

SecondKid App Design

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Project overview



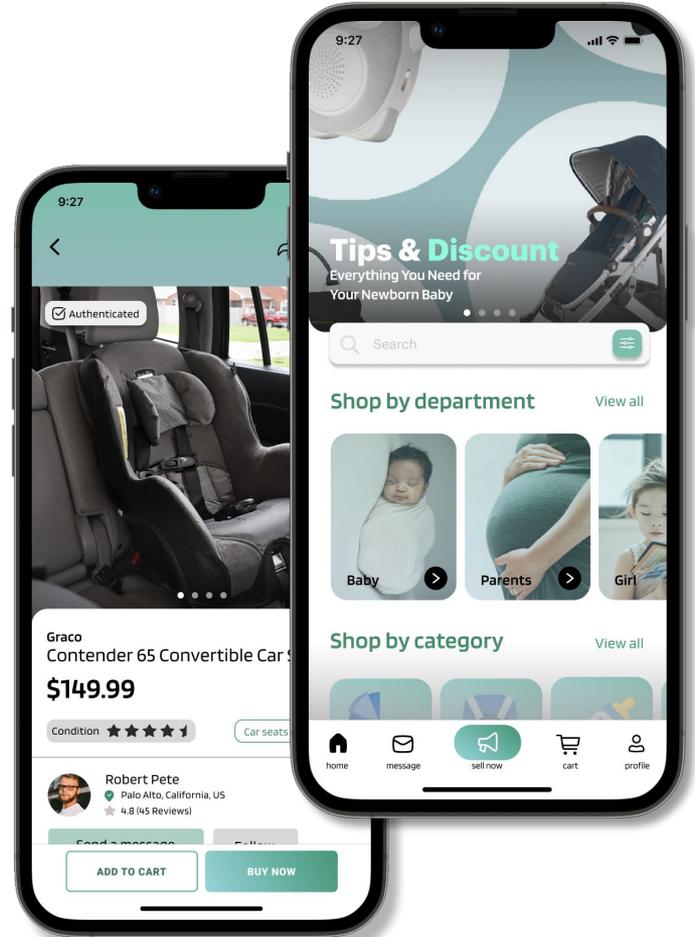
The product:

SecondKid is an app that serves as a meeting place for parents looking to buy and sell baby gear. This app assists buyers in finding second-hand baby gear of good quality and reasonable price, while sellers can recoup some money from their baby gear that is still in good condition.



Project duration:

October 2021 to February 2022.



Project overview



The problem:

Busy parents lack of platform for buy and sell used baby gears properly.



The goal:

Design the SecondKid app as a platform for parents to easily buy and sell reliable second-hand baby gear.

Project overview



My role:

User experience designing for the SecondKid app from conception to checking out the order



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



To identify and understand target users, I conducted the survey and created empathy maps. The vast majority of survey respondents are parents who want to save money on baby gear that is necessary and expensive but will only be used for a short period of time.

The interviewees confirmed previous assumptions about the users of the second-hand baby gears app, and research also revealed that people spend a significant amount of time searching for second-hand items they want to buy. Second-hand baby gear shopping is inconvenient due to issues such as item conditions and a lack of platforms for meeting between seller and buyer.

User research: pain points

1

Cost

There are several essential items for child's nursery. As a result, the budget for these items must be provided by the parents, even if they will only be used for a short period of time.

2

Time

Babies' bodies grow at a rapid pace. It implies that the parent must frequently replace their children's belongings, even if those items are still in good condition.

3

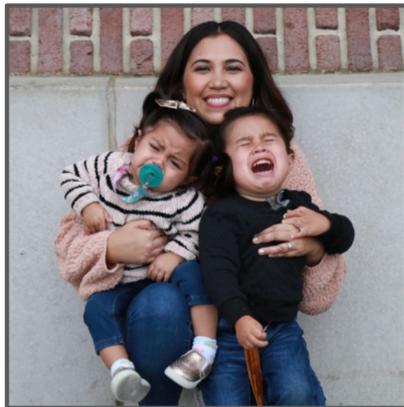
Platform

Many parents wish to save money on baby nursery items, while others wish to sell gently used items. However, there are currently only a few platforms where they can connect easily.

Persona: **Ava**

Problem statement :

Ava is a busy Professor who requires easy access to shops or sellers who sell used high-quality baby gear at a reasonable price in order to properly care for her babies.



Ava

Age: 32
Education: PhD in Economics
Hometown: Tokyo, Japan
Family: Lives with family
Occupation: Professor

"I believe that having appropriate baby gears will make it easier for me to care for my children."

Goals

- To save money by buying high-quality baby equipment from reputable brands at a reasonable price.
- To increase her chances of discovering items that will benefit her children's wellness.
- To promote environmentally friendly shopping and to reduce waste.

Frustrations

- "I need to buy a lot of necessities for my children and myself."
- "Because my children's bodies and development are changing all the time, I have to replace their clothing and equipment regularly."
- "There are only a few platforms where I can buy trustable second hand baby nursery items."

Ava is a mother with two children, and she must prepare several baby items for both her children and herself. For example, she may need to replace eating equipment as her kids grow from breastfeeding to learning to eat by themselves. Ava believes that baby equipment can help her take care of the children, but it is pretty expensive. Therefore, she thinks second-hand shopping might be a good choice, but there are only a few platforms where she can buy trustable items easily.

Persona: David

Problem statement:

David is a product designer who needs to sell a lot of baby gear that his son no longer uses but is still in good condition to make some money.



David

Age: 26

Education: Bachelor of Art

Hometown: Sunnyvale, CA

Family: Lives with his son

Occupation: Product Designer

"I always use the best products for my son. It is a waste of money if I throw them away even though they are still in good condition."

Goals

- To recoup some of the costs of baby gears purchased
- To forward baby nursery items that are still in good condition instead of throwing them away.
- To be a good single father who provides the best care for his son at all range of age.

Frustrations

- "I have several baby items that my son only used for a short time and are now taking up a lot of space in our home."
- "I don't want to throw these baby items away because they still look nice, and I don't have any friends who would buy them from me."

David is a single dad who adopted a son many years ago. He raised him with love and used a lot of high-quality baby gear to take care of him. As his son grows older, some of those items will no longer be used. David considers it a waste of money to throw them away despite the fact that they are still in good condition. He intends to sell it in order to recoup some of his investment and use the proceeds to purchase new items for his son. However, he has no idea where to buy it because none of his friends have children.

User journey map

Mapping Ava's user journey revealed how useful it would be for users who access a mobile app for selling second-hand baby gears.

Persona: Ava

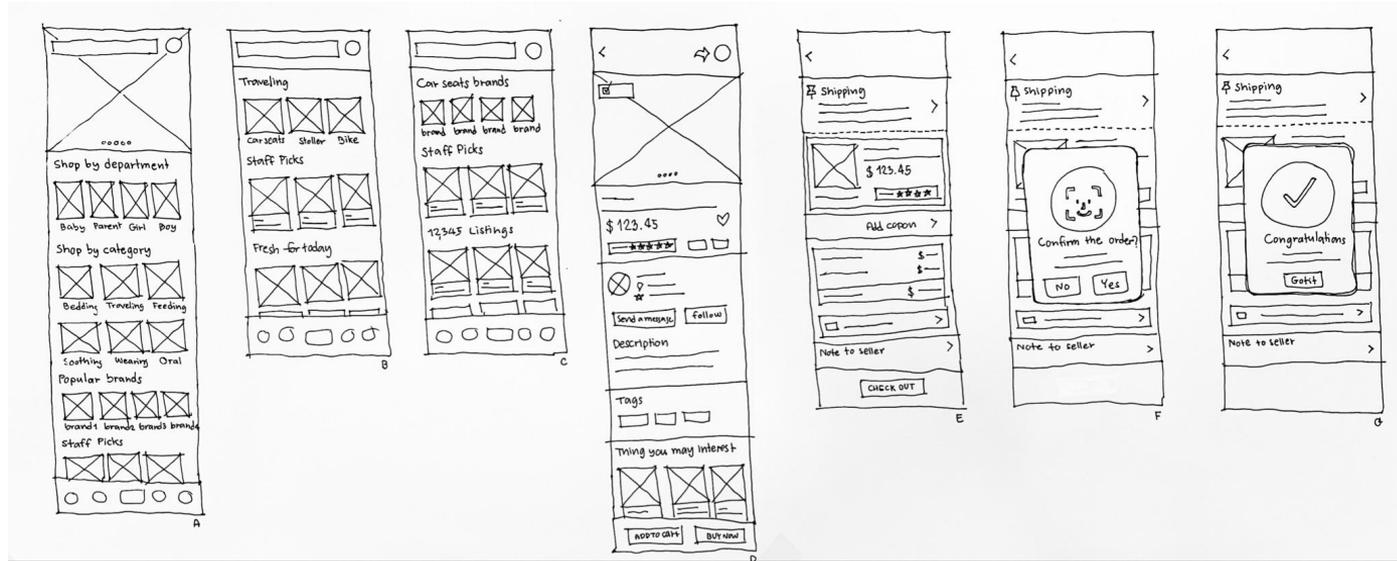
Goal: A fast and easy way to shopping second-hand baby gears

ACTION	Browse the baby gears	Select a thrift store	Select second-hand clothes	Check defects and conditions	Complete order
TASK LIST	A. Considers which baby equipment will assist her in caring for her child. B. Reads other parents' feedback about the items	A. Search for sellers that have the items she wants. B. Select a seller or online thrift store	A. Scroll down to explore the items B. Choose the items that correspond to her preferences	A. Check defects and conditions of the chosen items by photos B. Inquire with the seller for more information on the items	A. Confirm order B. Provide personal information, such as address and mobile number C. Provide payment information
FEELING ADJECTIVE	Exhausted from caring for her baby without the necessary equipment Overwhelmed by number of baby gears	Confused by number of stores and sellers on the internet Hopeful that the store will have her desired items	Concerned about the items' conditions Dissatisfied with scrolling to find the items	Anxious about the defects and condition of items Annoyed at photos that do not match with the actual item, such as color or fabric	Frustrated at having to fill the form with a lot of information Excited to waiting for a new baby gear
IMPROVEMENT OPPORTUNITIES	Provide columns with pro tips on how to care for babies.	Create a mobile app for baby gears reselling Provide search filters to help her find the item she's looking for.	Include image and size table Provide photo search results by machine learning technology	Optimize app for screen reader technology Provide a color chart, a chat box, and photos of the items on a model	Provide a membership system for remembering the customer's information by clicking on the sign-up button

Paper wireframes

Creating paper iterations of each app screen to ensure that the elements that made it to digital wireframes were well-suited to address user pain points.

To help users save time, I categorized the items on the home screen for quick and easy finding second-hand items.

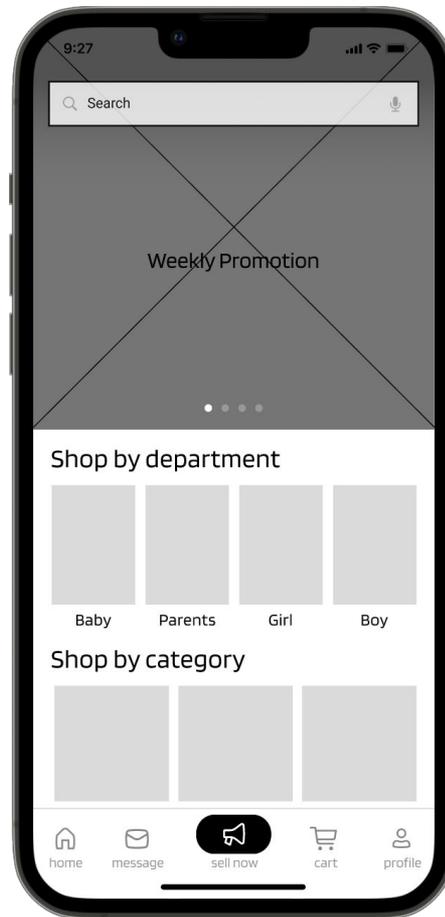


Digital wireframes

As the initial design phase progressed, I made certain that screen designs were based on feedback and findings from user research.

This **sliding panel** assist users in obtaining useful information, such as promotion, app news, or columns that provide tips and tricks for purchasing baby gear.

Easy navigation for both buying and selling.

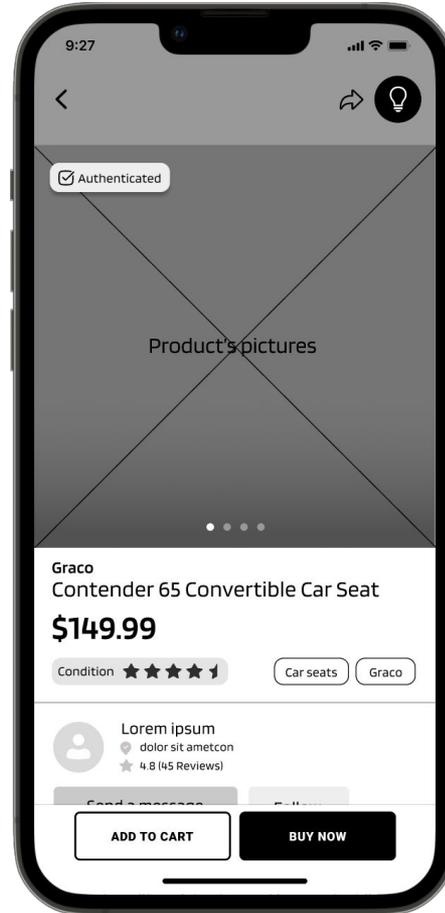


These buttons were **divided into categories** for convenience of use when searching for items.

Digital wireframes

According to the research, users want a tool for comparing items before purchasing in order to get the best deal. Furthermore, they prefer information that gives them confidence when purchasing second-hand items as well.

The app's **authenticated mark** gives users confidence when purchasing second-hand items.



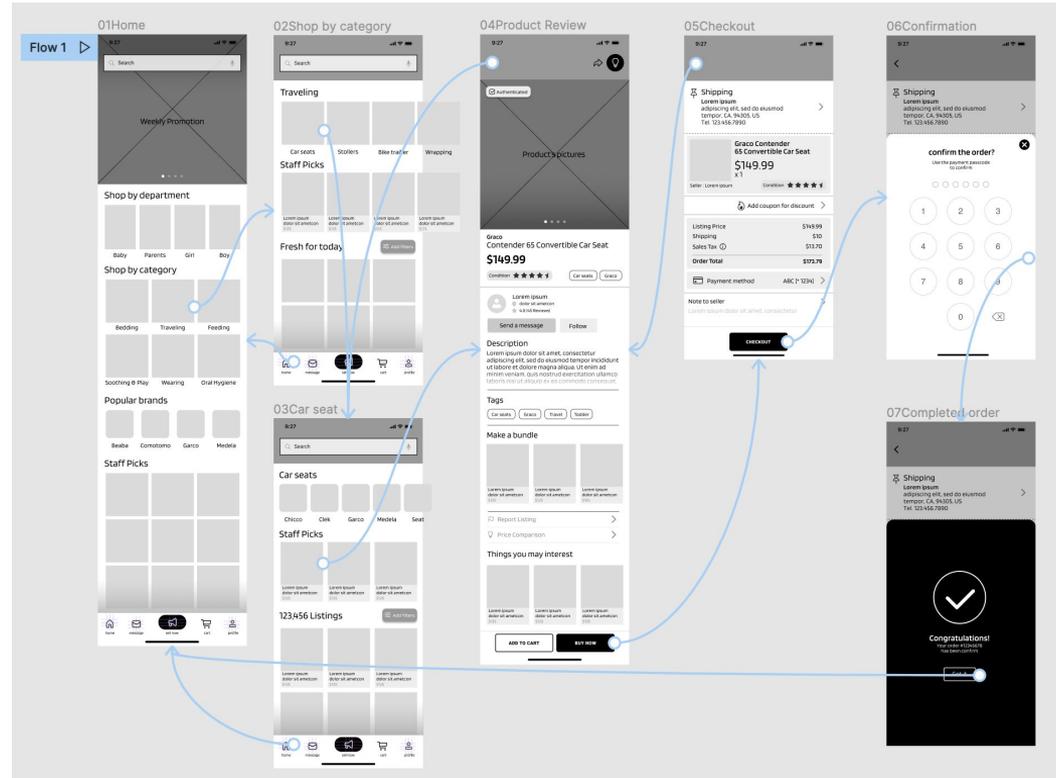
The **comparison button** assists users in finding the most valuable items for them.

The app displays **additional information** to help users make a decision.

Low-fidelity prototype

I created a low-fidelity prototype using the completed set of digital wireframes. The primary user flow I connected was finding the desired second-hand baby gear and checking it out, so the prototype could be used in a usability study.

View the SecondKid app [low-fidelity prototype](#)



Usability study: findings

I carried out two rounds of usability testing. The first study's findings aided in the design process, from wireframes to mockups. The second study made use of a high-fidelity prototype to reveal which aspects of the mockups needed to be improved.

Round 1 findings

- 1 Users want an effective way to find items quickly.
- 2 Users require more cues to understand the function of navigation bar icons.
- 3 Users want some tool for compare items for the best deal.

Round 2 findings

- 1 The payment confirmation pop-up needs to change to improve security.
- 2 Users need to choose the option and quantity of the item before checking out.
- 3 Users want to add a shipping method option.

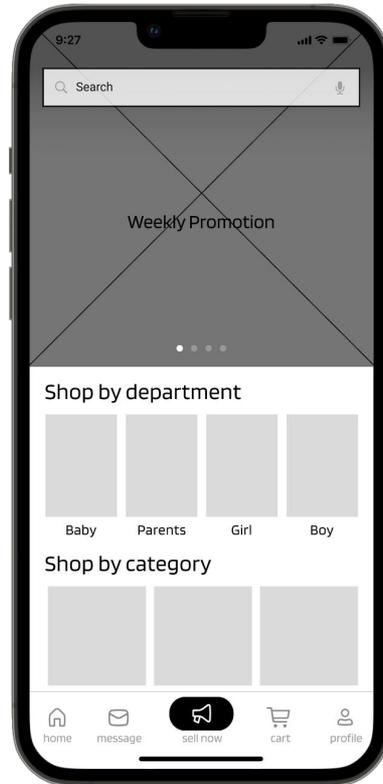
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

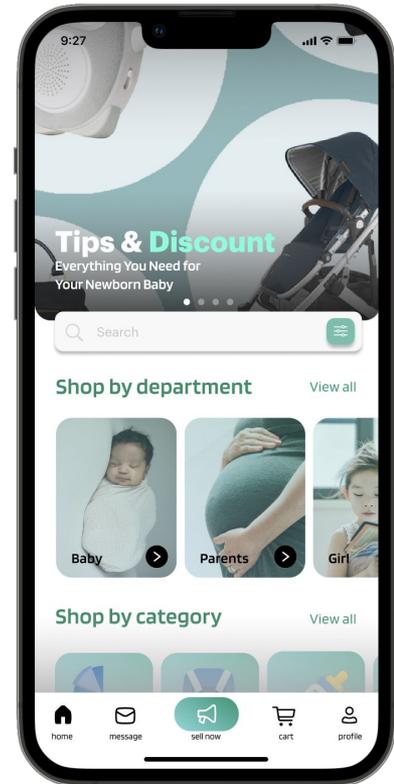
Mockups

Following the usability studies, I moved the searching tab to a more visible location when users land at the home screen. I also added a filter on the tab and resized the button in each category to make it easier to find items.

Before usability study



After usability study



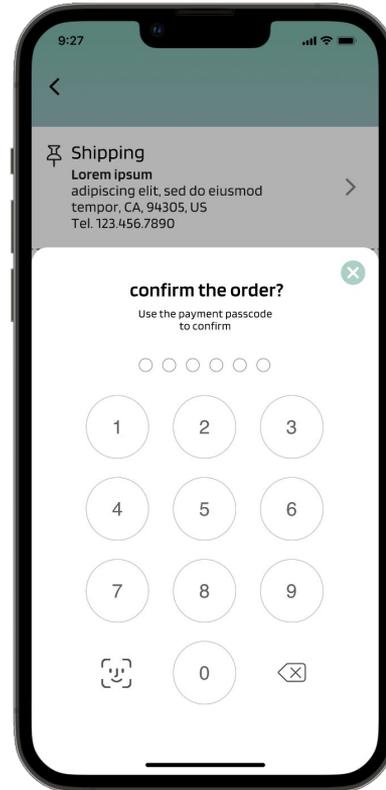
Mockups

The payment confirmation pop-up caused annoyance in the second usability study. I changed the format of the pop-up interface from facial/fingerprint recognition to adding a pin for more security to make this pop-up more efficient.

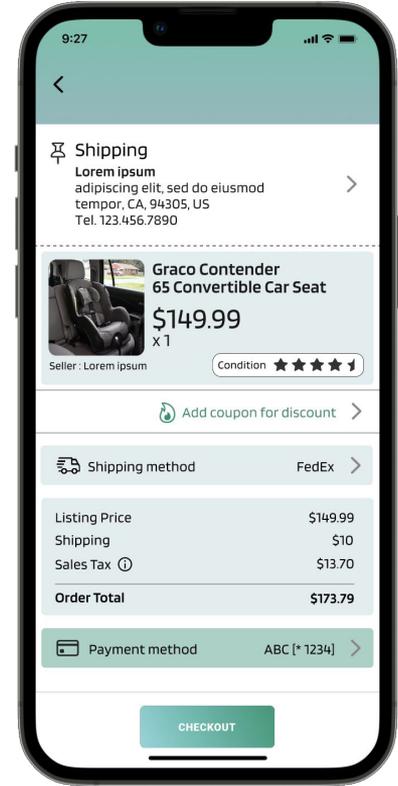
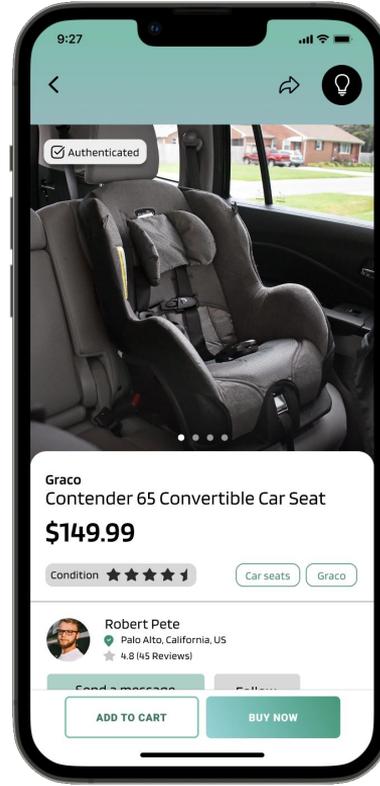
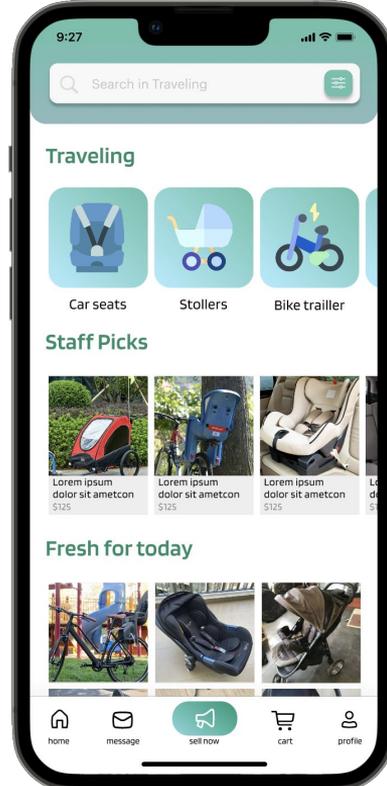
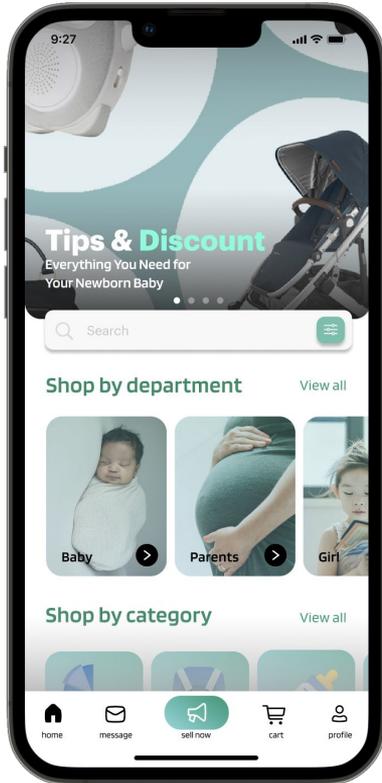
Before usability study



After usability study



Mockups

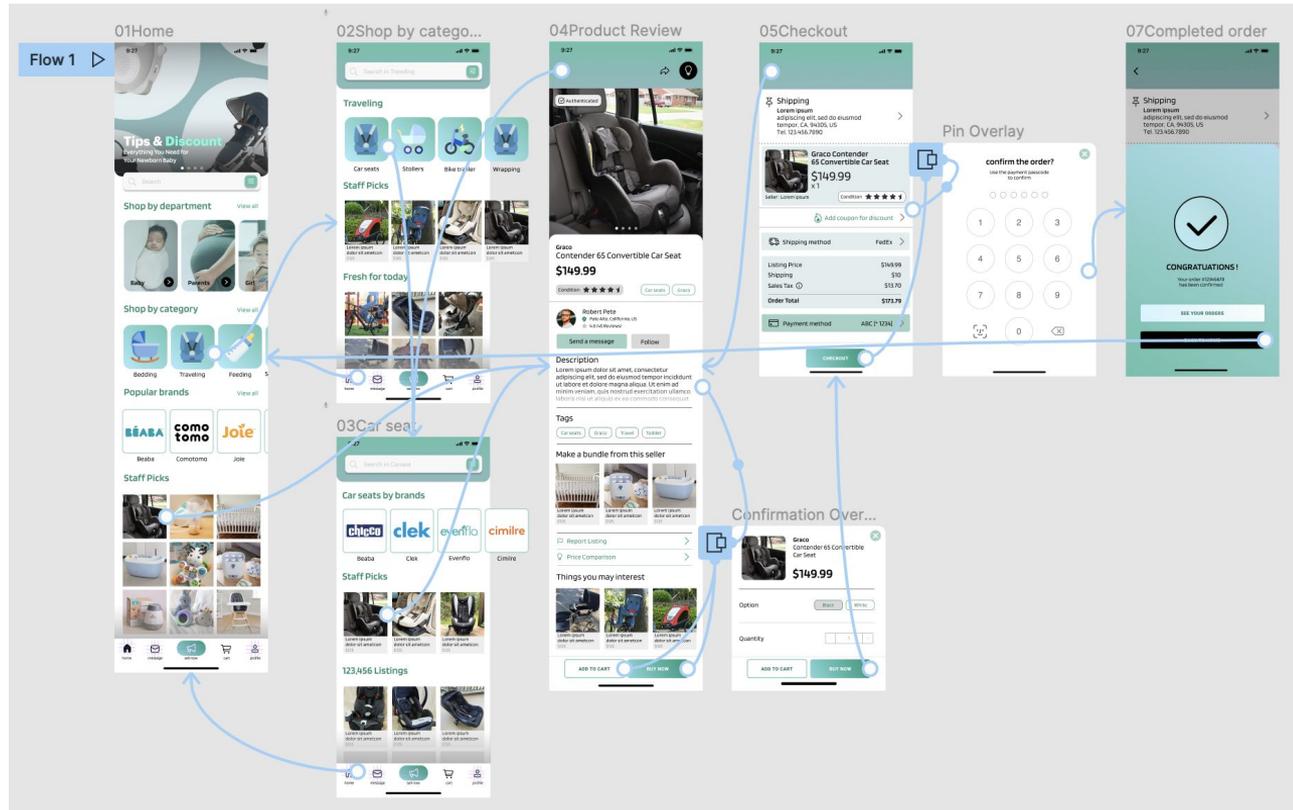


High-fidelity prototype

The final high-fidelity prototype provided cleaner user flows for online shopping for second-hand baby gear.

It also meets users' needs in terms of purchasing good quality baby gear at a reasonable price and selling no longer needed baby gear.

View the SecondKid app [high-fidelity prototype](#)



Accessibility considerations

1

Icons and detailed imagery were used to make navigation easier and to assist users who are not fluent in English in understanding.

2

The **contrast ratio** is increased above 3:1, which also corrects the visual hierarchy in texts and buttons.

3

Color and an underline are used to **indicate the link** as an option for people who struggle to imitate gestures when interacting with motion on the screen.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like SecondKid really thinks about how to meet their needs.

One quote from peer feedback:

"The app is easy to use and meets all of my needs. It makes me feel better about taking care of my children when I have the proper baby gears"



What I learned:

While designing the SecondKid app, I discovered that the initial app concepts are only the beginning of the process. Each iteration of the app's design was influenced by usability studies and peer feedback.

Next steps

1

Conduct additional user research to identify any new areas for improvement.

2

Conduct another round of usability testing to confirm that the users' pain points have been effectively addressed.

3

Attempt to improve the UI design so that it addresses more discriminatory aspects of equal user experience for all people.

Let's connect!



Thank you for taking the time to look over my work on the SecondKid app!
If you want to learn more or get in touch, my contact information is listed below.

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