

Quest Project Brief

Team HBFS (Harder, Better, Faster, Stronger)

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Our Project Scope

Project Context

So many services and resources can be cheaper per person if more people buy into the resource. For example, Ubers are cheaper with more people, as are bulk groceries or family plan subscriptions. However, some university students don't always know who else they can split things within a timely manner. Our concept would connect fellow students with each other so they can split the cost of resources without needing a robust social network.

Problem Statement

How might we help students save money by facilitating resource sharing amongst students with similar goals? We believe that for our solution to be effective, it should fit the following criteria:

- It is trustworthy and secure
- It is relatively cheap.
- It is low-effort and intuitive.

Target Audience

University students who are looking to **split costly resources** to save money

- These students have a limited social network to share resources with
- These students live on or near campus

Overall Personas

To better capture our target audiences and their needs, the team creates the following personas that will guide the creation of our product.

Persona A: Deal-Ignorant

Carmen Walker is a sophomore studying Fine Arts in Boston, MA. She does not often share costs with other students, mainly because she is unaware of the many ways that she can split costs. [Appendix A](#) shows Carmen's empathy map and user persona.

Persona B: Deal-Savvy

Luke is a graduate student who moved to San Jose for school. He is paying his way through college, so he works full-time. One of Luke's biggest concerns is wasting money on unnecessary things. When possible, he tries to split costs with his roommates or friends, but they aren't as concerned with saving money as he is. In his free time, he loves to hunt for deals in the city and explore new things. [Appendix B](#) shows an empathy map and user persona for Luke.

Project Timeline

Table:

Milestone #	Corresponding Tasks	Team Lead (submit assignment)	Start date	Anticipated duration	Completion Date
M2	Finalize M2 report	SK	(wed) 1/25	1 week	(thurs) 2/2 M2: 2/2
M3	Create surveys and interview questions	ALL	(sat) 1/28	1 week	(thurs) 2/2 M3: 2/23
M3	Recruit and conduct interviews and send out surveys	ALL	(fri) 2/3	2 weeks	(thurs) 2/16 M3: 2/23
M3	Analyze research findings	ALL	(thurs) 2/16	3 days	(sat) 2/18 M3: 2/23
M3	Write/Finalize M3 report	DA	(sun) 2/19	4 days	(thurs) 2/23 M3: 2/23
M4	System Concept mapping, journey map, and user flow	TBD	(thurs) 2/23	Same day	(thurs) 2/23 M4: 3/23
M4	Low-fidelity wireframes	TBD	(sat) 2/25	2 days	(mon) 2/27 M4: 3/23
M4	Mid-fidelity prototype	TBD	(mon) 2/27	9 days	(wed) 3/8 M4: 3/23
M4	8 Mid-fidelity user tests (2 each)	TBD	(wed) 3/8	3 days	(sat) 3/11 M4: 3/23
M4	Prototype revisions based on user tests	TBD	(sat) 3/11	4 days	(wed) 3/15 M4: 3/23
M4	Convert to hi-fidelity prototype	TBD	(thurs) 3/16	6 days	(wed) 3/22 M4: 3/23
M4	Write M4 report	TBD	(sat) 3/18	5 days	(thurs) 3/23 M4: 3/23
M5	Work on prototype	TBD	(thurs) 3/23	2 days	(sat) 3/25

					M5: 4/13
M5	Finalize Hi-Fi Prototype based on user test feedback	ALL	(sat) 3/25	5 days	(thurs) 3/30 M5: 4/13
M5	8 Hi-fidelity user tests (2 each)	ALL	(fri) 3/31	2 days	(sat) 4/1 M5: 4/13
M5	Analyze our user test results		4/1 (sat)	Same day	4/6 (thur) M5: 4/13
M5	Finalize Hi-Fi Prototype based on user test feedback		4/6	10 days	4/8 (sat) M5: 4/13
M5 & M6	Write M6 report and write M5 demo script and presentation // video (?)		4/2	10 days	4/12 (wed) M5 & M6: 4/13

Gantt Chart:

Milestone	Task	1/29 - 2/4	2/5 - 2/11	2/12 - 2/18	2/19 - 2/25	2/26 - 3/4	3/5 - 3/11	3/12 - 3/18	3/19 - 3/25	3/26 - 4/1	4/2 - 4/8	4/9 - 4/15
M2	Finalize M2 report											
M3	Create surveys and interview questions											
M3	Recruit and conduct interviews and send out surveys											
M3	Analyze research findings											
M3	Write/Finalize M3 report											
M4	System Concept mapping											
M4	Low-fidelity prototype											
M4	Mid-fidelity prototype											
M4	User testing for low- and mid-fidelity											
M4	Prototype revisions											
M4	Write M4 report											
M5	Finalize Prototype											
M5	Write M5 demo script and presentation											
M6	Write M6 report											

Design Proposal

System Concept

Quest is a mobile application that connects students to other students to share resources. The system utilizes student credentials to develop a trustworthy and secure process. Through sharing resources, students are able to find more opportunities to save money.

System Criteria

- **Design a Mobile app.** This is so that people aren't obligated to download our app in order to access our solution, since we heard from our users that they value efficiency and time. Our users are also likely to only use our solution occasionally in order to save a great amount of money rather than frequenting our solution to save little bits of money at a time; these users may never feel the need to download a mobile app version at all.
- **Only verified students can become users.** Trust was of utmost importance to our users when it came to ride-sharing, meeting in person, and cost-splitting. By limiting users to just verified students, we are building an important base level of trust into the system that meets our users' minimum criteria for trust. We're still undecided on what data we will use to verify people's student status (e.g. student emails, student ID # etc.)
- **Users can only communicate with the app and not other users.** The app will be the "point person" for all deals. Users cited group coordination, dealing with unknown variables and expectations, and following-up with others as stressful tasks that turned them off from cost-splitting opportunities. Additionally, some users did not want to interact directly with other people, especially not with strangers. Thus, for each cost-splitting opportunity, all the coordination, follow-up, and expectation setting will be done automatically by the app for the group based on the data that users feed into the app.

High-Level Features:

1. Users can find and initiate cost-sharing opportunities through their home feed. How the home feed works:

- Filter for relevant deals using the search bar or filters. For example, users can choose between browsing corporate sponsored deals and user-initiated cost-sharing opportunities.
- Cost-sharing opportunities will display # of users needed to activate the savings and the status of deal (e.g. 3 out of the required 5 users have committed)
- Users can initiate unique cost-sharing opportunities (e.g. uber back to campus) or create groups to capitalize on corporate group discounts (e.g. 100 wings for \$40 at KFC).

2. Our system enforces accountability through:

- Easy feedback system for deals that users participate in.
- Flagging system that users can use to report other users who contribute to a bad experience or who violate laws and rules.
- Cost-based penalty system that automatically charges users a certain amount based on the type of deal they flaked on. Smaller value, non-time sensitive deals may warrant a small standard fee, but larger value, time-dependent deals (e.g. concert tickets) may charge users up to 100% of their committed costs depending on when the user pulled out.

3. System will keep users up to date on new deals, deals of interest, deal status updates and deal confirmations through:

- Optional in-app notifications
- Ability to subscribe to other users they trust in order to get alerts on cost-splitting opportunities of interest
- Ability to subscribe to white-listed key terms in order to get alerts on cost-splitting opportunities of interest
- Ability to subscribe to alerts for individual deals of interest.

Critical Success Factors

To properly assess our design and proposed features that are truly needed and necessary for our proposed target audience, the team set out assessments before and after the application design and creation that prove and guarantee the application's general success may have within the intended audience. For this product, The team first did a comprehensive competitive analysis to see if there are any similar sharing/reselling platforms online and what might be the gas the team can help with. The team then conducted an extended Need-Finding assessment before the application's design with preliminary interviews with potential users and a general survey of our targeted audience. After the prototype creation, the team conducted two rounds of usability testing, with an extensive product iteration in between, to fully understand the potential of the application in normal users' hands.

Pre-design Need-Finding Assessment

Before the product's actual design, coming into the problem space with a limited understanding of being part of the target audience. The team would like to get a better understanding of the problem space. The team conducted preliminary interviews with potential users and a general survey of our targeted users. The results from this research are excitingly promising, with certain caution the team will need to consider during this milestone period. The major takeaways are the following: Trust is essential in any cost-splitting process, with participants highlighting the importance of knowing and trusting the people they were splitting costs with; Cost splitting initiation is often tedious and takes way too much effort, they preferred to be someone join along the ride; Safety concern was particularly evident in the context of ridesharing. Please check out our Full M3 report for more details about this process.

Post-design Prototype Usability Test #1

Shortly after the development of our prototypes with basic interaction functionality intact, the team wanted to assess the basic usability of the prototype flow among the target users, College students. Besides basic usability, the team also wants to determine whether the target users can understand the concept of our application, Quest sharing, and creation.

The team conducted a total of 8 tests with college students, and the finding was generally encouraging for the team. Overall, the tests were fruitful for the team to push the projects and prototypes forward. There are many encouraging signs reported from our participants. The major positive thing we found during our testing is that participants have a great understanding and high interest in the application ideas and concepts. There are also some significant shortcomings in our current prototype that we will need to address for future iteration. The major feedback we got from the testing that we might need to improve is the overall visual and aesthetic of the page,

which are mismatched with our target user base and felt dated. The team will either readdress those in future iterations or consider dropping them to refocus on our projects.

Post-iteration Prototype Usability Test #2

The team went back to the prototype after the first round of testing with the gathered feedback we got from our testing participants. The prototype kept a similar user flow and task structure while also working extensively on the information presentation and visual aspects of the prototype. The team understands that from the previous round of testing and Need-finding assessment, the prototype's overall concept is sound and proof. Still, the overall usability was hindered by the presentation of the general information hierarchy and visual elements. To make sure the changes are effective on the overall usability and reinforce the general message of the service. The team conducted the second round of testing after our post-iteration prototype design.

In this round of testing, the team conducted a total of 8 tests with different participants from the last round, ensuring the results were from a fresh perspective. Overall, the tests effectively show us how the prototype worked in the users' hands in a high-fidelity format. We saw increased user satisfaction with the overall visual presentation of the prototype and the general information findability. Some sticking points still came up during the usability test as well. Mainly regarding the "Quest Detail" and "Create a Quest" information presentations. These are where most of the information users need to be concentrated. We expect users may encounter some problems digesting the information presented on these, and further improvement can be expected for that part of the prototype. The other major thing we need to reevaluate is the overall story the prototype needs to convey. The team needs to better integrate the personas' points into the prototype to showcase what it can achieve to showcase the overall prototype from a storytelling perspective. The team will continue to improve the prototype with that feedback in mind that will ultimately be suited for the target audience's needs in the near future.

Final Design

Feature Inventory

Below is a feature inventory of the Quest app.

- Onboarding with university verification
- Home feed with quests from nearby students
- Filter, sort, and search through quests
- Create a quest
- Quest library with saved quests, my quests, and completed quests
- Profile page with student info
- Alerts & notifications
- Payment and setting pay card
- Settings page

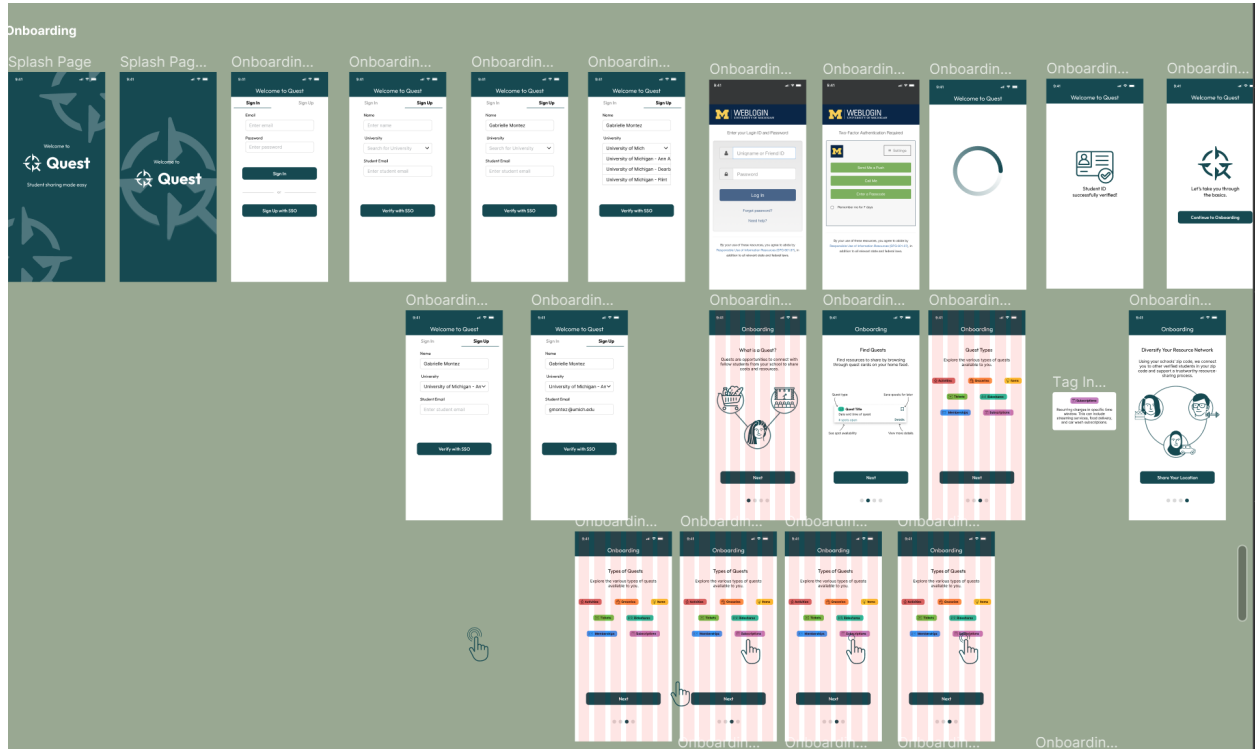
The Quest app walkthrough starts with onboarding with university verification. Using the example of the University of Michigan's log-in system, the app connects to single sign-on (SSO) through Duo, and then comes back to the app as a verified student. The main page is a dashboard containing quests from students in their current college, which can be expanded to students from nearby universities in their settings.

Users will have the ability to filter, sort, and search through quests. Each quest will fall into the categories of one of our tags: activities, items, groceries, tickets, rideshares, subscriptions, and memberships. On the home page, the quests will be split up into "Resources" and "Rideshare," as rideshare quests require different information from the other categories.

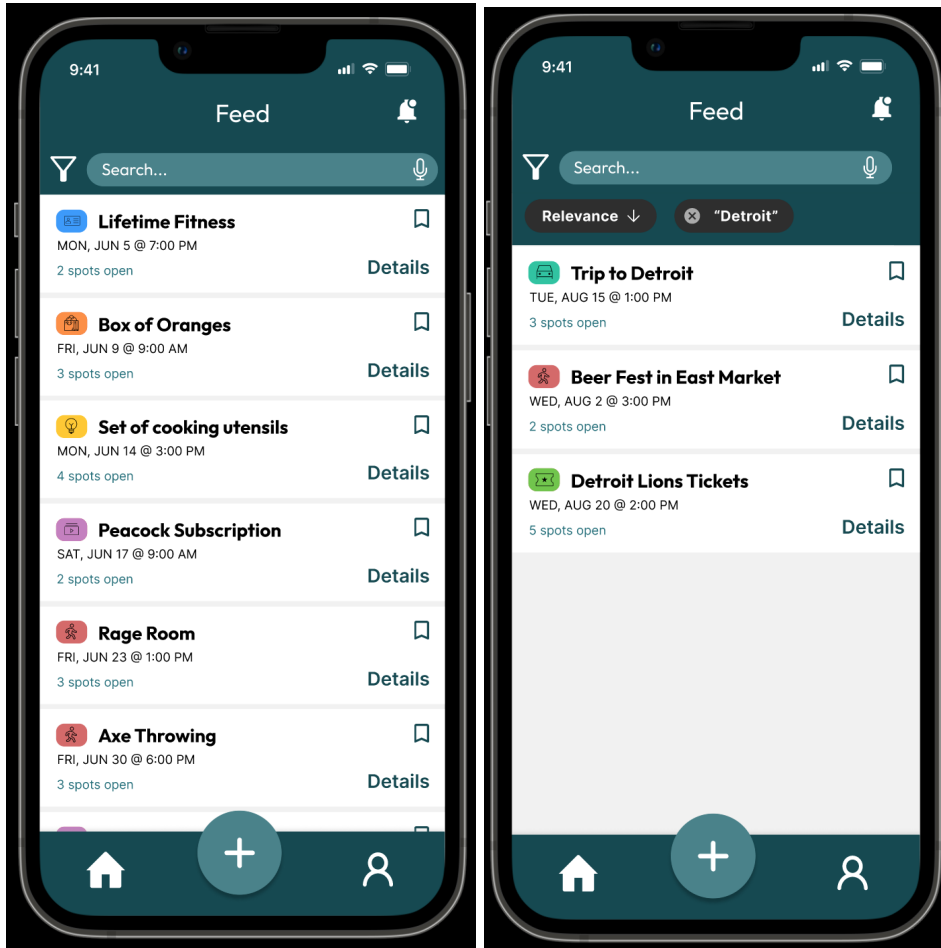
The user can create their own quest, filling out only pertinent information to simplify the process. The quest library houses saved quests, and the user created and completed quests. Each student will have a profile page that shows their picture, name, school information, and other items that can be used to verify a trustworthy person. The settings page will live within the user's personal profile page. Alerts and notifications exist for reminders about quests, updates about saved quests, and alerts on whitelisted terms. These alerts will only be accessible from the home page to reduce confusion. In the user's settings, they can add whitelist terms for searches they want to be notified of when they become available.

User Flows & Overall Design System

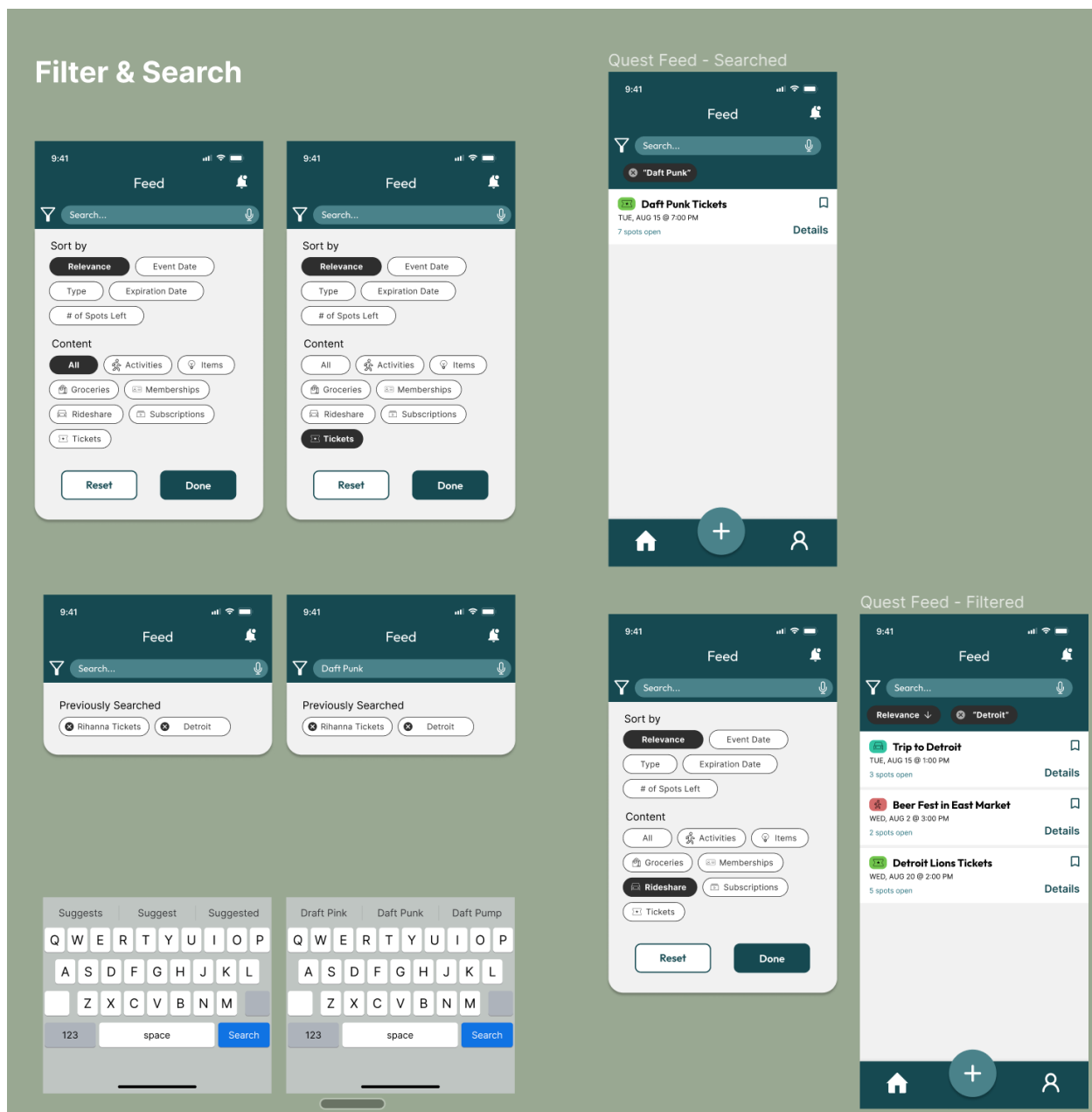
The Overall Onboarding Process



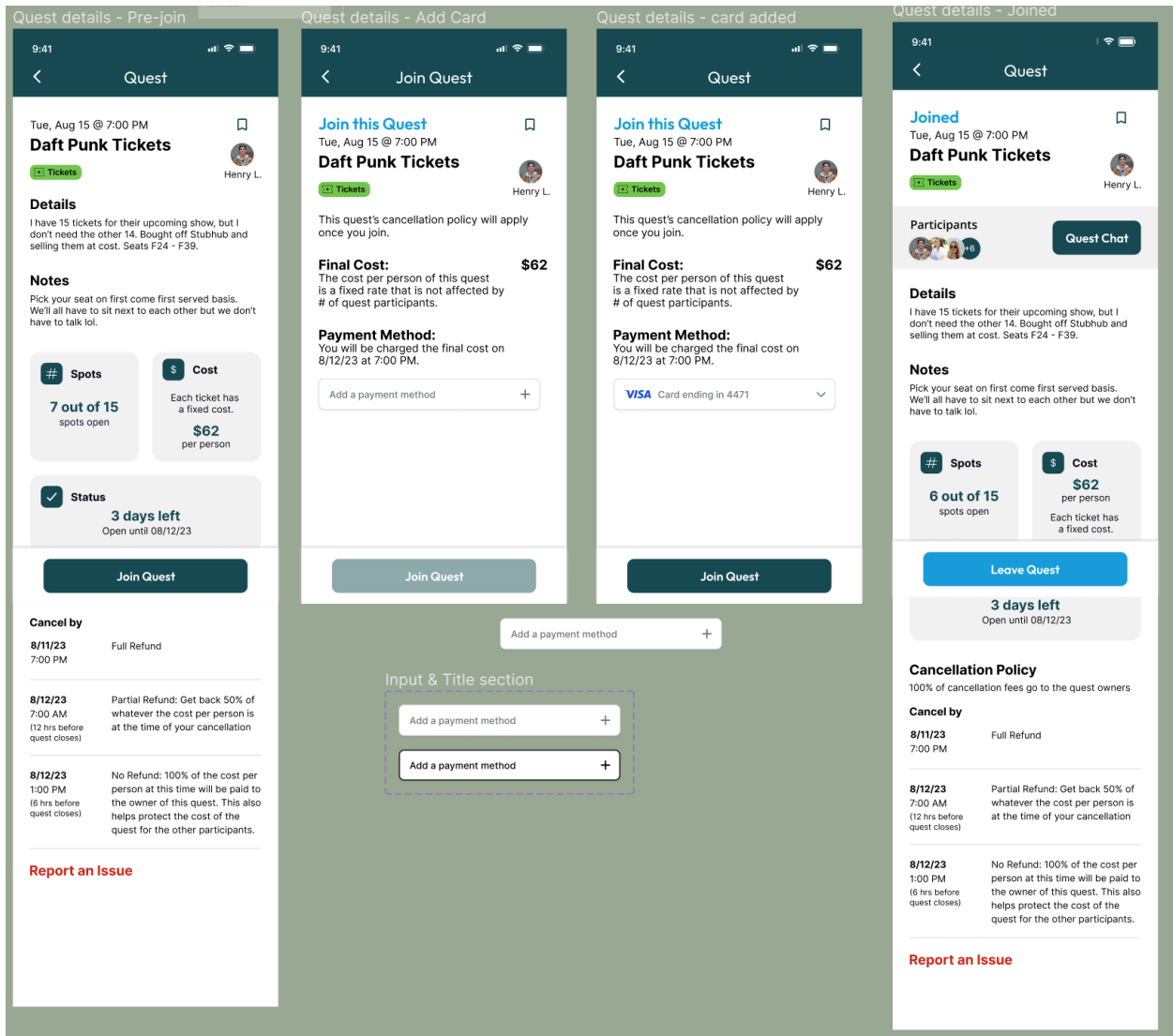
The Home Feed



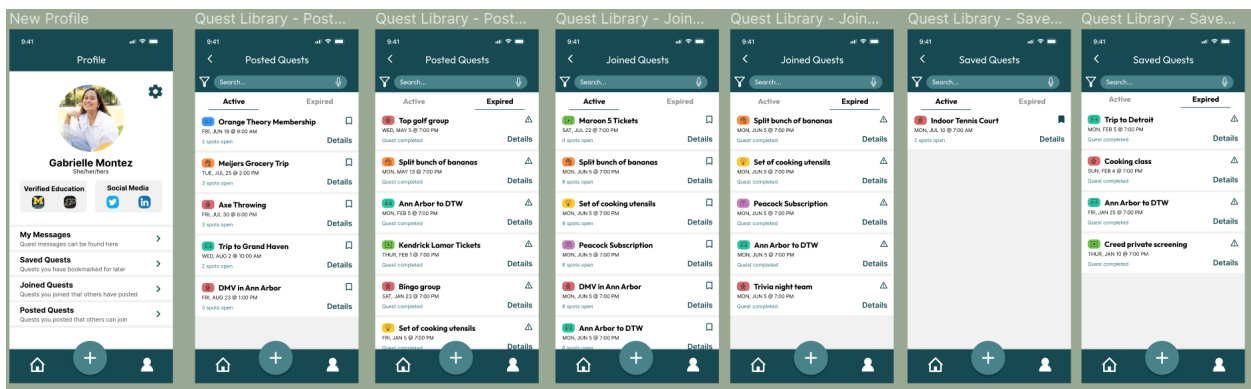
The Filter & Search



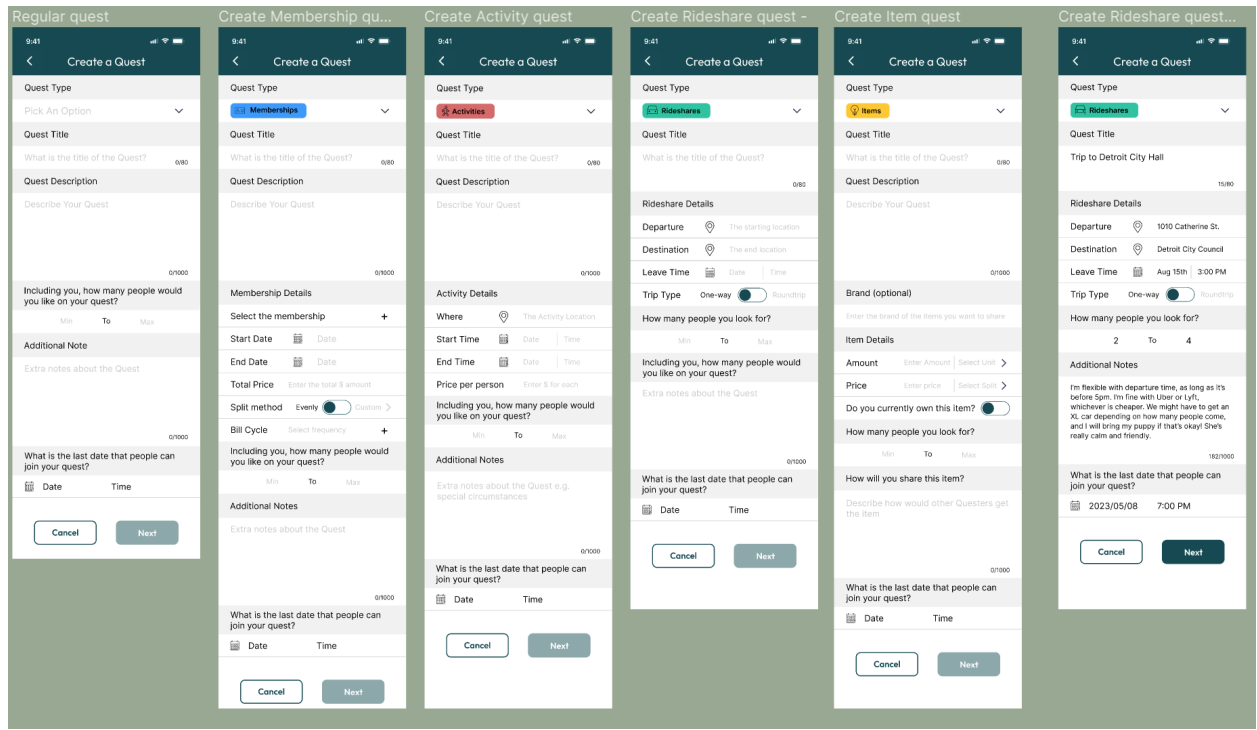
Quest Detail



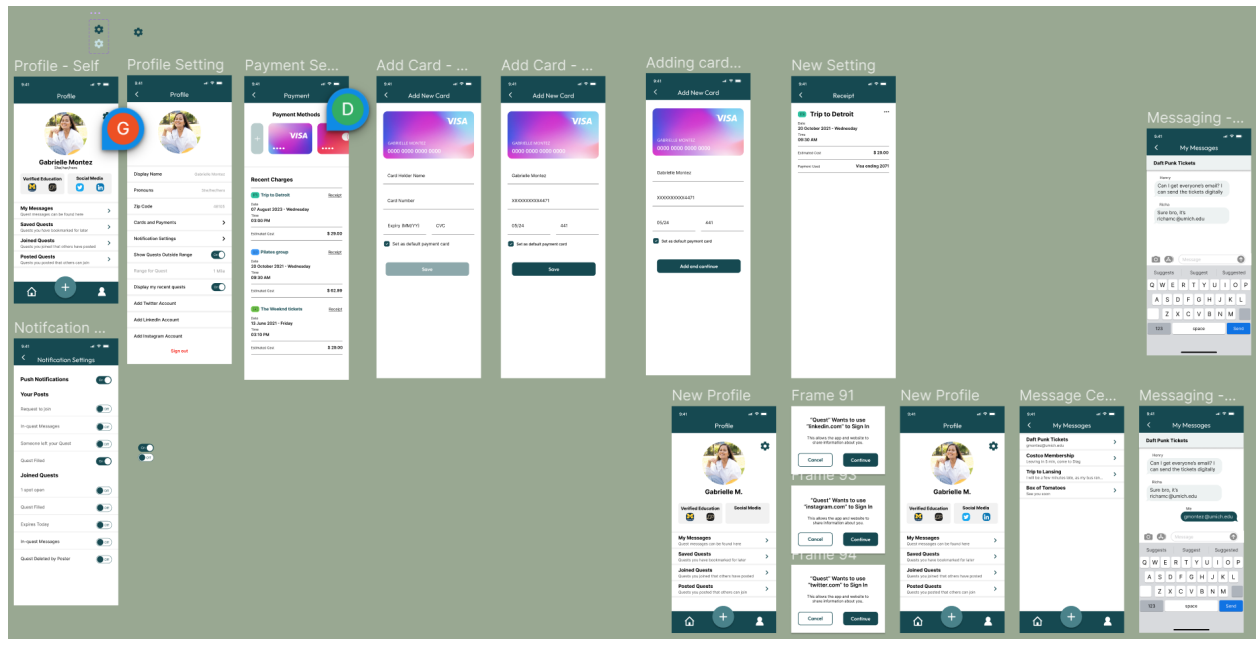
Profile and Saved Quest



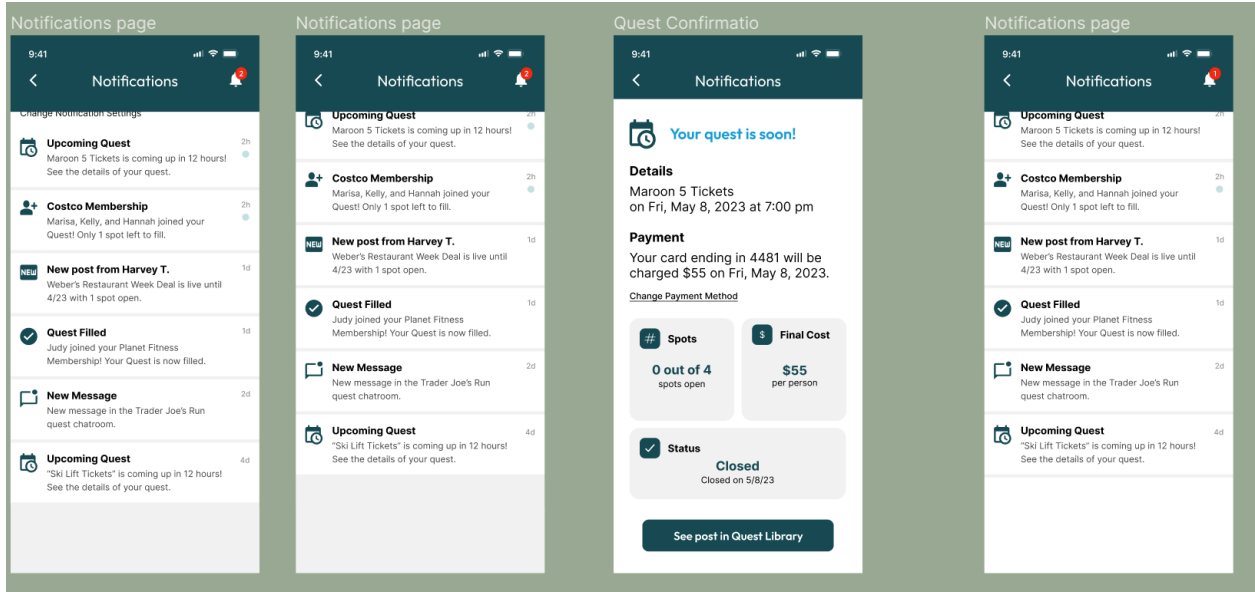
Quest Creation



Profile



Notification



Video Demo

The link to our video demo is listed below.

<https://tinyurl.com/questdemo>

The link to our Figma prototype is listed below.

Prototype: <https://tinyurl.com/699questprototype>

Screens: <https://tinyurl.com/699questfigma>

Future Development

There is still a long way to go in developing the Quest application. First, the team must consider making the prototype a fully functional application. The current iteration of the application is only a mid to high-fidelity Figma prototype that can only demonstrate the interaction users may have with the application and nothing beyond that. To make the application work, the team needs to code and build the application with potentially a team of developers. These requirements are unavoidable if Quest is a publicly usable application. Having a full-stack application development team also meant that the product needed to secure a decent amount of start funding to propel the project higher than it could currently be achieved. This would not be easy, and the team was not fully committed to pushing this product forward as a large-scale platform.

The other major future development plan is the collaboration with the school. In the current iteration of the application, the users have limited interaction with their school-related issues. They only interact with the school when they use their SSO to log in and see their or other students' school verification. We have not contacted the school yet about a potential tie-in with our service and the school ID system yet. But the team believes that the Quest application can bring value to the school to join. The Quest application can significantly impact the student population regarding resource sharing and a certain degree of sociability interactions; both elements would be crucial for the university's community building. The team is confident that the school's support will be a win-win situation for both parties.

Appendix. A: Persona A

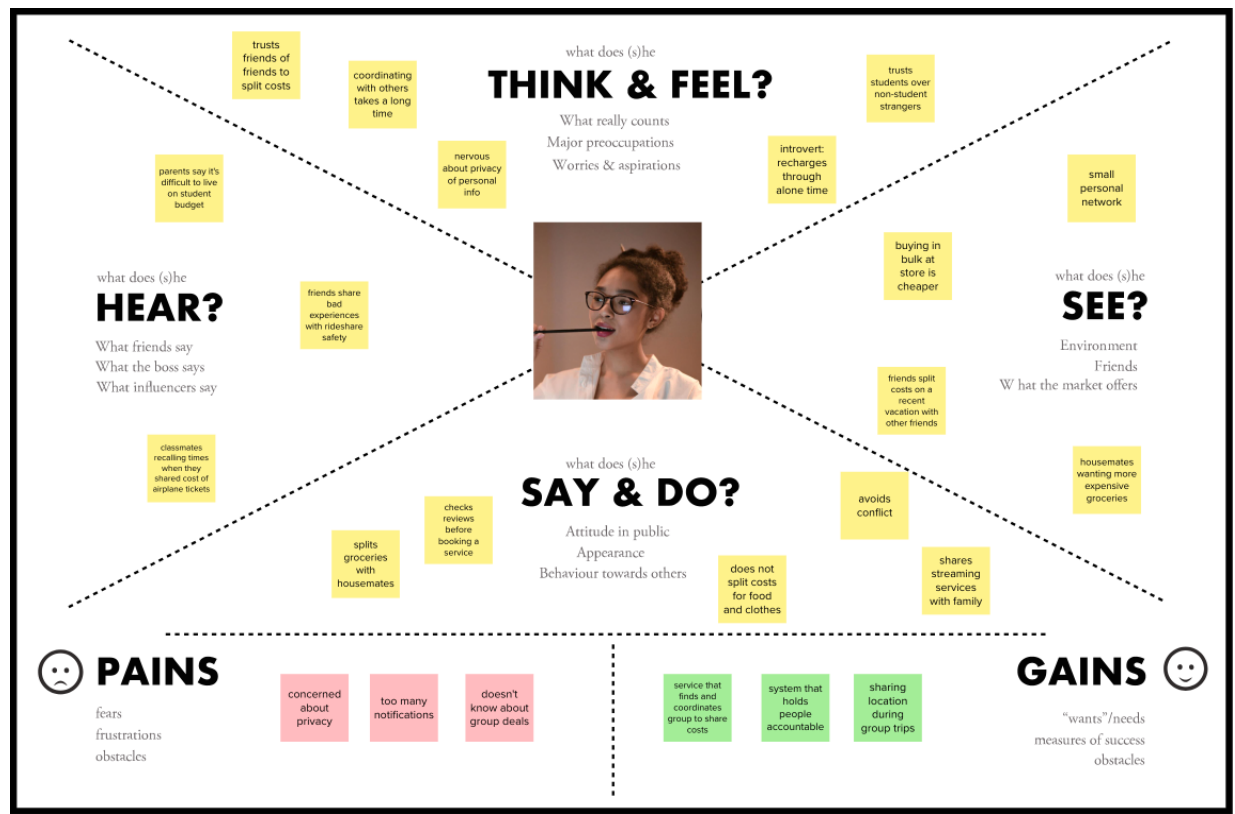


Figure 1A. Empathy map for the deal-ignorant user persona.

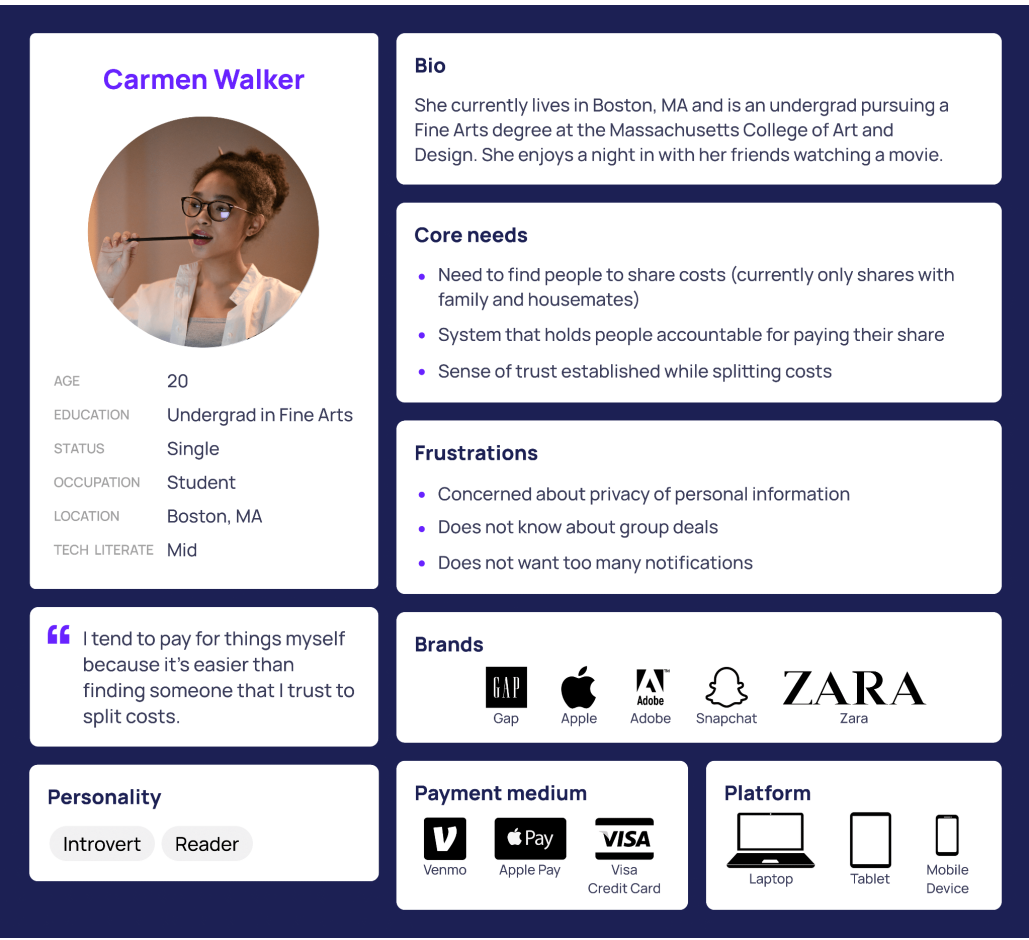


Figure 1B. User persona for the deal-ignorant user persona.

Appendix. B: Persona B

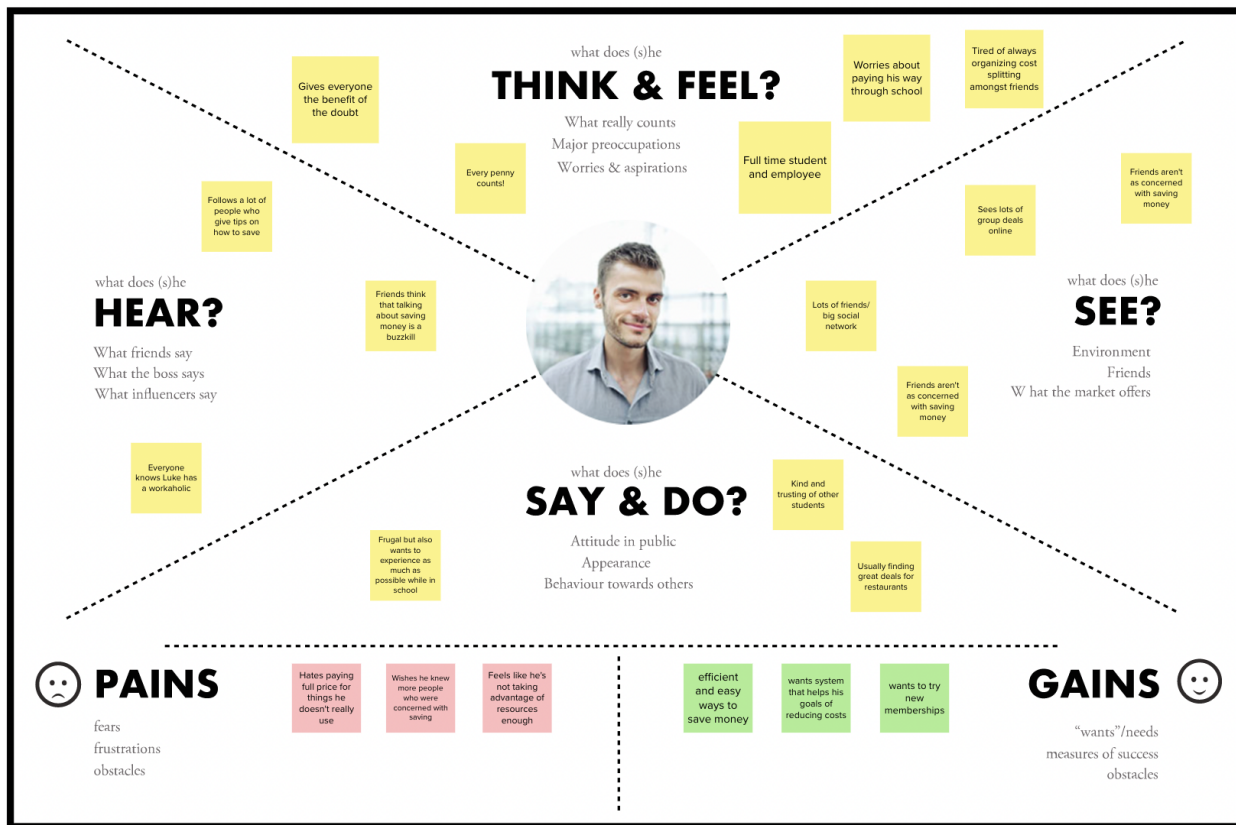


Figure 2A. Empathy map for the deal-savvy user persona.

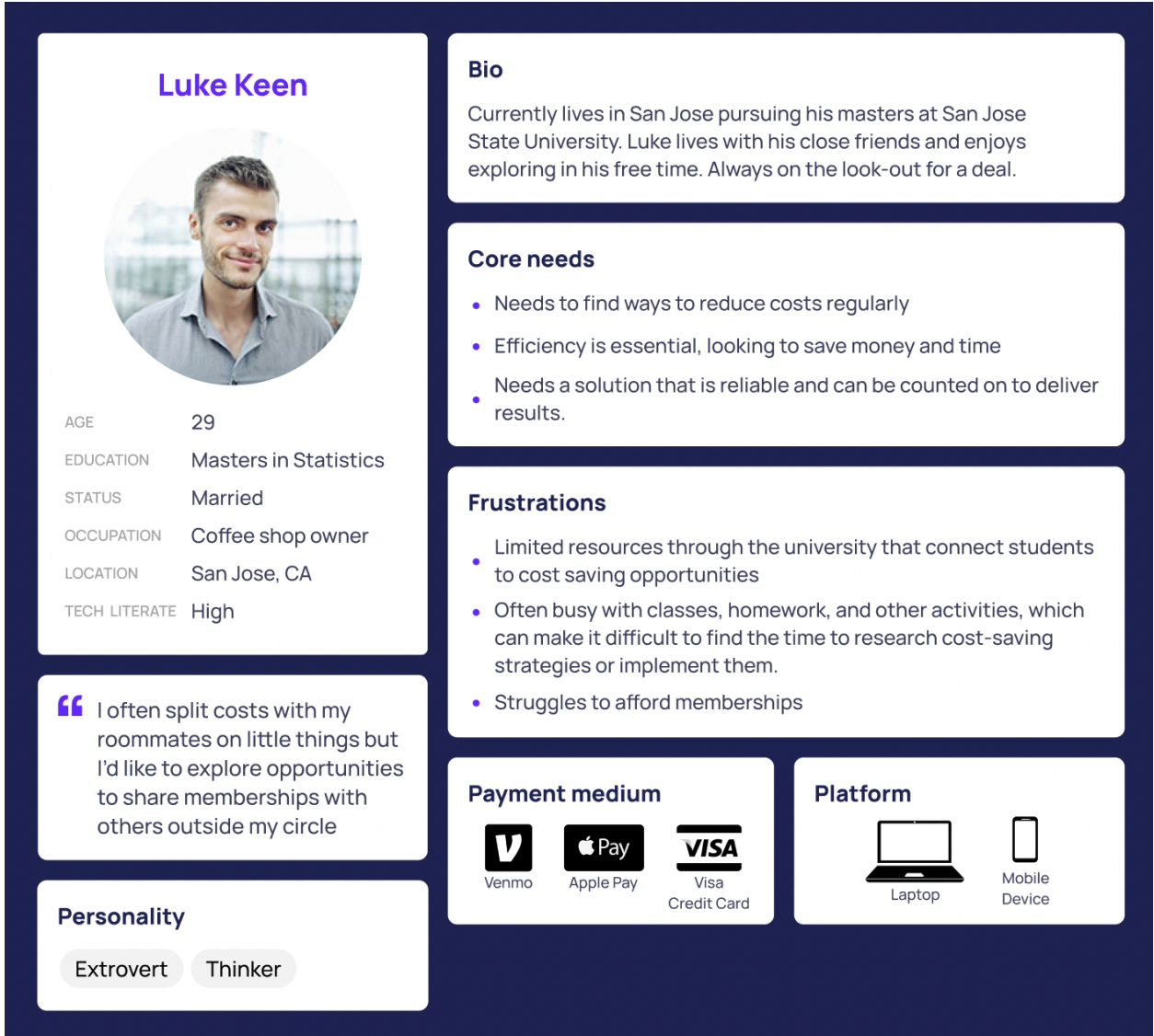


Figure 2B. User persona for the deal-savvy user persona.

Appendix. C Competitive Analysis

General Criteria

For each competitor, look into (if applicable):

- Target users and use cases
- How is UX and UI? What could be improved?
- Free vs selling
- Size of items sold (smallest & largest)
- Security & privacy
- How do they build and proof trust between the buyer and seller
- What info is needed from each party?
- Strengths
- Weaknesses

Competitors

- Freecycle
- Freebie Alert
- Task Rabbit
- Nextdoor
- Reddit trading
- Poshmark
- Facebook Marketplace/Groups
- Offer Up
- Neighbor
- Craigslist
- Amazon Go

Freecycle

- **Target users and use cases**
 - Give away free things
 - Can post about things you want and have others message you
 - Not allowed to deliver items
- **How is UX and UI? What could be improved?**
 - Ability to share, bookmark, and report
 - Can filter between offers or requests
 - Optional Fair Offer Policy: The post author has agreed to wait a while after this post is published before deciding who to give their item(s) to. This gives members who only check the daily digest, or those who are online less frequently, a fair chance to reply to the post.
 - Multiple photos allowed per post

- Sign up Process
 - Must enter location
 - Can select if want to be part of group (e.g. neighborhood groups recommended based on location)
 - Community Policy
 - Can opt in to daily email about new posts in your area
- Messages section where all your conversations are collected
- Create alerts for keywords like you would for LinkedIn jobs
- **Free vs selling**
 - Only free, legal, and family-friendly
- **Size of items sold (smallest & largest)**
 - Large furniture (but no cars)
 - Clothes, electronics, books, toys, tools etc.
- **Security & privacy**
 - Can make a post without name or picture (e.g. post requesting something)
 - Approximate neighborhood
 - Has safety guidelines encouraging both parties to meet in public place or leave item for pickup on your doorstep to avoid in person interaction
- **How do they build and proof trust between the buyer and seller**
 - Shows how long user has been member
 - Shows member's offers/requests history
 - How long ago the request/offer was made
 - The volunteers do their best to keep the community running smoothly and they depend on you to report when posts or members break the rules.
- **What info is needed from each party?**
 - Approximate location [map view available]
 - Free or price
 - Description of item
- **Strengths**
 - Offers vs Requests are clearly delineated
 - Messages section
 - Can see what you bookmarked, commented on, and view history in same section
 - Gives suggestions on how to reply
 - Posts are auto removed after 90 days so user is not replying to stale posts
- **Weaknesses**
 - Things like if you have access to a car/available for delivery are not filterable, user can just include in post description.
 - All item information is variable, no template for continuity across posts, so every post can be text heavy or sparse
 - User must remember to report their offering as "gifted" otherwise people still think it's available

Post what you're giving or requesting

New Post

First time posting?
Just remember that every item posted should be free, legal and family-friendly.
No services, promotions or advertising.
[View full guidelines »](#)

Giving away Requesting free items

Add Photos

Post Title
eg. tall wood shelves

Details
size, color, condition, etc.

Location
eg. Upper West Side
The part of town where you are. This helps other members know how far away you are.
[Set map location](#)

Choose groups
 Houston Freecycle

Expire post in

Fair Offer Policy applies (optional)
Using the Fair Offer Policy makes choosing a recipient more fair. Everything posted must be free.
[Learn more »](#)

Note: Replies to your post will show up on the [messages page](#) and be forwarded to gsongg@umich.edu. Remember to check your spam folder for replies.

Freebie Alerts

- **Target users and use cases**
 - You can post directly to Freebie app, otherwise your post on Nextdoor, FB, OfferUp, TrashNothing is auto fed into the app
 - Looking to give away or pick up free things in your area
- **How is UX and UI? What could be improved?**
 - No other search filter aside from location and search term
 - Search results are organized by date posted
 - Home feed: image + title + miles away + time posted
 - Reviews wanted: “If the item(s) listed are marked sold in the other apps such as letgo ect then it should automatically change the status in this app.”
- **Free vs selling**
 - Only free
- **Size of items sold (smallest & largest)**
 - Large furniture (but no cars)
 - Clothes, electronics, books, toys, tools etc.
- **Security & privacy**
 - Must verify account through email in order to post directly on app
- **How do they build and proof trust between the buyer and seller**
 - Have report listing option
 - Everyone is verified through email

- **What info is needed from each party?**
 - Dependant on host platform
 - Title, location, and description - no other poster information needed
- **Strengths**
 - Whitelist: Can get alerts by keywords
 - Can filter by items with images
- **Weaknesses**
 - Non standardized post titles make it kind of messy to browse through
 - Metadata that shows how long ago the post was made is not that useful..
 - Links to external apps and you might need to download so you do have to adjust mental model for each site
 - No bookmarking options
 - All item information is variable, no template for continuity across posts, so every post can be text heavy or sparse
 - Cant message directly within the app
 - Posts are never purged

TaskRabbit

- **Target users and use cases**
 - Anyone who needs manual tasks done such as:
 - Hanging christmas lights
 - Home repairs
 - Wait in line
 - Moving
 - Furniture assembly
 - Can schedule tasks for today, within 3 days, within a week, or within specific amount of dates
- **How is UX and UI? What could be improved?**
 - For each task requested:
 - Location
 - Estimated task time
 - Car needed or not
 - Select tasker
 - Separate app for taskers
- **Free vs selling**
 - Paid services
- **Size of items sold (smallest & largest)**
 - Services instead of goods
- **Security & privacy**
 - Can set up two factor authentication
 - Businesses must be registered
- **How do they build and proof trust between the buyer and seller**
 - All Taskers undergo ID and criminal background checks

- Can see reviews and rating
- Can see how many tasks tasker has performed
- See photo of tasker
- Tasker provides blurb
- Chat with tasker to confirm details
- **What info is needed from each party?**
 - As a requestor: name, email, and location
 - Taskers go through ID and criminal bg checks
- **Strengths**
 - Upfront about prices
 - Can choose task date and start time
 - Can make special requests as a requestor
- **Weaknesses**
 - A little expensive
 - Need to tip
 - Availability varies by region
 - Every task requires multiple steps and you have to start over for each task - is it easy to request repeat tasks?
 - How to prevent people from contracting outside of the platform?

Request Task page

Start Address ✓
 1010 Catherine St, Ann Arbor, MI 48104, USA Good news! TaskRabbit is available in your area

End Address ✓
 1815 Woodbury Dr, Ann Arbor, MI 48104, USA Good news! TaskRabbit is available in your area

Task Options ✓
 Small - Est. 1 hr
 Task requires a truck

Tell us the details of your task
 Start the conversation and tell your Tasker what you need done. This helps us show you only qualified and available Taskers for the job. Don't worry, you can edit this later.

Provide a summary of what you need done for your Tasker. Be sure to include details like the size of your space, any equipment/tools needed, and how to get in.

If you need two or more Taskers, please post additional tasks for each Tasker needed.

See Taskers & Prices

5miles

https://www.5miles.com/c/ann-arbor_mi

- **Target users and use cases**
 - Mostly for locally used-goods transactions featuring private local neighborhood seller and buyer
- **How is UX and UI? What could be improved?**

- The website is basic. But a massive gap between the top banner and the listing makes the website much less trustworthy.
- Within the item listing, there is no information about seller rating, item description, and additional information, even though there are titles of those sections that exist on the sites already.
- The overall listings are packed with each individual item using card elements that are different based on the size of the images with minimal spacing around the options—making it hard to navigate between the items on the computer screen.
- The filter is on the left side that does not follow the user’s scrolling, making it cumbersome to use. Leaving a huge white space on the left side when the user scrolls down the page.
- **Free vs selling**
 - Mostly selling,
- **Size of items sold (smallest & largest)**
 - Anything. Ranging from small-size household items(clothing) to furniture and even cars and automobiles.
- **Security & privacy**
 - The seller can be contacted through chat and make an offer.
- **How do they build and proof trust between the buyer and seller**
 - The seller has to be verified through email, phone number, and Facebook. With the location of the seller. There is a star system to show the trustworthiness of the seller with how many sales and feedback they got.
- **What info is needed from each party?**
 - The seller needs to provide email, phone number, and Facebook.
 - The buyer needs to provide an email, phone number, and Facebook, to buy you also need a credit card or debit card for the purchase
- **Strengths**
 - Good local integration.
 - The website has nearly no limit on what can be sold.
 - The interface is very basic and clean.
- **Weaknesses**
 - Too much white space and the lack of important elements on the website makes it difficult to trust the website.
 - The whole transaction is a bit sketchy. Requiring the website to hold the money until the buyer agrees with the items and deposit to a 5 miles balance.
 - Limited user trust building for the seller and buyer.

Nextdoor

- **Target users and use cases**
 - A close neighborhood connection social community platform. Allowing close community neighbors to exchange local information, advice, and resource as well as connect with each other.

- Local place recommendation, used good exchange, community outreach, and news sharing
- **How is UX and UI? What could be improved?**
 - The main feed is very similar to other social platforms. Neighbors can post anything related to the community, and people may reply to it.
 - The posts are all mashed together, including place recommendations, for sale, and regular community posts. This can make the browsing of the main feed be hectic.
- **Free vs selling**
 - Both
- **Size of items sold (smallest & largest)**
 - Anything from cars to clothing.
- **Security & privacy**
 - You need to enter your home address to join the community, but nothing else
- **How do they build and prove trust between the buyer and seller**
 - Both seller and buyer need to be in a close community with their address in close range
- **What info is needed from each party?**
 - Need to be in the same community.
 - Sellers provide the image of the things they would like to sell and a suggested price.
 - Nothing from the buyer
 - Buyer needs to contact the seller from the platform with a chat.
- **Strengths**
 - Using the address as proof of identity and finding other sellers.
 - The close and trusted feeling that you are surrounded by your neighbors
- **Weaknesses**
 - There is no way to prevent a certain user from faking their address and joining a certain community.
 - Limited features for trading presented

Reddit trading

<https://www.reddit.com/r/hardwareswap/>

- **Target users and use cases**
 - Computer/hardware user looking to trade and buy new hardware
 - Users can post with a location, what will be traded, and payment method in the post title. Inside the post, the user posts the items' price and the images about the items
 - If someone is interested, they can send a pm to the poster for more detail and offers. Those users will also comment “pmed” on the post, indicating they have expressed their interests.
- **How is UX and UI? What could be improved?**
 - Most of the UX is the same as Reddit’s UX, with the added bot moderation and title format.
- **Free vs selling**
 - Mostly are selling
- **Size of items sold (smallest & largest)**

- Whole computer and individual computer parts
- **Security & privacy**
 - All transactions are happening between buyer and seller in a private message.
- **How do they build and prove trust between the buyer and seller**
 - There is a bot under each post that gives a rundown of the poster's history and sales success rate to showcase if this account is reputable and should be trusted or not.
- **What info is needed from each party?**
 - Only sellers have a rundown of their post history.
 - All buyer information are hidden or only relevant until pming
- **Strengths**
 - Large and existing social platform
 - Anonymity between both party
 - Focused platform dedicated to one type of goods for better concentration.
- **Weaknesses**
 - No check, all depends on both sides' goodwill

Poshmark

- **Target users and use cases**
 - Sellers looking to quickly sell slightly-used & new clothing from their closet
 - Buyers looking to purchase brand-name clothing at discounted price
- **How is UX and UI? What could be improved?**
 - Imitates the UI of Instagram with stories, sellers to bookmark, clothing recommendations, etc.
- **Free vs selling**
 - All selling, no free
 - Poshmark takes fee from seller per purchase for connecting buyer to seller
 - Buyer pays for shipping
- **Size of items sold (smallest & largest)**
 - Socks to full-length gowns
 - Shipping price is around \$8 regardless of size
- **Security & privacy**
 - All communication occurs through the app with Poshmark's system
 - Mainly public comments & posts
 - Only negotiating is between seller & buyer, but not comments allowed
 - All transactions are within the app
 - Items are shipped, no meeting up together
- **How do they build and prove trust between the buyer and seller**
 - Minimal private communication occurs between buyer & seller
 - Seller's rating and previous sales are shown to build trust
 - Poshmark protects buyers if sale goes wrong or product not sent
- **What info is needed from each party?**
 - Seller
 - Email to login

- Bank info for direct deposit (or can use earnings as Poshmark credits if they don't want to provide this info)
 - Buyer
 - Email to login
 - Payment methods - credit/debit cards, Apple Pay, PayPal, Venmo
- **Strengths**
 - Connects buyers and sellers
 - Built like a social media app to showcase popular sellers and brands, new clothing for sale, etc.
- **Weaknesses**
 - Poshmark charges high fees to sellers for their services
 - Mainly

Facebook Marketplace/Groups

- **Target users and use cases**
 - Sellers looking to sell their items, either for a profit or for free
 - Items can be used, new, or handmade
 - Free items are typically picked up based on location
- **How is UX and UI? What could be improved?**
 - The Main page of Marketplace shows new items for sale nearby, items of interest, sponsored sellers, etc.
 - Marketplace groups are shown on the side with notifications if new activity occurred
- **Free vs selling**
 - Selling
 - Price listed, with shipping price if applicable
 - Price can be negotiated through private messaging or publicly commenting on
 - Free
 - Only for local sales where buyer travels to seller or nearby location to pick up item
 - Sometimes items listed as free even if seller wants to charge price for it (auction bidding)
- **Size of items sold (smallest & largest)**
 - Small trinkets to cars & homes
 - Shipping available for some items
 - Larger items must be picked up at location determined by seller
- **Security & privacy**
 - Most free items sold on FB Groups, which have approval process run by group managers (can vary by group/location)
 - FB security are mainly to protect payment information
 - Location is used to connect sellers & buyers, but exact location hidden
- **How do they build and prove trust between the buyer and seller**
 - Sellers have ratings and past sales public
 - Profiles can be made to build trust with buyers

- **What info is needed from each party?**
 - Sellers
 - Email for login
 - Location (even if items are shipped)
 - Buyers
 - Email for login
 - Location (even if items are shipped)
- **Strengths**
 - Facebook can protect sellers/buyers from bad transactions
- **Weaknesses**
 - Sellers and buyers not entirely verified - scams can still happen
 - Locations to meet up are not mitigated through FB; can be dangerous & must be chosen at discretion of buyer & seller

OfferUp.com

- **Target users and use cases**
 - Sellers looking to sell items, mainly in-person
- **How is UX and UI?**
 - Very simple listings in grid layout
- **Free vs selling**
 - Selling, no free items
- **Size of items sold (smallest & largest)**
 - Small trinkets to large cars
 - Items need to be picked up
- **Security & privacy**
 - Emphasis on in-person transactions
 - 2-day purchase protection for buyer in case
- **How do they build and prove trust between the buyer and seller**
 - Code of conduct that all users have to agree to
 - Secure messaging system
 - Suggests secure and surveilled places as exchange points
- **What info is needed from each party?**
 - Seller
 - Email for login
 - Location
 - Bank account info for direct deposit
 - Item for sale
 - Buyer
 - Email for login
 - Location
 - Payment method
- **Strengths**
 - Mobile app is most common platform used, but website also works

- **Weaknesses**
 - Still need to communicate with buyer/seller to find meetup place
 - OfferUp does not offer secure in-person transactions
 - Very simple grid with ads for other
 - Not refined search function

Neighbor (Storage)

- **Target users and use cases**
 - People who'd like to rent their unused space to others in need.
- **How is UX and UI?**
 - Intuitive and simple
- **Security & privacy**
 - Email + phone + official ID verified to be seller
- **How do they build and prove trust between the buyer and seller**
 - Requires both parties to identify identity
- **What info is needed from each party?**
 - Seller
 - Email for login
 - Location
 - Bank account info for direct deposit
 - Buyer
 - Email for login
 - Location
 - Payment method
- **Strengths**
 - Cheaper than traditional self storage
 - Up to 1 million for general liability protection at no extra cost
 - Legitimate way for people to make passive income
- **Weaknesses**
 - Must pay for entire space, not pay with group

Amazon Go

- **Target users and use cases:**
 - People who would like quick transactions. No register, cashiers, walk in, grab what you want and walk out.
- **How is UX and UI? What could be improved?**
 - First step is to download the app, which provides an easy onboarding tutorial that demonstrates how to use the walk out technology.
- **Size of items sold**
 - Mostly convenience store items on the smaller end, food, fresh produce (specific to amazon fresh)
- **Strengths**

- No lines, computer vision and AI allow for their systems to tell when a product is put back on a shelf
- Amazon is selling their “ Just walk out technology “ to interested parties
- **Weaknesses**
 - Requires recent generation phone, amazon app/account,
- **How do they build and prove trust between the buyer and seller**
 - There was initial skepticism when Amazon Go first rolled out about mis-charges but Amazon ensures customers the AI will catch anything of the sort.
 - Customers also have an account with the company so if anything doesn’t look right they are able to contact customer service.

Craigslist

- **Target users and use cases**
 - People who’d like to buy/Sell goods or services online
- **Size of items sold**
 - Wide range of items sold
- **Free vs selling**
 - There are both items that can be found for free and be bought.
- **How is UX and UI?**
 - The UI of craigslist has remained relatively unchanged since day 1. Users are able to get to what they need easily and quickly through the streamlined interface.
- **Strengths**
 - Well known,
 - lots of traffic
 - able to find literally anything ranging from a chair to an apartment on the same website
- **Weaknesses**
 - Reputation
 - it’s sometimes easy to go into a wormhole when in search of an item,
 - security
 - lack of real filtering of posts