



Team 48

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Project Overview

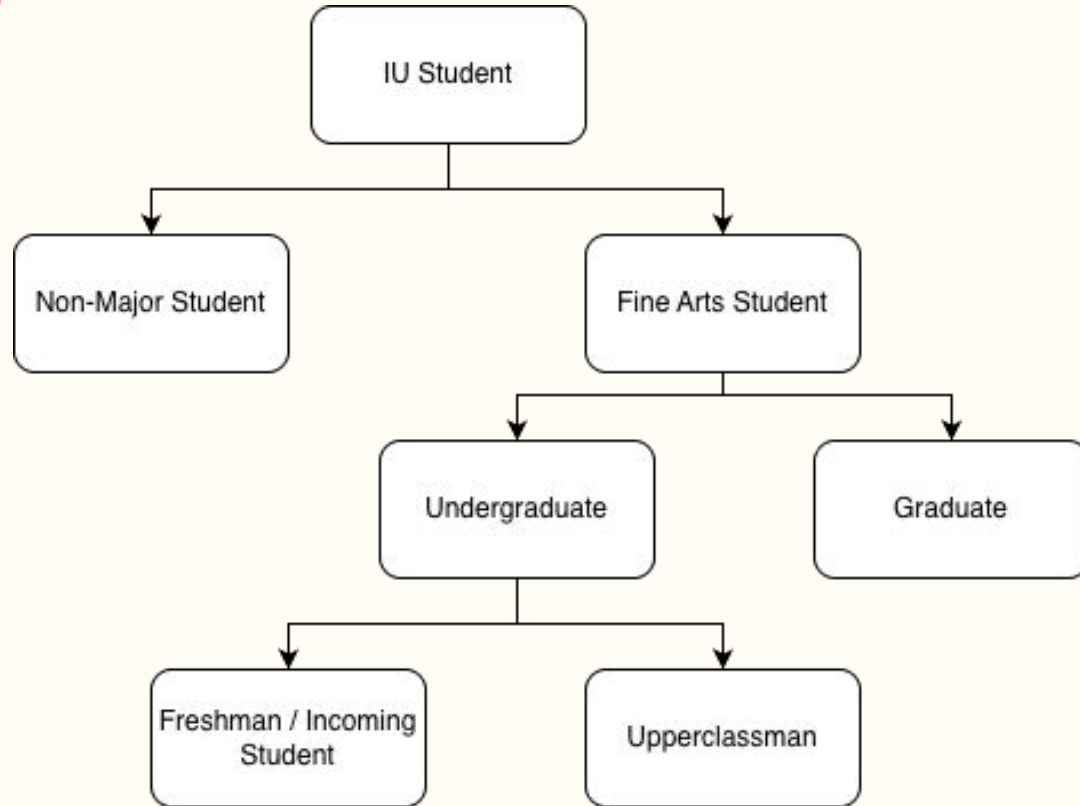
Goals

- Reduce material waste
- Build a stronger creative community
- Provide IU students with eco-friendly alternative to buying arts course materials

Primary Epics

- IU login authentication and profiles
- Listing creation, editing, updating
- Search with filters and tags
- Buyer-seller & user-developer communication (SendGrid)

UX Participants



UX Methods

Method

- In-person, monitored testing sessions
- Task-based, unguided
- Users work on their own devices

Data Collection

- Qualitative observations (confusion, hesitation, flow)
- Quantitative responses
 - Time to complete tasks
 - Number of clicks
 - Points of hesitations



Scenario 1: Account Setup

First-time User: You want to unlock all the features of a site you heard about from a classmate

- Log in
- Fill in account information
- Edit profile after completing



**Art Market
Team**

First Name:

Art Market

Last Name:

Team

Preferred Email:

admin@iu.edu

 [Change Profile Photo](#)

✓ Save Changes

✕ Cancel

Scenario 2: Selling

Seller: You took a ceramics class and want to sell leftover clay for \$15

- Take 2-3 photos
- Navigate to create a listing (track nav bar vs button usage)
- Enter listing details (identify unclear inputs)
- Mark item as **pending** after contact
- Mark item as **sold** after exchange

Create Listing

Clear Inputs

Item Name:

Description:

Category:

Condition:

Location:

Related Course:

Did you use this item for a course? Type course name and select from the dropdown

Price:

Quantity:

Tags:

 Upload Images

Max 4 Images - JPEG and PNG only

 Create Listing

Scenario 3: Buying

Buyer: You need supplies for a creative core class

- Choose an item to search
- Use search or filters (track which is used first)
- Apply constraints
 - Under \$50
 - On-campus (dorm living)
- Contact seller:
 - Ask about Venmo
 - Request meetup at Wells Library

Category:

Painting

Drawing

Digital Art

3D

Jewelry

Metals

Photography

Graphics

Textiles

Printmaking

Condition:

New

Like New

Used

Damaged

Price Range:

0.00

235.25

Location:

Any

Search for an item...

Search Results



Used Supplies

Used

FREE



Watercolor Palettes

Used

\$7.00





UX Evaluation Rubric

Category	Excellent (3)	Adequate (2)	Poor (1)
Listing Creation	Creates listing quickly; all fields answered	Minor errors, more than 2 hesitations	Cannot complete
Photo Upload	Uploads on first try	Multiple attempts	Fails to upload
Search/Filter	No challenges finding desired item(s)	Item(s) found via search, but with some challenges	User unable to find item(s)
Account Navigation	Easily finds own listings and account details, no issues making changes	2 or more challenges finding/editing account details	Cannot find account details
Contact/Communication	Contacts buyers/seller	Multiple attempts	Cannot complete
Purpose/Understanding	Site explanation meets values	Partially correct	Cannot explain

Questions We Want Answered

Listing flow:

- Where do users hesitate or get stuck while creating a listing?

Search flow:

- How do users go about searching for items?

Account understanding:

- Can users locate and manage their posted and saved listings easily?

Purpose:

- Can users explain what our platform is for after using it?
- Are users more likely to be buyers or sellers?
- What would bring a user to our platform?

Extra features:

- What's missing? What would make a user more inclined to use the platform?