U-CIRCLE

Interactive Web Design

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Concept overview

Design opportunities

The Problem

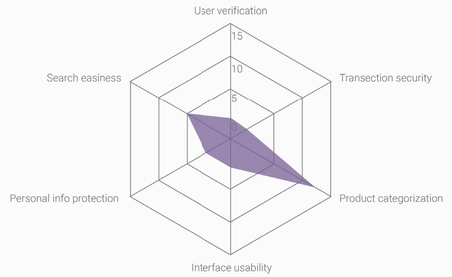
Nowadays, a lot of students attending colleges tend to trade furnitures, textbooks and other college supplies through Facebook Free & For Sale groups. There are concerns of security between money transactions and verification of users. Not enough protection for both sellers and buyers has been an issue. Furthermore, the algorithm of Facebook make it difficult for users to search products depending on their preferences. It is also hard for a product to be seen after several hours. A more secured and efficient channel is desperately needed in the student second-hand trading market.

Concept overview

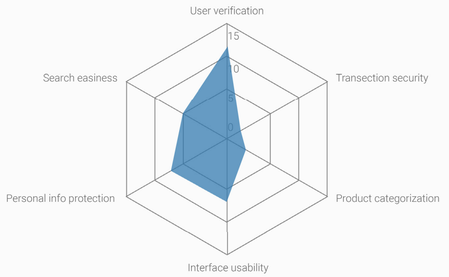
Design opportunities

Competitor analysis

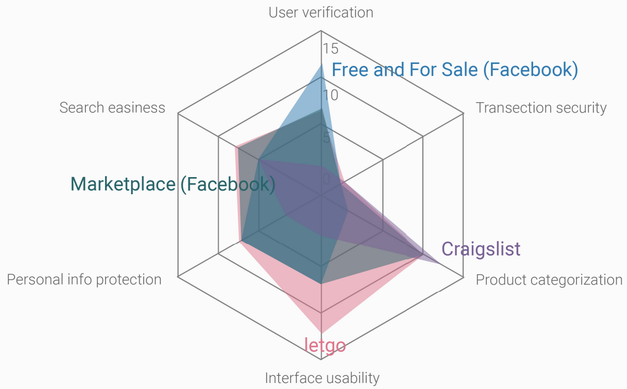
Spider maps helps to address the white spaces remaining in the market. There are a good amount of websites for second-hand trading. The following four are considered as the major competitors that aimed at similar values with U-circle. As the diagrams showed, transaction security is currently the hugest white space in the market.

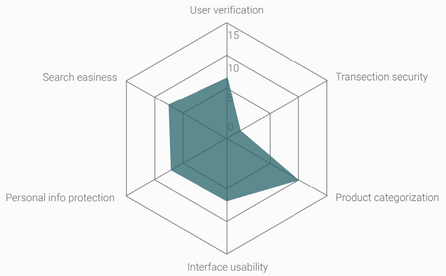


Craigslist

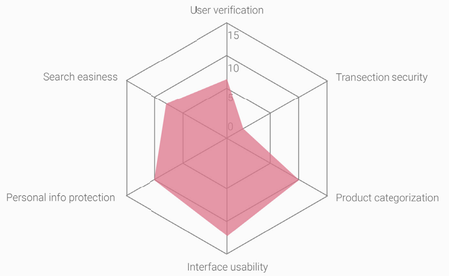


Free and For Sale (Facebook)





Marketplace (Facebook)



letgo

Concept overview

Design opportunities

Things students do on Free and For Sale

- Sell and buy second-hand goods
- Sell and buy education materials
- Sell and buy cars or other transportation tools
- Give aways
- Search for specific product (ISO)
- Offering moving assistants
- Selling self-branded crafts
- Pet adoption or lost pets
- Information sharing forum

Price listings

- Fixed price
- Negotiable price
- Discount offers
- Of best offer

Concept overview

Project Summary

Concept Statement

U-Circle is a platform that allows college students to trade their goods with security. All the transactions would be through the secured system within the platform. Students can easily add tags and descriptions to their product, and browse with key words and filters. It also expend the trade from inside of school to schools within the same city.
The key idea of U-Circle is to create a college community for students to buy/sell/give away things with better protection, and create an enhanced experience for college students when trading the second-hand goods.

Target Audience

- Age group: 18~28 (including grads and undergrads)
- Buy and sell second-hand products
- Are now users of college Free and For Sale group
- Need a more secured platform for transaction
- Need to make sure all users are verified
- Need a trading system that provide more security
- Need a easier way for searching needed product

User Story

Dan Anderson

01

“I want to get my text books as cheap as possible.”

Background

- 18 year old male
- From Charleston, SC
- Freshman at SCAD
- Part-time job as a waiter
- Have no personal transportation

Scenario

Dan is just attending college and doesn’t know anyone in the area. He is going to stay in the dorm for the first school year.

Need

Even though Dan moved most of the things he needs from home, he still needs to find some source to get his textbook and tools with cheaper price.

Feature

Dan can easily find somebody that is selling used textbook or extra materials through the website and limit the search area to the dorm he is staying in.

User Story

Anna Park

02

“How can I get rid of all these stuffs within 1 week?”

Background

- 20 year old female
- From South Korea
- Exchange student at SCAD
- Full time student
- Have no personal transportation

Scenario

Anna is only going to attend SCAD for 2 quarters. She has some stuffs that she has to get rid of before she leaves.

Need

Anna needs to sell all of her textbooks and extra furnitures as soon as possible. She needs buyers that are available to pick up the stuffs.

Feature

Anna is able to set her stuffs with categories so other students can easily look for. She can also limit the buyers to someone that can pick up the things by themselves.

User Story

Peter Chen

03

“I have to get all my furnitures within a tight budget.”

Background

- 23 year old male
- From Taiwan
- Graduate student at SCAD
- Full time student
- Have an SUV

Scenario

Peter just arrived and doesn’t know anyone. He is staying off campus. His English is not yet very fluent.

Need

Peter needs to get all the furnitures for his new place. He has a budget of $600. He also needs some help when communicating with the seller.

Feature

Peter can set the price range to meet his budget. He can also use the easy reply function to communicate with the seller.

User Story

Abby Lawrence

04

“I love browsing through all the posts to find interesting stuffs for my room.”

Background

- 21 year old female
- From New York
- Junior at SCAD
- Part-time job as photographer
- Have a sedan

Scenario

Abby likes to decorate her place. She loves to change her room style according to the seasons or holidays. She loves to browse through second hand websites.

Need

Abby is constantly selling and buying stuffs. She needs a platform that is easy to buy and sell. She likes platforms that allows her to explore new stuffs.

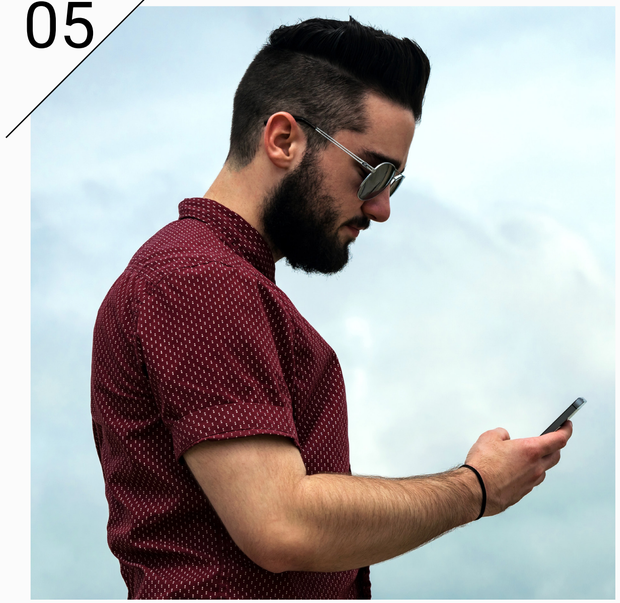
Feature

Abby would be able to edit and upload photos easily. The secure transaction feature would make sure the safety. She can also explore new stuffs by discover.

User Story

Brandon Lopez

05



“My stuffs need to go ASAP.”

Background

- 22 year old male
- From San Fransisco
- Senior at Savannah State University
- Full time student
- Have a pick-up truck

Scenario

Brandon is about to graduate from university. He is trying to sell all of his furnitures before he leave. He would be able to deliver the furnitures if its not too far.

Need

Brandon needs the furnitures to be gone as soon as possible. He is expecting to charge extra for delivering larger furnitures.

Feature

Brandon would be able to expend his audience to all the college students within Savannah. He can also set a price for delivery through the platform.

User Story

Dumi Ayodele

06

“I don’t feel good to transfer a large amount of money to someone I don’t know.”

Background

- 19 year old male
- From Boston, MA
- Sophomore at Savannah State University
- Full time student
- Have no personal transportation

Scenario

Dumi is moving to a place that is a little bit far from campus. He is looking to purchase a second-hand car.

Need

Dumi needs a platform that he can make sure all the sellers are verified as students, and all the transactions are secured. He also needs to test drive beforehand.

Feature

Verified school email is needed in order to register, and all the transaction would be through the website. Test drive is allowed upon both agreements.

User Story

Aoi Yoshida

07

“I wish there is a easier way to look for my preferred sofa.”

Background

- 19 year old female
- From Japan
- Sophomore at SCAD
- Full time student
- Have a wagon

Scenario

Aoi is trying to get some new storage furnitures for her place. She is not in a rush and would wait for a suitable product for her.

Need

Aoi prefer furnitures that is nearly new or in very good condition. She would like to keep track on the new posts for storage furnitures.

Feature

Aoi can turn on notifications for new posts of a specific type of furniture. She would also be able to know if the furniture is new by the tags in description.

User Story

Lourdes Ibarra

08

“I am wishing to get as much as possible by selling my old laptop.”

Background

- 24 year old female
- From Columbia
- Graduate student at SCAD
- Full time student
- Have a wagon

Scenario

Lourdes is buying herself a new laptop. She would like to sell her old one to put extra money into her budget.

Need

Lourdes would like to sell her laptop to the best offer.

Feature

Lourdes is able to turn on the of best offer feature and set a time. The audience would be able to see what is the best offer price right now.

User Story

Bhavna Joshi

09

“I am very strict on the previous owner of my bed.”

Background

- 26 year old female
- From India
- Graduate student at SCAD
- Full time student
- Have no personal transportation

Scenario

Bhavna is moving out of dorm and is looking for a bed.

Need

Bhavna wants the previous owner to be a female also.

Feature

Bhavna will be able to filter the search by gender of the seller.

User Story

Flann Connolly

10

“I want to make sure the person is really buying my phone.”

Background

- 18 year old female
- From Columbus, OH
- Freshman at Savannah State University
- Full time student
- Have no personal transportation

Scenario

Flann is trying to sell one of her desk. The potential buyer told her she will have to pick up after the break.

Need

Flann needs to make sure that the buyer wouldn’t back off on the lamp.

Feature

Flann would be able set up sown payment up to 50% of full price. The money would be kept in the platform until the full transaction is completed or after the set time.

User Story

Feature summary

Buy & Sell

- In site transaction
- Tags of item
- Delivery options
- Price options
- Quick upload
- Broaden audience
- Down payment

Search item

- Location filter
- Budget filter
- Categories
- Communication assistant
- Discover function
- Chatting system
- Tracking item
- Item condition
- Gender filter

Competitive research

Craigslist

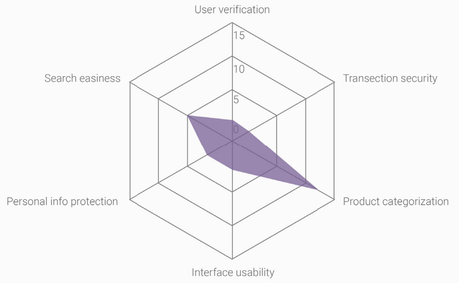
About Craigslist

Founded in 1995, Craigslist is the largest classified advertisement website in the US. It's service including second-hand items trading, housing, jobs, items wanted etc.

Feature summary

- Desktop web page only
- Detailed categories of items
- Search based on nearby location
- Detailed search filters

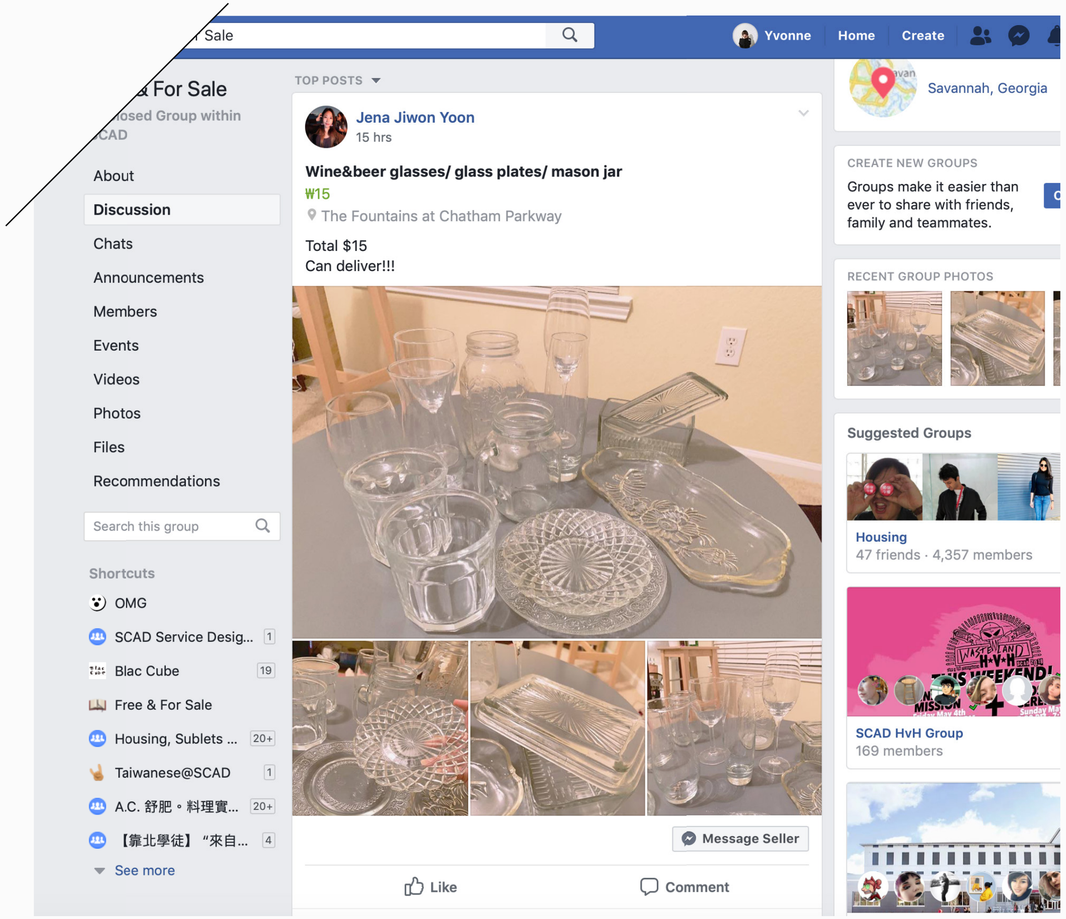
Spider diagram



Craigslist

Competitive research

Free and For Sale



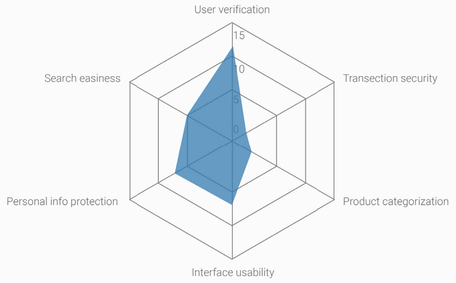
About Free and For Sale

Free and For Sale are closed groups on Facebook, usually among colleges in the US. It’s not an official school website. However, it’s usually the platform that college students use for second-hand trading, with a forum format.

Feature summary

- Desktop web page and mobile apps
- Picture oriented posts
- Manuel user verification (usually by the group admin)
- Allow public discussions for the items

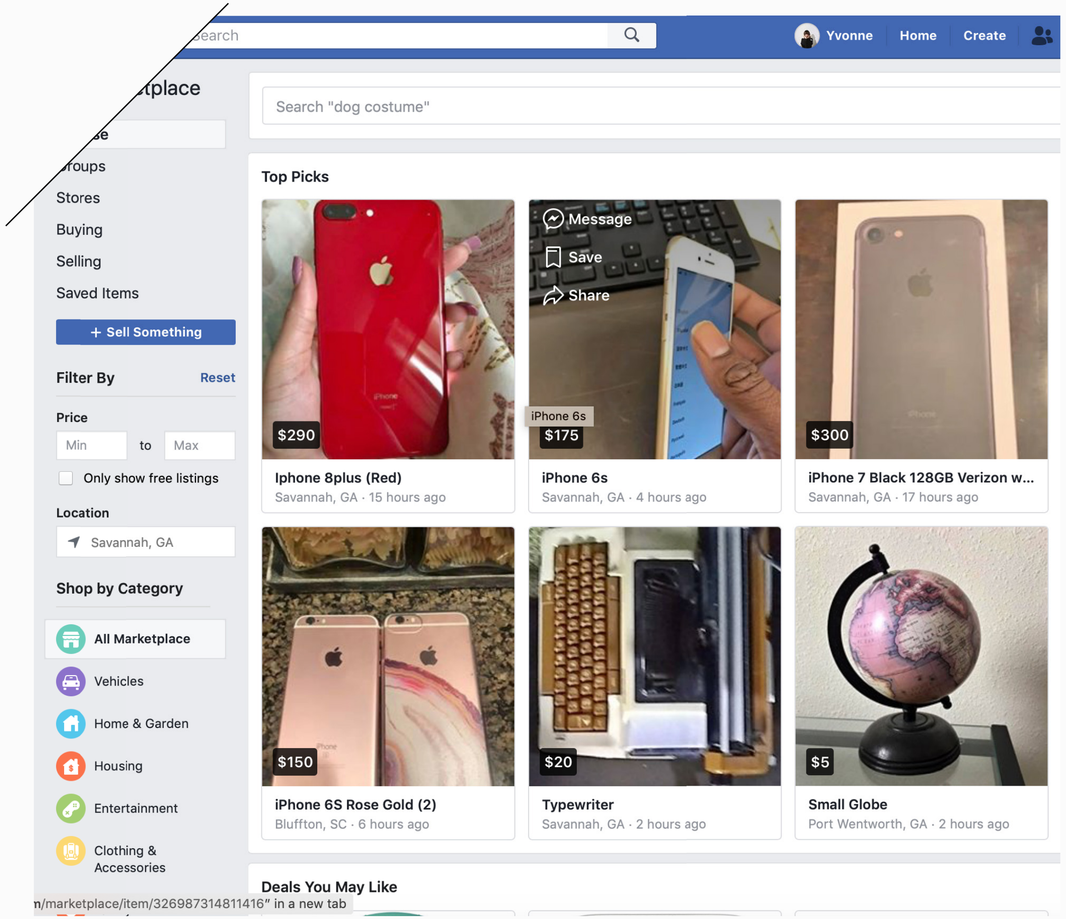
Spider diagram



Free and For Sale (Facebook)

Competitive research

Facebook Marketplace



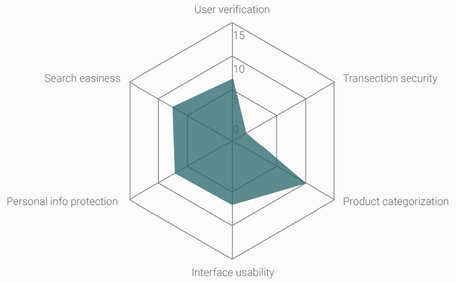
About Facebook Marketplace

Facebook Marketplace is launched in October 2016, and is a platform for nearby trading. Facebook took into account of the growing numbers of buy and sell groups and decided to create a more friendly feature for trading.

Feature summary

- Desktop web page and mobile apps
- Picture oriented posts
- Recommended items
- Chatting/negotiation with Facebook messenger

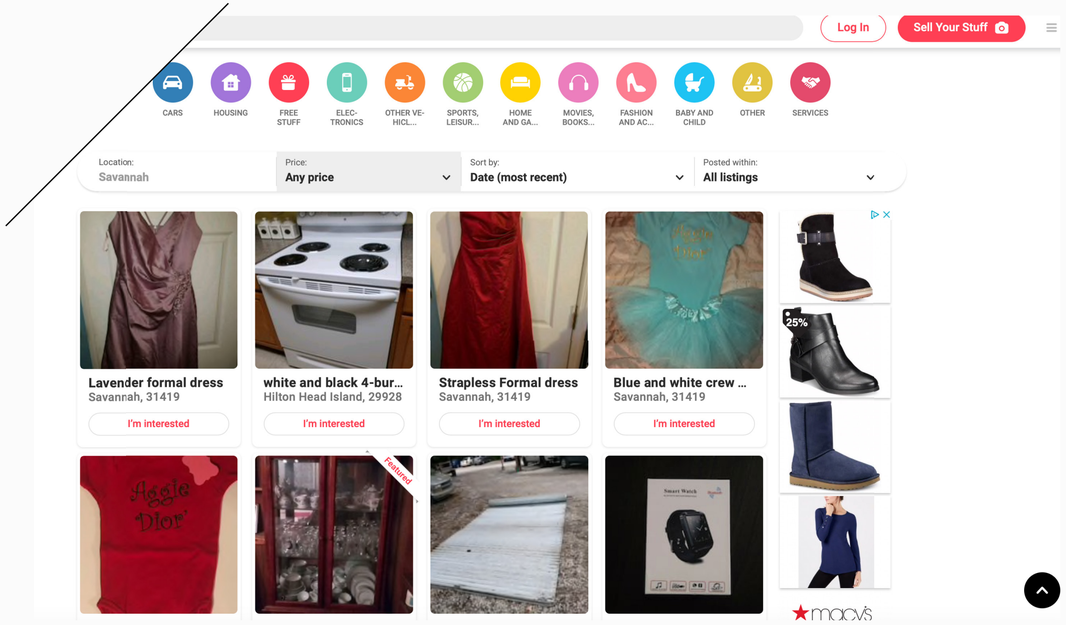
Spider diagram



Marketplace (Facebook)

Competitive research

Letgo



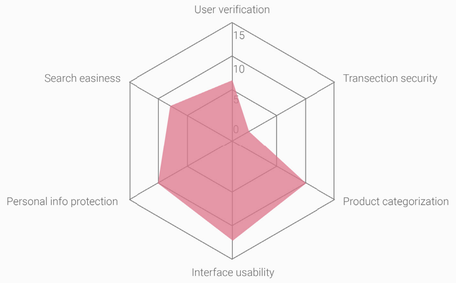
About Letgo

Launched in 2015, Letgo is a fairly new company that provides online platform for second-hand item buy and sell. In August 2018, th company claimed to have over 100 million app downloads and 400 million item listings.

Feature summary

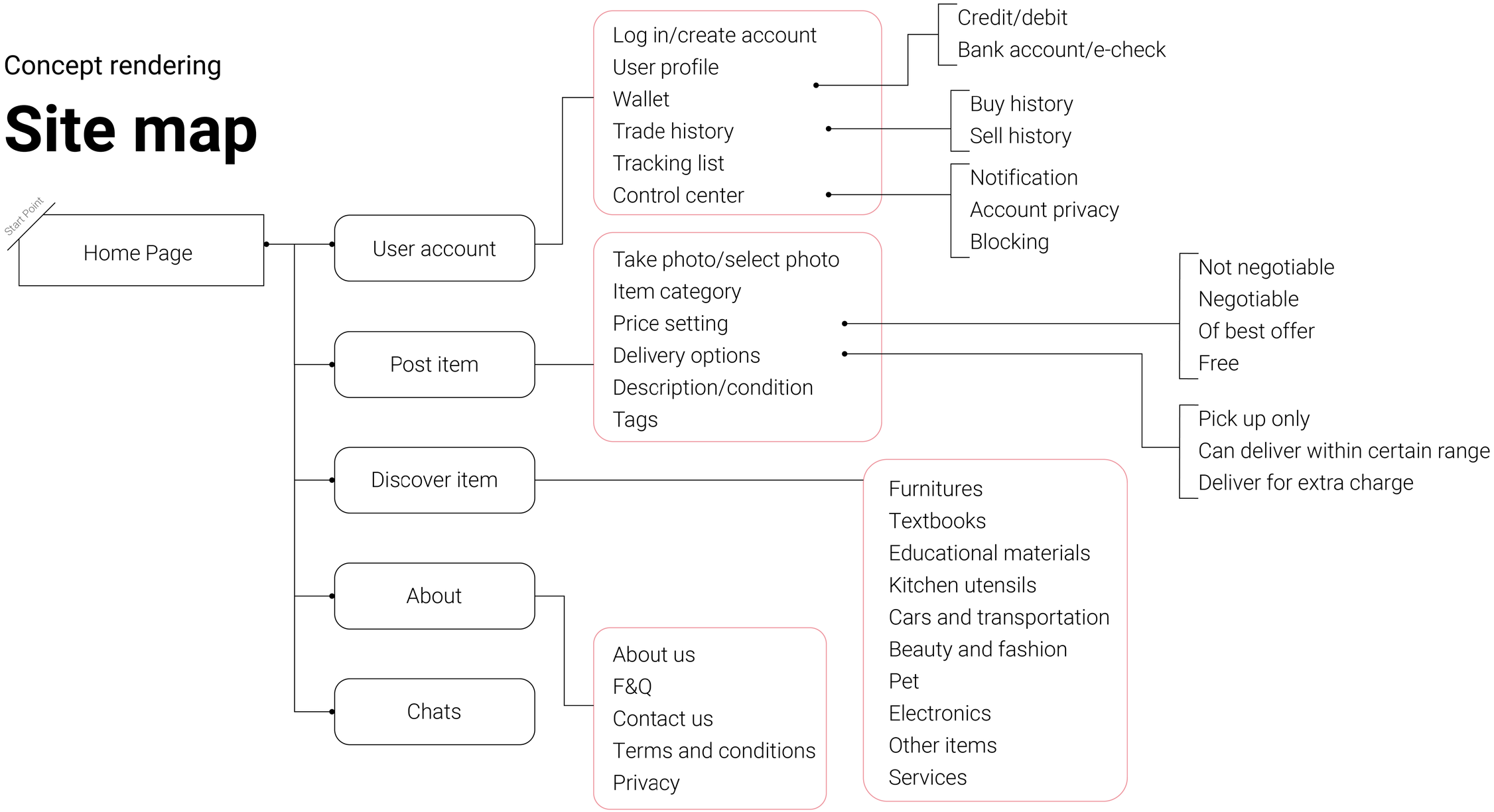
- Desktop web page and mobile apps
- Allow users to see rough item location with maps
- Expire time for listings
- Easy to search and post

Spider diagram



Concept rendering

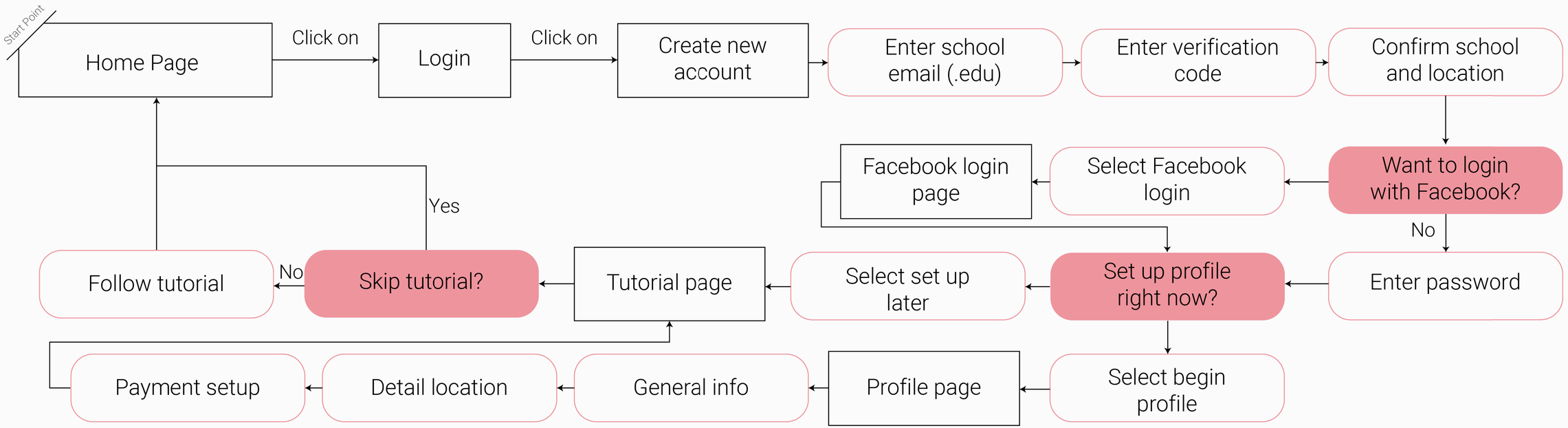
Site map



Concept rendering

Flow chart: create account

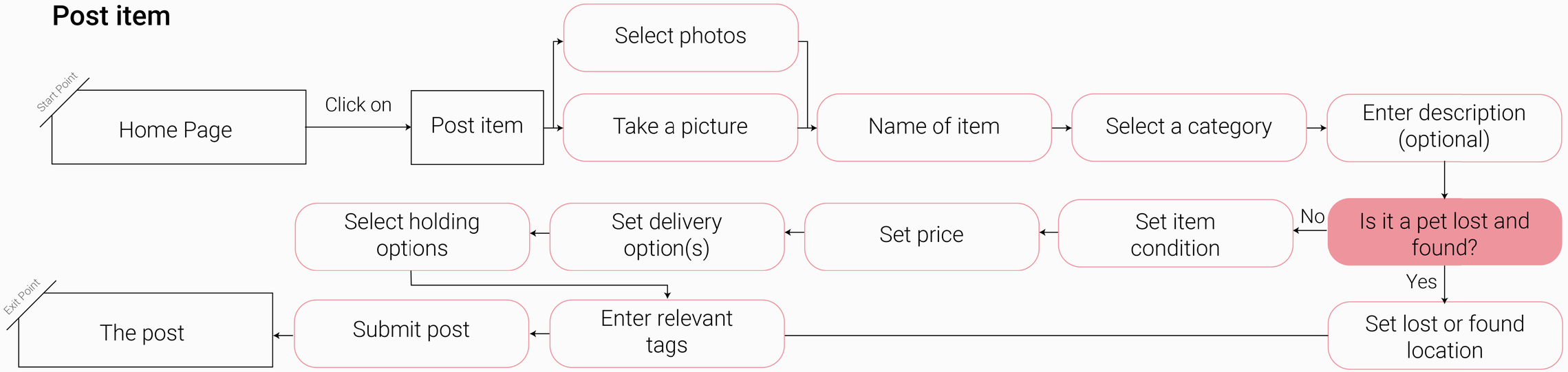
Create account



Concept rendering

Flow chart

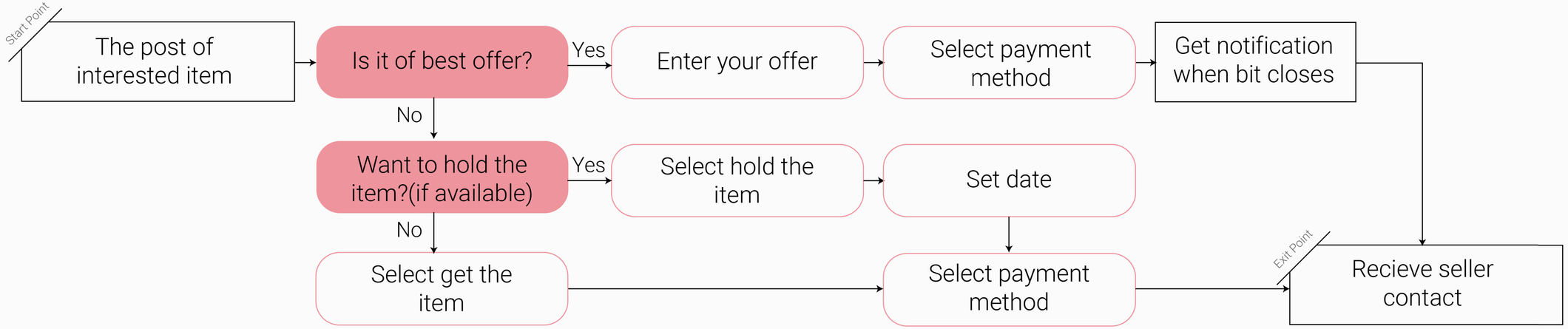
Post item



Concept rendering

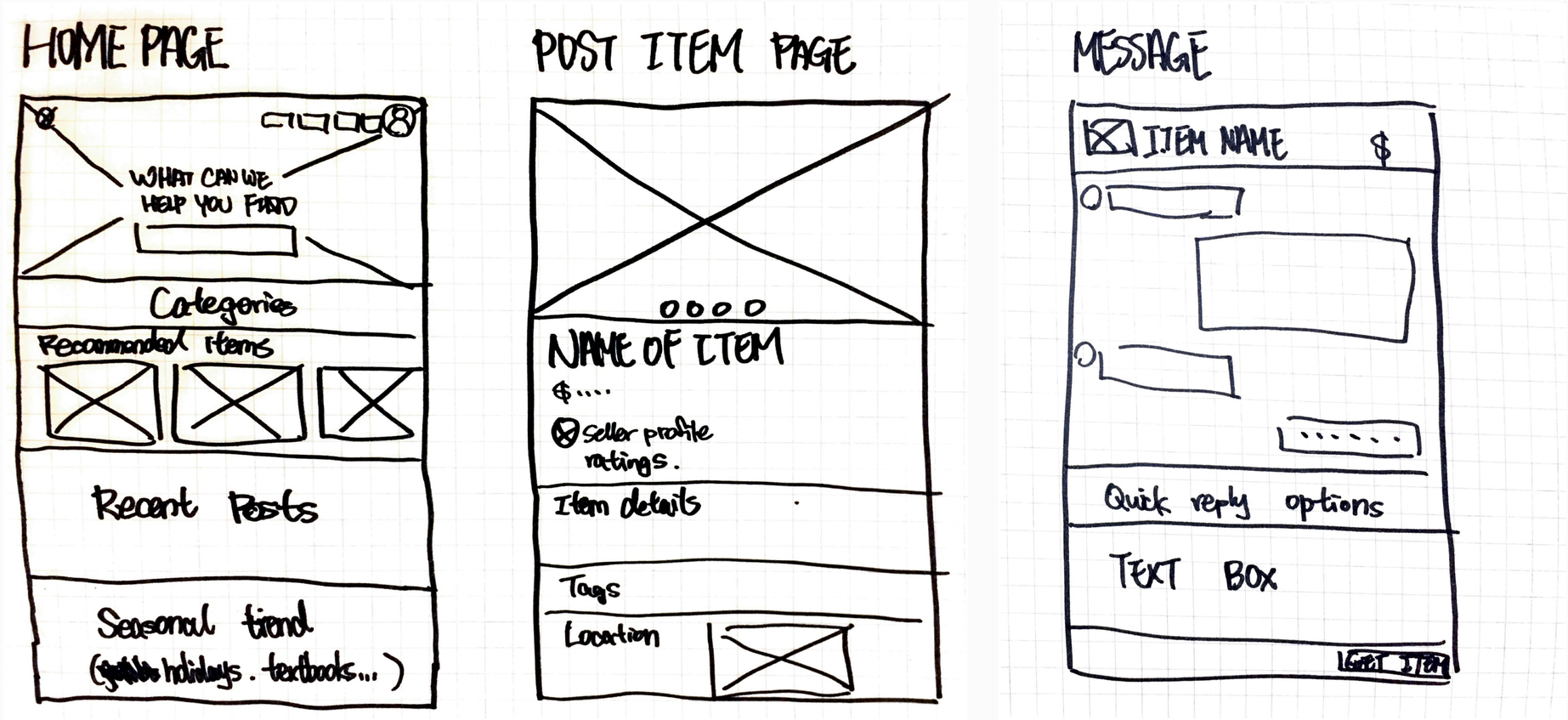
Flow chart

Buy item



Concept rendering

UI planning sketch

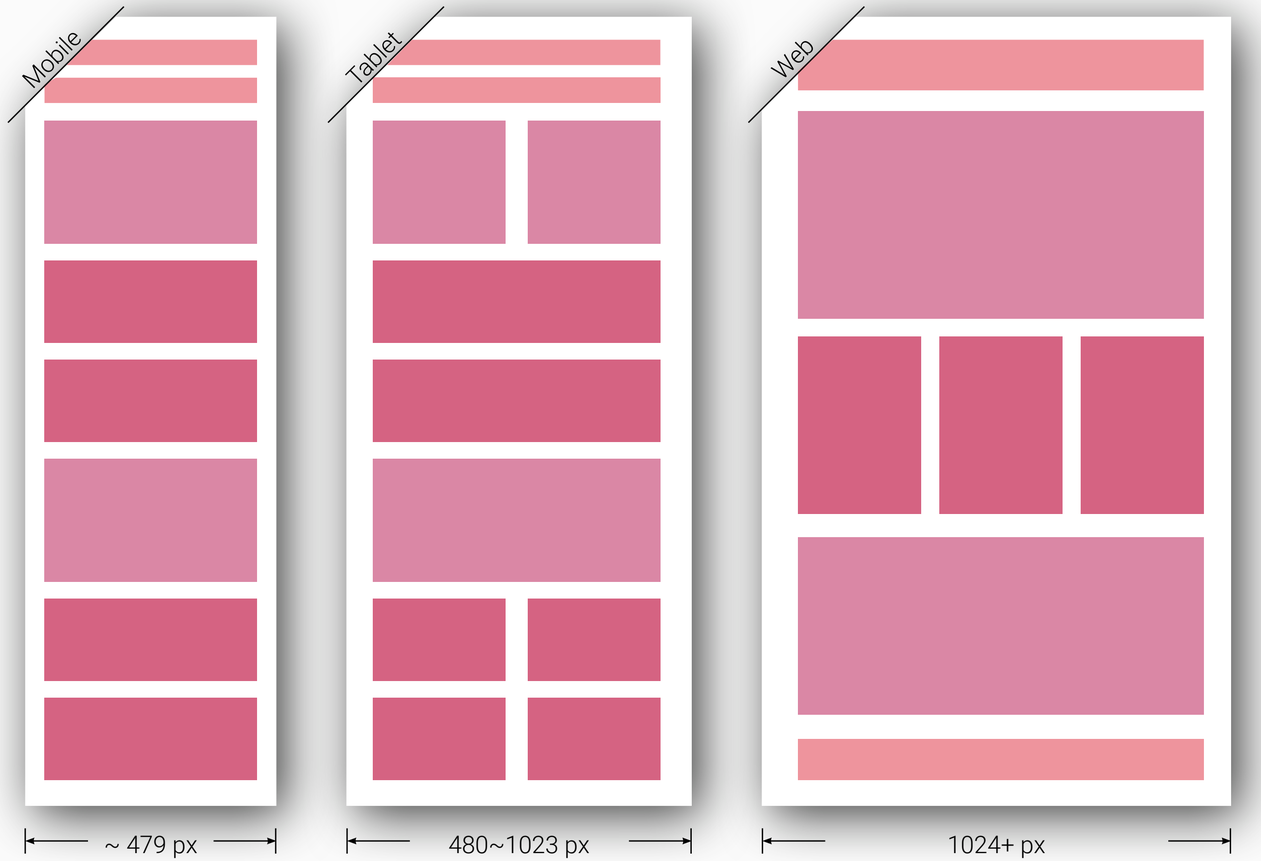


Wireframe

Adaptive interface

Flexibility

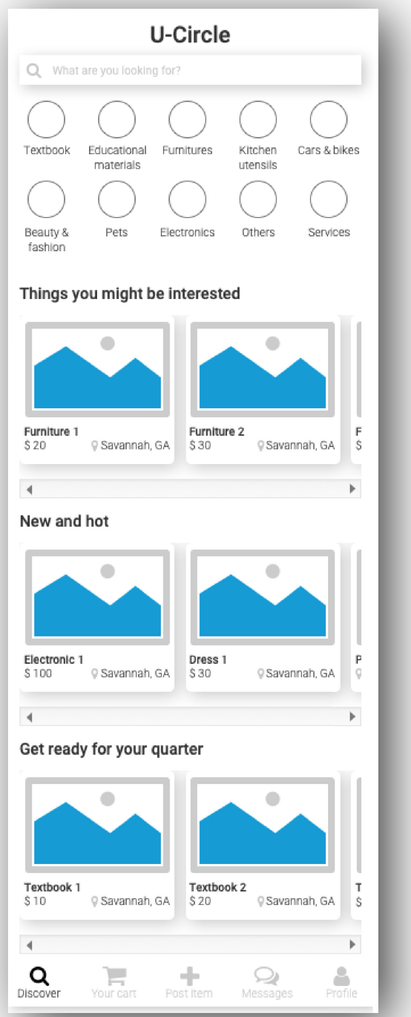
Since U-Circle is aimed at creating a safe and efficient environment for second-hand product trading, it make more sense to have it on not only desktop web but also mobile interface. With allowing more channel choices for the users, U-Circle can provide a flexible way to allow trades to happen anywhere at anytime.



Wireframes

Home (discover)

Mobile



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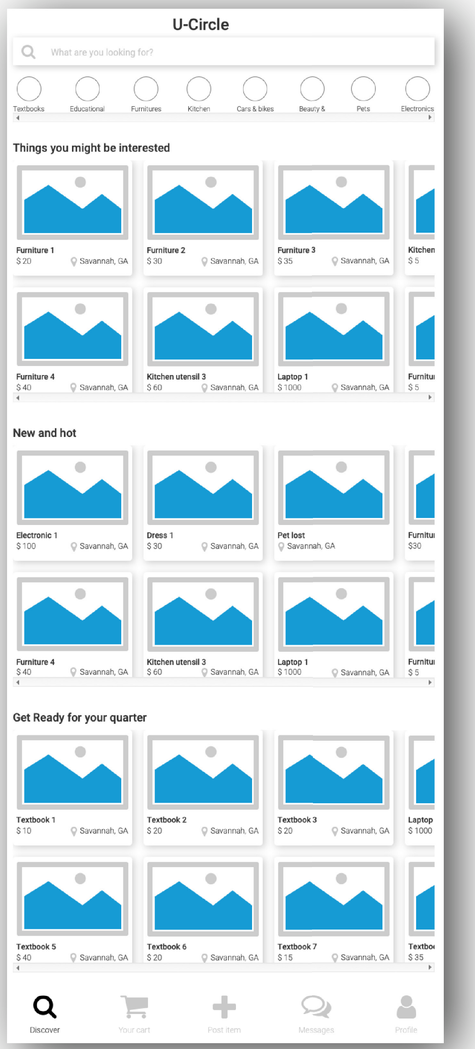
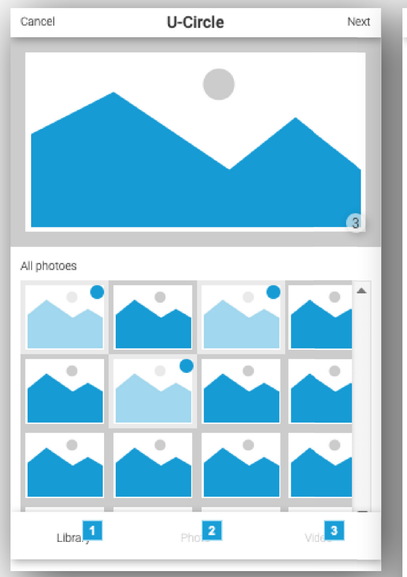


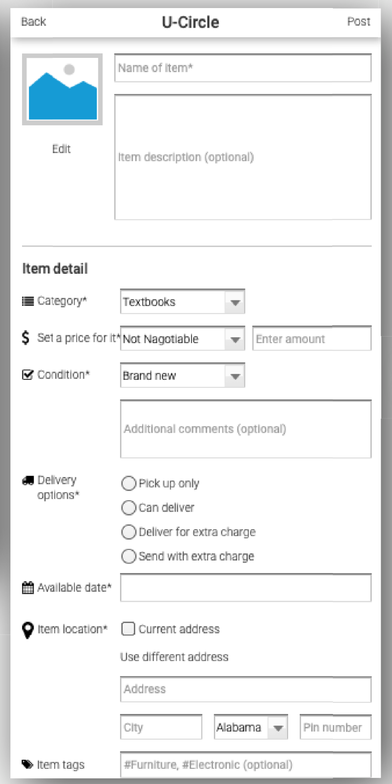
Web

Wireframes

Post item

Mobile





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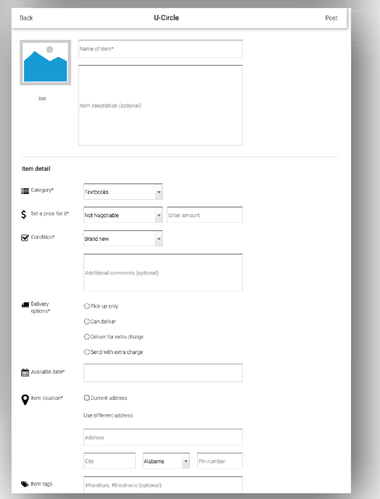

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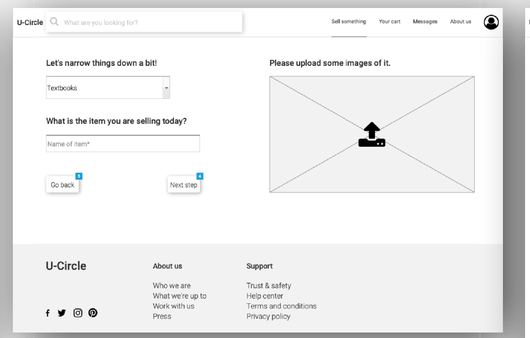
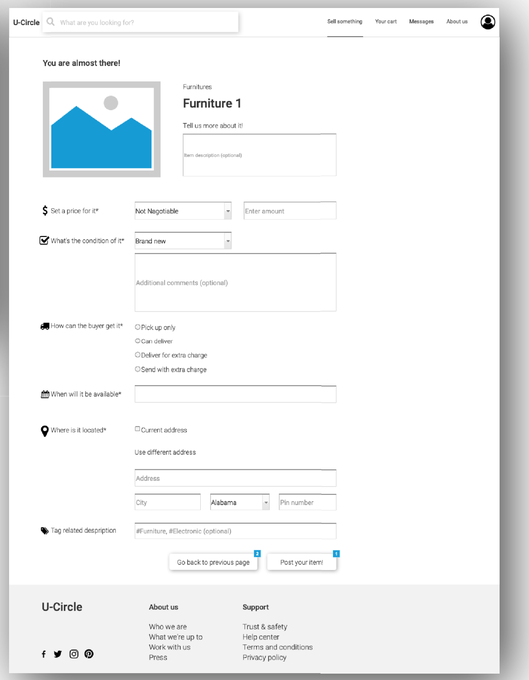
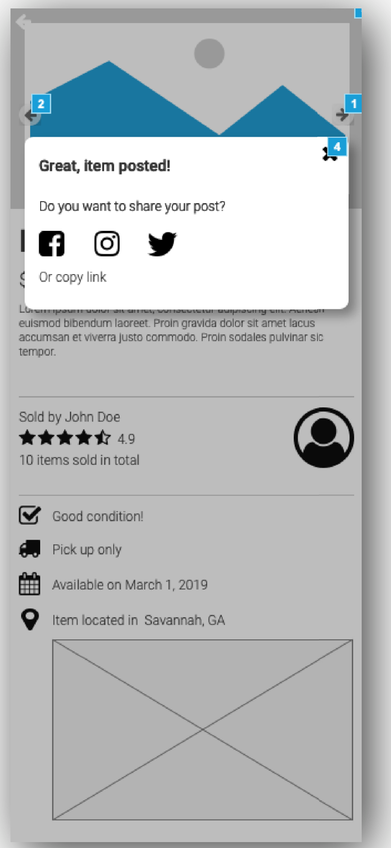




Wireframes

Post item

Mobile

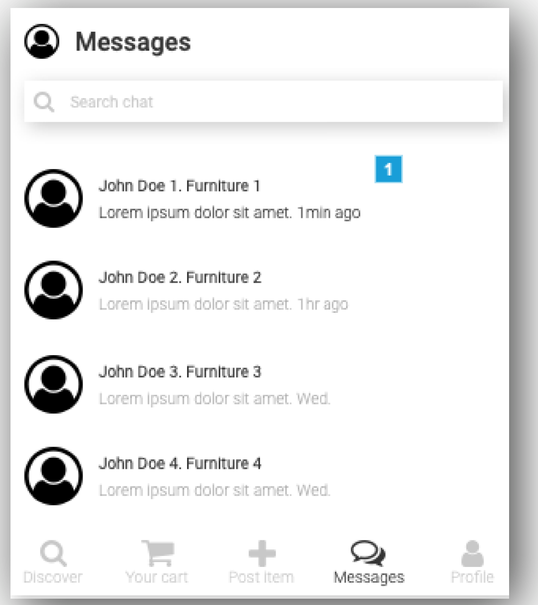


Web

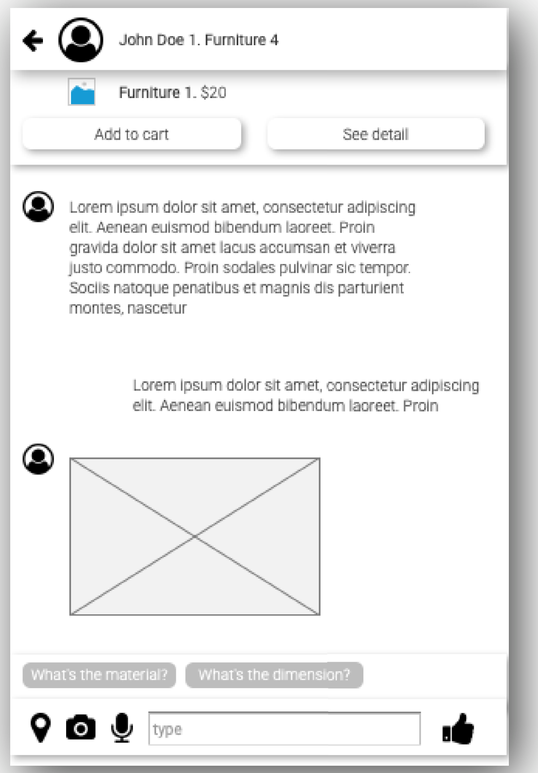
Wireframes

Chatting system

Messages page



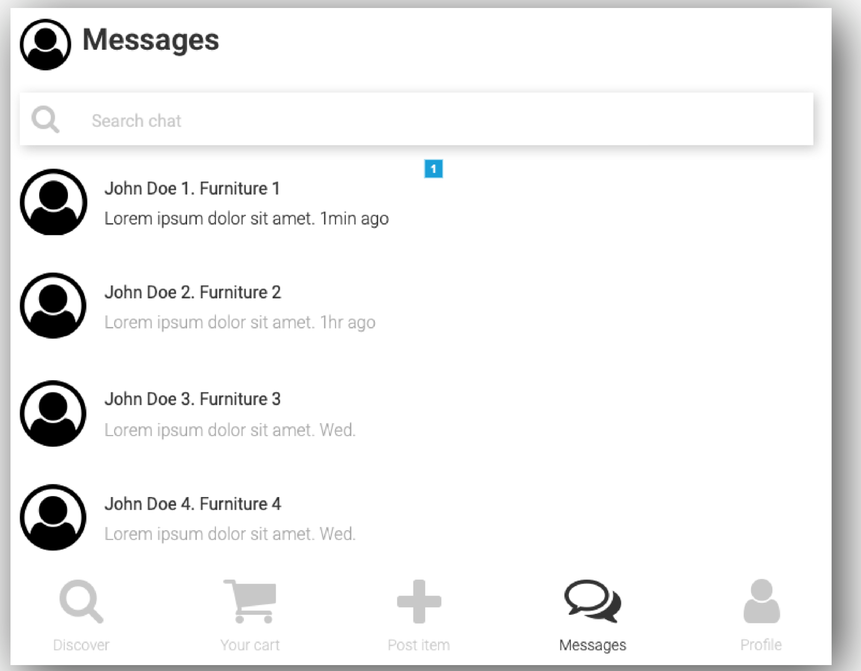
Single chat



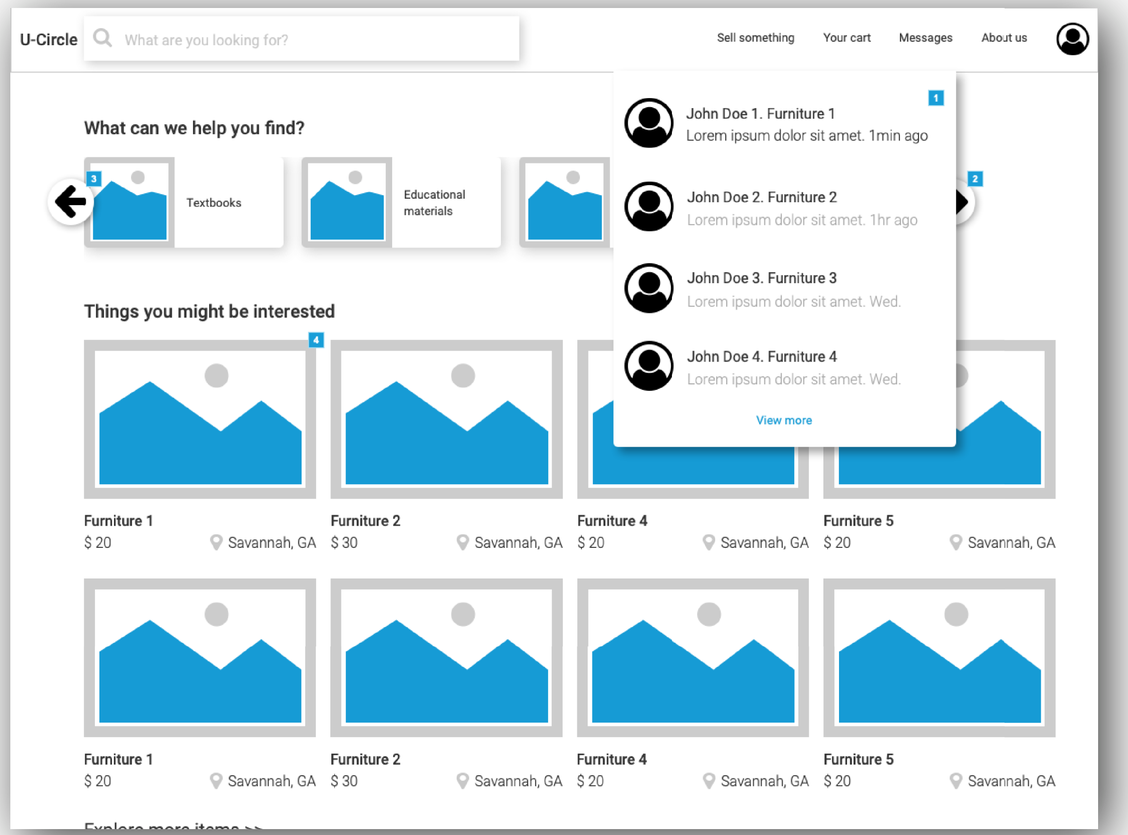
Wireframes

Chatting system

Tablet



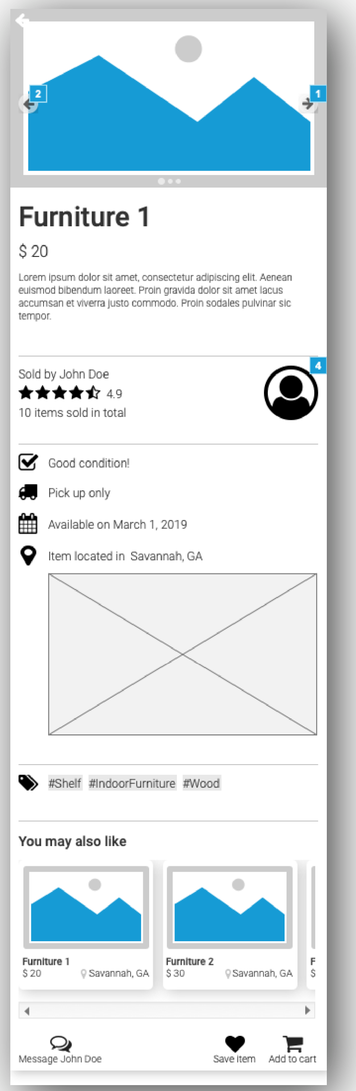
Web



Wireframes

Listed item

Mobile



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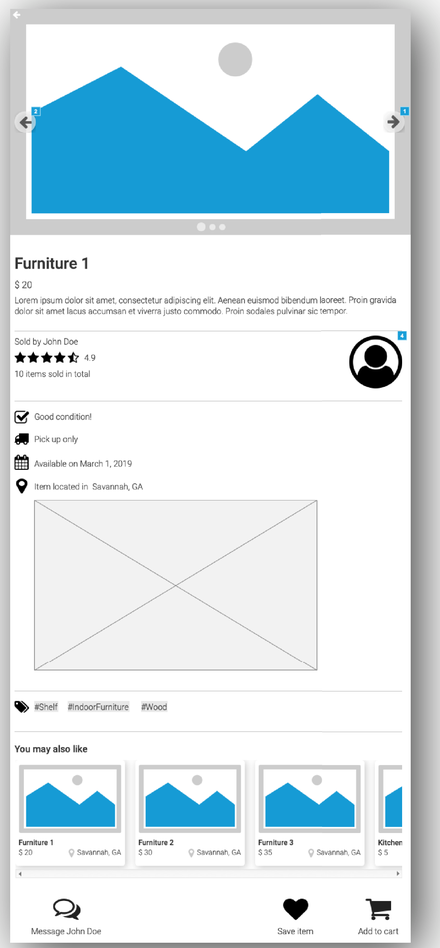

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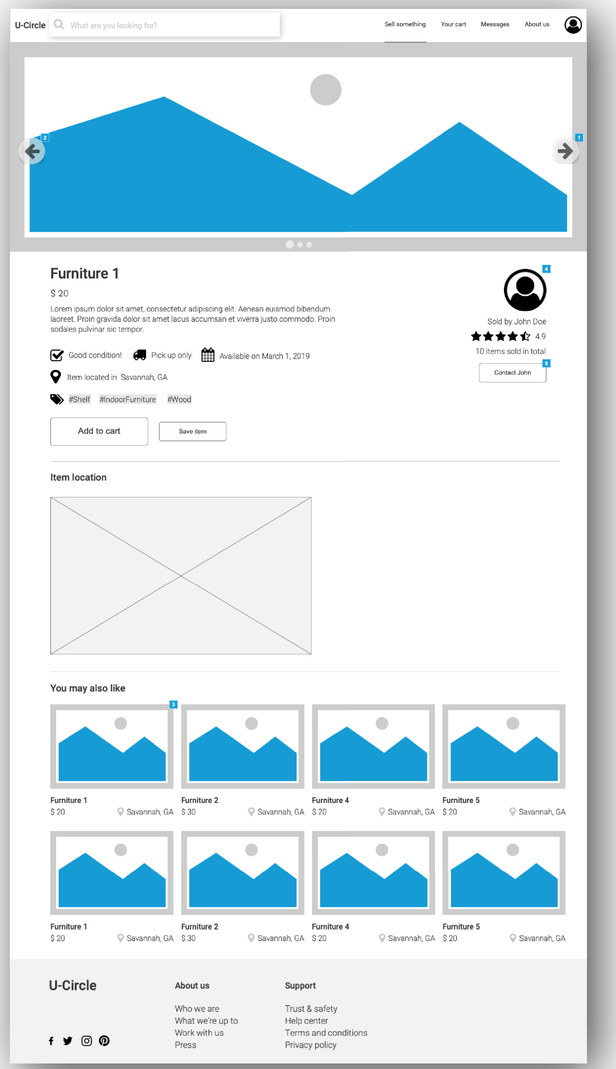
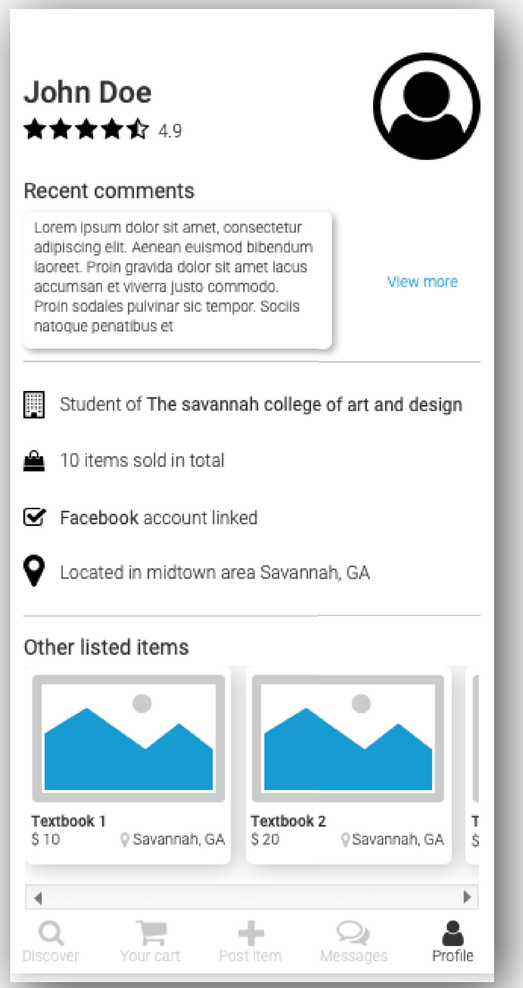


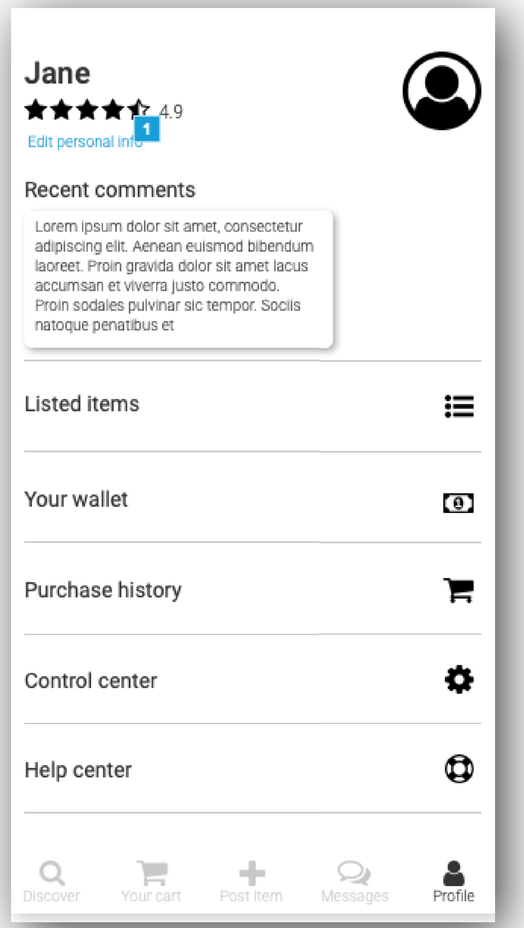
Wireframes

Profile

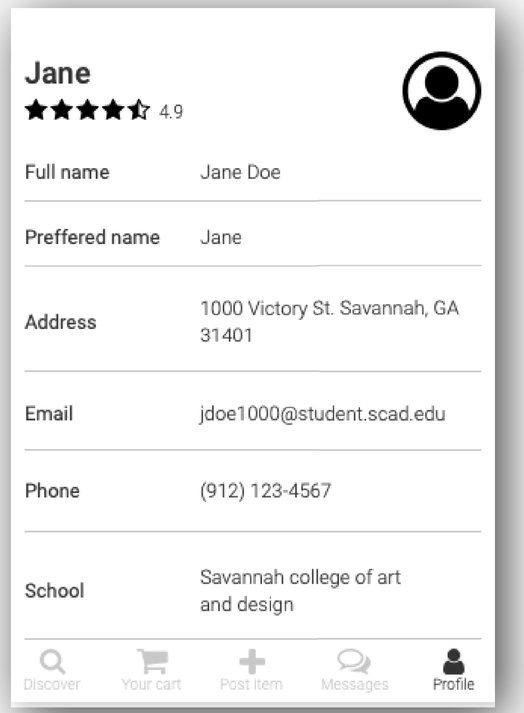
Seller



User Profile



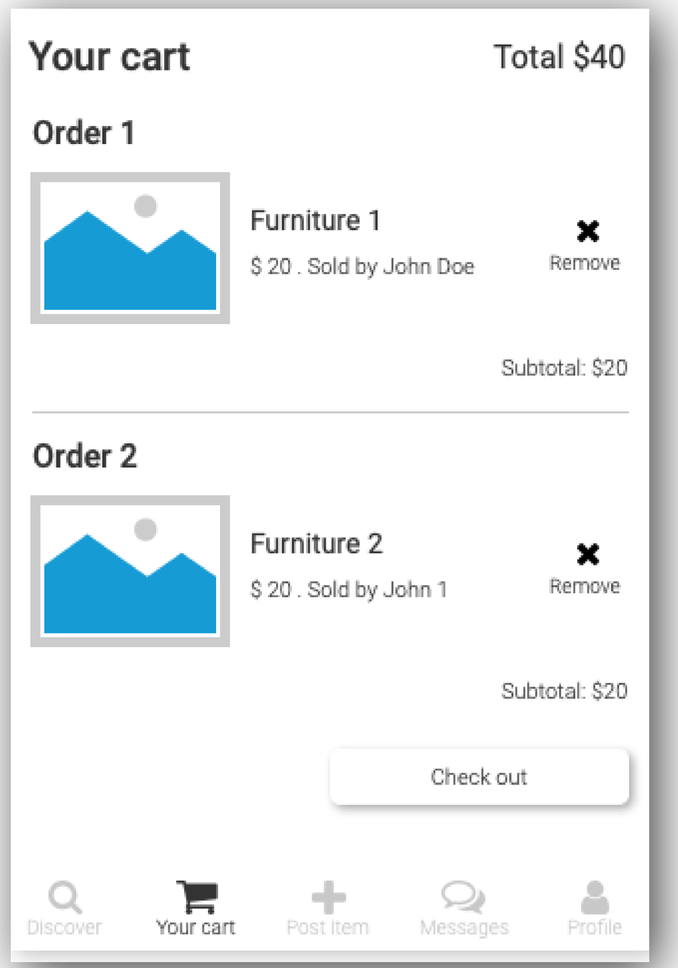
Edit Profile



Wireframes

Check out

Shopping cart



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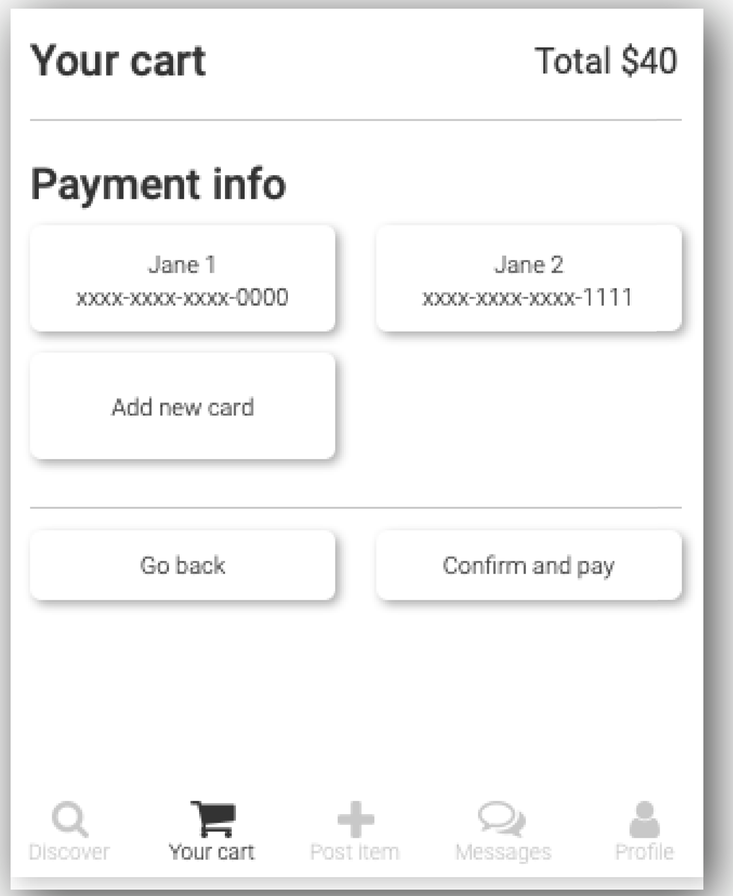
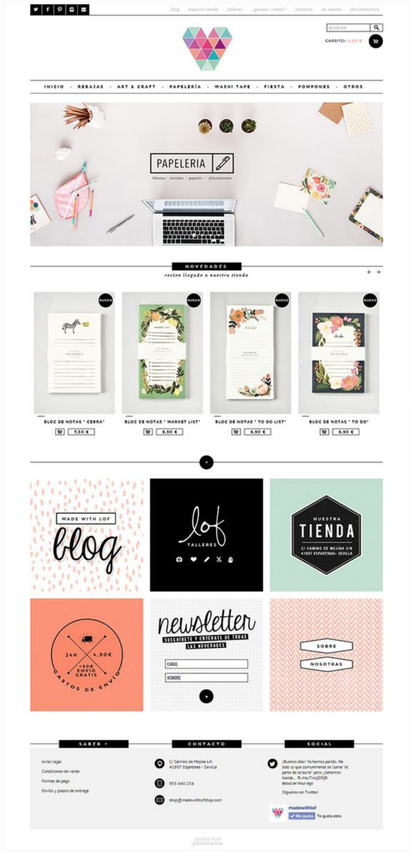
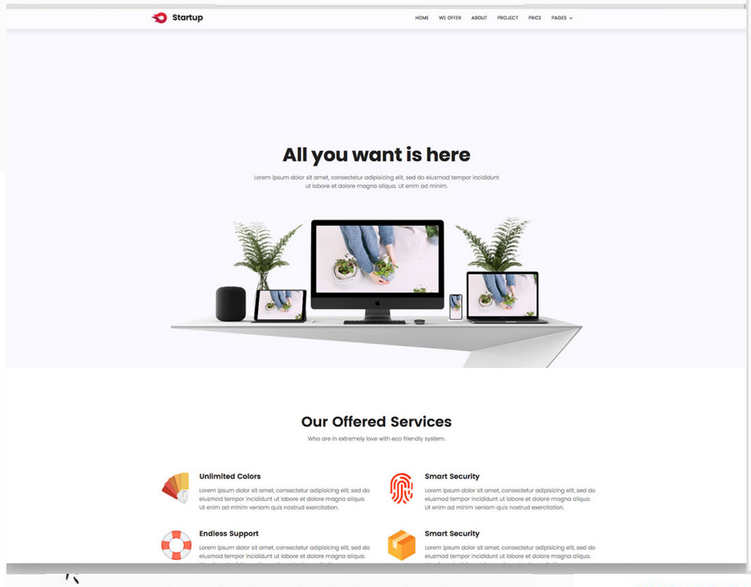


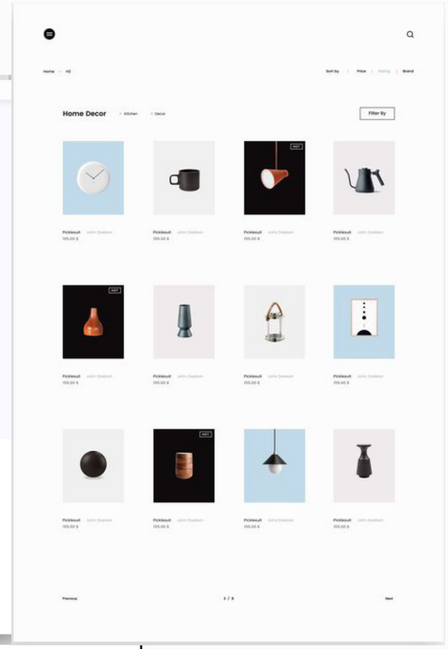
Style guide

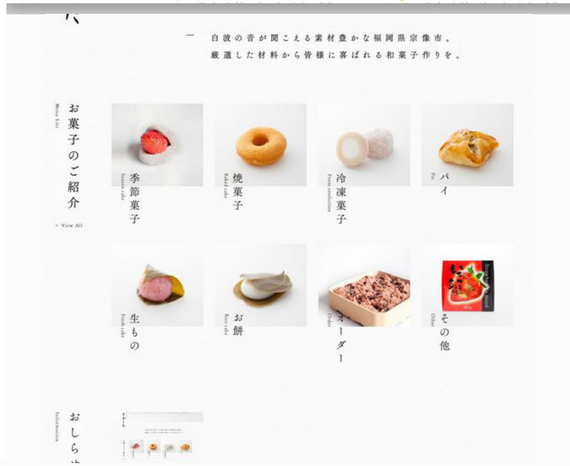
Visual moodboard

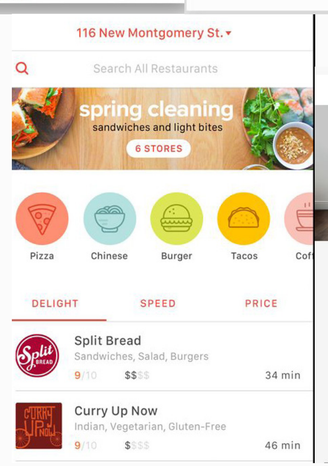
Clean, organized, graphical

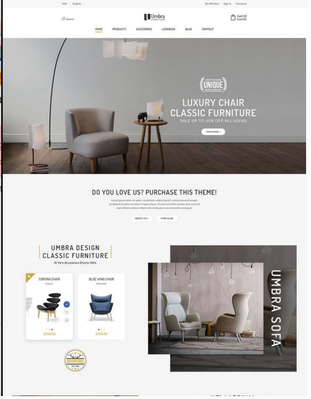








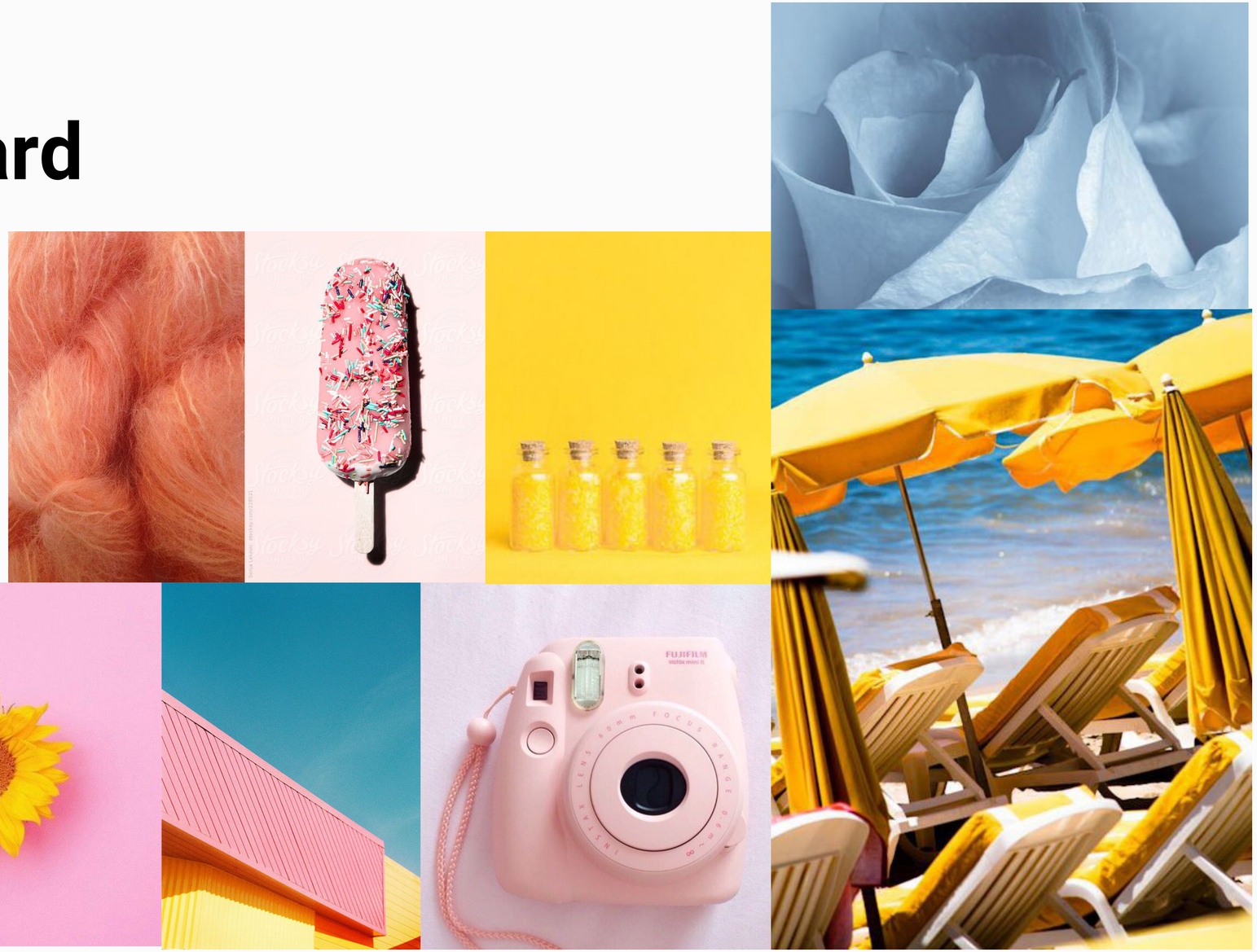




Style guide

Color moodboard

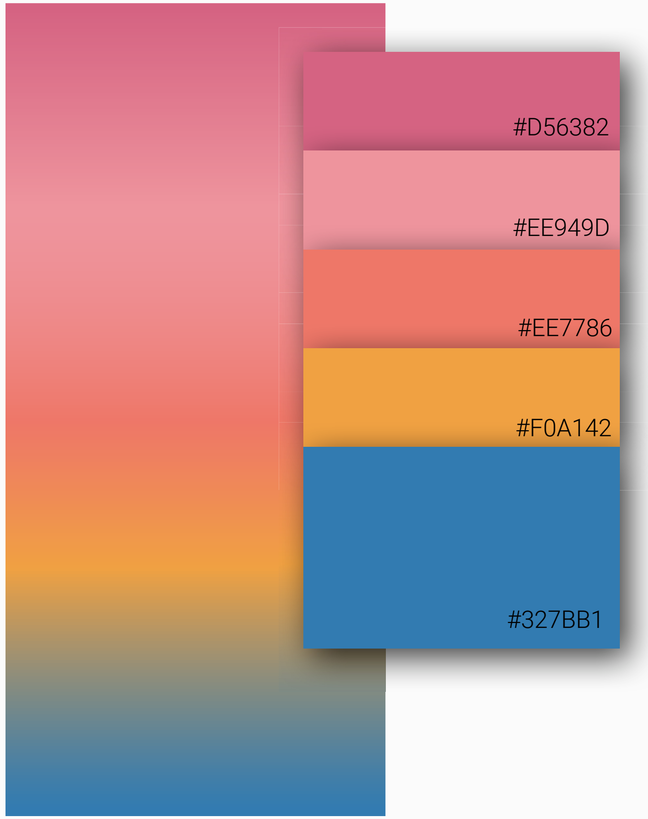
Primary: Pink/orange
Secondary: Yellow/blue



Style guide

Interface style

Color scheme



Font family

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Roboto regular

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Roboto medium

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Roboto light italc

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Roboto italic

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Logo

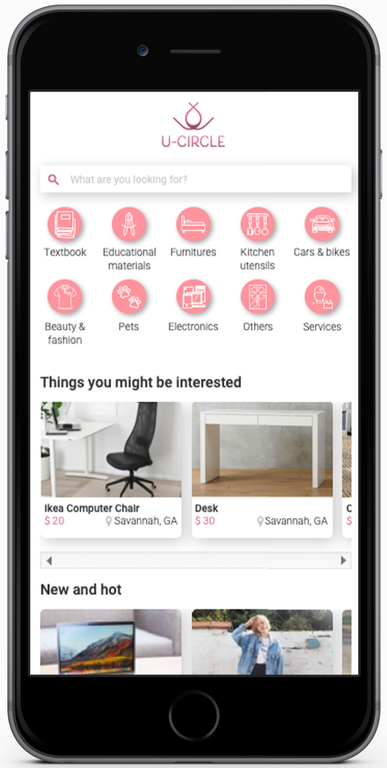
U-CIRCLE

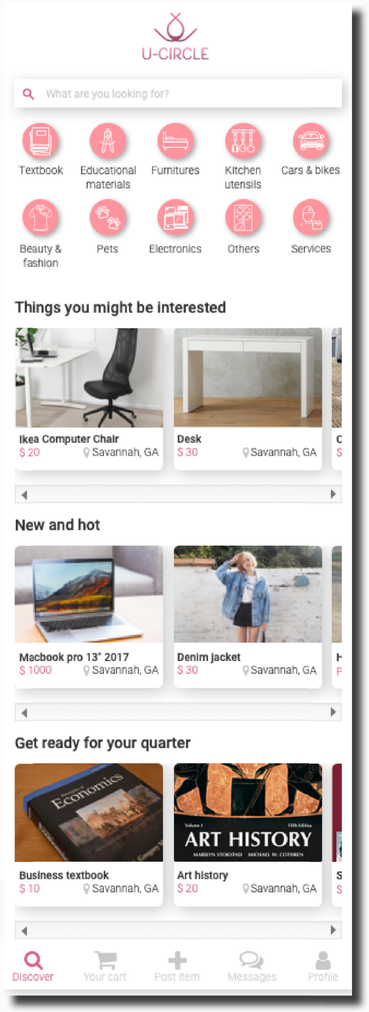
U-CIRCLE

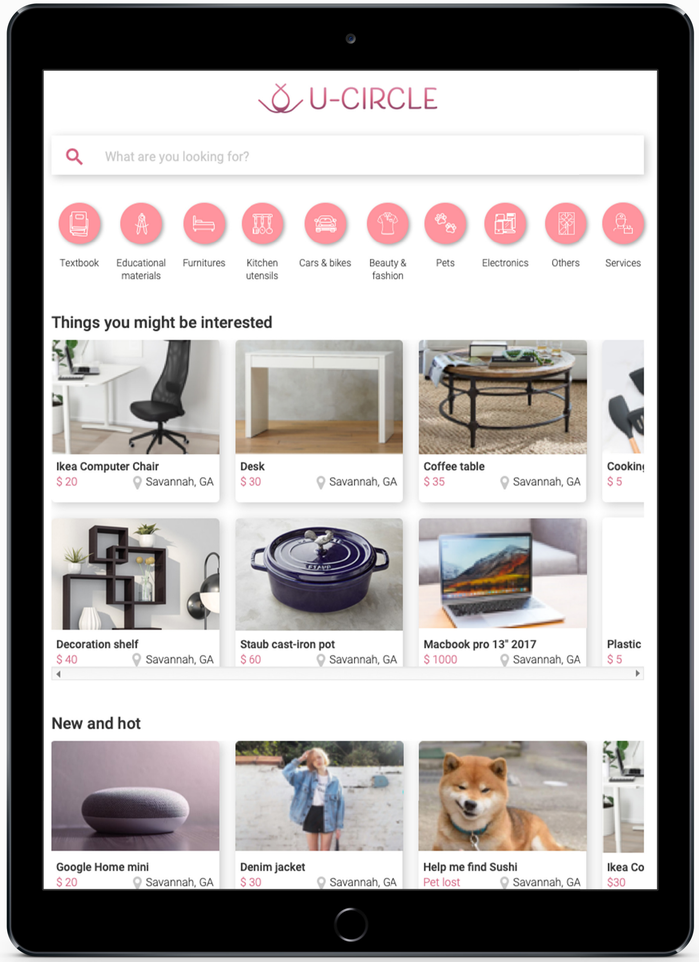
U-CIRCLE

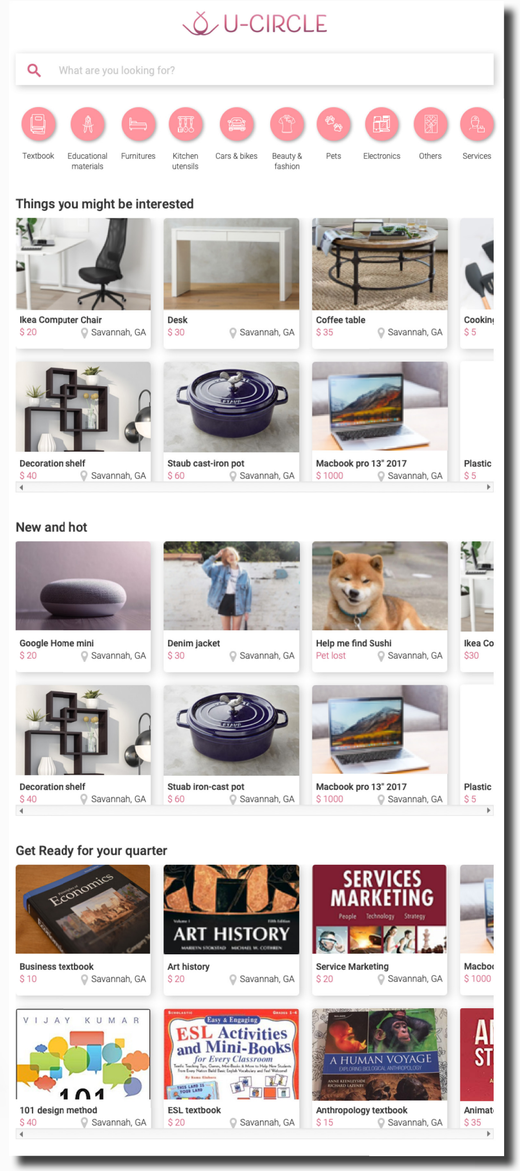
Rough interface visual

Home page



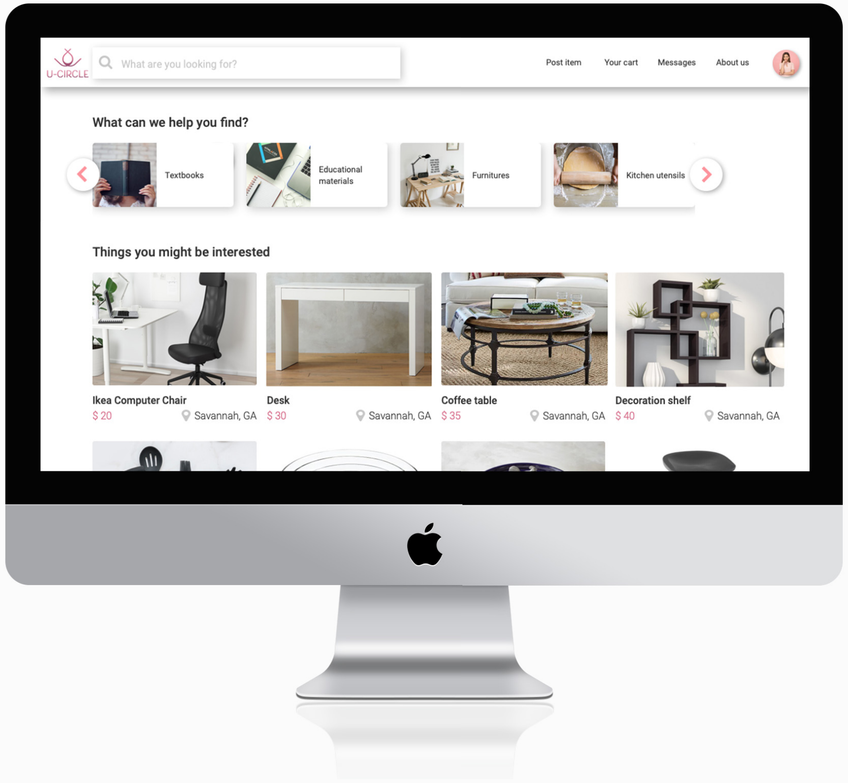


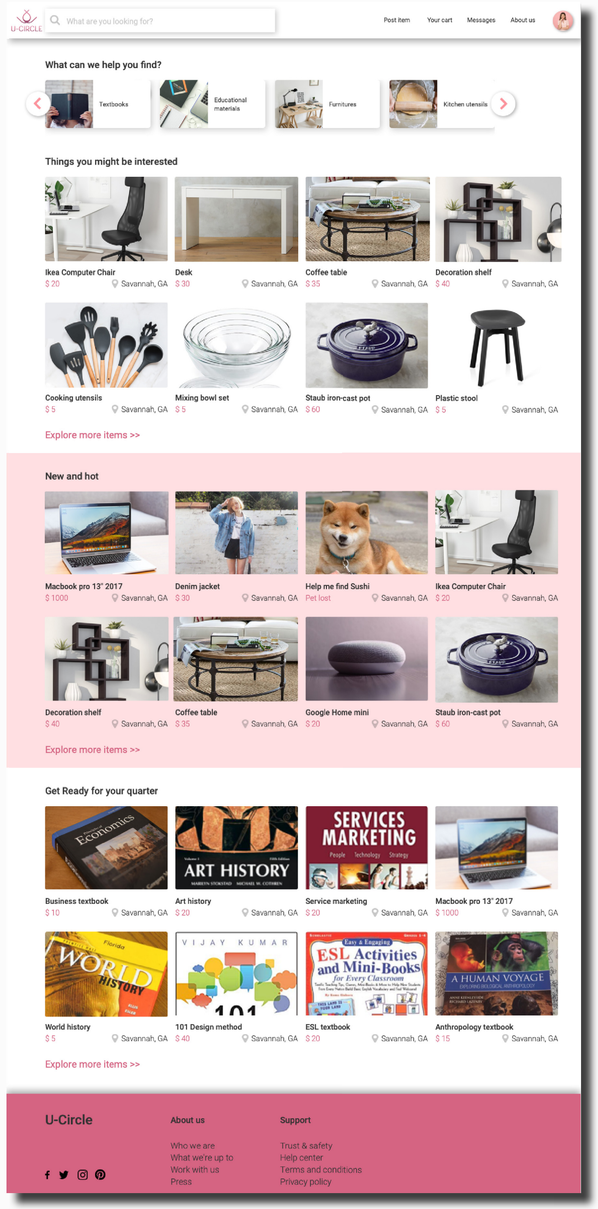




Rough interface visual

Home page

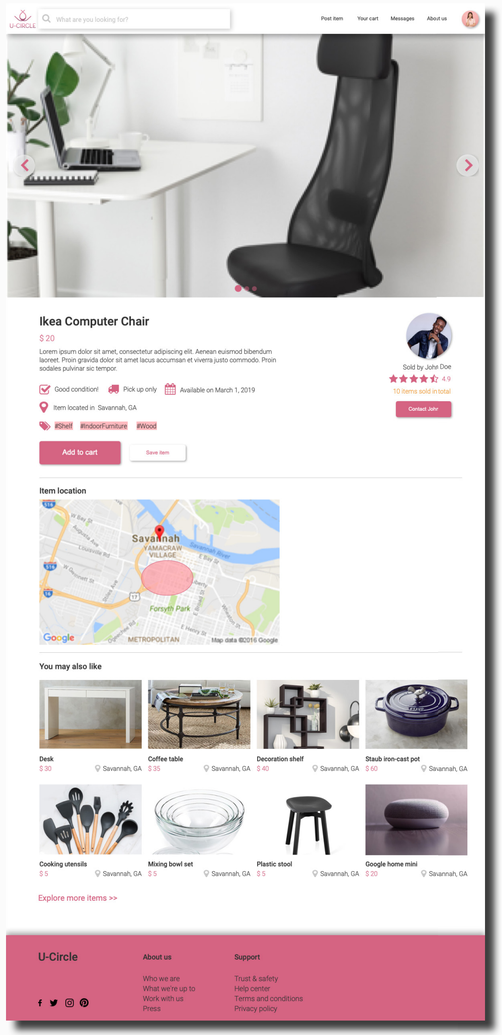




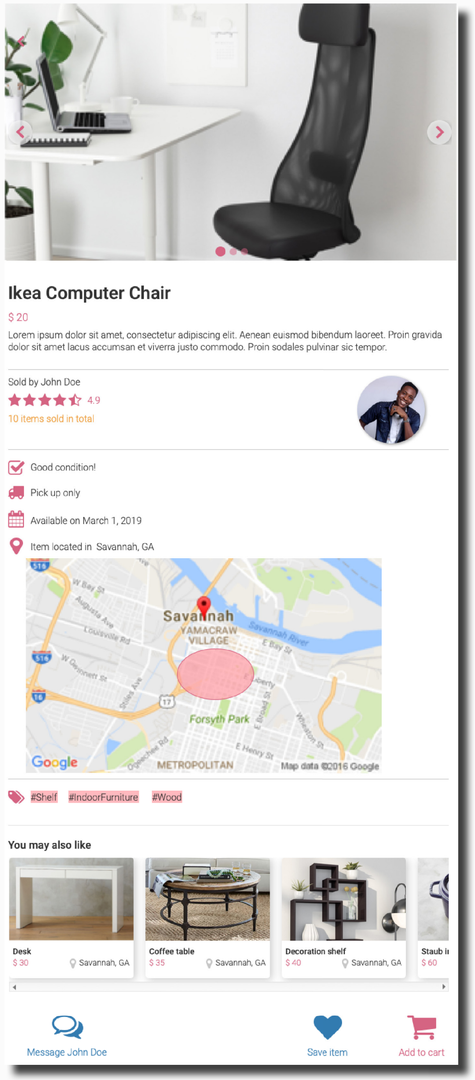
Rough interface visual

Item page

Desktop



Tablet



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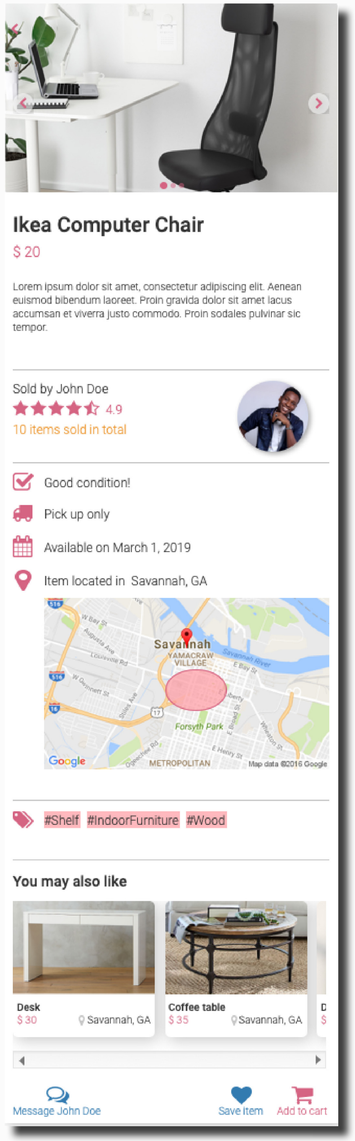
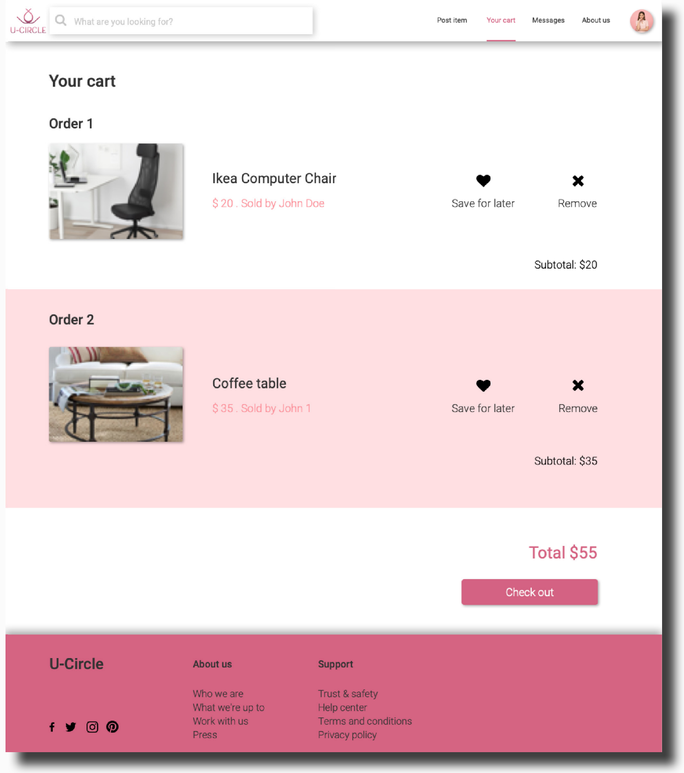


Rough interface visual

Cart

Desktop



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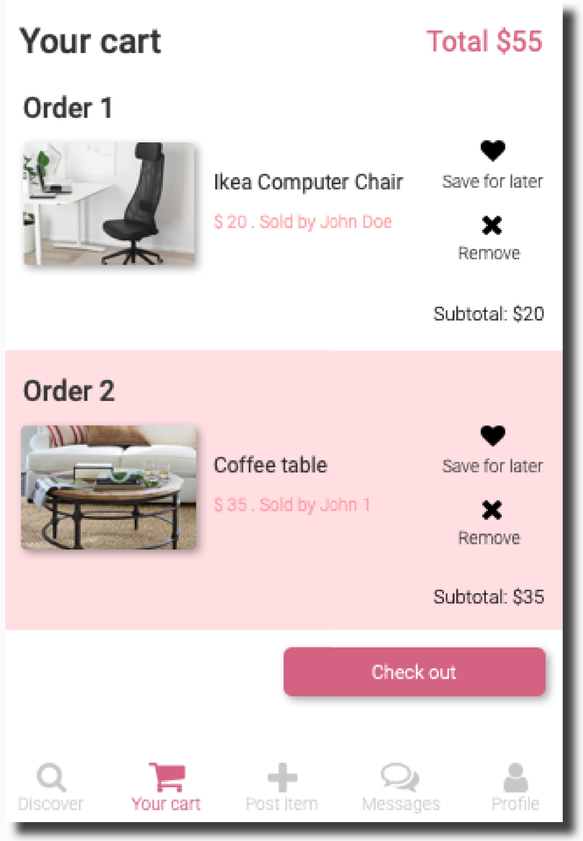

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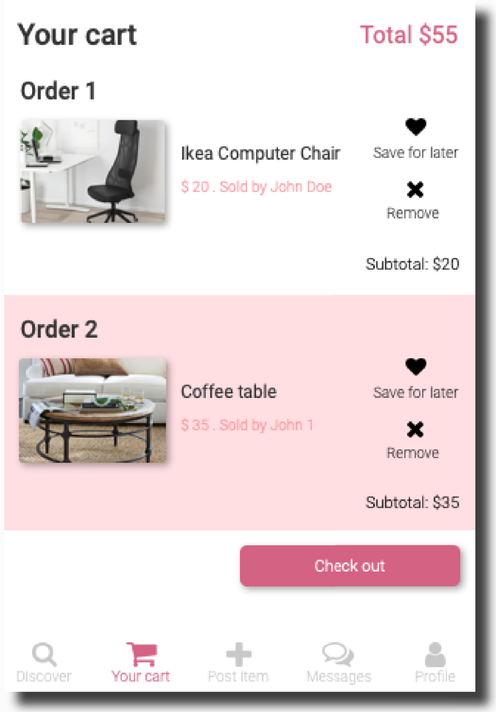
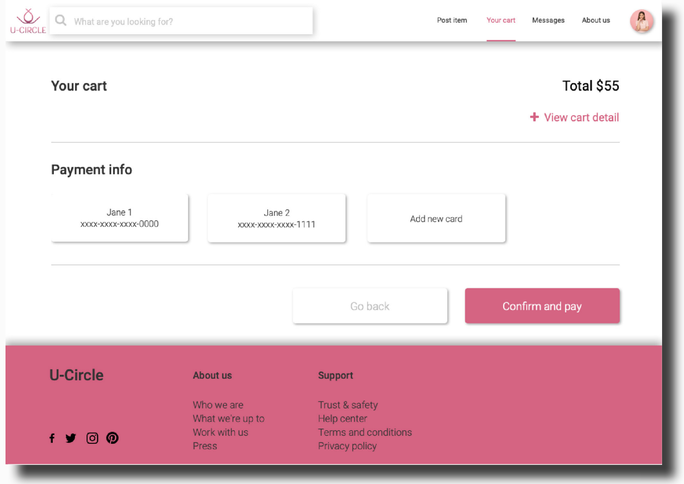


Rough interface visual

Payment

Desktop



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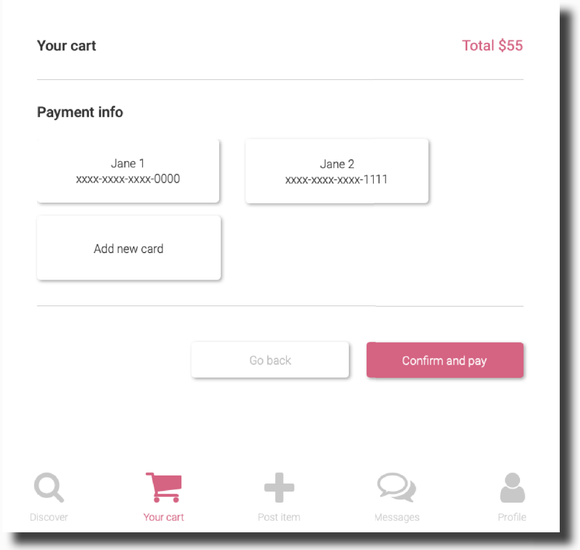

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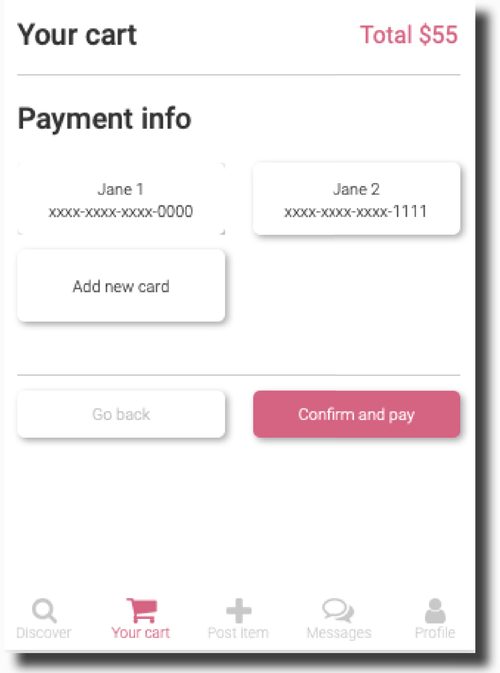
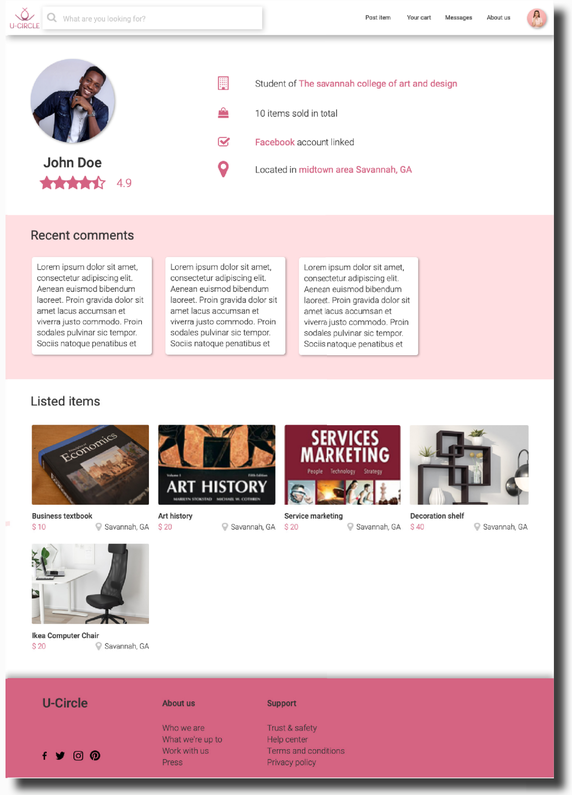


Rough interface visual

Seller profile

Desktop



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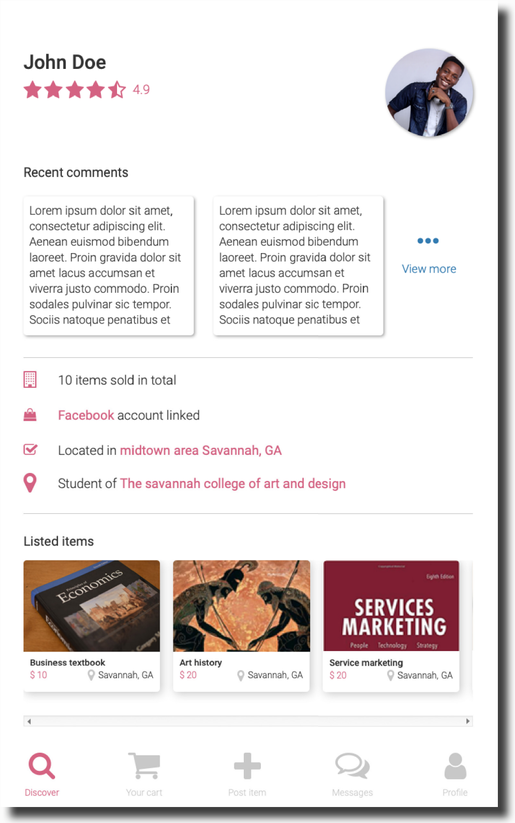

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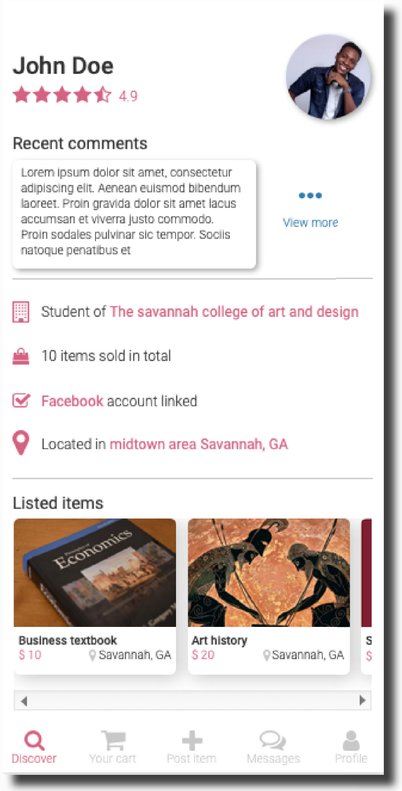
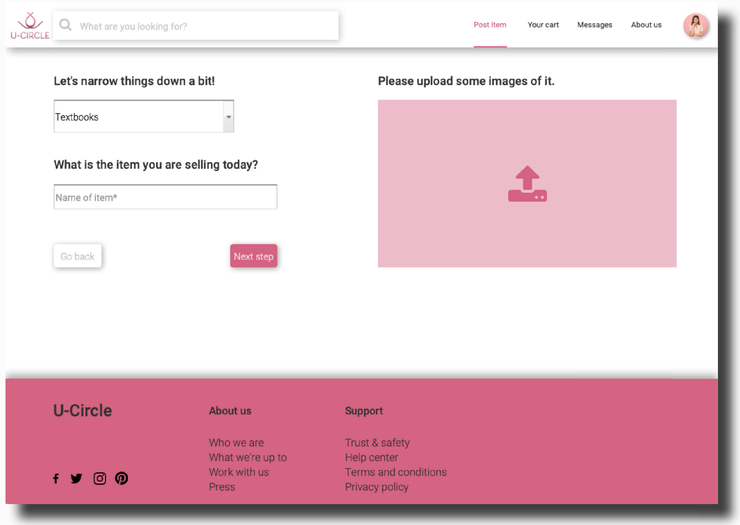


Rough interface visual

Post item

Desktop



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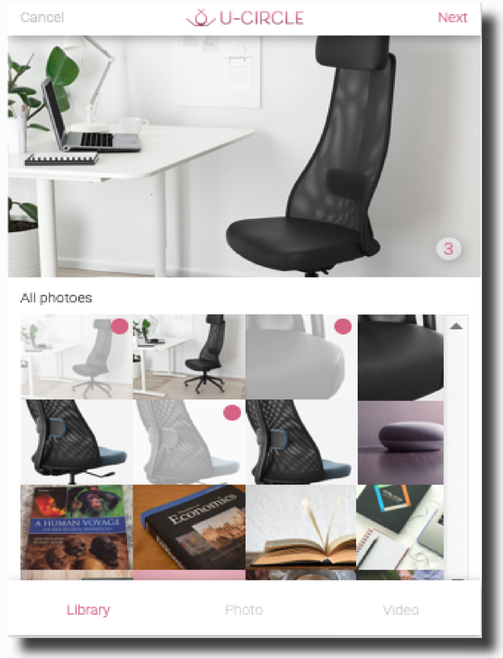
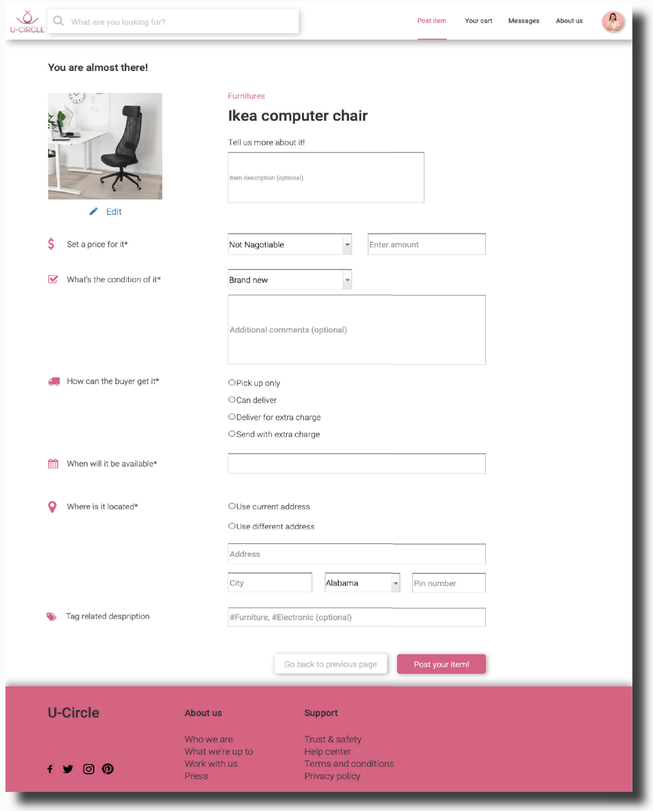
Mobile



Rough interface visual

Item description

Desktop



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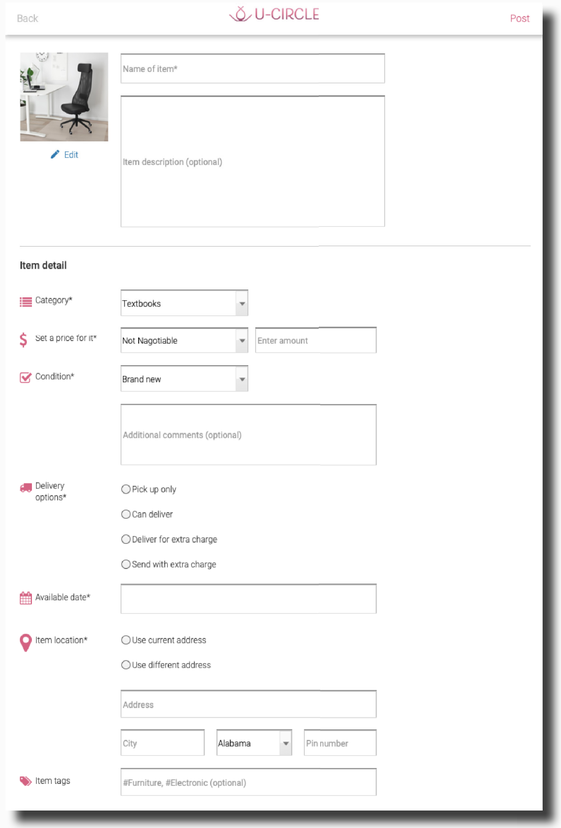

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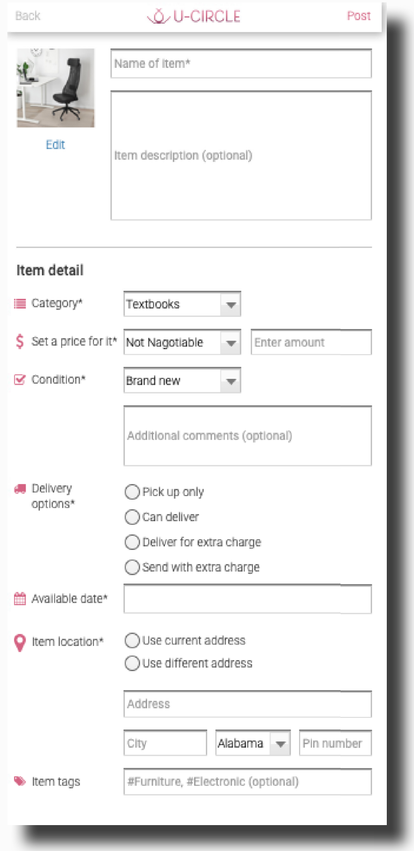

Rough interface visual

Posted item

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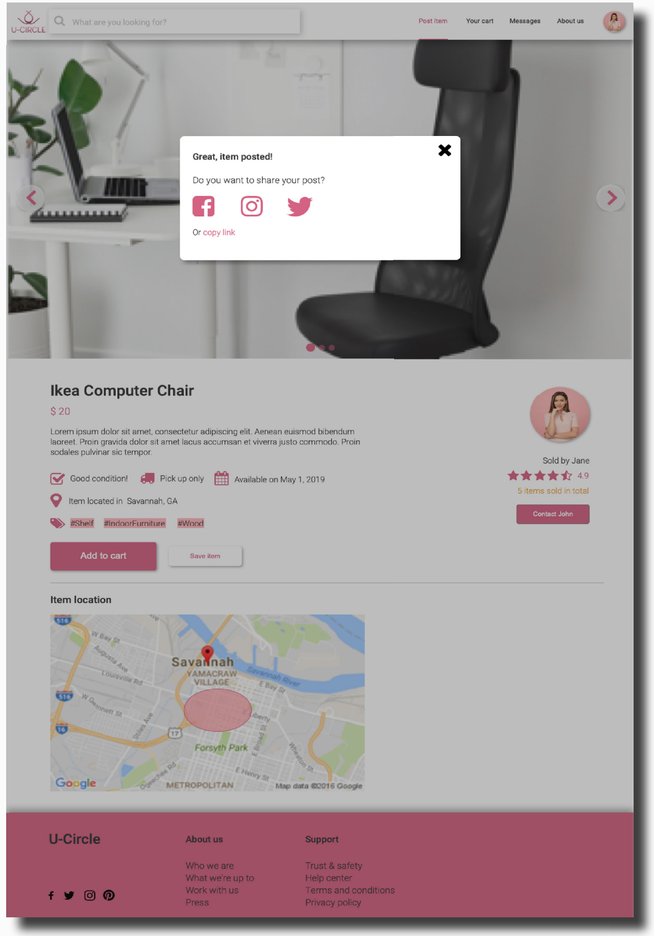

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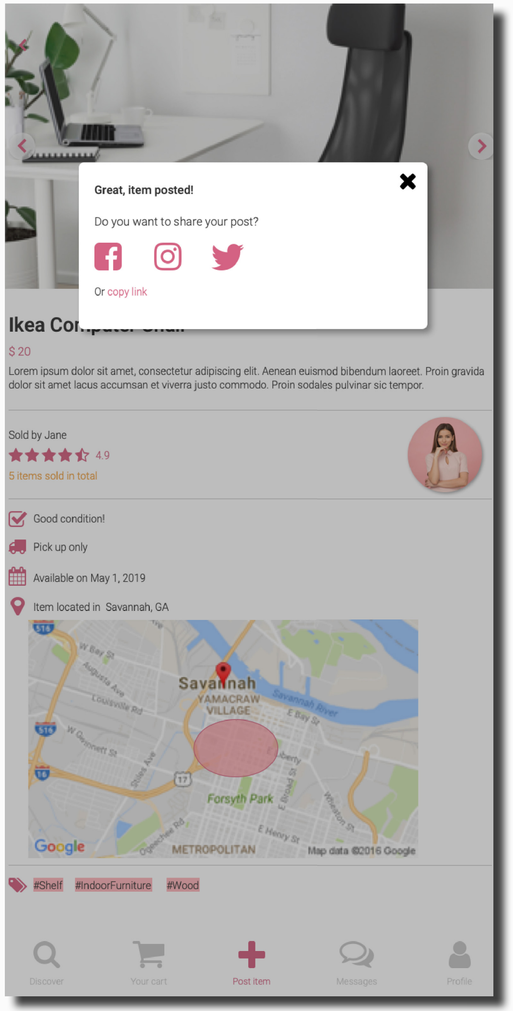

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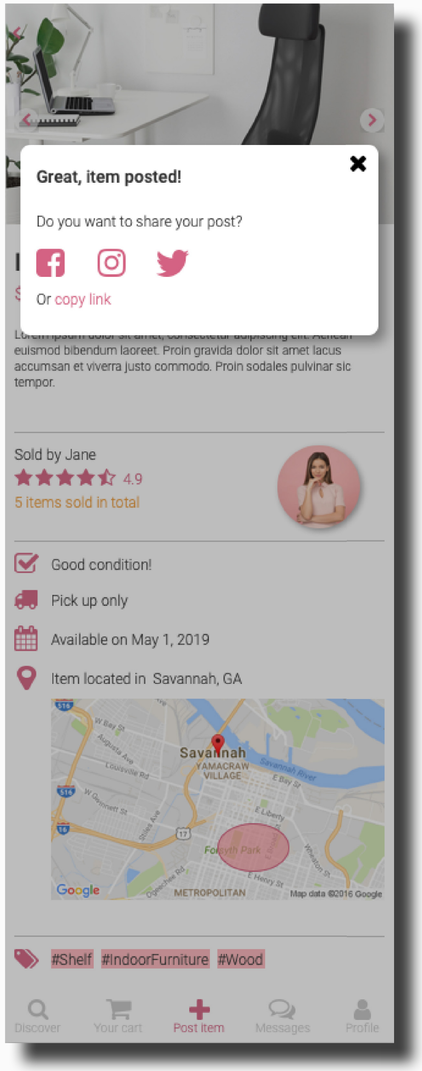
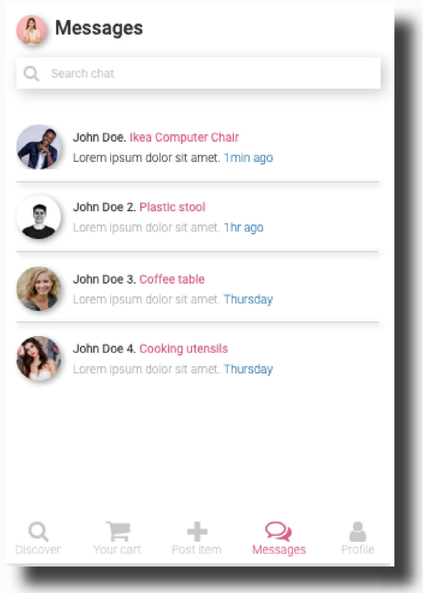


Rough interface visual

Messages

Mobile



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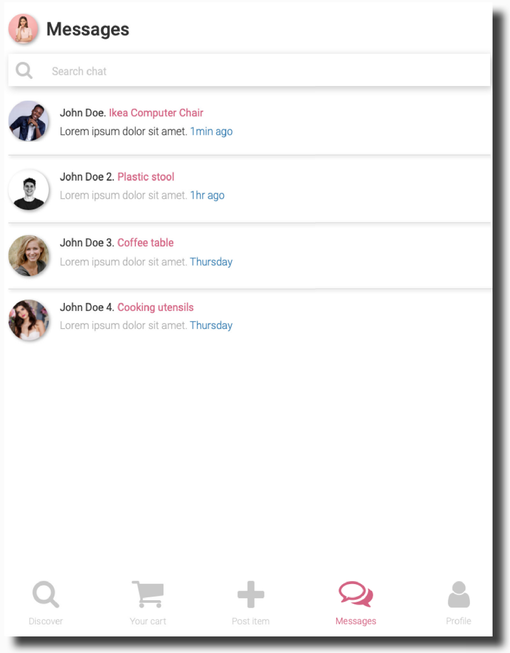

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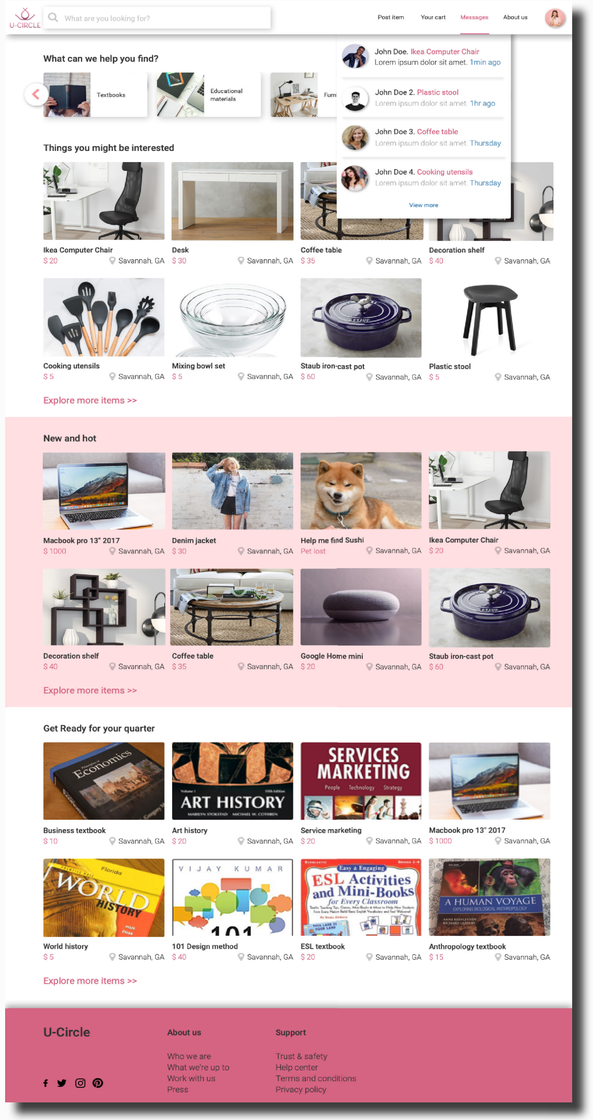
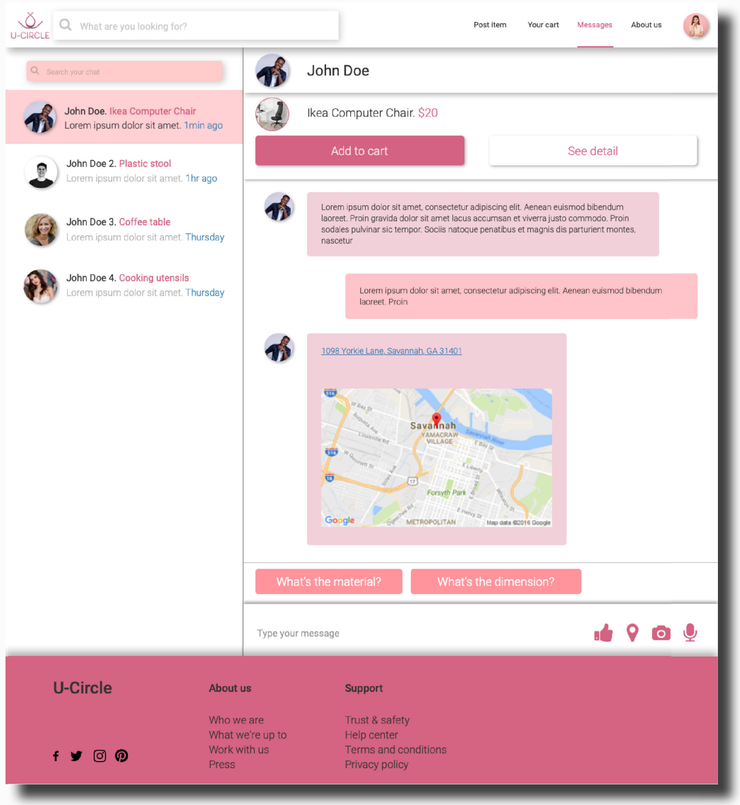


Rough interface visual

Single chat

Desktop



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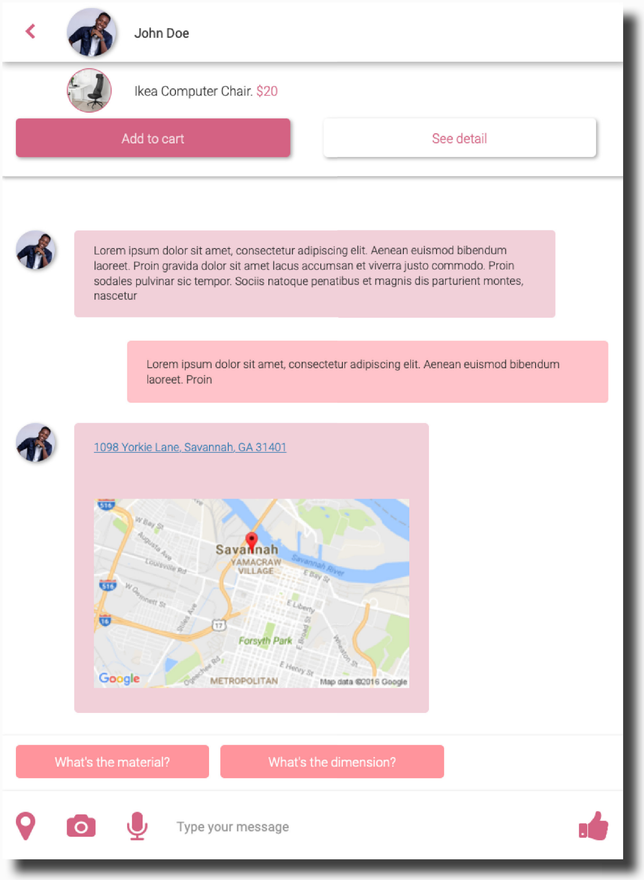

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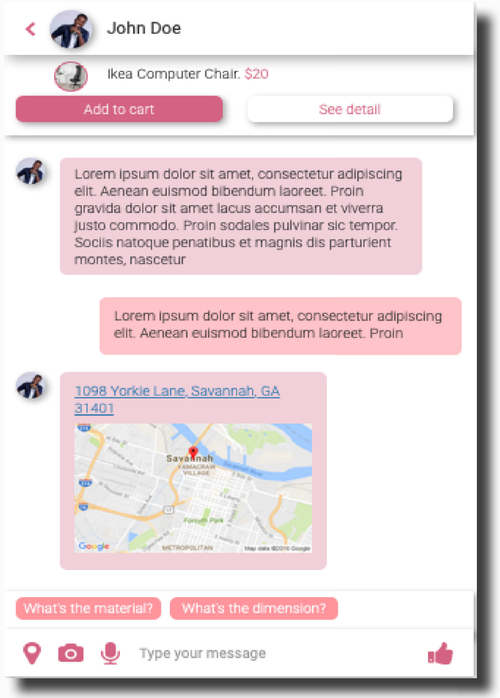
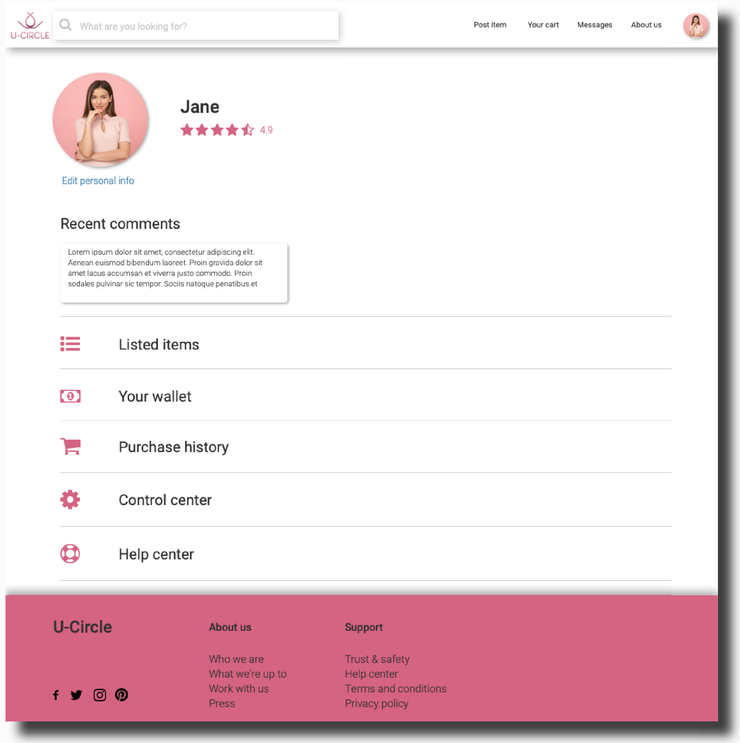


Rough interface visual

User profile

Desktop



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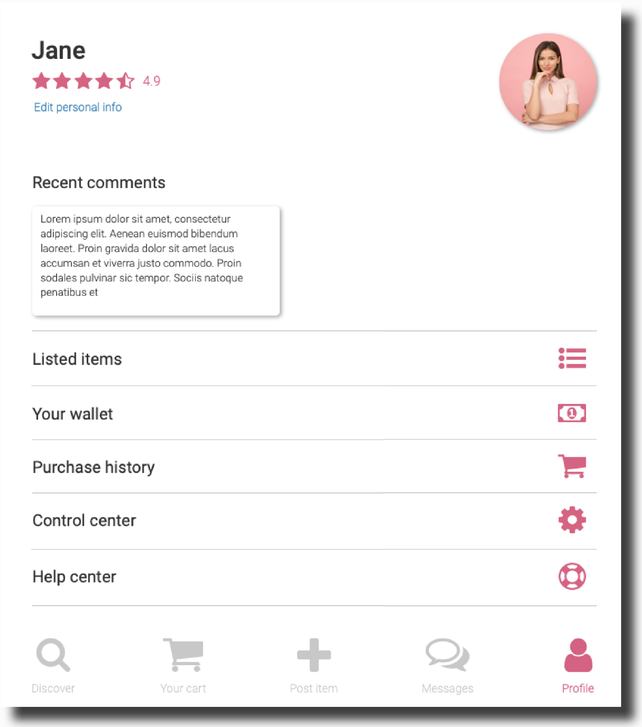

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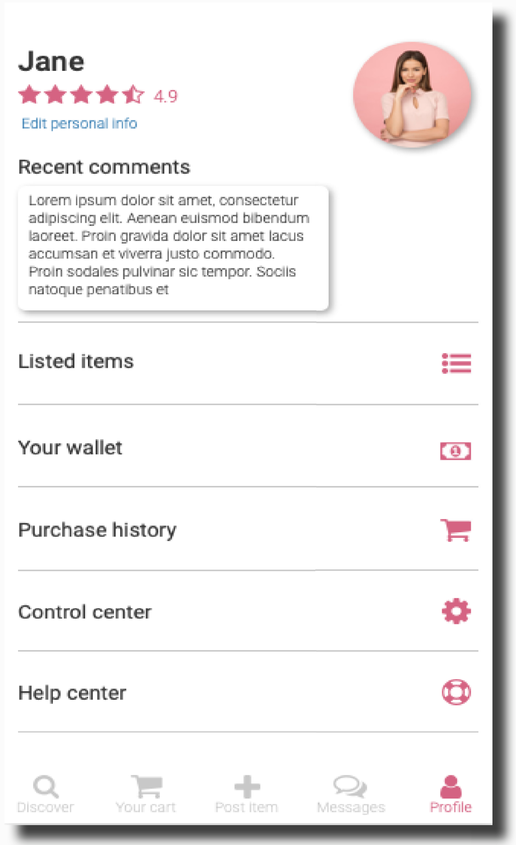
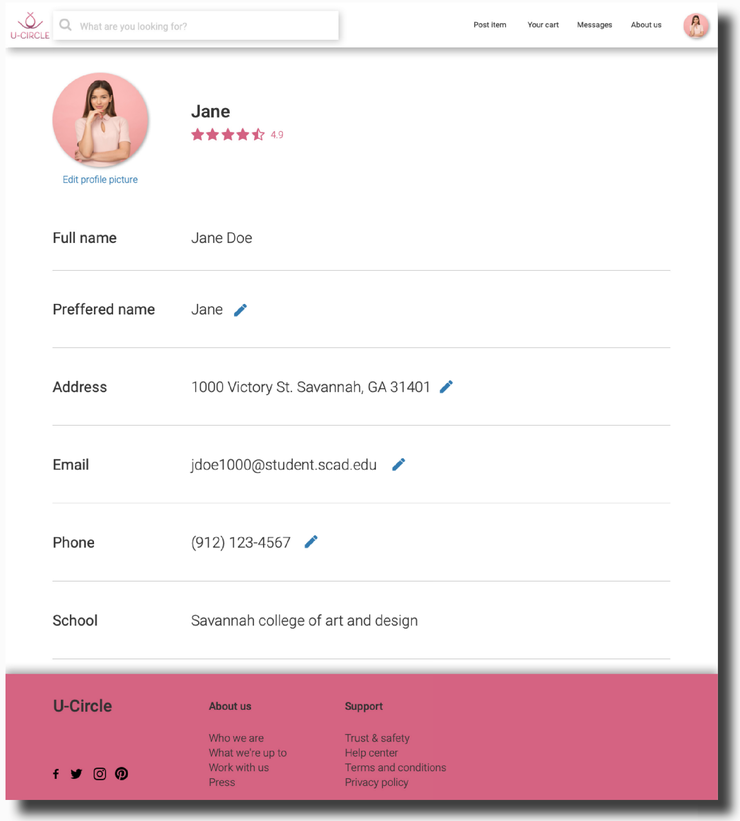


Rough interface visual

Edit profile

Desktop



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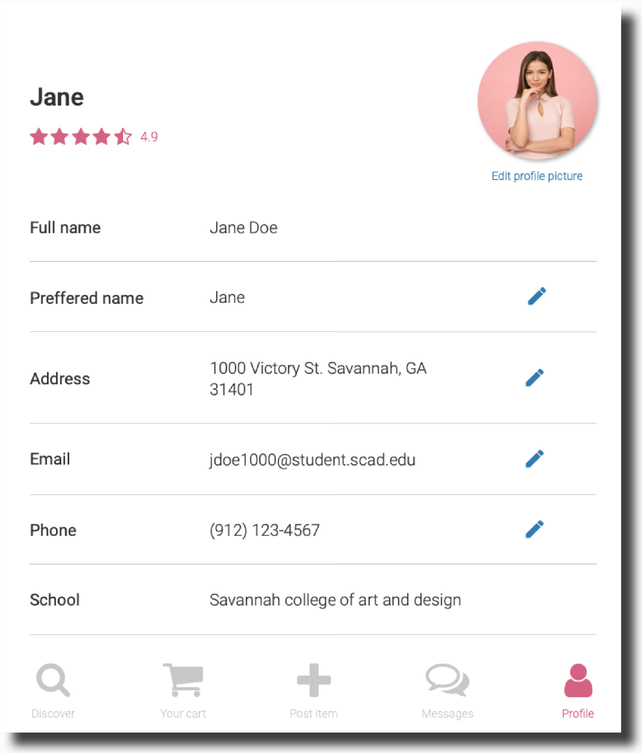

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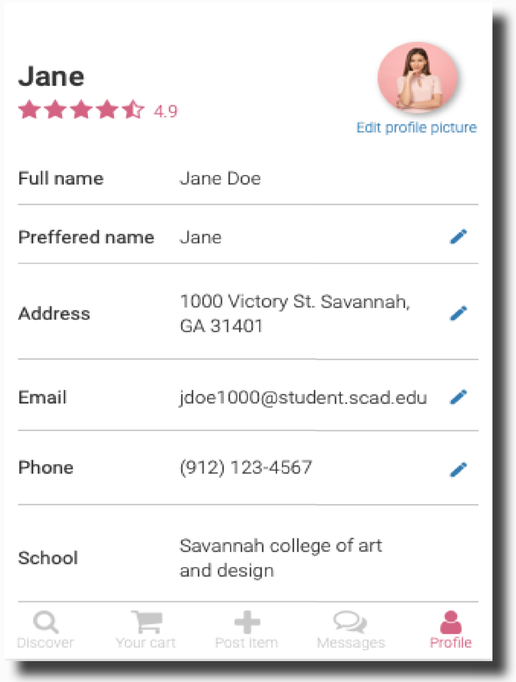
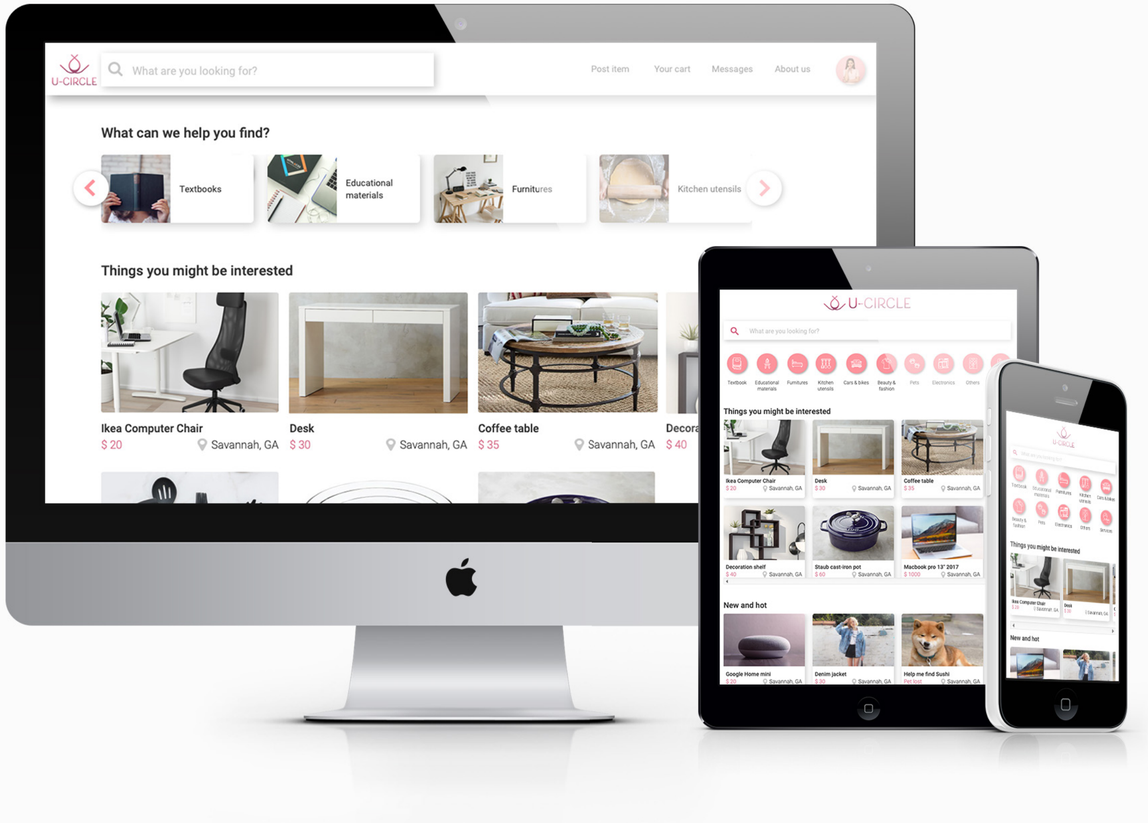


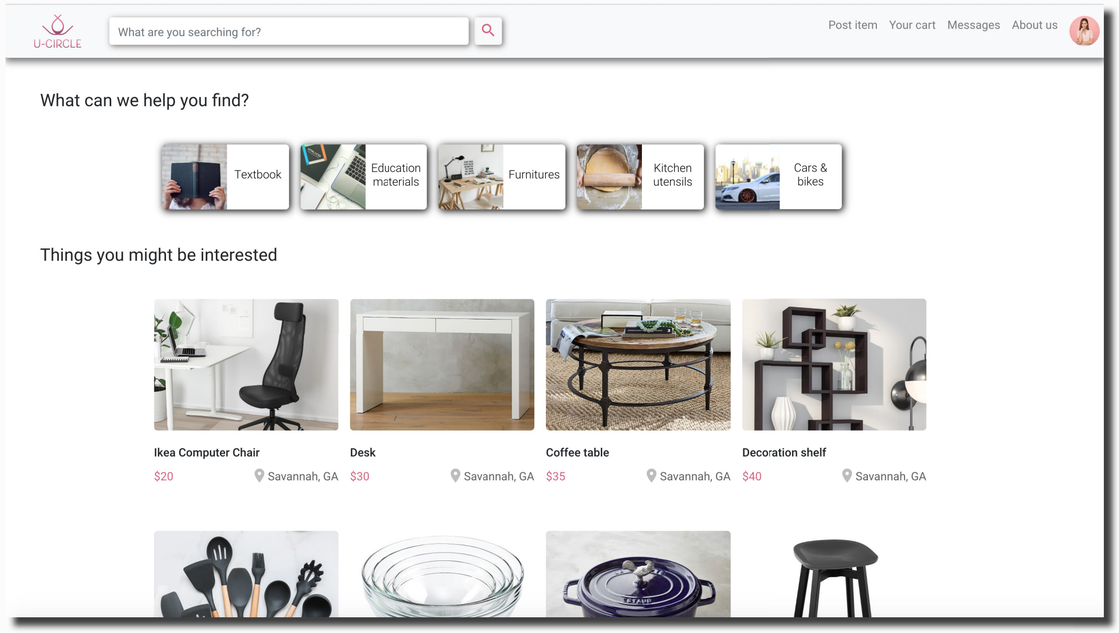
Rough interface visual

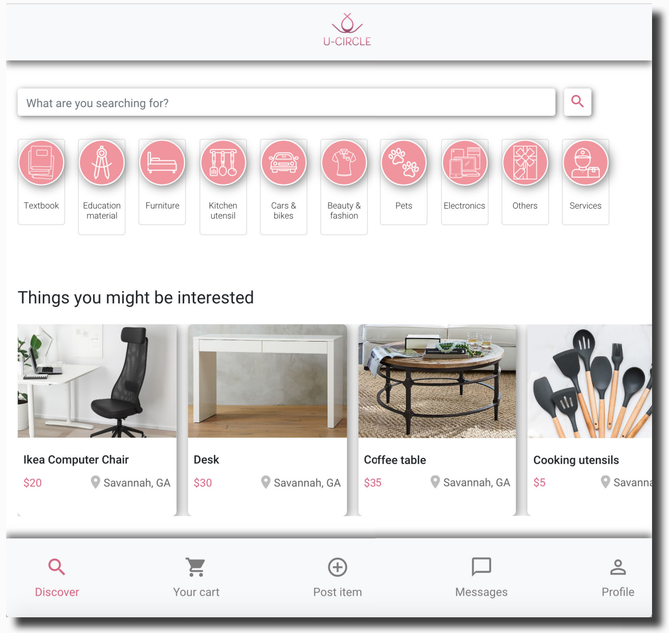
Prototype review

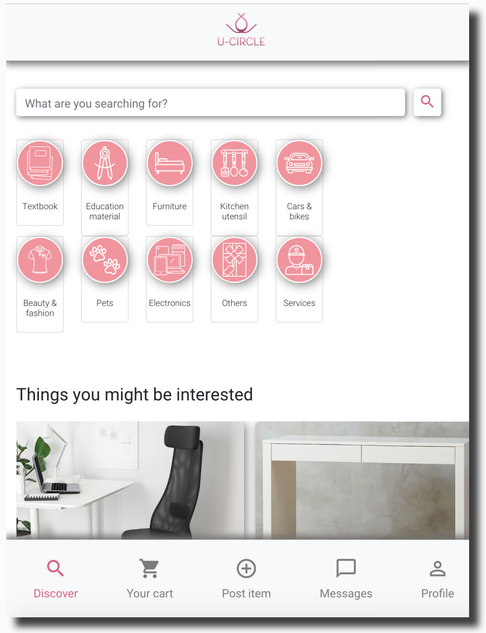


Rough responsive site development

Home page







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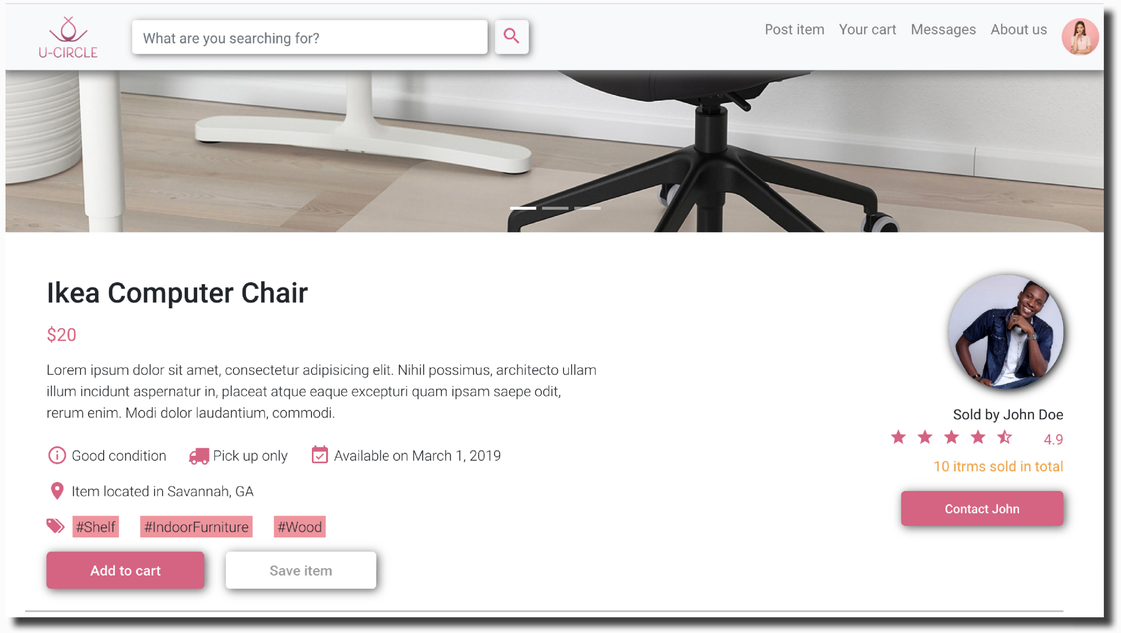
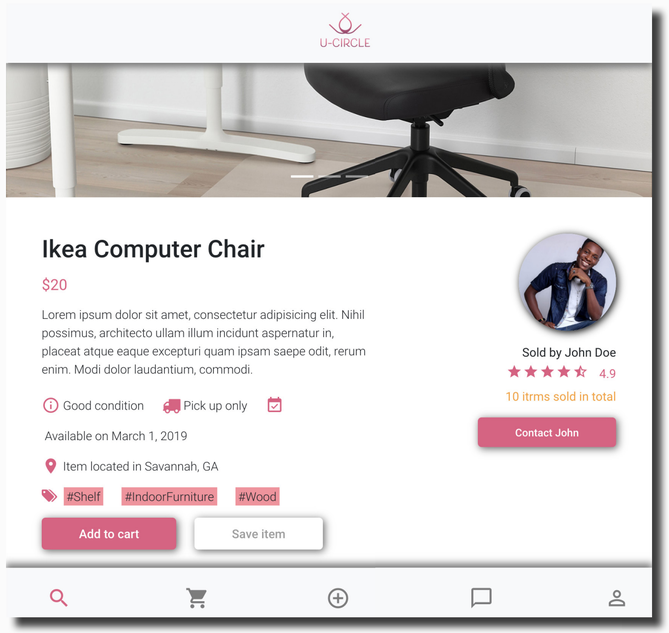
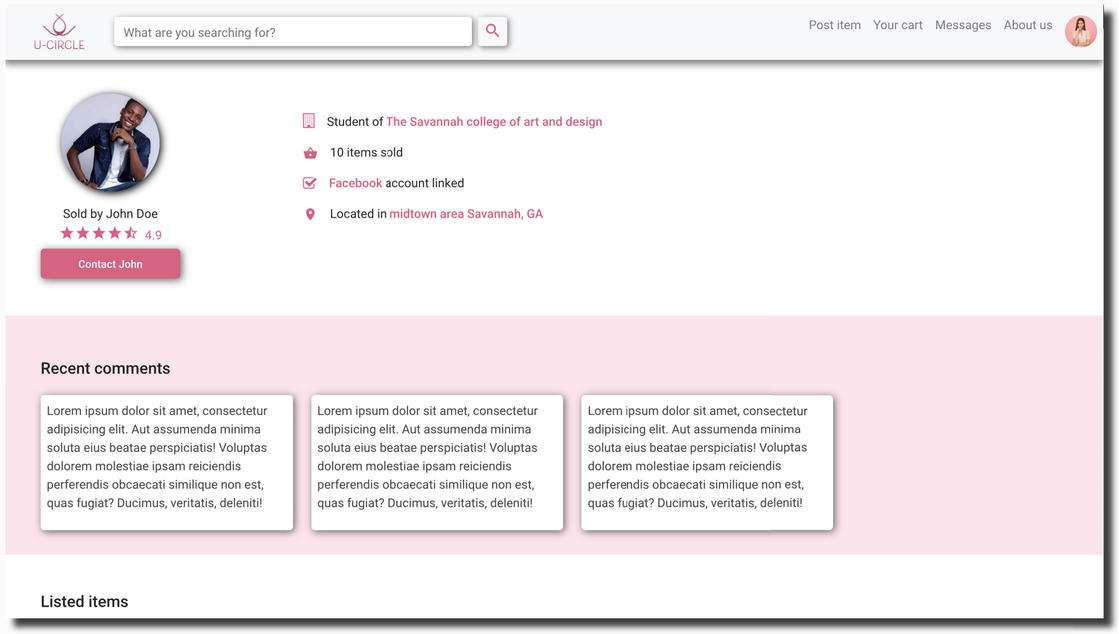
Item page

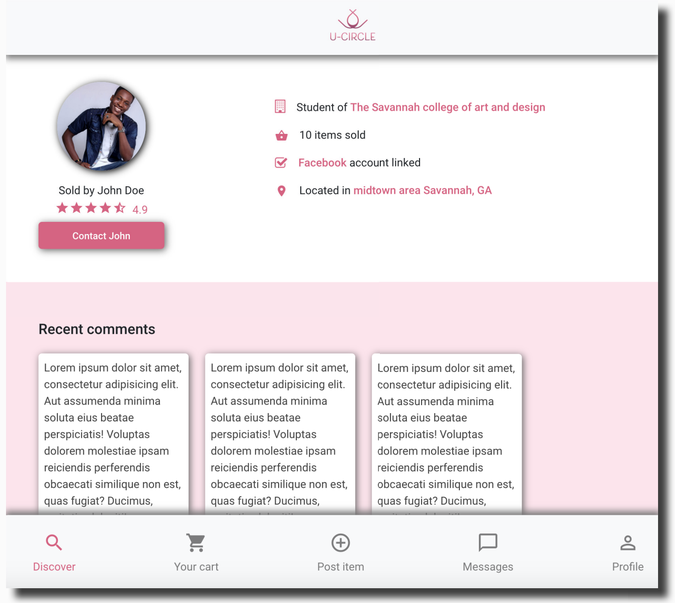




Rough responsive site development

Seller profile





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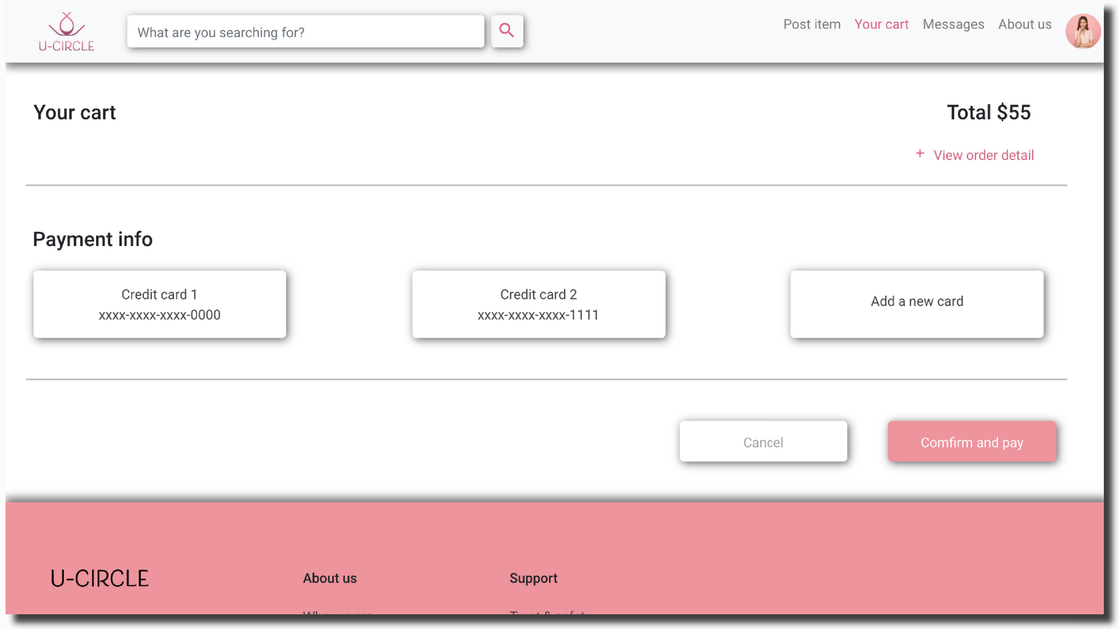
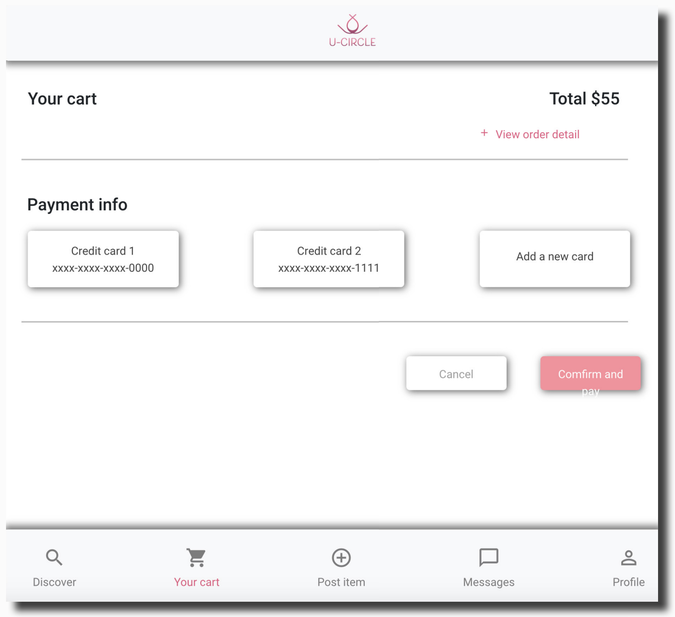
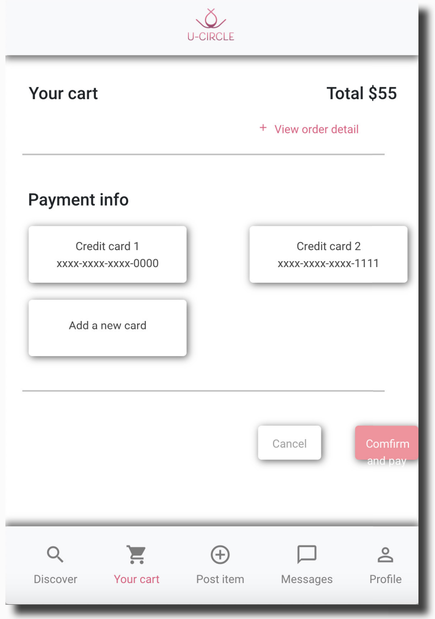
Payment







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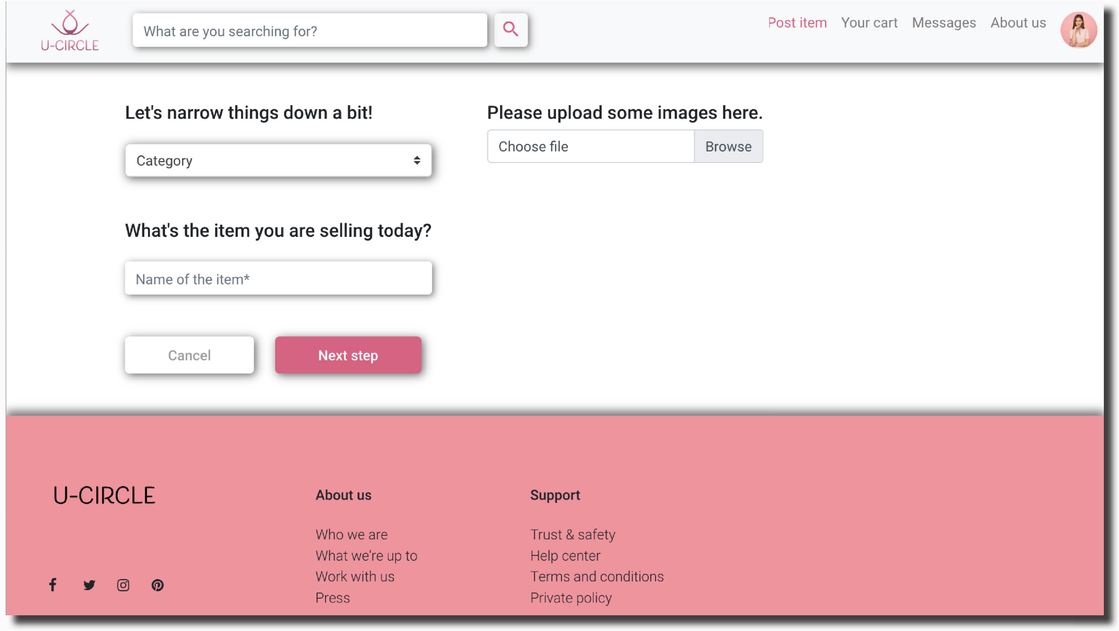
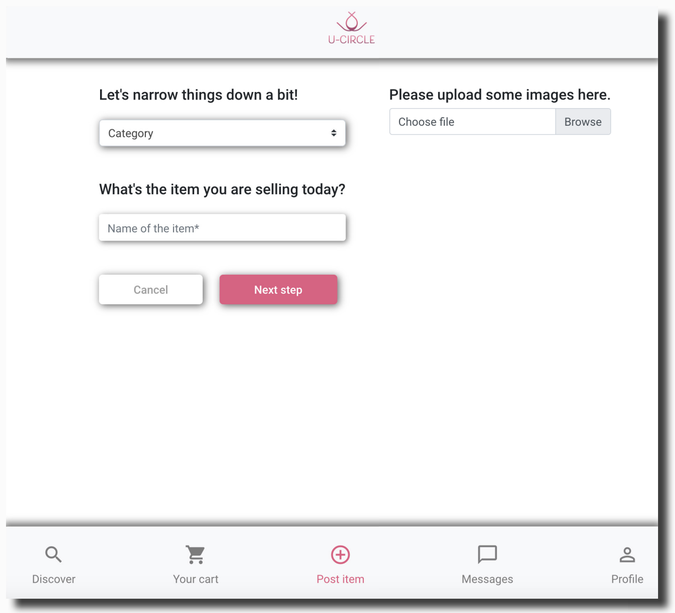
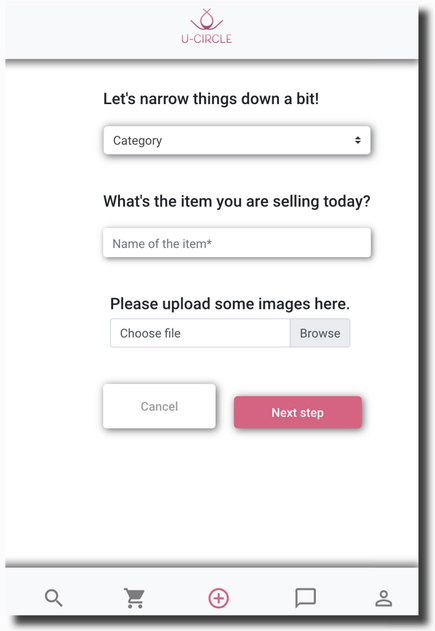
Post item







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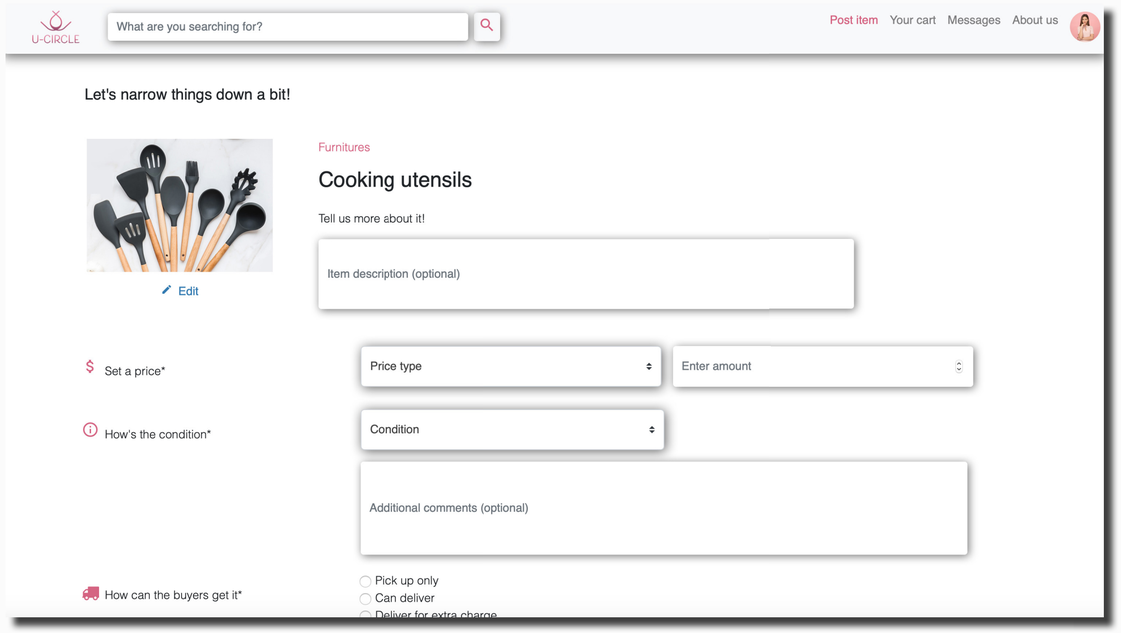
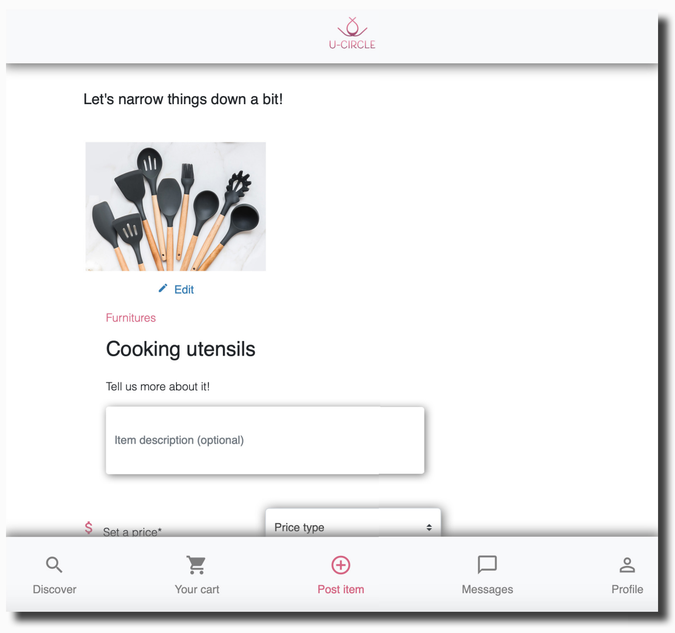
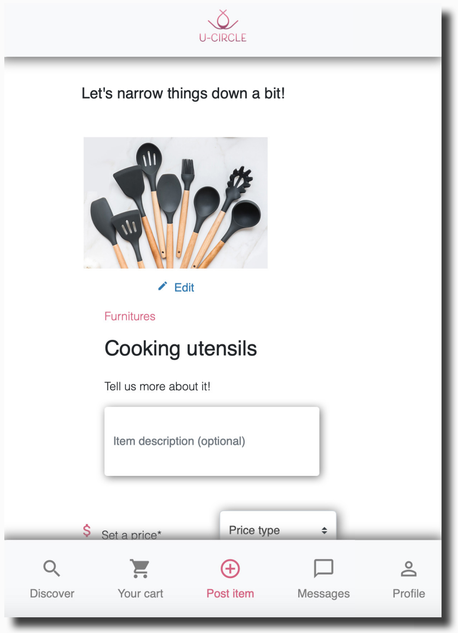
Item description







Final development

Website link

Website link

http://lomelino.com/studentProjects/scad/itgm-715-summer-16/yvonnechen/