time since I would be finishing everything last minute.

Best Regards,
Steven

ManTing Weng (Sabrina):

My contributions to the team project are:

- Setting up all documents for each phase.
- Set up the starter code and framework for our team application
- Header for the application
- Homepage of the application
- Fix some bugs and error from team members
- Code reviews and coding style

My challenges would be to set up tasks for each member and make sure they complete on time. Also, another challenge would be to review team member's code and make sure we are following the standard coding style.