timince – rawsrc

the commodities' marketplace

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3 months

Word, Adobe Acrobat, Paper & Ink, Photo Scan, Figma, Contrast Checker, Unsplash, Zeplin, Stylifyme, WhatFont, Google Fonts, PowerPoint.

Challenge or Problem Overview

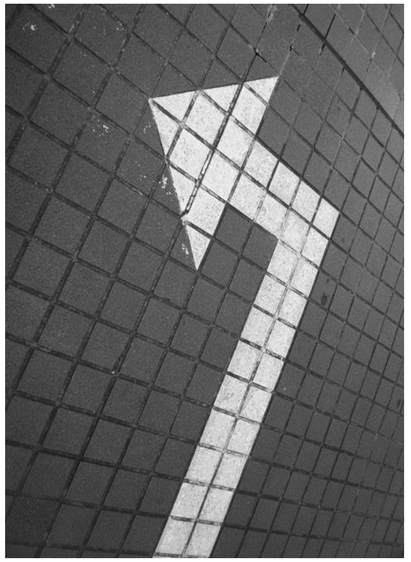
- This case study is about the design of an agricultural platform for buyers or manufacturers who source for agricultural produce as raw materials for processing, production, and or consumption.

- The problem is the lack of diversity in the marketplace which makes it difficult for buyers to find what they want and farmers on the other hand struggle to sell their produce due to market cluster.

- Our solution will impact farmers by giving them access to a wider, direct and ready market which will intend lead to reduce the storage time of produce, cost of produce and risk of produce value losses.

Discovery: Research & Analysis

We wanted to understand the experiences manufacturers go through in sourcing for agricultural produce. We interviewed 3 participants to understand their current system and how their experiences have been (if any) in the digital world (especially in this pandemic era).



Key findings:

- There is a disconnection and mistrust between buyers and suppliers.

Our solution would ensure to:

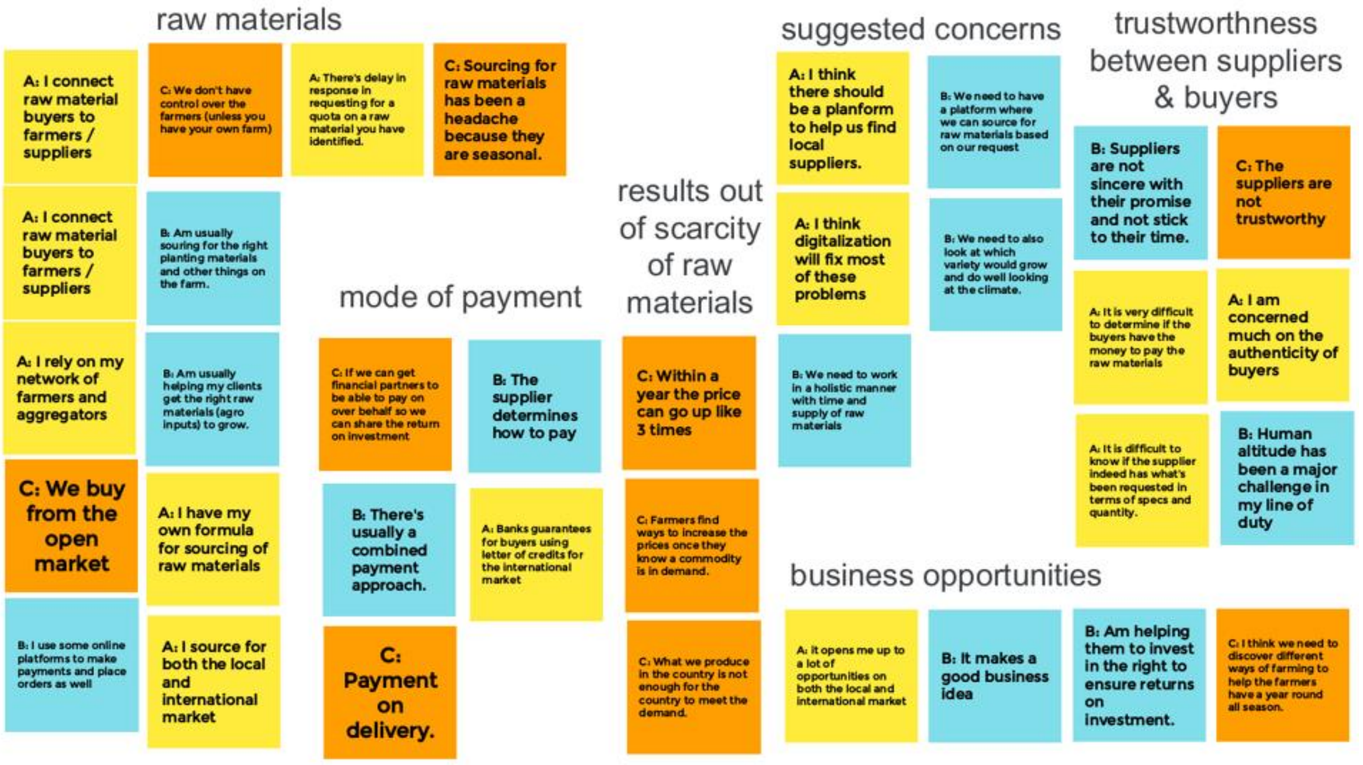
- Bridge the gap between the buyers and suppliers.
- Increase trust and transparency for both users.

Design: Concepts & Sketching

- On our market research tour, we visited over 50 farmer groups and buyers' associations across the country, we defined our hypothesis on understanding the experiences these buyers go through in sourcing for raw materials.

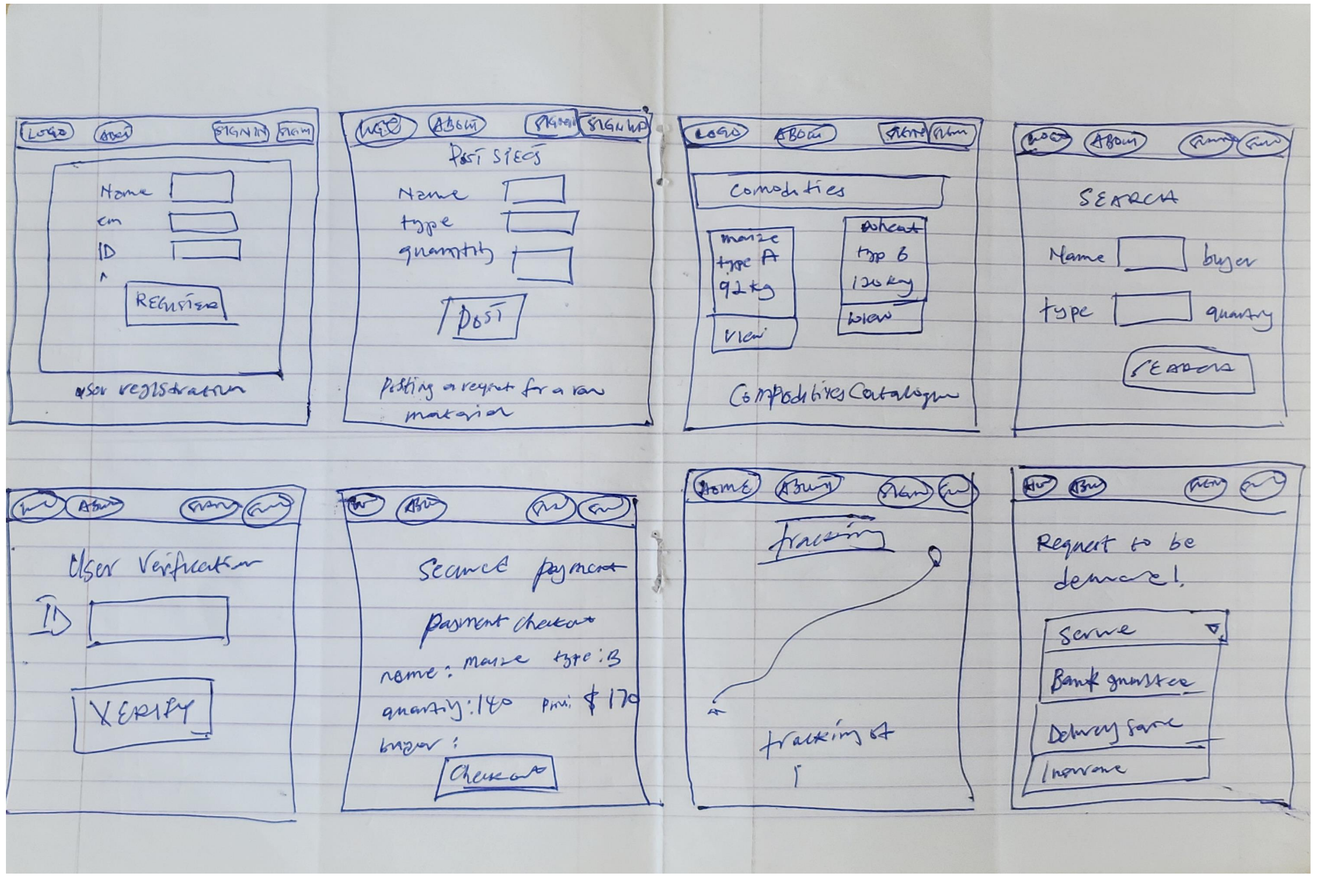
- We prepared a research plan which included research questions, research goals, method of recruiting participants, interviewing participants and analysing our findings into valuable insights.

Affinity mappings

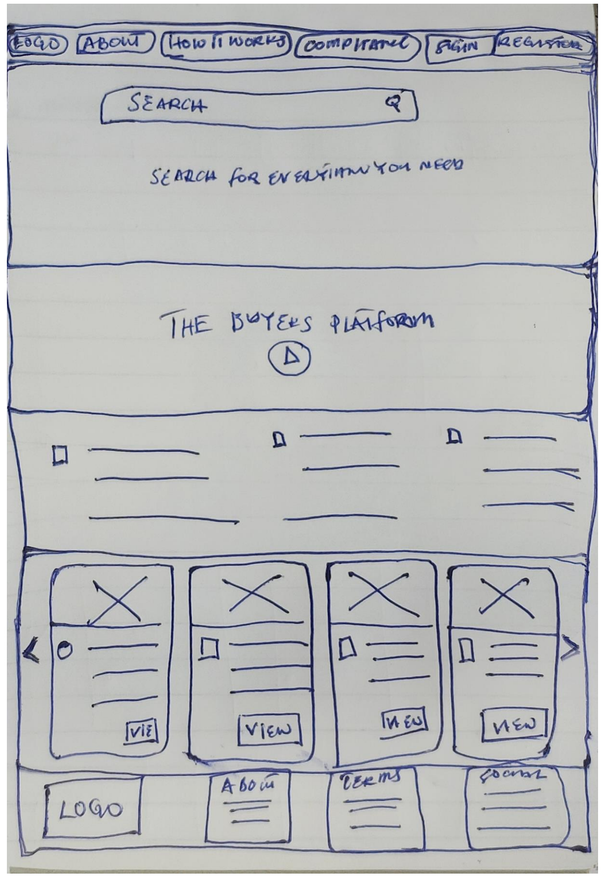


- Once we got through with that, we began sketching these insights into designs for ideas, features and or solutions.

Crazy Eights



Final Design Sketches



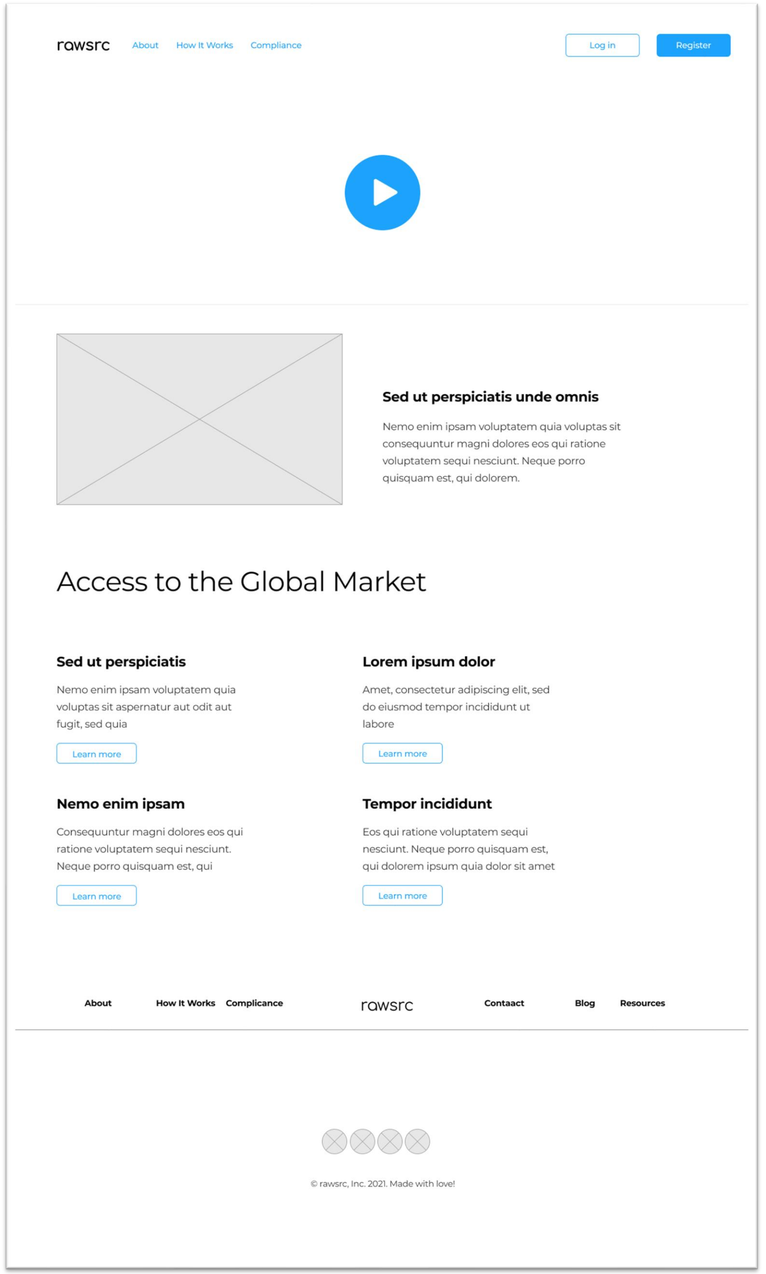
Develop: Prototyping - LoFi

The paper sketch designs were converted into a digital format in a form of a low fidelity prototype, these low fidelity prototypes was made available for testing.

The low fidelity prototype focuses on the following key features / functionalities:

- Landing Page
- User Registration (Sign up & Login) Page
- Products Page

[View Low Fidelity Prototype]



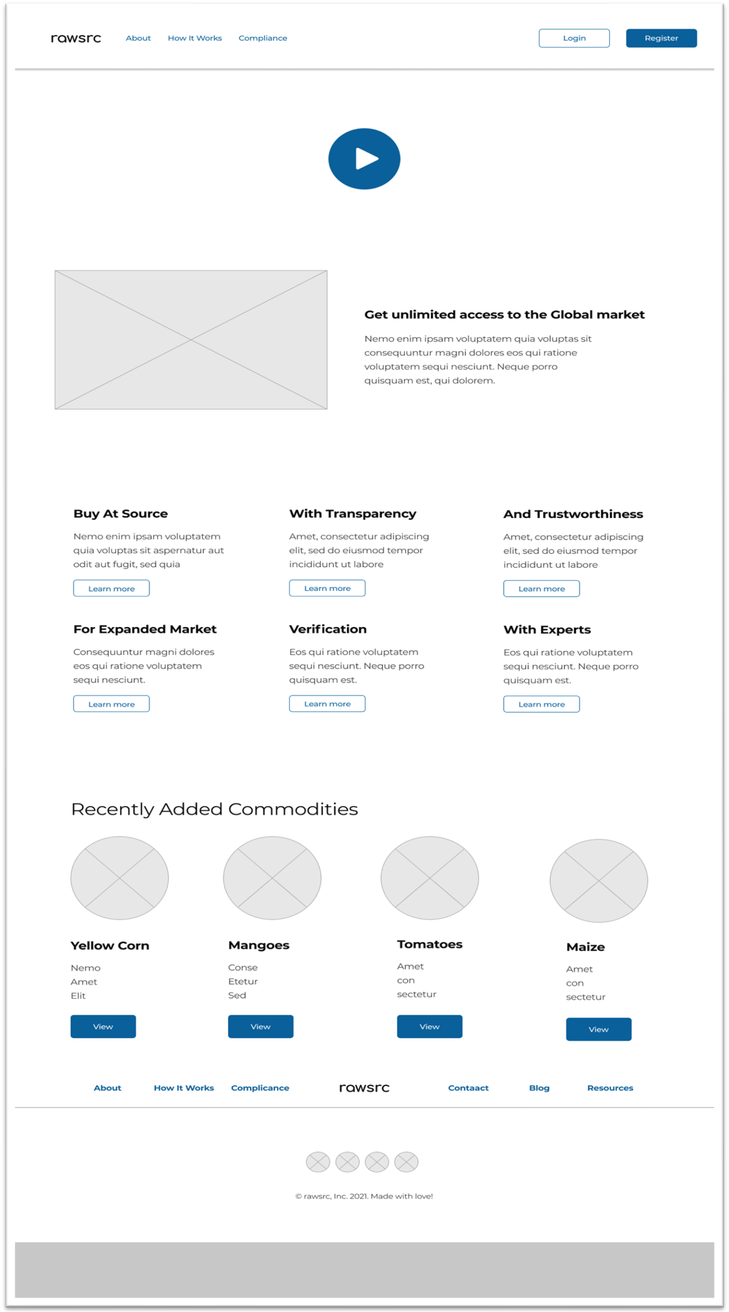
Develop: Prototyping - HiFi

After testing with the Low Fidelity prototype, High Fidelity prototype was made available based on the feedback from the earlier usability study on the low fidelity protype.

The high fidelity prototype focuses on :

- Landing page
- User Registration (Sign up & Login Forms)
- Products page (View/Add products)
- Navigations, Buttons, Colors, Links
- Accessibility

[View High Fidelity Prototype]



Test: Validation, Usability, Feedback

Once the prototype was ready, we had some users who signed up to be contacted further on our research study. 10 of these users were recruited and given the opportunity to test the prototype and give feedback. This was done remotely over video call where we observe users as they complete tasks.

After the usability testing here are the findings:

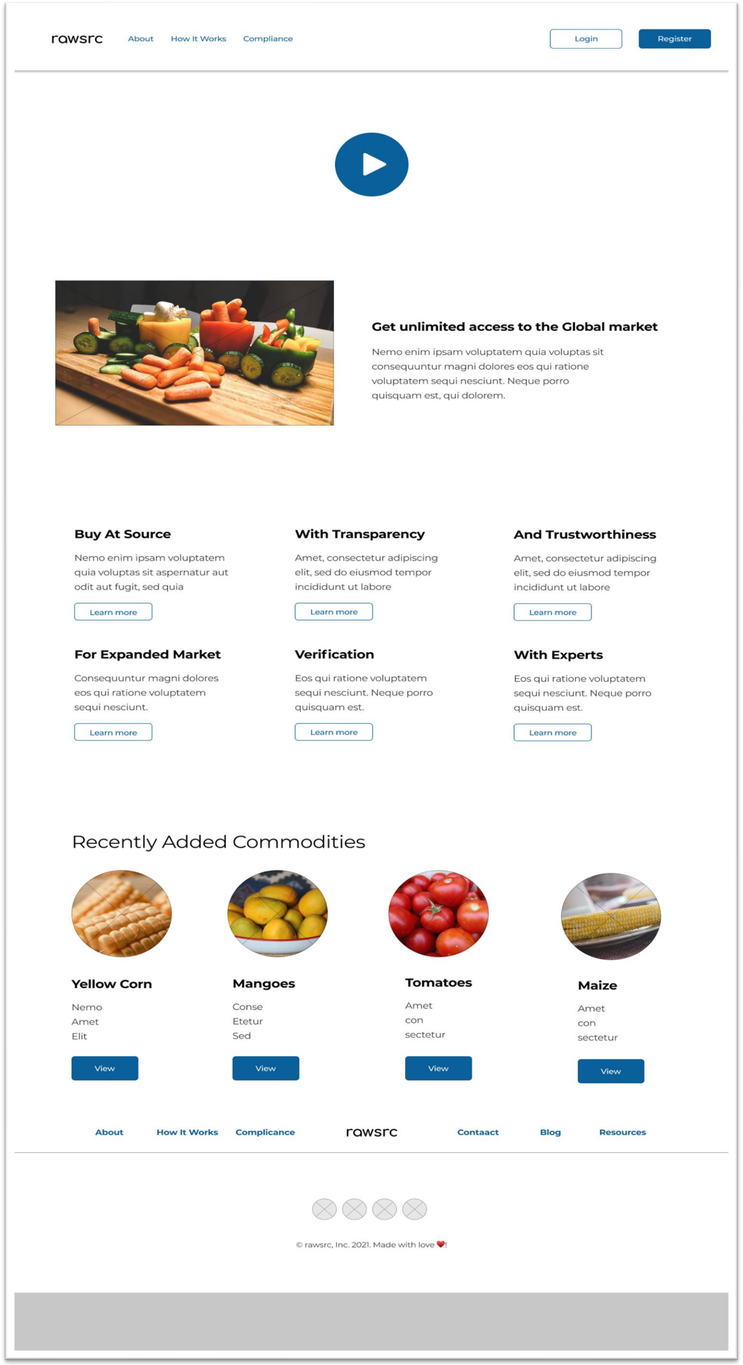
- 8 agreed on the need for an online marketplace.
- 6 understood the platform and was able to maneuver their way though the page.
- 6 out of 6 respondents were able to register and view the products page.
- All respondents didn’t login since once they sign up, they are into the system, so once they are into the system, they complete all the tasks, logout and then end the session.
- 6 out of 6 were able to access the products page but didn’t know what to do from there, they were trying to figure out where to click, where is clickable and so on.

Design: Iteration

Based on the feedback insights gathered from the usability testing,

- We have updated the design to be accessibility friendly with a score of AAA+ rating with Web AIM’s color contrast tool.
- We have also worked on the primary color buttons to be large and visible to match the specifications.
- Navigation links which are the menus, links, footer links are fixed with primary colors visible enough to be clickable and identifiable.

[View Design Iteration Prototype]

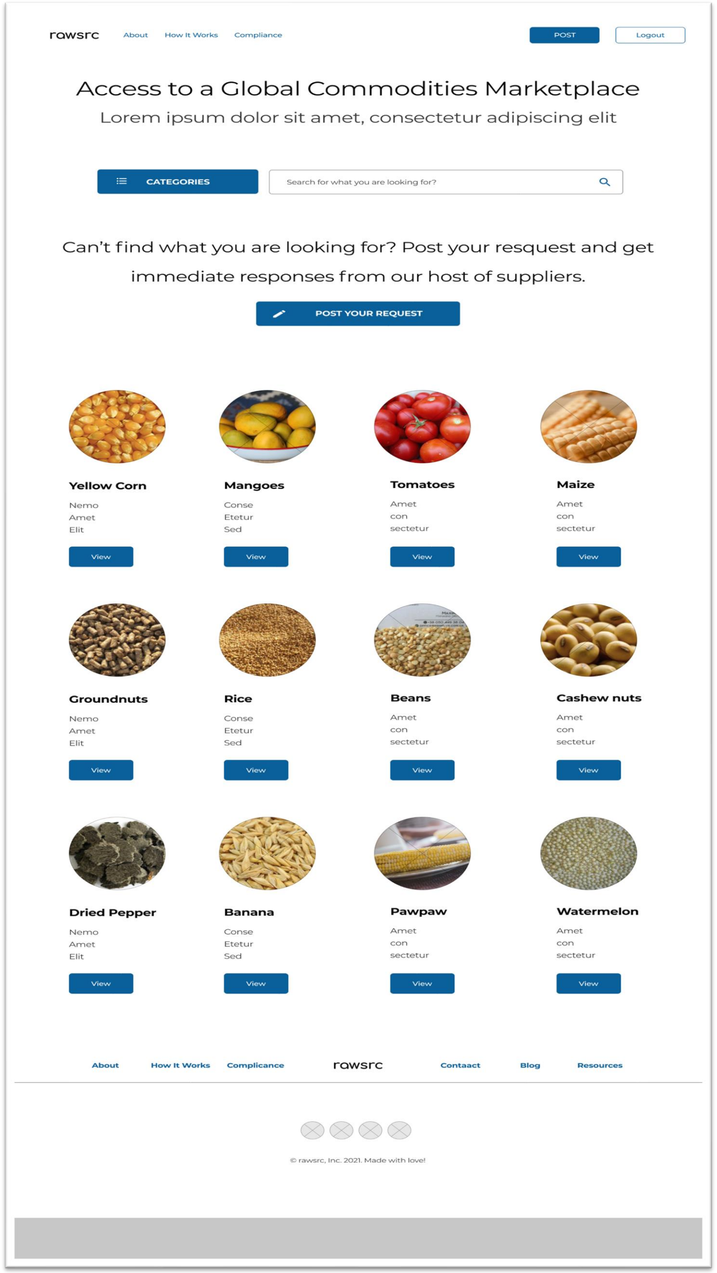


Solution & Impact Overview

- We believe that this platform would meet the buyers needs in sourcing for produce and also give the suppliers access to a wider and ready market.

KPIs

- Based on the data point that users struggle finding the post button, we have made the C.T.A on the products page standalone to increase the success rate.
- We have increased the success rate of the CTA button (POST) to 100% conversion rate by increasing the button and making it clearer.



About Me

My name is Prince, I am a User Experience Designer with a Software Engineering background, and am based in Accra, GH.

I am a tech enthusiast, and passionate about the future. I have interest in Internet of Things (IoT) & Space Technologies. I love animated movies, I love to travel and I like to read books on philosophy, design, space and religion.

I love to express my creativity through my design approaches with my 3 main core foundations: Offline First, Accessibility & Openness, and Designing with the next billion users in mind.

My goal is to gather knowledge in these areas of interest to help my work and improve life for humanity.

I am the vice president of IoT Network Hub Africa, a community of tech enthusiast from different fields working together to solve problems in Africa using emerging Technologies.

Skills: Wireframing, Low to high fidelity design, Prototyping, UX Research

Tools: VSCode, Figma, Zeplin

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