

U-CIRCLE

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.

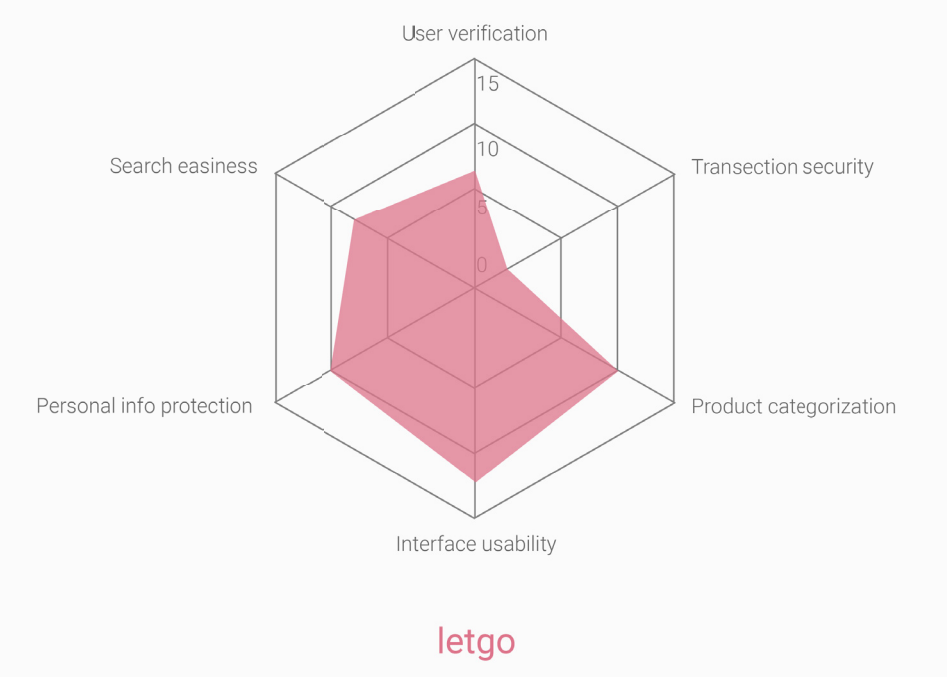
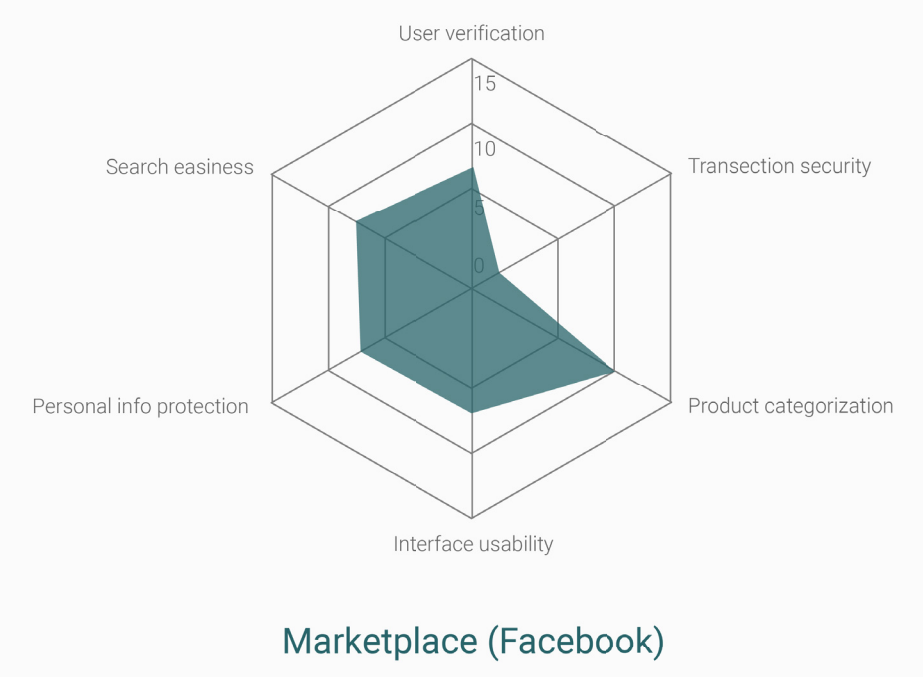
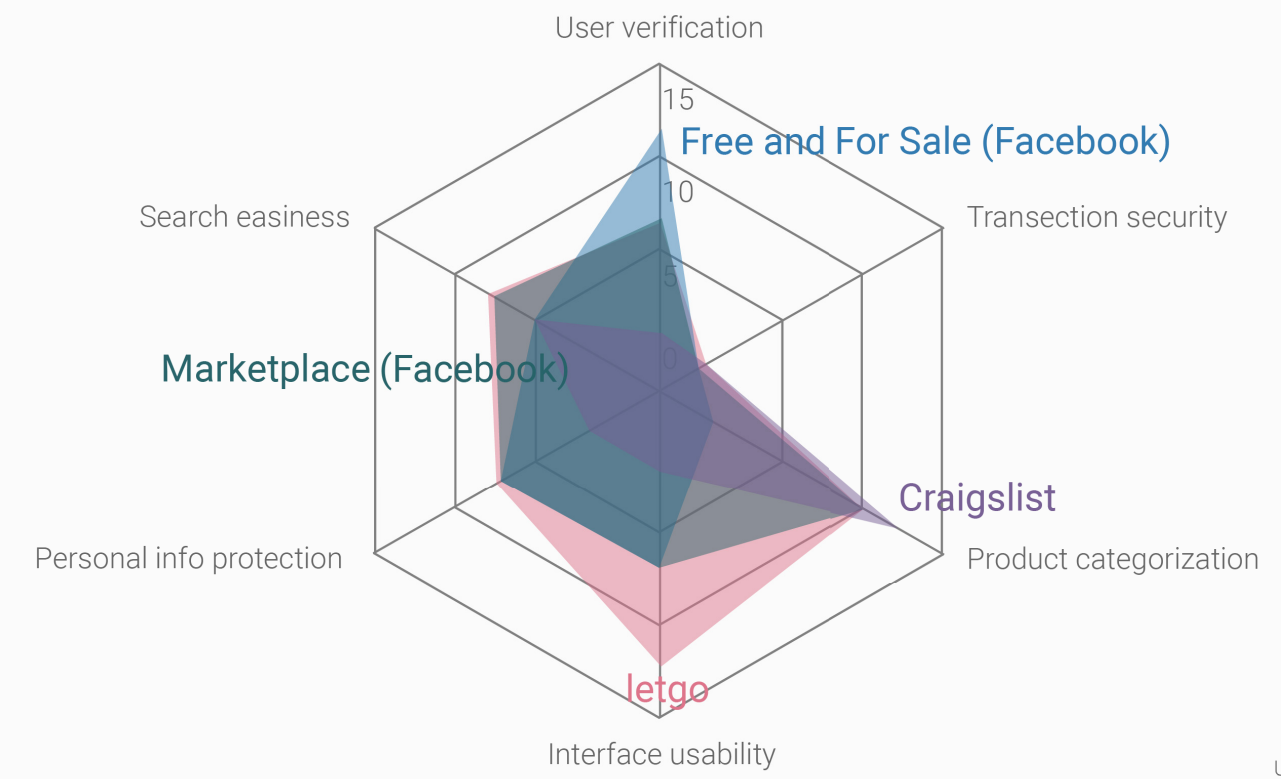
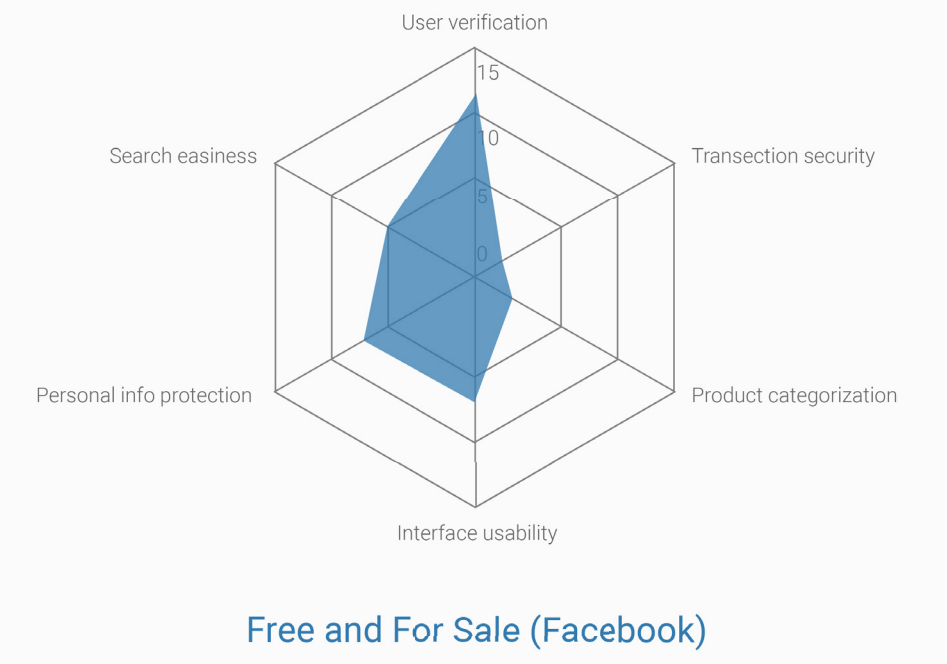
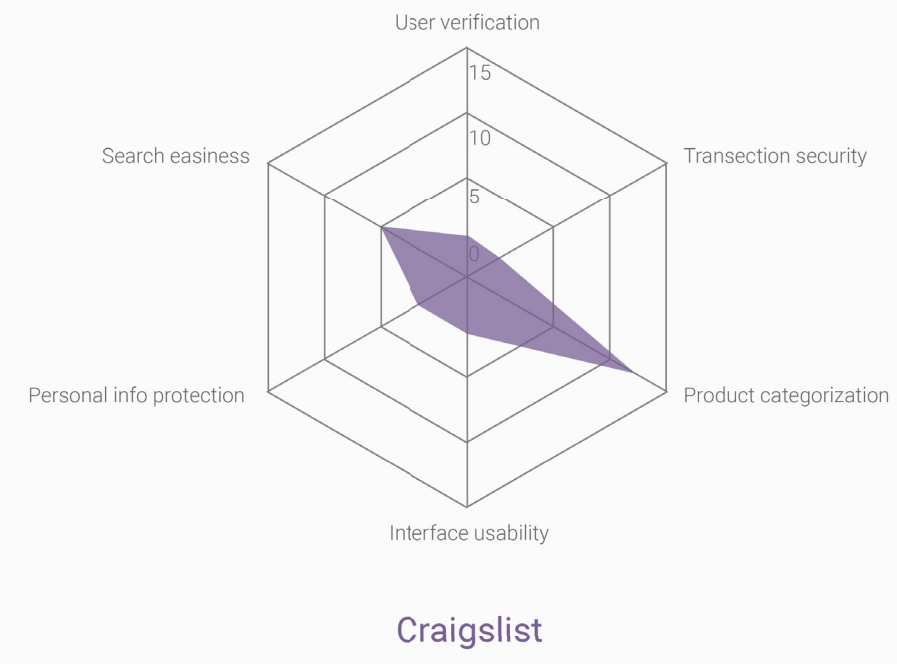


Concept overview

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.



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 expand 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.

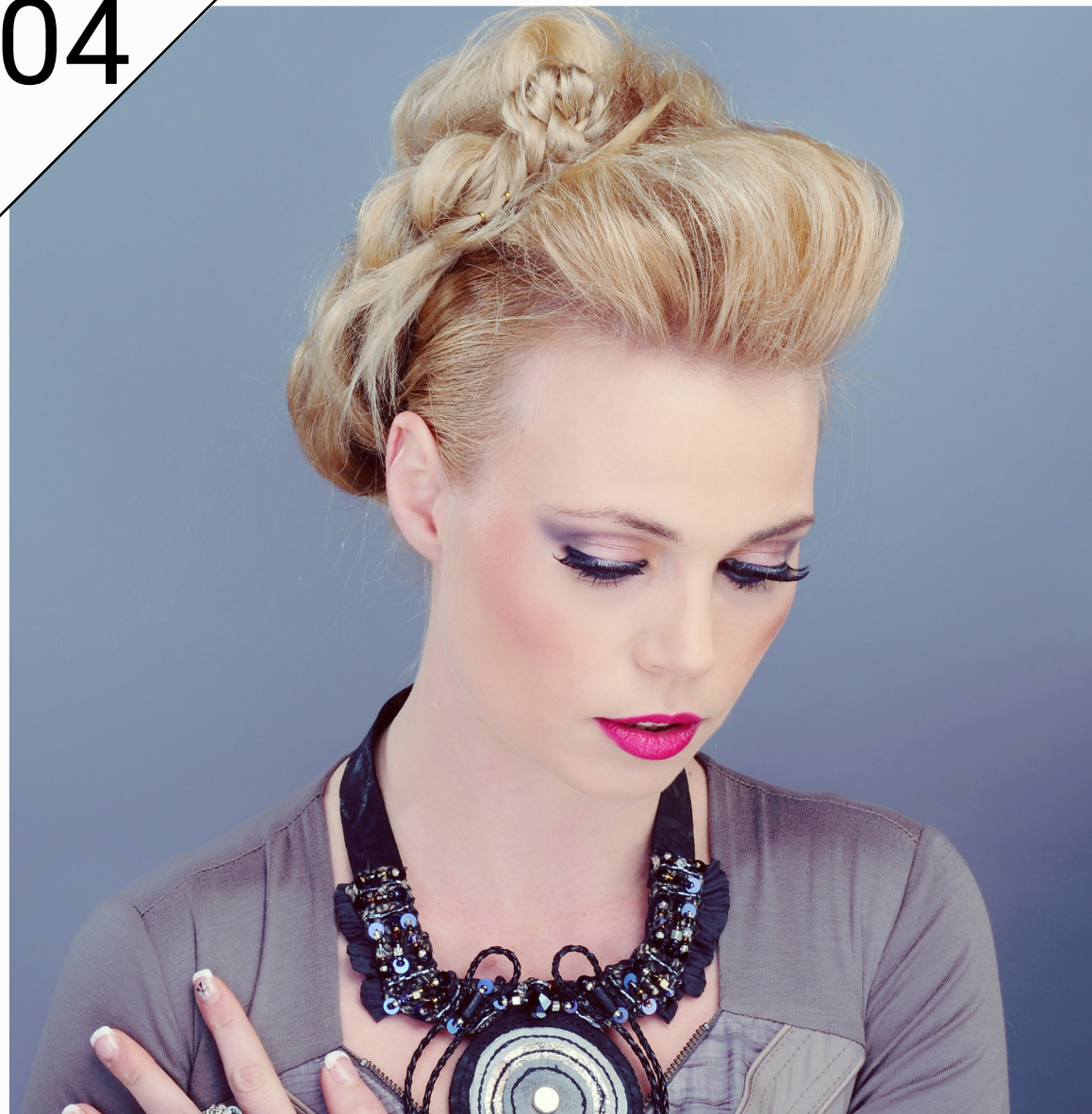
Feature

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

The screenshot shows the Craigslist Savannah/Hinesville homepage. At the top, there's a search bar and a language dropdown set to 'english'. Below the search bar, there are several main category sections:

- community**: activities, artists, childcare, classes, events, general, groups, local news, lost+found, missed, connections, musicians, pets, politics, rants & raves, rideshare, volunteers.
- housing**: apts / housing, housing swap, housing wanted, office / commercial, parking / storage, real estate for sale, rooms / shared, rooms wanted, sublets / temporary, vacation rentals.
- jobs**: accounting+finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, etc / misc, food / bev / hosp, general labor, government, human resources, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / biz dev, salon / spa / fitness, security, skilled trade / craft, software / qa / dba, systems / network, technical support, transport, tv / film / video, web / info design, writing / editing.
- services**: automotive, beauty, cell/mobile, computer, creative, cycle, event, farm+garden, financial, household, labor/move, legal, lessons, marine, pet, real estate, skilled trade, sm biz ads, travel/vac, write/ed/tran.
- discussion forums**: android, apple, arts, atheist, autos, beauty, bikes, celebs, comp, cosmos, diet, divorce, dying, eco, feedbk, film, fixit, food, frugal, gaming, garden, haiku, help, history, housing, jobs, jokes, legal, linux, manners, marriage, money, music, open, outdoor, parent, pets, philos, photo, politics, psych, recover, religion, rofo, science, spirit, sports, super, tax, travel, tv, vegan, words, writing.
- for sale**: antiques, appliances, arts+crafts, atv/utv/sno, auto parts, aviation, baby+kid, barter, beauty+hlt, bike parts, bikes, boat parts, boats, books, business, cars+trucks, cds/dvd/vhs, cell phones, clothes+acc, collectibles, computer parts, computers, electronics, farm+garden, free, furniture, garage sale, general, heavy equip, household, jewelry, materials, motorcycle parts, motorcycles, music instr, photo+video, rvs+camp, tickets, tools, toys+games, trailers, video gaming, wanted, wheels+tires.
- gigs**: computer, creative, crew, domestic, event, labor, talent, writing.
- resumes**: (empty section)
- nearby cities**: albany, athens, atlanta, auburn, augusta, brunswick, charleston, charlotte, columbia, columbus, daytona beach, dothan, fayetteville, florence, gainesville, greenville, hickory, hilton head, jacksonville, lake city, macon, myrtle beach, ocala, orlando, space coast, statesboro, st augustine, tallahassee, valdosta, wilmington.
- us cities**, **us states**, **canada**, **ci worldwide**: (empty sections)

On the left side of the screenshot, there are links for help, faq, abuse, legal, avoid scams & fraud, personal safety tips, terms of use, privacy policy, system status, and various community resources like 'about craigslist', 'craigslist is hiring in sf', 'craigslist open source', 'craigslist blog', 'best-of-craigslist', 'craigslist TV', '"craigslist joe"', and 'craig connects'.

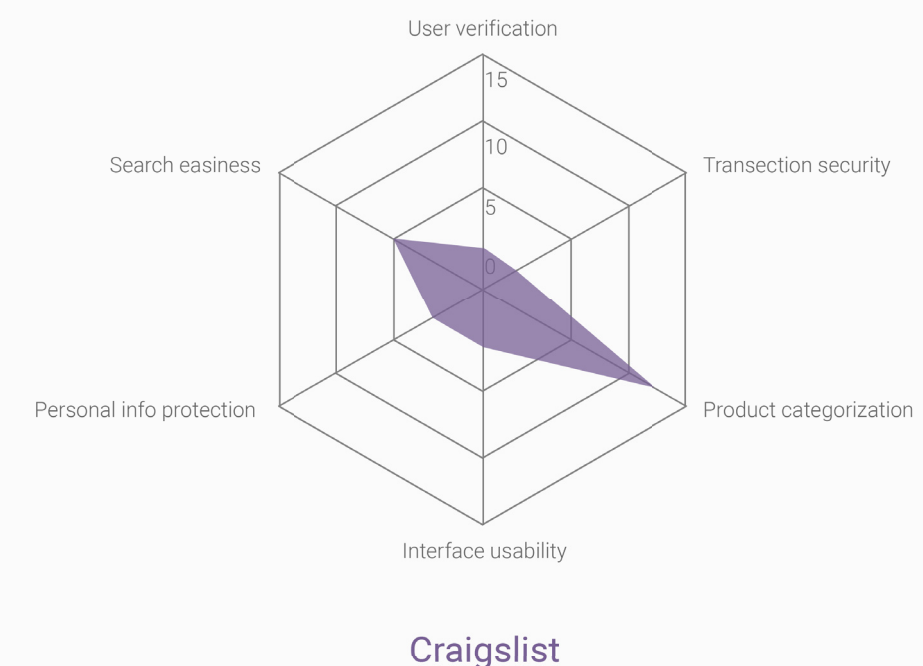
About Craigslist

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

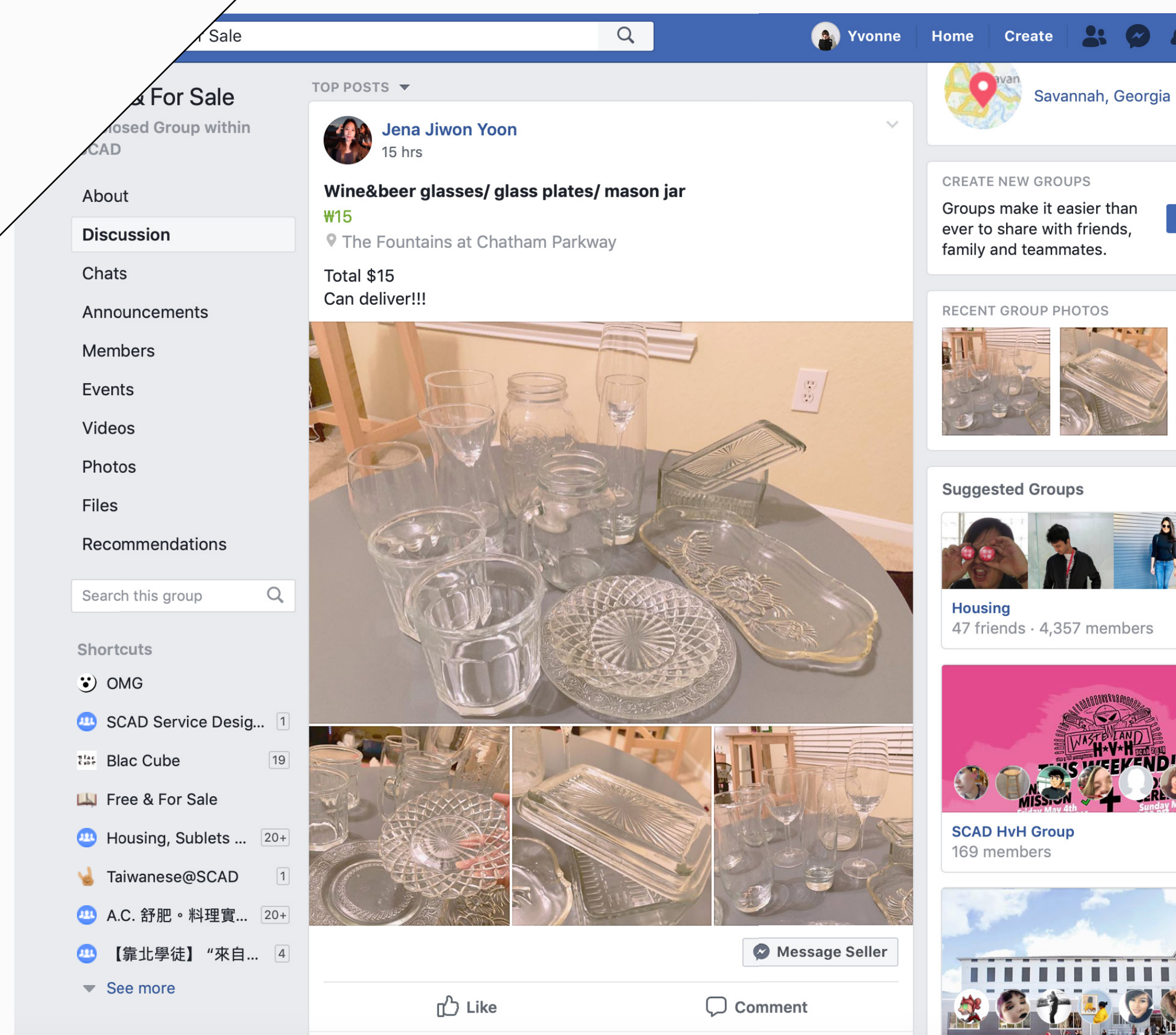
- Desktop web page only
- Detailed categories of items
- Search based on nearby location
- Detailed search filters

Spider diagram



Competitive research

Free and For Sale



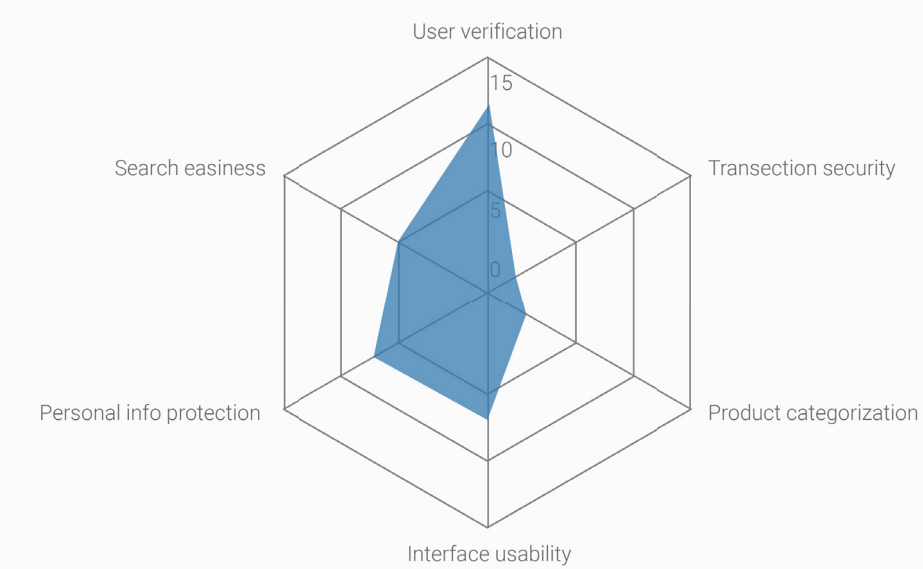
About Free and For Sale

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
- Manual user verification (usually by the group admin)
- Allow public discussions for the items

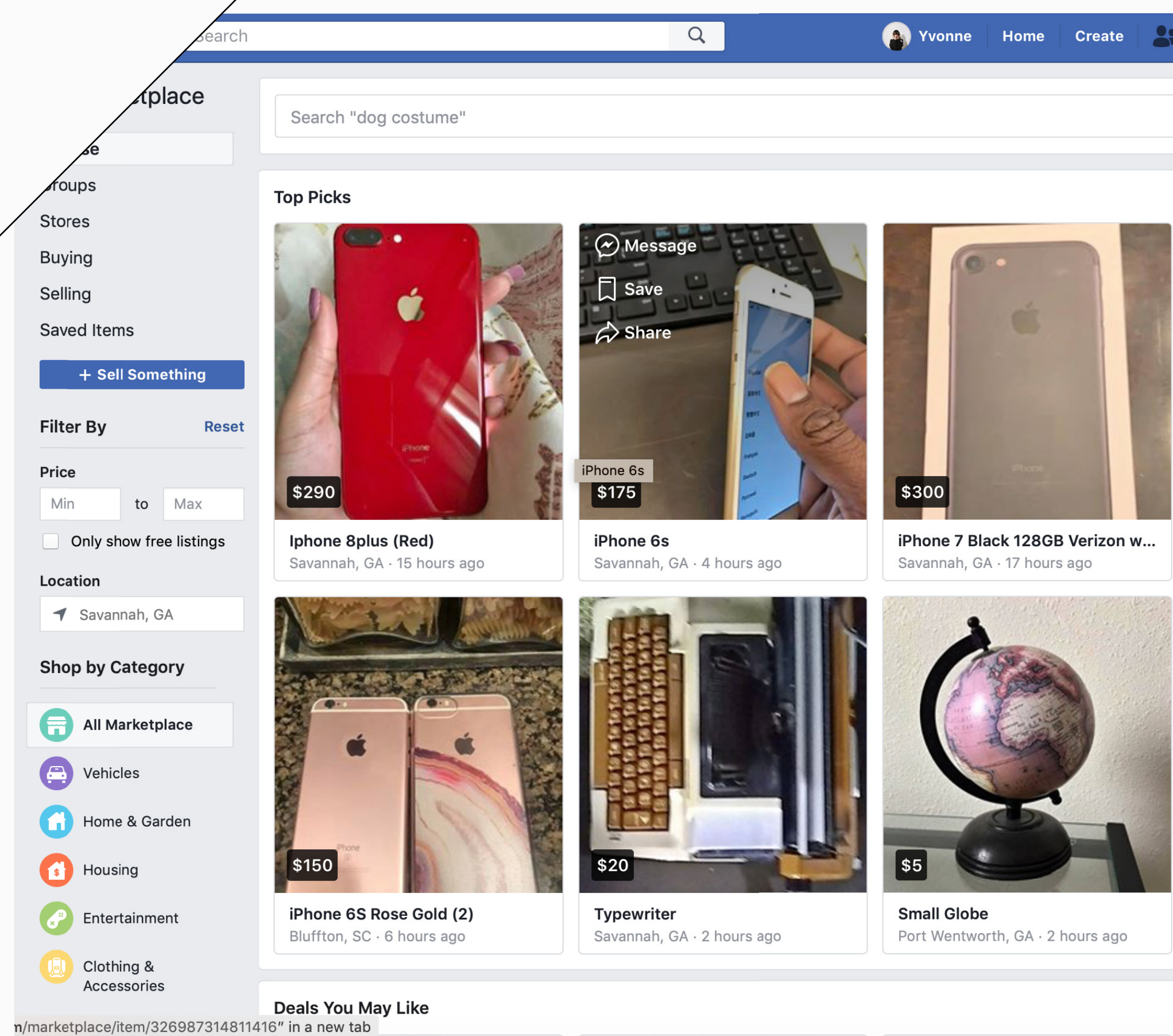
Spider diagram



Free and For Sale (Facebook)

Competitive research

Facebook Marketplace



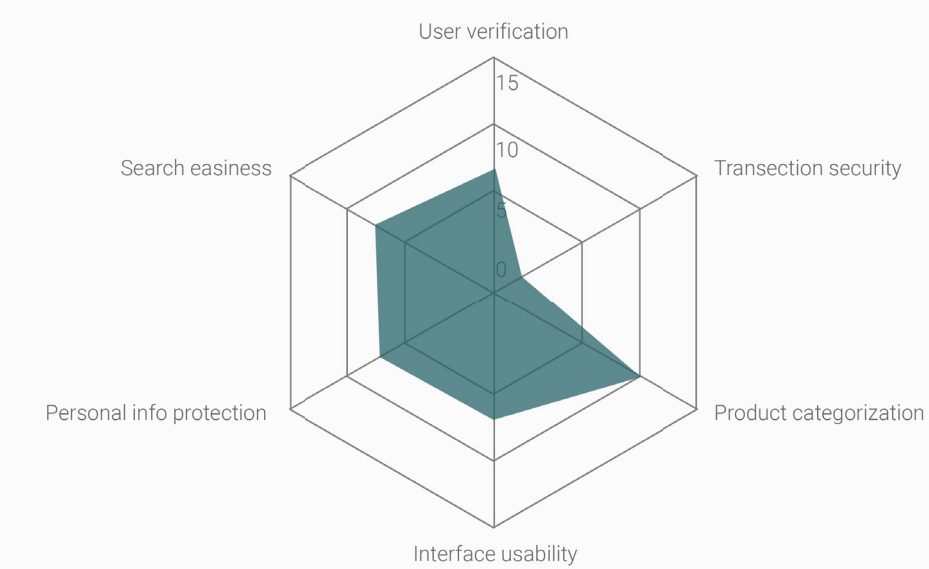
About Facebook Marketplace

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

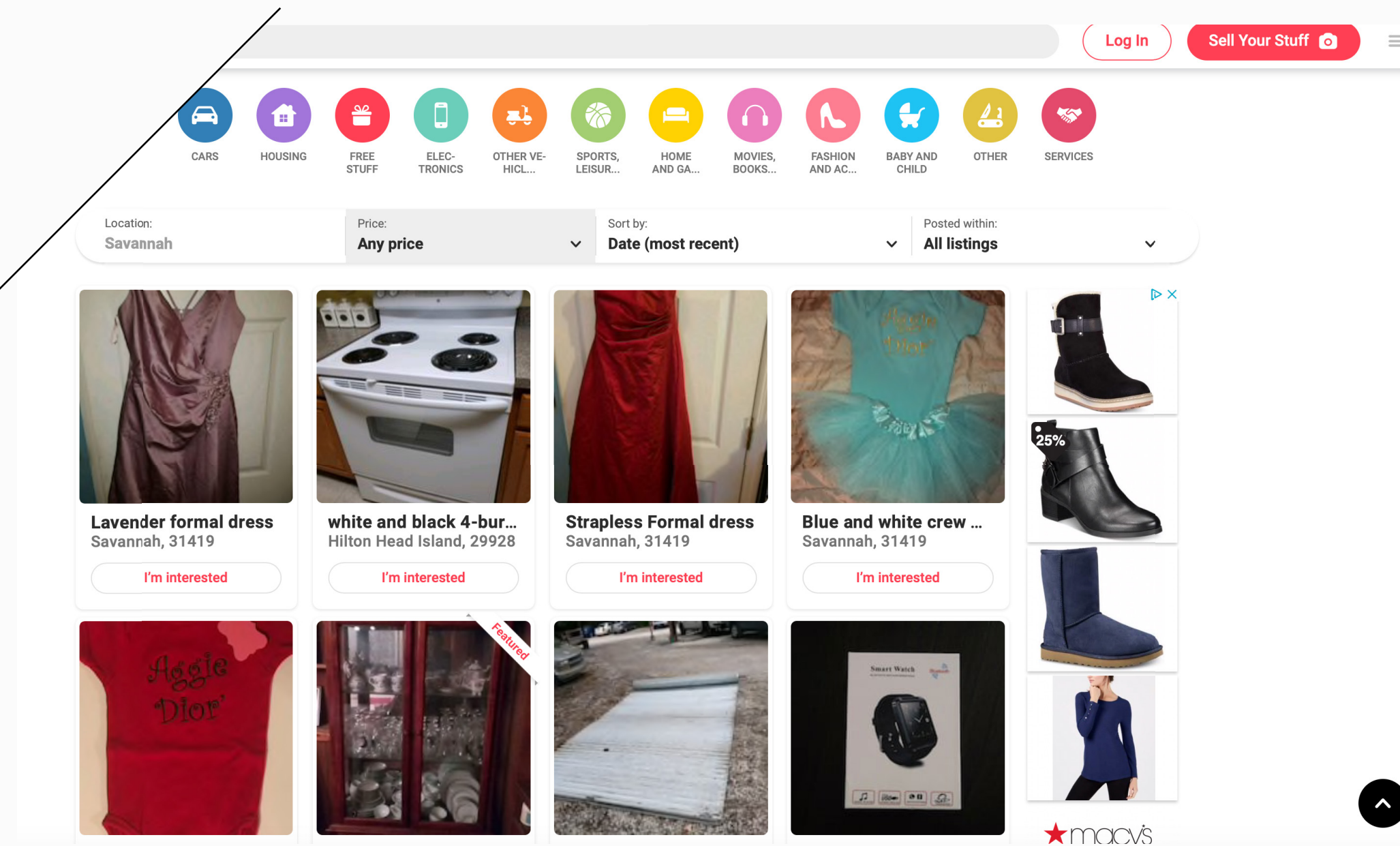
Spider diagram



Marketplace (Facebook)

Competitive research

Letgo



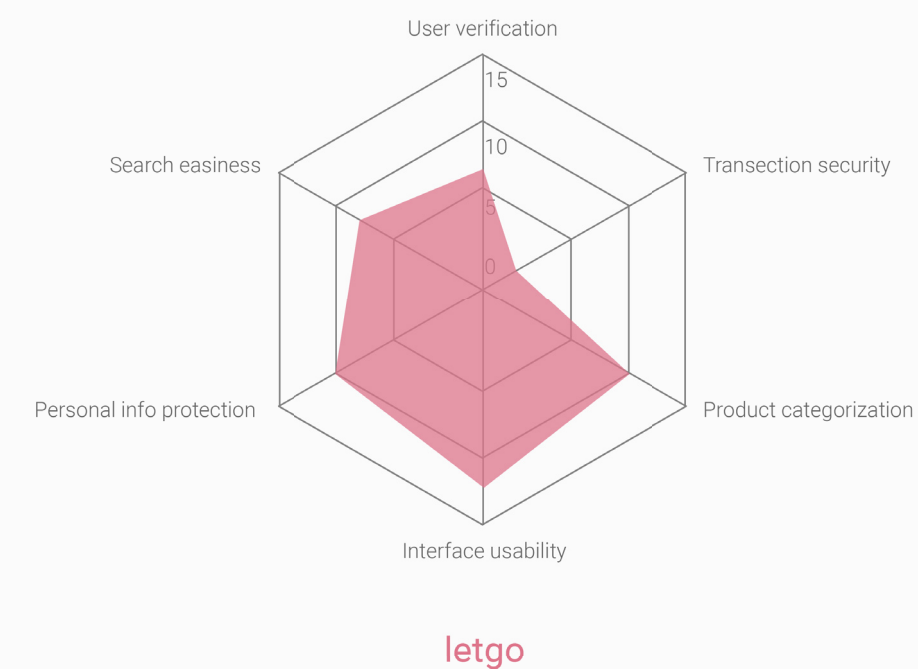
About Letgo

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

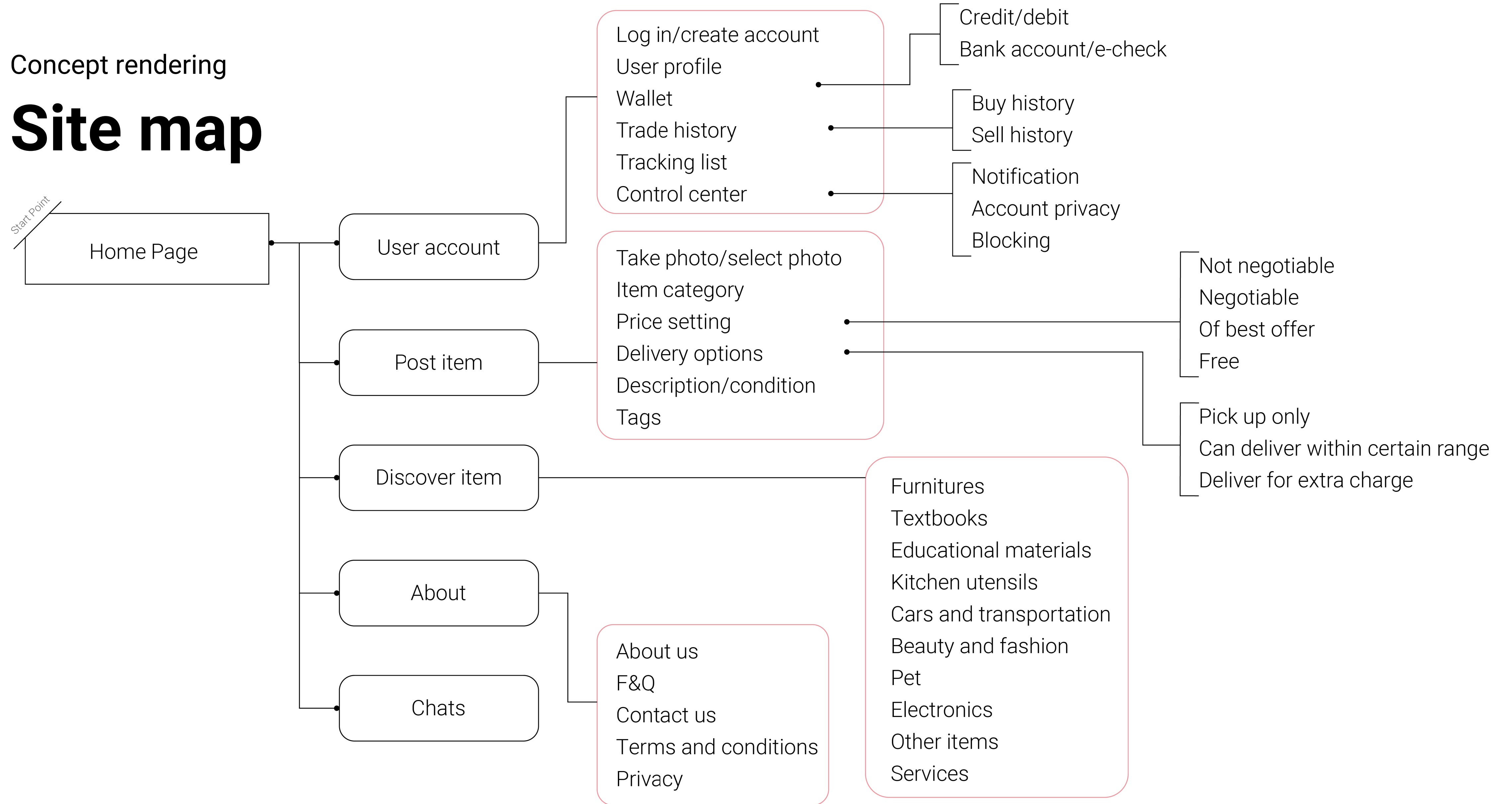
Feature summary

- 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



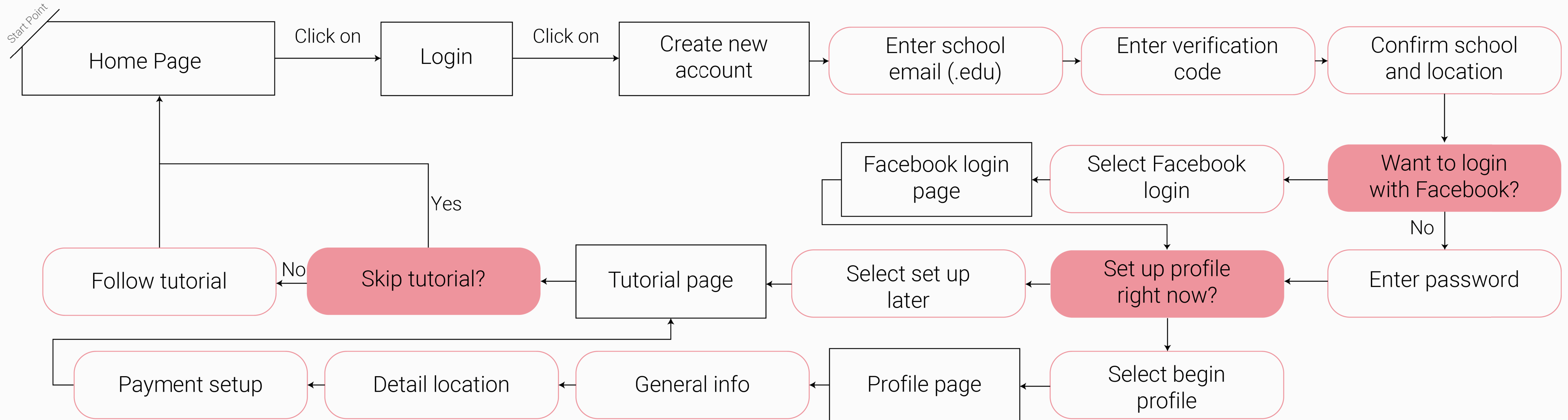
Concept rendering Site map



Concept rendering

Flow chart: create account

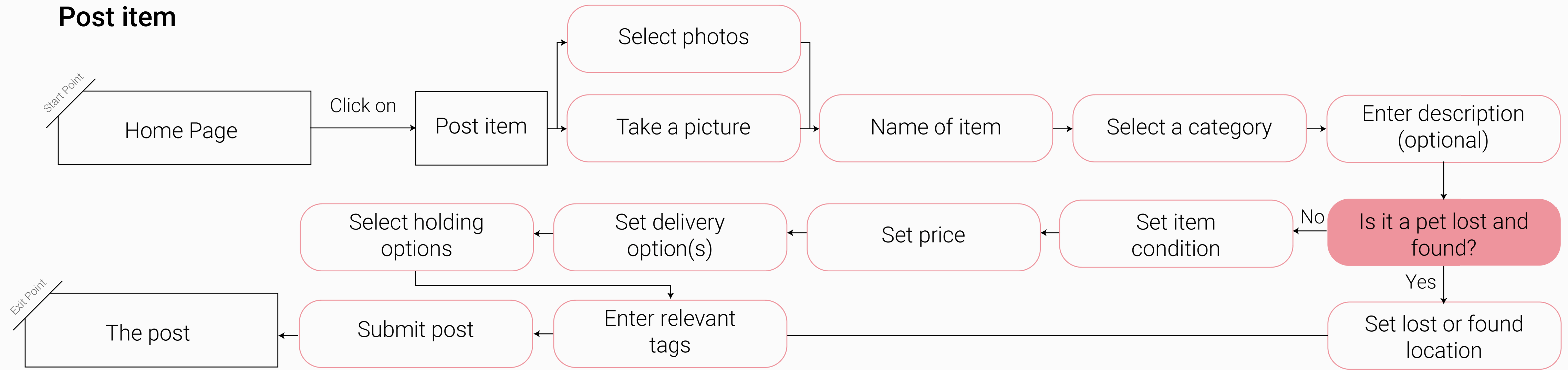
Create account



Concept rendering

Flow chart

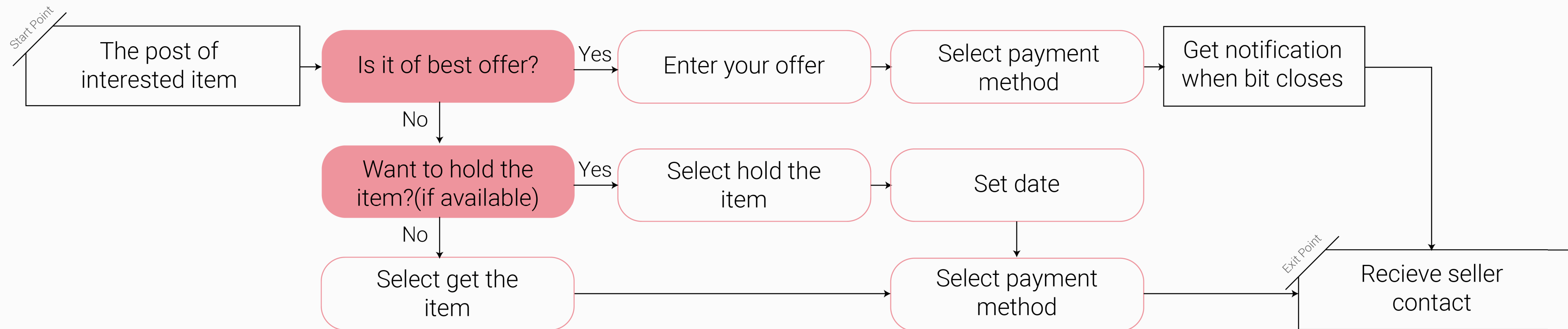
Post item



Concept rendering

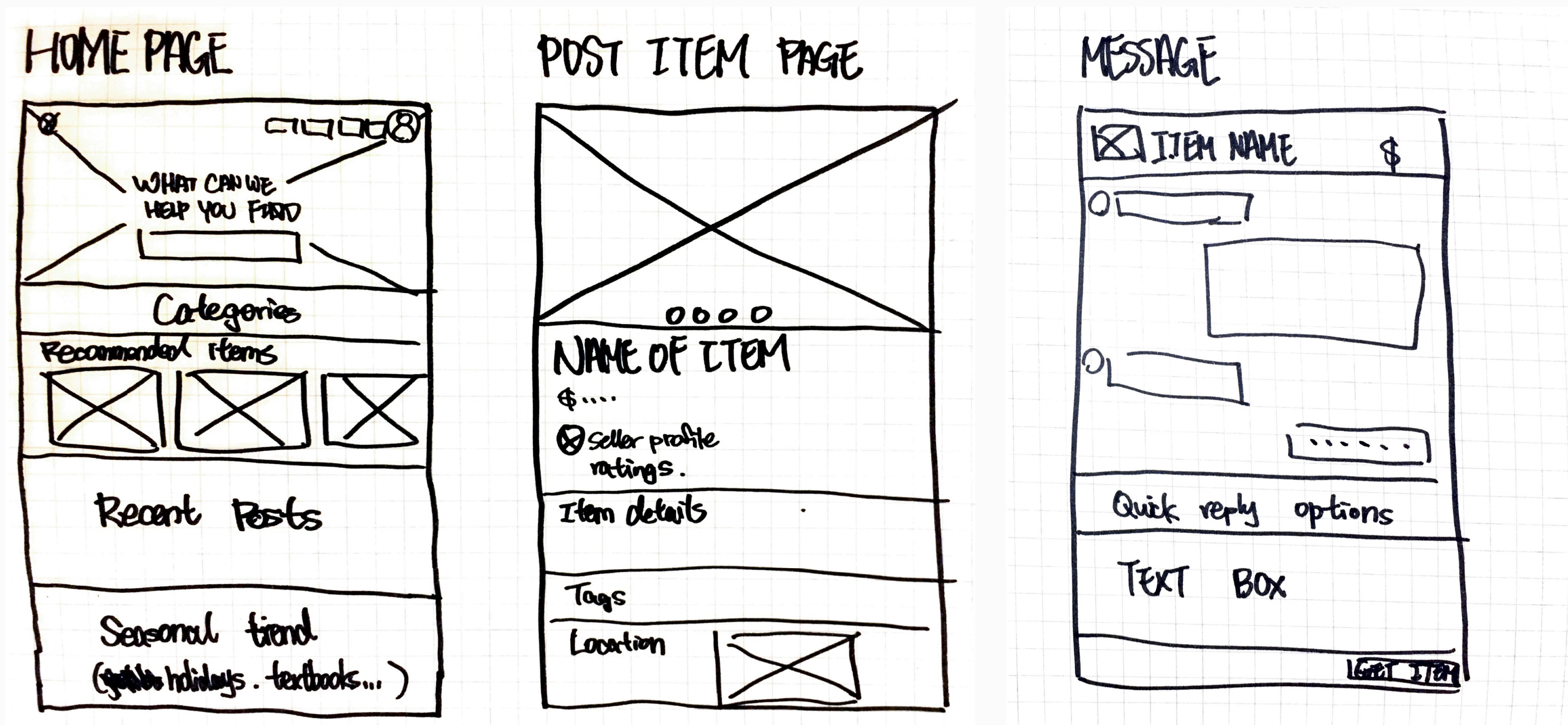
Flow chart

Buy item



Concept rendering

UI planning sketch

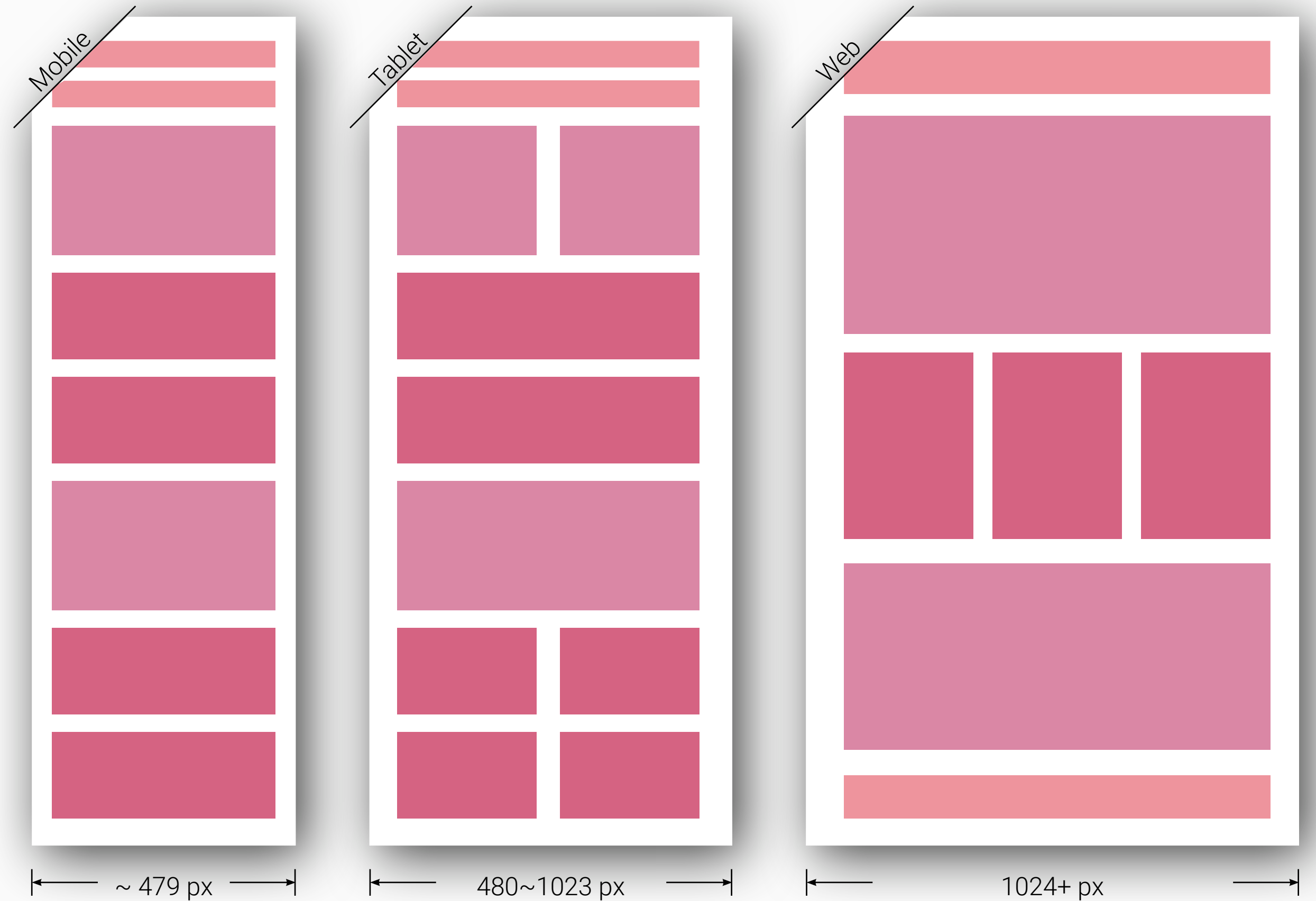


Wireframe

Adaptive interface

Flexibility

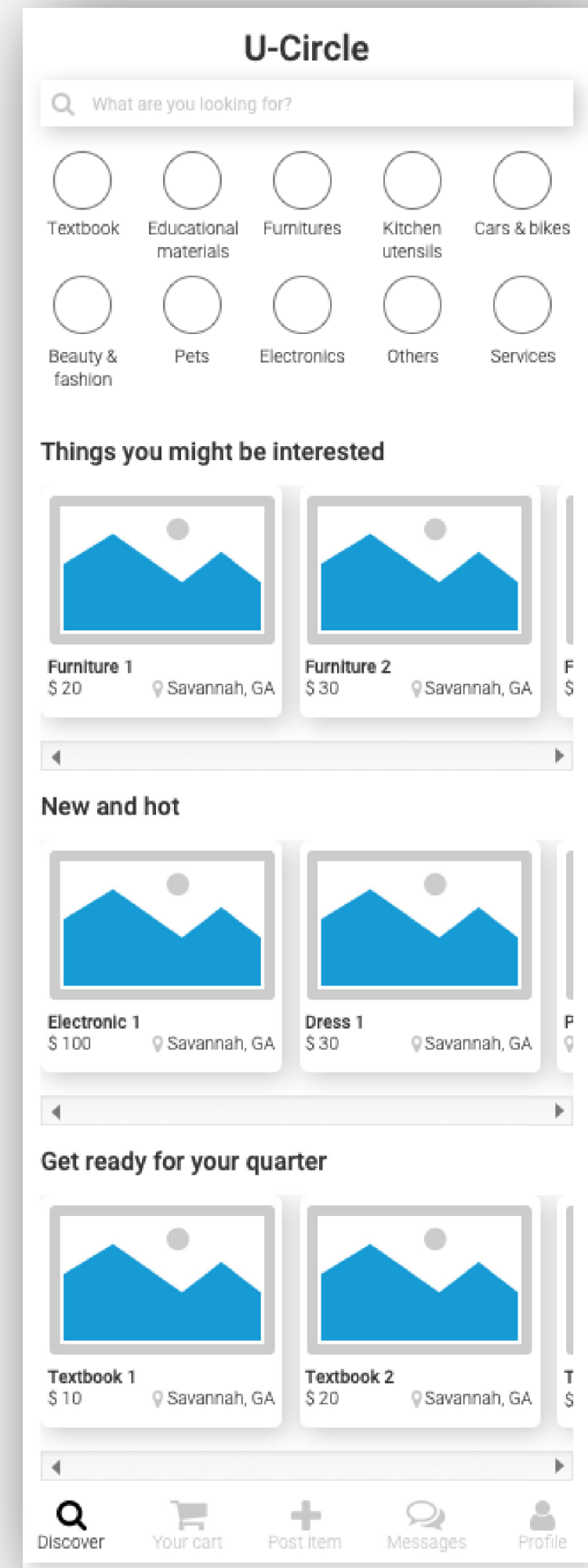
Since U-Circle is aimed at creating a safe and efficient environment for second-hand product trading, it make more sense to have it on not only desktop web but also mobile interface. With allowing more channel choices for the users, U-Circle can provide a flexible way to allow trades to happen anywhere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



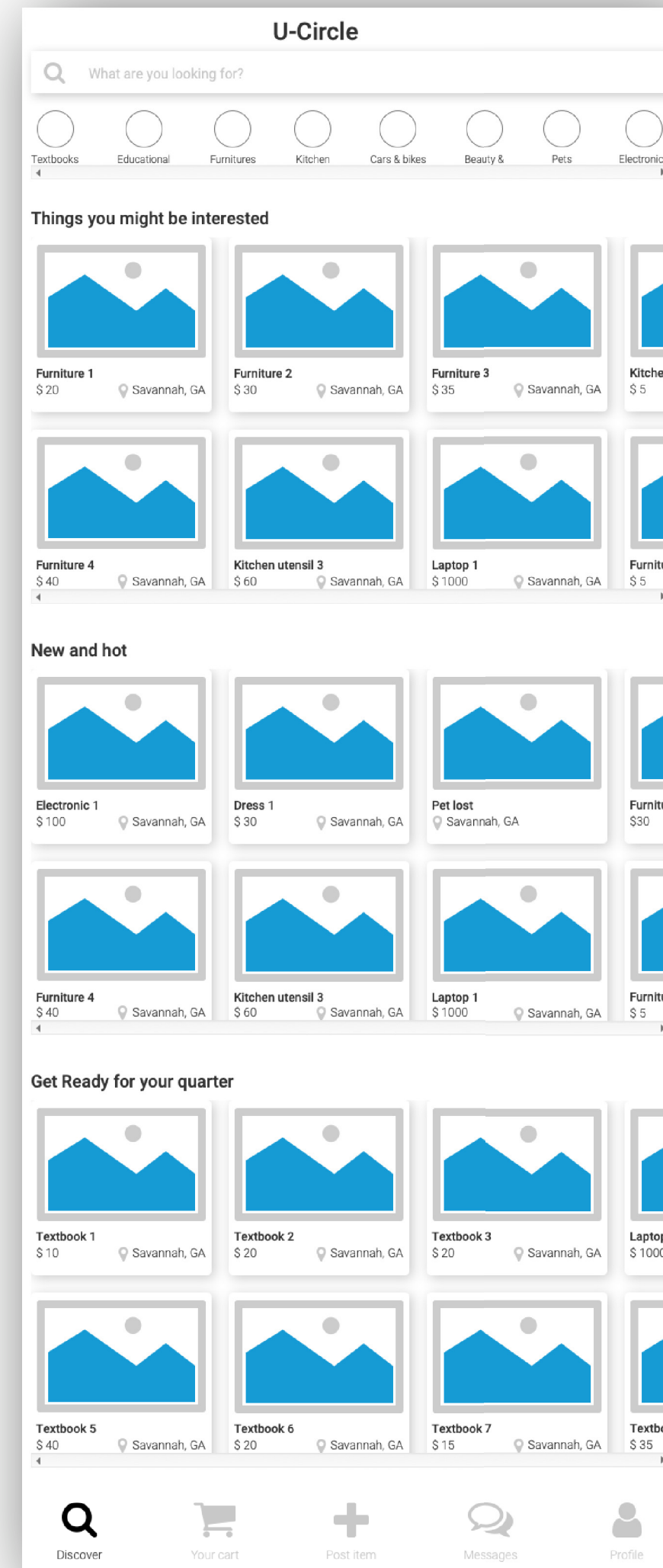
Wireframes

Home (discover)

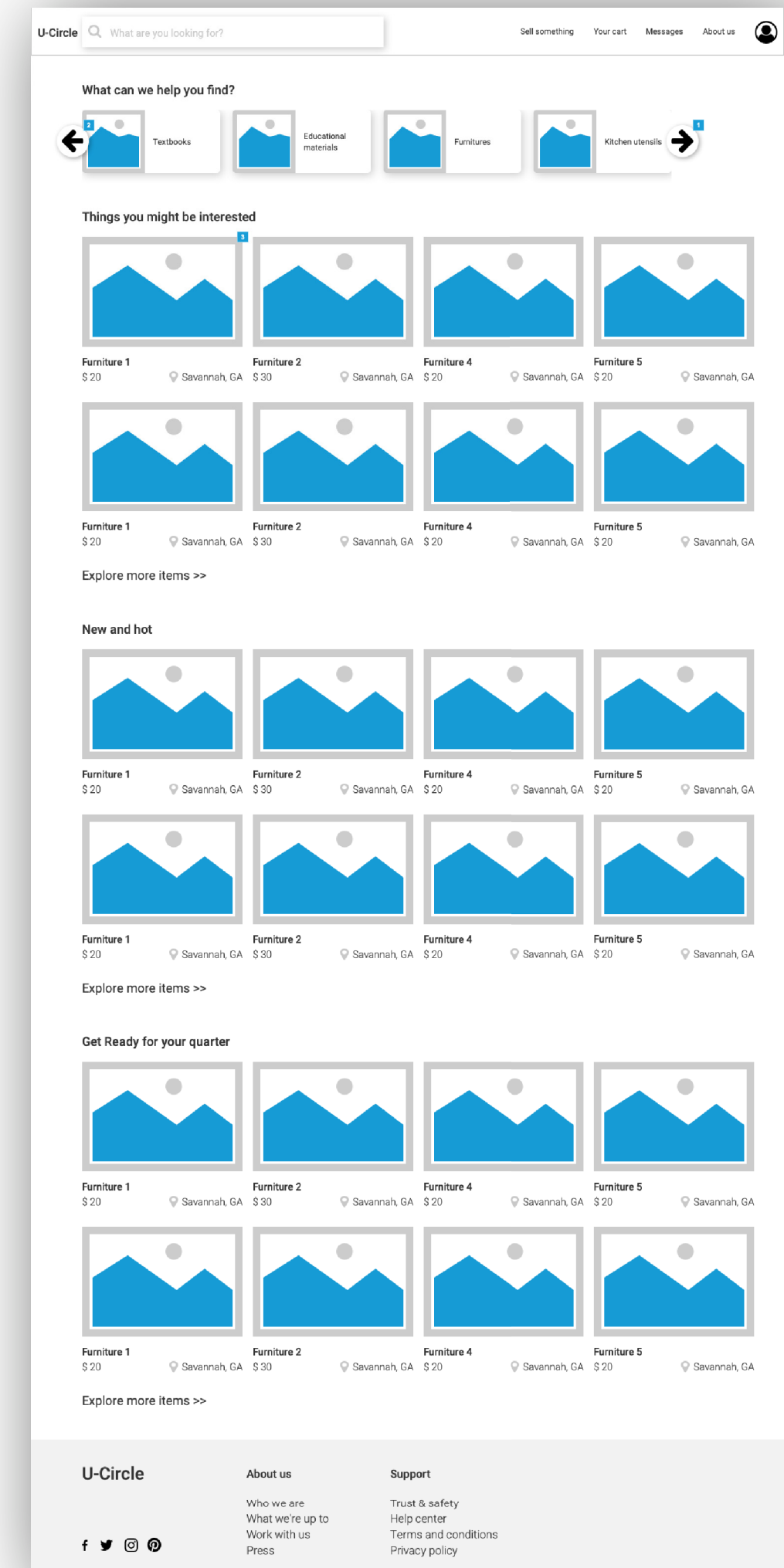
Mobile



Tablet



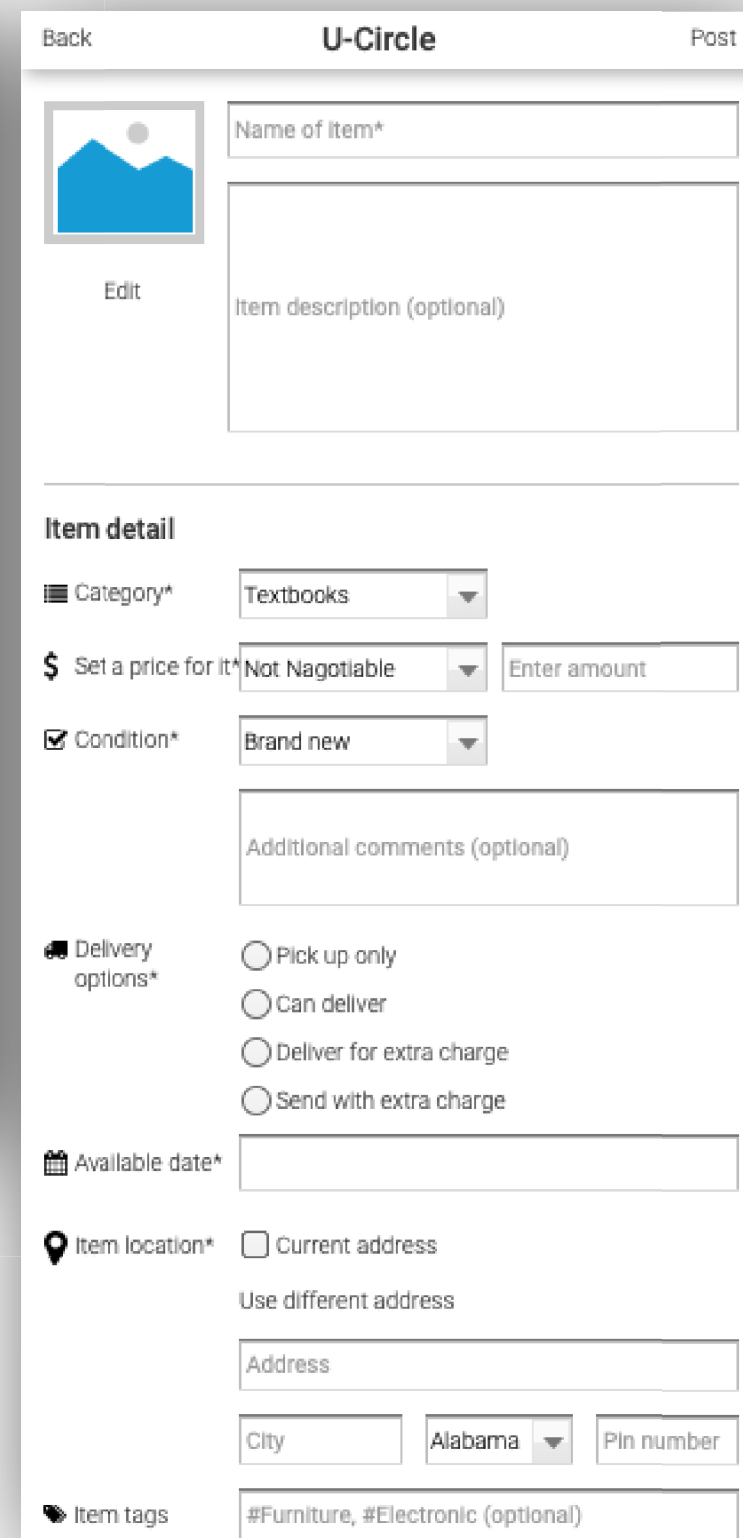
Web



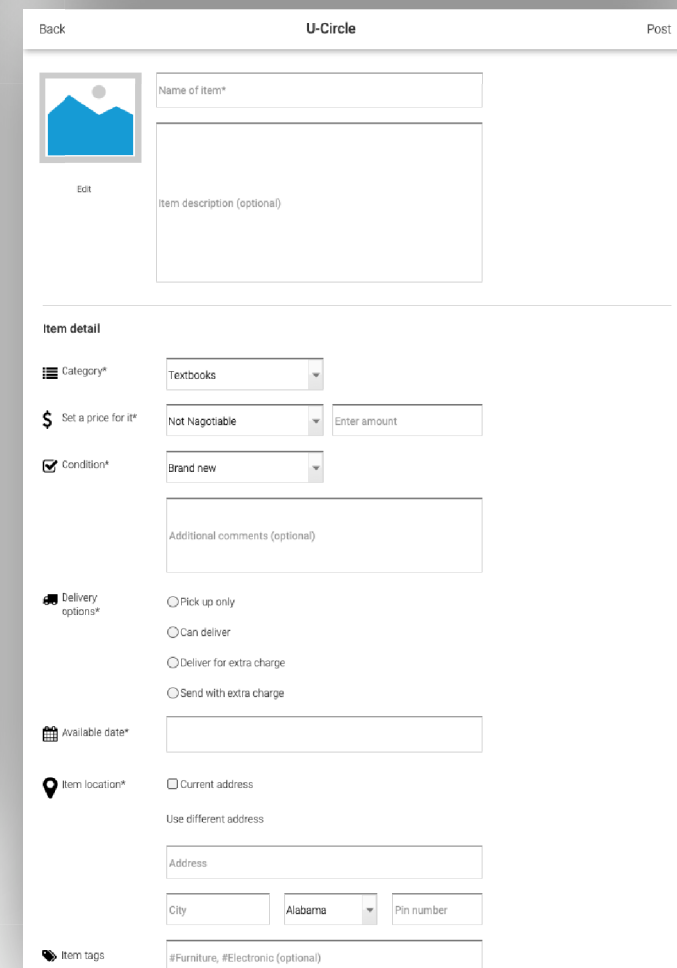
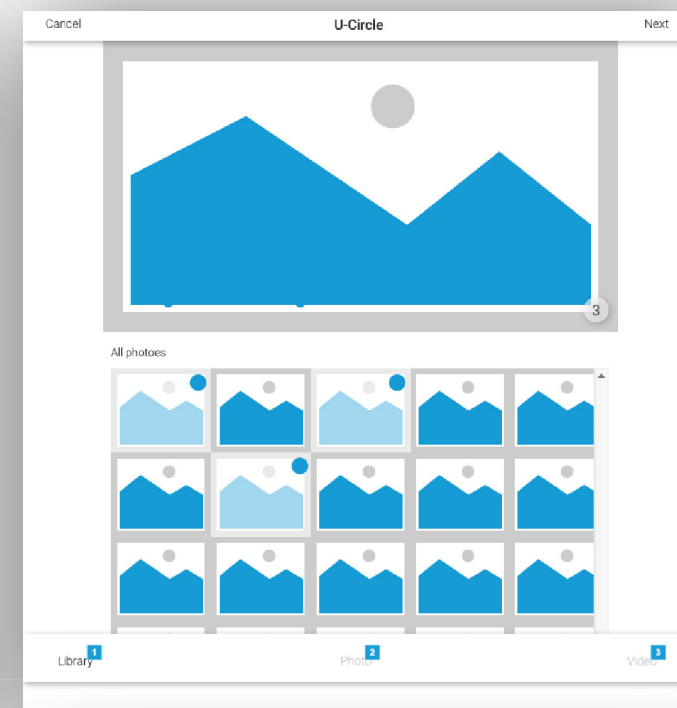
Wireframes

Post item

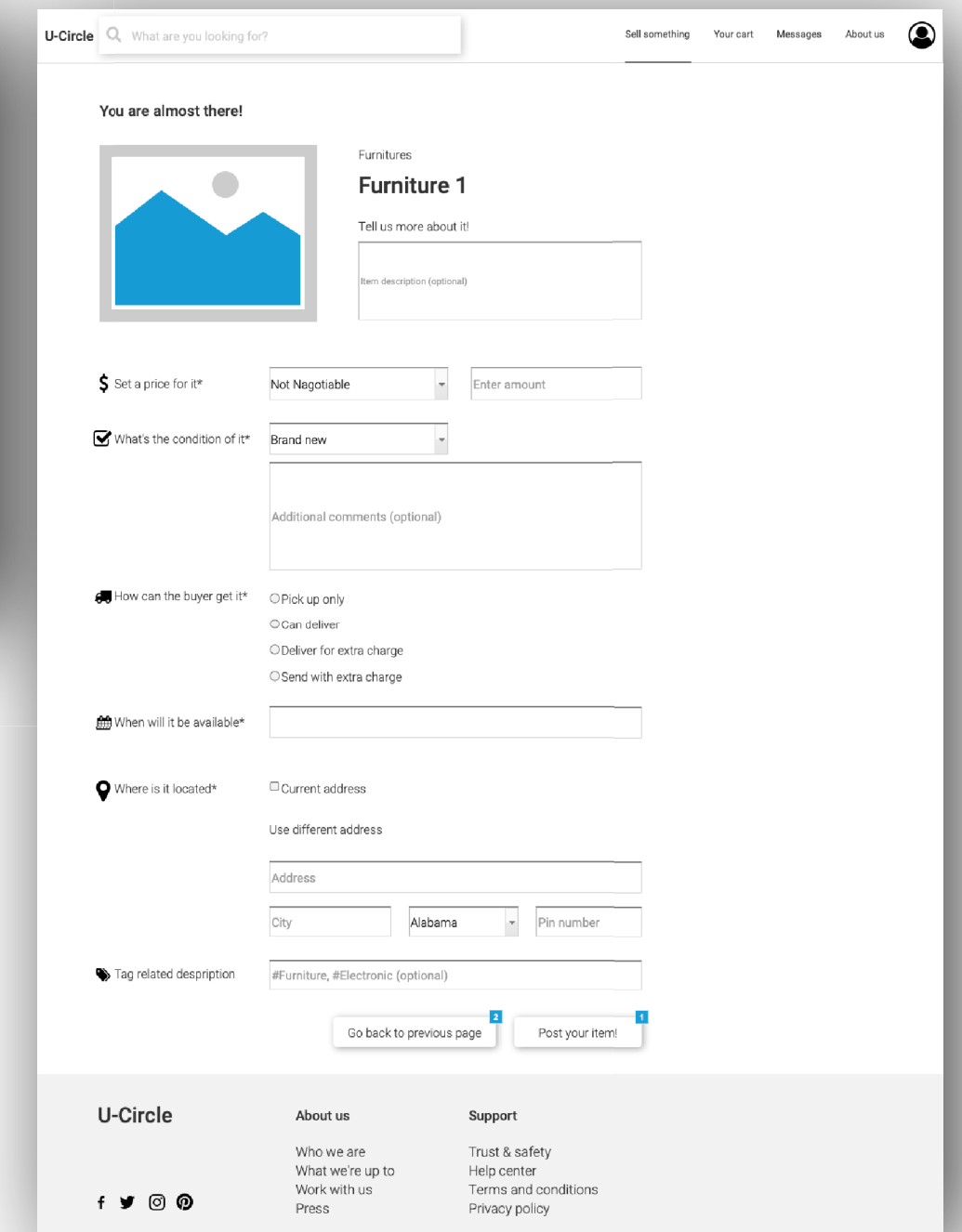
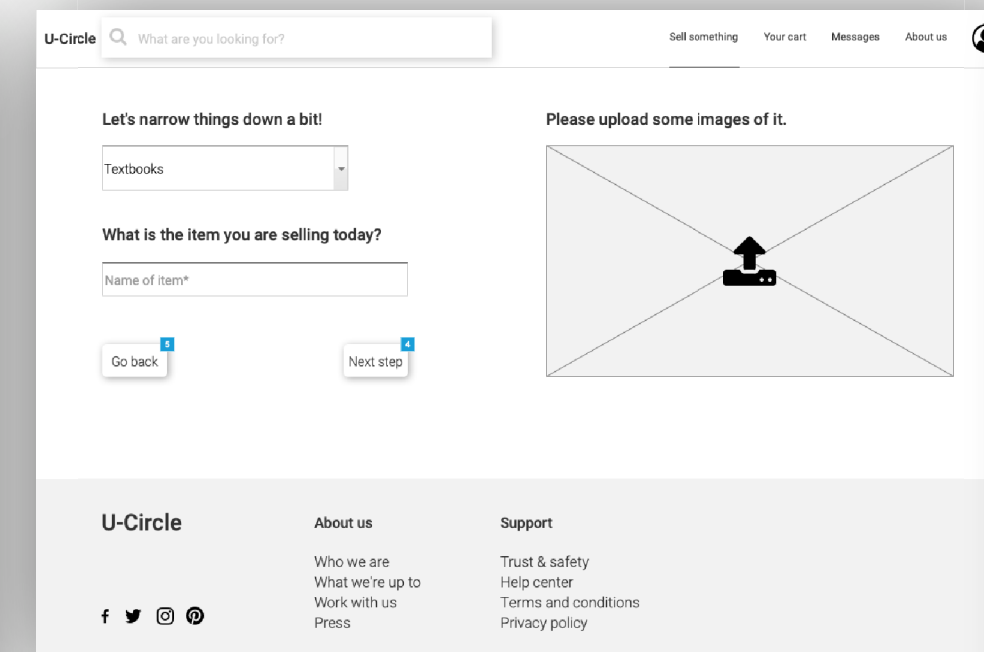
Mobile



Tablet



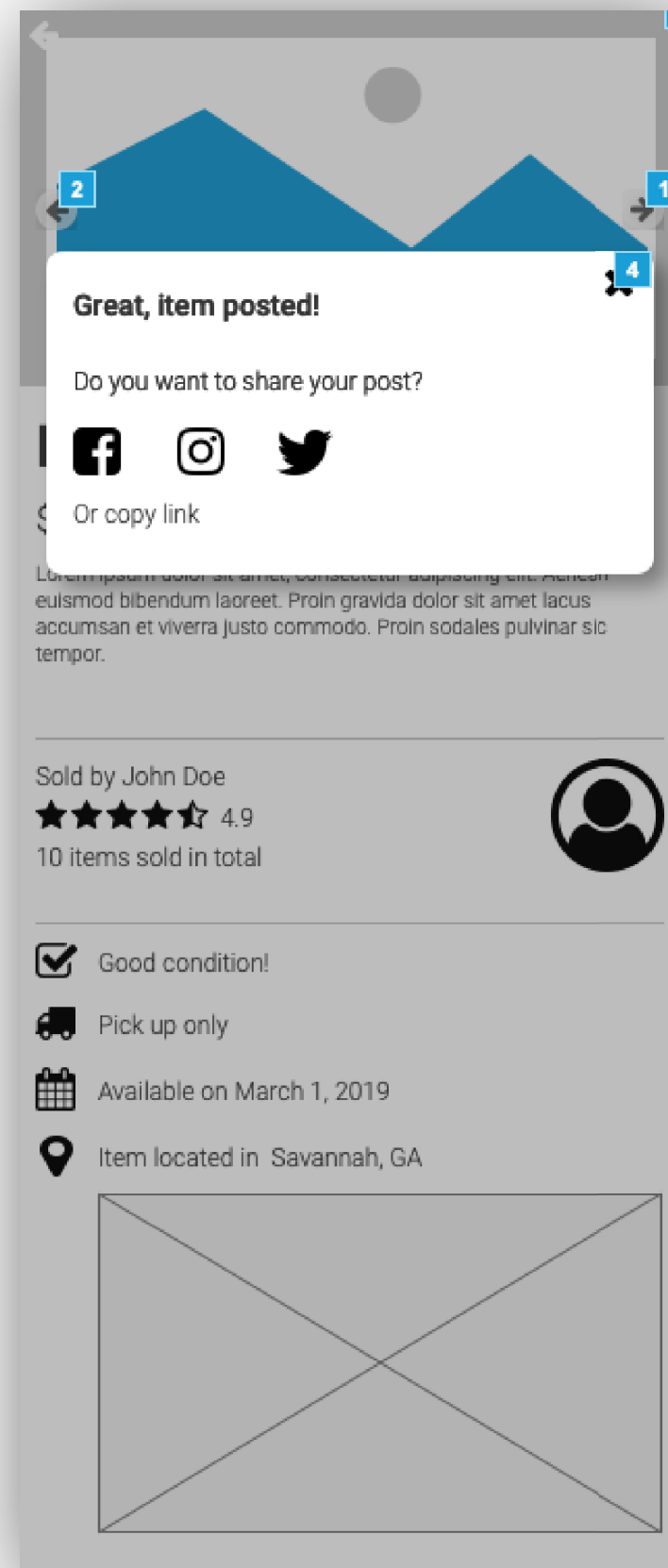
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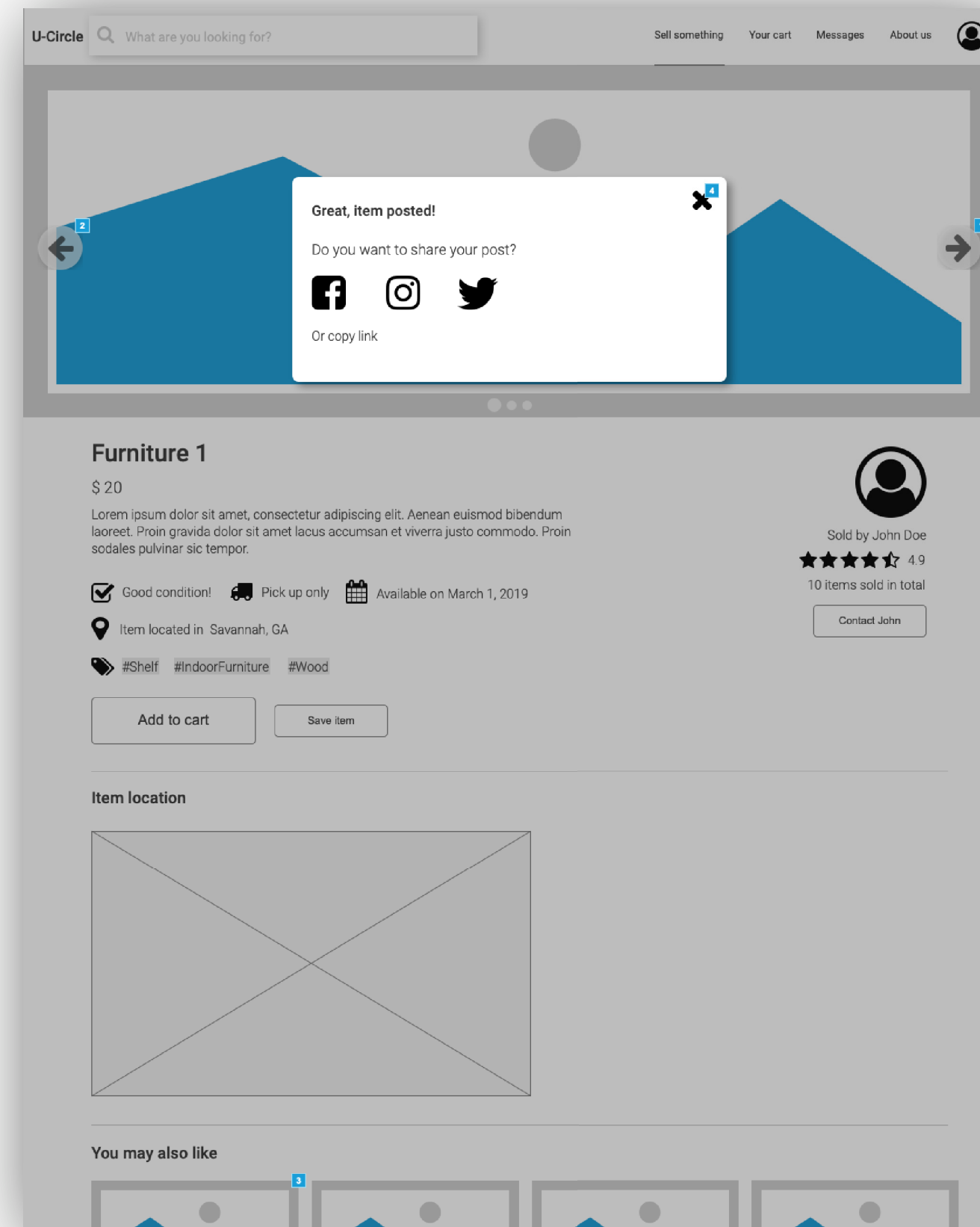
Wireframes

Post item

Mobile



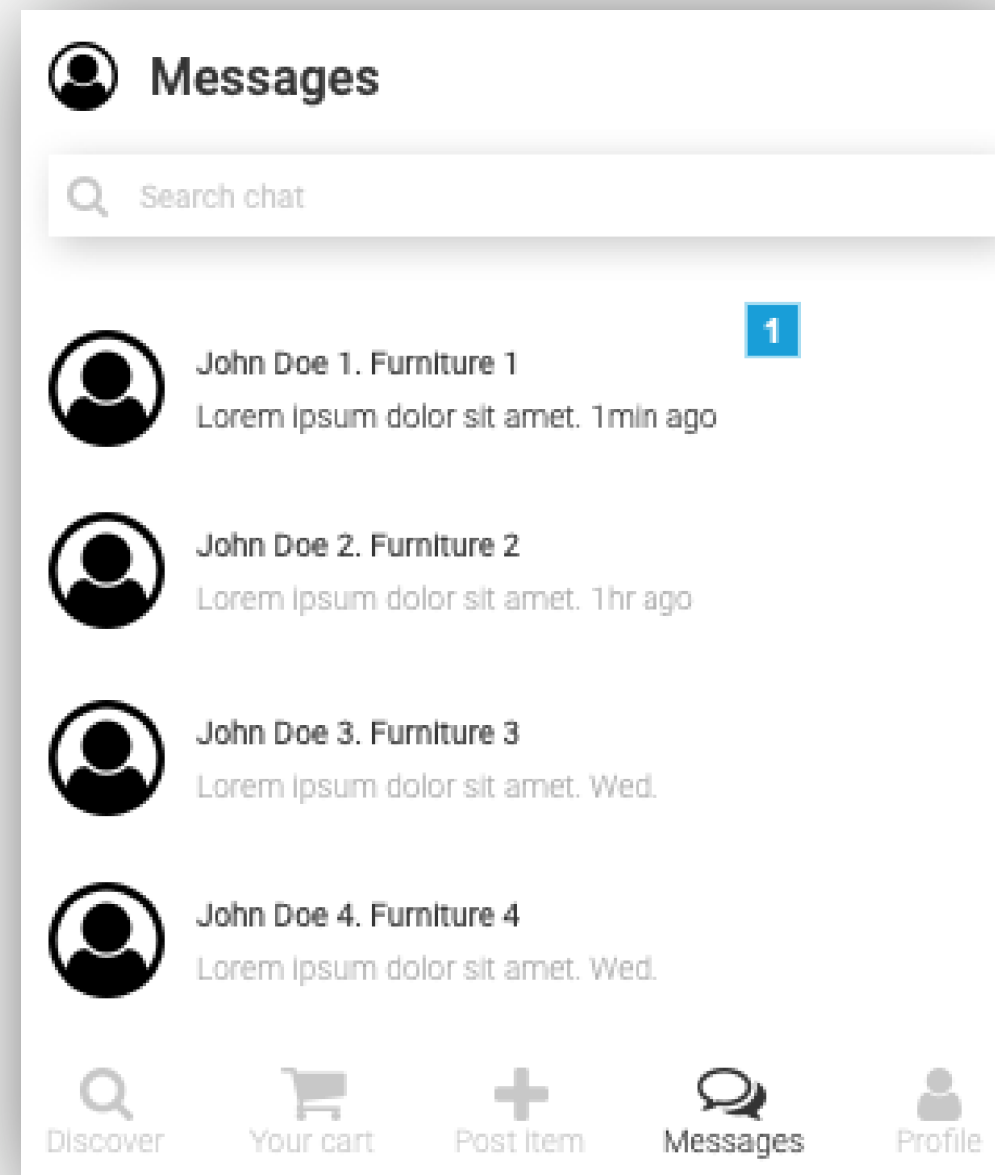
Web



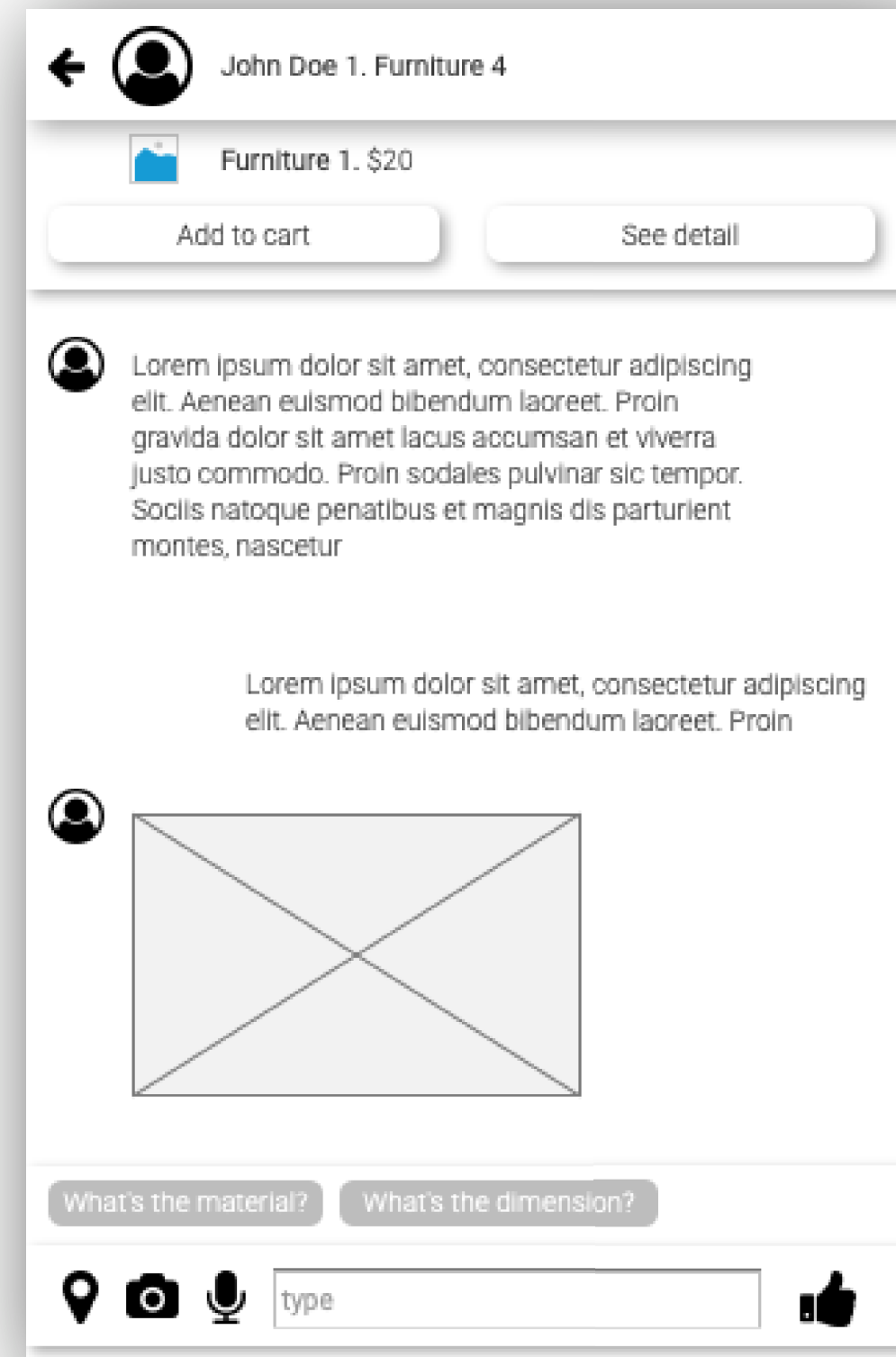
Wireframes

Chatting system

Messages page



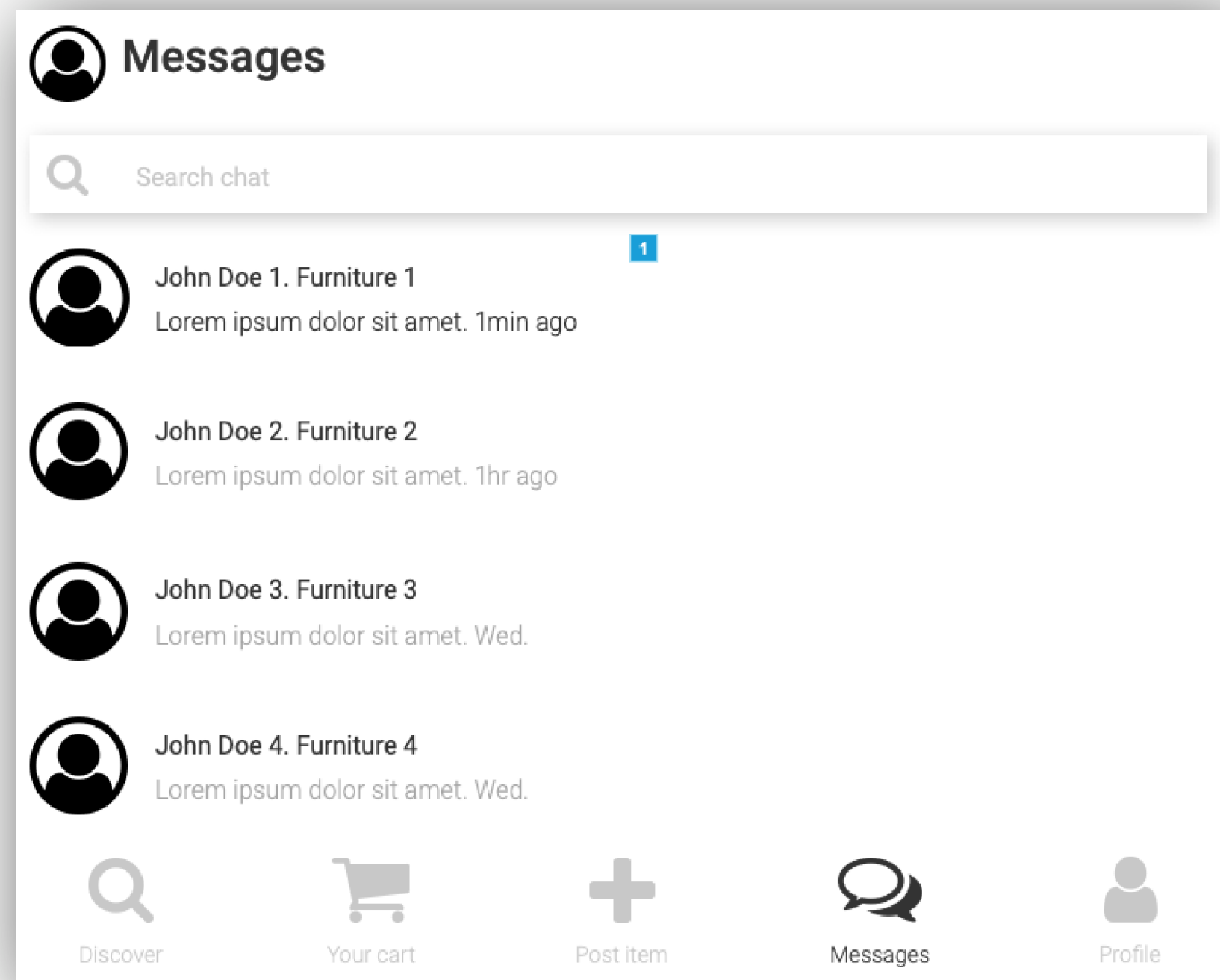
Single chat



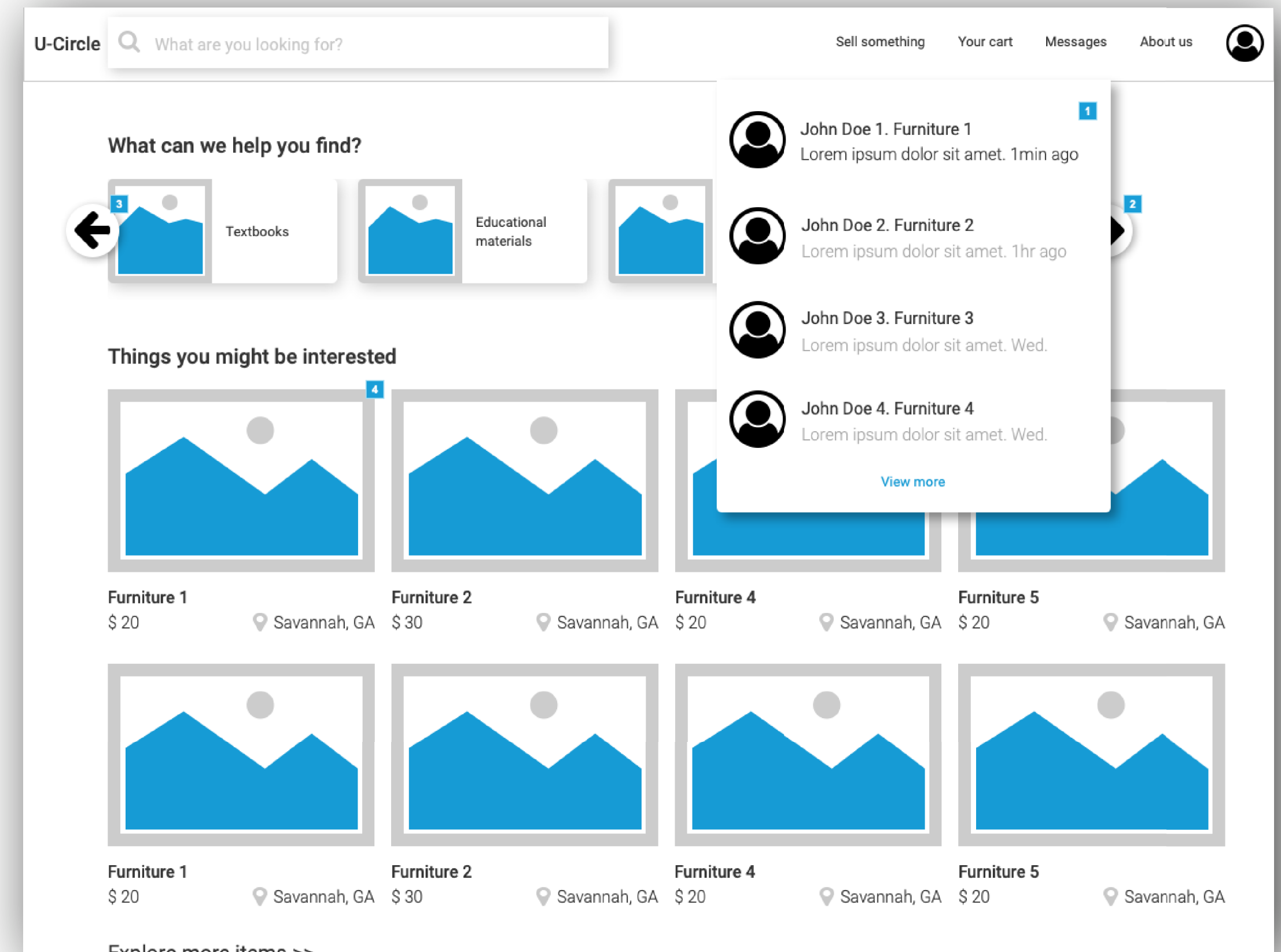
Wireframes

Chatting system

Tablet



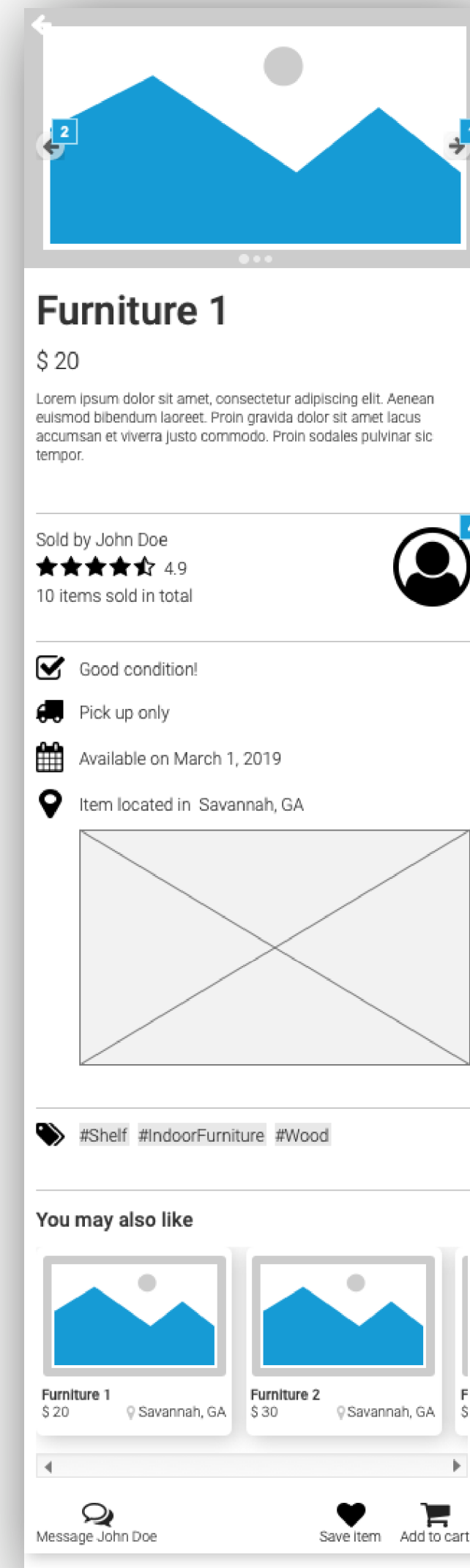
Web



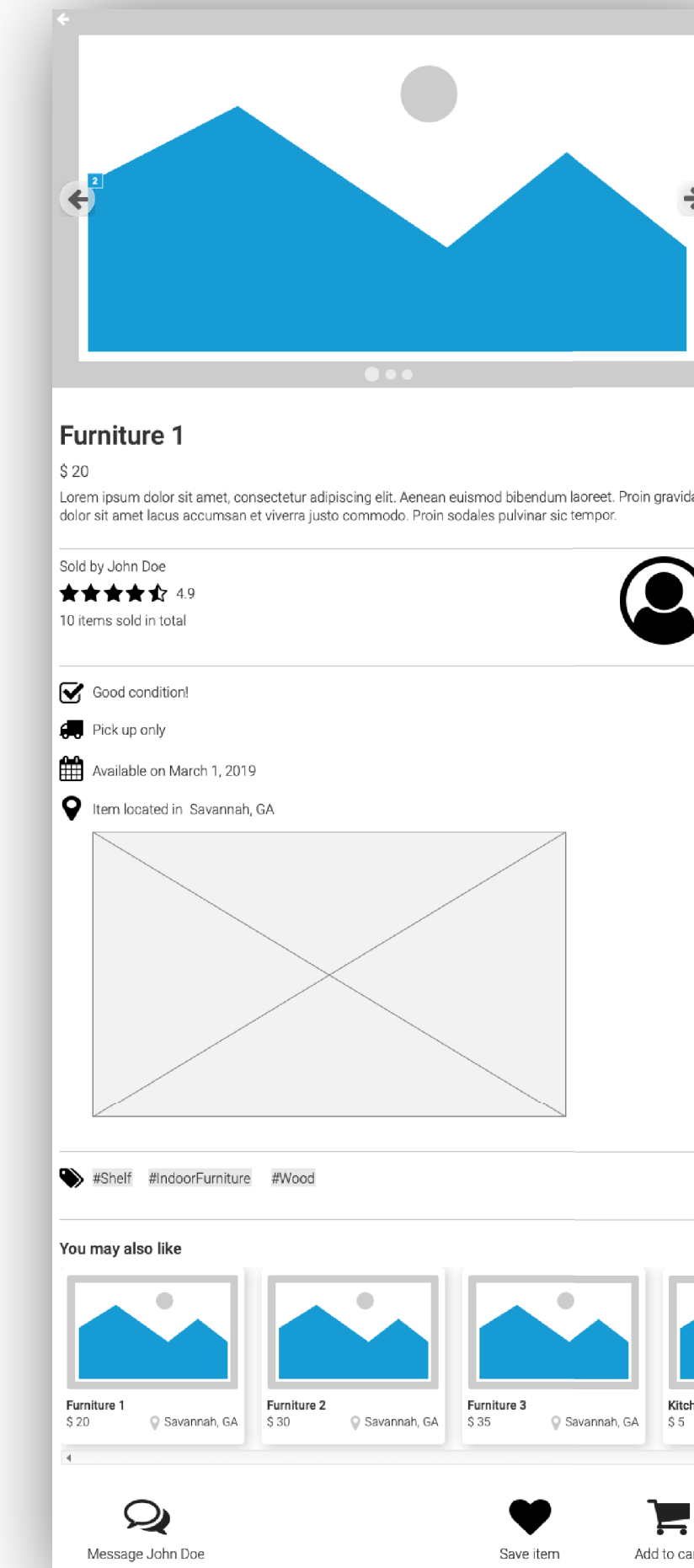
Wireframes

Listed item

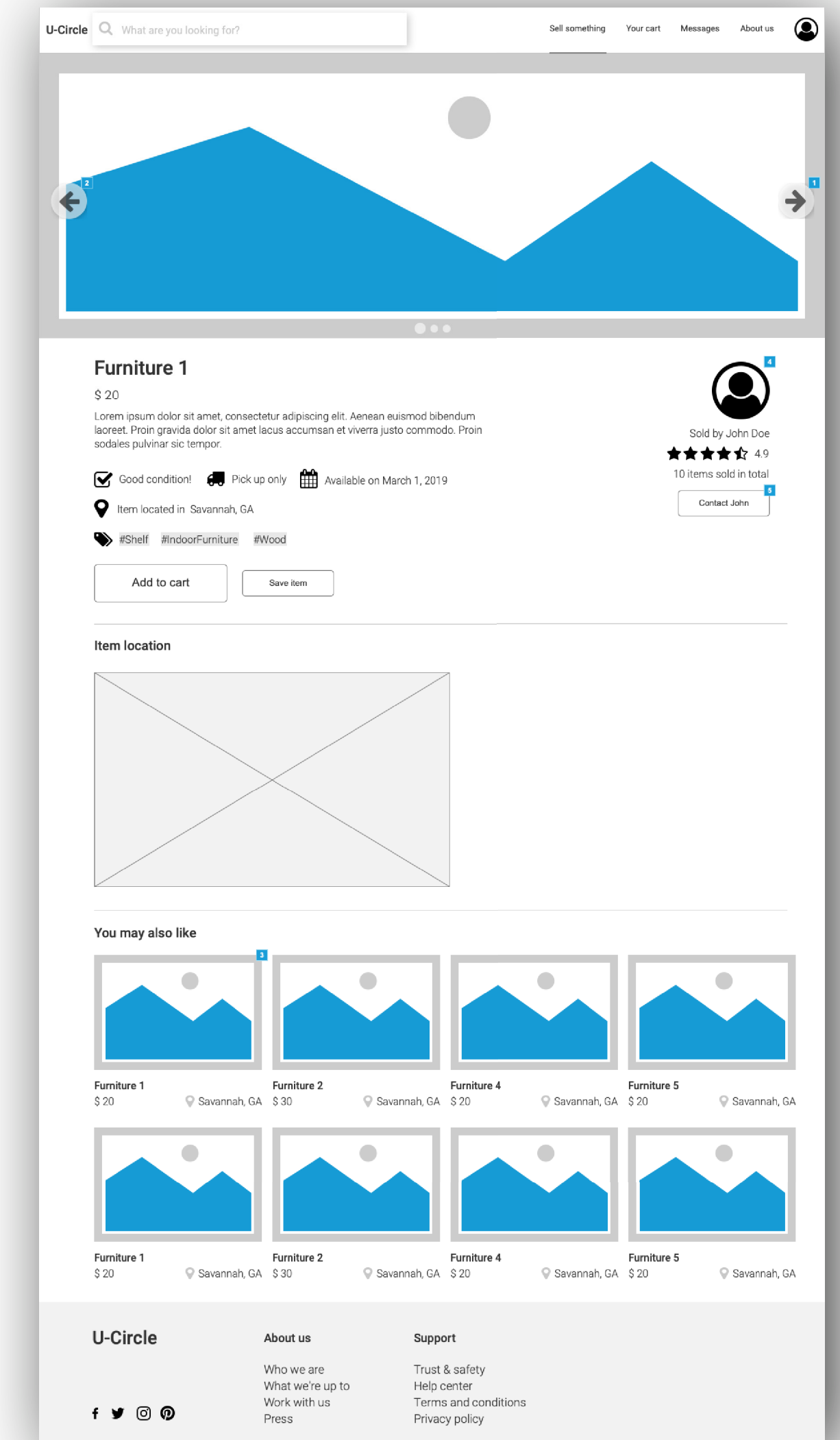
Mobile



Tablet



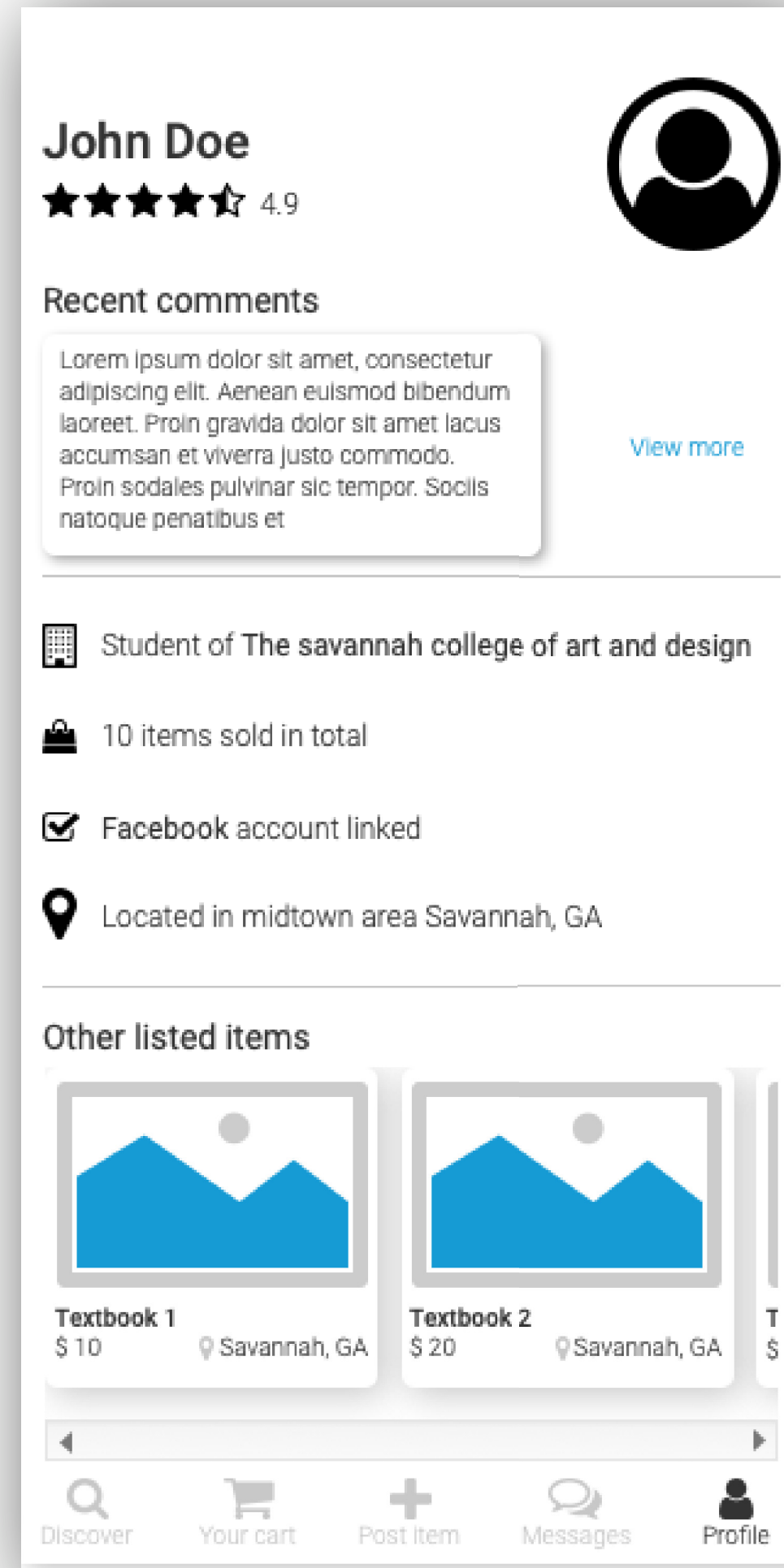
Web



Wireframes

Profile

Seller



John Doe
★★★★☆ 4.9

Recent comments

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et

[View more](#)


Student of The savannah college of art and design

10 items sold in total


Facebook account linked

Located in midtown area Savannah, GA

Other listed items



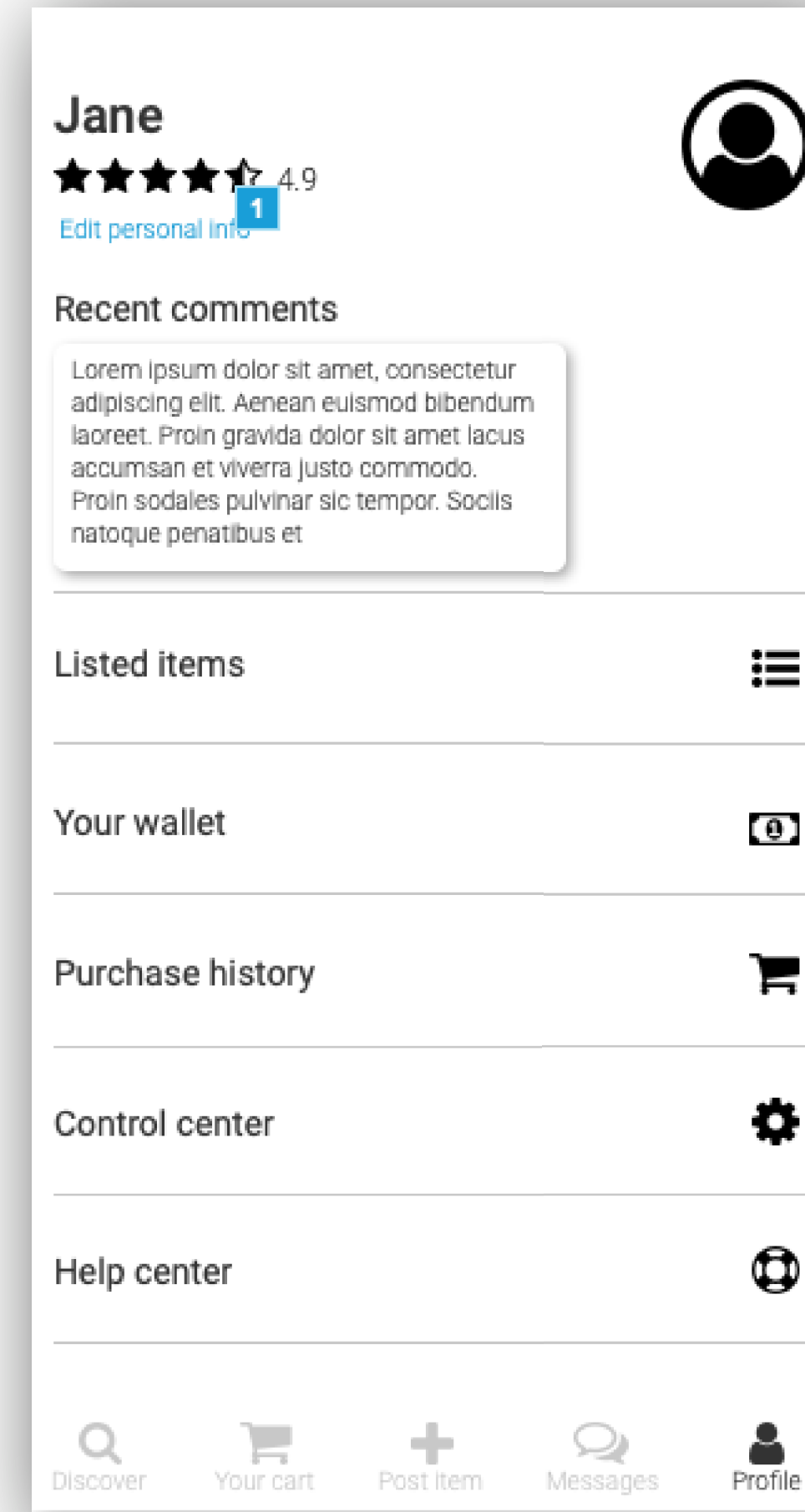
Textbook 1
\$ 10 Savannah, GA



Textbook 2
\$ 20 Savannah, GA

Discover Your cart Post Item Messages Profile

User Profile



Jane
★★★★☆ 4.9
[Edit personal info](#)

Recent comments

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor. Sociis natoque penatibus et

Listed items

Your wallet

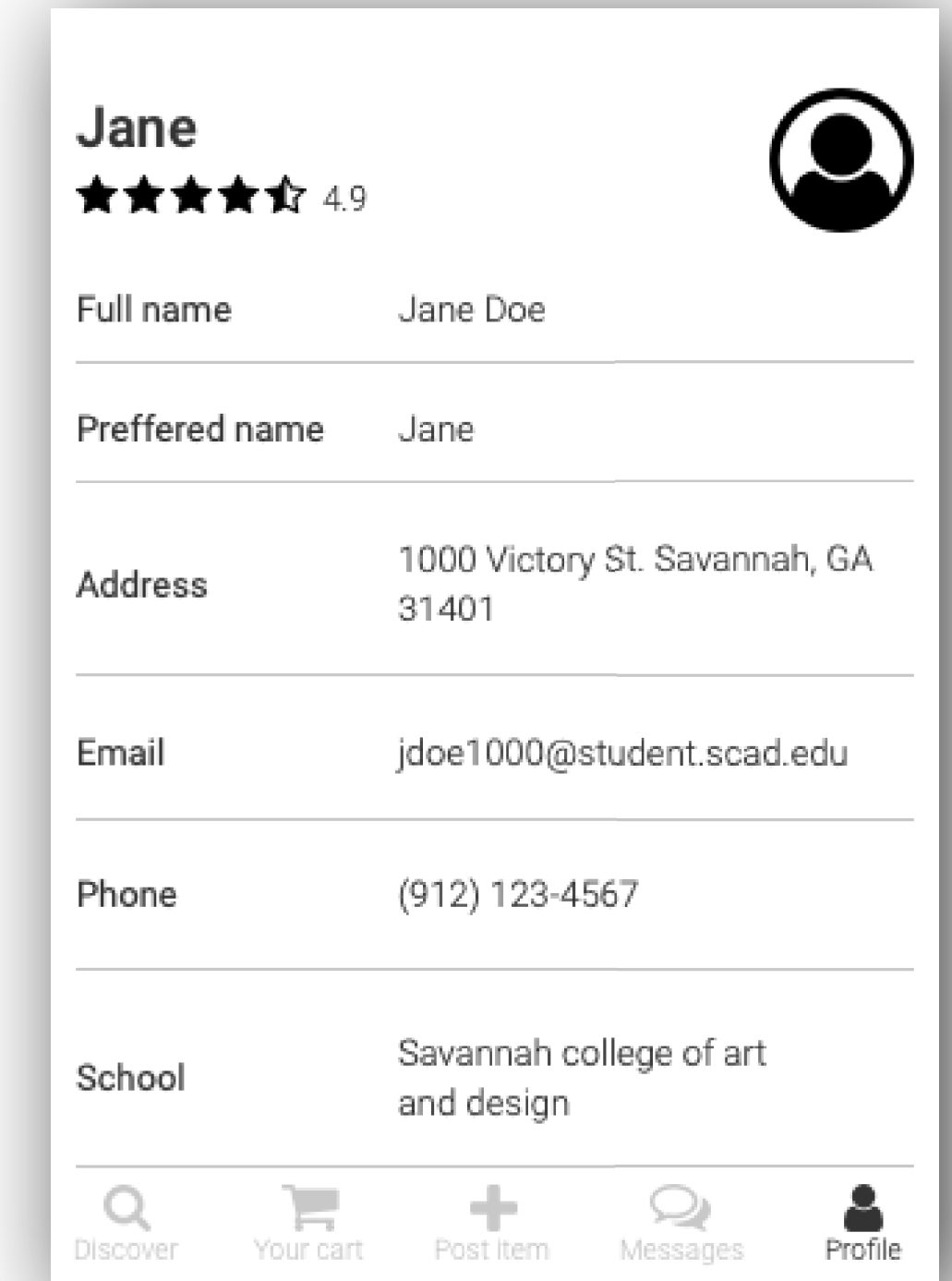
Purchase history

Control center

Help center

Discover Your cart Post Item Messages Profile

Edit Profile



Jane
★★★★☆ 4.9

Full name Jane Doe

Preferred name Jane

Address 1000 Victory St. Savannah, GA 31401

Email jdoe1000@student.scad.edu

Phone (912) 123-4567

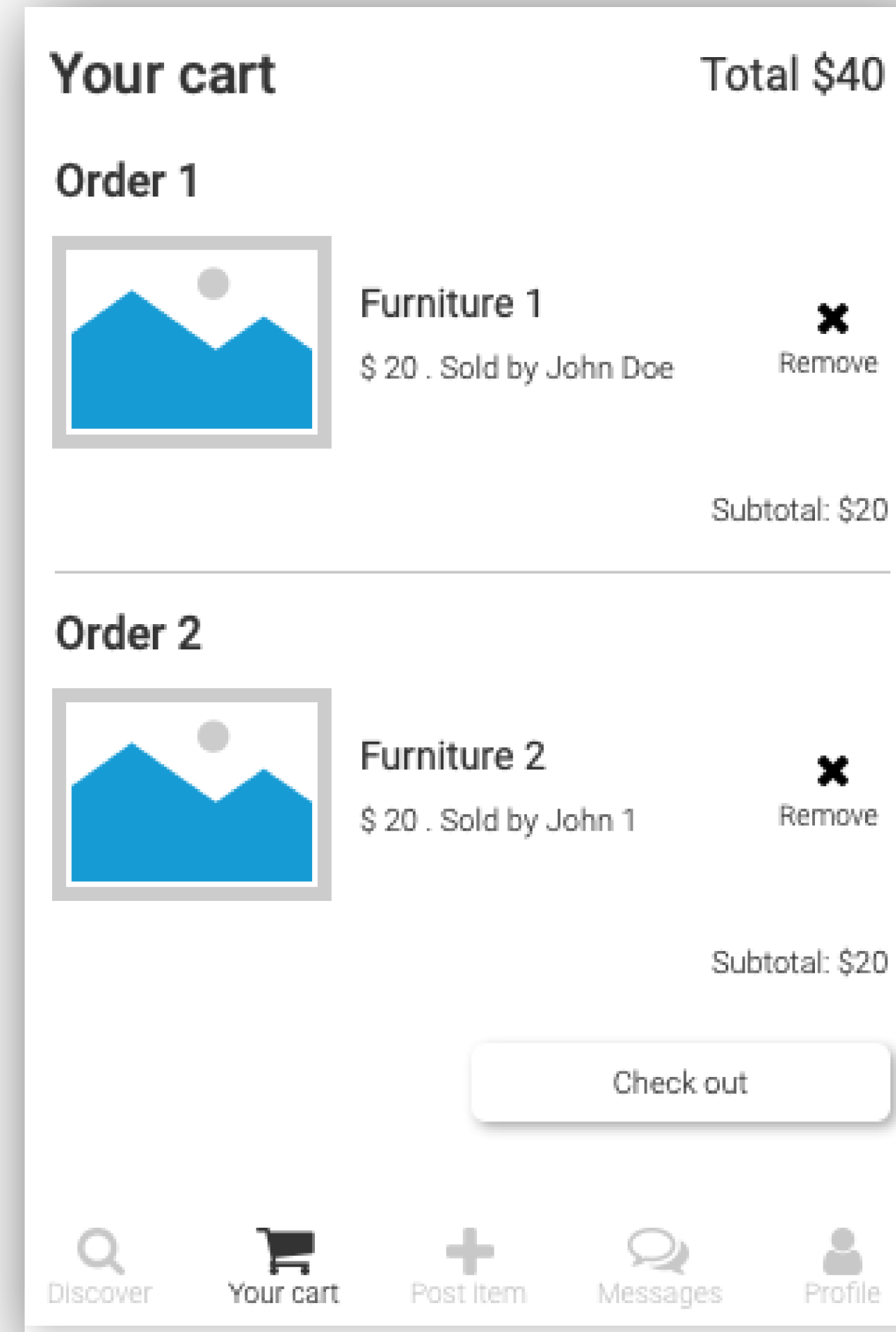
School Savannah college of art and design

Discover Your cart Post Item Messages Profile

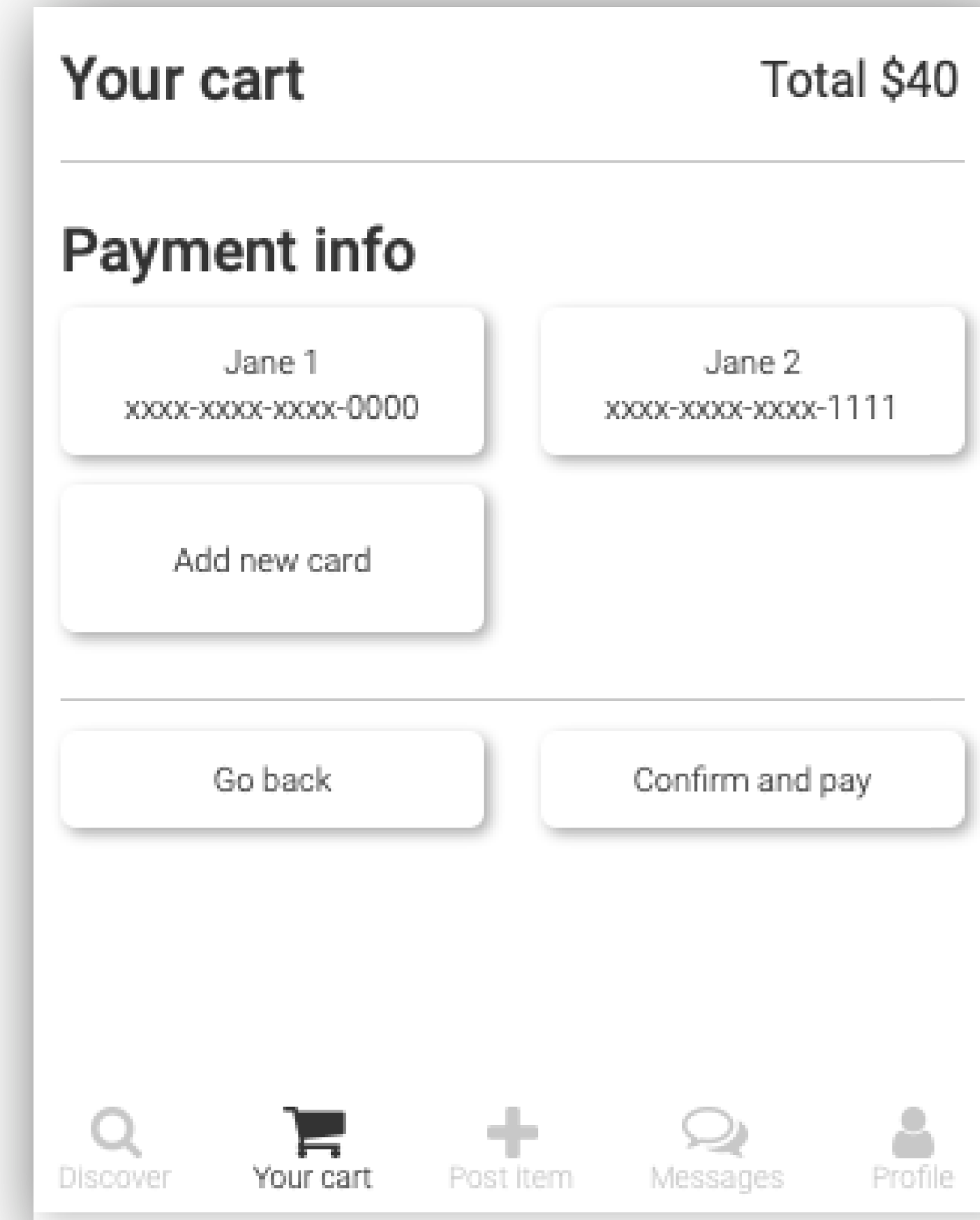
Wireframes

Check out

Shopping cart



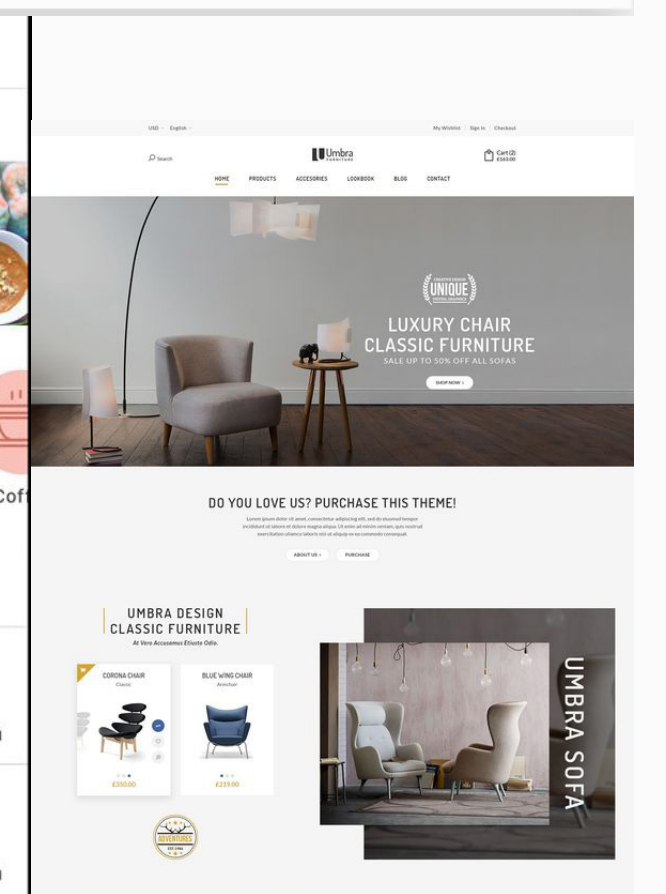
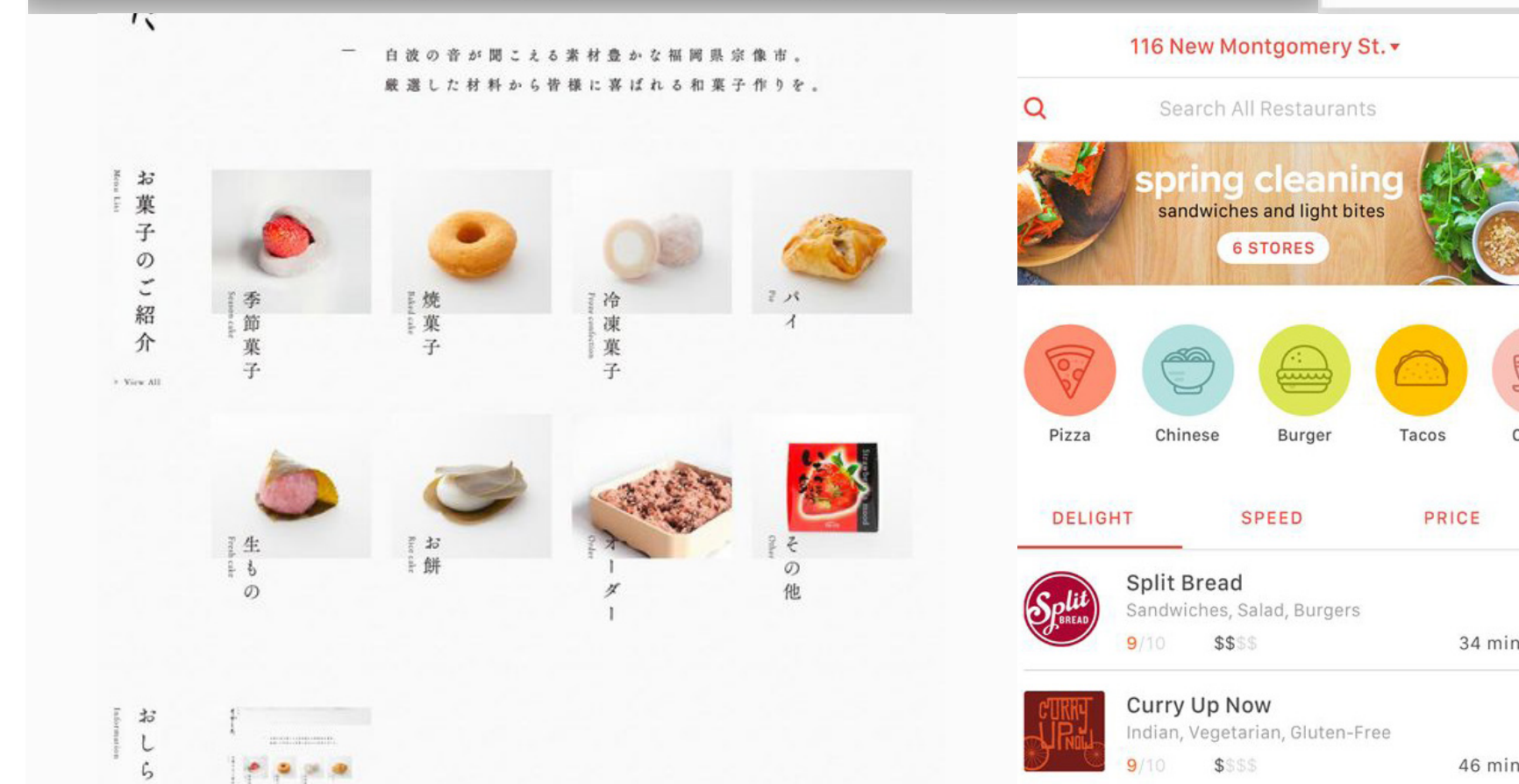
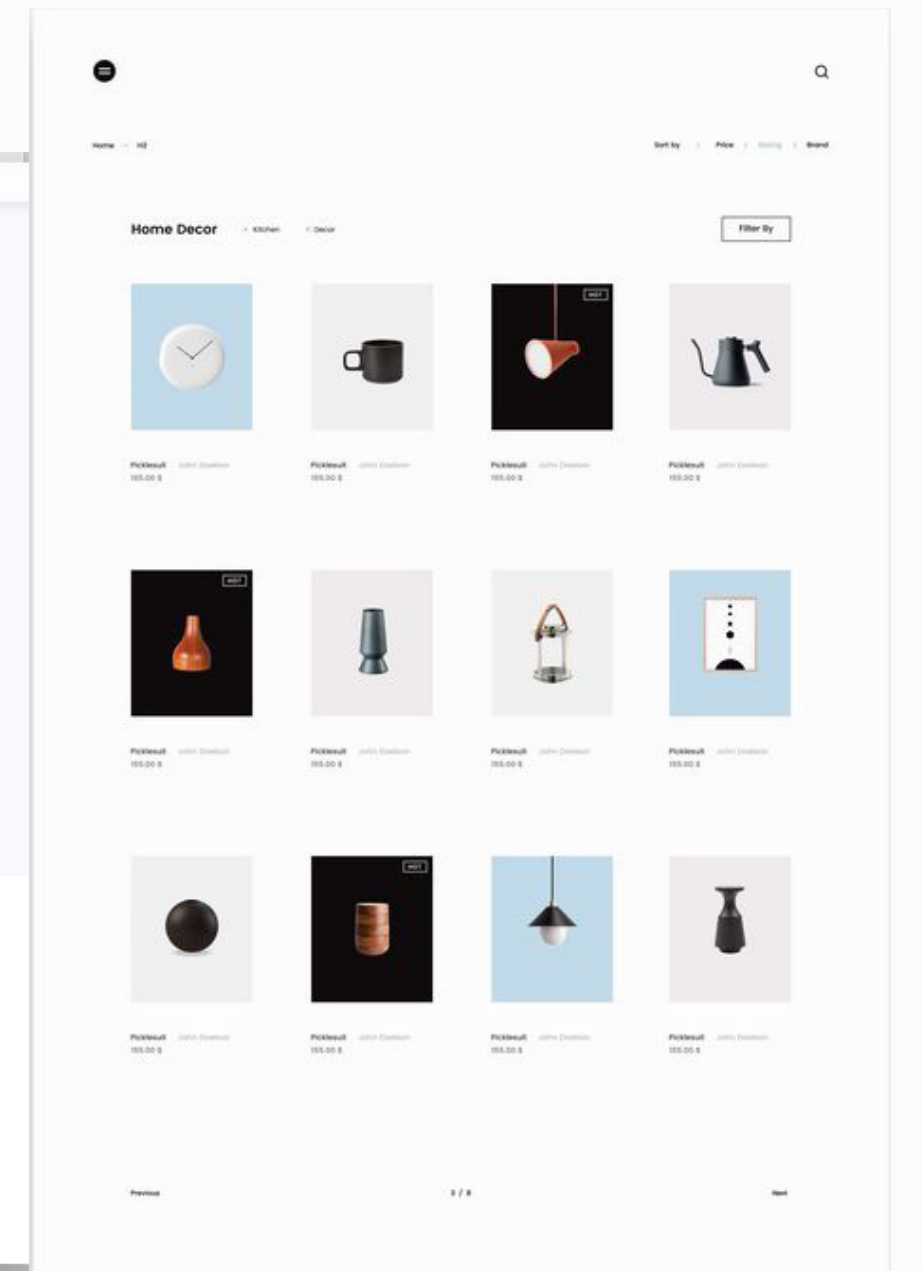
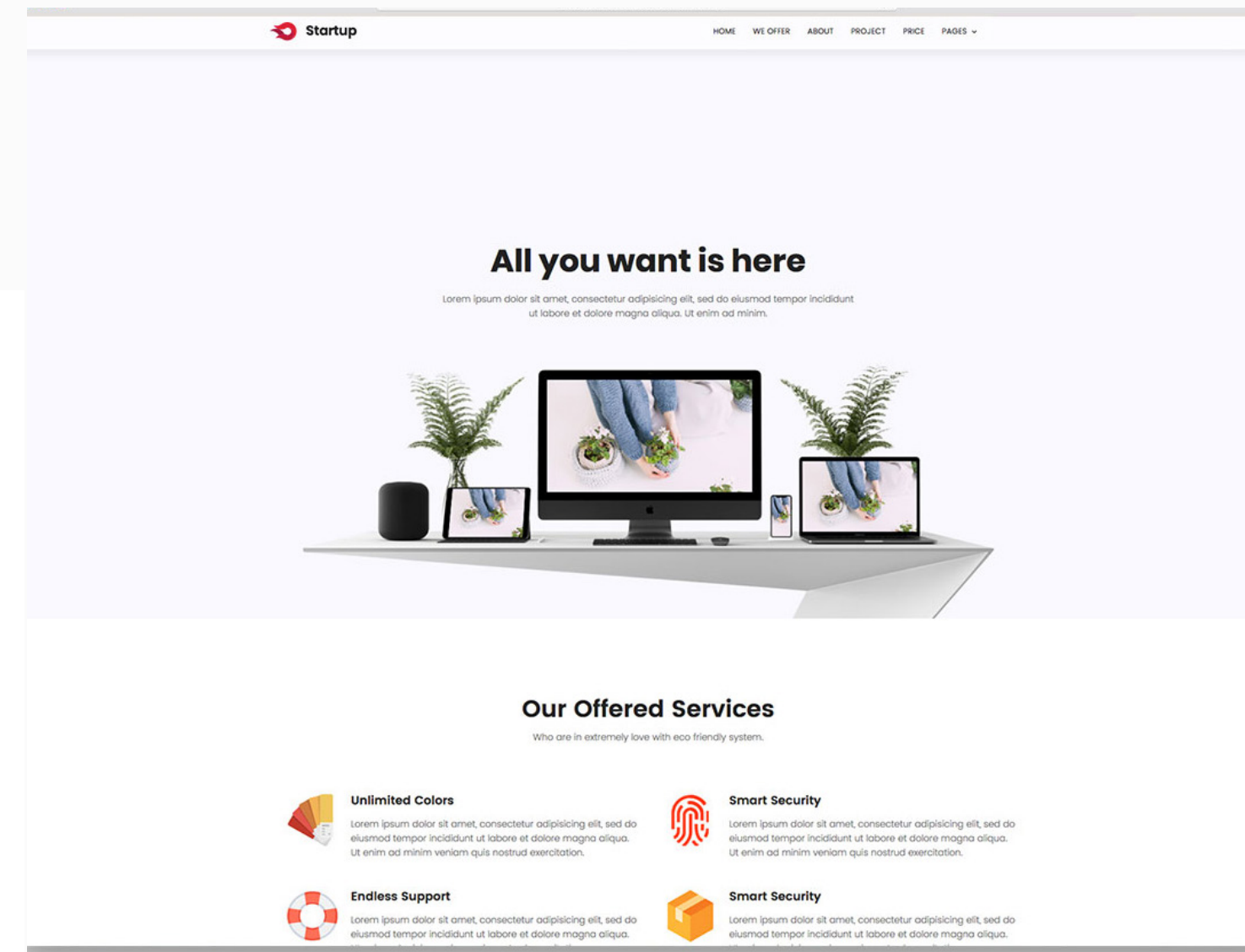
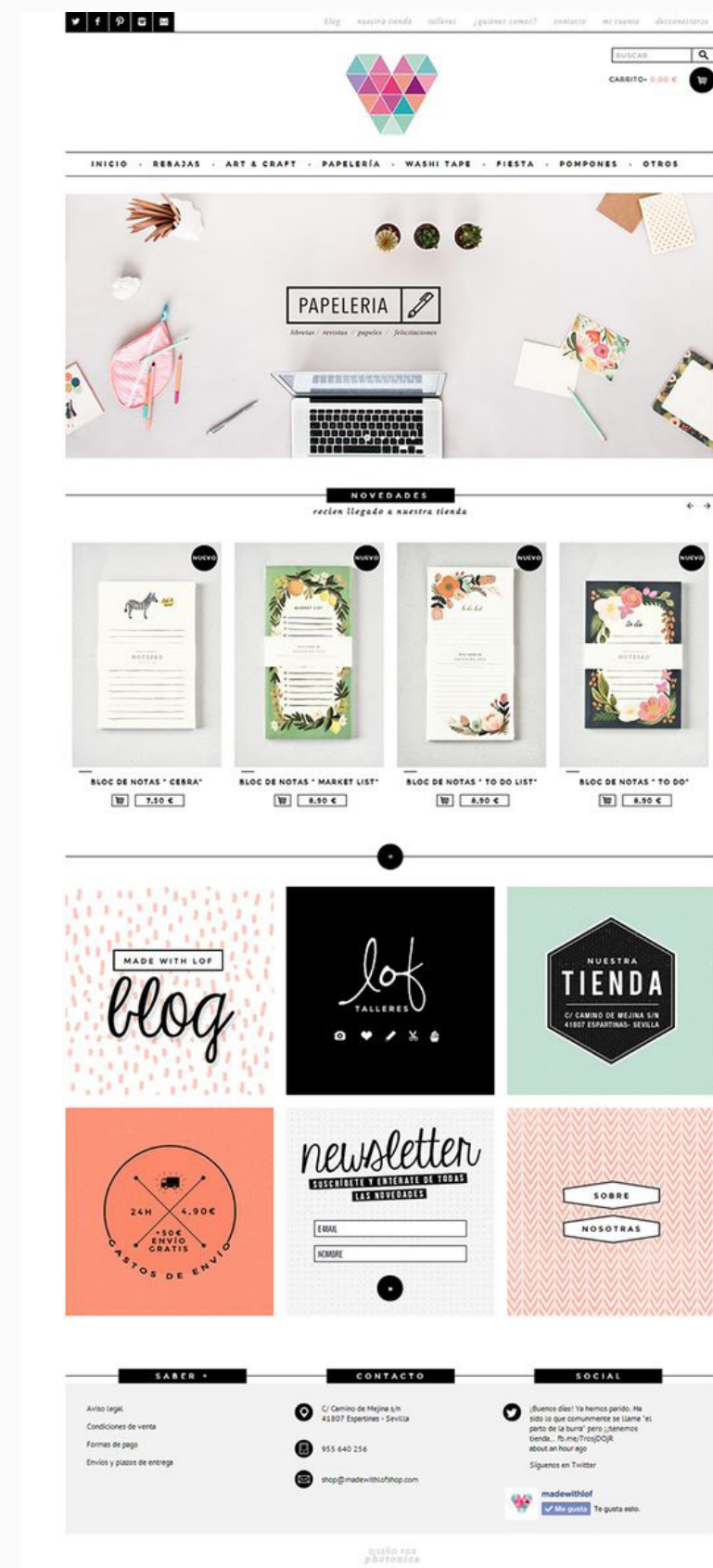
Payment



Style guide

Visual moodboard

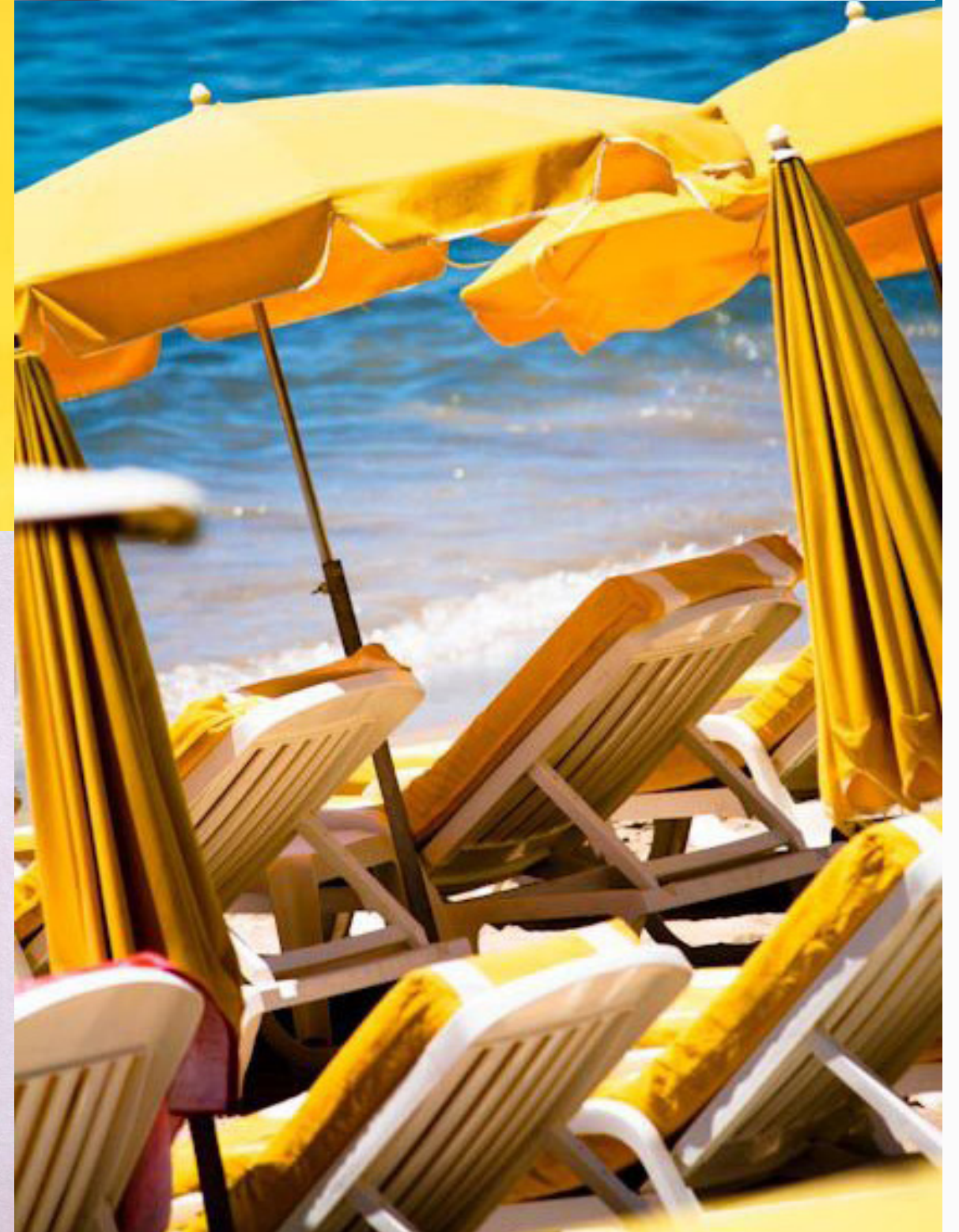
Clean, organized, graphical



Style guide

Color moodboard

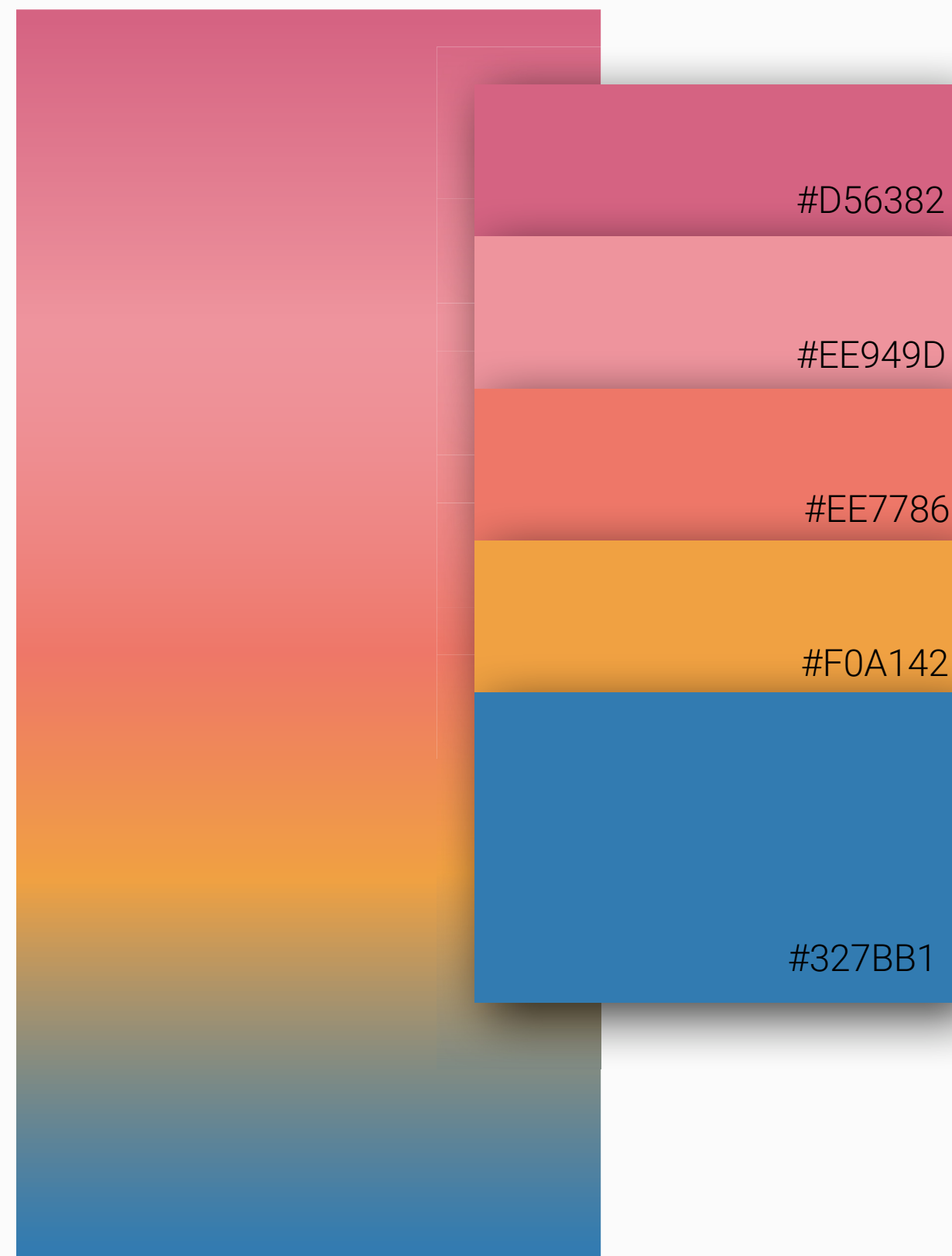
Primary: Pink/orange
Secondary: Yellow/blue



Style guide

Interface style

Color scheme



Font family

Roboto light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto light italic

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1234567890!@#\$%^&*()*

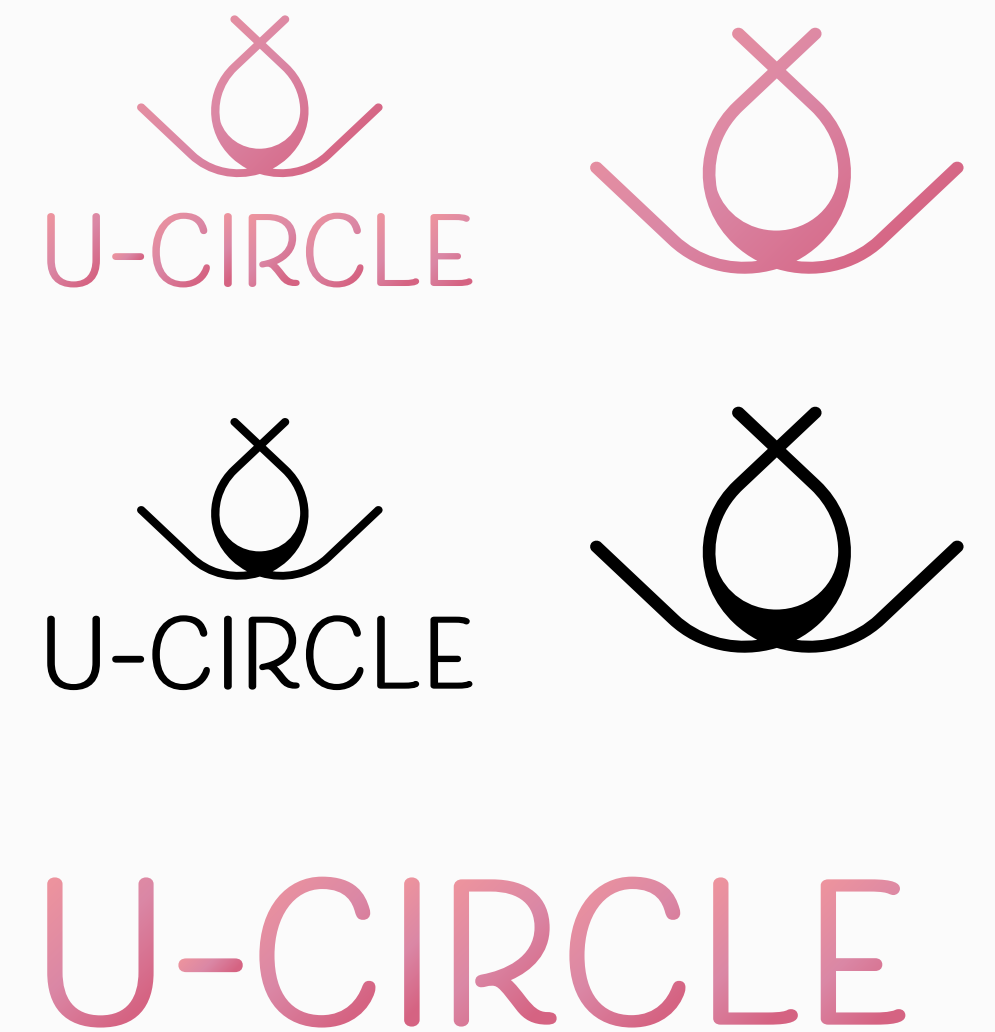
Roboto italic

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Roboto medium italic

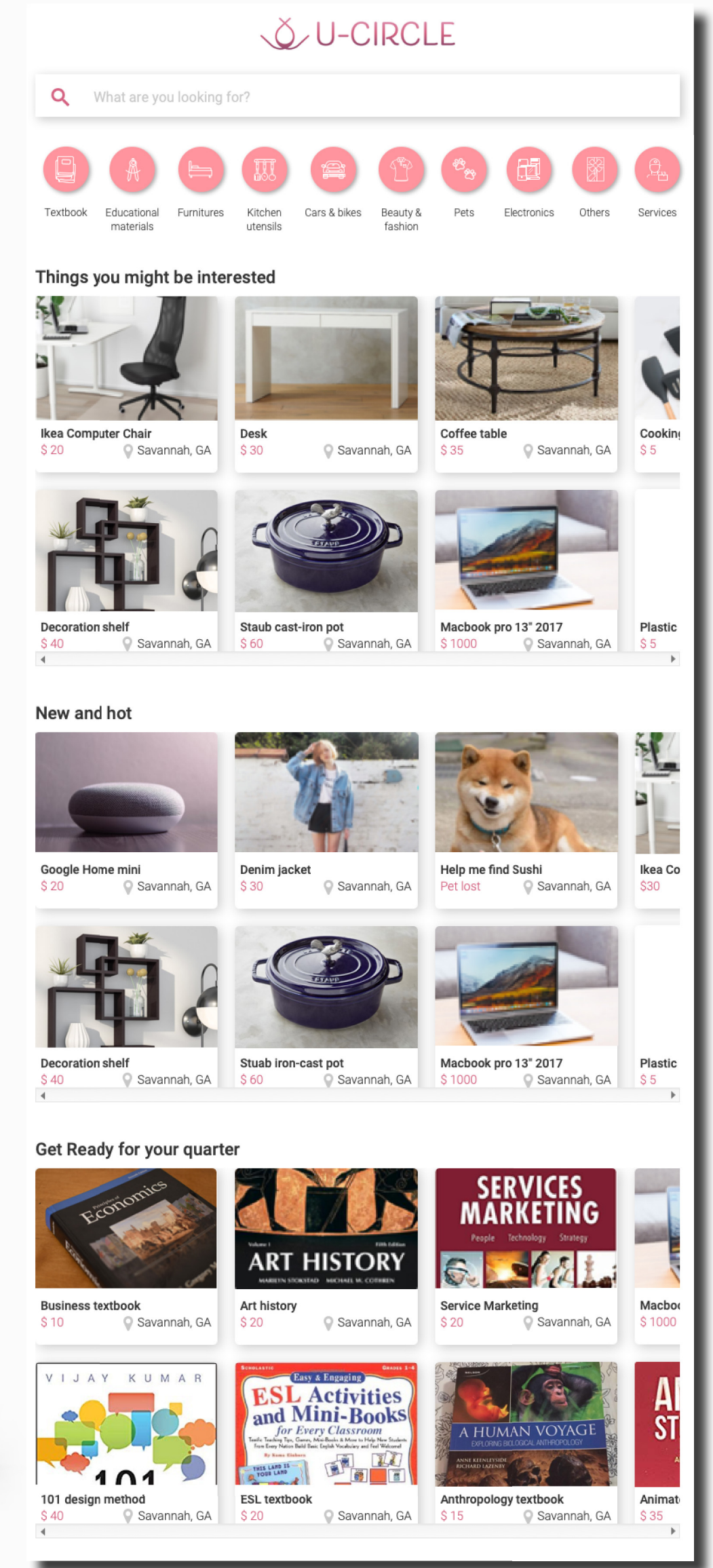
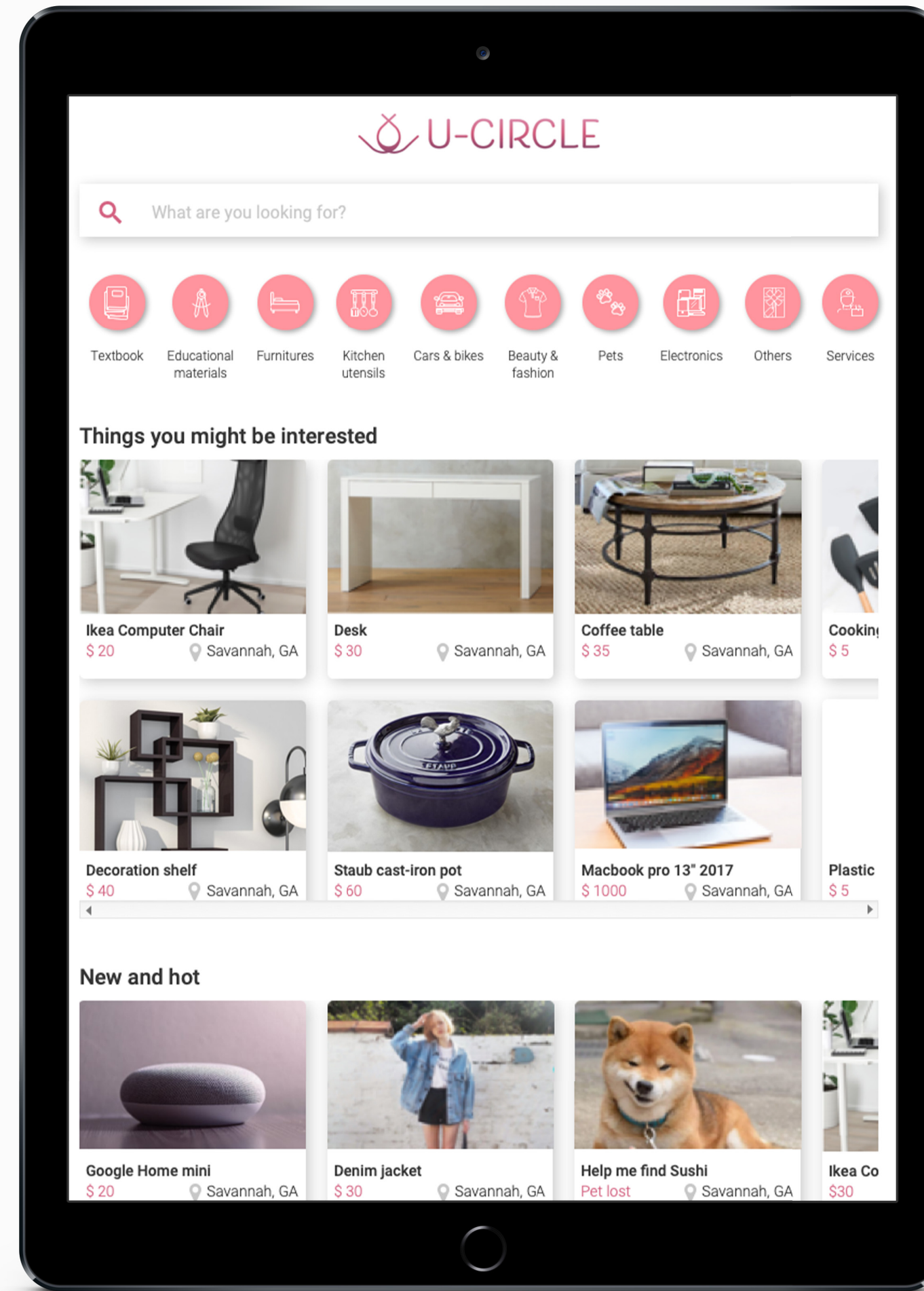
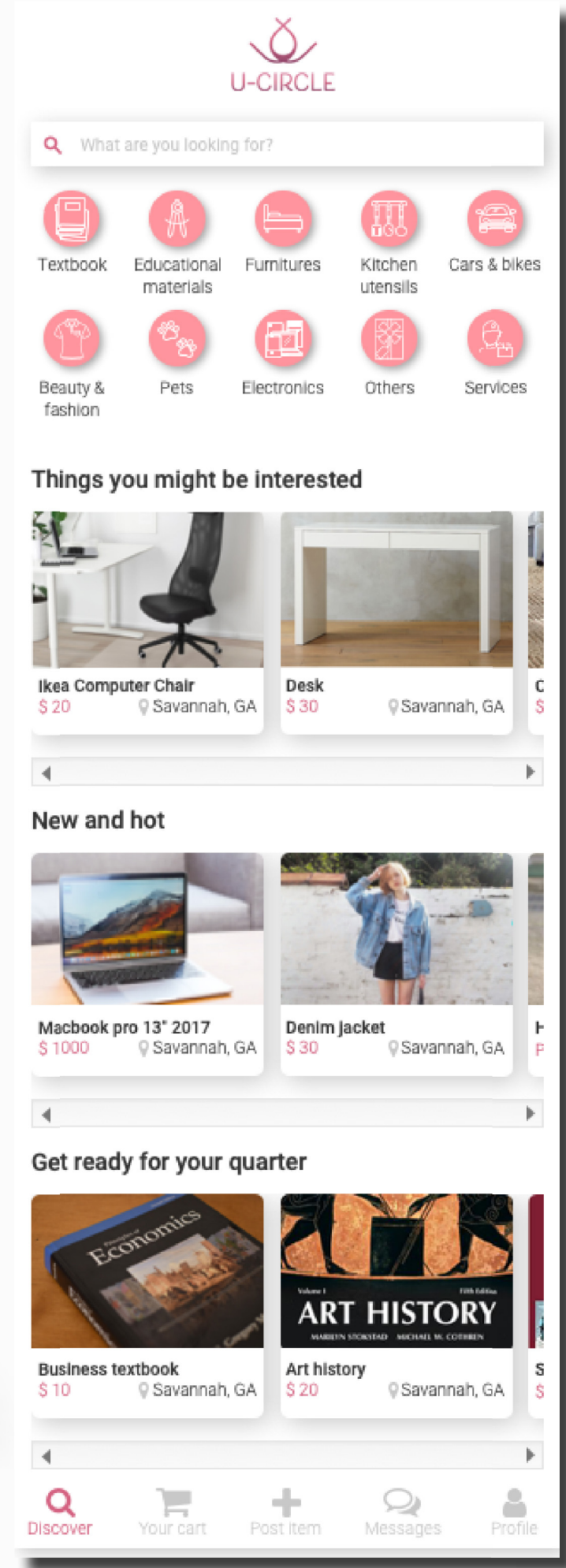
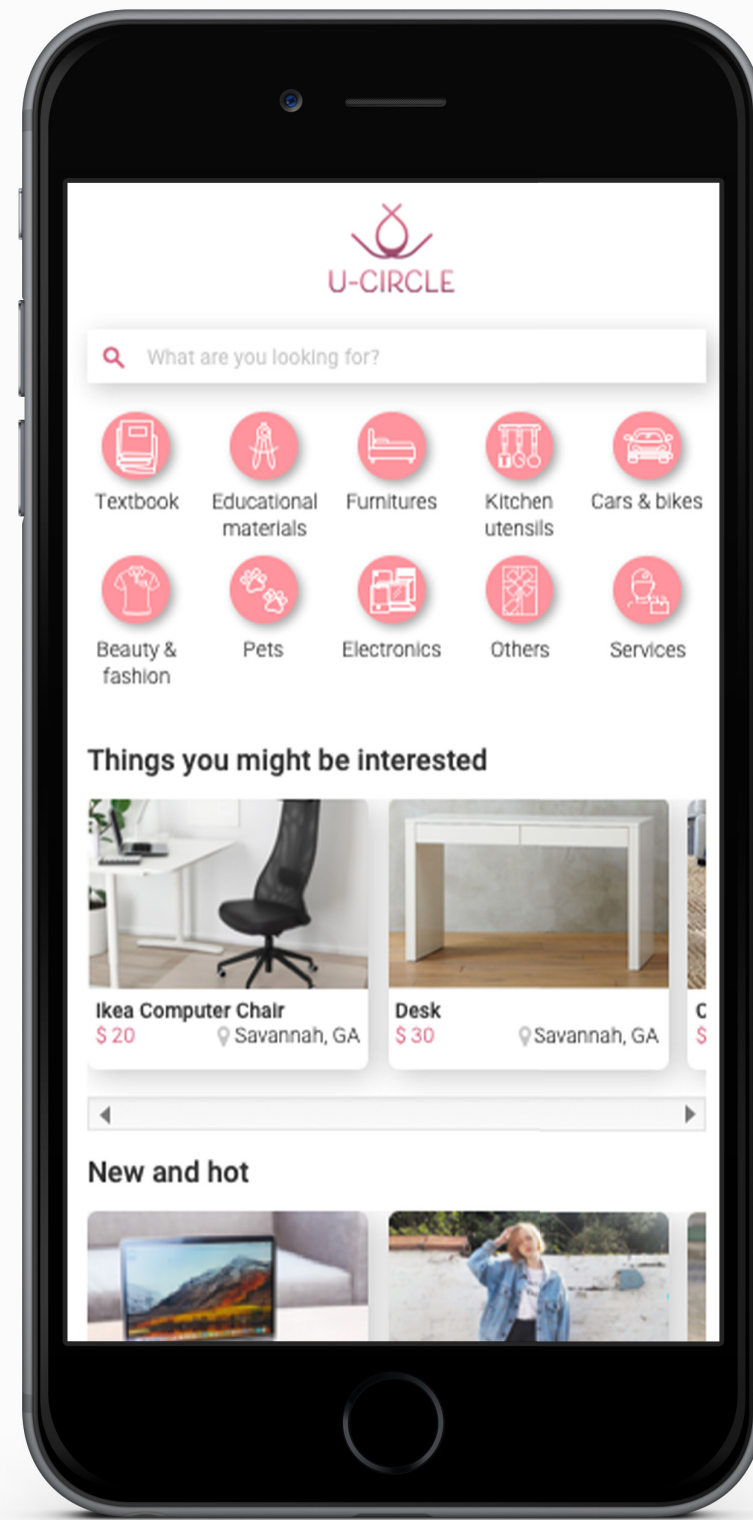
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1234567890!@#\$%^&*()*

Logo



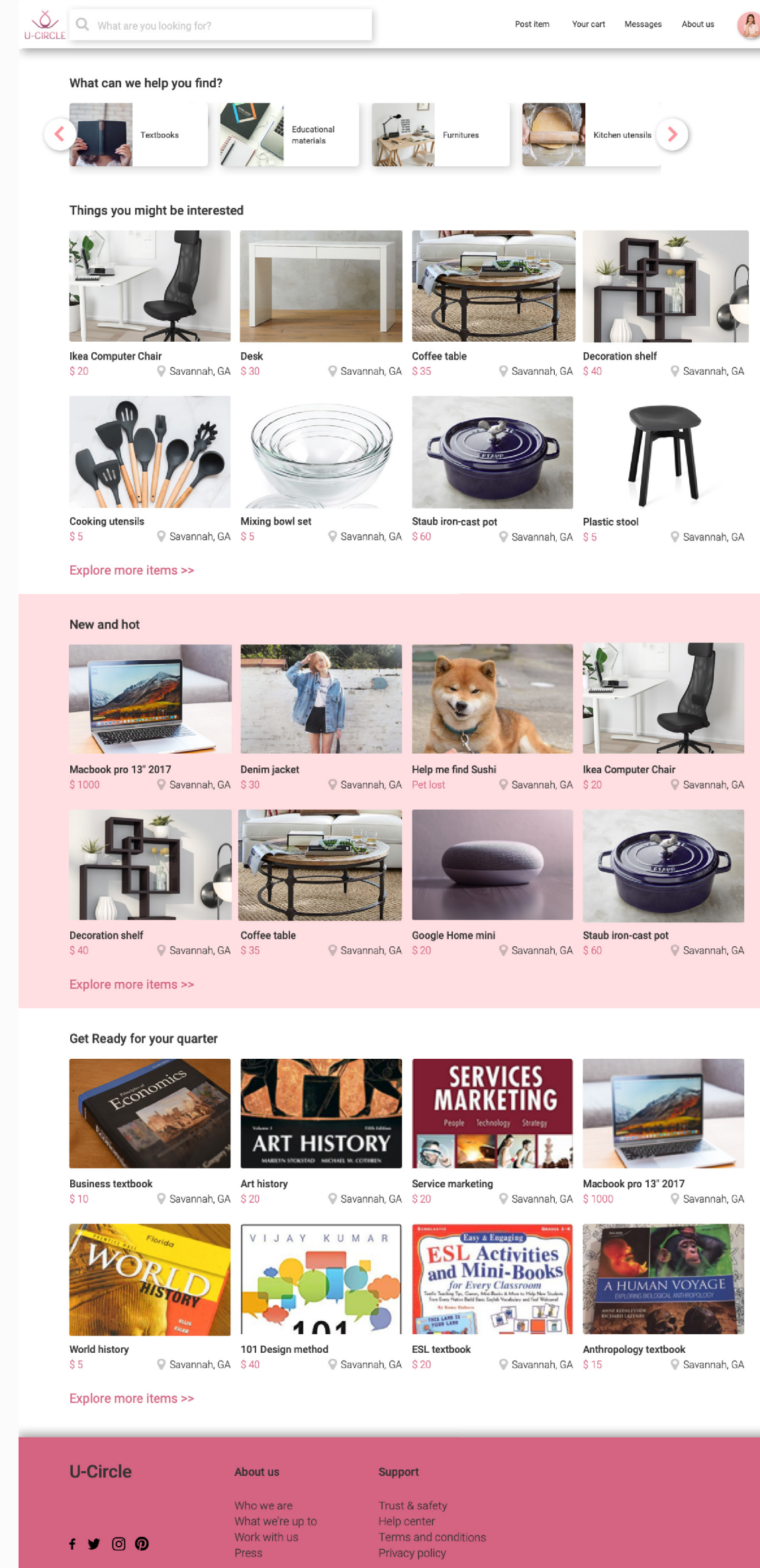
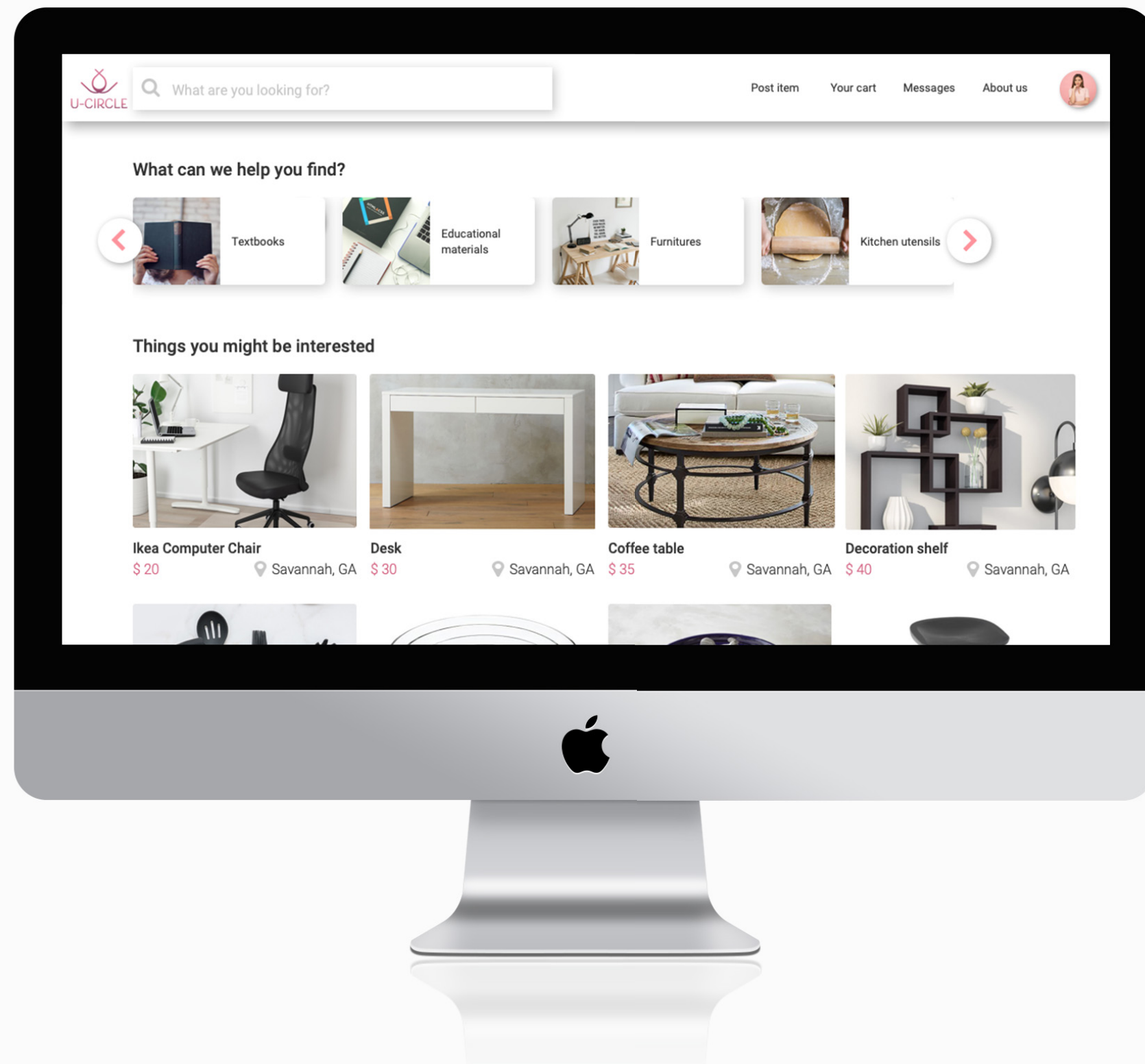
Rough interface visual

Home page



Rough interface visual

Home page



Rough interface visual Item page

Desktop

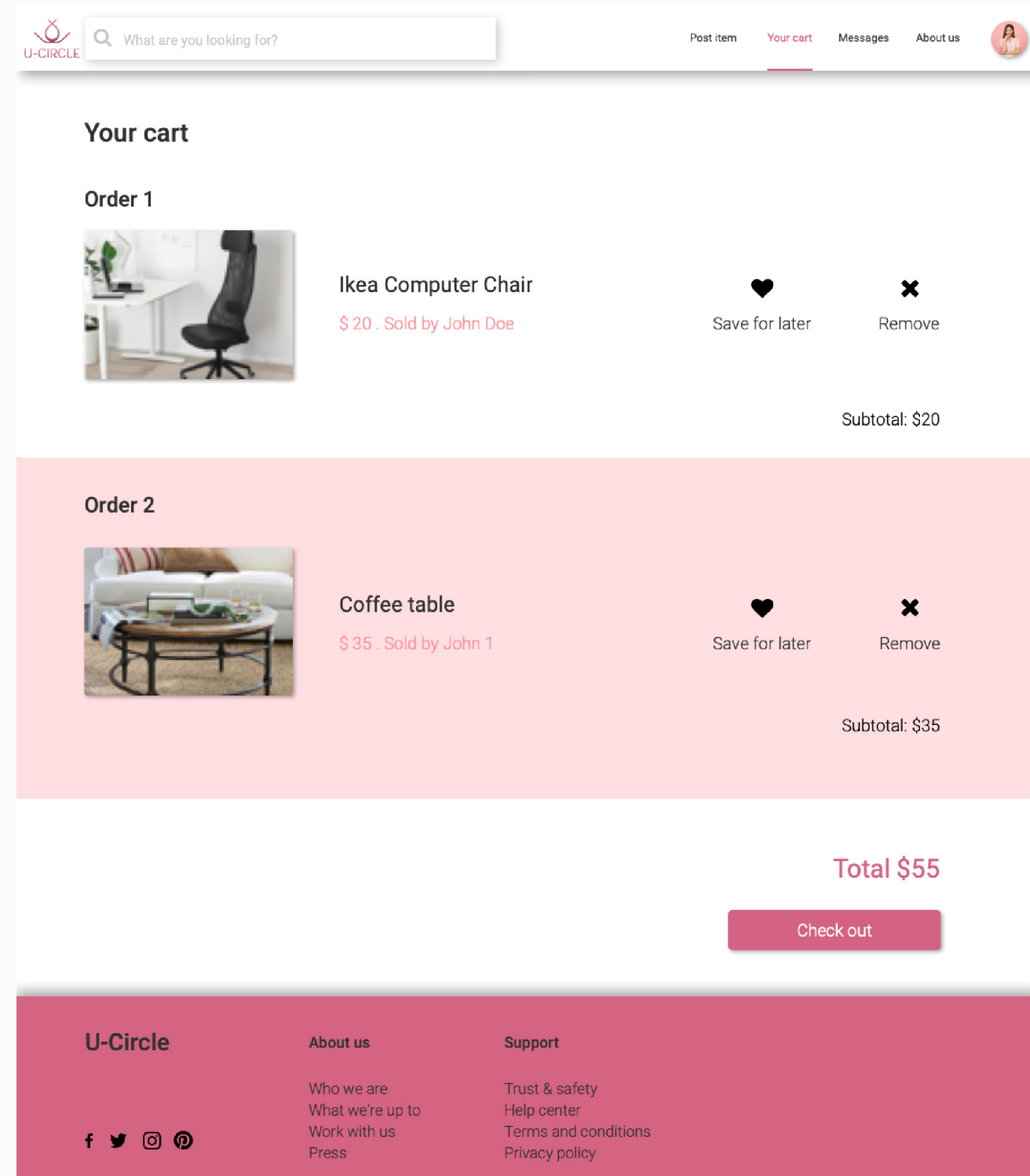
Tablet

Mobile

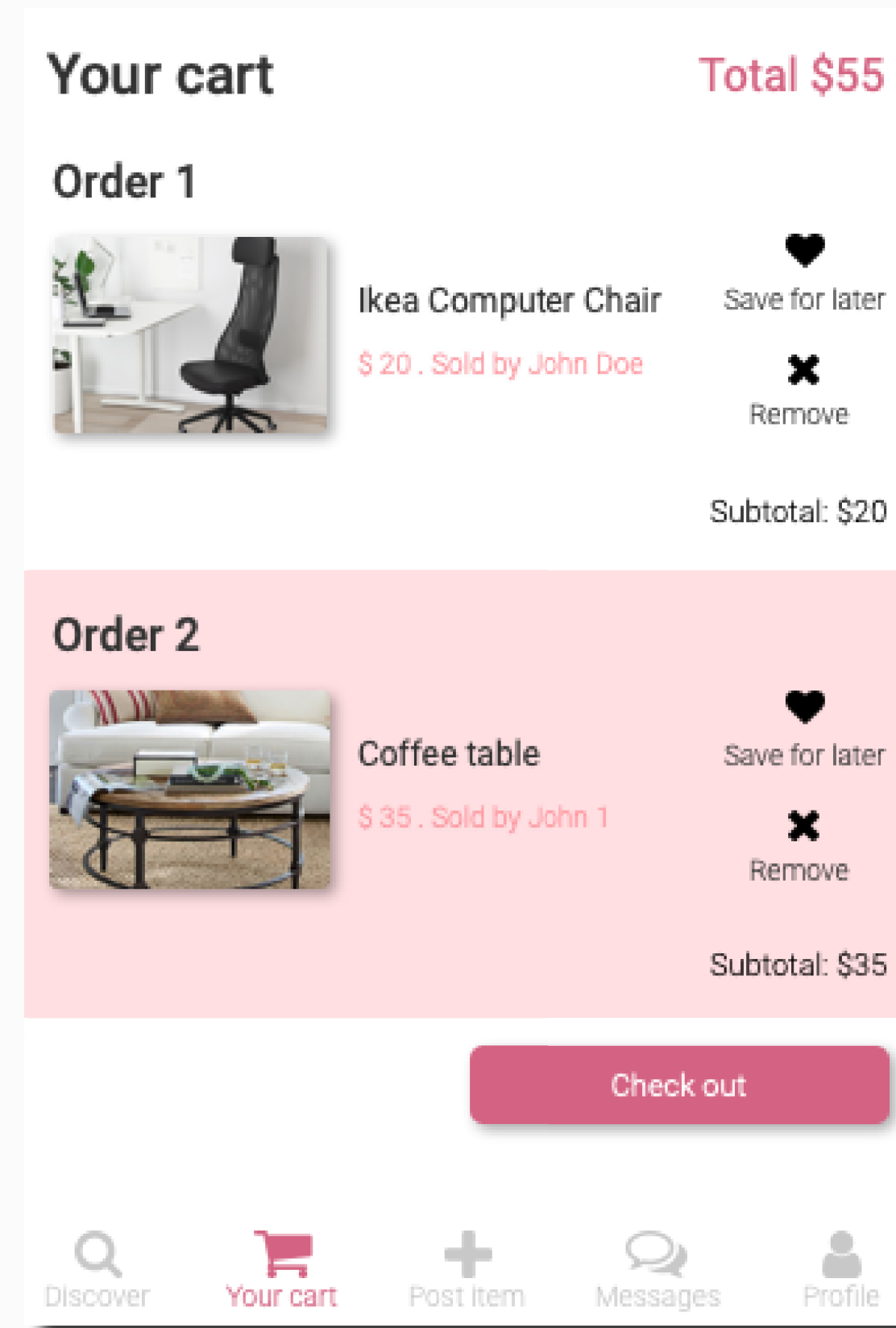
Rough interface visual

Cart

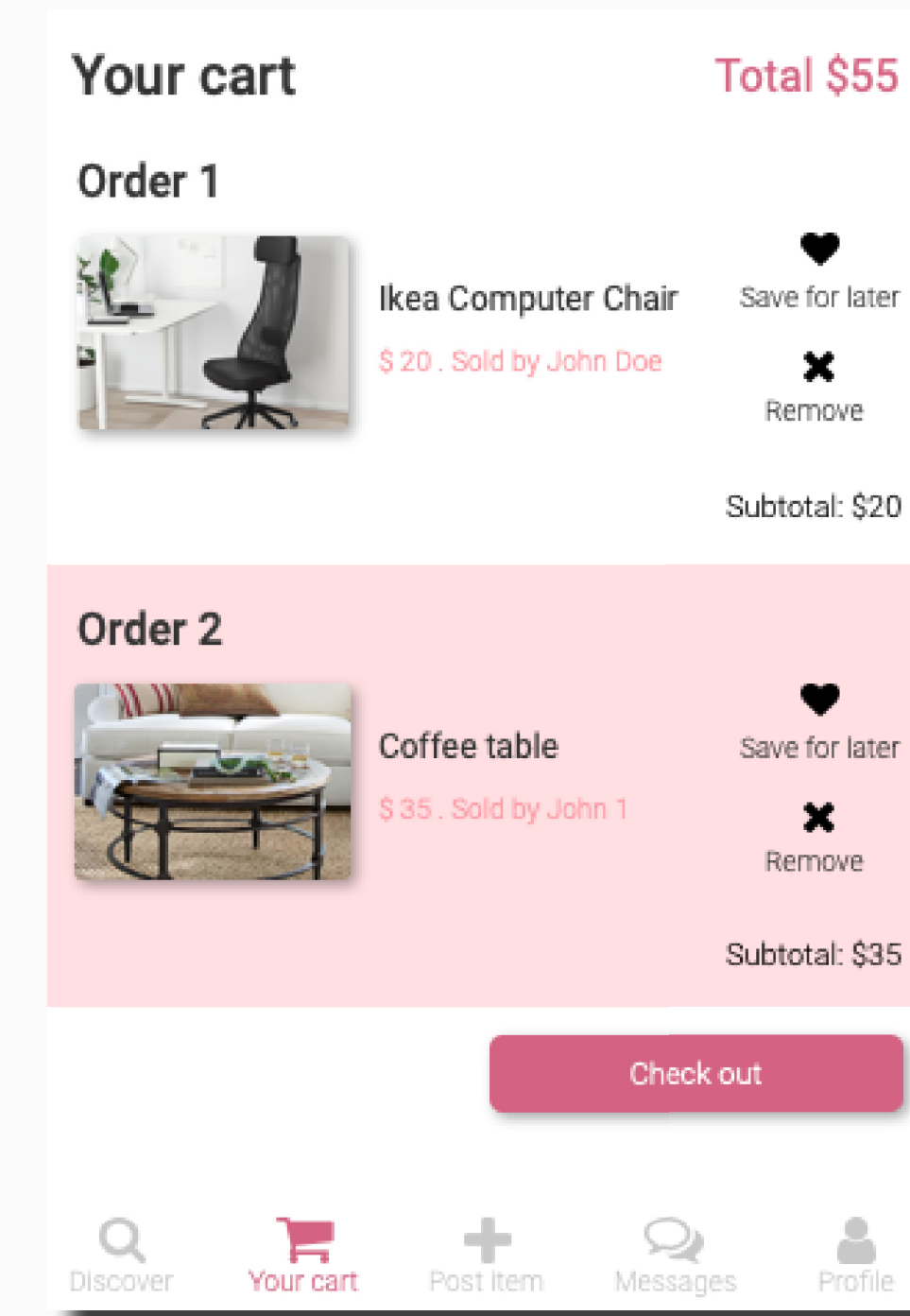
Desktop



Tablet



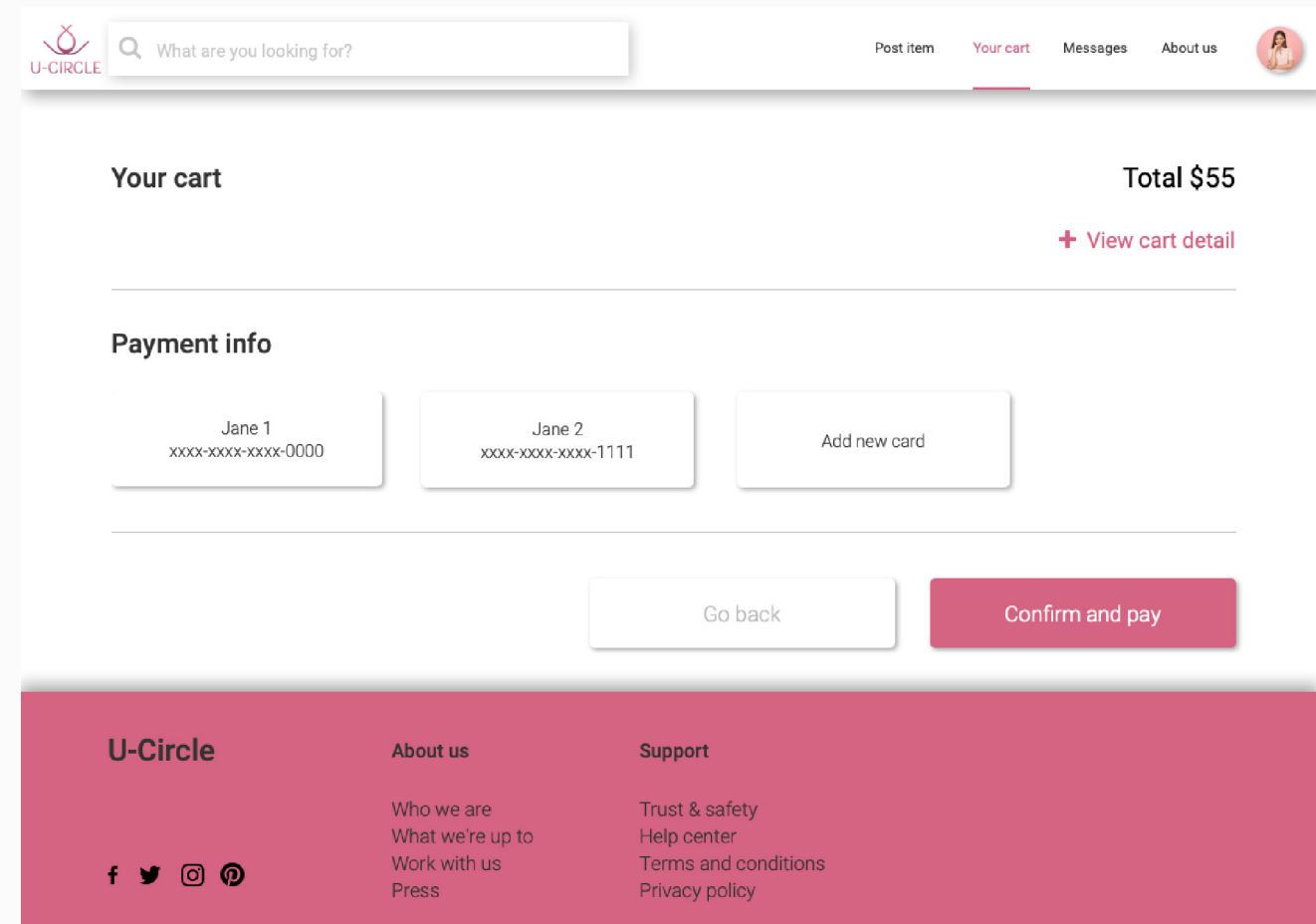
Mobile



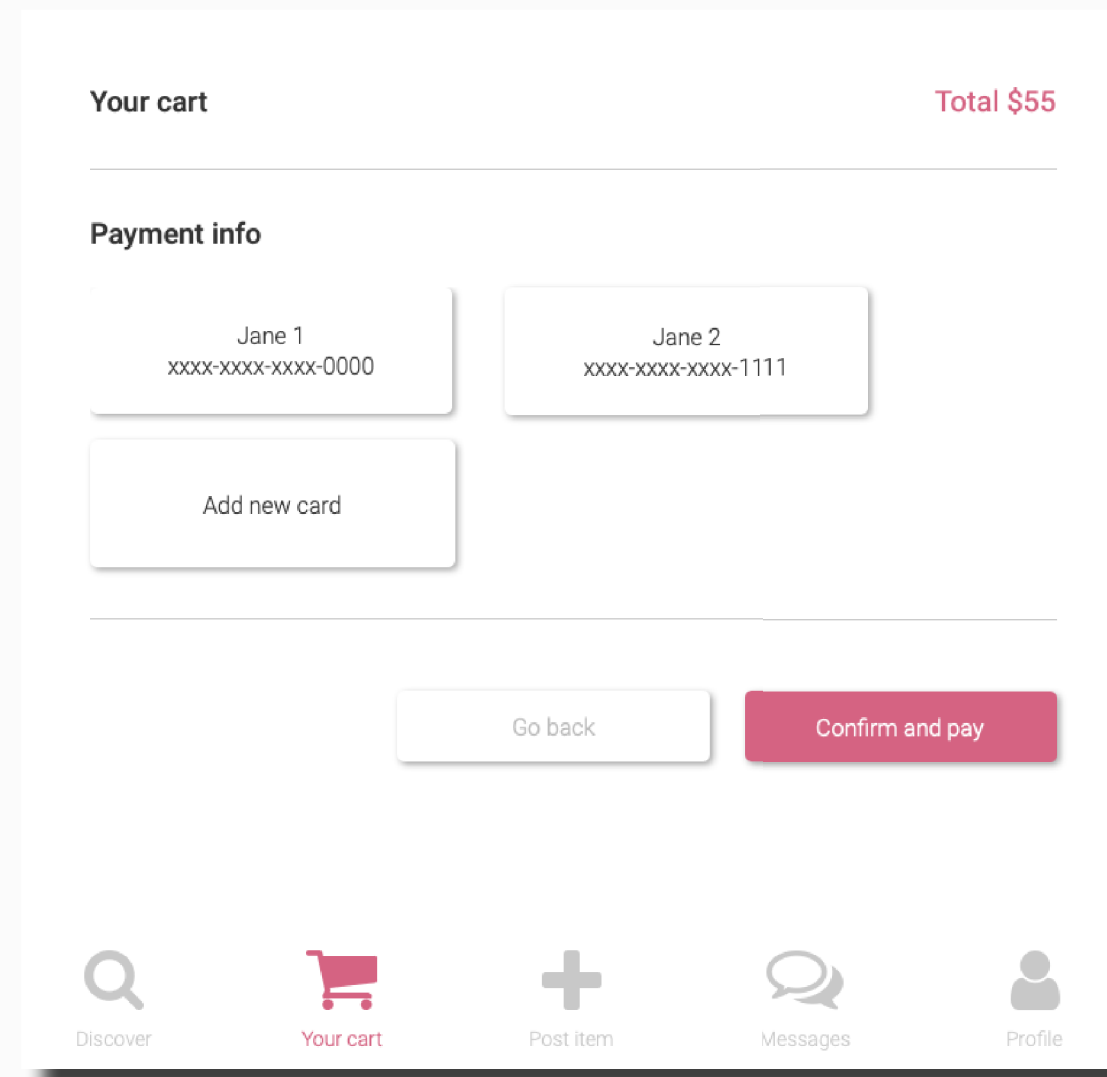
Rough interface visual

Payment

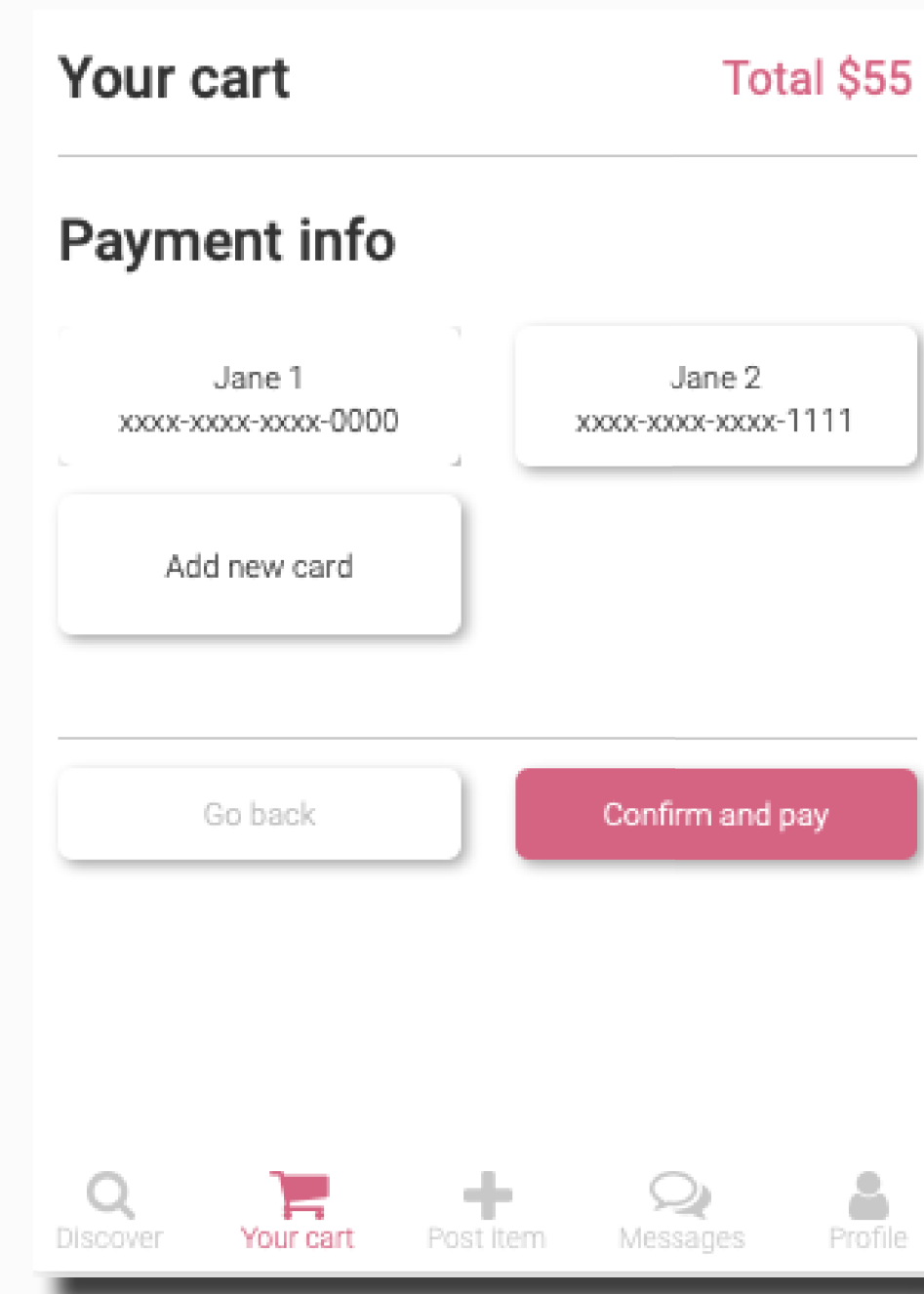
Desktop



Tablet



Mobile



Rough interface visual

Seller profile

Desktop

The desktop view features a search bar at the top with the text "What are you looking for?". Below it, the profile header includes a circular profile picture of John Doe, his name, a 4.9 star rating, and a list of statistics: "Student of The savannah college of art and design", "10 items sold in total", "Facebook account linked", and "Located in midtown area Savannah, GA". A "Recent comments" section contains three placeholder text boxes. Below that, the "Listed items" section displays four items: "Business textbook" (\$10), "Art history" (\$20), "Service marketing" (\$20), and "Ikea Computer Chair" (\$20). A footer contains navigation links for "U-Circle", "About us", and "Support".

Tablet

The tablet view displays the profile information in a more compact layout. It includes the name "John Doe", a 4.9 star rating, and a circular profile picture. The "Recent comments" section shows two placeholder text boxes with a "View more" link. Below this, the statistics are listed: "10 items sold in total", "Facebook account linked", "Located in midtown area Savannah, GA", and "Student of The savannah college of art and design". The "Listed items" section shows three items: "Business textbook" (\$10), "Art history" (\$20), and "Service marketing" (\$20). A bottom navigation bar includes icons for "Discover", "Your cart", "Post item", "Messages", and "Profile".

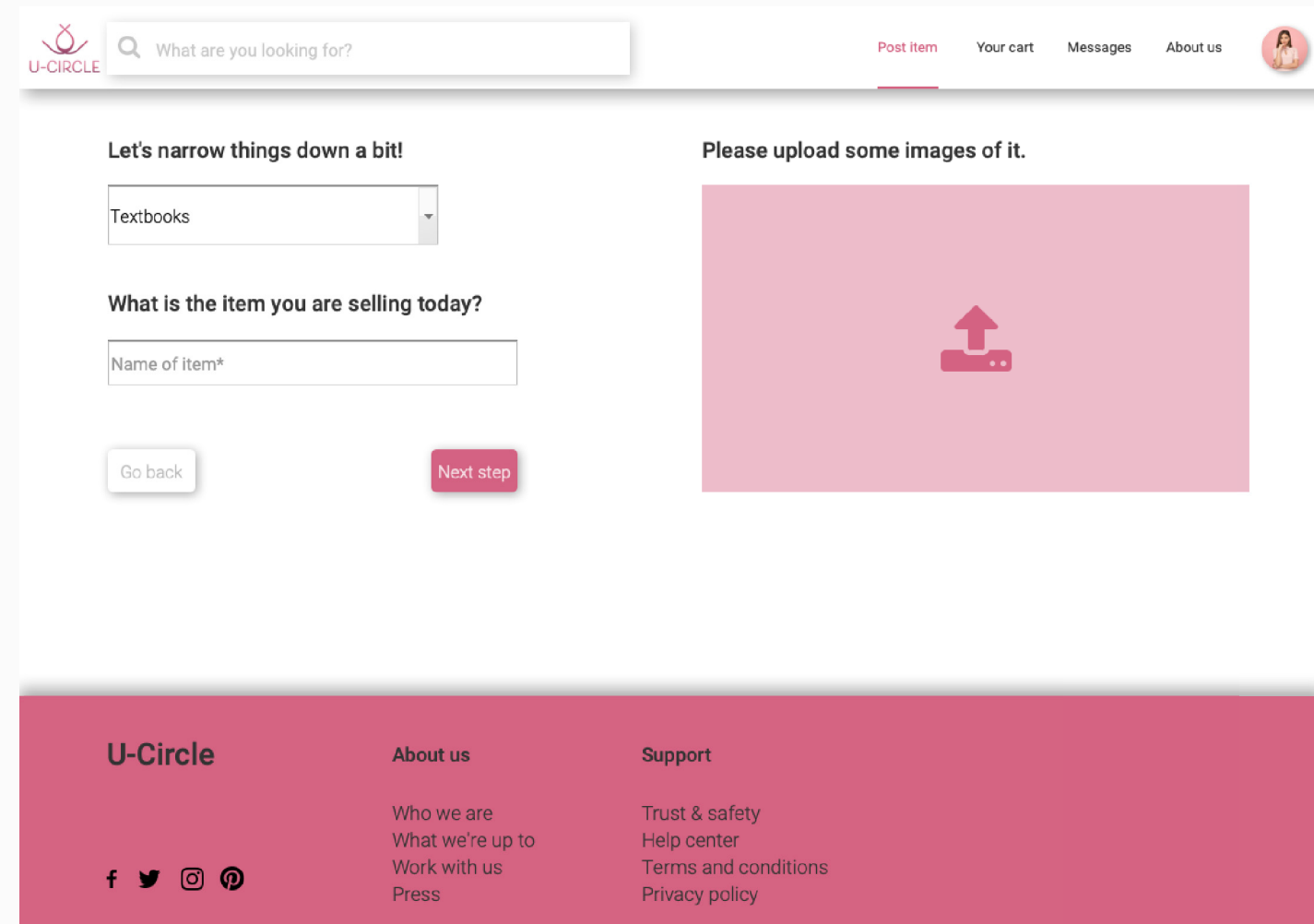
Mobile

The mobile view is a vertical stack of information. It starts with the name "John Doe", a 4.9 star rating, and a circular profile picture. The "Recent comments" section features a single placeholder text box and a "View more" link. Below this, the statistics are listed: "Student of The savannah college of art and design", "10 items sold in total", "Facebook account linked", and "Located in midtown area Savannah, GA". The "Listed items" section shows two items: "Business textbook" (\$10) and "Art history" (\$20). A bottom navigation bar includes icons for "Discover", "Your cart", "Post item", "Messages", and "Profile".

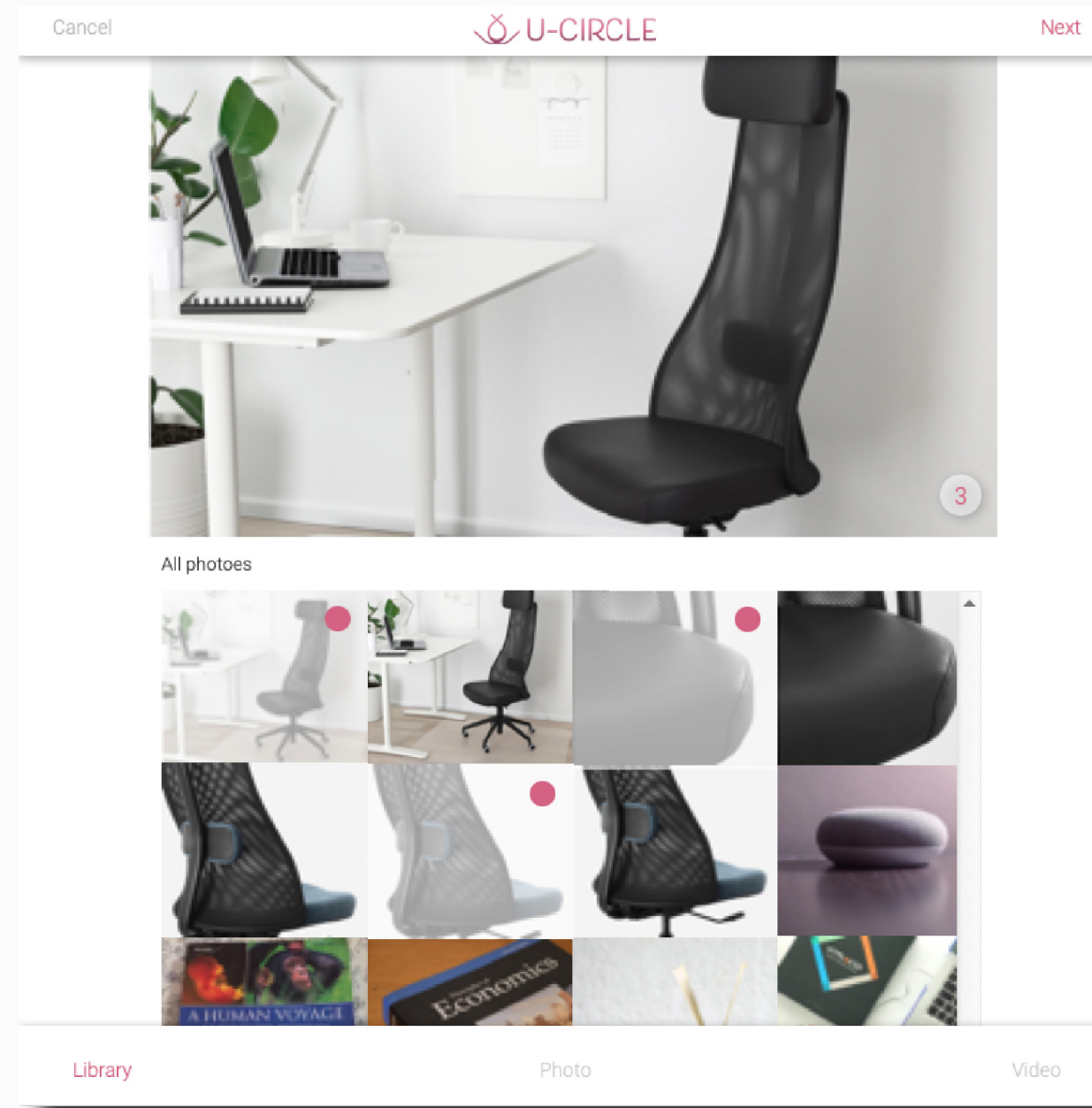
Rough interface visual

Post item

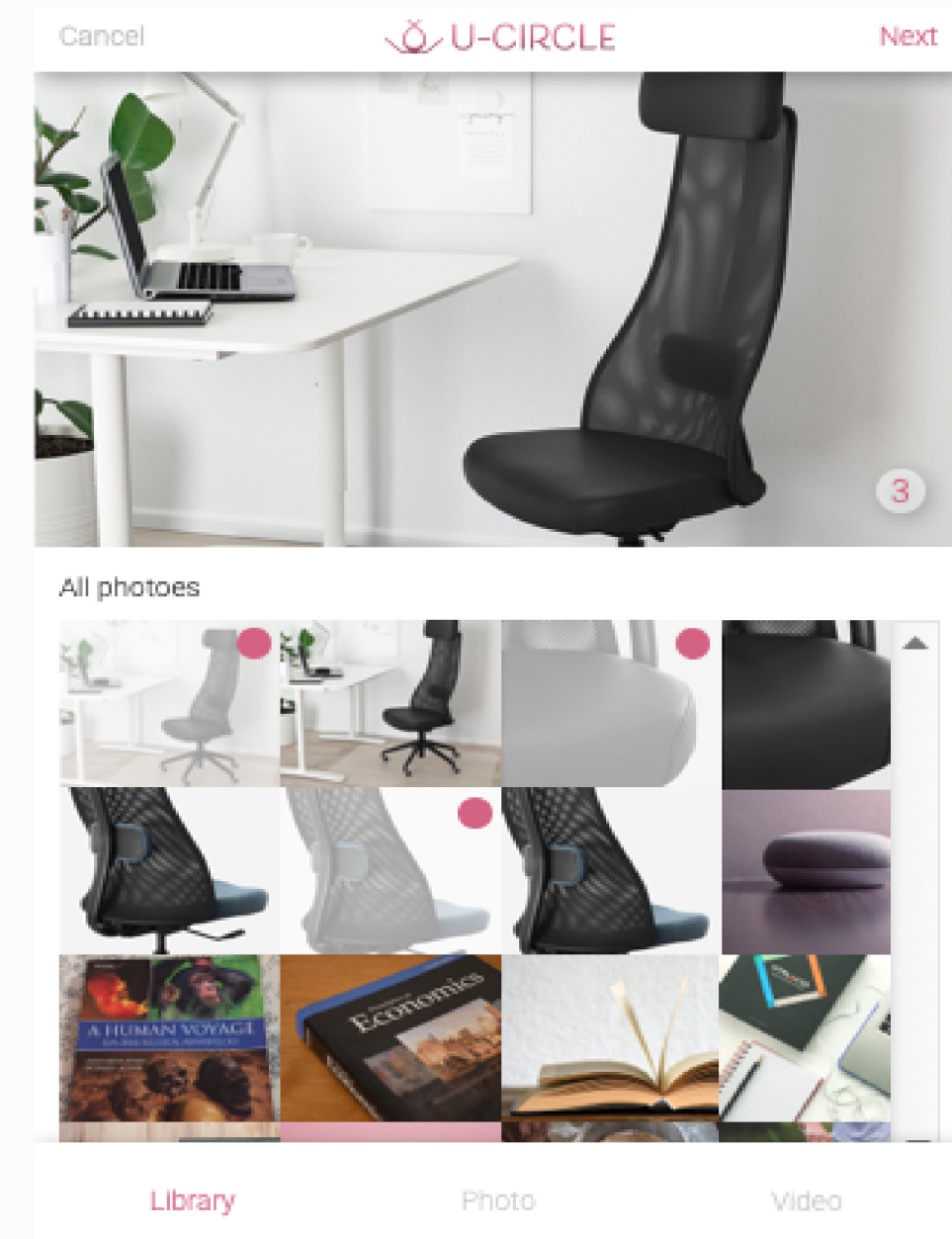
Desktop



Tablet



Mobile



Rough interface visual

Item description

Desktop

The desktop view shows a form for listing an item. At the top, there's a search bar and navigation links. The main content area is titled "Ikea computer chair" under the "Furnitures" category. It includes a "Tell us more about it!" section with an "Item description (optional)" text area and an "Edit" link. Below this are fields for "Set a price for it*" (with a "Not Nagotiable" dropdown and "Enter amount" input), "What's the condition of it*" (with a "Brand new" dropdown), "Additional comments (optional)", "How can the buyer get it*" (with radio buttons for "Pick up only", "Can deliver", "Deliver for extra charge", and "Send with extra charge"), "When will it be available*", "Where is it located*" (with radio buttons for "Use current address" and "Use different address", and an address form with "City", "Alabama" dropdown, and "Pin number" input), and "Tag related description" (with "#Furniture, #Electronic (optional)"). At the bottom, there are "Go back to previous page" and "Post your item!" buttons. A footer contains "U-Circle" branding and links for "About us" and "Support".

Tablet

The tablet view shows a simplified form. It starts with a "Back" button, the "U-CIRCLE" logo, and a "Post" button. The "Name of item*" field is at the top, followed by an "Item description (optional)" text area with an "Edit" link. Below this is the "Item detail" section, which includes "Category*" (dropdown), "Set a price for it*" (dropdown and input), "Condition*" (dropdown), "Additional comments (optional)", "Delivery options*" (radio buttons), "Available date*", "Item location*" (radio buttons and address form), and "Item tags" (text input).

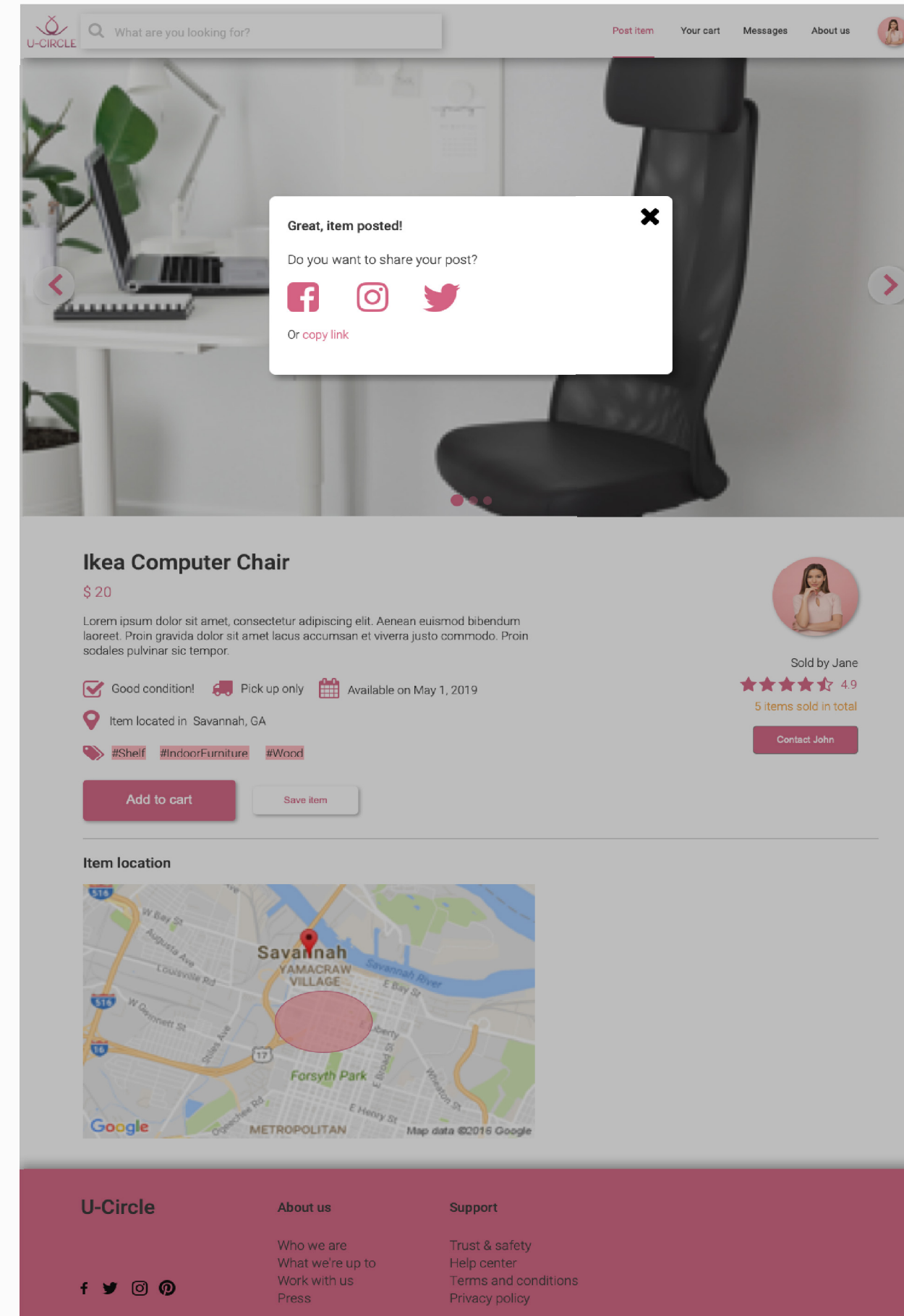
Mobile

The mobile view shows a further simplified form. It includes a "Back" button, the "U-CIRCLE" logo, and a "Post" button. The "Name of item*" field is at the top, followed by an "Item description (optional)" text area with an "Edit" link. Below this is the "Item detail" section, which includes "Category*" (dropdown), "Set a price for it*" (dropdown and input), "Condition*" (dropdown), "Additional comments (optional)", "Delivery options*" (radio buttons), "Available date*", "Item location*" (radio buttons and address form), and "Item tags" (text input).

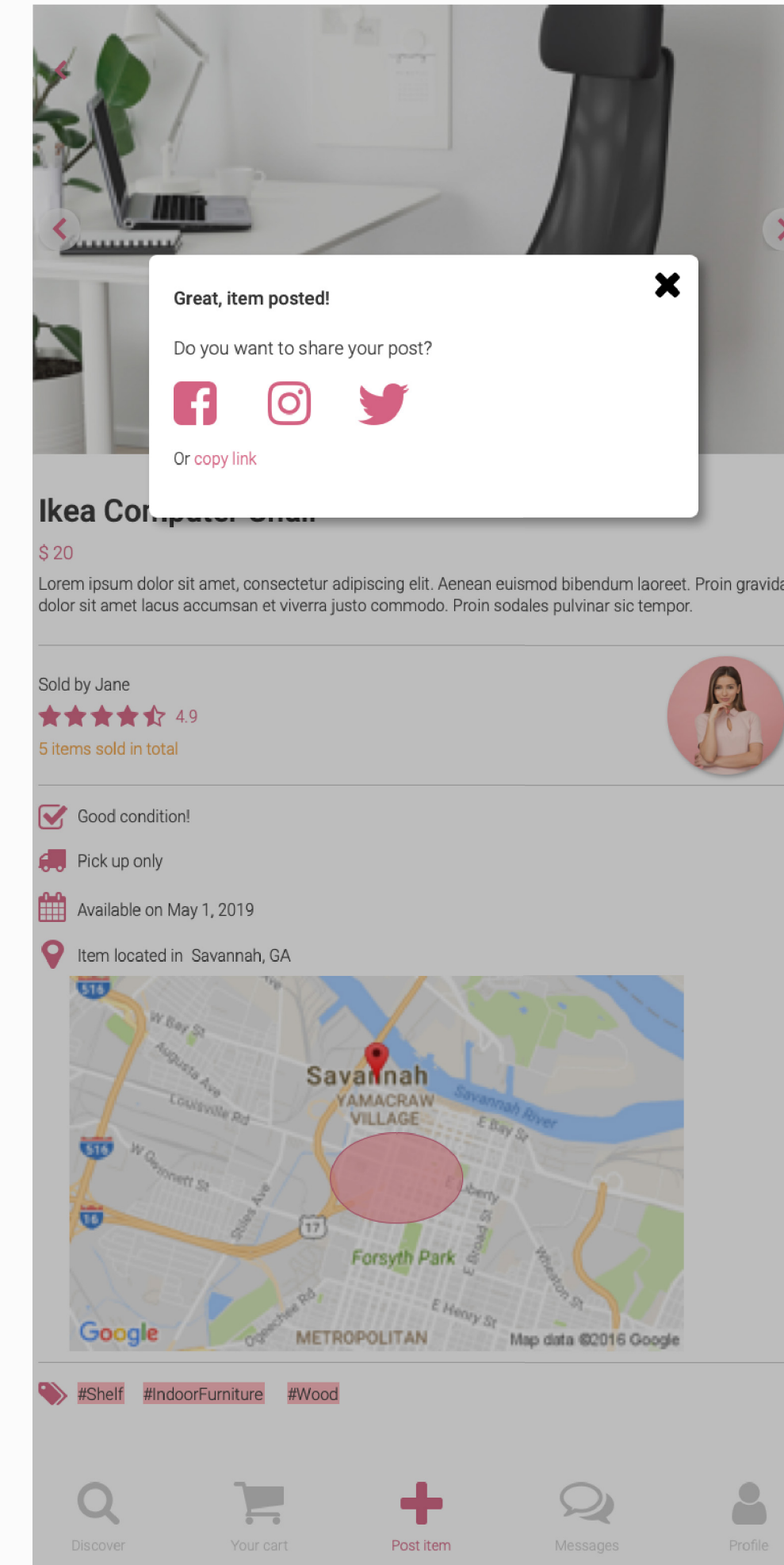
Rough interface visual

Posted item

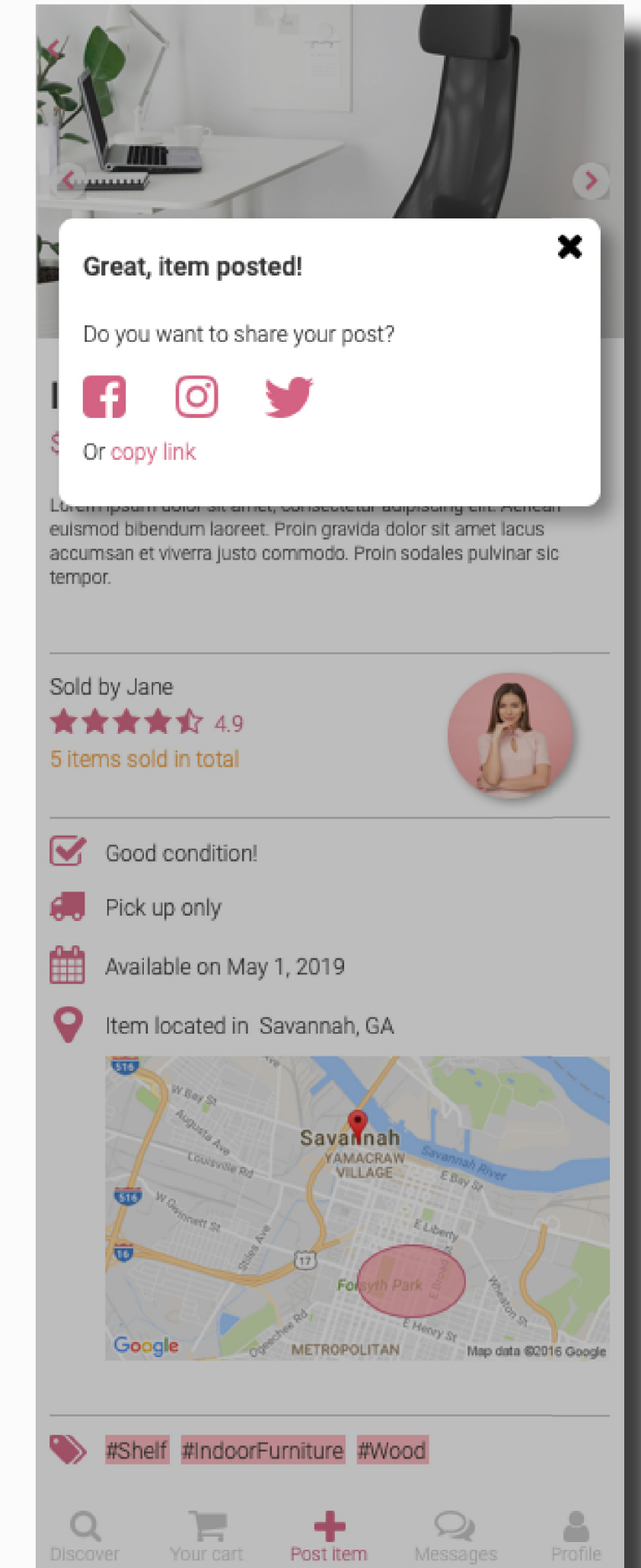
Desktop



Tablet



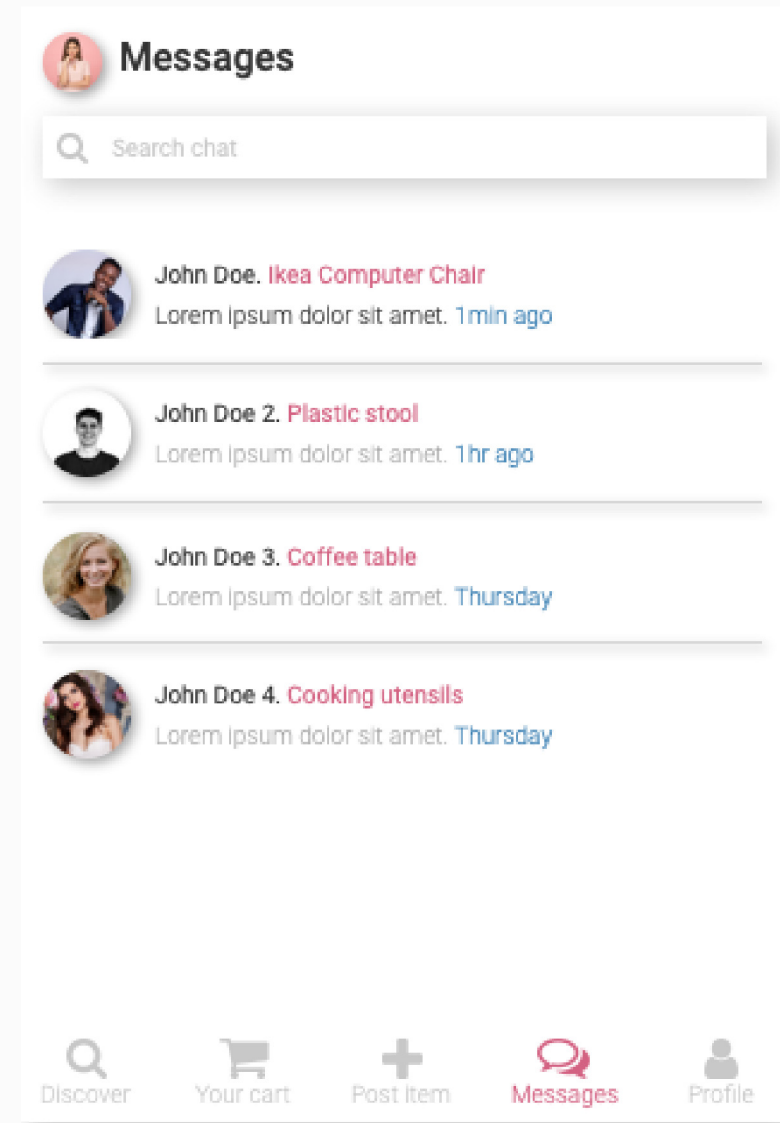
Mobile



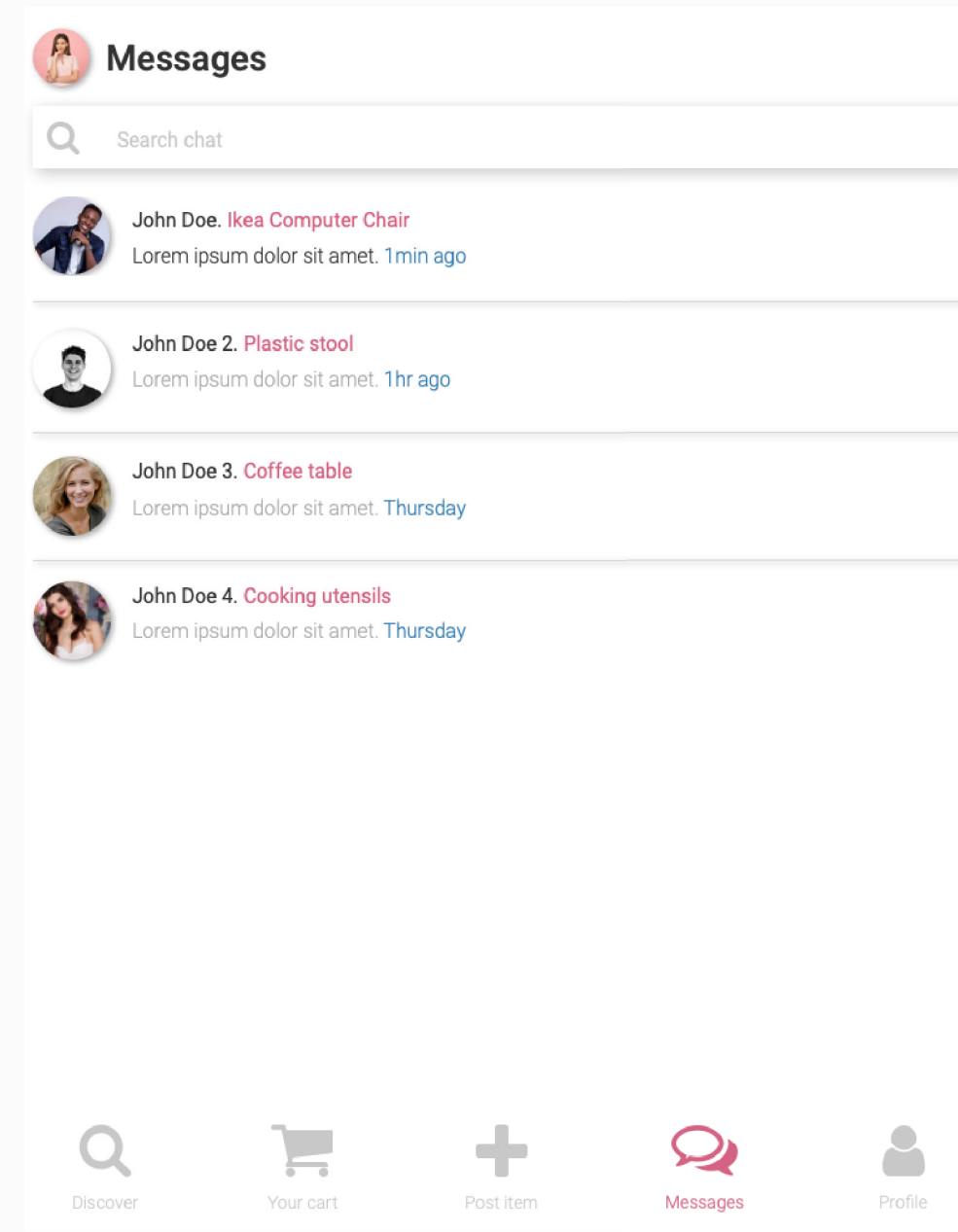
Rough interface visual

Messages

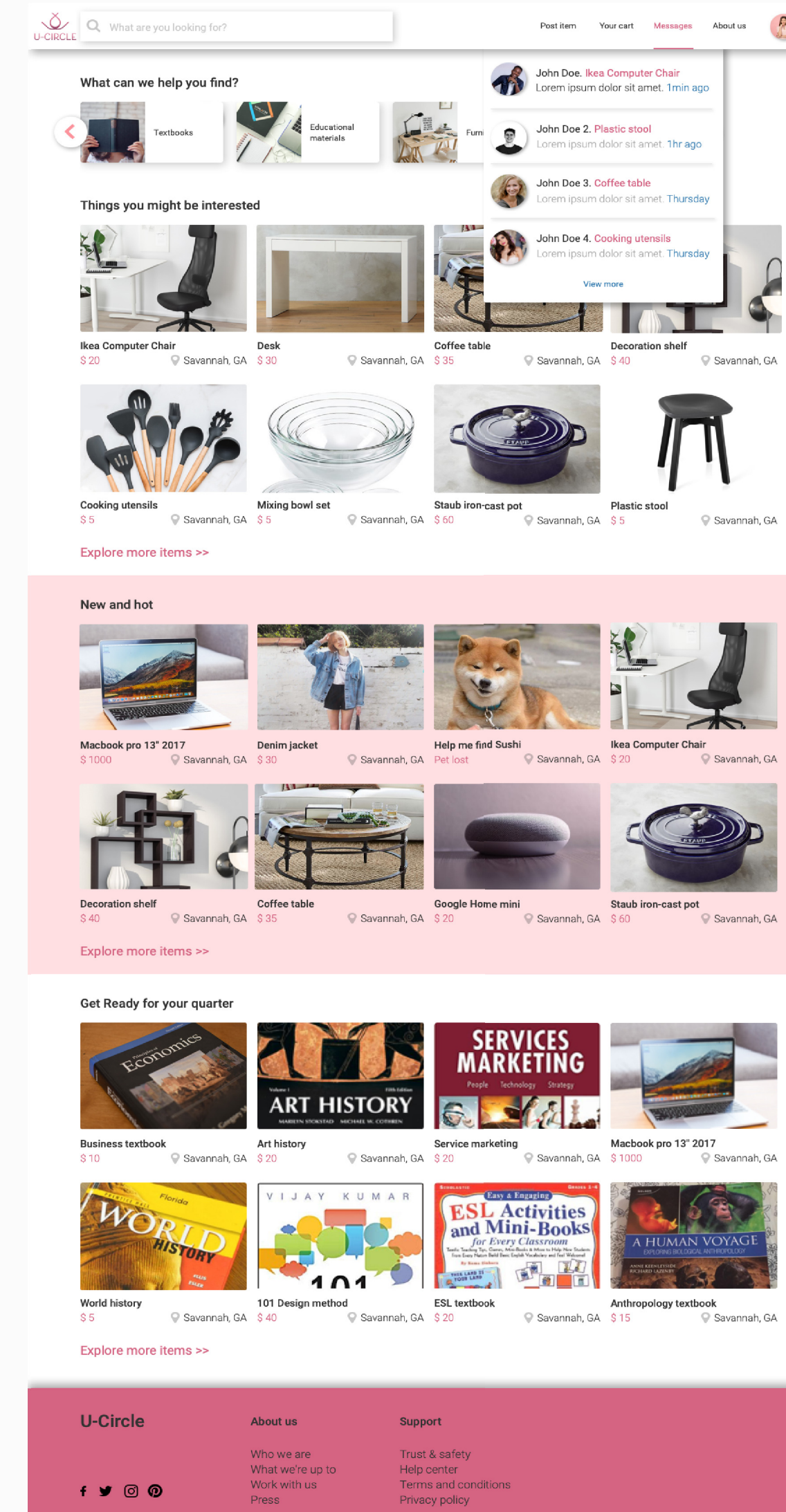
Mobile



Tablet



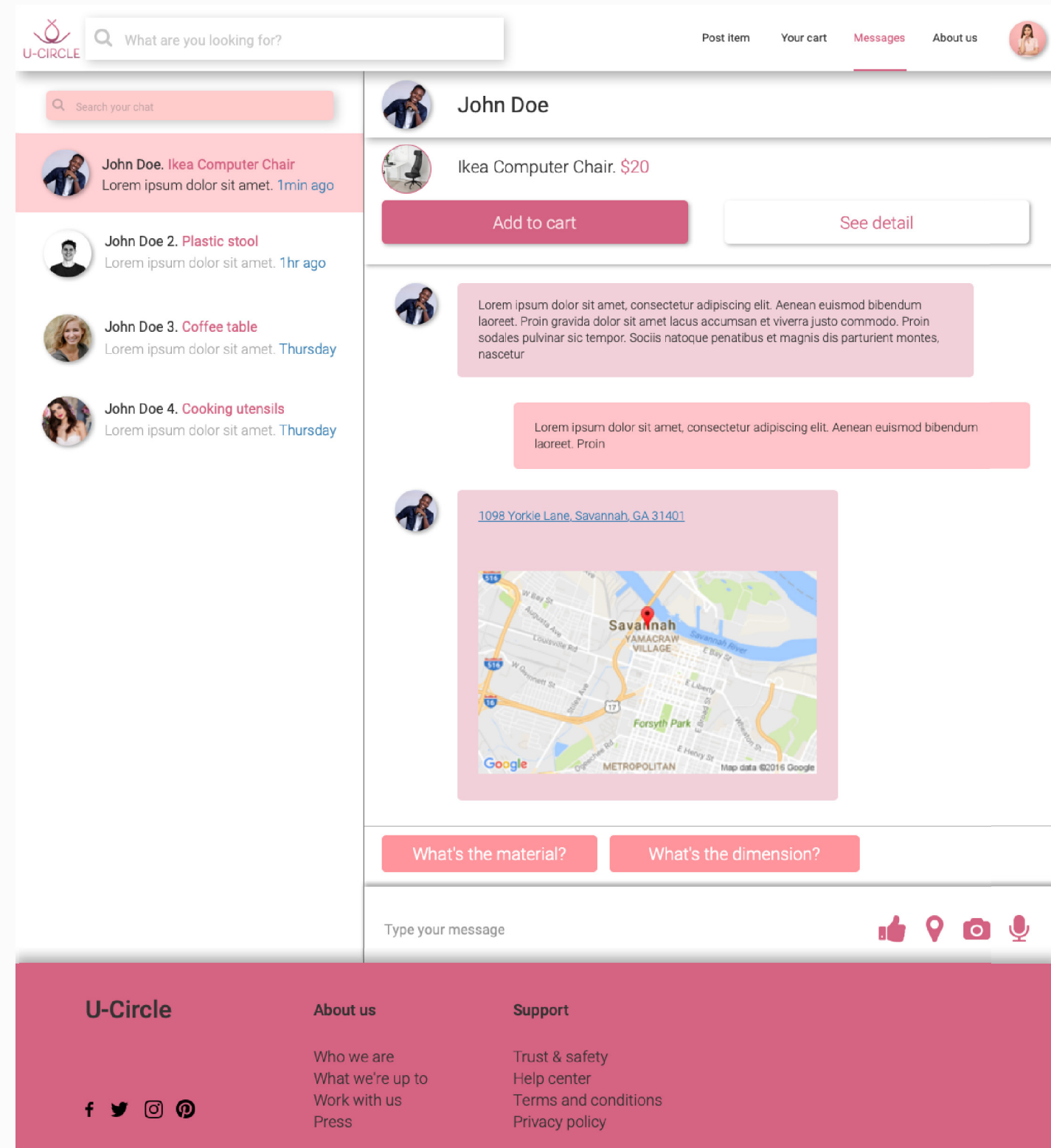
Desktop



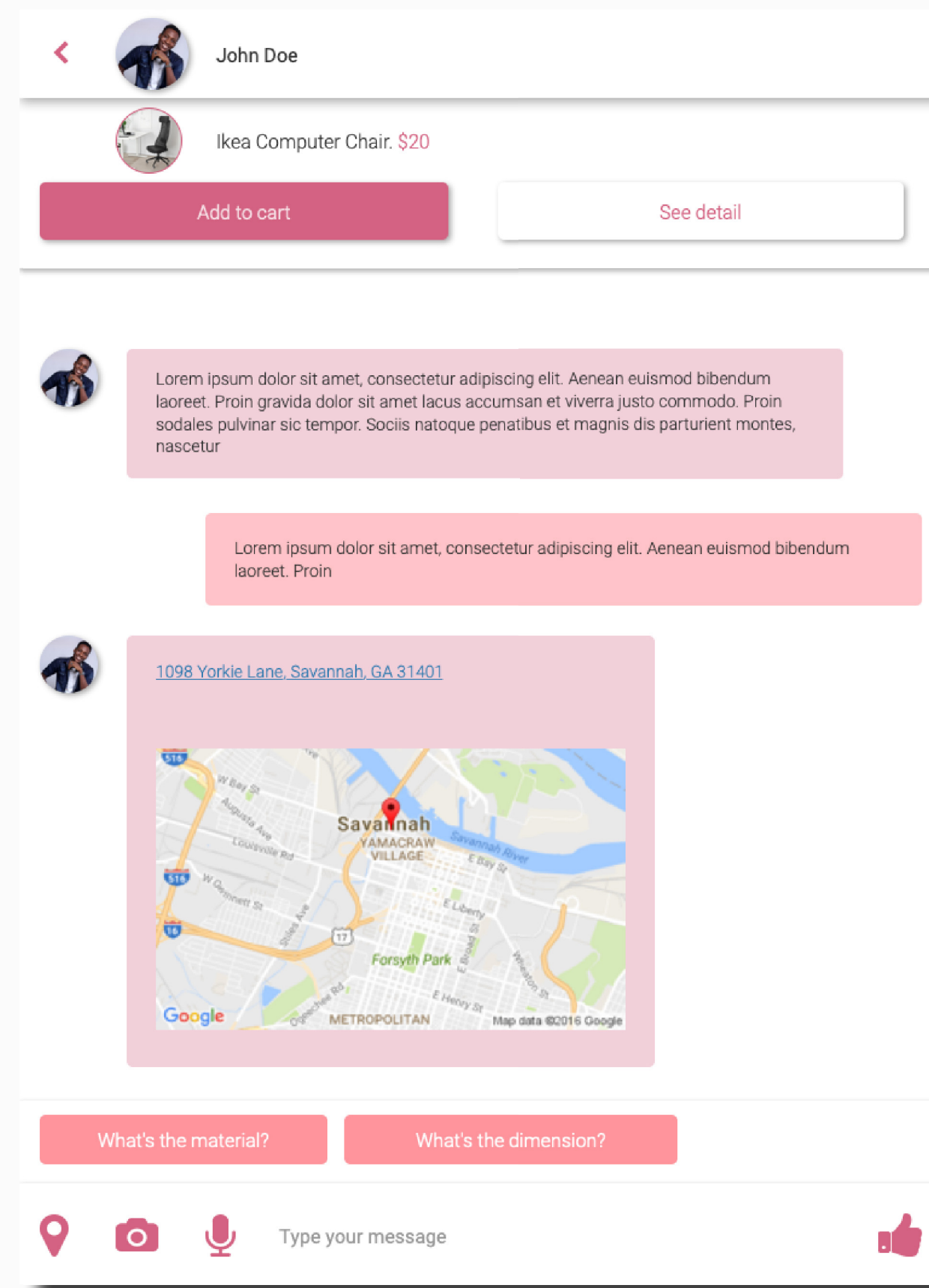
Rough interface visual

Single chat

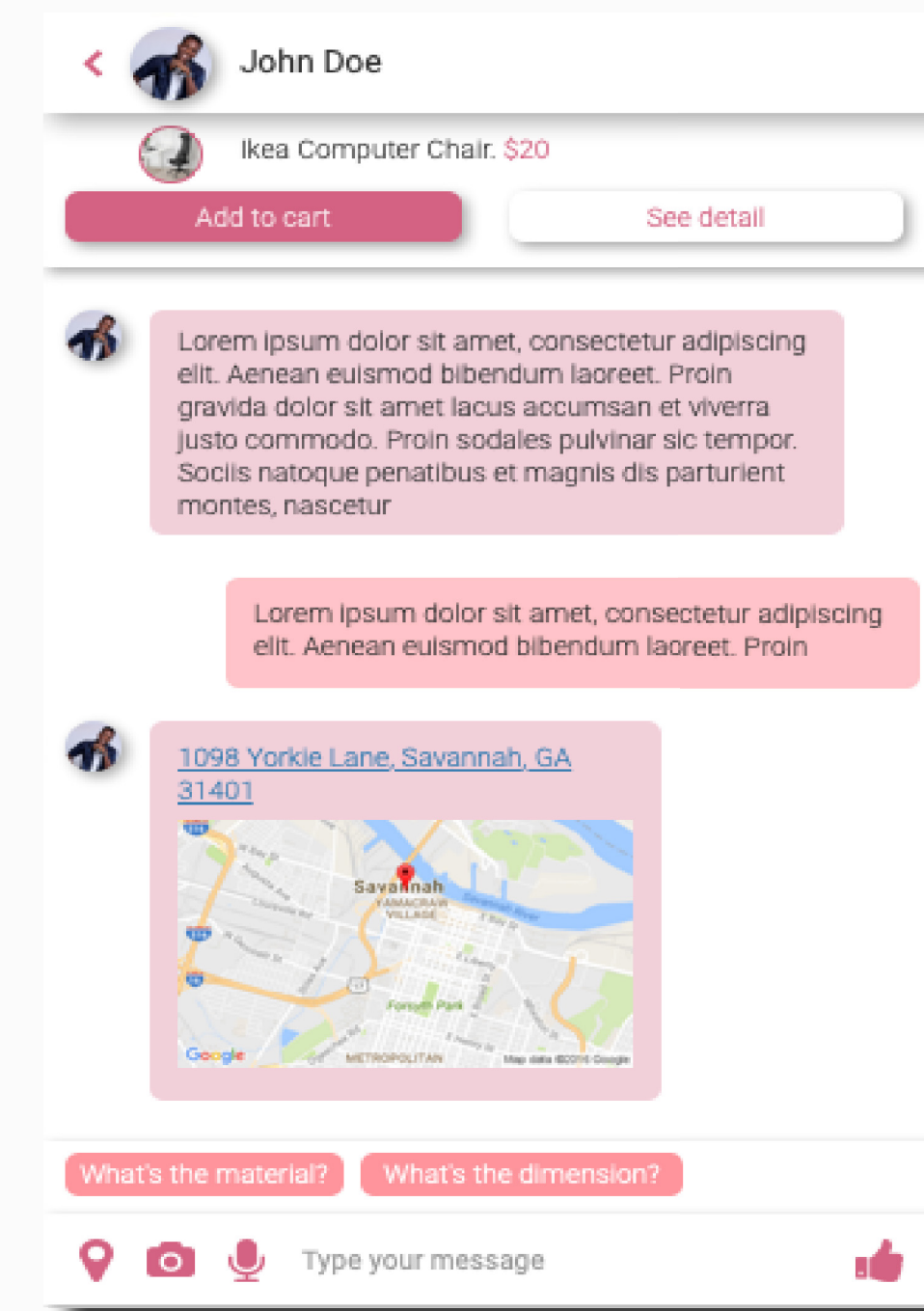
Desktop



Tablet



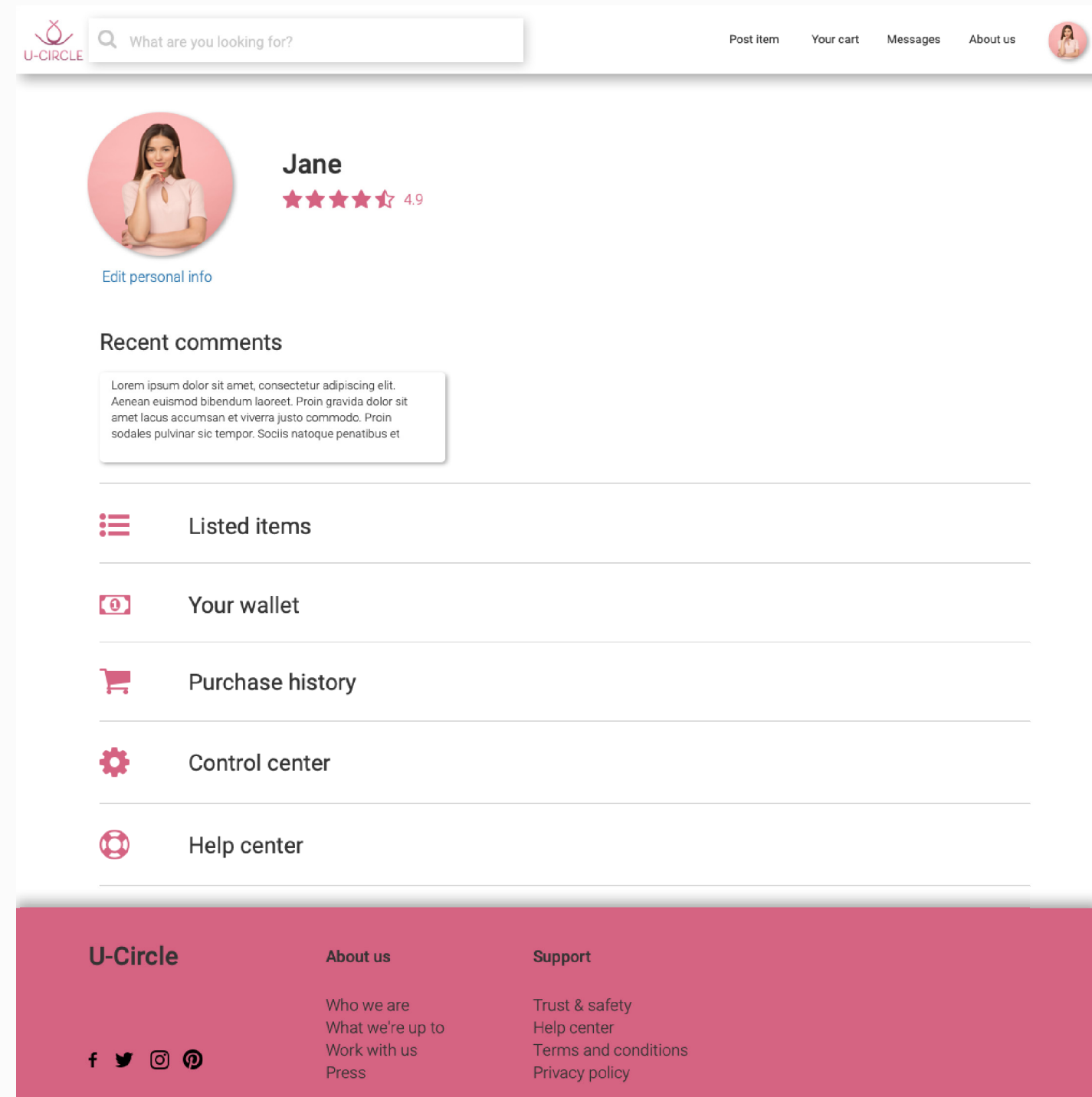
Mobile



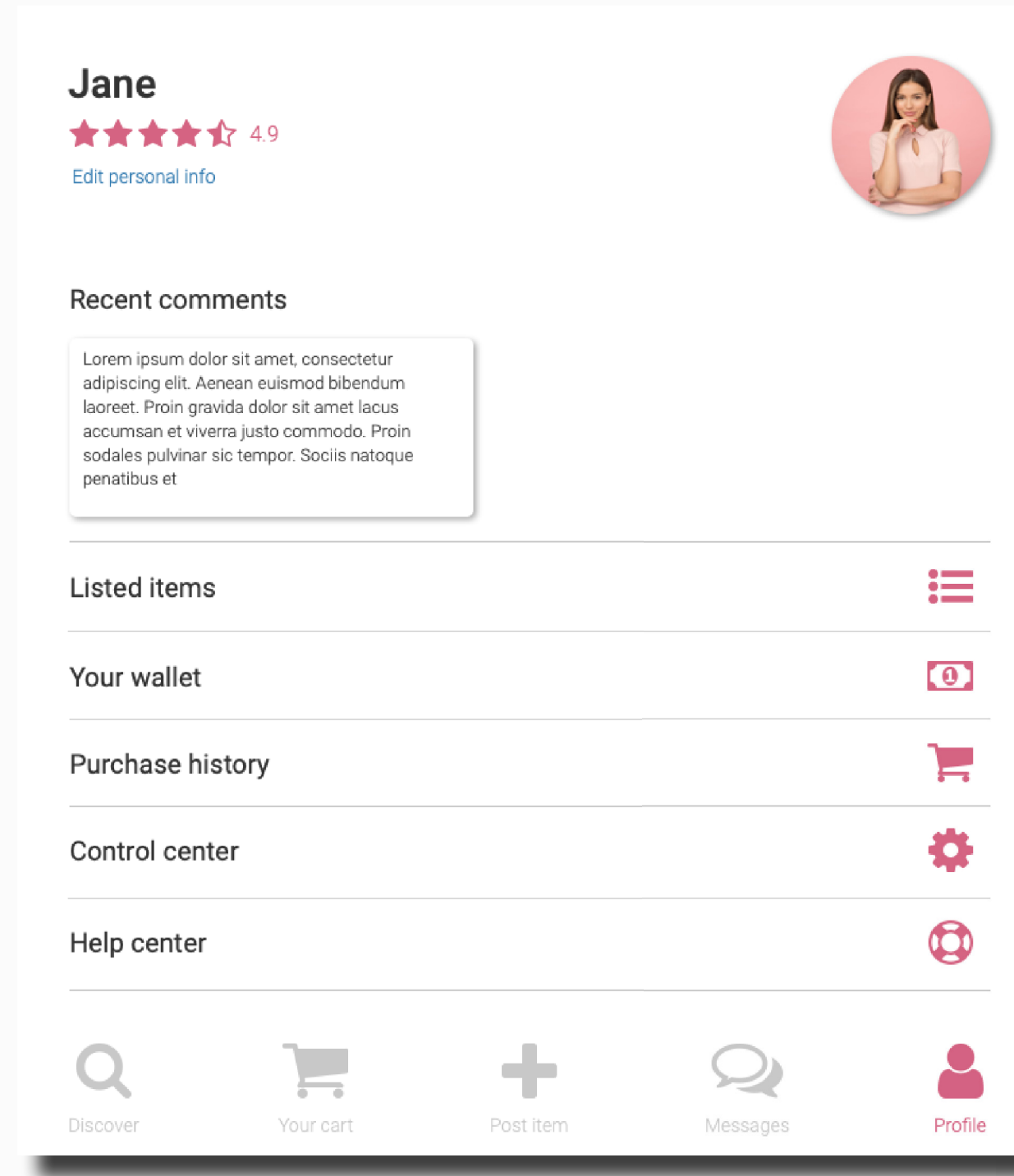
Rough interface visual

User profile

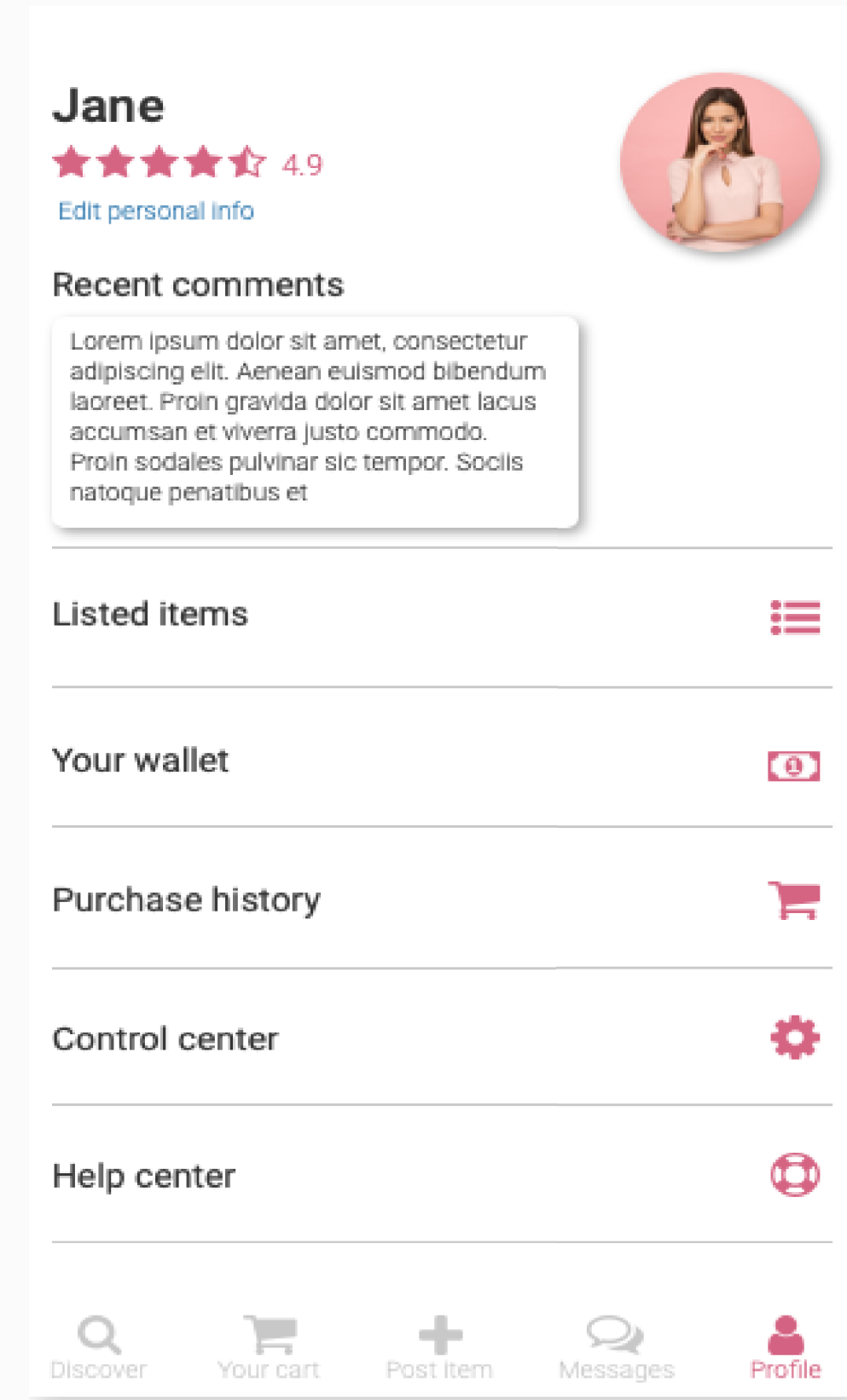
Desktop



Tablet



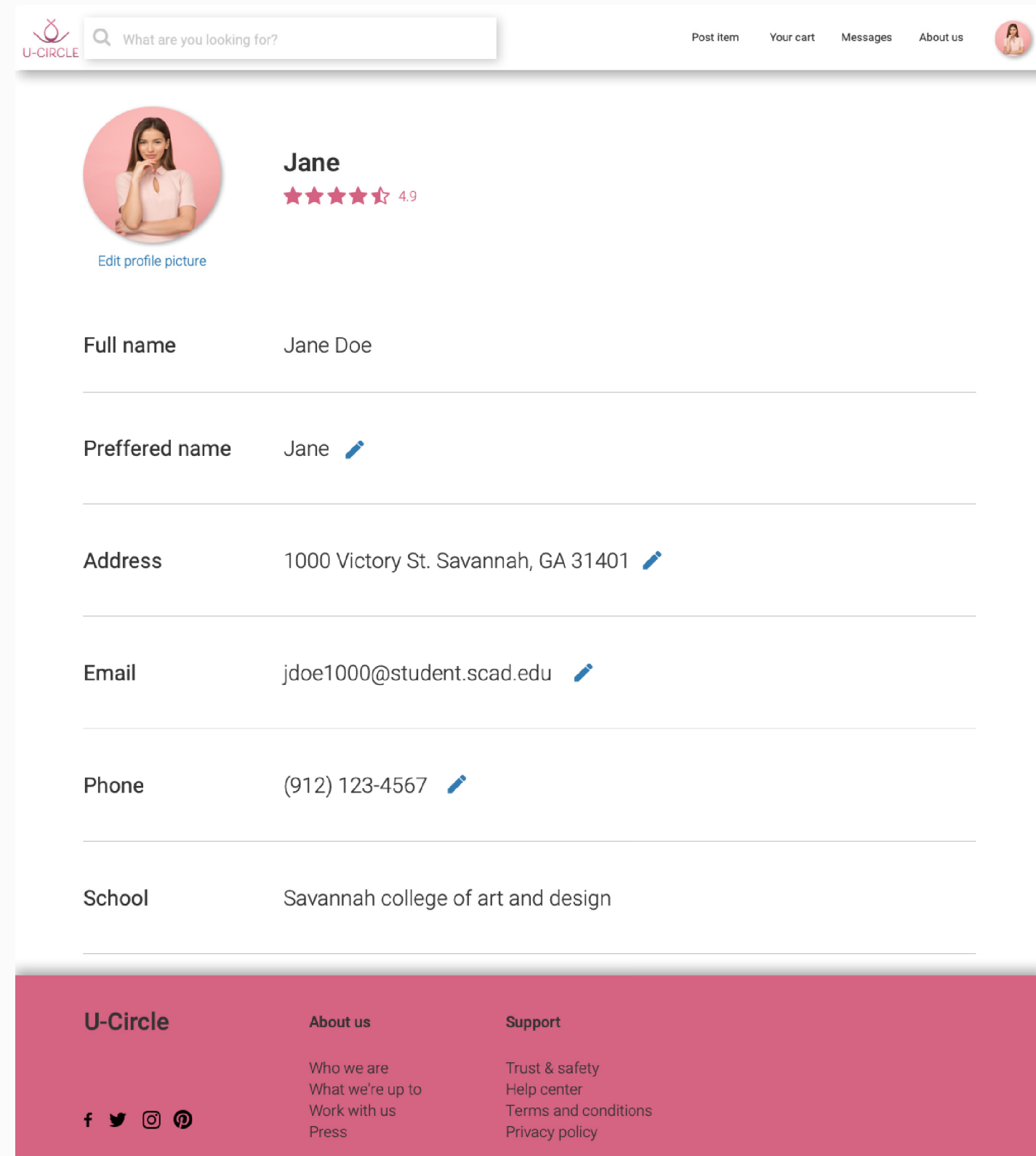
Mobile



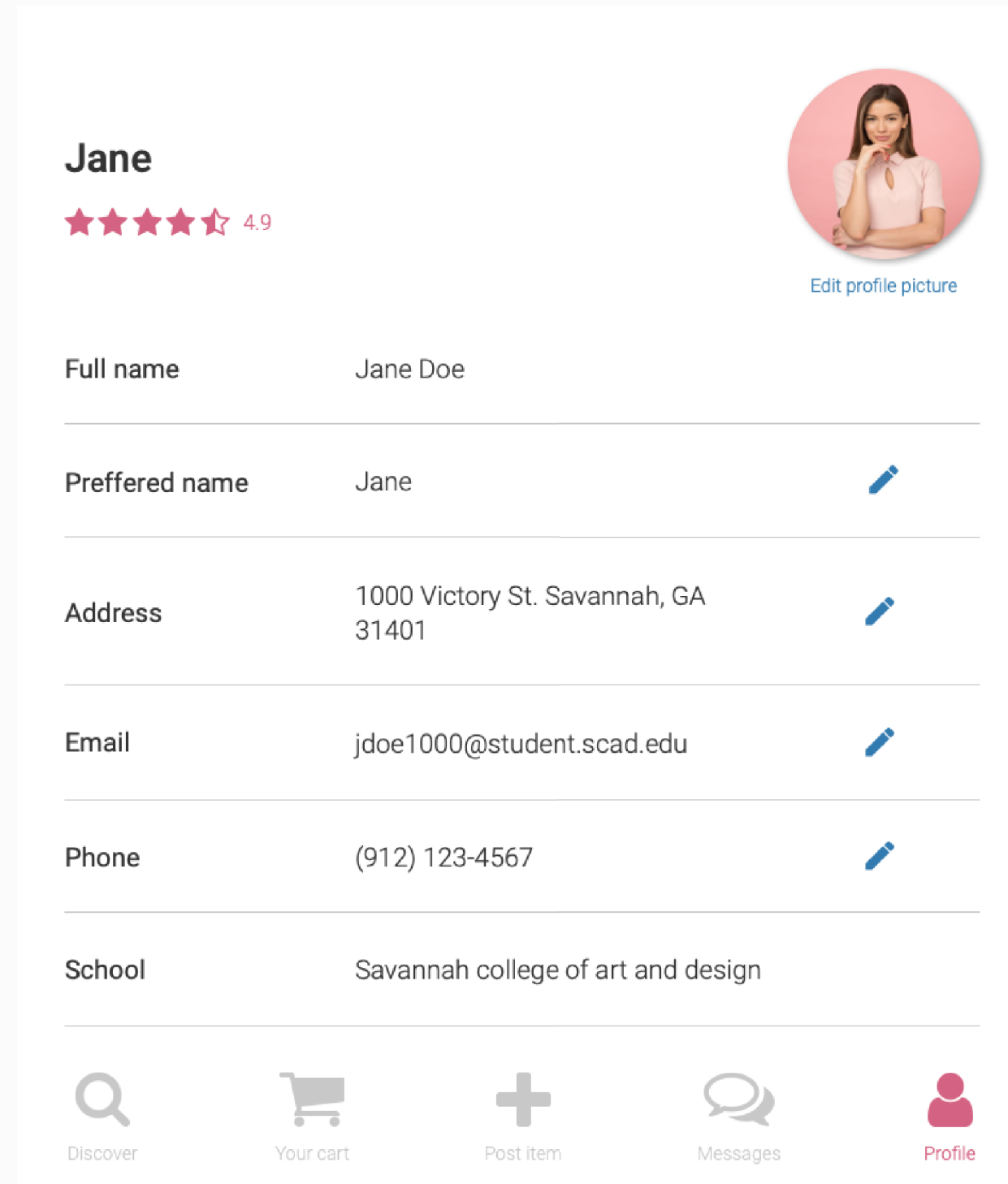
Rough interface visual

Edit profile

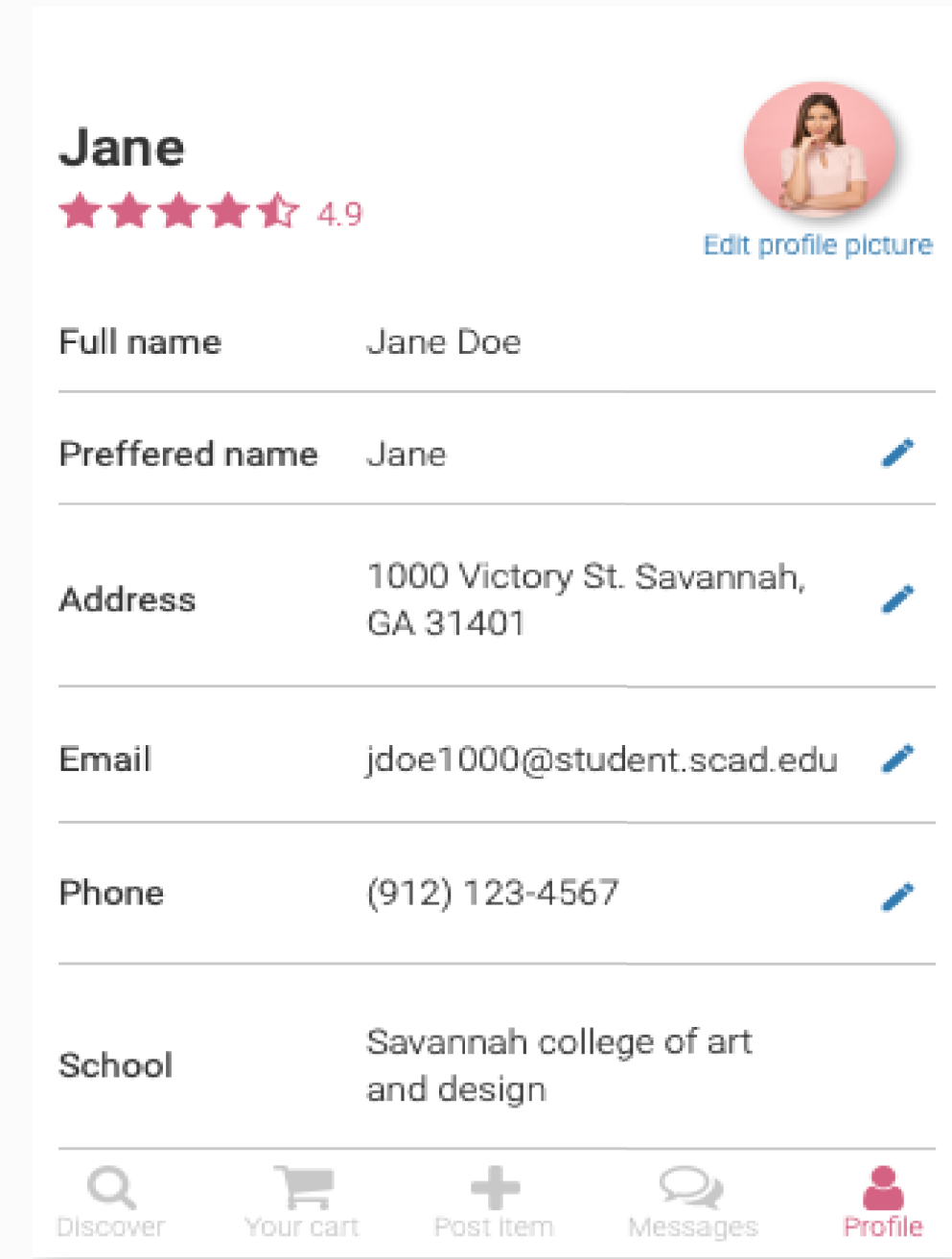
Desktop



Tablet

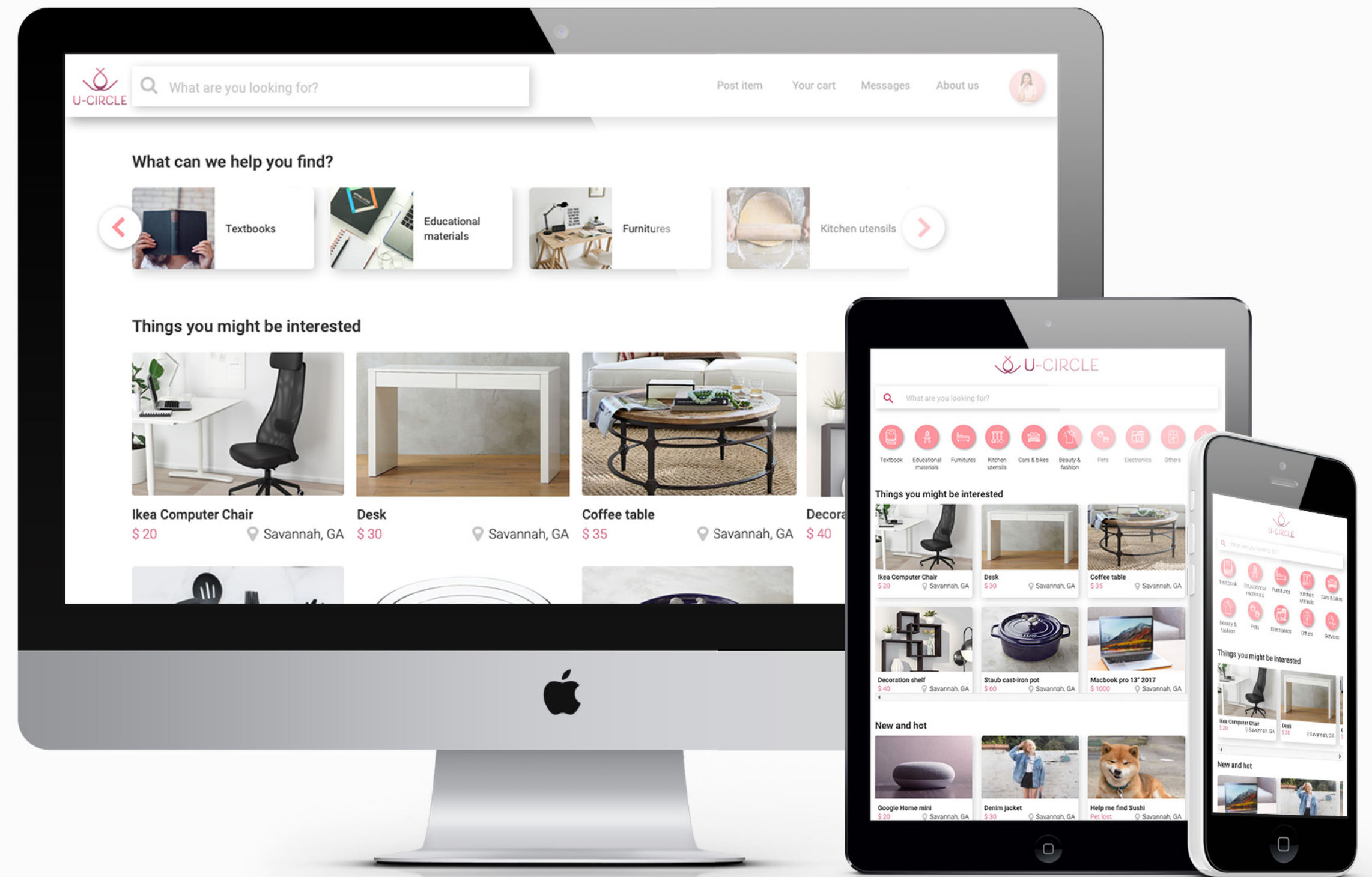


Mobile



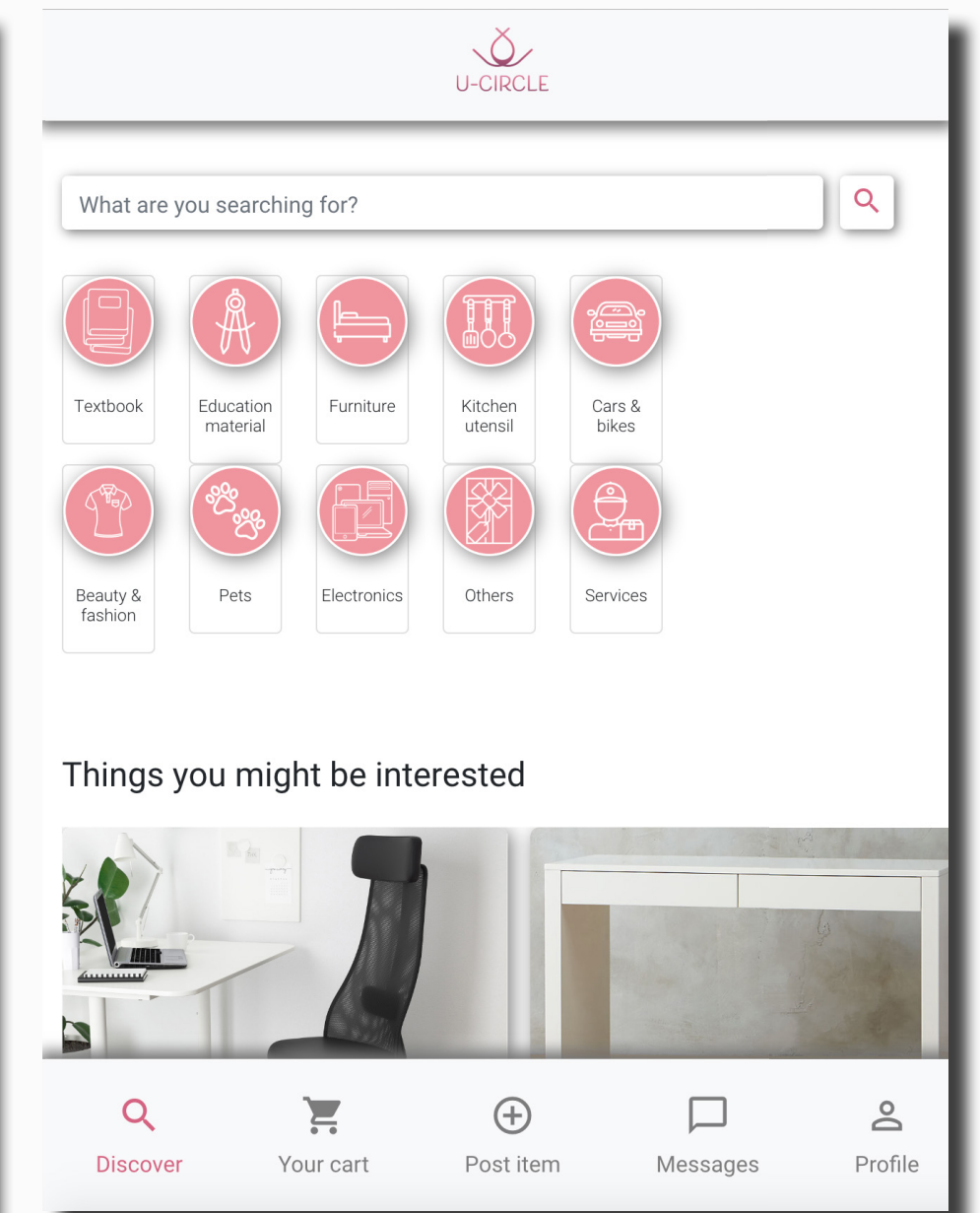
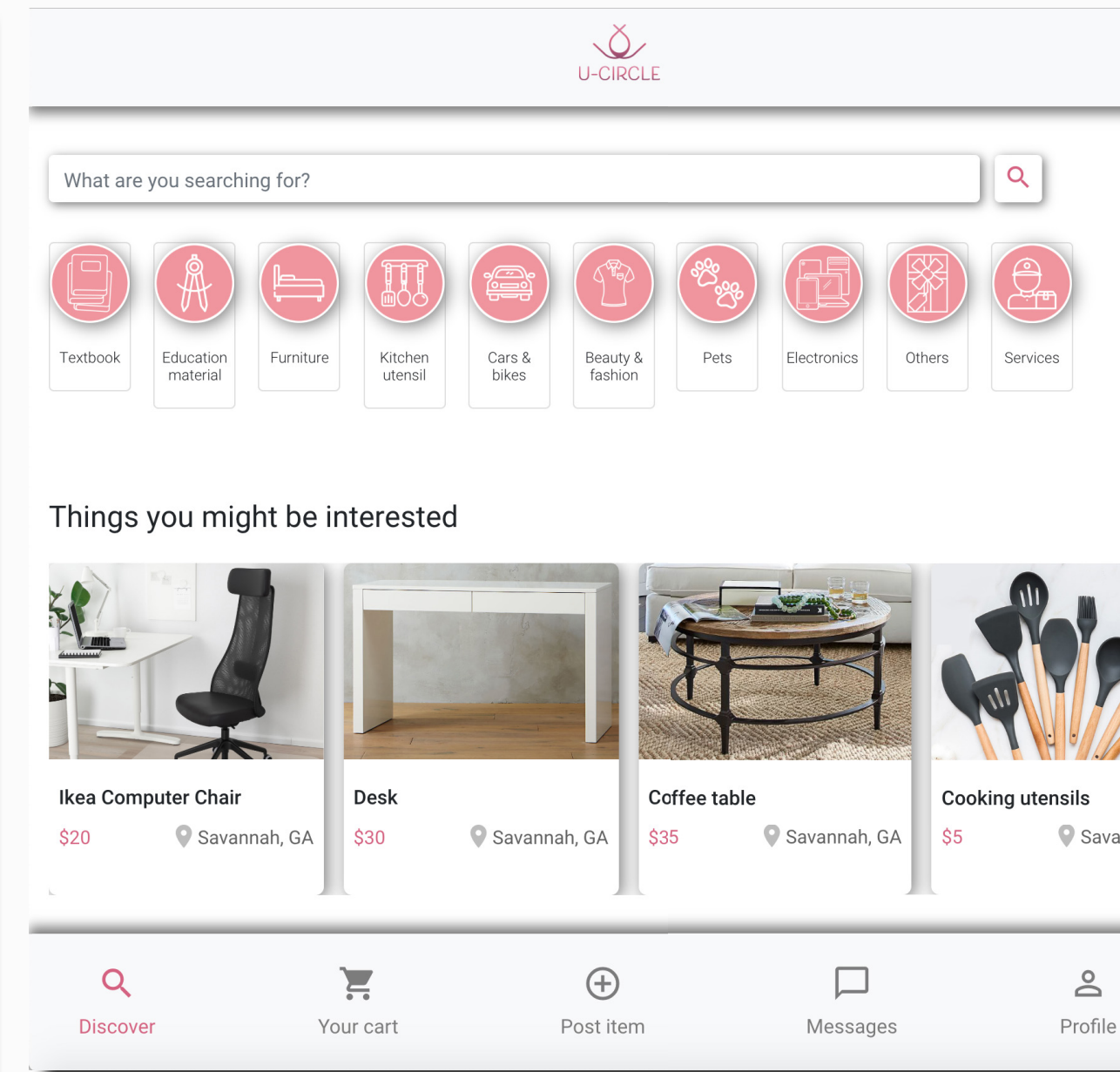
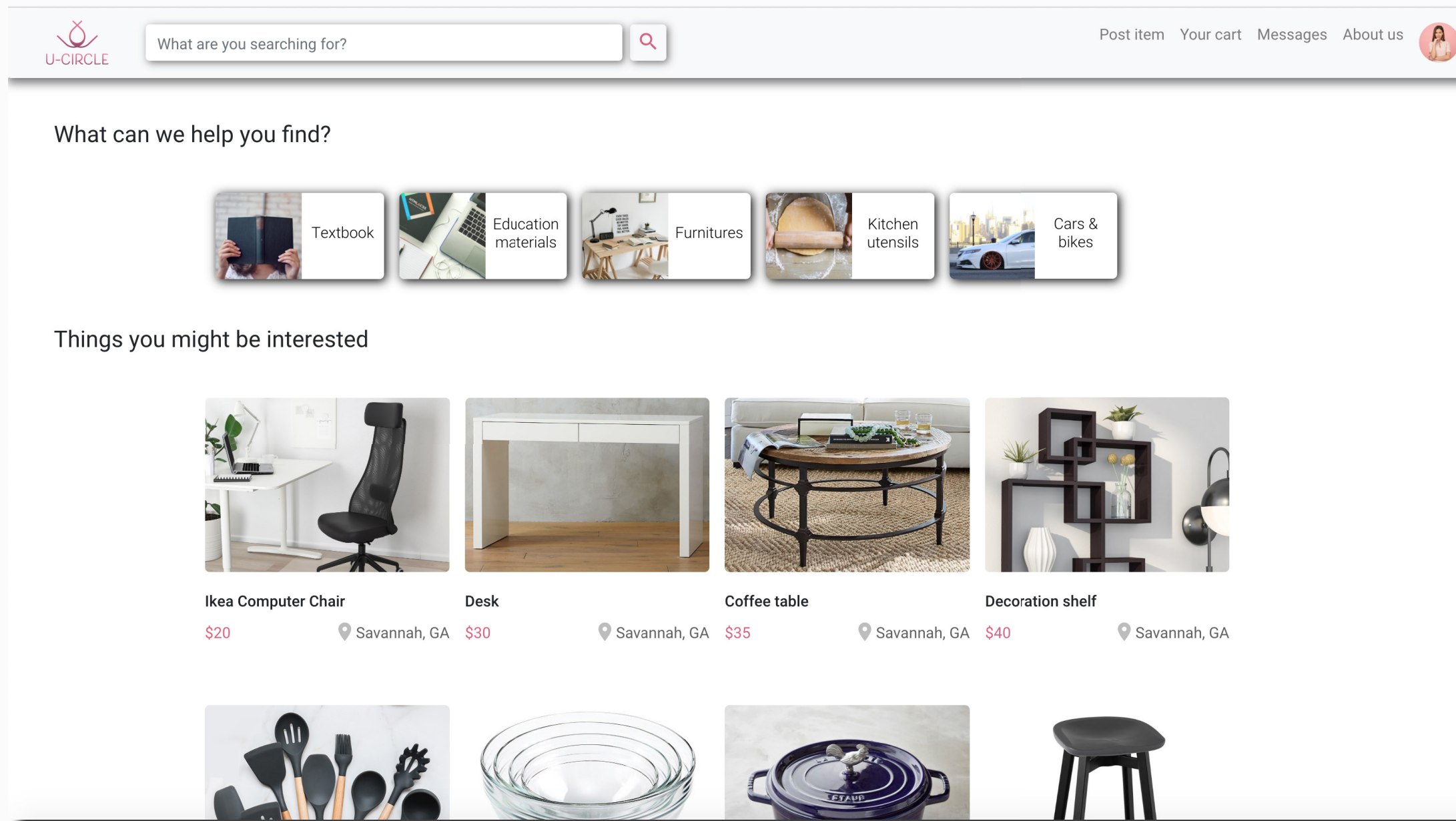
Rough interface visual

Prototype review



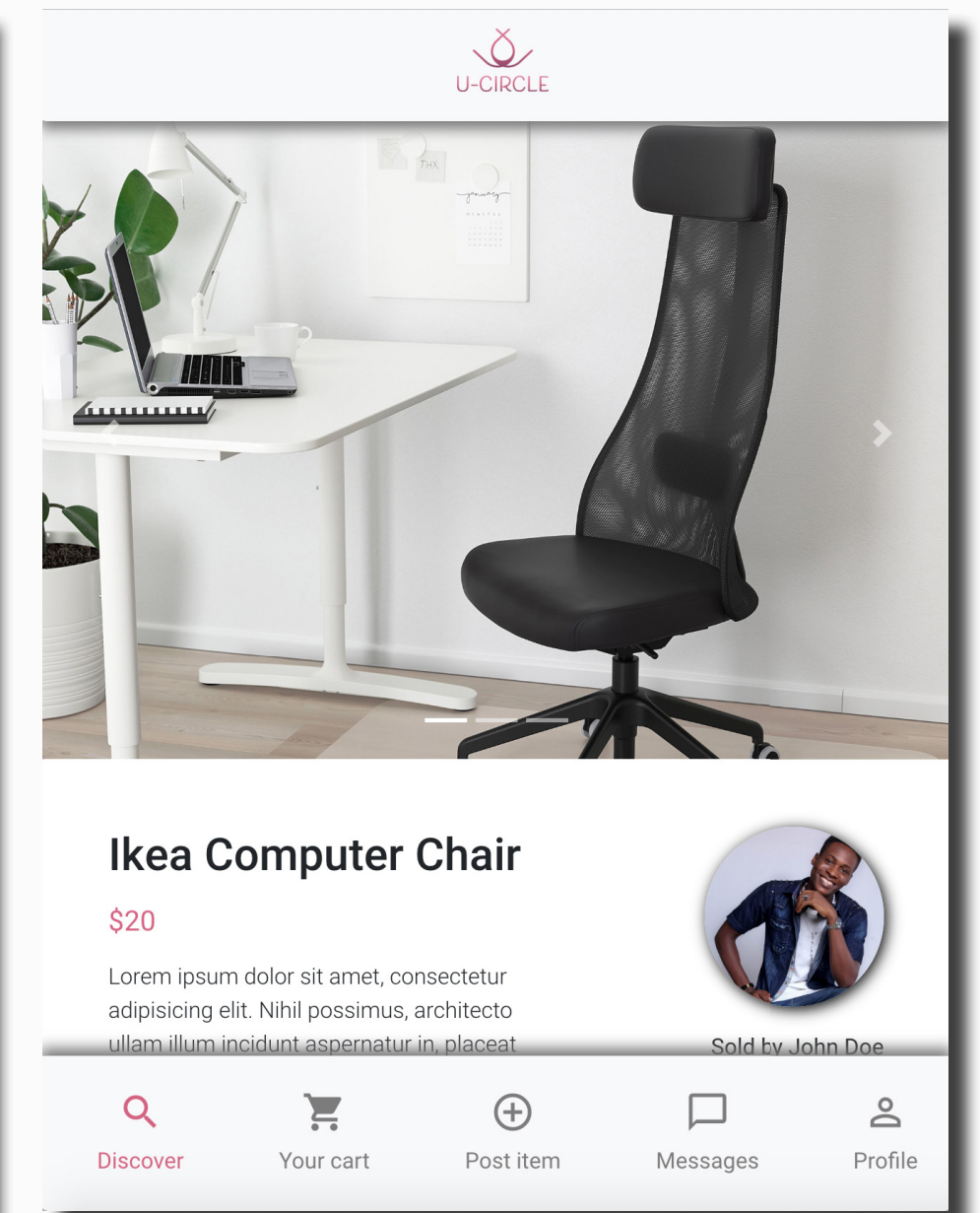
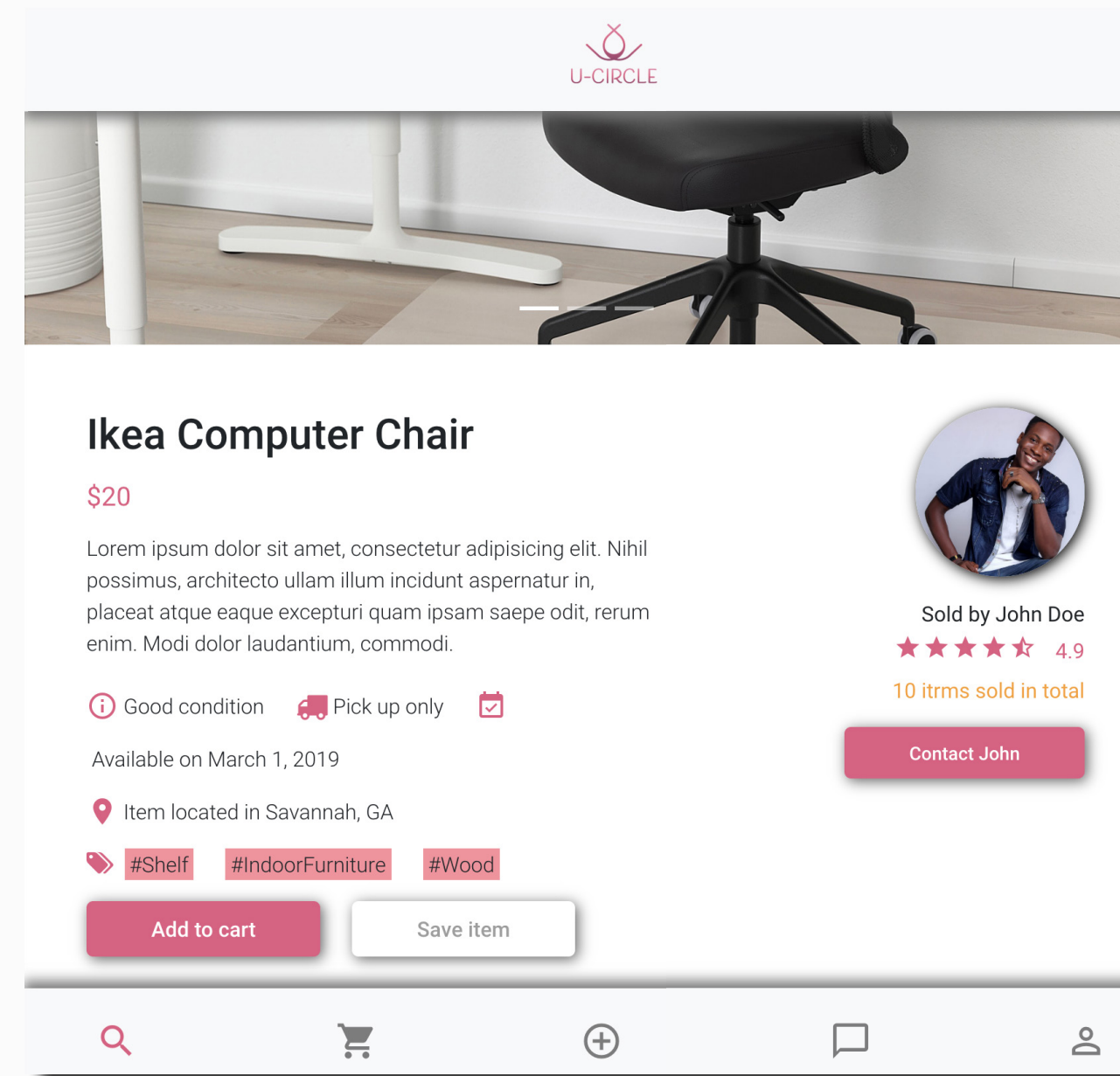
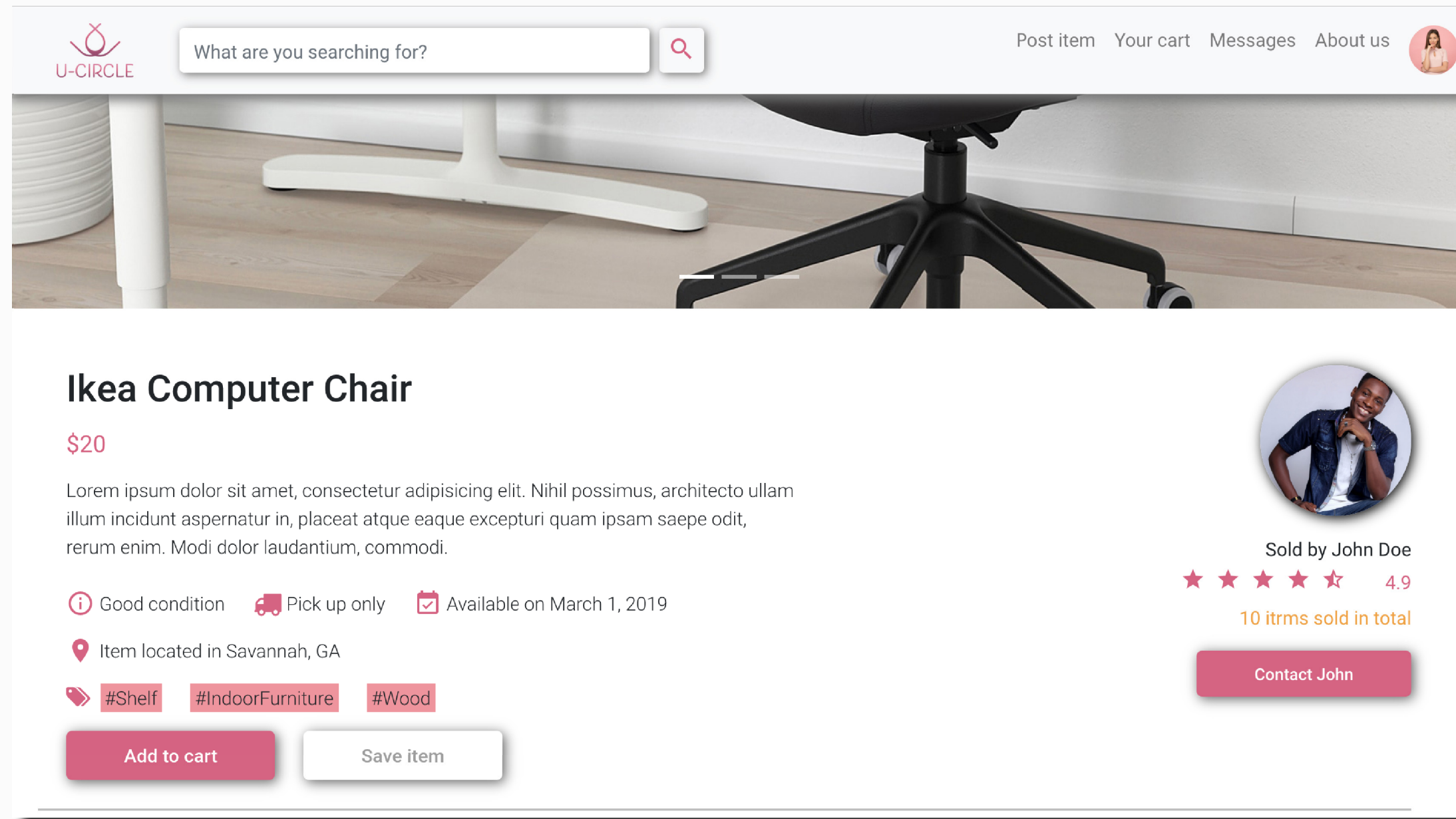
Rough responsive site development

Home page



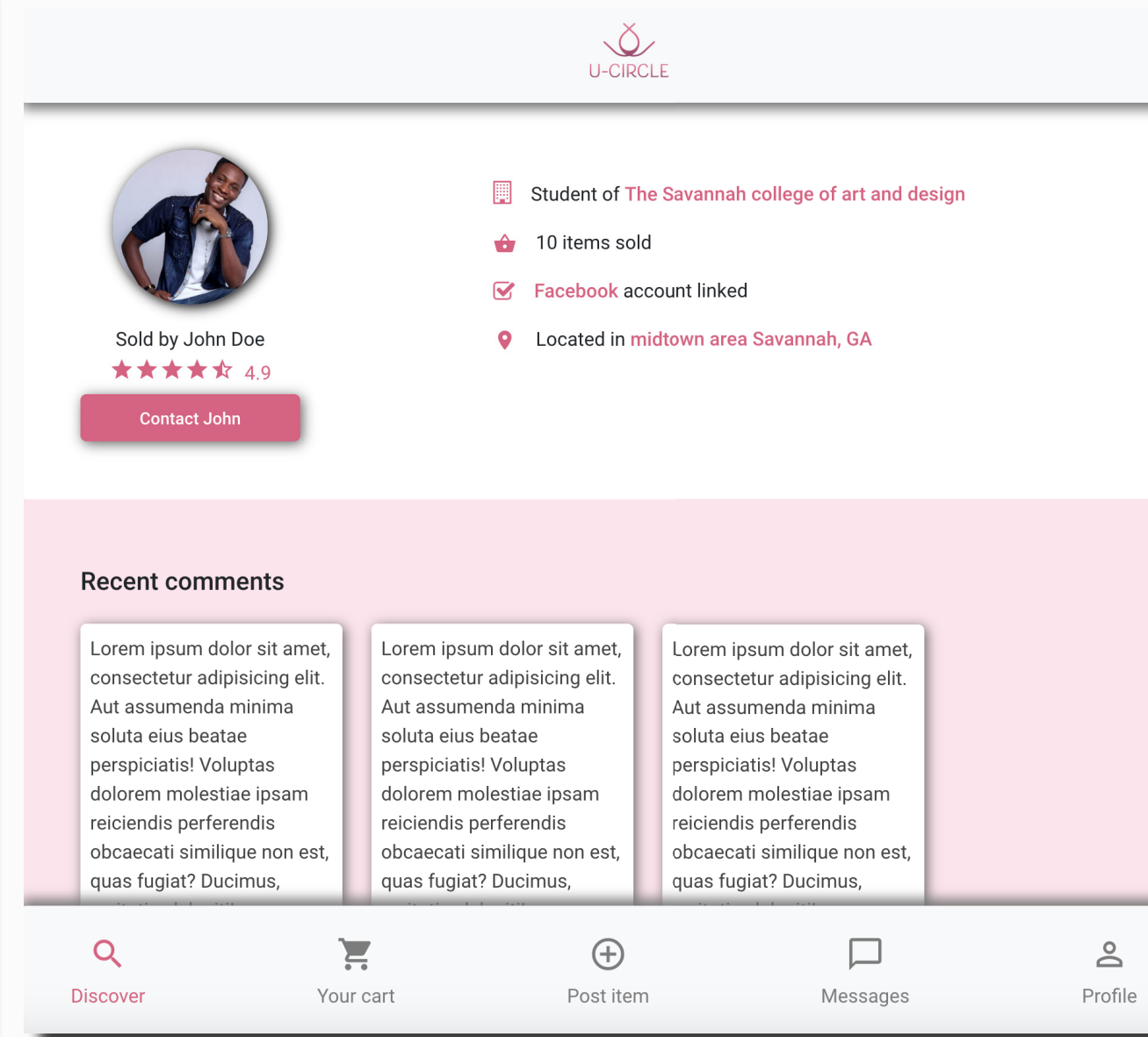
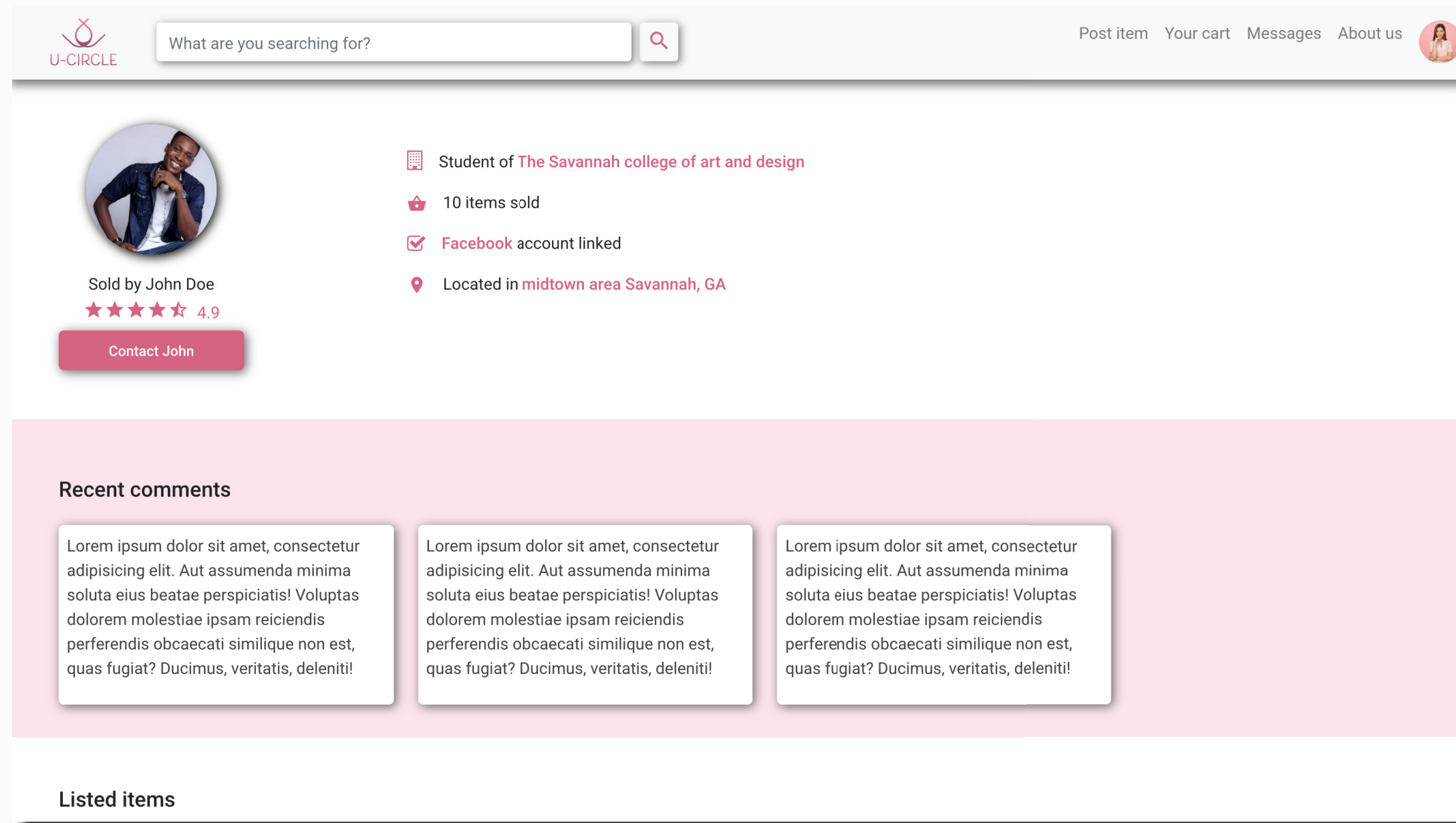
Rough responsive site development

Item page



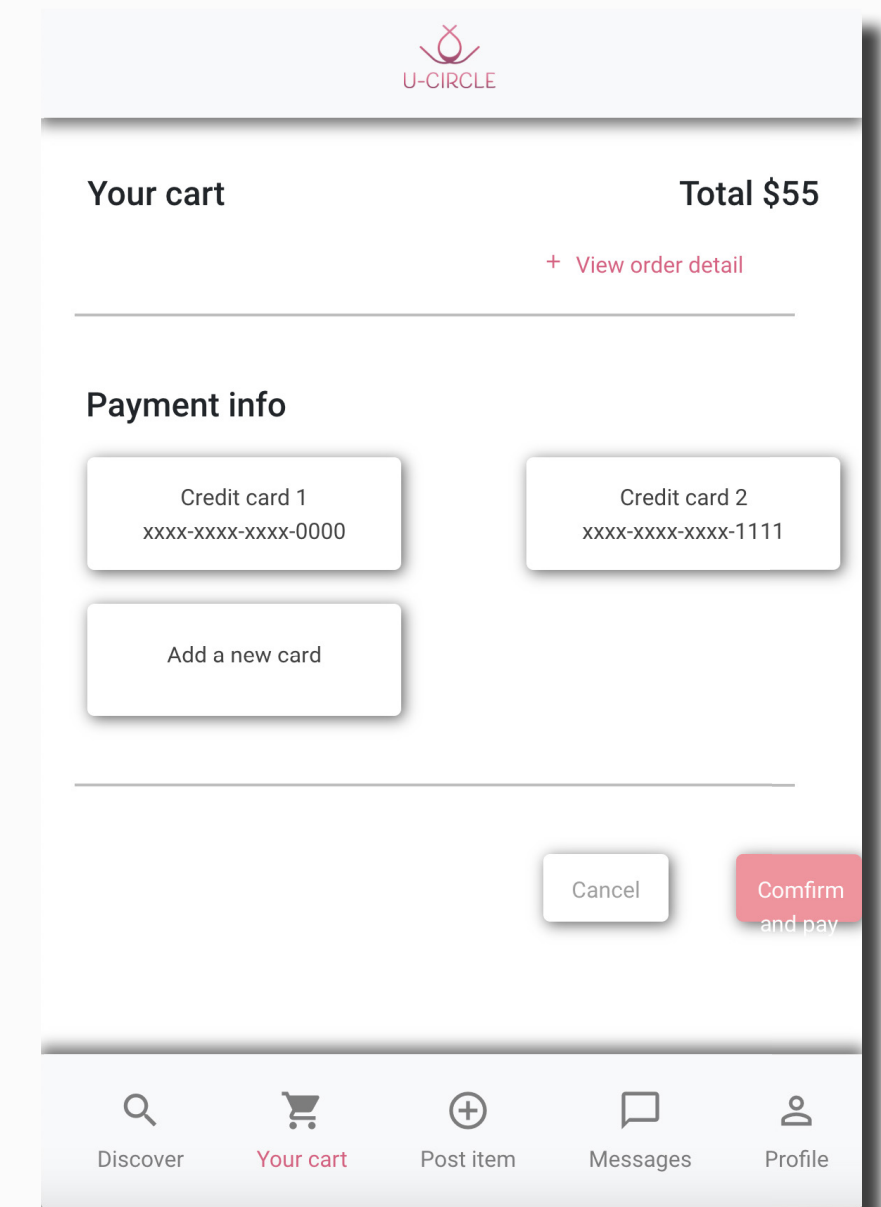
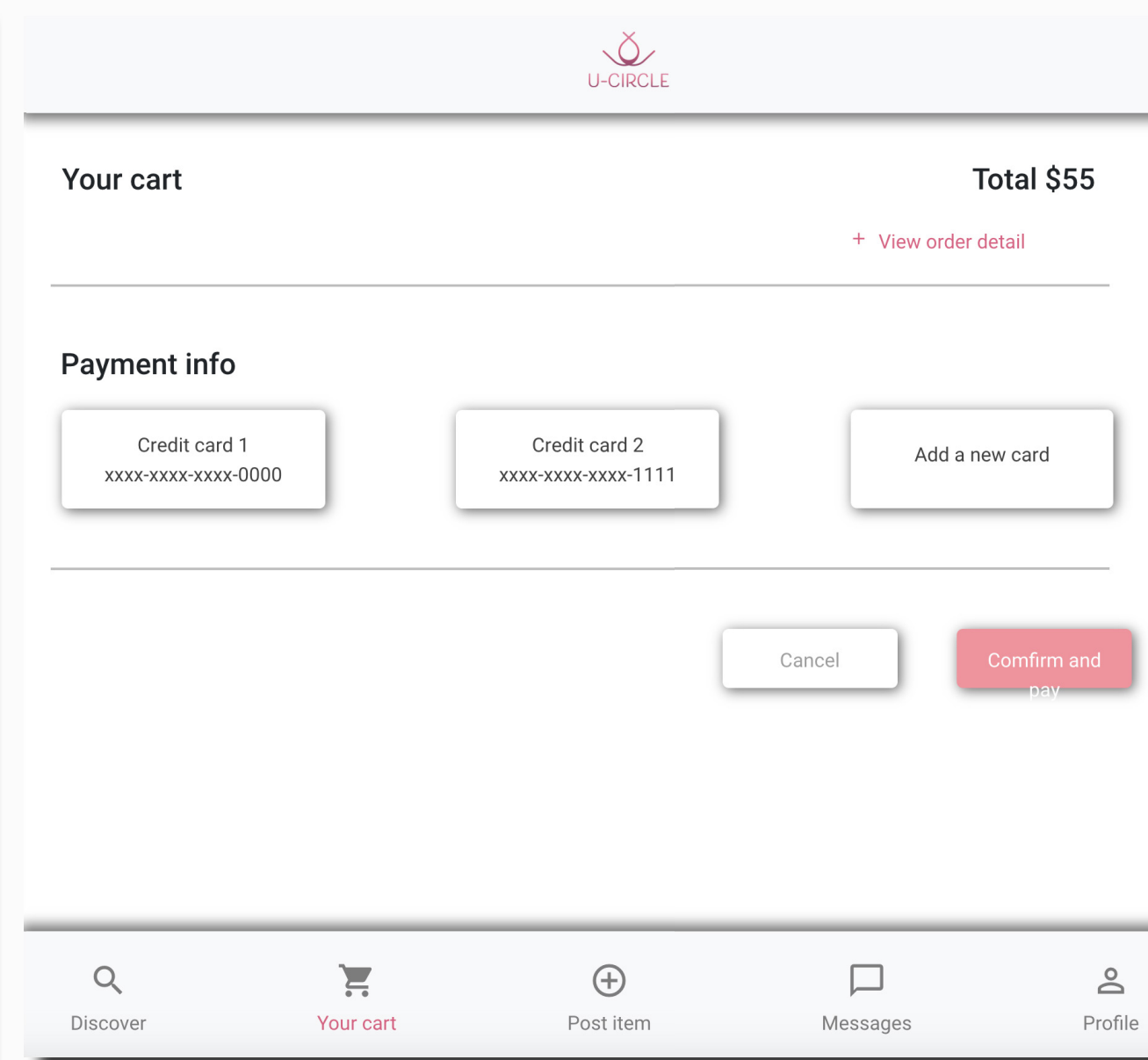
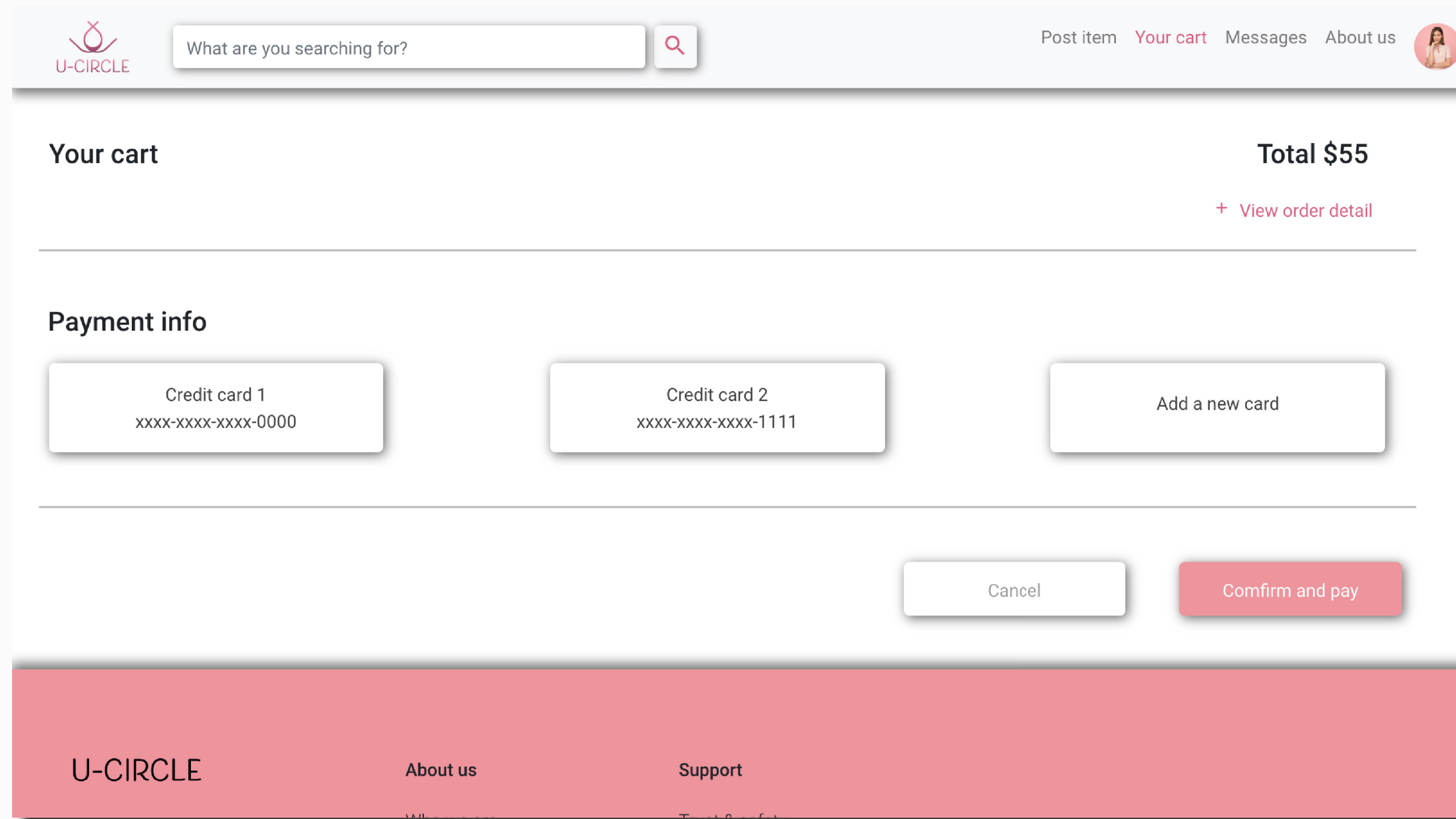
Rough responsive site development

Seller profile



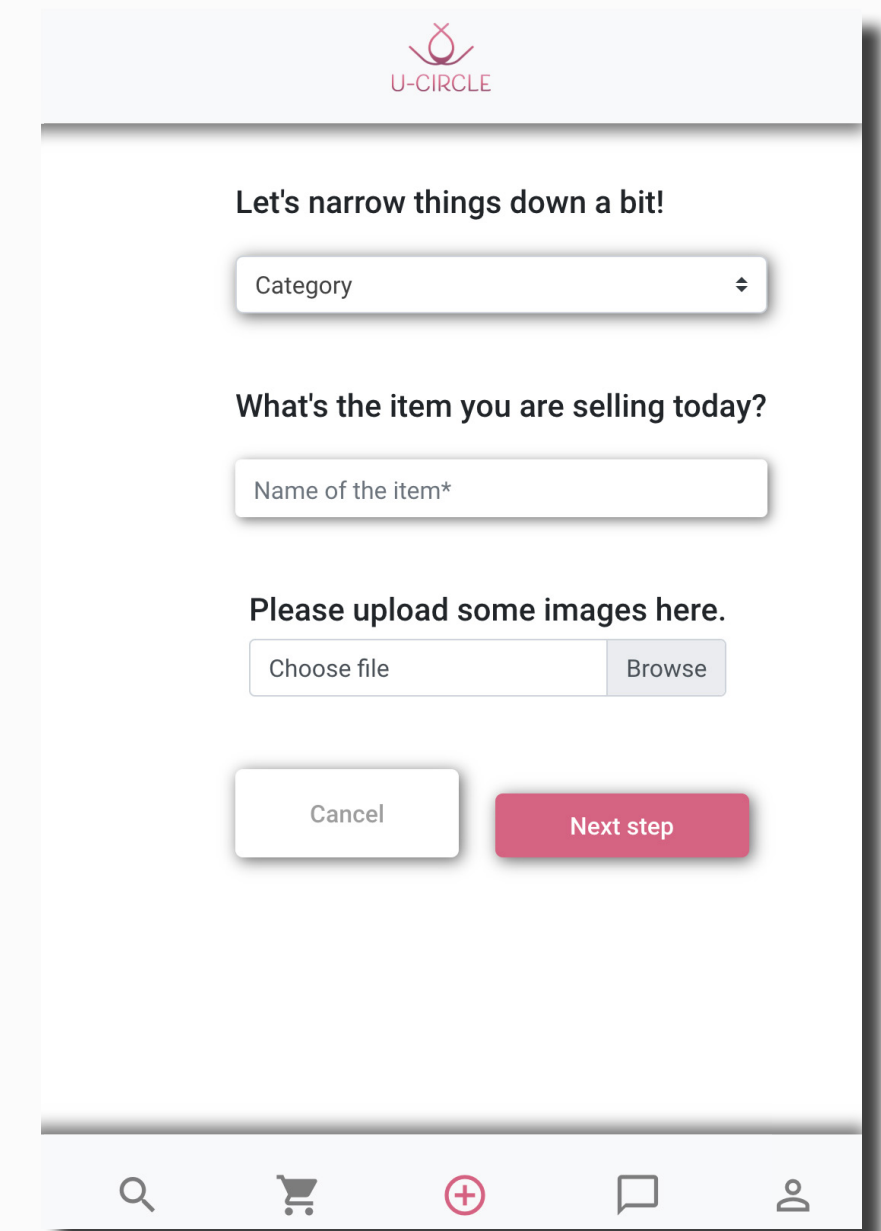
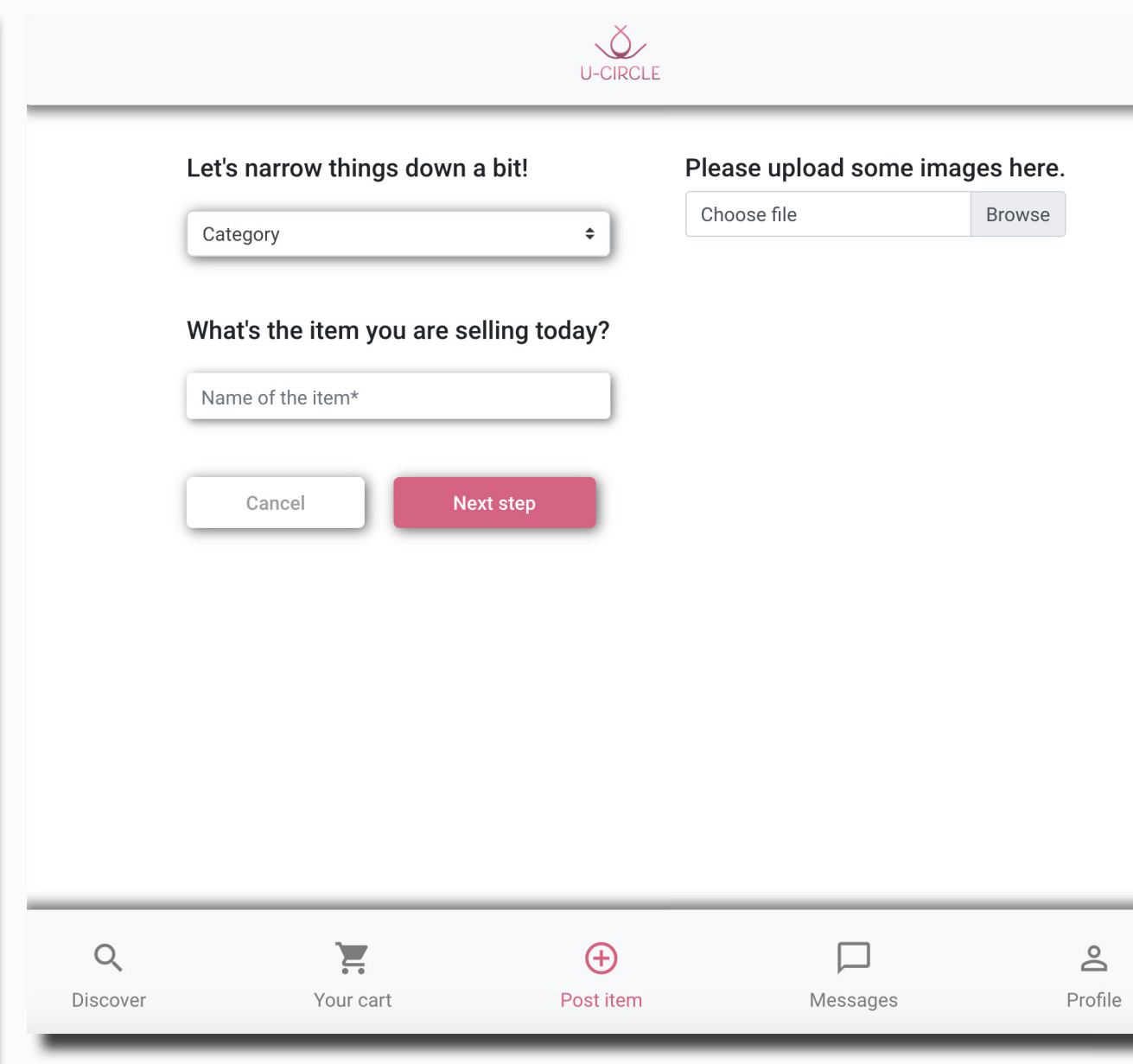
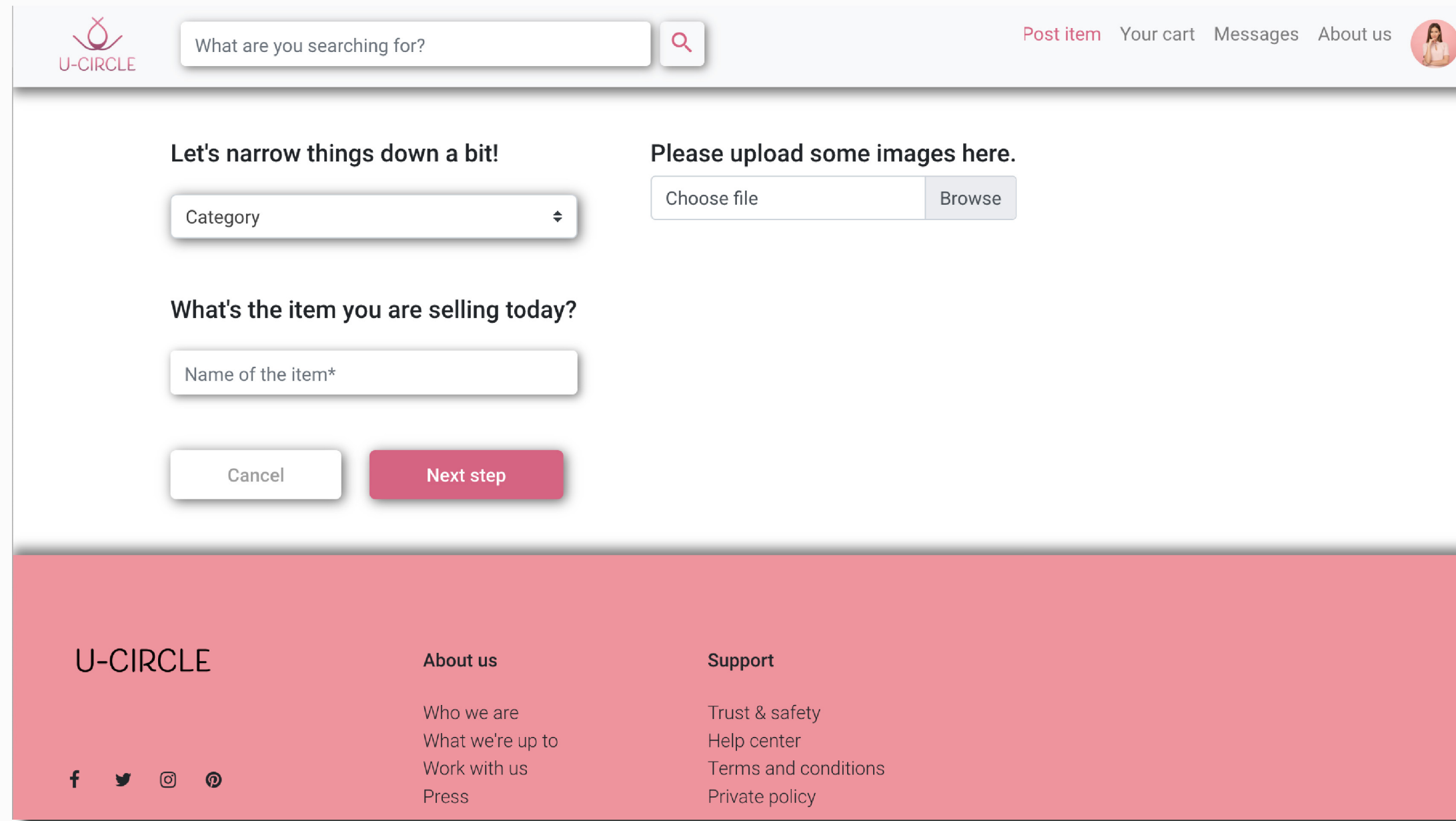
Rough responsive site development

Payment



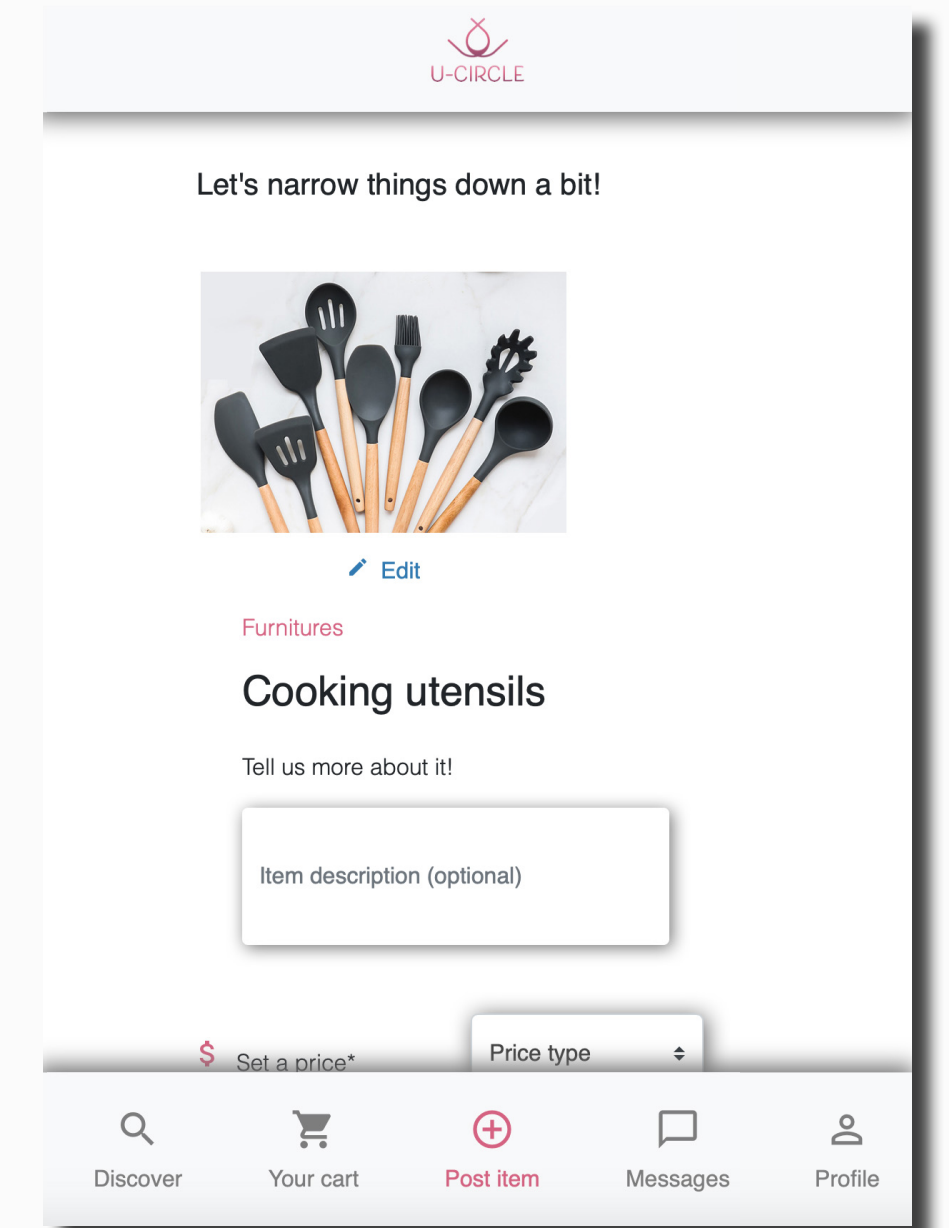
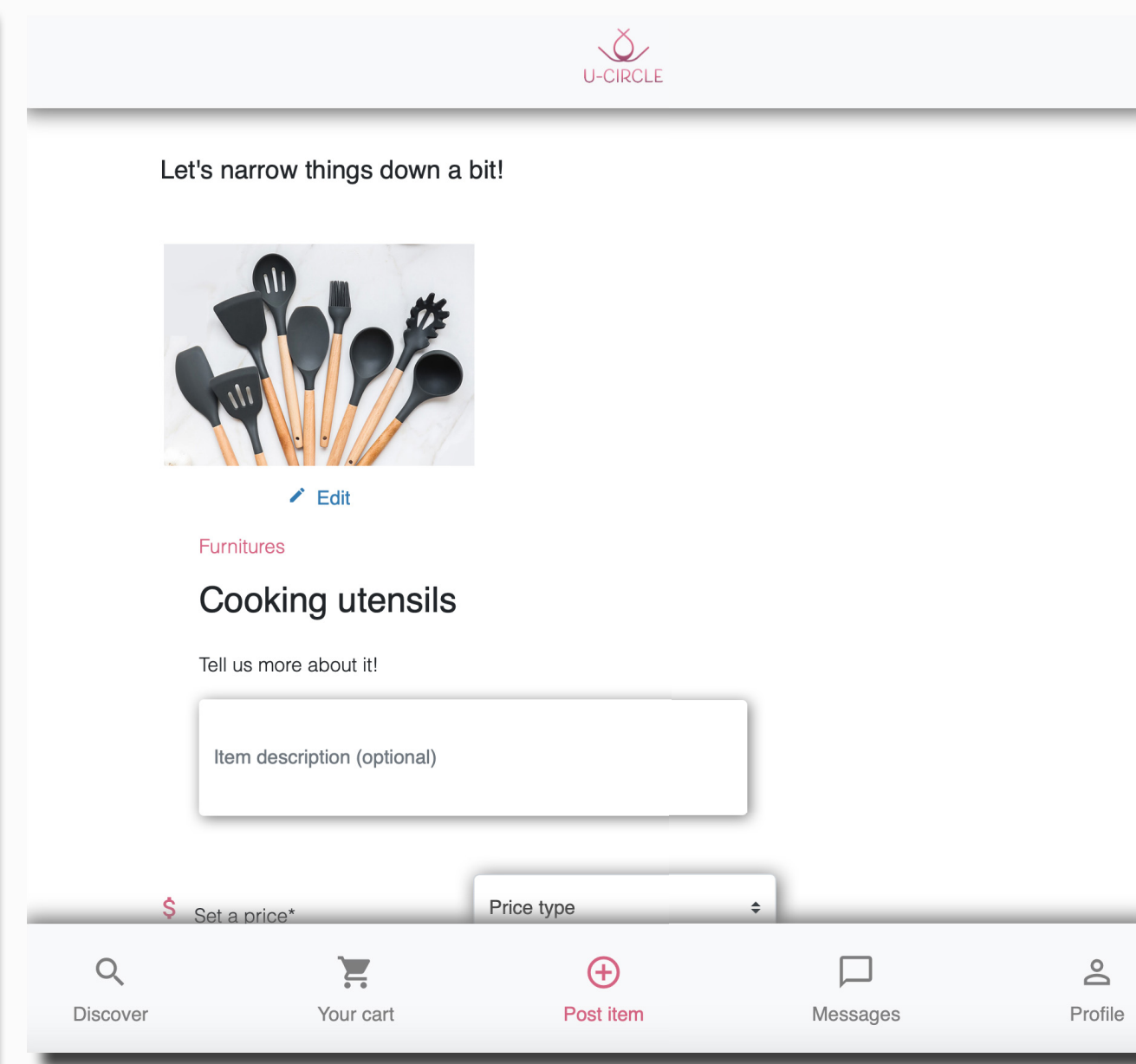
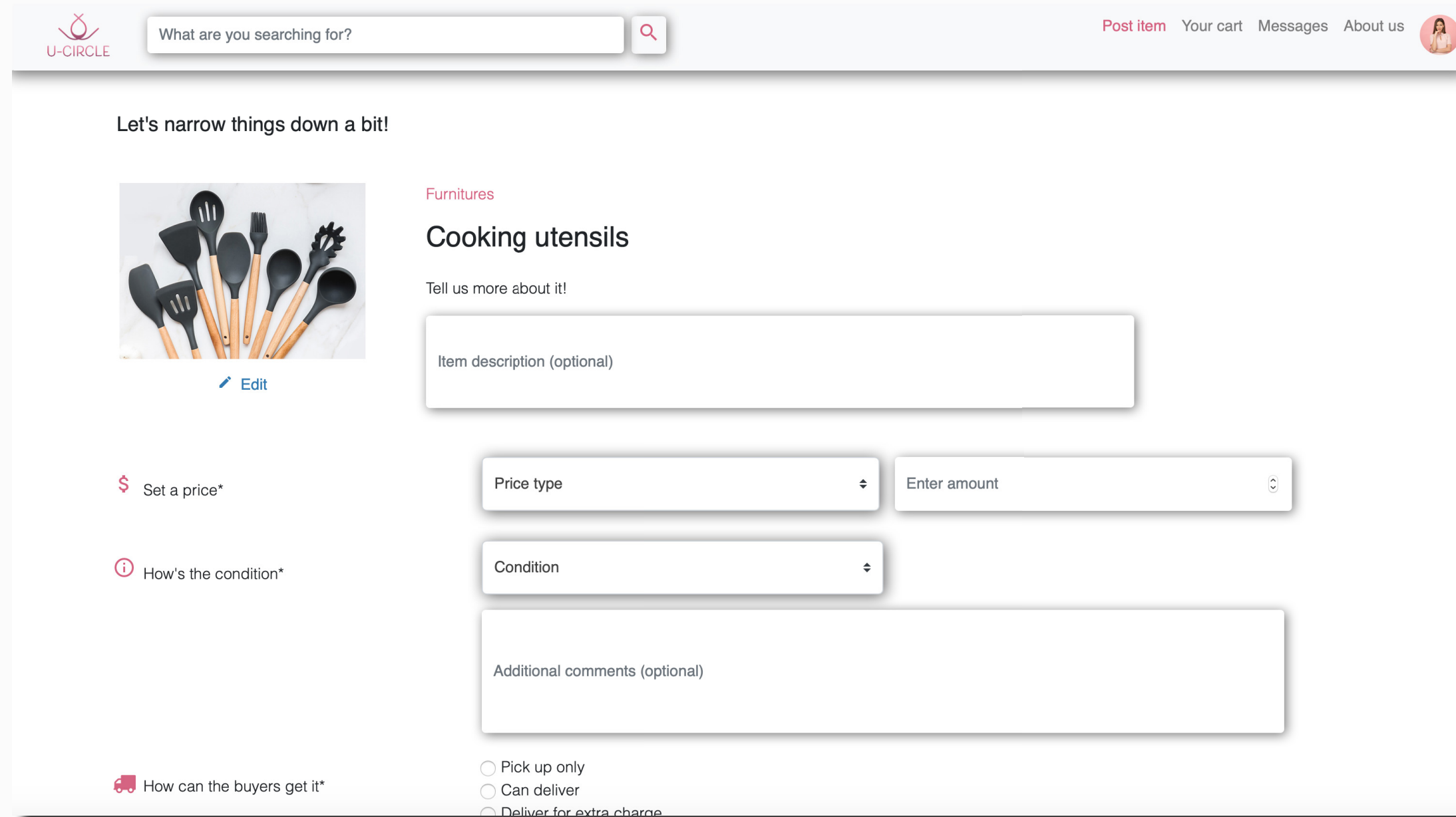
Rough responsive site development

Post item



Rough responsive site development

Item description



Final development

Website link

Website link

[http://lomelino.com/studentProjects/scad/
itgm-715-summer-16/yvonnechen/](http://lomelino.com/studentProjects/scad/itgm-715-summer-16/yvonnechen/)