



Team 48 - UX Results

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Project Overview



Epics

Goals

Listing creation, editing, updating

Reduce material waste

Search with filters and tags

Build a stronger FA community

Buyer-seller & user-developer
communication

*Provide IU students with cheaper
alternatives to buying arts course
materials*

IU login authentication and profiles

UX Testing Data

In-person, monitored task-based tests. Qualitative/Quantitative observations and prompts

Participants:

2 Students (Major)

3 Students (Mon-major)

1 Non-student

Average Scores:

Listing Creation: **2.3/3**

Photo Uploads: **2.25/3**

Search/Filer: **3/3**

Account Navigation: **2/3**

Contact: **3/3**

Purpose/Understanding: **2.5/3**

Main Issues:

Incorrect error handling in listing creation form

Un-intuitive number formatting for prices

Missing range of course codes

Form link 'Clear Inputs' not executing

Some unclear design choices

Questions We Answered: Functionality

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

Choosing the right photos, formatting descriptions, understanding which 'tags' to use

How do users go about searching for items?

'Sell' from the nav bar

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

Only if they understand that their listings will be found in their own profile

Questions We Answered: Purpose

Can users explain what our platform is for after using it?

Yes. Many related to platforms such as FB Marketplace, Depop, or Craigslist, with an additional understanding of the exclusivity of FA students.

Are users more likely to be buyers or sellers?

More likely to be buyers, or setup quick exchanges/giveaways.

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

Consistent timely content on browse/homepage would excite participants to come back

Our Next Steps

Top Priority

1. Ensure all form submission errors are handled properly
2. Allow more special characters in forms, e.i. '#' or '\$'
3. Add additional course codes in search filter
4. Fix 'Clear Inputs'

Mid Priority

1. Different/clearer icons for buttons
2. Further integrate logo coloring with site colors
3. Make images no longer required
4. Handle .heic images

Low Priority:

1. Dark-Mode design
2. ISO Functionality