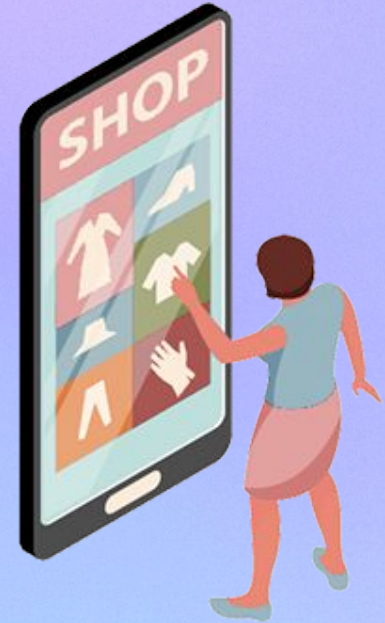# UCycle

Enhancing 2nd-Hand Shopping

Meet the Team

Gracie

PM

Danika

UX Designer

Julie

UX Designer

Matthew

Full Stack Dev

Problem Context

Over the course of college, students accumulate items that they no longer need and lack the knowledge and motivation to correctly dispose or repurpose them

Problem Statement

How might UW students safely buy and sell used items in order to reduce waste, mitigate cost and the risk of scams during move in/out?

Key Research Insights

10,000

10,000 UW students live on-campus

90.2%

Have used second hand shops for their budget friendliness

20,000

This is the number of patients we had last month

Persona - Caleb

Age: 19
Gender: Male
Major: Engineering

Needs:

Caleb wishes to buy various household items because he is out-of-state. However, he would like to still stay in budget.

Pain Points:

- Where to purchase good quality items at a reasonable price
- What items he needs

Goals:

- Purchase needed items quickly and efficiently
- Stay within his budget
- Enjoyable 2nd hand e-commerce experience

Persona - Emily

Age: 22
Gender: Female
Major: Info

Needs:

Emily wishes to sell items she no longer needs to other students who may find them useful. She is a senior so she wants to sell most of what is left in her apartment.

Pain Points:

- Personal safety and being scammed by existing online 2nd hand websites

Goals:

- Find a convenient and trustworthy 2nd hand online platform
- Tailored specifically for UW students

Key Features

Sign-in Authentication

Makes sure only UW students can login and use the site

Message Seller

To buy, message sellers

Pick-up Locations

To keep pick up safe and local, there are on campus pick-up preferences

Create Listing

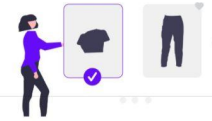Post listings to sell items

Sign-in Authentication

Message Seller

Messaging/Making Offers

You can message sellers to figure out buying logistics, and making offers

Pick-up Locations

Pick-up

There are different pick-up location types to choose from when creating listings

On Campus Pickup locations

- [ ] Red Square
- [ ] The HUB
- [ ] The Quad
- [ ] IMA

Off Campus Pickup locations

- [ ] UDistrict Station
- [ ] UW Station
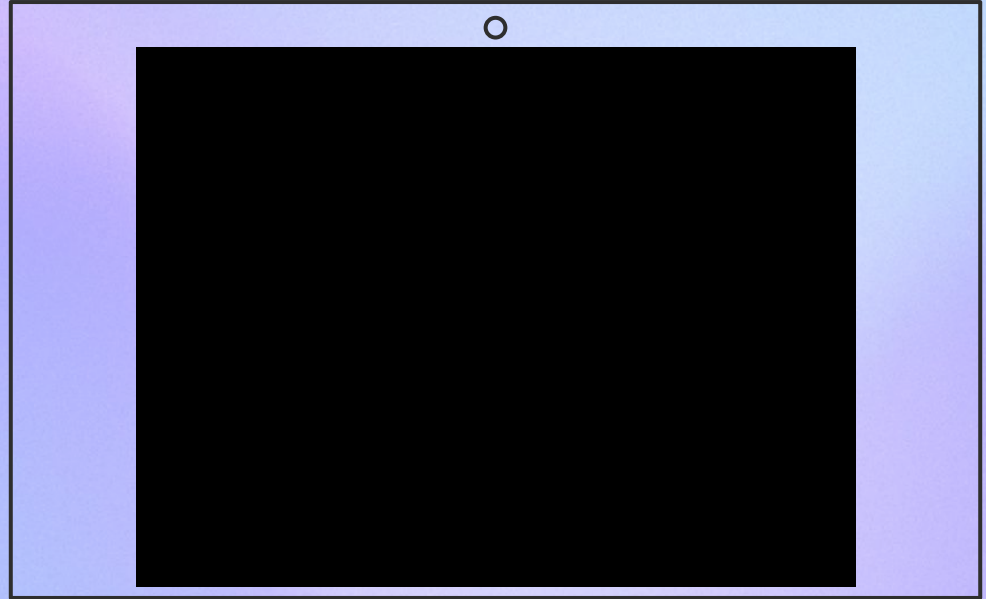- [ ] Northgate
- [ ] UVillage

Create Listing

Post items

Create selling listings by inputting relevant information

Demo Video

Features from both a seller and
a buyer's perspective

Concept Validation

Assumptions

- Confidently make transactions on/off campus
- Understand how to sell and buy items
- Easily navigate around the home page
- Understand and navigate the shopping bag

How?

Have users perform tasks and provide qualitative and quantitative feedback

Insights

Assumptions

- Confidently make transactions on/off campus
- Understand how to sell and buy items
- Easily navigate around the home page
- Understand and navigate the shopping bag

What Worked

- Minimalist, simple design
- Easy navigation, flow of information
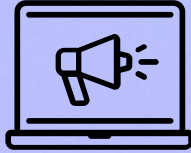- Seller reviews

Needs Improvement

- Different shopping process instead of shopping bag
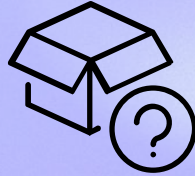- Back navigations

Design Direction

- Keep simple and minimalist layout
- Revise shopping bag feature
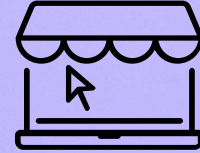- Have reviews highly visible

Ethical Considerations

Our values

- Safety
- Sustainability
- Community
- Convenience

Ethical Concerns

- Safety of users

Solutions

- SSO login
- Report feature highly accessible

Next Steps

Report Feature

Ensuring the safety and wellbeing of our users, implementing this feature will keep accountability among our user base

Seller Reviews

To enhance user experience, we will add a review or rating system among sellers

UW SSO

Our initial plan was to use Azure for UW SSO, but complications got in the way. In the future, we will implement UW SSO

Search and Recommend Items

To help user experience, we hope to implement a search bar and collect more user action data to recommend items

Thank you!

Please feel free to ask any questions.