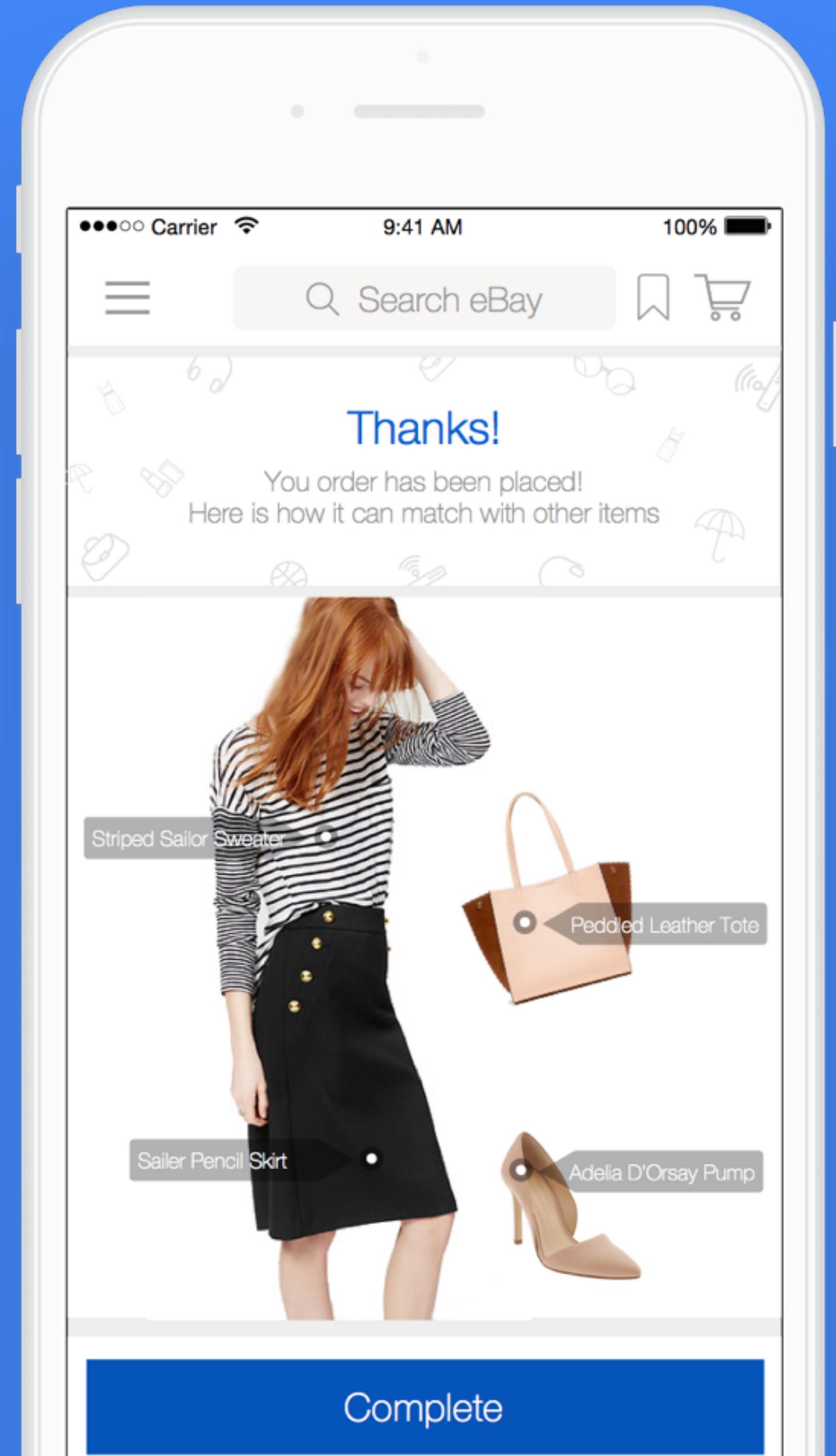


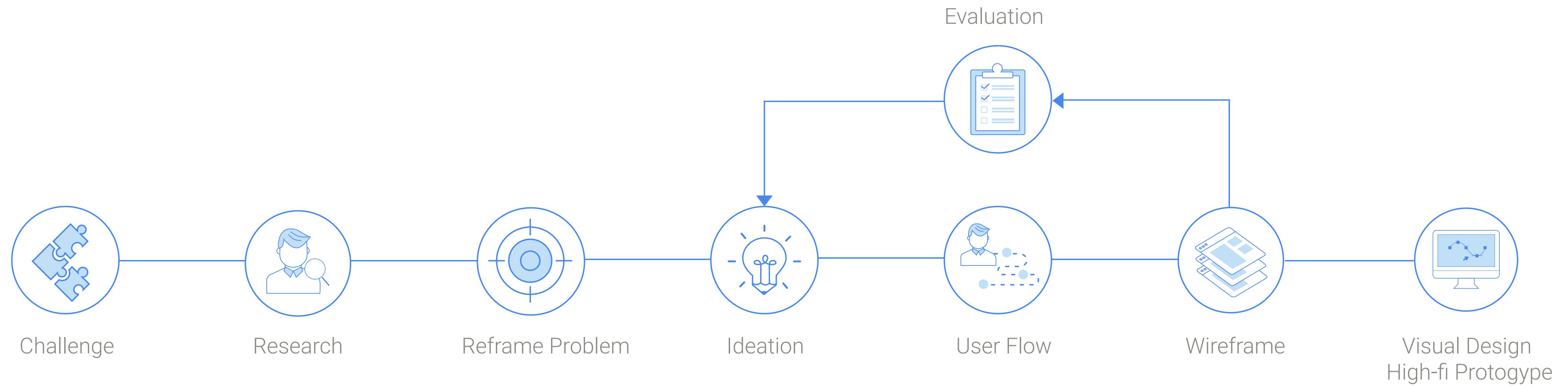
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Background

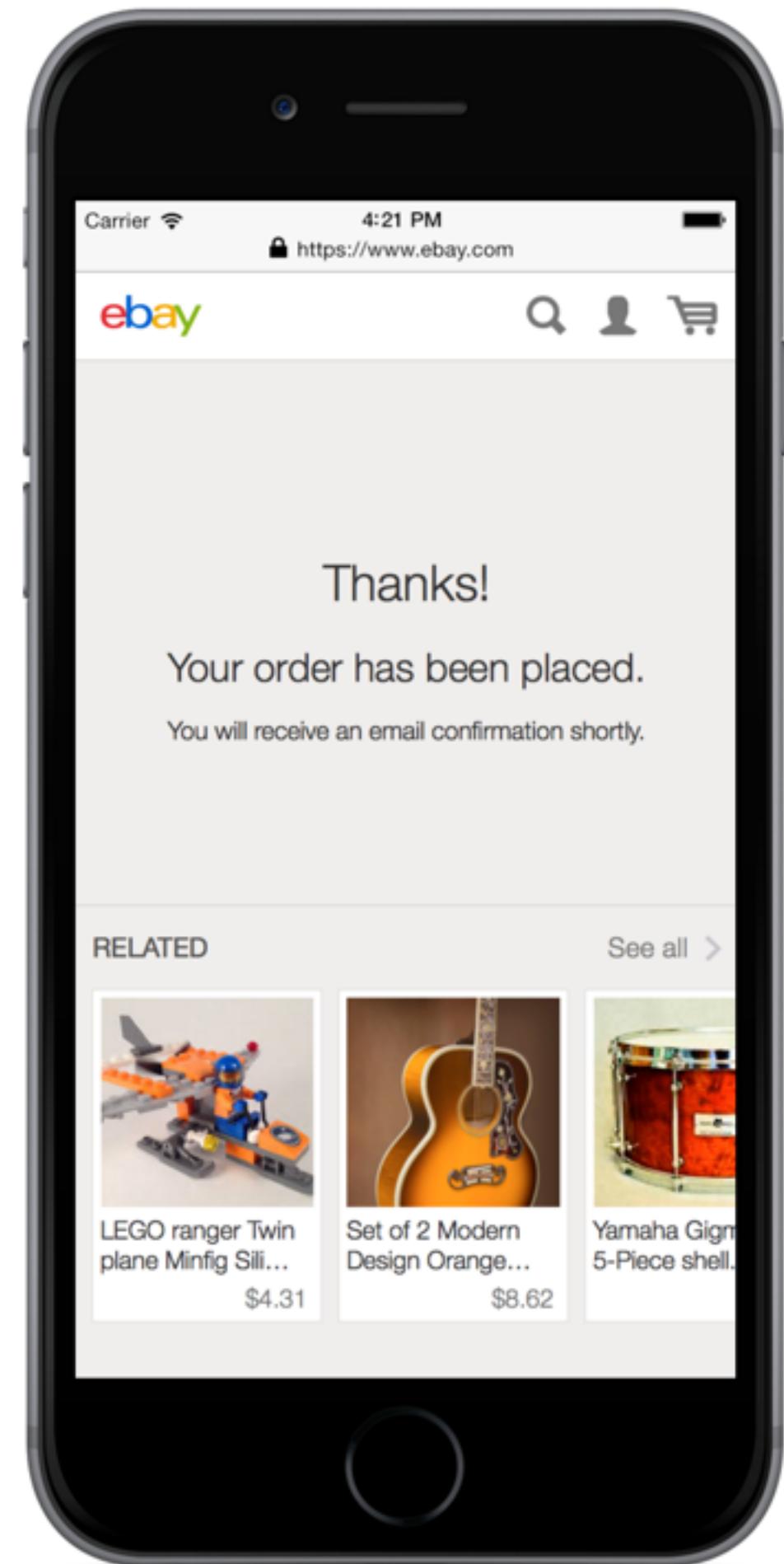
Project Type	Academic Project eBay UX team
Time	2 weeks
Team	3 UX Designers
My contribution	Ideation, User flows, UI Design

Design Process



Challenge

Is the checkout successful page really
the end of the shopping experience ?



Current Design

User Research

Who we are designing for?

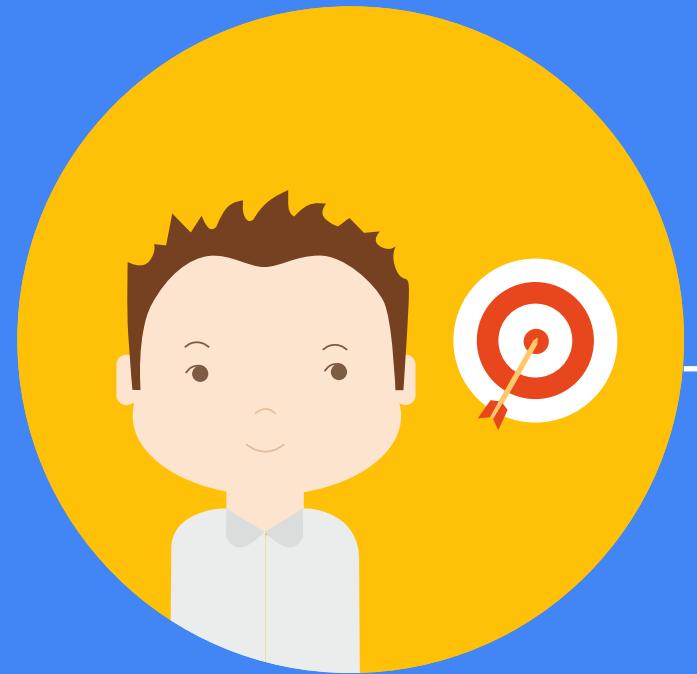


The Winner

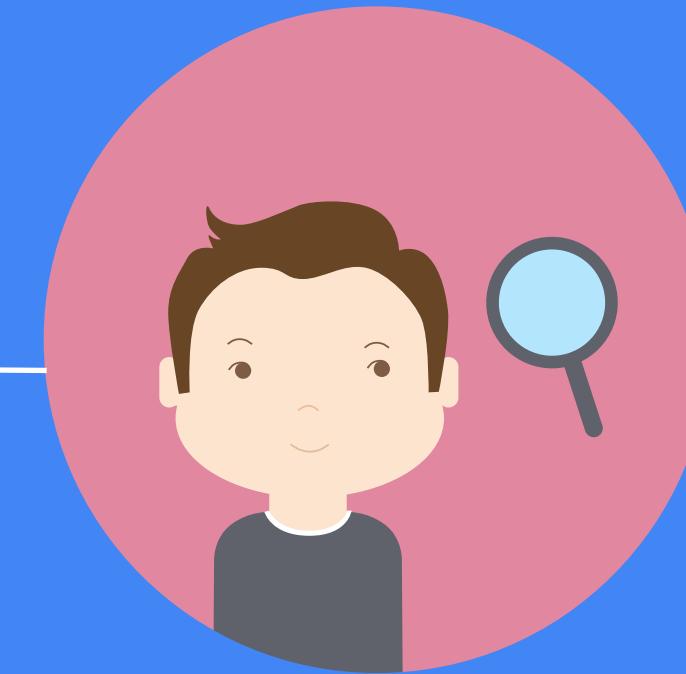
Market
Segmentation



The Reveler

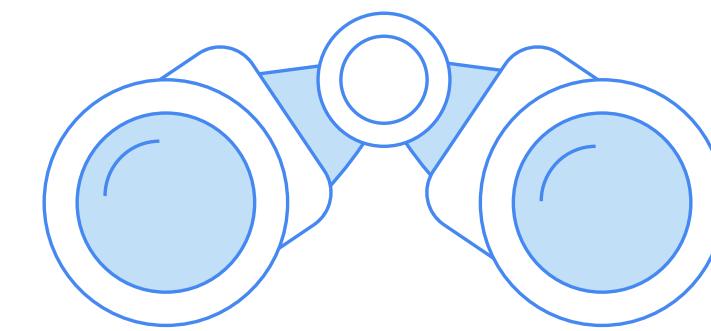


The Mission Driver



The Seeker

Understand the Users



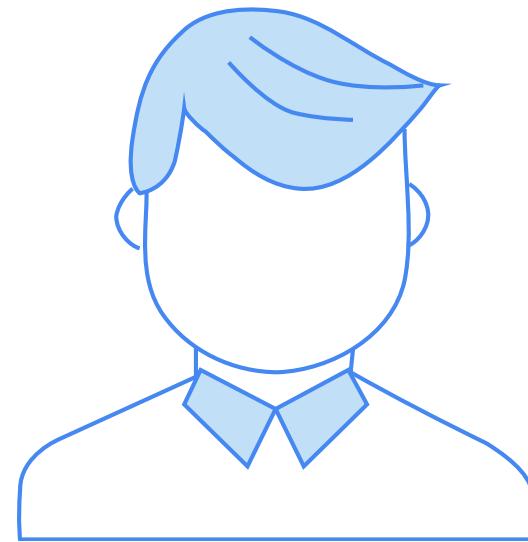
Exploratory



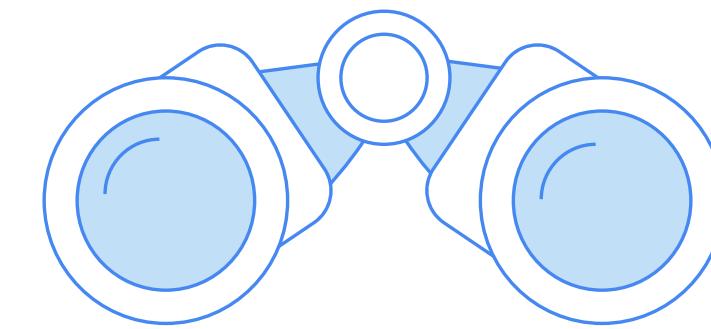
The Reveler

“ Let's me discover what I enjoy most! ”

Understand the Users



Personal



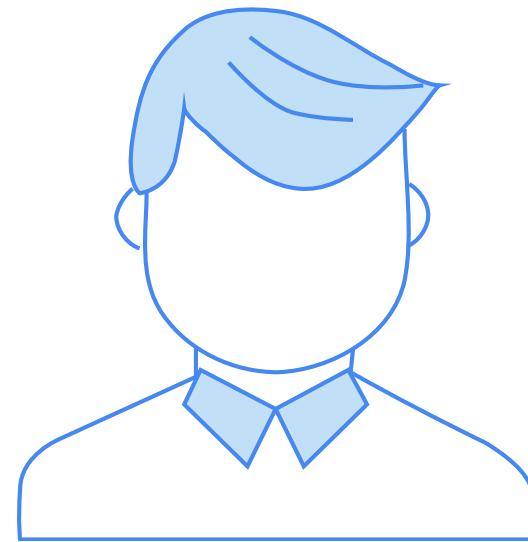
Exploratory



The Reveler

“ Let's me discover what I enjoy most! ”

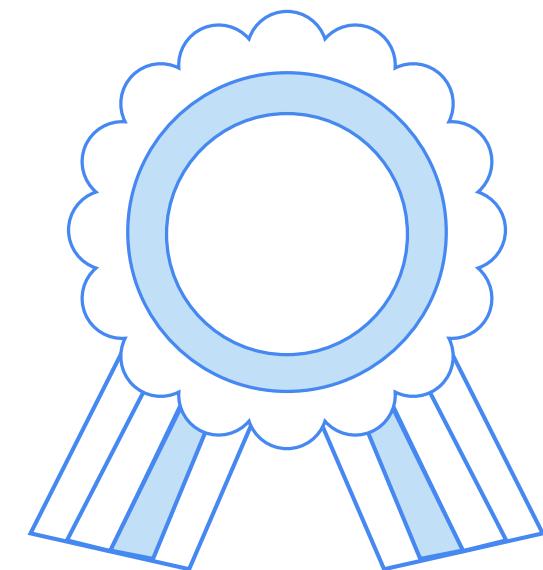
Understand the Users



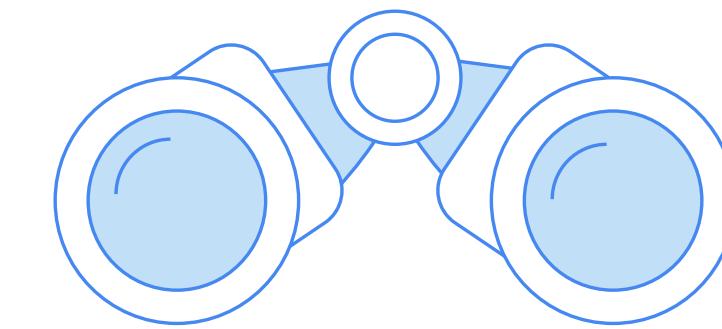
Personal



The Reveler



Achievement

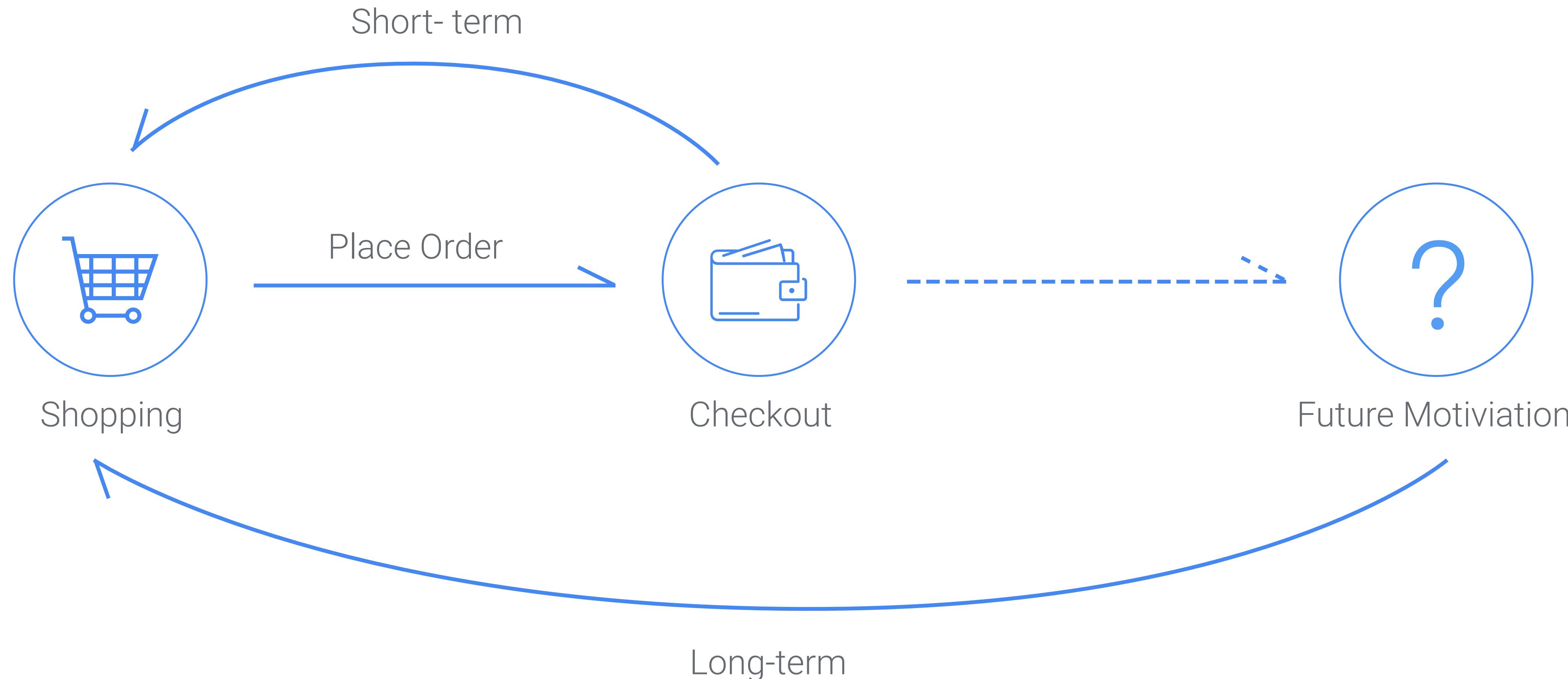


Exploratory

“ Let's me discover what I enjoy most! ”

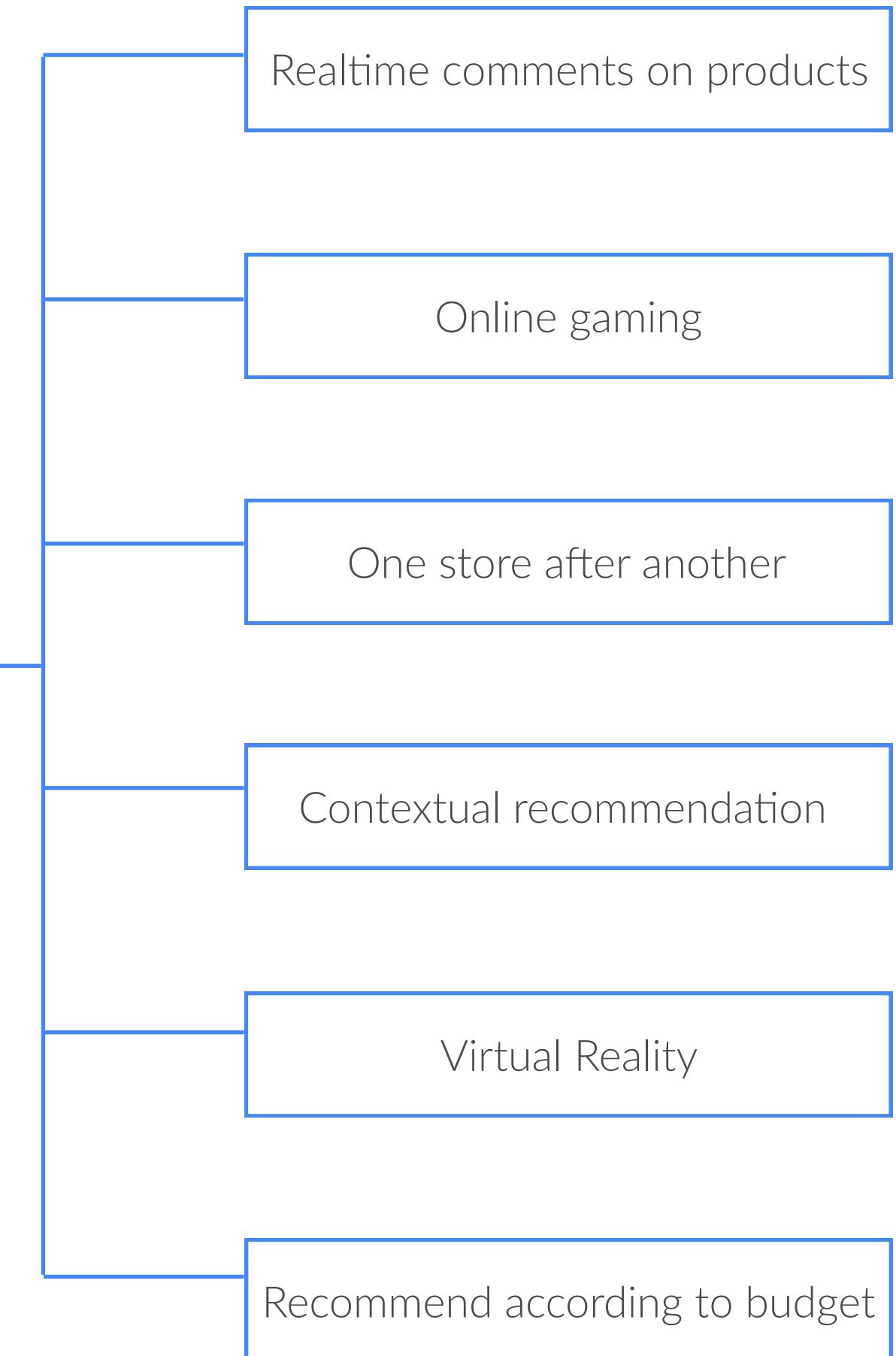
Ideation

Think About the Overall Shopping Experience

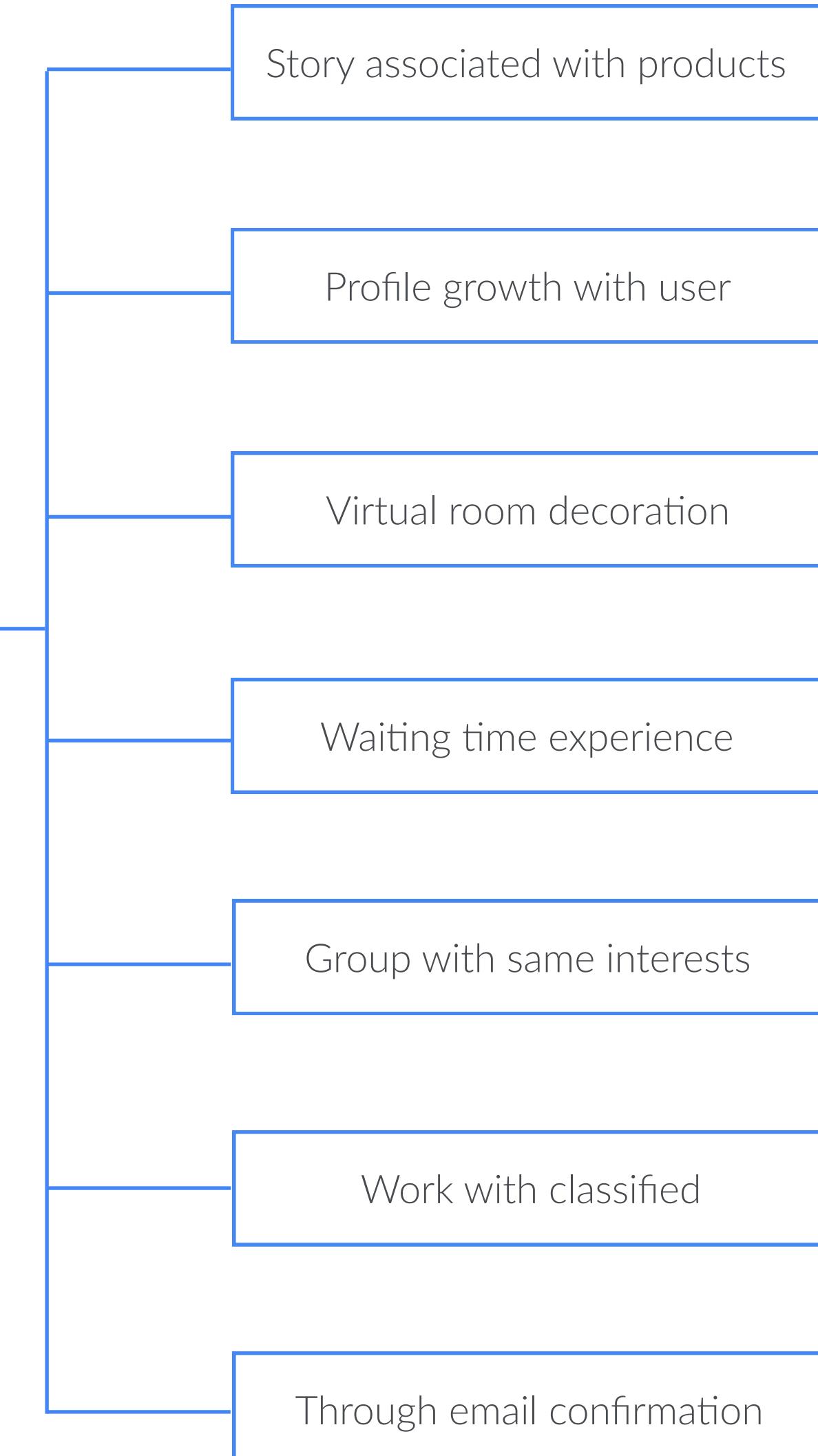


Ideation

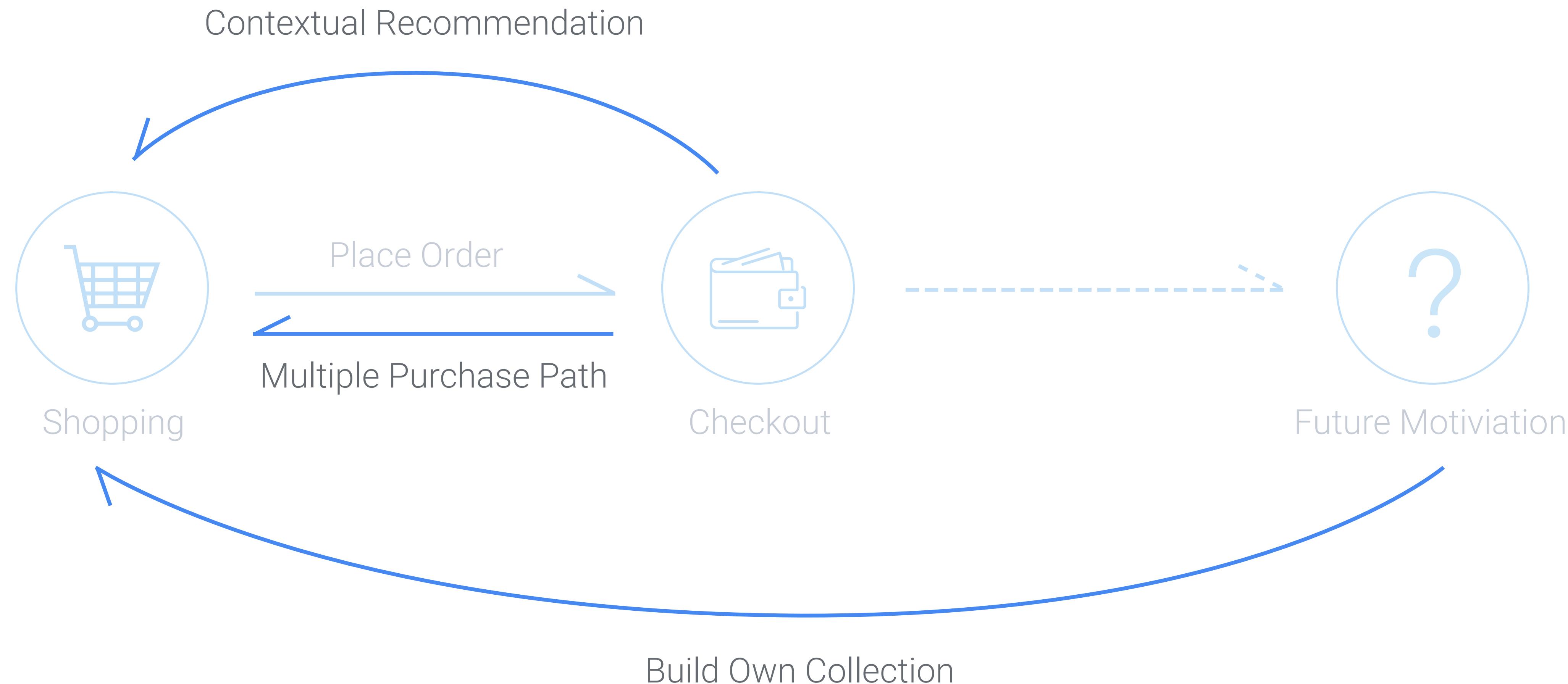
Short-term



Long-term

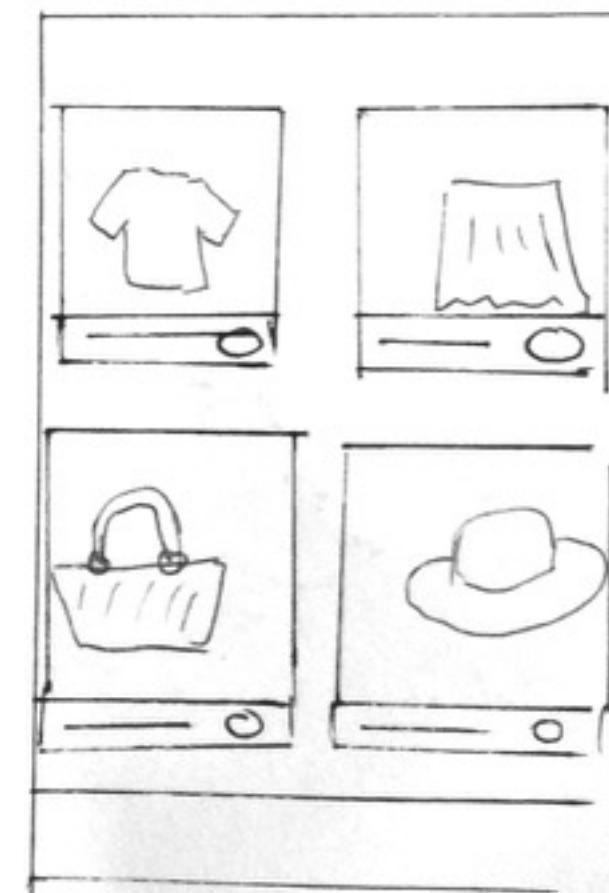
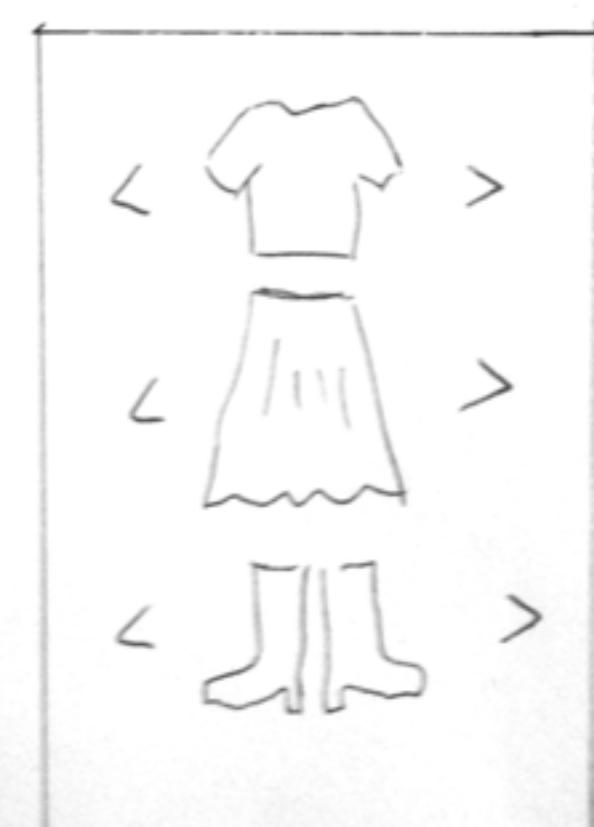
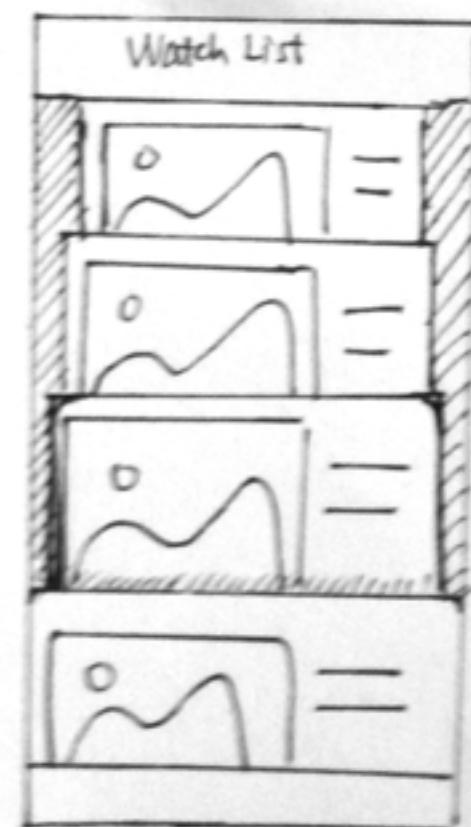
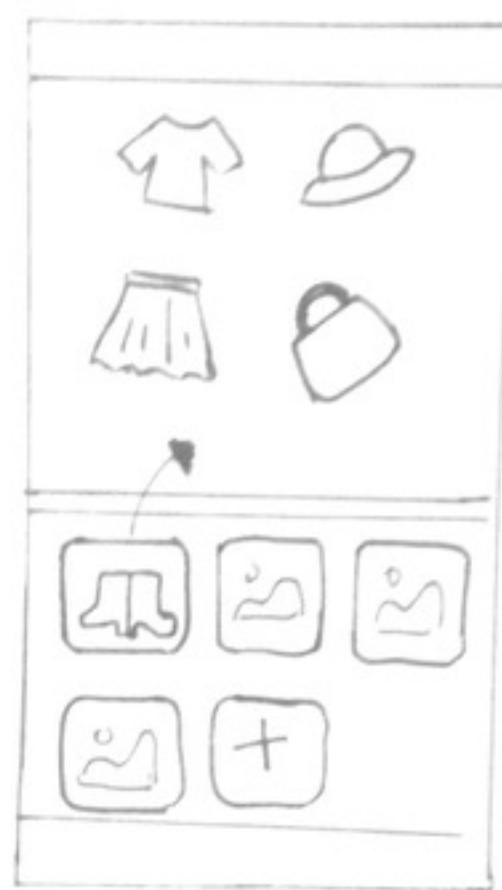
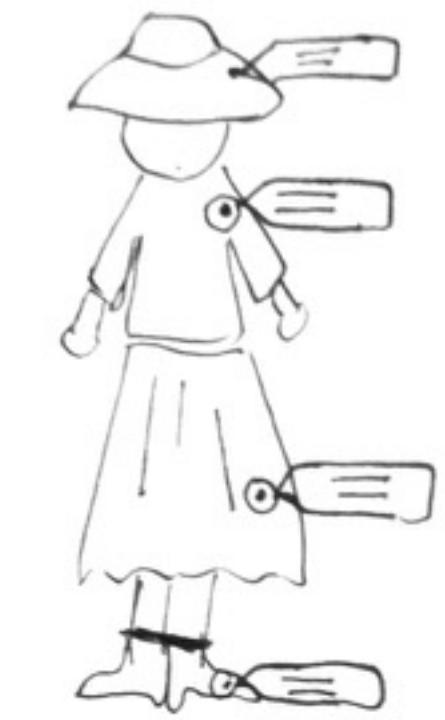
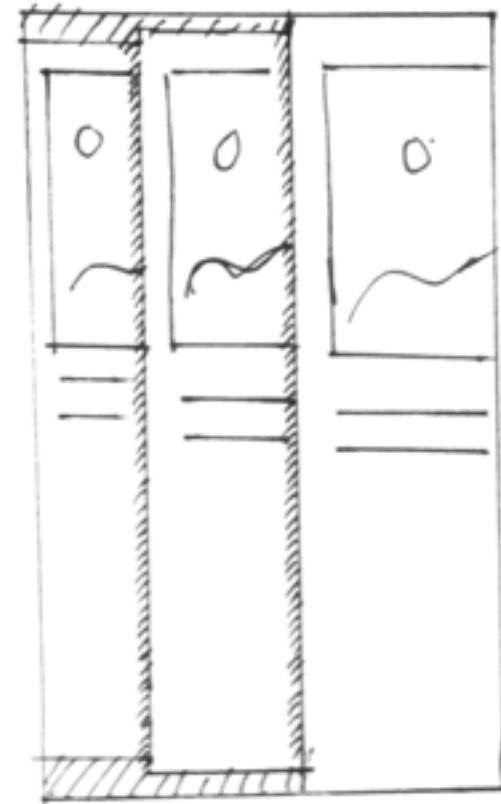
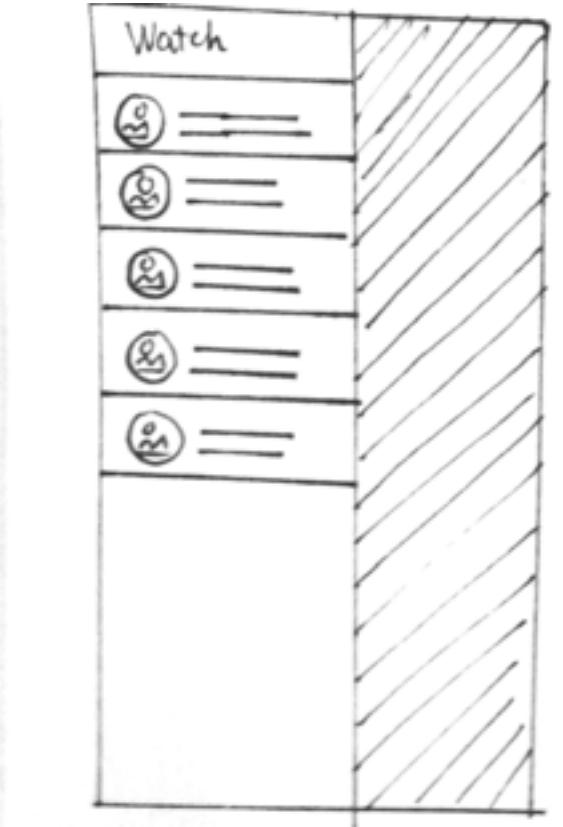


Concepts



UI Design

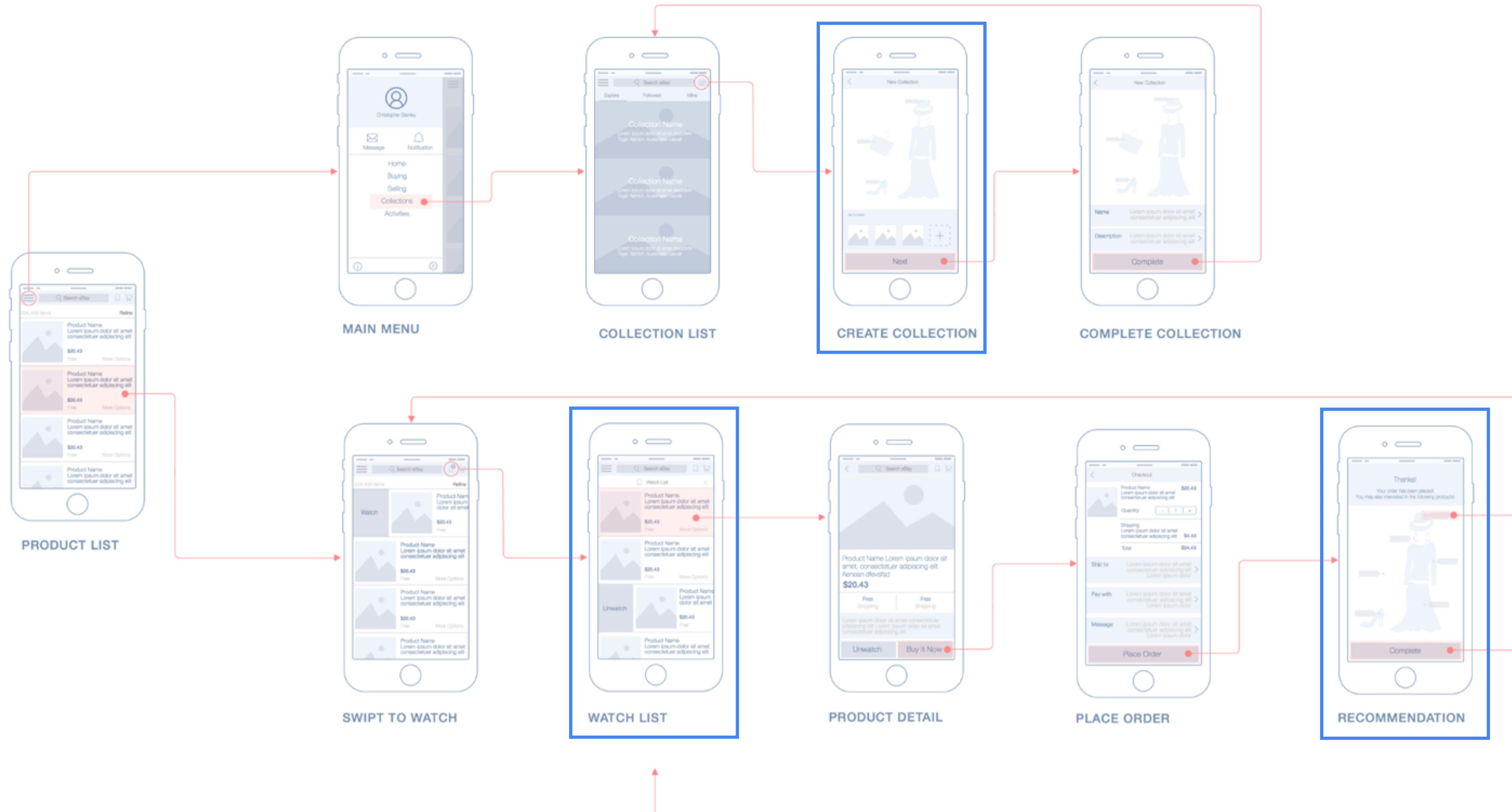
Interface Sketch



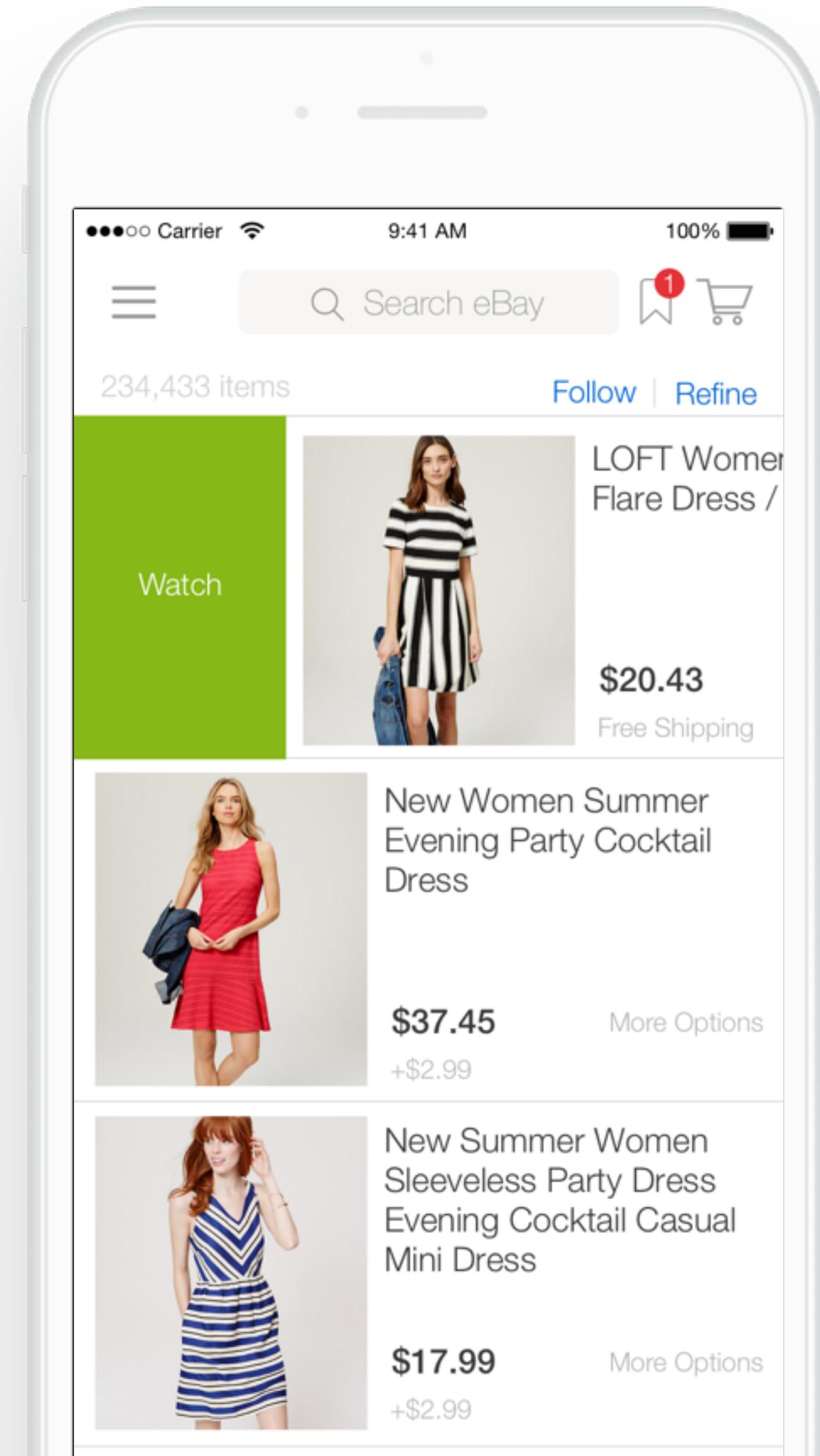
Final Wireframes & User flow

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Wireframe And User Flow



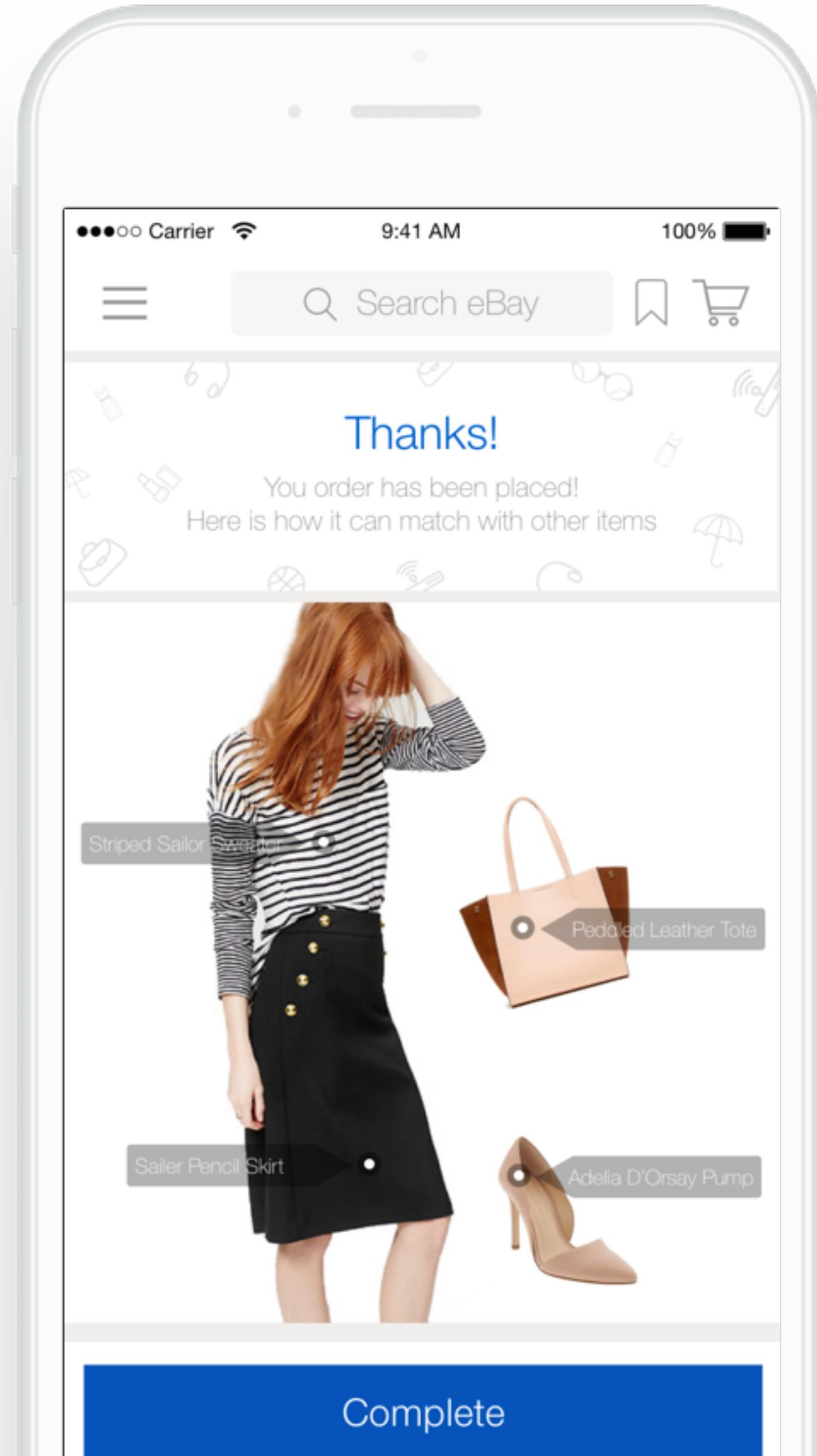
Multiple Purchased Path



Swipe to add to watch list

Convenient access to watch list

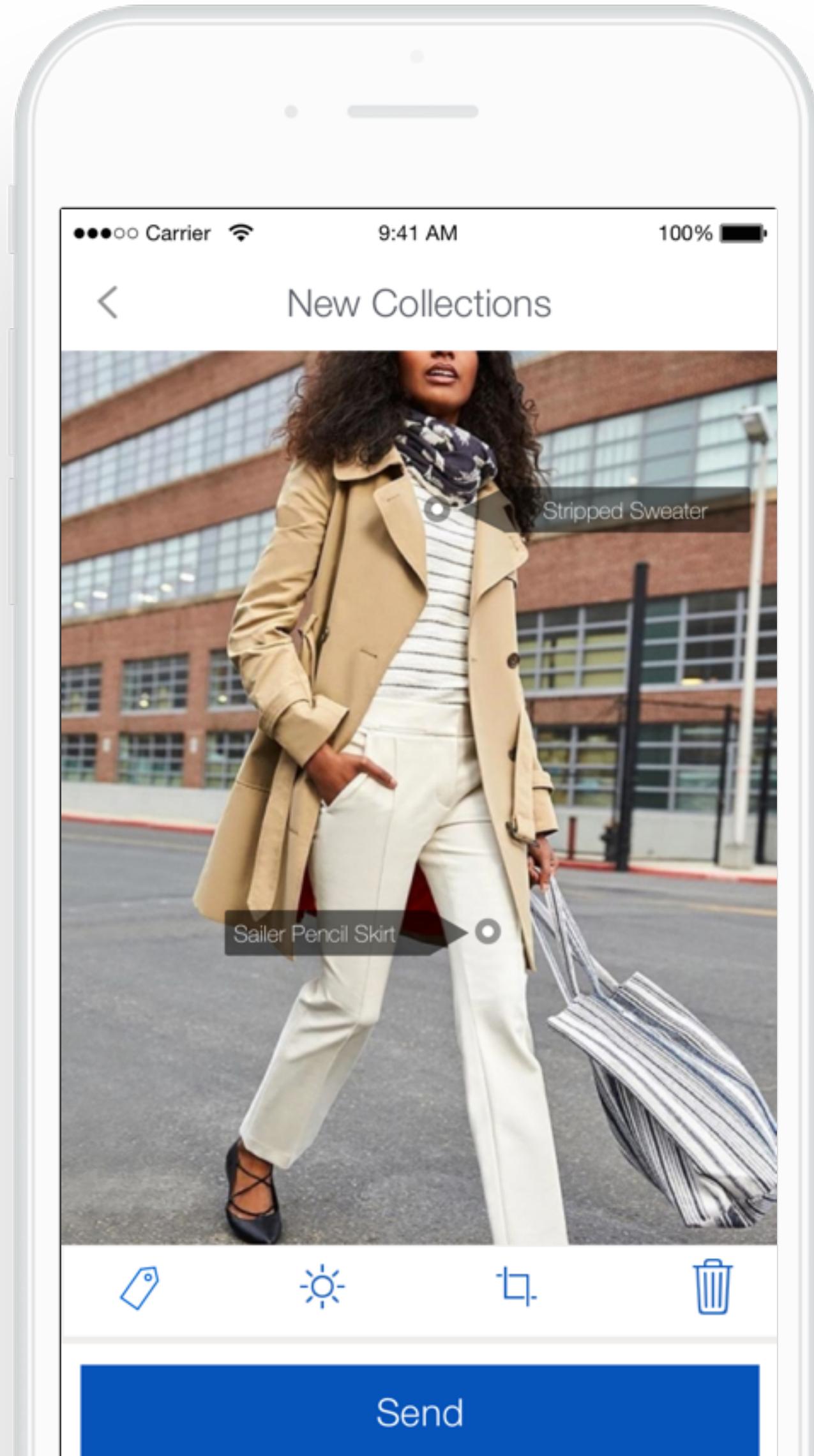
Contextual Recommendation



Put purchased item in a contextual scene

Tags provide access to re-engage into eBay

Build Own Collections



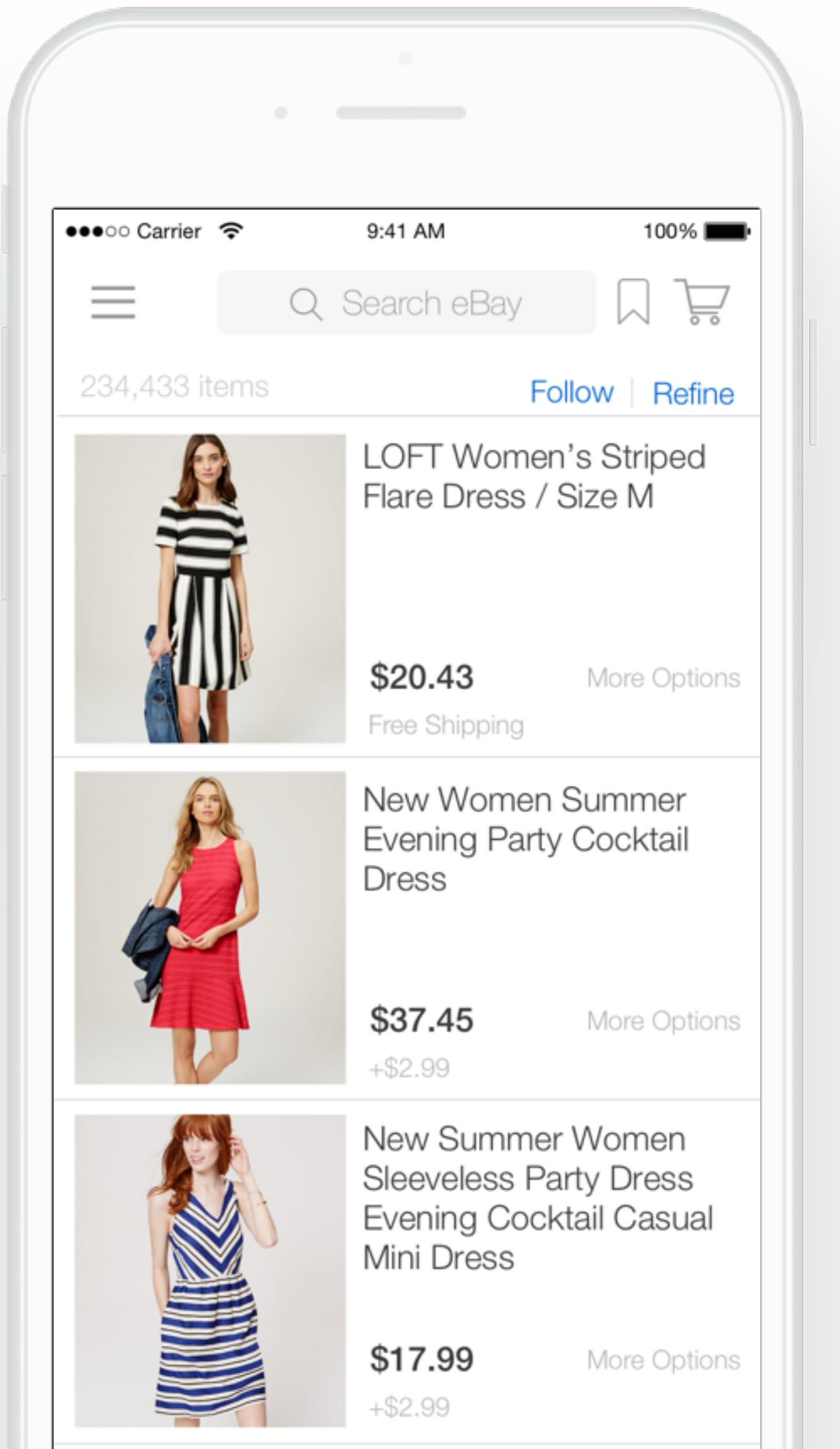
Users can create their own collection

Take photos and post their collections

Add tags to other products

Interaction Walkthrough

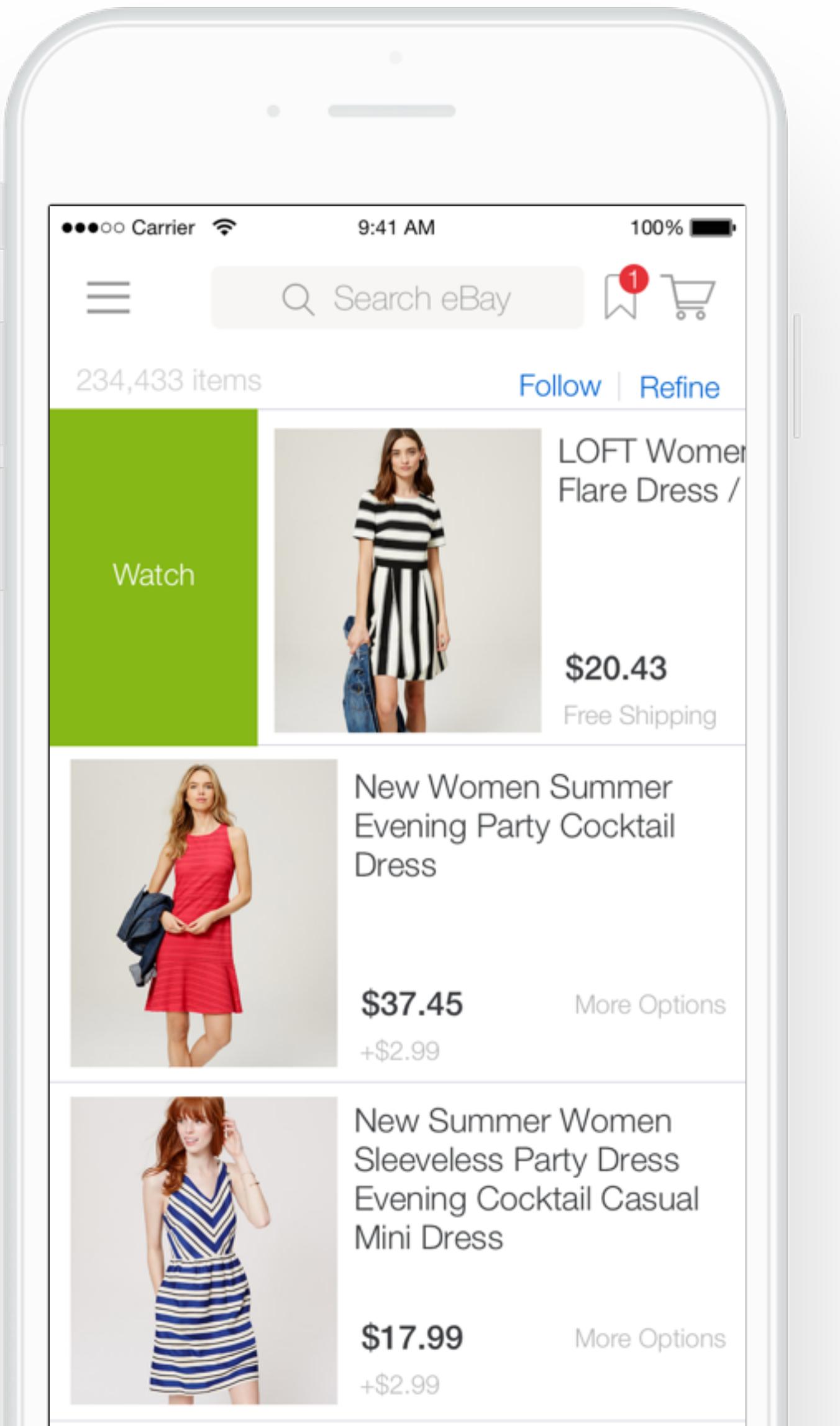
Product List



Now, it's time to relax.



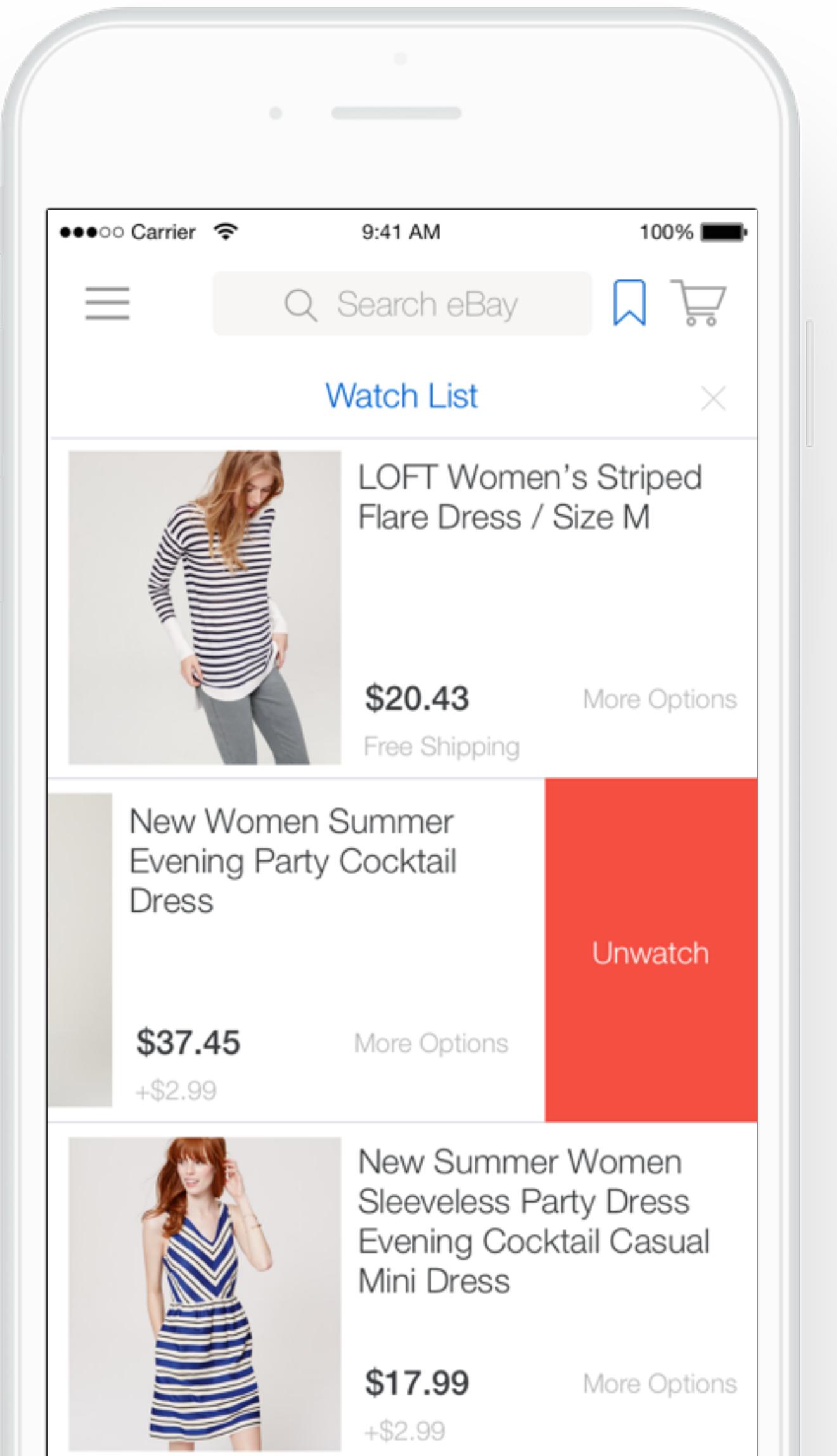
Swipe to Add to Watch List



These dresses all looks great!



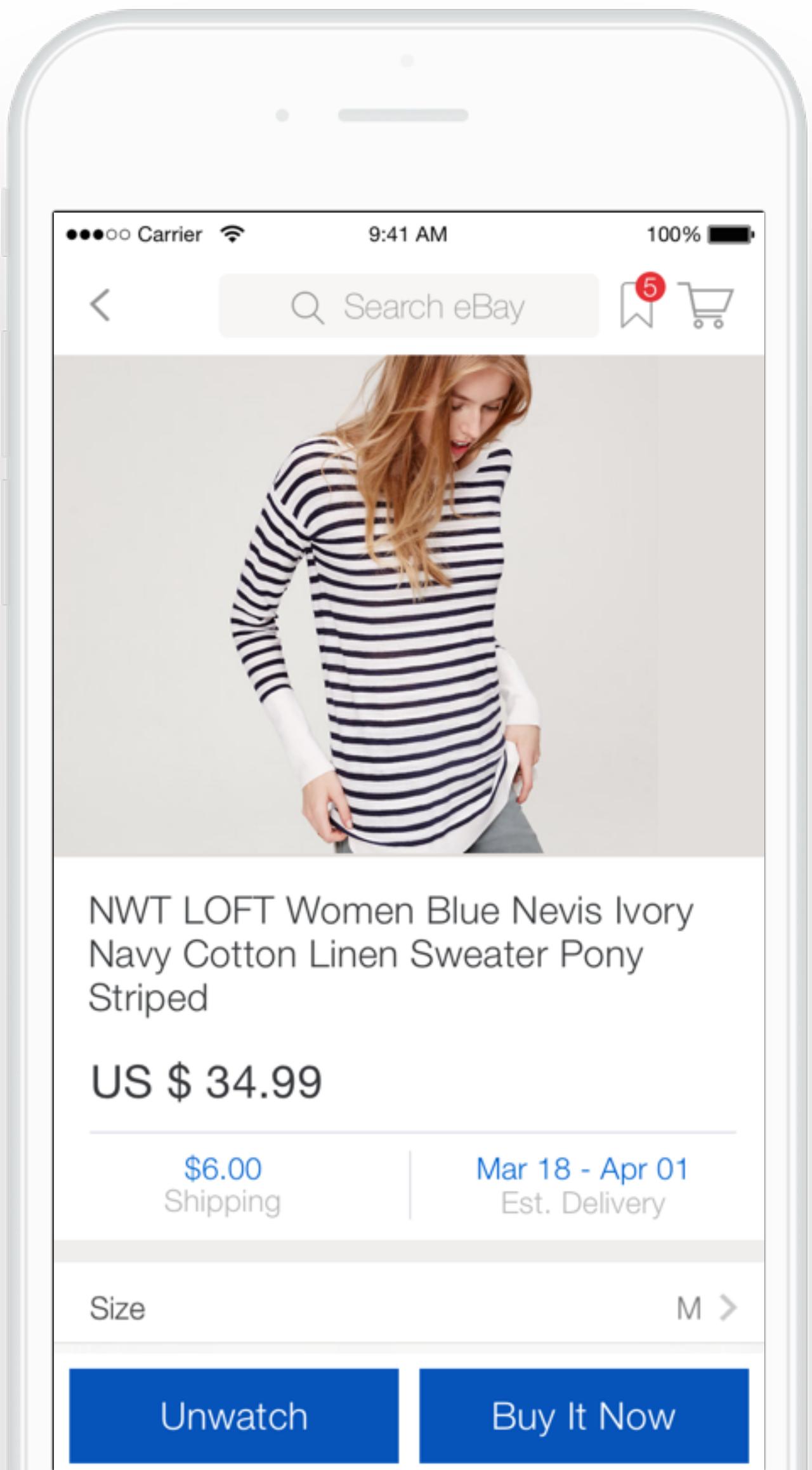
Convenient Watch List



This sweater looks great!



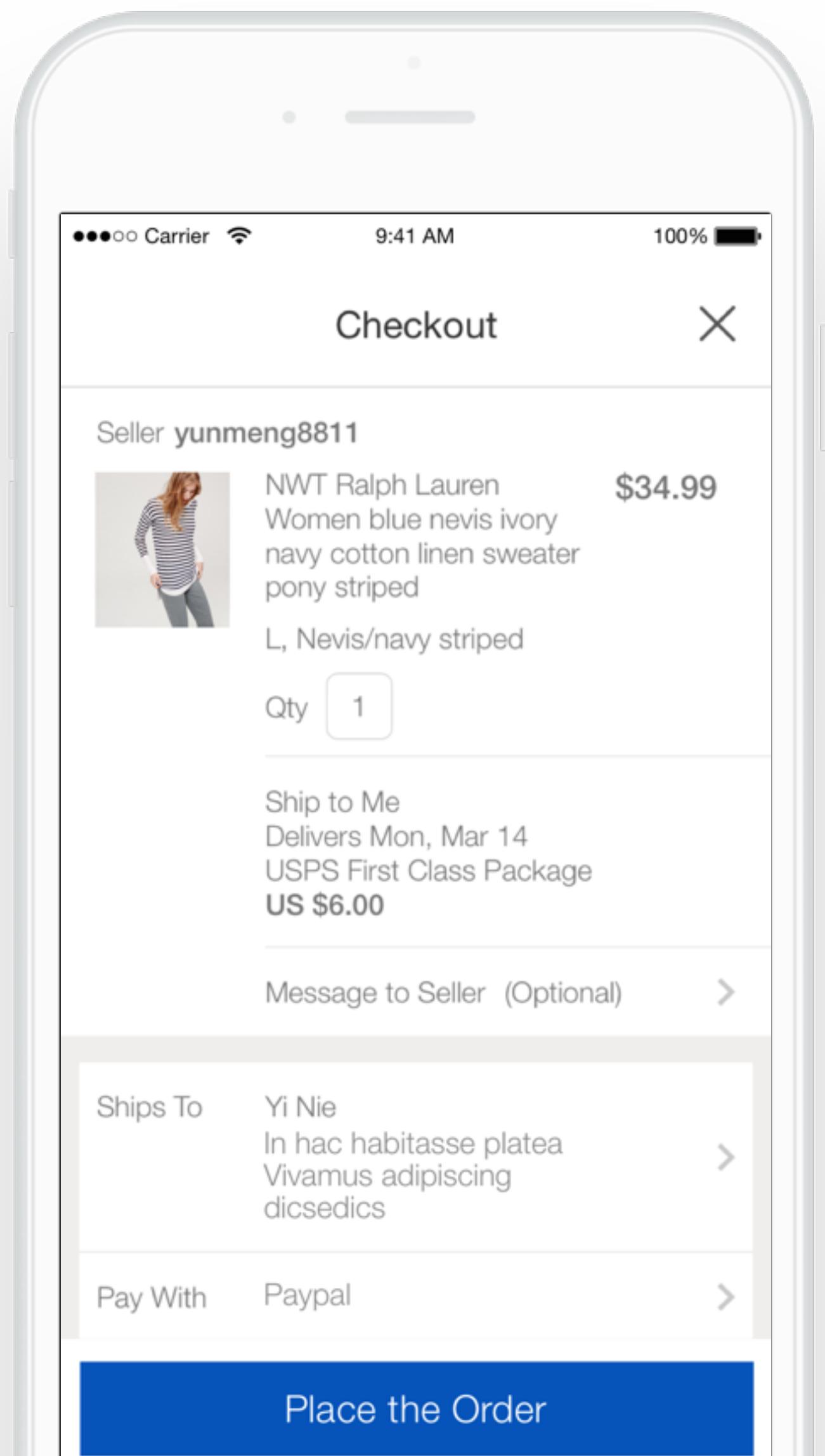
Item Details



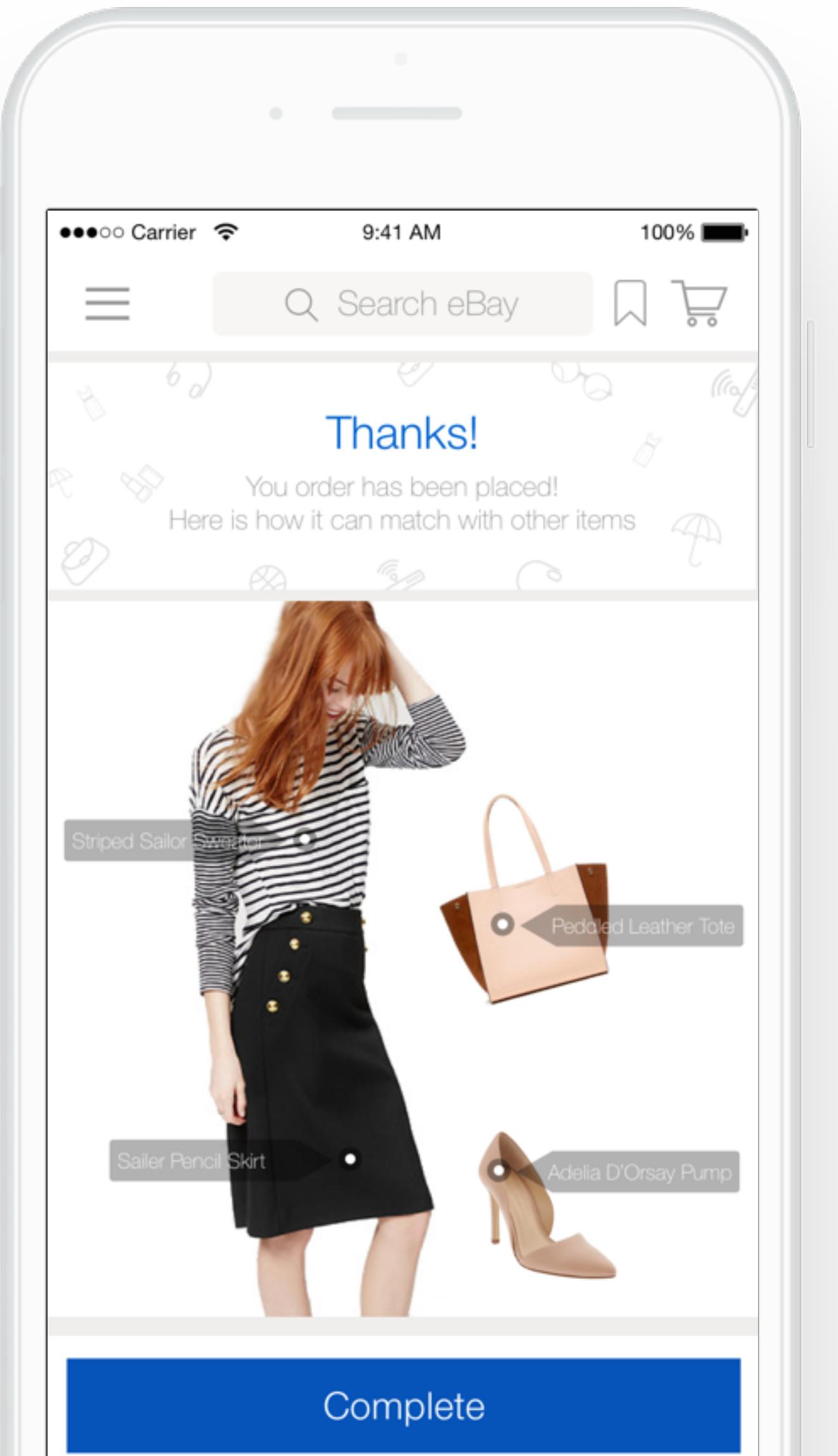
I'm going to buy it!



Place the Order



Contextual Recommendation



The skirt looks really nice with this sweater.

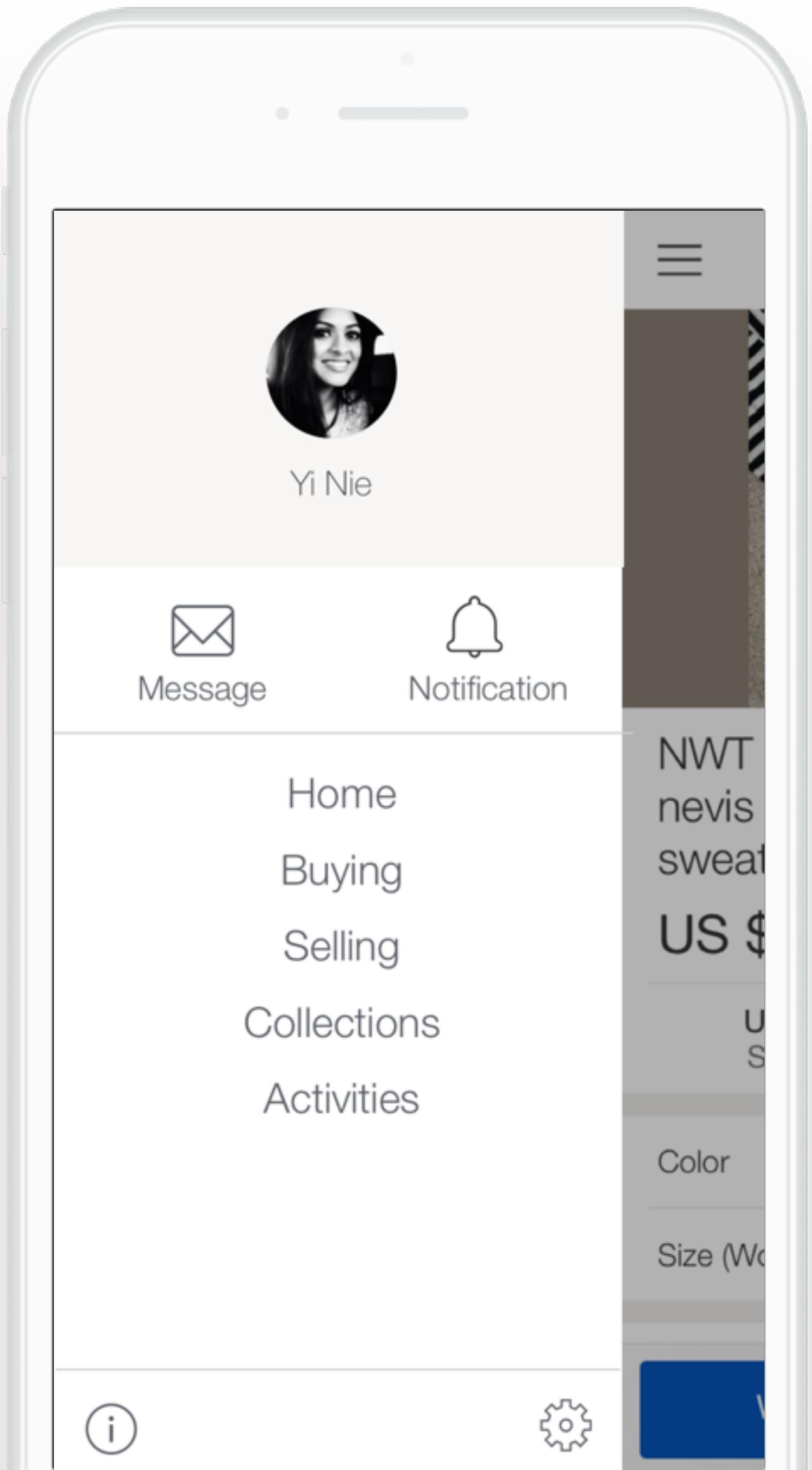




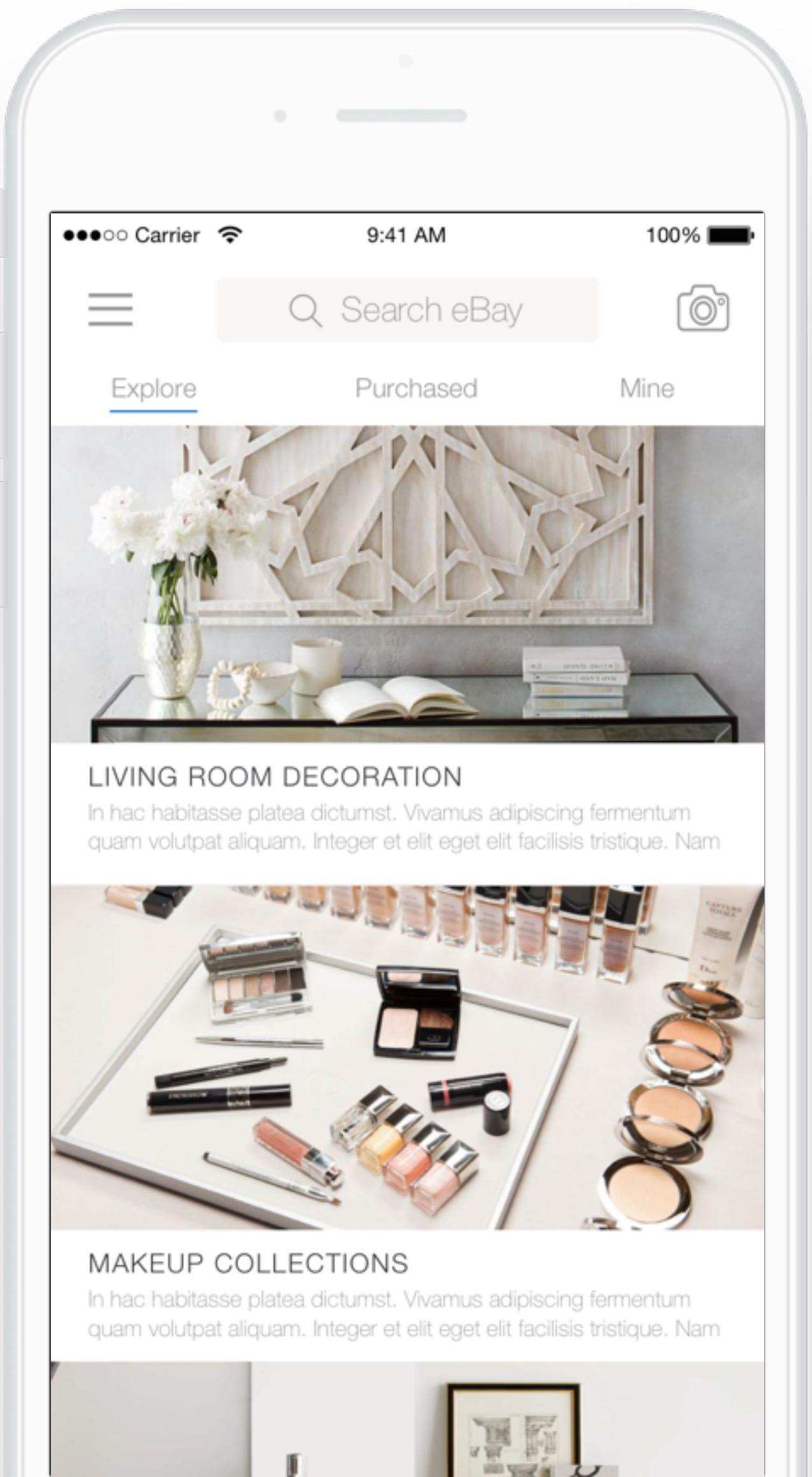
Great! The sweater has arrived!

After Purchased Item Arrived...

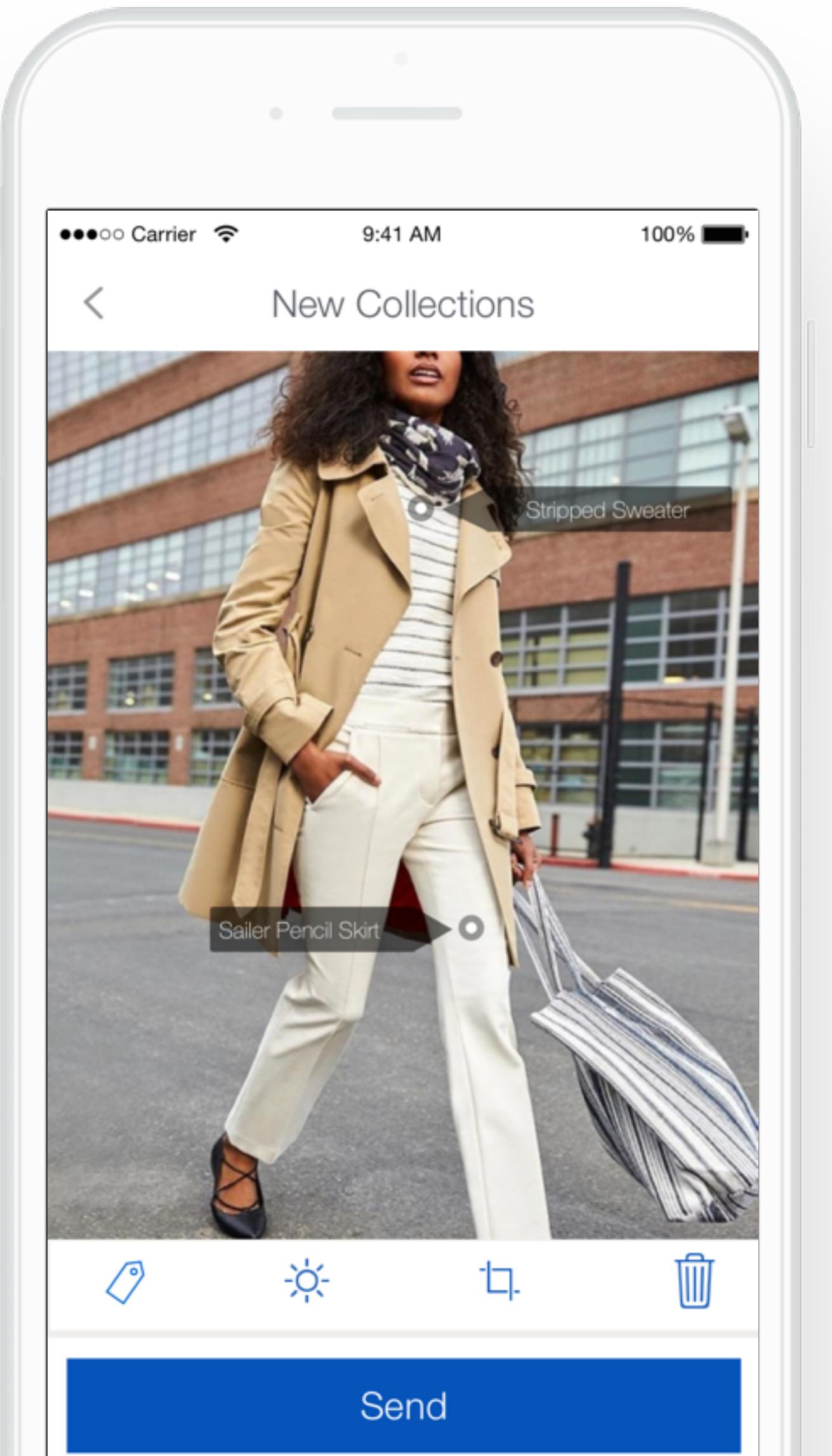
Main Menu



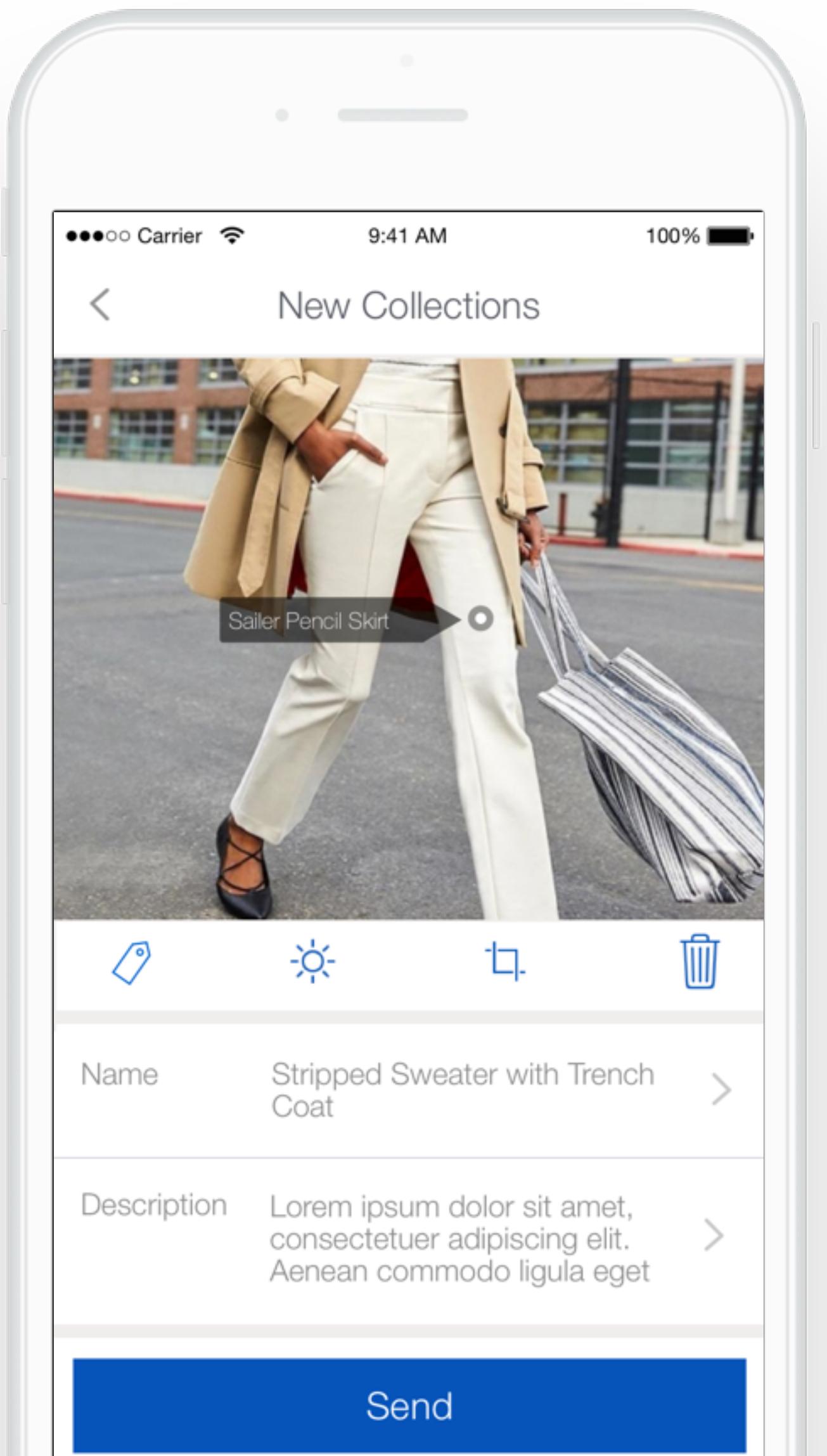
Collections



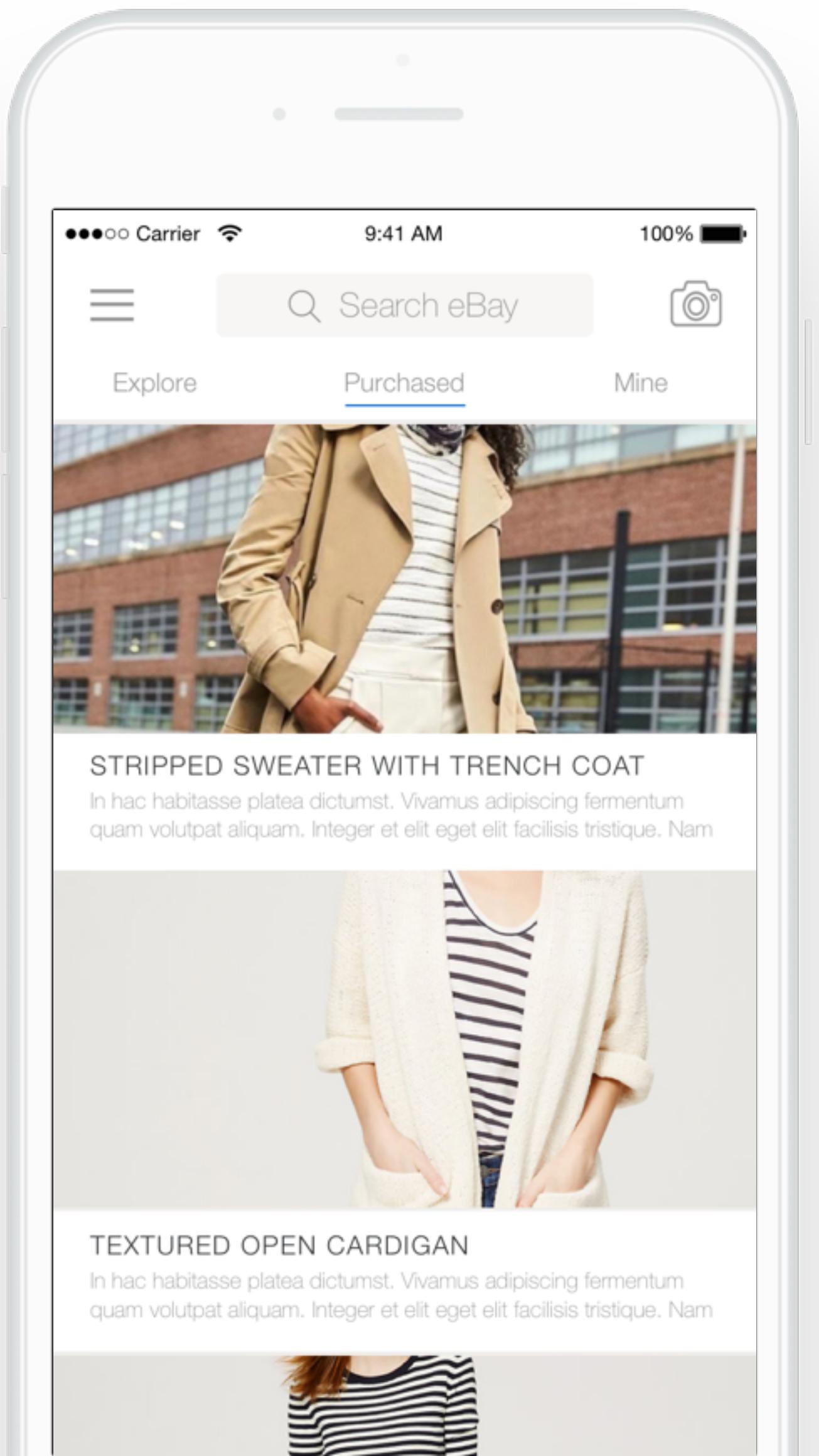
Add a New Collection



Add a New Collection



Collections



I might find other good stuff in these items.

