Facebook Marketplace

Empathize
- Started by talking to experts, customers and users.
- Created a focus group.
- Gathered information from Quantalities and Qualitative ways.
- Scan competitors in the market.
- Talked to each other and set assumptions.

Define
- Put the collected information and data to define the problem.
- Defined what persona are we targeting.
- Created an Empathy Map (Says, Does, Thinks, Feels).
- Took feedback from sample users to confirm the accuracy of the Empathy Map.
- Created an As-Is Scenarios to draw the user's journey in his day with the challenges faced. So, we can pinpoint the issues needed to be resolved.
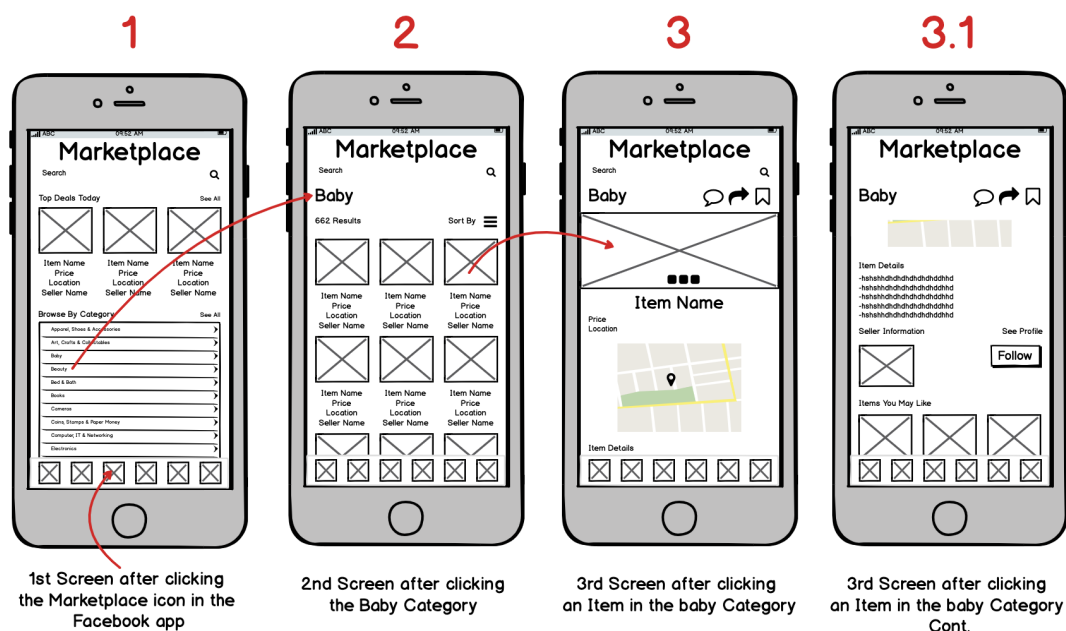
Ideation
- Found solutions and ideas without focusing on details or technicality for the solution.
- Rearranged solutions, which are possible to execute, feasible, important to the users and which are not.
- Created a To-be Scenario to imagine the effect of the solution on the user Empathy Map.
- Created the Need Statements for the user problems.

Prototype
- Drew all the possible solutions look like based on the Need Statements on paper.
- Evaluated what was the best ones by making the team vote.
- Chose 3 possible solutions to Prototype.
- Created the 3 Prototypes.

Test
- Tested All 3 Prototypes with the customer and user to get feedback on our solution, as to ensure we are on the right track.
- Users and Customer chose 1 Prototype to be executed.

1st Screen after clicking the Marketplace icon in the Facebook app

2nd Screen after clicking the Baby Category

3rd Screen after clicking an Item in the baby Category

3rd Screen after clicking an Item in the baby Category Cont.

The Selected Prototype to be executed