

CULTURAL
PROBE

DEVELOP
PERSONAS

CARD
SORTING

CUSTOMER
INTERVIEWS

LISTEN IN ON
CUSTOMER
SERVICE CALLS

FIELD
VISITS

Etsy App

Andrea Saxe
UX Design

USABILITY
TEST

USER
SURVEY

Presentation Outline

Introduction

- Problem Space

User Discovery

- User Interviews
- Personas

Information Architecture

- Information Architecture
- User Flows
- Sketches

Wireframing & Prototyping

- Wireframes
- Figma Demo

User Interface Design

- Style Guideline

Introduction

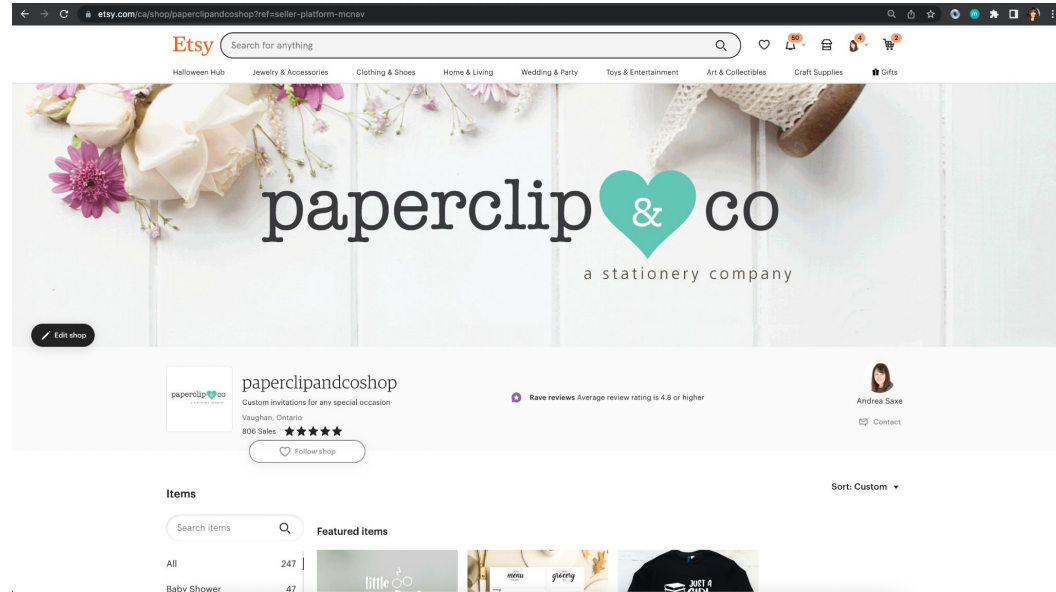
1 is better than 3

Etsy currently has three different apps for your phone, one for the buyer (customer) and two for the seller (shop owner). Considering their website you can do everything you need no matter if you're the seller or the customer. It should be the same for your apps on the phone.



Project Description

Etsy currently has a great website that whether you're a customer or a shop owner it's very easy to use. But Etsy has three apps for mobile. One is the Etsy app to purchase your items or search on your competition, the other two are seller apps, one is brand new just a couple months old. The old seller app has a lot of what you need, that you get from the website, but it's slow. I want to take what has been done on the website and have it as one app for customer or shop order - depending on your login.



User Interviews

User Interviews

Who did you interview?

I interviewed buyers (customers) and Sellers
(shop owners)

What questions did you ask? See next two slides
for my questions



Buyer Interview Questions

1. How long have you been a customer?
2. Why do you buy from Etsy?
3. When your searching for a product, do you use your phone and the app or do you use the computer?
4. How many purchases have you made?
5. How has your experience been?
6. Were there any issues when making a purchase on etsy?
7. How was the interaction with the seller?
8. How was the shipping experience - did everything come ship in good condition, were there any delays etc?
9. Would you rather shop local at a Brick & Mortar than online at a Etsy shop?

Seller Interview Questions

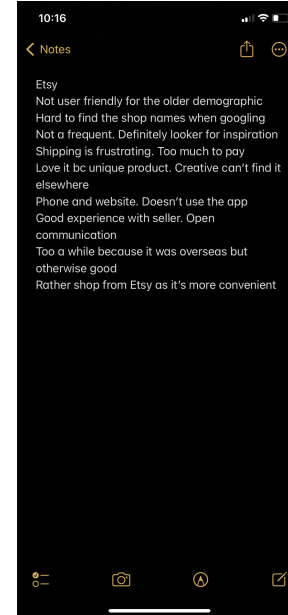
1. Why did you decide to sell on Etsy?
2. Would you consider selling on any other platforms and if so which ones?
3. How do you find selling your products on Etsy?
4. Do you use all the Etsy apps on your phone?
5. What frustrates you about selling on Etsy?
6. What do you find is easier to use the website or the app and why?
7. What features do you like on the app?
8. What features do you think Etsy can improve on?

User Interviews - Insights

What did you learn?

What I learned from the User Interviews is that from a buyer perspective they find the website easier to use then the app. They would only use the app if they were searching on the go, or sending a link to someone.

From a seller perspective, they find the app slow or missing features that the website has. It would be nice to have notifications when orders are due - one user said. Another just uses the app to answer messages quickly because Etsy wants you to answer messages within 24 hours.



User Personas

Cassandra Field

36, Toronto, Special Education Teacher, Mother



About

Works at the YRDSCB as a Special Education Teacher. She is a mom to three young kids. In her spare time she enjoys reading, going for walks with her dogs and yoga

Movitations

She is passionate about her career and the kids she teaches and wants to make sure they have a great experience

Core Needs

- Finding items for her classroom that are different then the small selection at Michaels or Scholars Choice
- Funding for supplies
- Enjoy supporting small businesses

Pain Points

- Limited budget from the school
- Uses her own money

“I don’t want my classroom to look the same, I want it to be different and enjoyable for my students with special needs.”

Abigail Smith

35, Toronto, Graphic Designer, Single



About

Has a full time job as a Graphic Designer. She is single. Has a small business in the stationery industry. Part of her income comes from Etsy. In her spare time she enjoys reading, going for walks and trying new restaurants, but also works on improving her business.

Motivations

She is passionate about her business, learning and improving and becoming financially stable.

Core Needs

- Finding time to keep shop up-to-date
- Finding the niche
- Can't work on the shop on the go
- Enjoy supporting small other Etsy owners

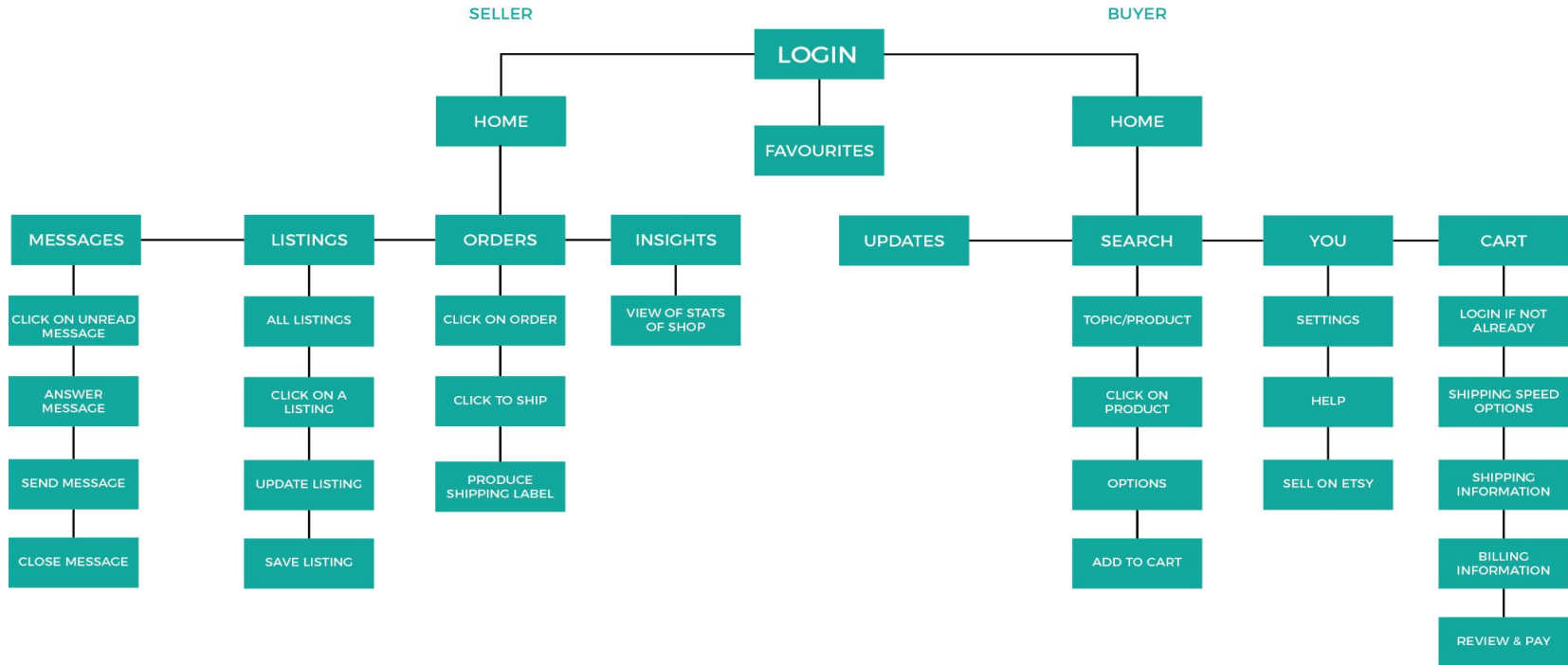
Pain Points

- Constant changes to the app
- 3 apps instead of one perfect app
- Etsy has its own algorithm

“Constant changes to Etsy, whether it's the app, the website or how they track us to be a good shop. It's hard these days.”

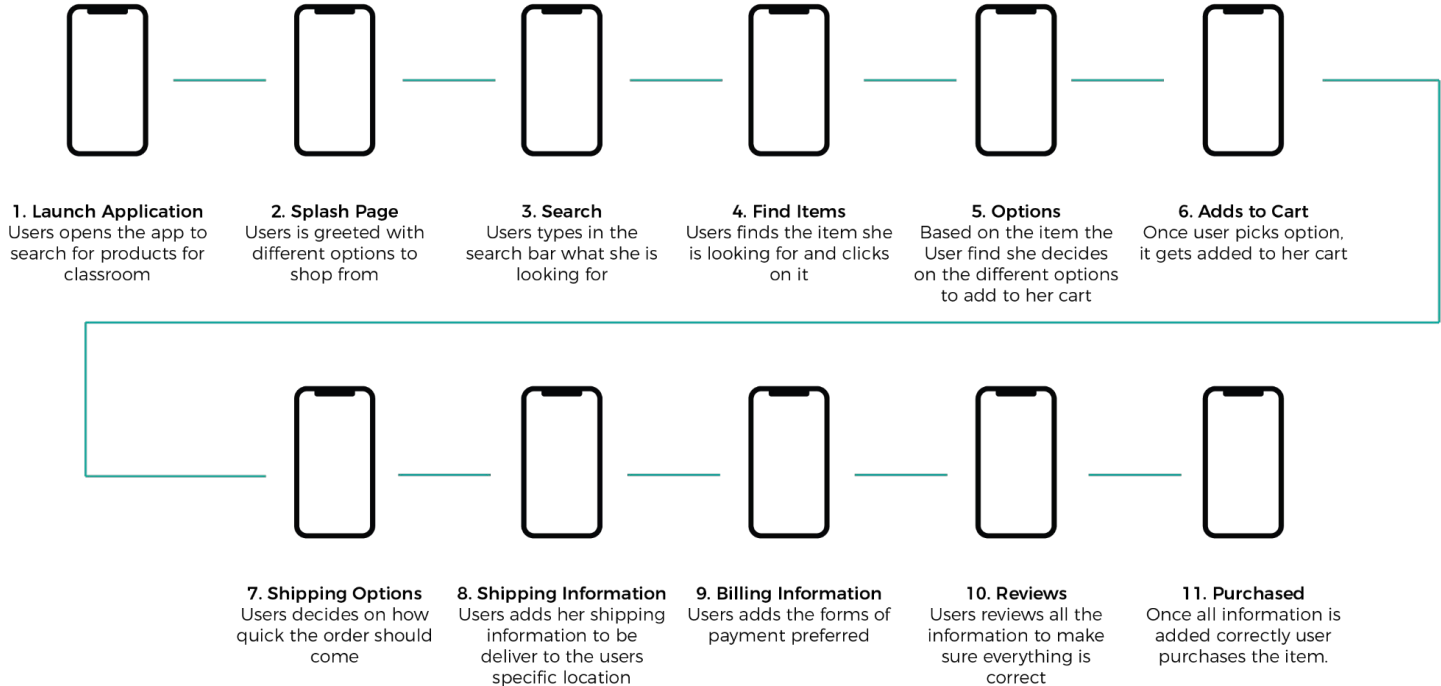
Information Architecture

Information Architecture

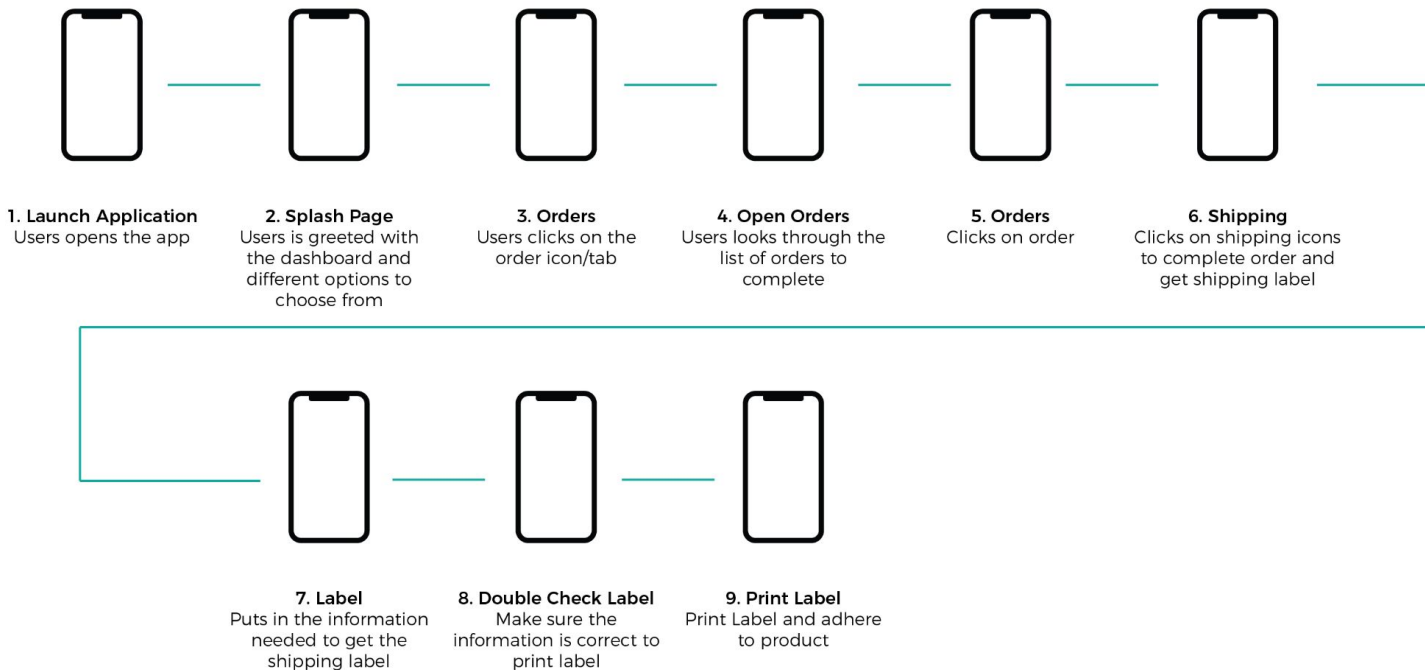


User Flows

Buyer Looking & Purchasing Item

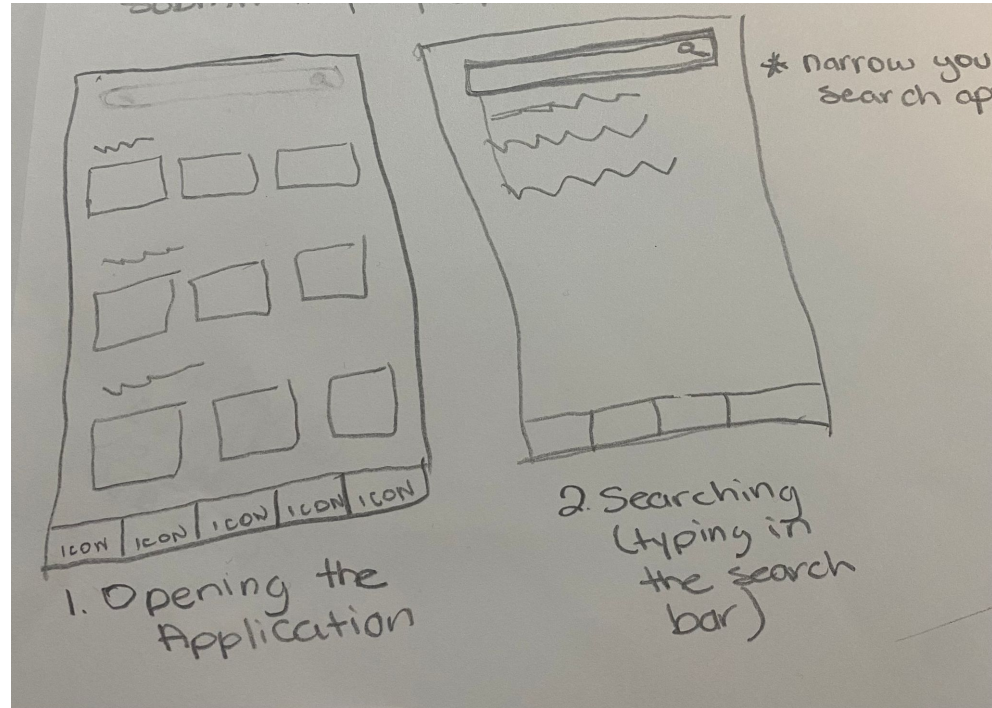


Seller Shipping Out Order

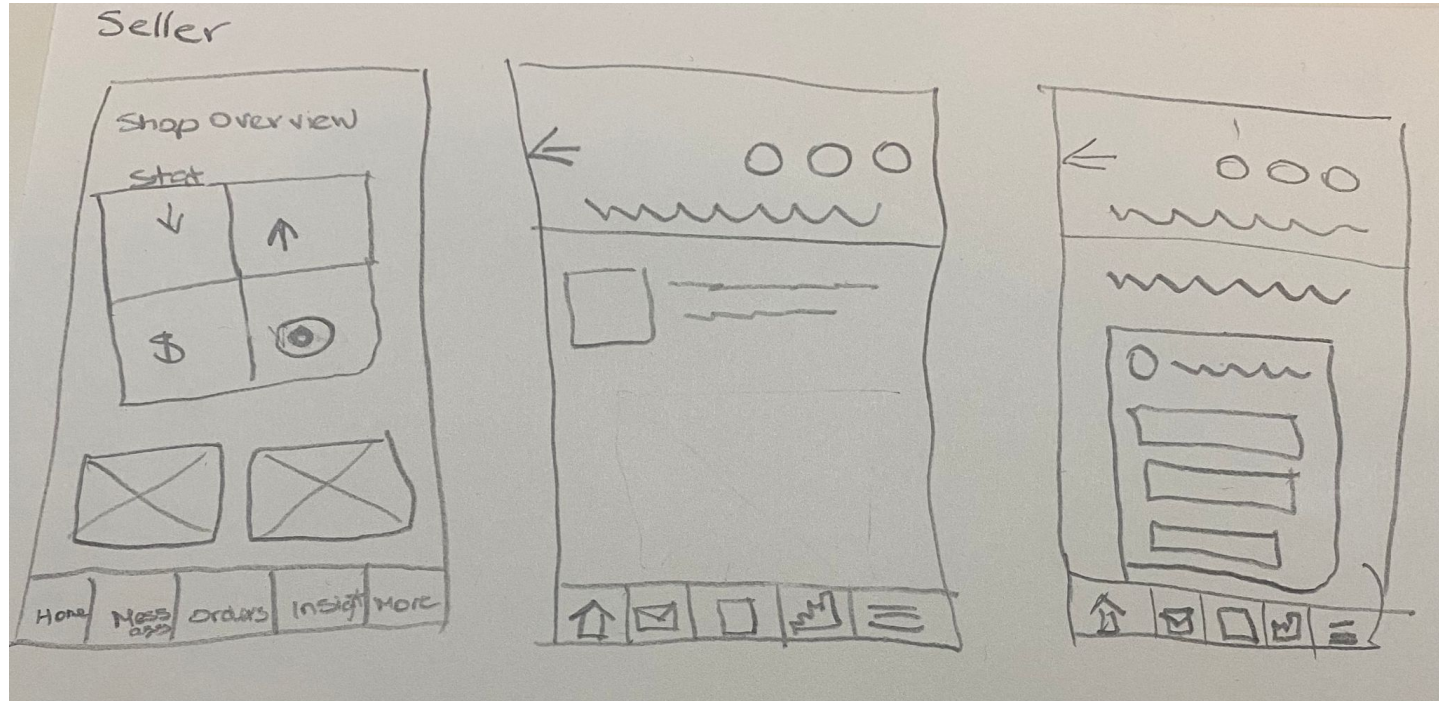


Sketches

Task 1 Sketches - Buyer

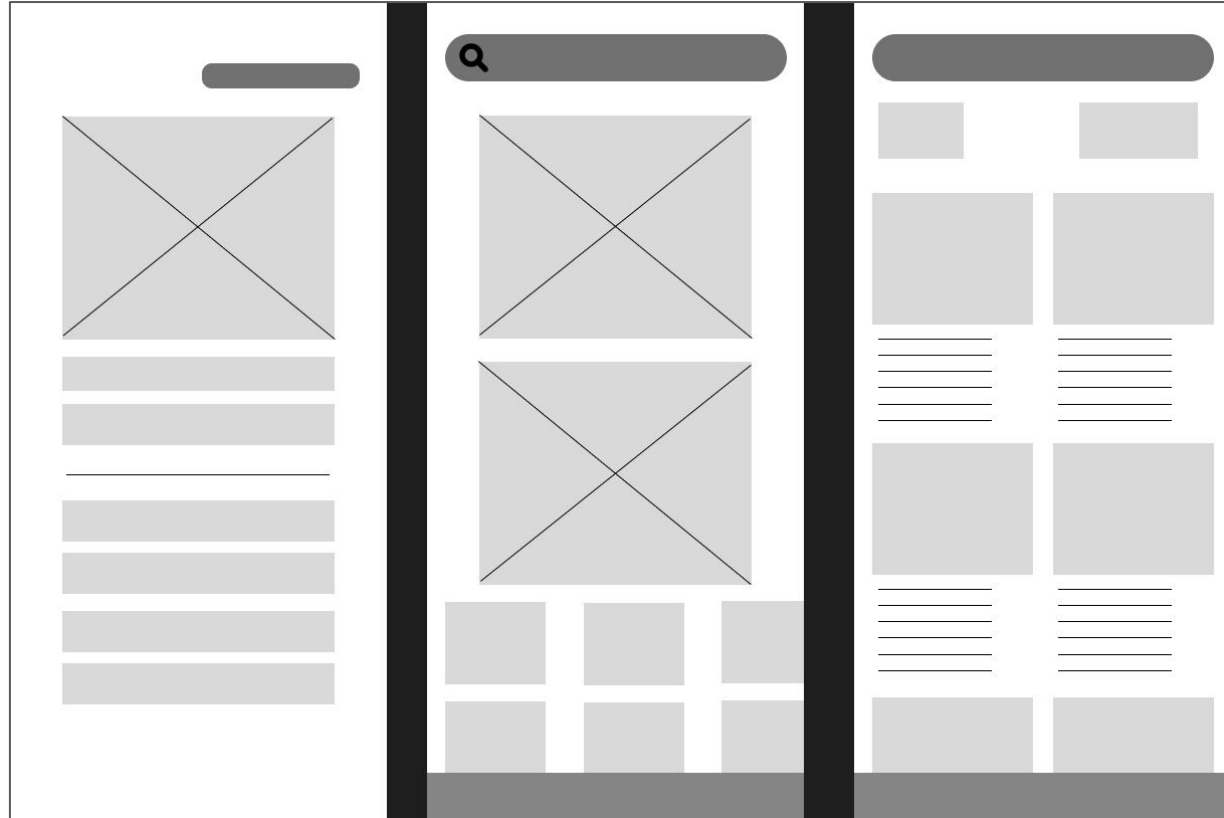


Task 2 Sketches - Seller



Wireframes

Wireframes - Task 1 - Buyer



Wireframes - Task 2 - Seller



Prototyping Demo

Clickable Prototype

Login: [Customer](#)
[Seller](#)

Task 1: [Customer](#)

Task 2: [Seller](#)

UI Design

Style Guidelines

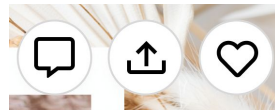
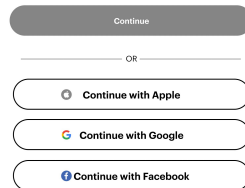
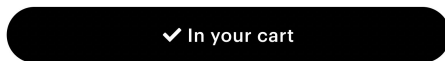
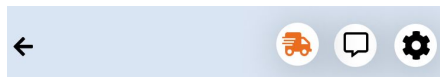
Colours



Typography

Title: Merriweather Light 20px
Subheader: Graphix Medium 16px
Body: Graphix Regular 12-14 px
Button: Graphix Medium 16px

Buttons



Learning Outcomes

Learning Outcomes

Describe what you learned throughout this process.

Nothing is perfect, everyone finds something that limits their ability to use the app to its full potential. A lot of thought, research and time go into making an app and it won't always be right the first time around

Describe how you would progress your idea, given the resources.

I would make the Etsy app for all the buyers and sellers instead of having multiple apps. I would make sure it runs at a good pace and I would add notifications for the seller, make everything more consistent.

Thank you!