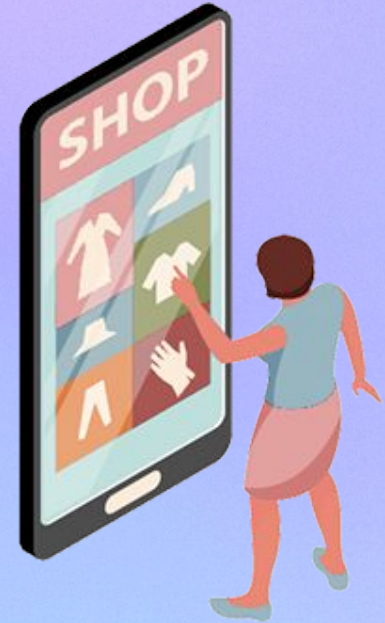


# UCycle

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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

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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**

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10,000 UW students live  
on-campus

**90.2%**

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Have used second hand  
shops for their budget  
friendliness

**20,000**

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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

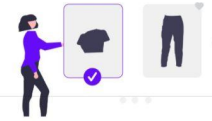
**UCycle** Log in

Womenswear ▾ Menswear ▾ Home goods ▾ Electronics ▾ Accessories ▾ Misc ▾

**Join other UW Students in buying and selling second-hand!**

Connect with peers to trade goods, find bargains, and contribute to sustainable consumption within our community.

- Maintain sustainability
- Ensure safety
- Stay budget-friendly



**Log In**

UW Email

Password

**Login**

Need to Register? [Register Here](#)

Only UW emails are accepted

# Message Seller

The screenshot displays the UCycle website's messaging interface. At the top, the UCycle logo is on the left, and a 'Sell' button with user and cart icons is on the right. Below the logo is a navigation bar with categories: Womenswear, Menswear, Home goods, Electronics, Accessories, and Misc. The main content area is split into three sections. On the left is an 'Inbox' with a message from 'EmilyA' asking 'Hi! Are you available to pick...'. The central section shows a chat conversation: EmilyA's profile is at the top with a 'Visit Profile' button; a purple message bubble says 'Hi, I'm interested in your item. I would like to buy for \$20.' (13:08); a grey message bubble from the user asks 'Hi! Are you available to pick up today?' (13:10); and a purple response bubble says 'Yes I am!' (13:11). At the bottom is a 'Send a message' input field. On the right is a product card for a 'White Night Stand' priced at '\$20', featuring a photograph of the item.

## 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

UCycle Sell 🔍 👤

Womenswear ▾ Menswear ▾ Home goods ▾ Electronics ▾ Accessories ▾ Misc ▾

Home / Sell

### Create a Listing

Name of Item:

Item Price:

Item Category:

Item Condition:

Description:

Upload file

No file chosen

**On Campus Pickup locations**

- Red Square
- The HUB
- The Quad
- IMA

**Off Campus Pickup locations**

- U/District Station
- UW Station
- Northgate
- UVillage

**Payment options**

- Cash
- Venmo
- Zelle
- Cashapp
- Other

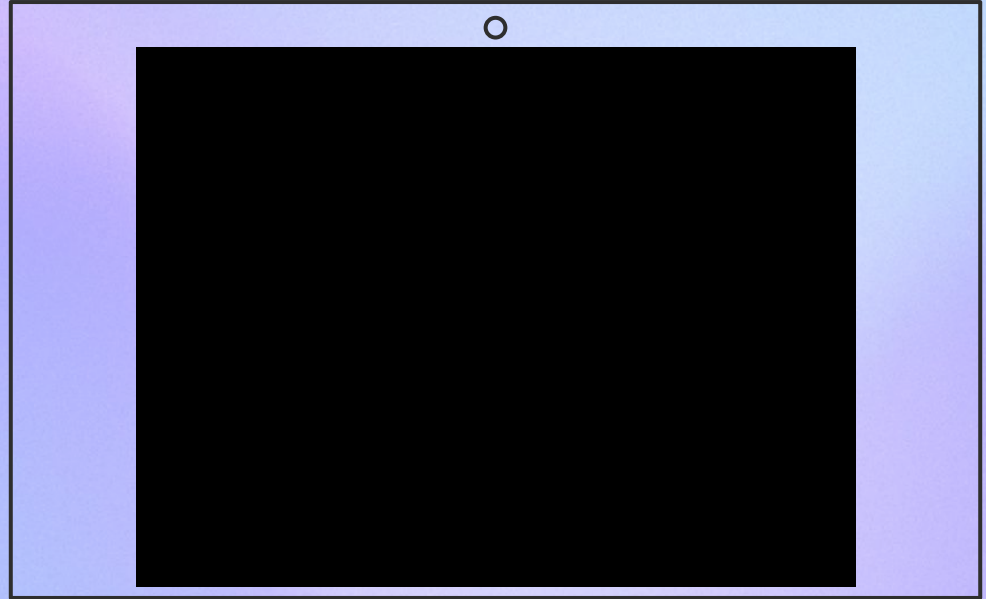
## Post items

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

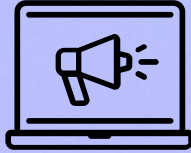
## Needs Improvement

- Different shopping process instead of shopping bag
- Back navigations

# Design Direction

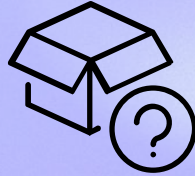
- Keep simple and minimalist layout
- Revise shopping bag feature
- Have reviews highly visible

# Ethical Considerations



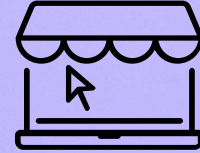
## Our values

- 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!

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Please feel free to ask any questions.