

# DESIRABILITY TEST OUTCOMES RECOMMENDATIONS



**Project Title: Second-Hand Electronics E-Commerce App**

**Date: November 20, 2024**

**Version: 1.0**

# Recommendations

## 1. Build Trust with Stronger Typography and Imagery

- **Introduce Serif fonts like Merriweather for headings to enhance the perception of professionalism and trust. Pair with sans-serif fonts like Open Sans for body text for readability.**
- **Incorporate real user imagery or icons showcasing second-hand devices in use, helping users feel connected and reassured.**



## **2. Elevate the Professional Appeal**

- **Add a deep navy (#2A2D34) or dark teal (#004F54) accent to replace or complement the existing gray (#1A1A1D). These colors convey authority while maintaining harmony with green tones.**
- **Increase contrast between text and background for better readability and a more polished look.**

### **3.Refine Sustainability and Eco-Friendly Messaging**

- **Incorporate illustrations or badges highlighting eco-friendly initiatives (e.g., "100% recycled packaging," "Certified second-hand").**
- **Add interactive elements like sustainability progress bars (e.g., CO<sub>2</sub> saved) to reinforce the app's mission in real-time.**