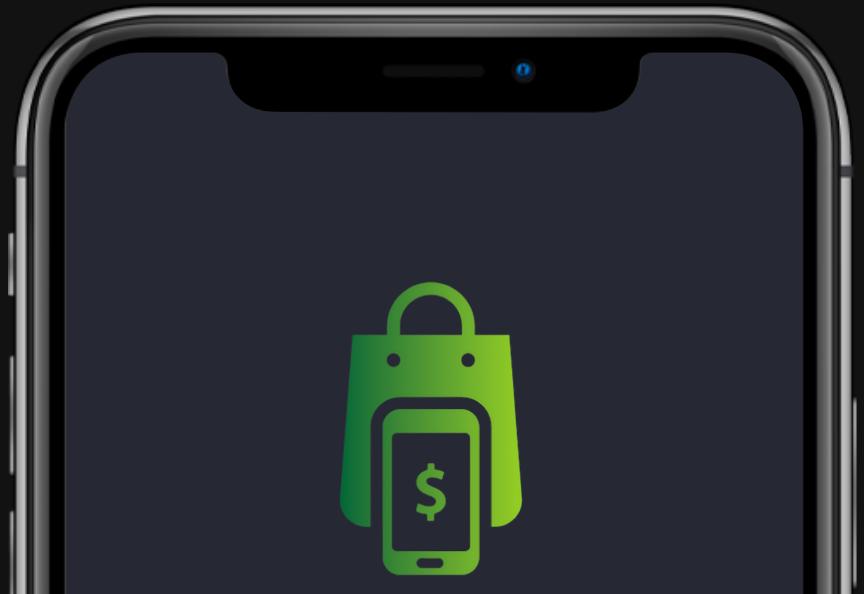




ThriftBuddy

Your One-Stop Shop for Sustainable Living





Meet Our Team



Akhil
Talashi



Rutuja
Ghate



Zainab Hussain
Khokawala



Vinutha
Prakash



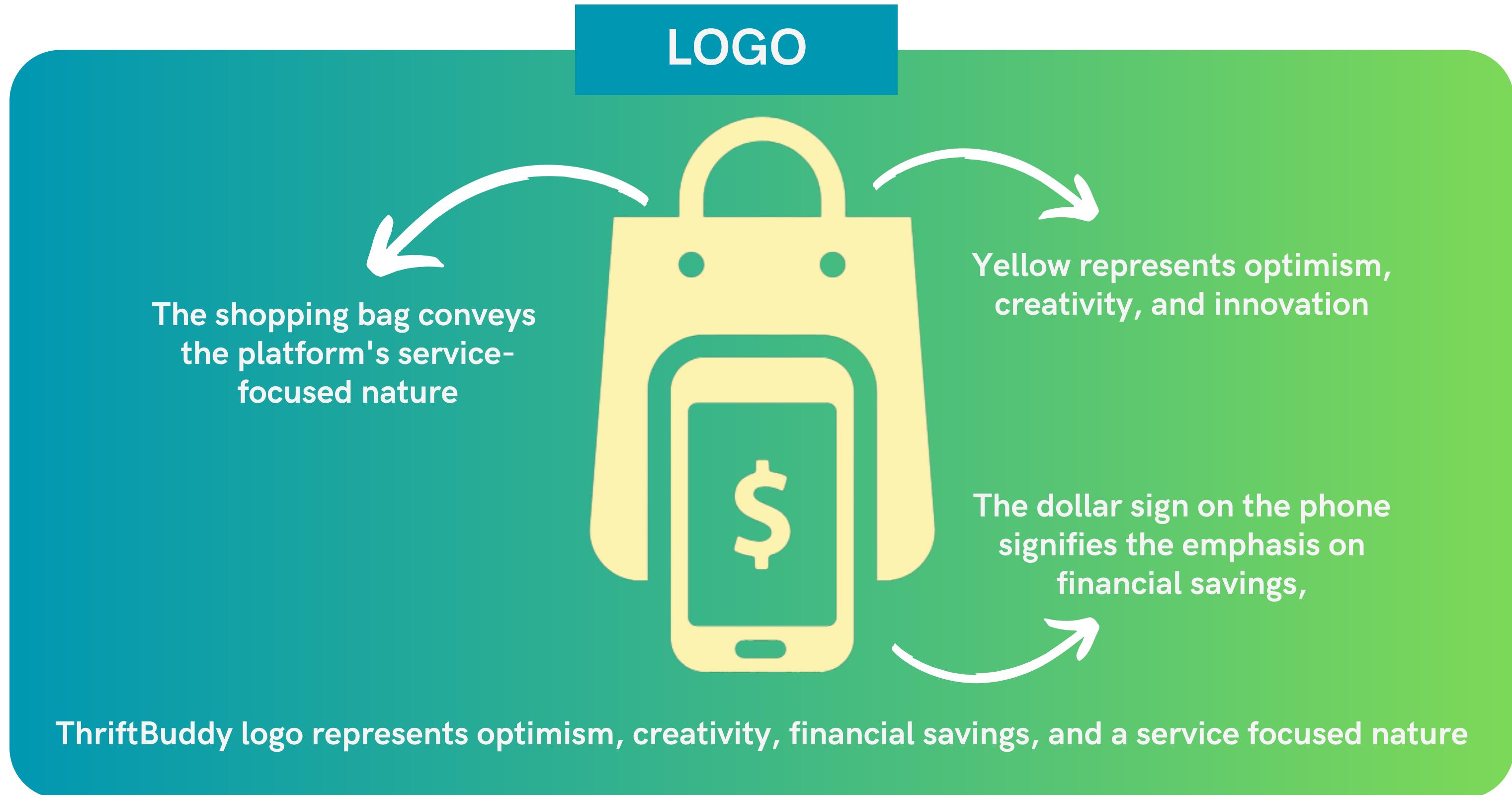
Problem Statement

"In the context of the Northeastern student community, there is a significant challenge in establishing a reliable and sustainable platform that fosters seamless communication and transactions for the exchange of second-hand goods, while simultaneously promoting sustainable living practices. The absence of a comprehensive digital solution leads to hurdles such as limited connectivity between students, lack of a unified platform for marketplace, recycling, and donation needs, potential trust issues during transactions, and the persistent reliance on manual cash transactions, hindering the community's progression towards a sustainable lifestyle. There is a pressing need for a streamlined and secure digital ecosystem that not only encourages seamless peer-to-peer transactions for used goods but also integrates a robust mechanism for product verification, ensuring trust and satisfaction among all parties involved."



ThriftBuddy

Style Guide



Style Guide

TYPOGRAPHY

ThriftBuddy uses the following fonts

Aa → Inter

Heading 1 (big headings)	24pt
Heading 2 (smaller headings)	22pt
Body (usual texts)	17pt
Body (small texts)	14pt
Body (small texts)	12pt
Body (icon texts)	10pt

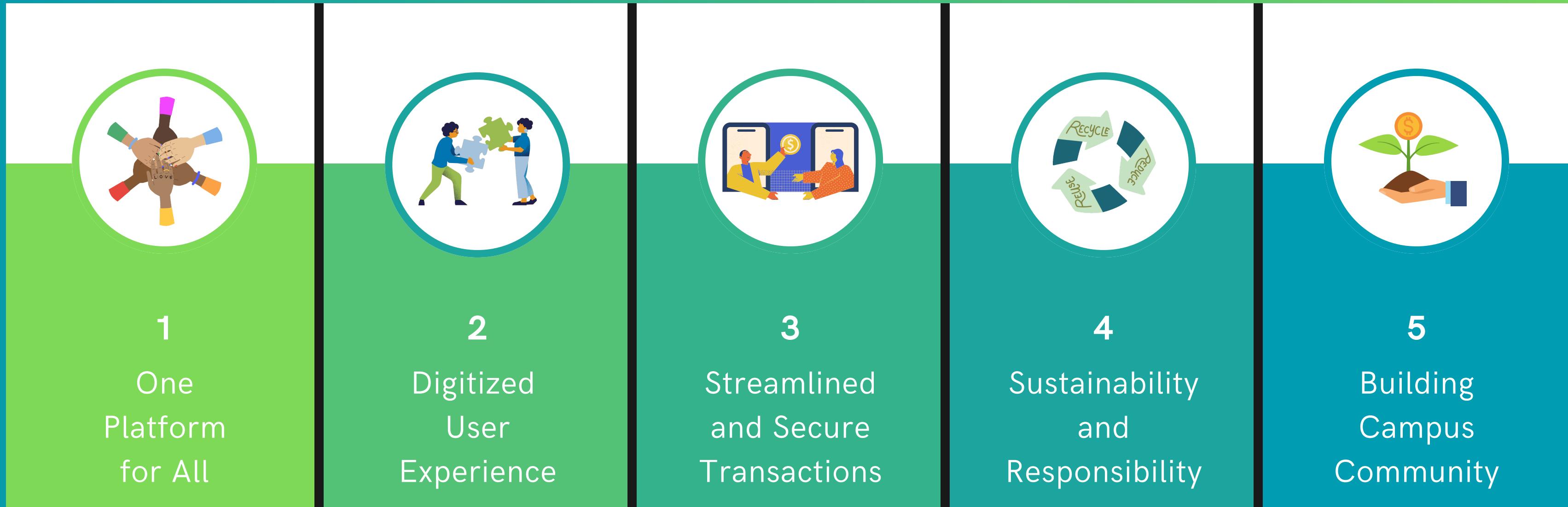
COLORS

ThriftBuddy uses the following colors

Primary Dark	#2A6164	
Secondary Light	#84D39A	
Secondary (for logo)	#FCF3B0	
Icons	#ADB5BD	

Product Objectives

Our Vision for ThriftBuddy





One Platform For All

Objective

Facilitate a single platform for buying and selling used goods, recycling, and donations

Strategy

Implement an app which offers, marketplace, and donations in a single platform





Digitized User Experience

Objective

Create a digitized flow for the marketplace, recycling, and donation

Strategy

Streamline flows to digitize marketplace interactions, recycling flows, and facilitate donations





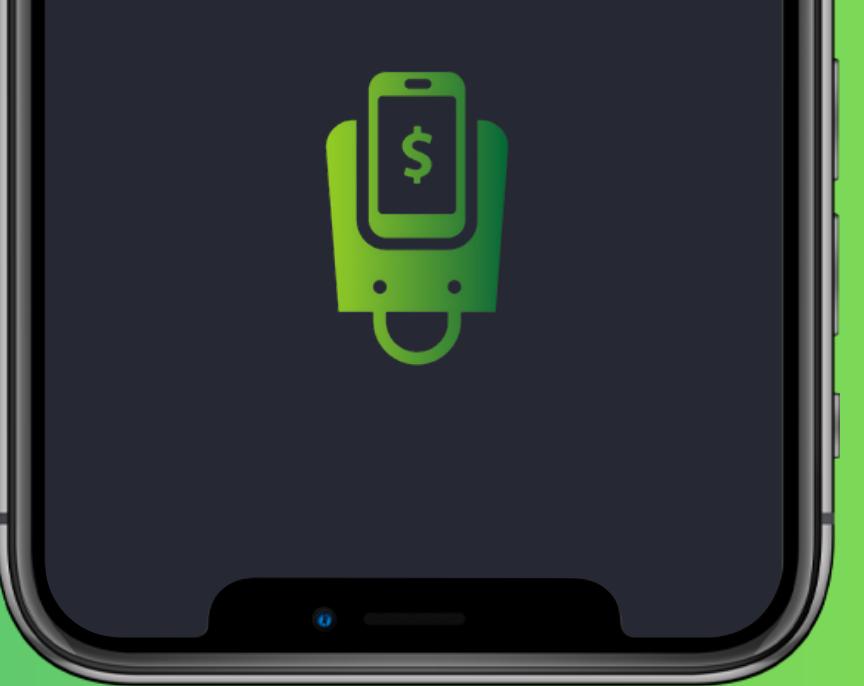
Streamlined and Secure Transactions

Objective

Ensure secure transactions and payment handling.

Strategy

Develop a payment system that withholds funds until the buyer confirms receipt of the product. Implement a rating system to encourage trust between users.





Sustainability and Responsibility

Objective

Promote eco-conscious practices and social responsibility within the campus community.

Strategy

Educate users on sustainability, encourage responsible disposal of items, and provide options for recycling and donation, aligning with the values of environmentally conscious college students.





Building Campus Community

Objective

Fostering a community feeling within campuses through seamless communication

Strategy

Develop a feature that creates groups, shows items sold on various groups, enables a chat feature between entities, and a donation flow which brings communities together

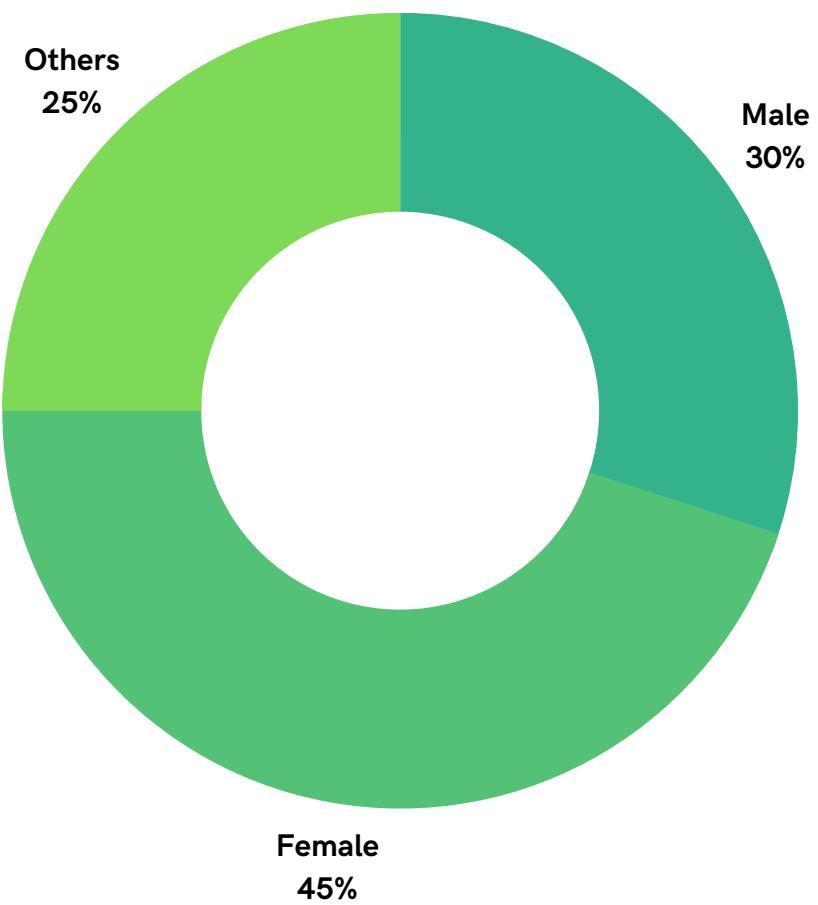




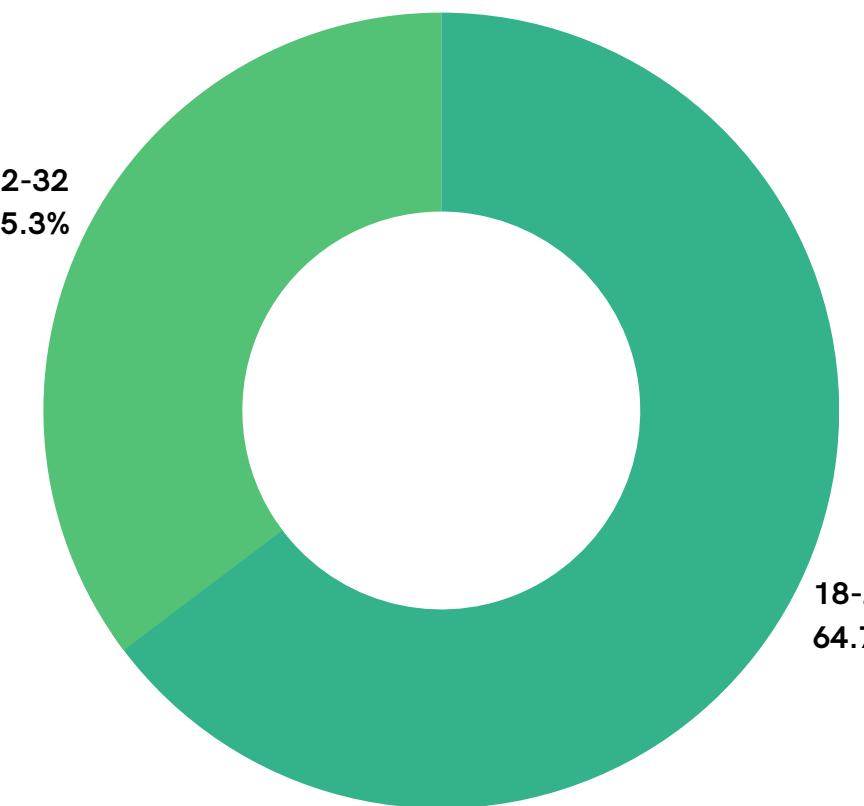
Target Audience

- 1 The target audience is the specific group you're designing for.
- 2 It informs design and content decisions.
- 3 It guides a user-centered approach.
- 4 It helps in creating relevant user experiences.
- 5 It's essential for effective marketing strategies.

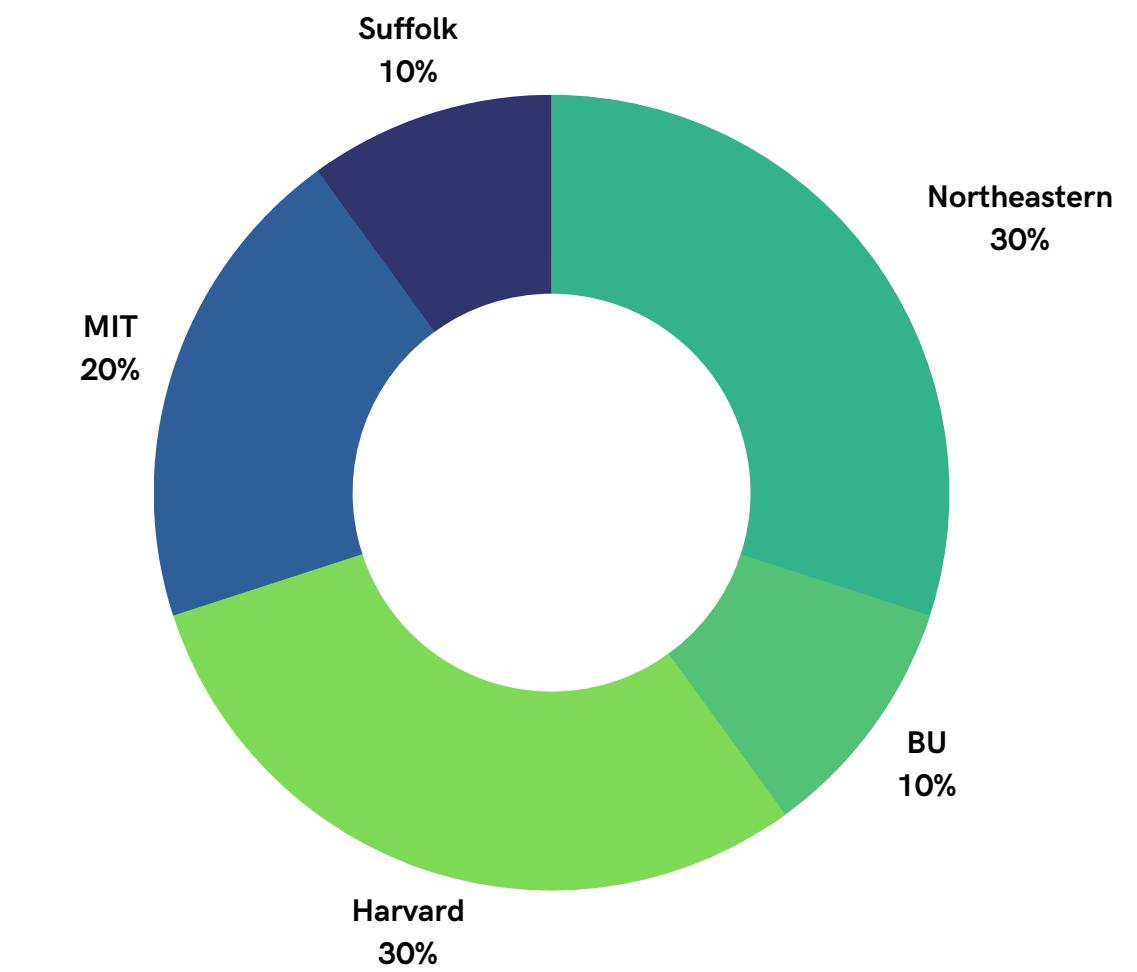
Buyers



Gender

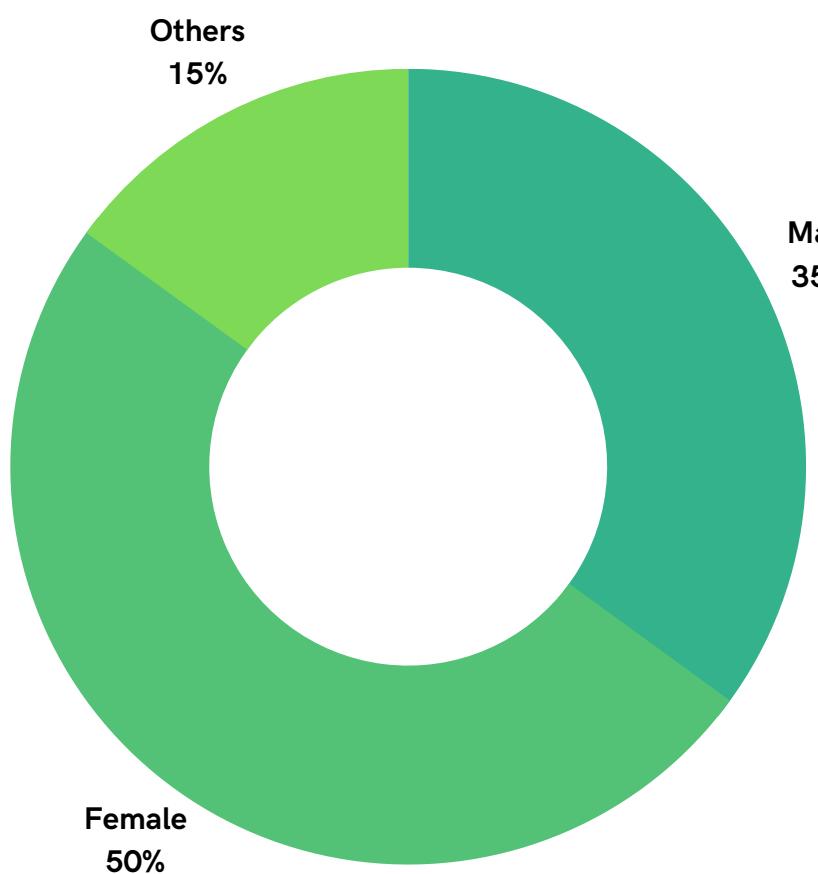


Age

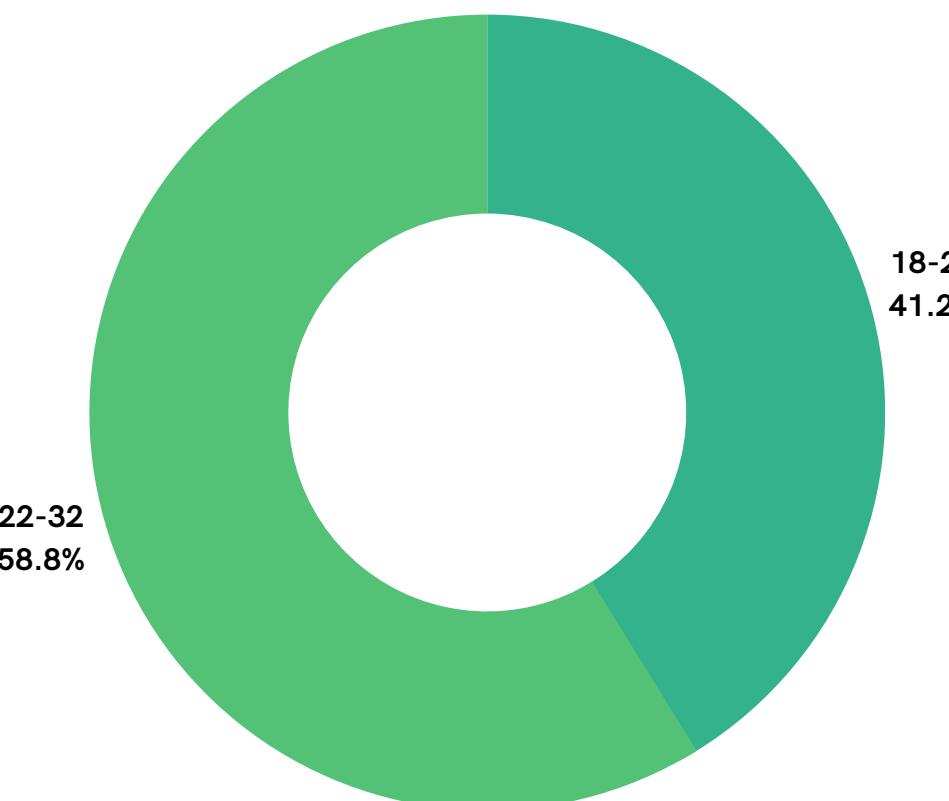


University

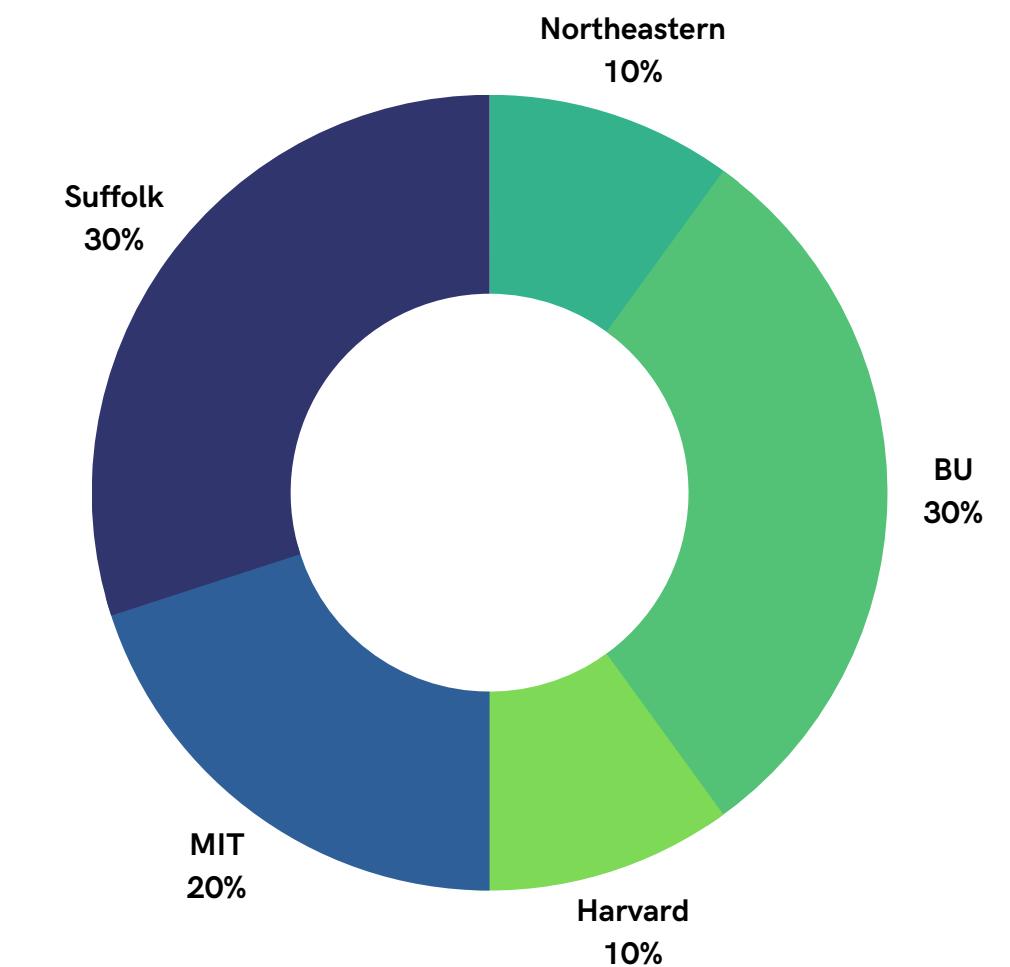
Sellers



Gender

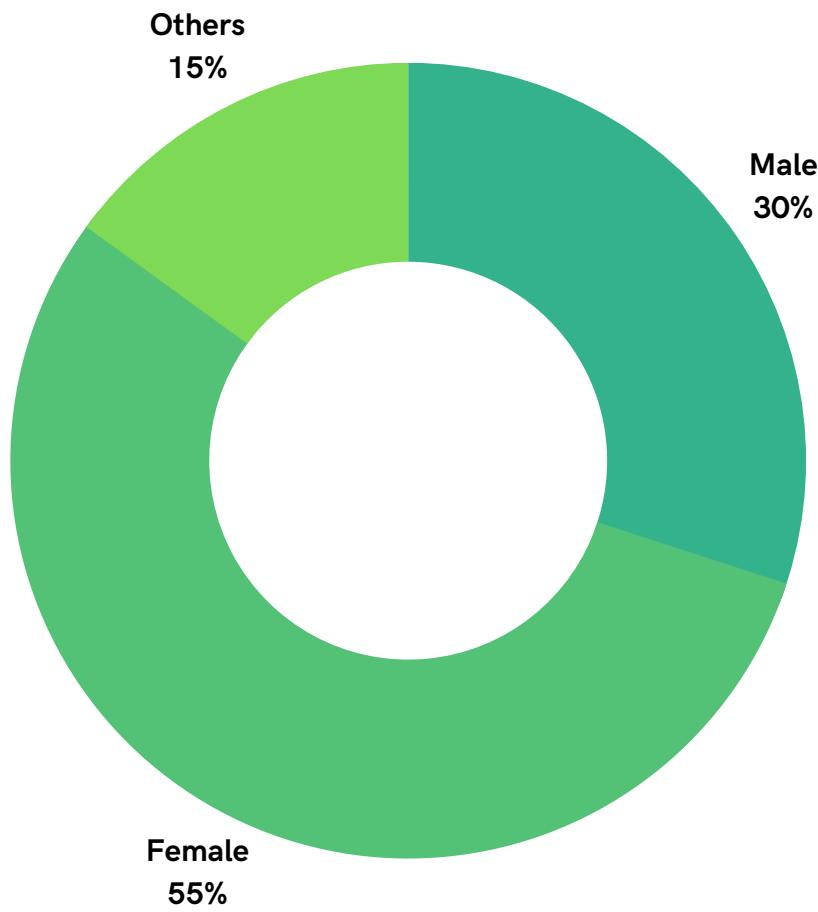


Age



University

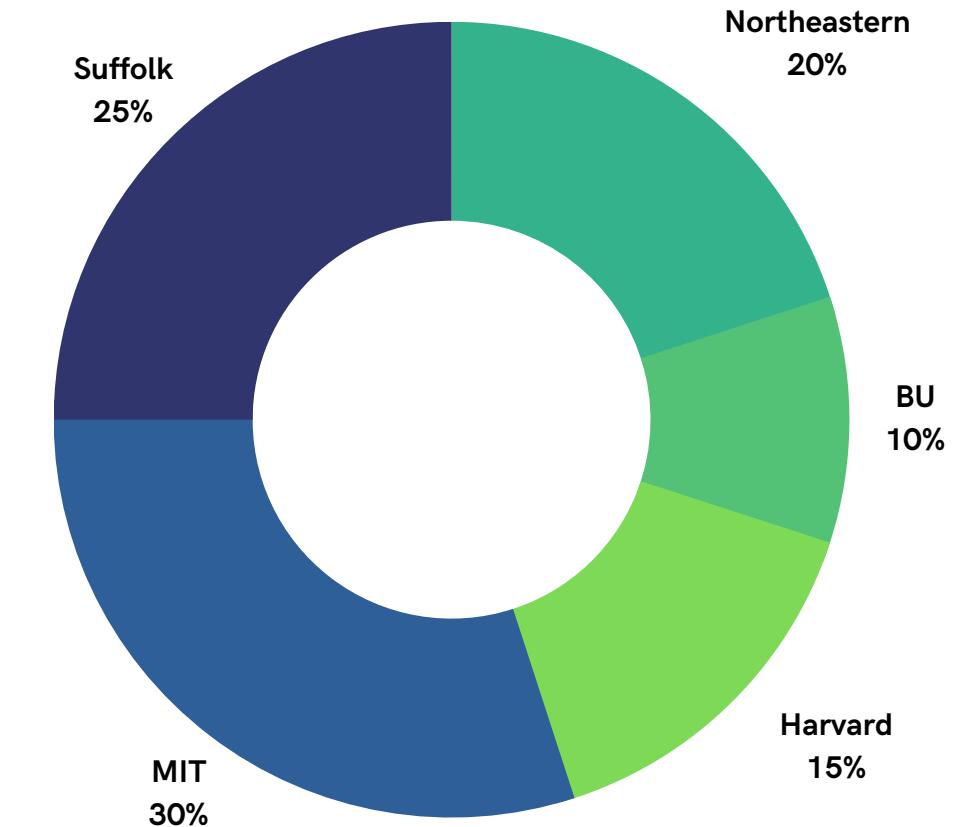
Philanthropists



Gender



Age

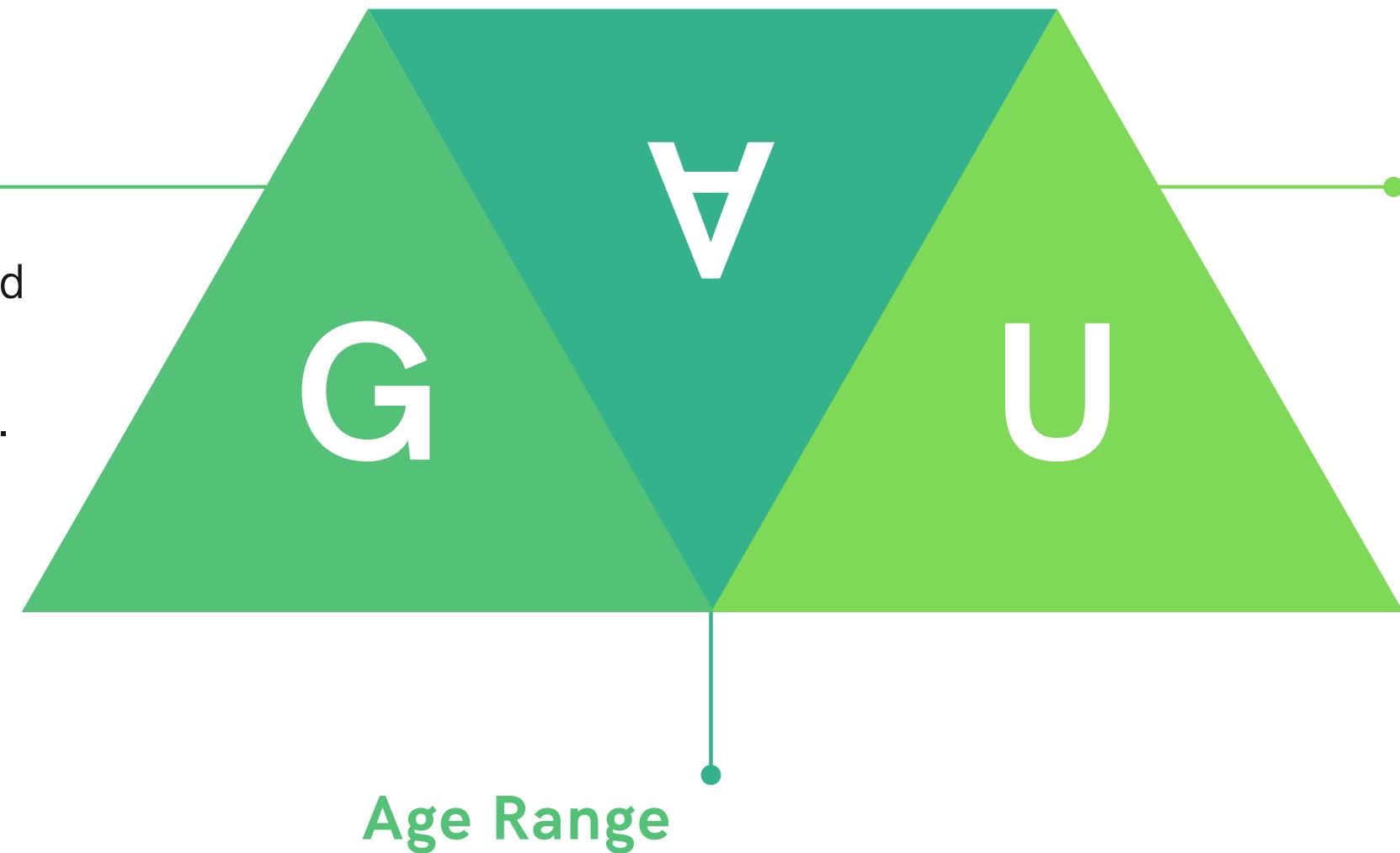


University

Target Audience Summary

Gender Diversity

The audience is evenly distributed among genders, with a slightly higher representation of females. Design considerations should be inclusive, considering diverse perspectives and preferences.



University Variation

The data highlights concentrated buyer demand at Northeastern and Harvard, with sellers mainly in BU and Suffolk. Philanthropic interest peaks at MIT and Suffolk. Design considerations should incorporate cultural nuances and regional preferences for an engaging platform.

Age Range

A majority of the audience falls within the 18 - 22 and 22 - 32 age brackets. Design elements should align with the preferences and technological literacy of these age groups while ensuring accessibility for users aged 22 - 32.

User Needs

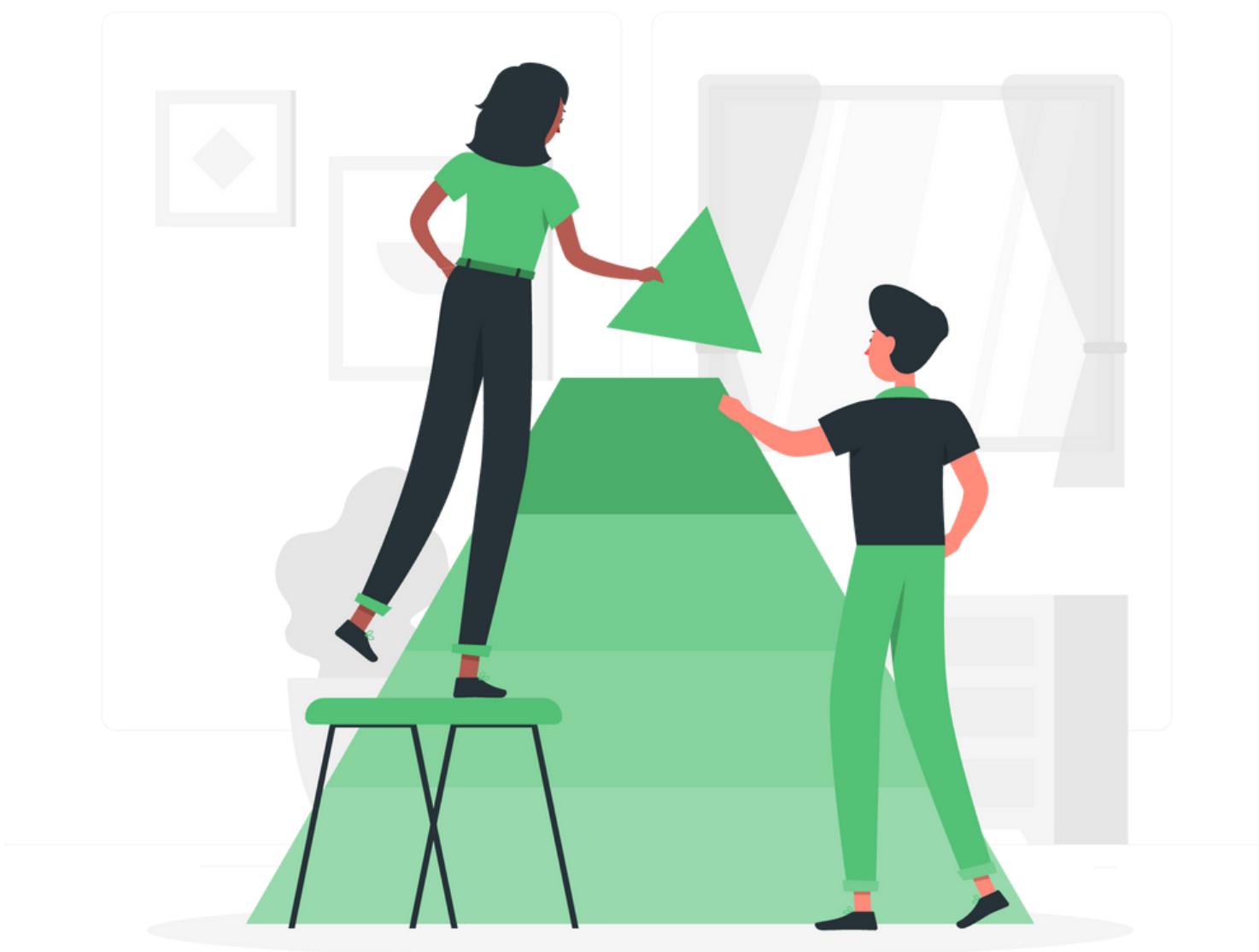
Seamless Communication

Trust & Security

Community Support

Sustainability Initiatives

Best Price for Sellers



User Needs

Seamless Communication

Users need a platform that facilitates effective and convenient communication within the student community, aiding the smooth exchange of information and goods during the move-out process.



User Needs

Trust & Security

Users require a trustworthy and secure platform, particularly with the peer-to-peer product verification, ensuring the safety of their transactions during the move-out process when dealing with valuable goods and personal belongings. Additionally, they seek confidence in the bidding process for fair pricing.



User Needs

Community Support

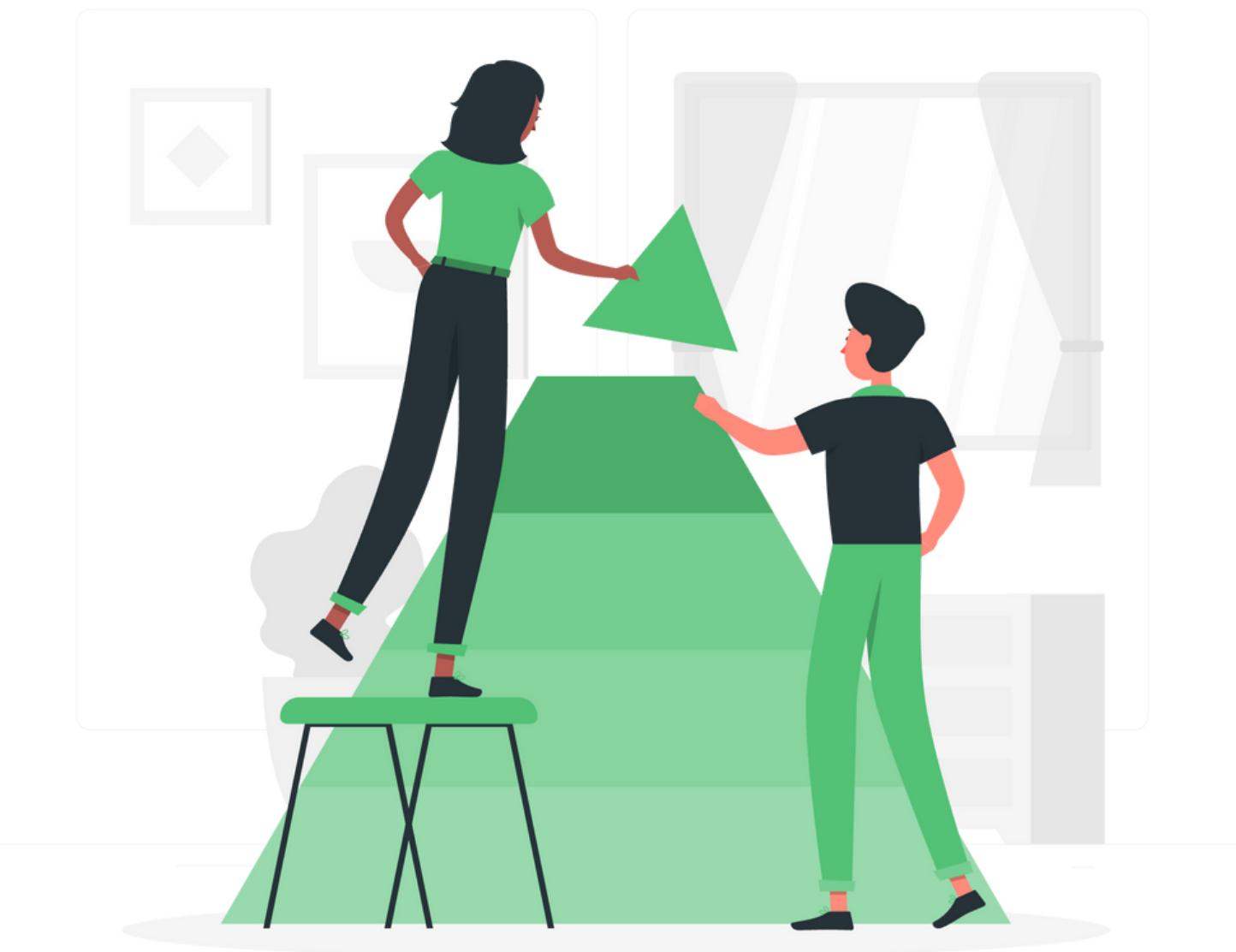
Users seek a sense of community support and engagement, relying on their peers for assistance, advice, and collaboration during the challenging move-out process. The bidding option should foster a cooperative atmosphere where users can negotiate and find mutually beneficial prices, thereby enhancing community engagement and interaction.



User Needs

Sustainability Initiatives

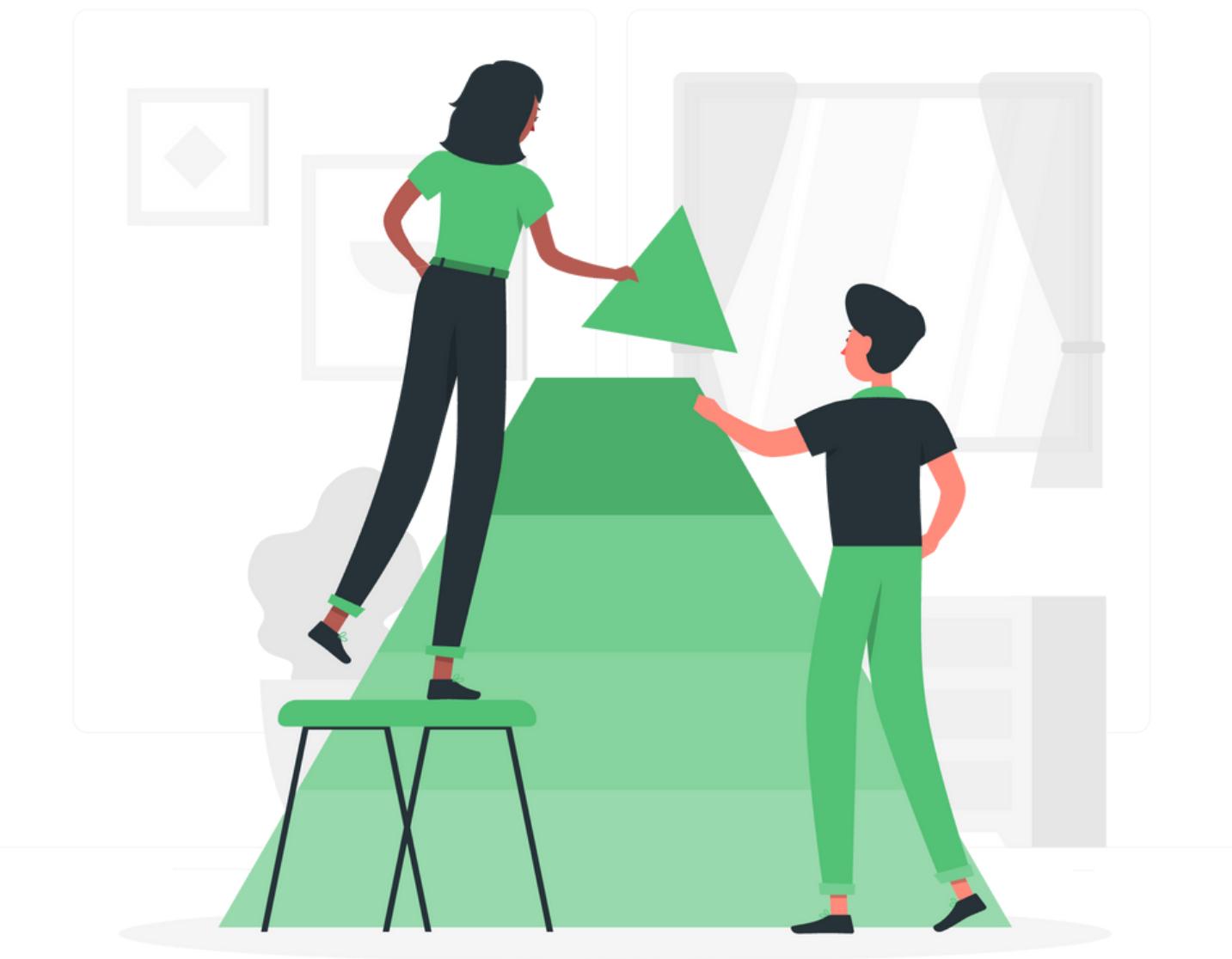
Users are interested in a platform that promotes sustainability and environmentally friendly practices, encouraging active participation in recycling and donation efforts during the move-out process. The bidding option should consider sustainability factors and encourage responsible consumption.



User Needs

Best price for sellers

With the bidding option based on the condition of the goods, buyers can get the best quality of products and sellers can get the best price for their products which ensures that the move out process is beneficial for everyone



User Onboarding

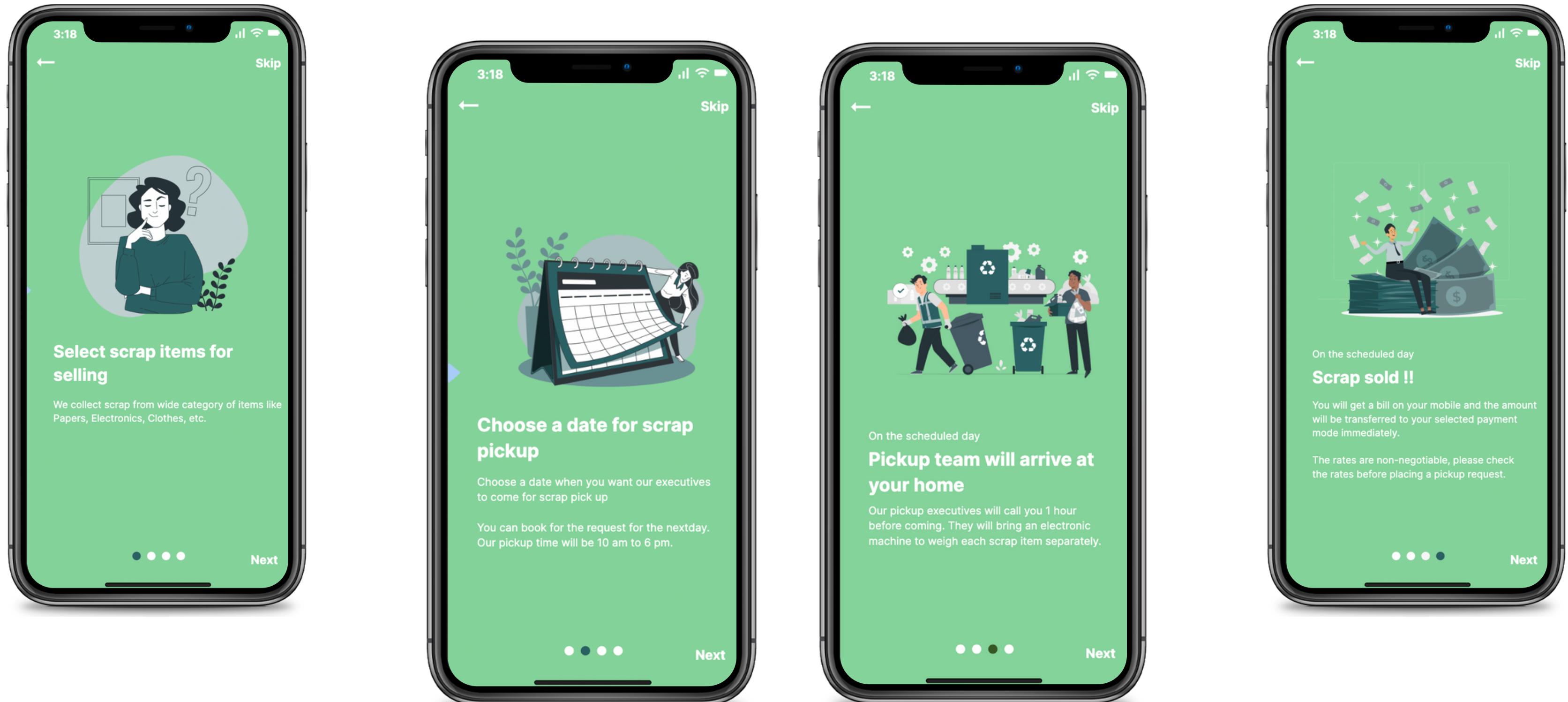
User onboarding UX is the in-app experience of new users when they sign up to test or use your product. It's the way the product setup instructions and UI element signals make users feel when they begin using your product. Many users will come to your app with little knowledge of your app and how to use it.



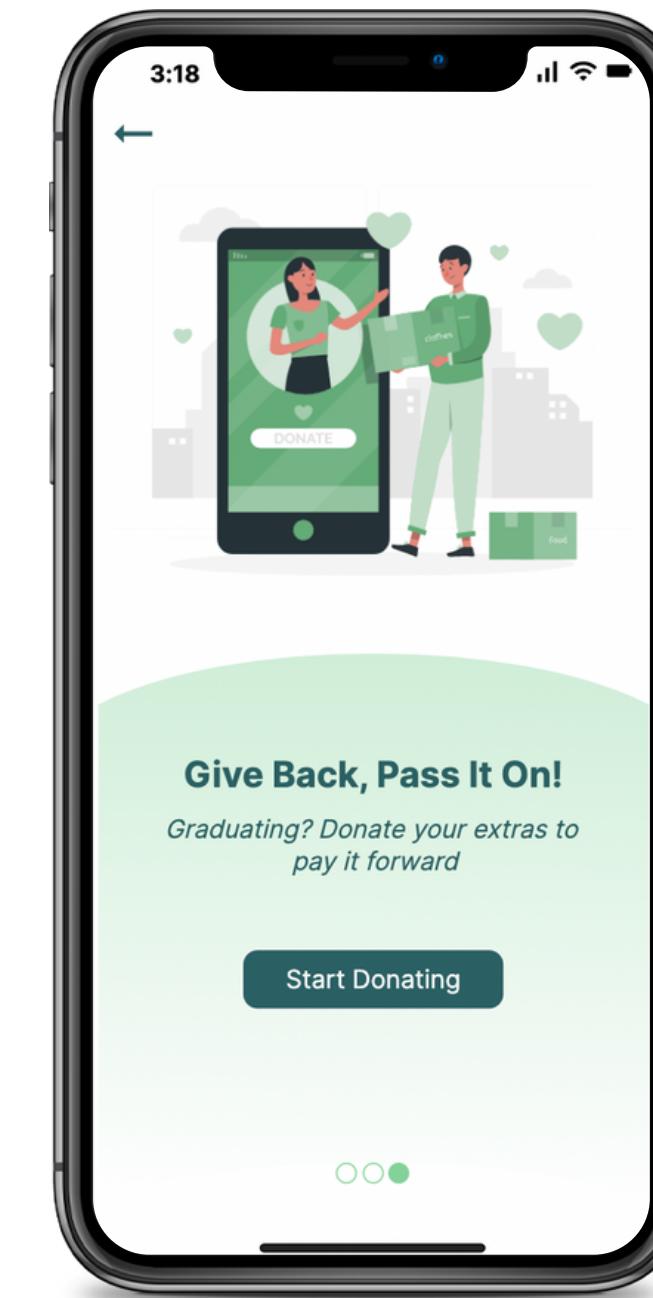
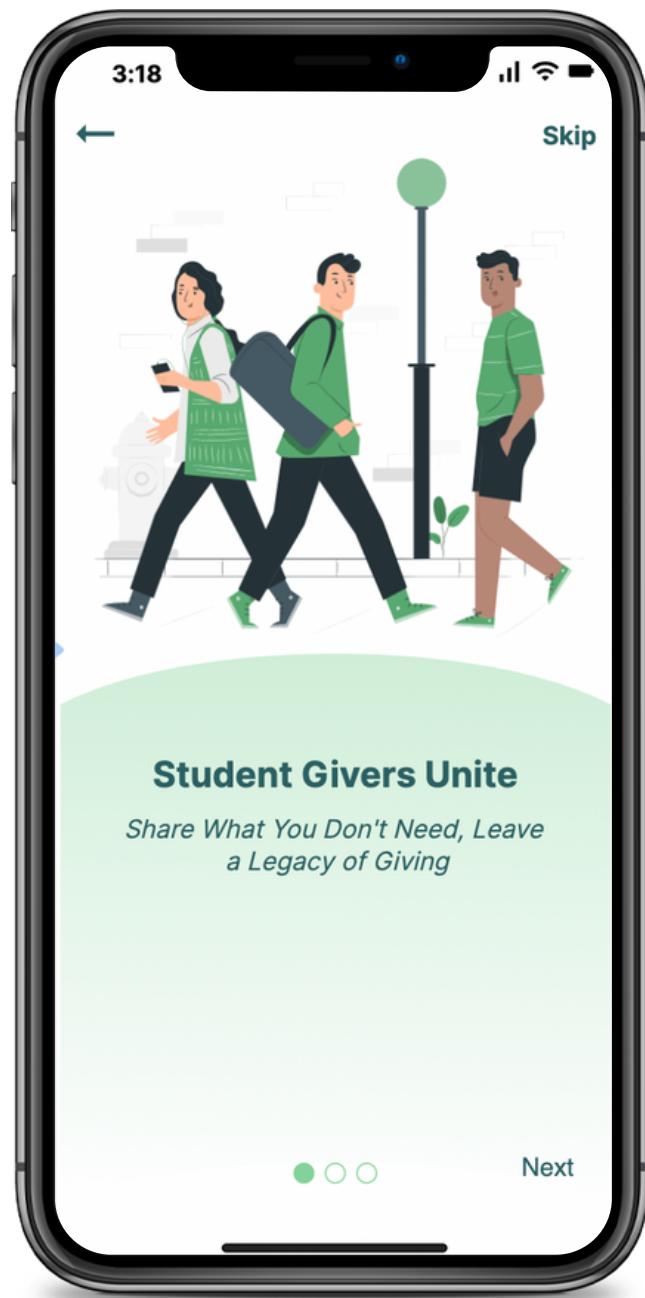
Marketplace Onboarding



Recycling Onboarding

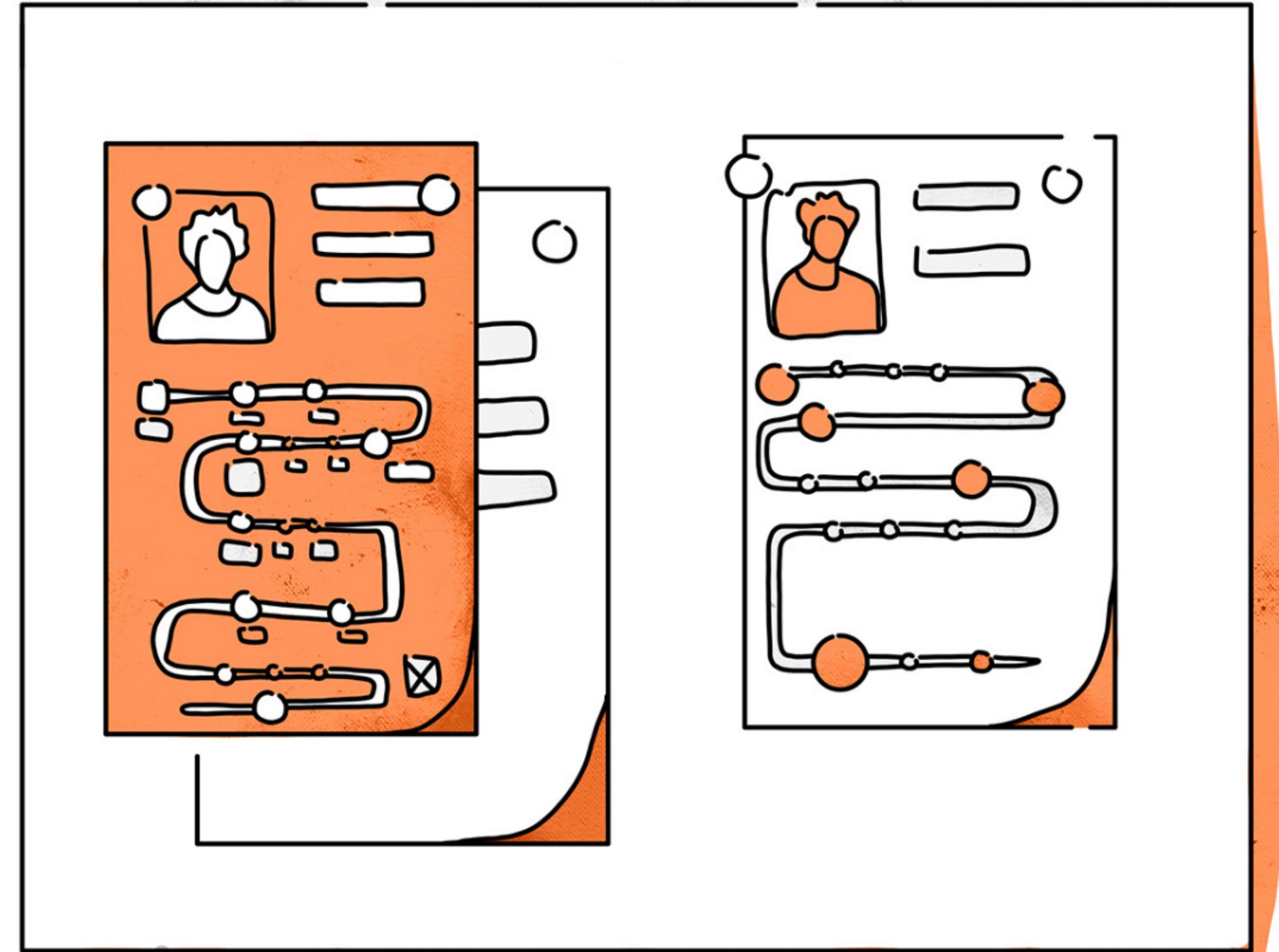


Donation Onboarding



Use Cases

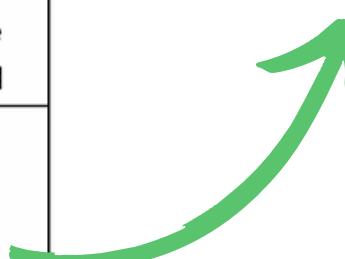
A use case describes the interaction between a user and a system to achieve a goal. Use cases can be used during the UX design and QA phases of the SDLC.



Use Case 1

Heavy Weight Use Case: Buyer should be able to securely buy a used product and verify it on pickup

Actor	ThriftBuddy Marketplace User		
Use Case Overview	User should be able to securely buy a used product from a seller and verify it on pickup	Alternate Flow C (The product verification by the buyer is successful)	<ol style="list-style-type: none"> 1. User selects the 'Go to Product Verification' option to answer pickup related questions 2. User selects the check mark for all options for a successful product verification 3. The user clicks on the 'Complete Verification' button 4. The transaction is successful 5. The user can find transactions in the 'Orders' page
Subject Area	Marketplace Purchase	Alternate Flow D (The product verification by the buyer is unsuccessful)	<ol style="list-style-type: none"> 1. User selects the 'Go to Product Verification' option to answer pickup related questions 2. User selects the cross mark for all options for an unsuccessful product verification 3. The user clicks on the 'Request Refund' button 4. The transaction is unsuccessful 5. The user receives a message that the Refund will be processed within 5-7 business days
Trigger	User selects a product to purchase	Termination Outcome	The buyer receives a product that they paid for and the seller receives a 'verification' point
Precondition 1	User must be logged in to their account using their device (mobile, laptop, tablet)		
Precondition 2	User has navigated to the ThriftBuddy Marketplace option		
Precondition 3	User has bid for the product and it has been accepted by the seller		
Basic Flow	<ol style="list-style-type: none"> 1. The user selects the product and starts a chat with the seller 2. The seller and user converse about the product and the user has bid for the product 3. The seller accepts it and the user receives the seller's address, date, and time for the pickup 4. The user accepts the pickup and pays for the product which is reserved by ThriftBuddy Marketplace 5. The user arrives at the pickup location and verifies the product 6. The payment is released to the seller and the transaction is completed 		
Alternate Flow B (Cancelling purchase)	The user selects the 'Cancel' option in the ThriftBuddy Marketplace which redirects the user to the 'Marketplace Home' page. No purchase is made.		



Use Case 1

Post Conditions

The buyer has received a product that they have paid for and is glad that there is an option to approve or reject products on the ThriftBuddy Marketplace feature which means that their money is safe

Business rules

- Product verification should be available only to the buyer in the ThriftBuddy Marketplace app
- Payment should be reserved by ThriftBuddy Marketplace until the buyer has approved the product on pickup

Use Case 2

Heavy Weight Use Case: User should be able to successfully onboard onto various ThriftBuddy services after logging in.

Actor	ThriftBuddy User
Use Case Overview	User should be able to successfully onboard onto various ThriftBuddy features after logging in
Subject Area	User Onboarding
Trigger	User logs into ThriftBuddy and clicks on any service like Marketplace, Recycle, or Donation
Precondition 1	User must be logged in to their account using their device (mobile, laptop, tablet)
Precondition 2	User has navigated to the ThriftBuddy homepage after logging/signing in
Basic Flow	<ol style="list-style-type: none">1. The user selects one of the services on the ThriftBuddy home page - for eg Marketplace2. A series of introductory onboarding screens popup for the user3. The user clicks on 'Next' to complete onboarding4. The user then starts using the Marketplace for their needs
Alternate Flow B (Skipping Onboarding)	The user selects the 'Skip' option on the onboarding screen and is directly rerouted to the Marketplace screen
Alternate Flow C (The user selects the Recycle service and sees onboarding screen)	<ol style="list-style-type: none">1. The user selects the Recycle service on the ThriftBuddy home screen2. A series of introductory onboarding screens popup for the user3. The user clicks on 'Next' to complete onboarding4. The user then starts using the Recycle service for their needs
Alternate Flow D (The user selects the Donation service and sees onboarding screen)	<ol style="list-style-type: none">1. The user selects the Donation service on the ThriftBuddy home screen2. A series of introductory onboarding screens popup for the user3. The user clicks on 'Next' to complete onboarding4. The user then starts using the Donation service for their needs
Termination Outcome	The user receives a clear idea on how to use the various services provided by ThriftBuddy

Use Case 2

Post Conditions

The user seamlessly onboards with the various personalized ThriftBuddy onboarding screens provided for each of its services and has no confusion on how to use the app

Business rules

- Onboarding is available only on the ThriftBuddy app to the user
- User has to select a service on ThriftBuddy to be able to see the onboarding screens

Use Case 3

Medium Weight Use case: Students should be able to donate their belongings easily and effortlessly

Actor	ThriftBuddy User/ Student
Use Case Overview	This use case outlines the process by which a user, typically a student, successfully donates belongings through the Thiftbuddy app.
Subject Area	Donation Process
Trigger	The user initiates the donation from the Thiftbuddy app.
Precondition 1	Users must have a ThriftBuddy account.
Precondition 2	User has verified the products to donate
Basic Flow	<ul style="list-style-type: none">1. User chooses to pick up the donating products2. User selects the verified products by the list of categories.3. User uploads the photo of the products.4. User selects the organisation to Donate5. User schedules a pick up time6. Donations are picked up from FedEx at the user pickup location.7. Rewards are added to the Student ID
Alternate Flow B (Skipping Onboarding)	<ul style="list-style-type: none">1. User chooses to deliver the donating products2. User selects the verified products by the list of categories.3. User uploads the photo of the products.4. User selects the organisation to Donate5. User confirms the delivery details and gets the label for the donating package shipment6. Rewards are added to the Student ID
Termination Outcome	The donation process is successfully completed, and the user receives digital rewards.

Use Case 3

Post Conditions

The donated items are scheduled for picked up or delivered as per the user's selection.

Business rules

- Items must meet verification criteria before they can be accepted for donation
- The user should agree to the terms and conditions of the donation process
- The app should maintain a history of donations on the user's ID for potential rewards or incentives.

Use

Case 4

Medium Weight Use case: Students can contribute to a greener world by recycling their items effortlessly. Our platform makes the process straightforward, helping you make a positive impact.

Actor	Environmentally-conscious thriftBuddy User/ Student		
Use Case Overview	This use case outlines the process by which a student successfully <u>recycles</u> products through the Thriftbuddy app.	Alternate Flow B (Skipping onboarding)	<ol style="list-style-type: none">User chooses the product to recycle.User checks and selects the category to which the product belongs.User selects the product name from the category.User uploads the photo of the product.User selects the suitable date and address for the pickup.User selects the payment method to receive the amount after selling.Product is checked by our pickup executive.User gets the receipt and is paid based on the selected method of payment.
Subject Area	recycling Process		
Trigger	The user initiates the recycling from the Thiftbuddy app.		
Precondition 1	User must be having the ThriftBuddy account.		
Precondition 2	The user possesses a recyclable product falling into categories such as e-waste, clothes, paper, or metal, and expresses the intent to recycle it		
Basic Flow	<ol style="list-style-type: none">User chooses the product to recycle.User checks and selects the category to which the product belongs.User selects the product name from the category.User uploads the photo of the product.User selects the suitable date and address for the pickup.User selects the payment method to receive the amount after selling.Product is checked by our pickup executive.User gets the receipt and is paid based on the selected method of payment.	Termination Outcome	The recycling process is successfully completed, and the user receives payment.



Use Case 4

Post Conditions

The recyclable items are scheduled for pickup or delivered as per the user's selection.

Business rules

- Items must meet verification criteria before they can be accepted for recycling
- The user should agree to the terms and conditions of the recycling process
- The app maintains a history of recycling on the user's ID for potential payments or incentives

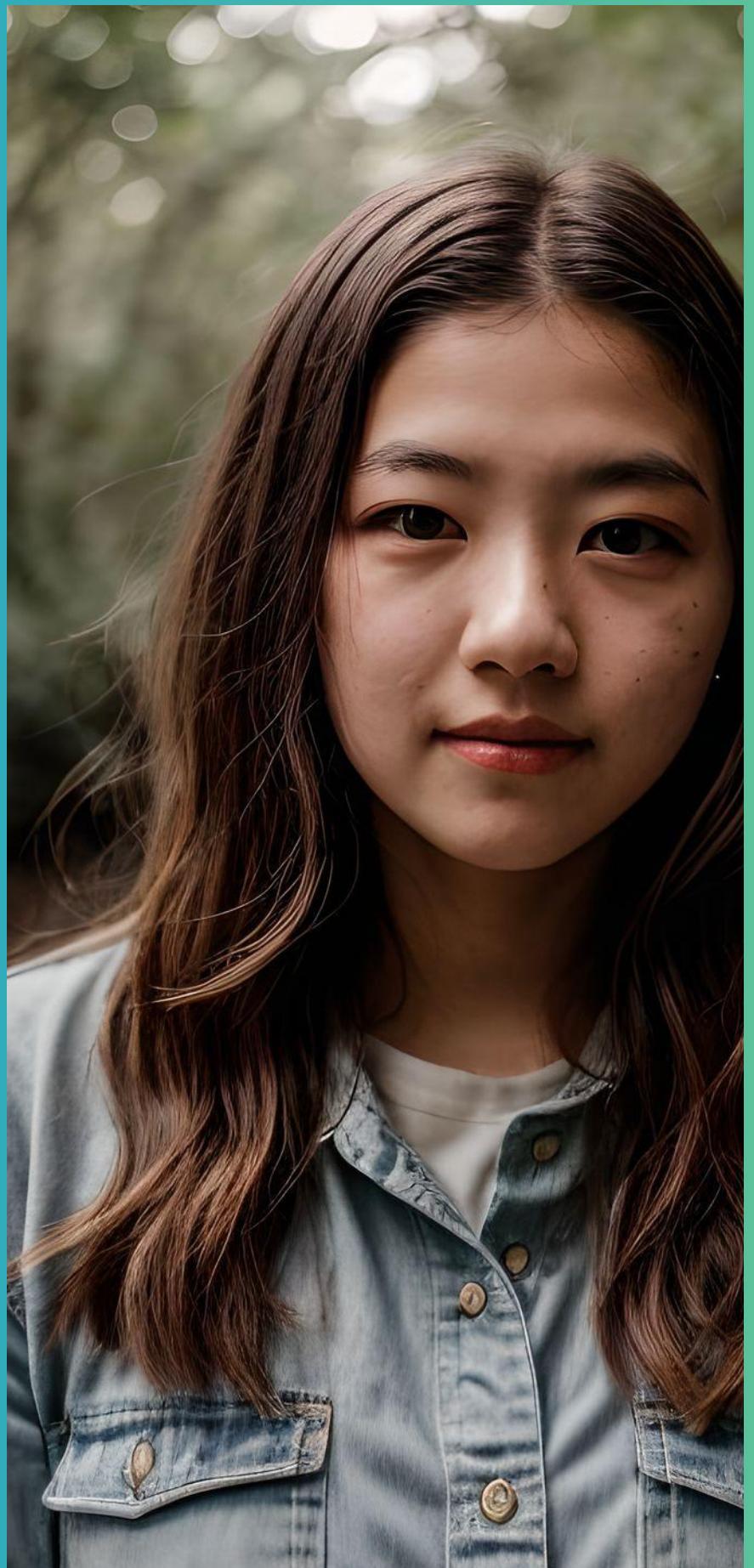
User Personas

A user persona is a fictional representation of a target audience, aiding in user understanding for design and marketing.





Name	Mia	Sarah
Description	Eco-conscious	Inspired writer
Age	22 years old	20 years old
Location	Boston, USA	New York, USA
Occupation	Student	Student
Education	Senior	Sophomore



Mia Johnson

she/her

GOALS

- Academic Excellence
- Eco-Friendly Lifestyle
- Continuous Improvement

MOST USED APPS

- Facebook
- Twitter
- Snapchat
- Instagram

Mia is a 22-year-old senior studying Environmental Science at Northeastern University in Boston, USA. She's deeply passionate about sustainability and eco-conscious choices.

"ThriftBuddy lets me give back to my community through item donations."

MOTIVATIONS

- Sustainable living
- Personal Growth
- Reader Connection



INTERESTS

- Painting
- Reading
- Recreational sports

PERSONALITY

- Artistic
- Eco-conscious
- Friendly



Sarah Davis

she/her

GOALS

- Publish a Book
- Establish an Engaged Audience
- Continuous Improvement

MOST USED APPS

- Facebook
- Twitter
- Strava
- Instagram

Sarah is a 20-year-old sophomore student at Northeastern University in Boston, USA. She's studying in an academic environment and navigating her way through college life.

"ThriftBuddy NUGiving allows me to make a difference by donating my items and giving back to the community."

MOTIVATIONS

Creative Expression



Personal Growth



Reader Connection



INTERESTS

- Traveling
- Cooking
- Reading
- Writing

PERSONALITY

- Friendly
- Disciplined
- Strong

User Goals



Mia

- Sustainability in every transaction and interaction
- Moving with budget friendly options
- Looking for environment uplifting job options
- Participating in donation drives to help out students
- Recycling paper, metal, and plastic products
- Finding alternatives to pollution causing materials



Sarah

- Finding time to pursue her hobbies
- Spreading awareness about problems with fast fashion
- Engaging in conversations about the eco-friendly options
- Taking courses related to sustainable development
- Donating and decluttering her living space
- Finding alternatives to pollution causing materials

User Pain Points



Mia

- Eco-friendly product search challenges
- Shipping's environmental impact worries
- Time limitations due to senior-year commitments
- Desire for sustainability insights
- Frustration with limited recycling and donation options



Sarah

- Time and online experience constraints
- Computer item authenticity concerns
- Profile and listings setup difficulties
- Desire for a computer science community
- Limited sustainability knowledge, need resources

UX Research Methods





Competitive Analysis

Competitive analysis in UI/UX design is an essential process that involves researching and evaluating the user interfaces and experiences of competing products or services

-  1 Identify similar audience competitors
-  2 Analyze user flows for navigation and user journeys
-  3 Evaluate design: colors, fonts, aesthetics
-  4 Assess performance, loading, technical issues
-  5 Examine designs for inclusivity and accessibility



Key Competitors



OLX

OLX is a popular online classifieds platform that allows users to buy and sell a wide range of products and services, making it a marketplace for second-hand items and local services.



Goodwill

Goodwill is a nonprofit organization that empowers individuals with employment barriers through its thrift stores and job training programs.



CheckSammy

CheckSammy is a leading global provider of cost-effective bulk waste removal and sustainability solutions with on-demand, nationwide, and eco-friendly services.

Company Comparisons

Type, Price, Product offering & Location



OLX



Goodwill



CheckSammy



Type of competitors

Direct

Direct

Direct



Price

Free

\$15/year

Free



Product offering

Online classifieds
marketplace

Thrift

Sustainability



Location

Amsterdam

Rockville, MD

Dallas, TX

Company Comparisons

Website URL, Business size, USP



OLX



Goodwill



CheckSammy

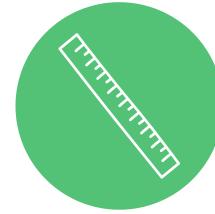


Website URL

olx.com

goodwill.org

checksammy.com



Business size

Large

Large

Medium



USP

User-driven
online
marketplace

Nonprofit focus
on job training
and community
impact

On-demand, cost-
effective
sustainability
solutions

Company Comparisons

Region, Gender, Age



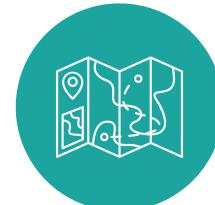
OLX



Goodwill



CheckSammy

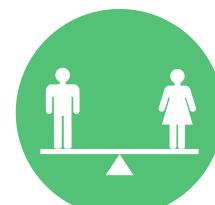


Region

Ukraine 33.38%
Poland 31.81%
Romania 19.03%
Portugal 3.92%
India 1.81%

US 95.52%
India 00.96%
Canada 00.60%
UK 0.56%
Greece 10.42%

US 87.52%
Canada 5.63%
Germany 1.79%
UK 0.56%
Malaysia 0.84%



Gender

Male 60.68%
Female 39.32%

Male 45.22%
Female 54.78%

Enough data
not found



Age

18-24 16.22%
25-34 26.09%
35-44 19.25%
45-54 16.02%
55+ 22.44%

18-24 16.22%
25-34 26.09%
35-44 19.25%
45-54 16.02%
55+ 22.44%

Enough data
not found

Company Comparisons

First Impressions



OLX



Goodwill



CheckSammy



Desktop Website

Clear
User-Friendly
Comprehensive

Informative
Accessible
Philanthropic

Informative
Aesthetic
Secure
Accessible



Mobile App/ Mobile Website

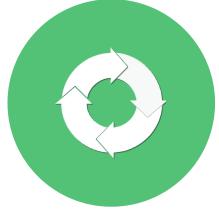
Convenient
Intuitive
Versatile
Responsive

Handy
Local
Charitable

Well-Organized
Community Oriented
Engrossing

Company Comparisons

Interactions

			
	OLX	Goodwill	CheckSammy
	Generally accessible, but may vary by location	Designed to be accessible to the community	Aims to be accessible and eco-friendly in waste management
	Sign-in/register → Search → View → Contact → Confirm → Payment → Rate	Sign-in/register → select → Donate → Drop-off → Confirm	Sign-in/register → Select Material → Locate Recycling Center → Drop-off → Confirm
	Well-organized with clear categories and search functionality	Simple and straightforward, with a clear focus on Goodwill's mission	User-friendly with emphasis on cost-effectiveness and sustainability

Company Comparisons

Content



OLX



Goodwill



CheckSammy



Tone

Pragmatic and transactional

Informative and philanthropic

Sensible and sustainable



Descriptiveness

Detailed listings and practical information for buying and selling

Emphasizes Goodwill's mission, store locations, and donations

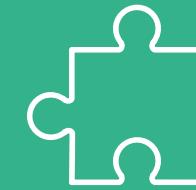
Focuses on on-demand waste removal and eco-friendly solutions



1
Design phase support



2
Cultivation of user empathy



3
Problem space and solution visualization



4
Effective communication with comic strip-like structures



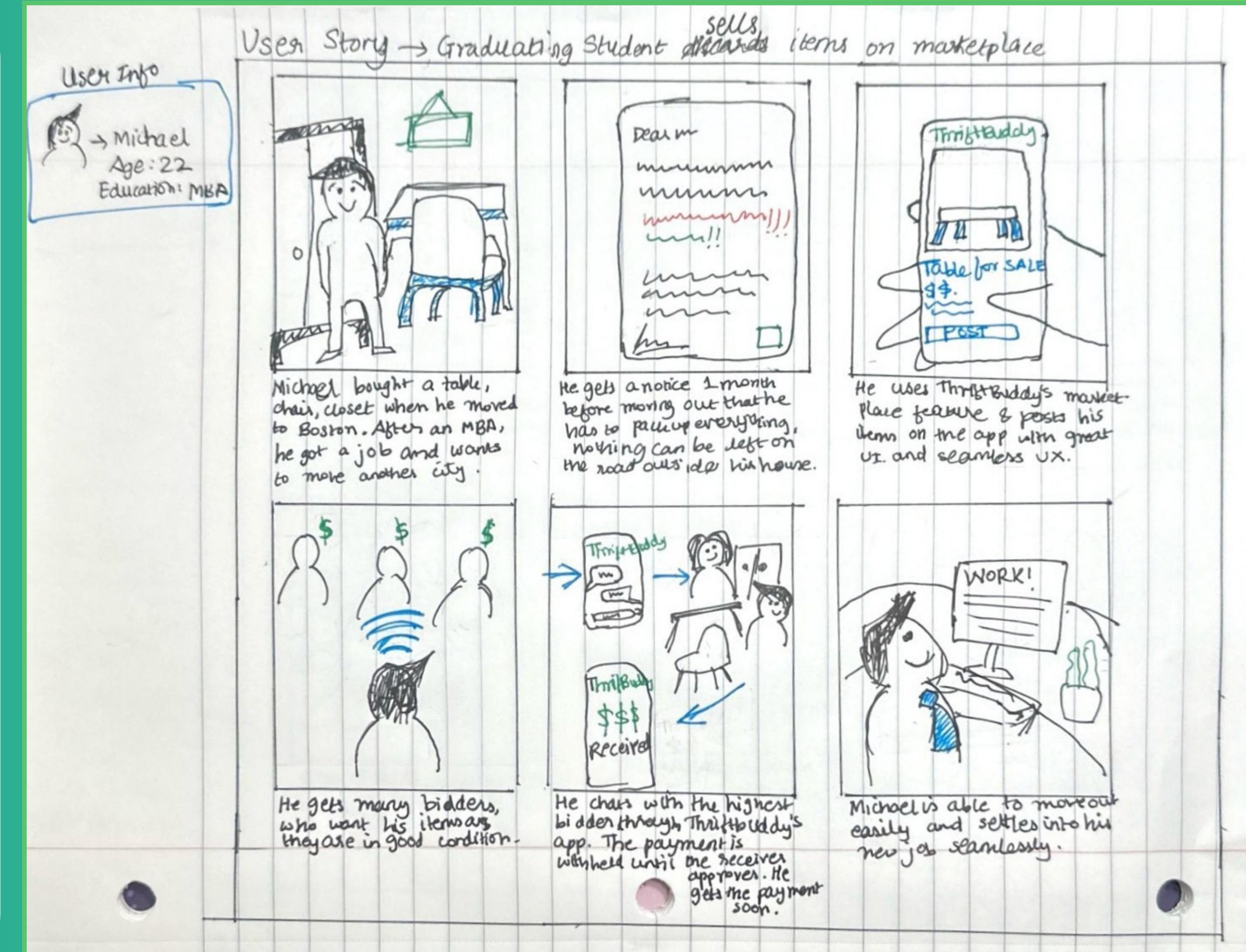
5
Time and cost savings through solution mapping

Storyboarding

Storyboarding maps the user's product experience with scenarios, characters, visuals, and text.

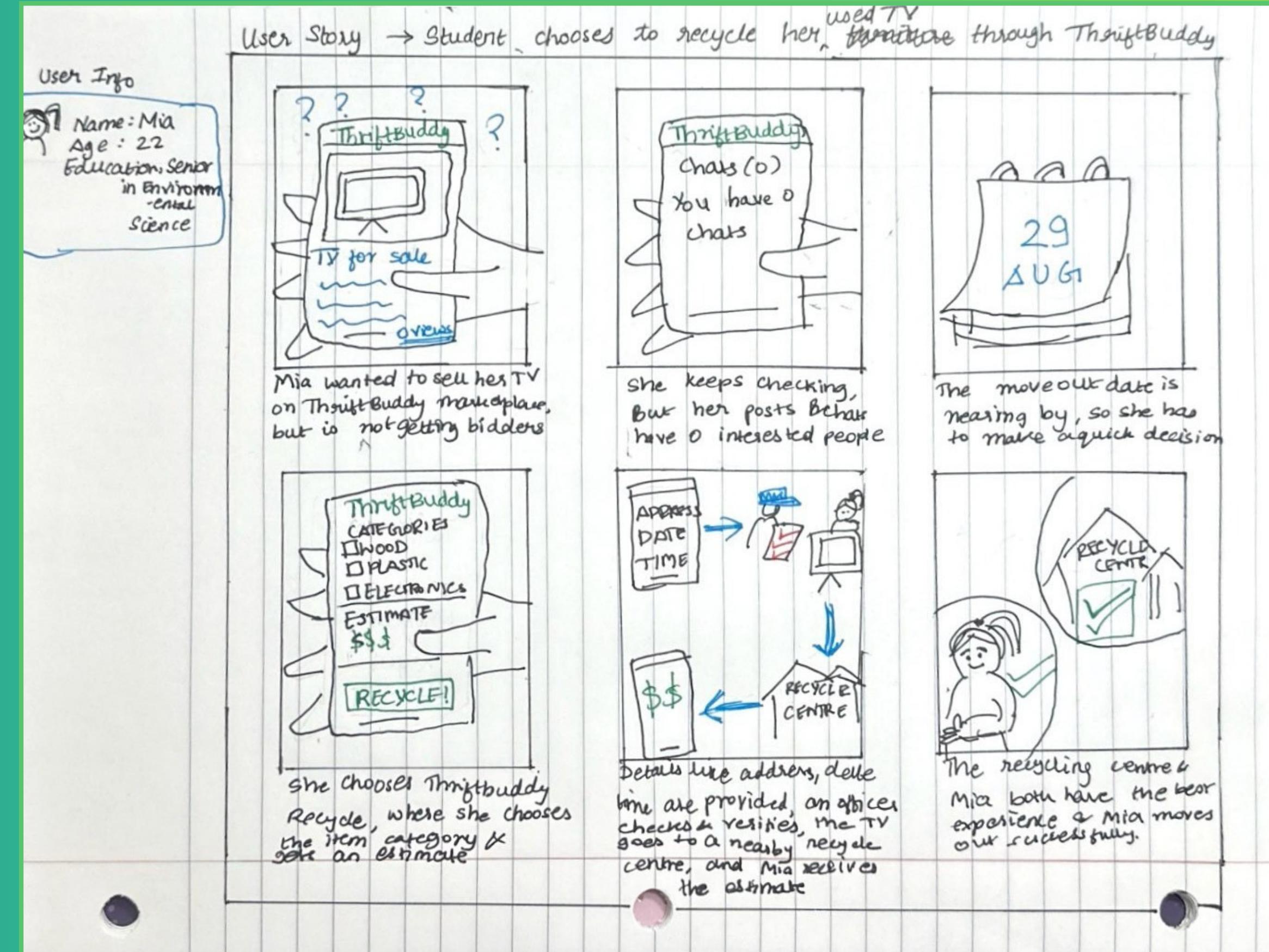
User Scenario 1 - Michael uses ThriftBuddy Marketplace to sell his items

- Michael is a graduate who is going to move for his job
- He receives a notice by the management that he will be fined if he leaves any of his furniture on the pavement outside his house
- He goes to ThriftBuddy Marketplace and uploads a post containing photos, item prices, and the condition of the item
- He talks to many bidders for his items as they are in good condition
- ThriftBuddy Marketplace reserves the payment until the pickup is completed and approved
- Michael easily moves to a new city and starts his job without any stress



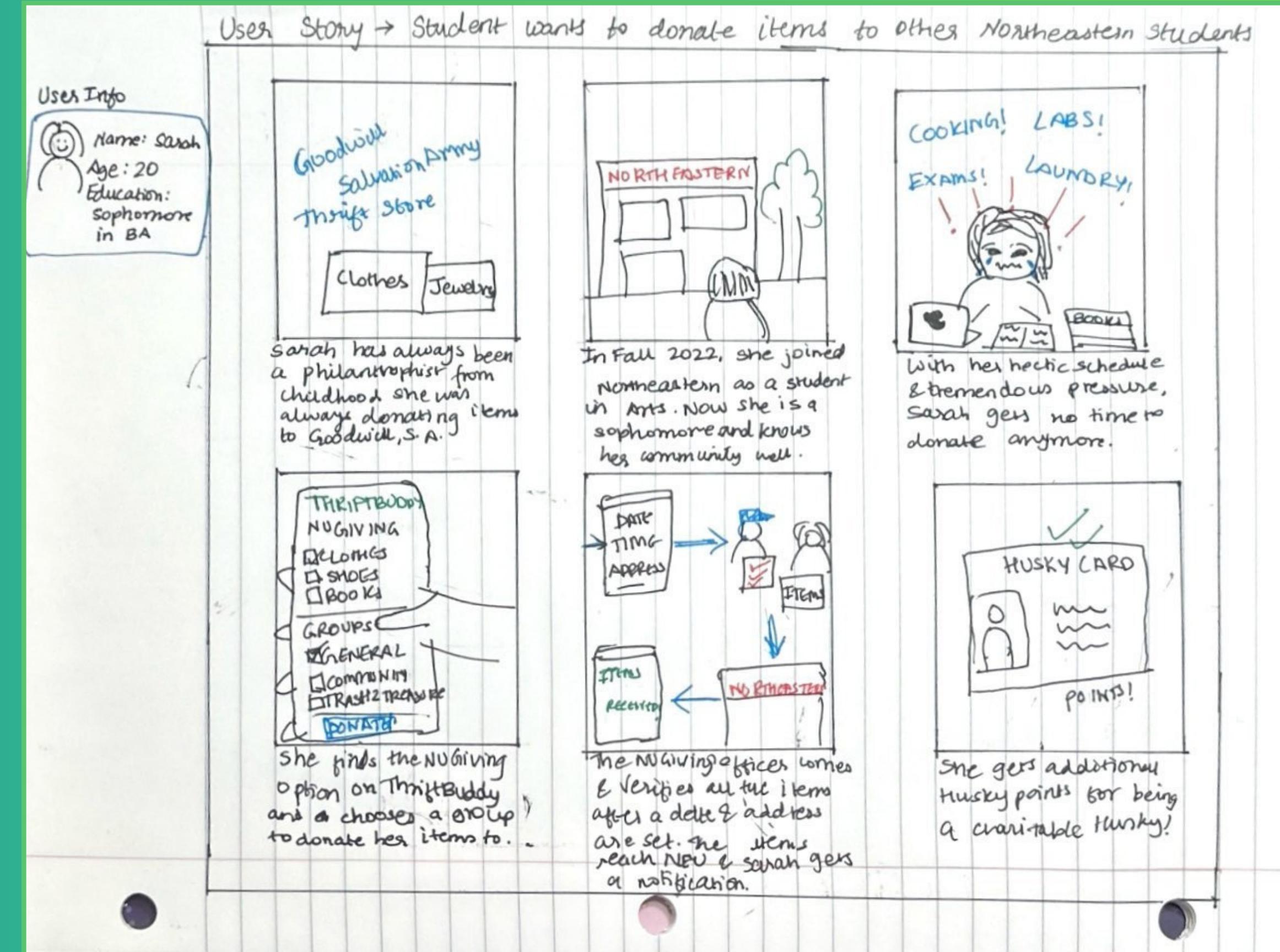
User Scenario 2 - Mia uses ThriftBuddy Recycle to recycle her used TV

- Mia is a senior at NEU. She wanted to sell her TV through ThriftBuddy Marketplace but received no bidders
- Her moveout date is coming close and she needs to dispose the TV but doesn't want it to be thrown in the trash
- She decides to try the ThriftBuddy Recycle option. There are Categories of items that can be recycled, and she chooses 'Electronics'
- A verification is completed after she adds the preferred date, address, and time.
- Payment is reserved by ThriftBuddy Recycle till the items have reached the recycling center successfully.
- Mia loves the user experience she received without any hassle and recommends this option to all her friends!



User Scenario 3 - Sarah uses ThriftBuddy NUGiving to donate her items

- Sarah has always been a philanthropist, and loves donation and charity
- She joined NEU in Fall 2022 and is now a Sophomore. She knows the community at NEU very well.
- She is stressed with assignments, exams, and labs taking up all of her time. She does not get any time for herself
- She finds the NUGiving option on ThriftBuddy and chooses a group to donate her items to
- A verification of items is done after she adds the date, time, and address. She is informed once the items have been donated
- She gets Husky card points and a huge satisfaction of being a charitable Husky!



Conclusion

Mission	Competitive Analysis	User Personas	Storyboarding
<p>ThriftBuddy's mission to promote sustainable living is brought to life through carefully designed product objectives and core features, fostering an eco-conscious marketplace aligned with its goals.</p>	<p>A competitive analysis of OLX, Goodwill, and CheckSammy highlights the importance of identifying strengths and weaknesses to inform strategic decisions regarding market positioning, user experience, and growth strategies.</p>	<p>The introduction of personas, including Michael, Mia, Kelvin, and Sarah, further highlights the platform's ability to cater to a diverse range of students at Northeastern University, addressing their unique needs and aspirations.</p>	<p>The storyboard user research on Michael, Mia, and Sarah provided us insights on the pain points, reasons for using ThriftBuddy, and gave us a sense of user empathy while brainstorming the user flows.</p>

Thank You!

Feel free to ask any questions

