

Panache Antiques

Mobile App Case Study

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Project Overview



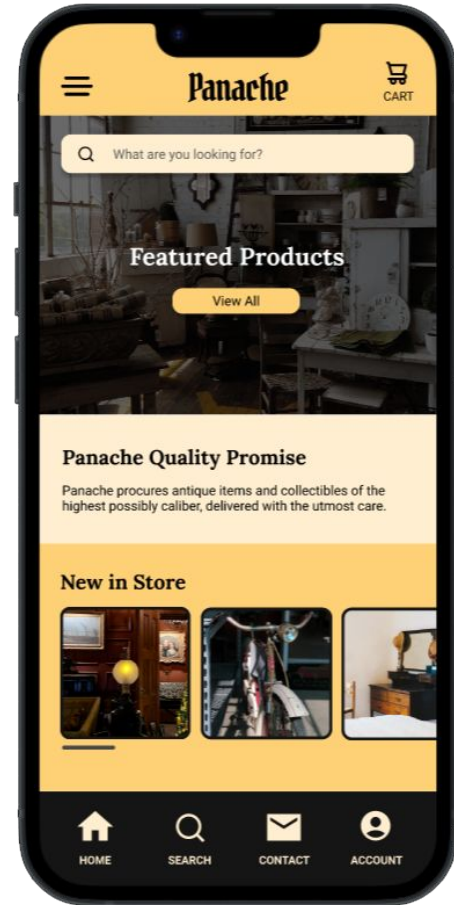
The Product:

The Panache Antiques mobile app is aimed to help users search for and purchase high quality antique items in an easy and accessible way; aimed at users aged 35-80.



Project Duration:

This project was produced from November 2022 - January 2023



Project Overview



The Problem:

It's difficult to shop online for high quality antiques that comes from reputable sources, are in good condition, and come with a full product history. Additionally, there are often issues having them carefully delivered to your home.



The Goal:

I wanted to create an app that alleviated the barriers around antique shopping, making the search process easy and highly customized, providing verified item histories, and ensuring high quality antiques. In-house local delivery and optional delivery methods and times make using the app to purchase antiques more accessible for all users.

Project Overview



My Role:

My role in this project was lead UX Designer, Researcher, and Visual Designer.



Responsibilities:

Conducting user interviews, user and competitive research, wireframing, prototyping, conducting usability studies, accounting for accessibility, iterating on designs, and project handoff.

Understanding The User

- User Research
- Personas
- Problem Statements
- User Journey Maps

User Research: Summary



I researched issues that people often have with traditional in-person antique shopping and found that the convenience of an app with advanced search options, full product histories, and easy delivery process would be useful for our target demographic and address many pain points including users' physical limitations, quality concerns, verified products, and searching for specific items.

Competitively, I found no direct or indirect competitors that were doing *exactly* what we were, which shows there is a real need in the market.

User Research: Pain Points

1

Physical Difficulties

Many antique store shoppers find it difficult to physically go to the store and shop, then make a large purchase they need to take home with them.

2

Unknown Quality

It can be difficult to verify the quality, condition, and legitimacy of a product purchased online.

3

Not verified

It's too easy to feel rushed at an antique store, which is stressful; and you wind up purchasing items that haven't been properly verified or that don't match your existing collection.

4

Item Search

In both online and in-person antique shopping, it can be difficult to find a specific item of a certain style, material, era, etc.

Persona:

Dominic Andrews

Problem Statement:

Dominic is an avid antique collector who needs an easier and more trustworthy way to shop for specific antique items because his mobility issues can make travelling in-person difficult.



*"History will tell you all you need to know,
but you need to listen."*

Goals

- Wants to add specific items to his collections by creating very detailed search parameters.
- To start a collection of antique art and furniture that can one day be passed down to his grandchildren.

Frustrations

- "Looking for items from specific time periods can be very tiresome."
- "I can feel rushed when antique shopping in person. I want to take my time, spend the day just looking into the history of something before I purchase."

One of Dominic's favorite hobbies is antique shopping on the weekends with his wife. Through the years he has amassed quite the collection of antique books, coins, and lamps. He plans on travelling more once he is retired in order to visit antique shops across North America; though he has a medical condition that can make travelling difficult.

User Journey Map

The primary goal of this user journey map is for the persona (Dominic) to locate an antique item from a local antique store. His user journey involves travelling to the store, browsing the collection, finding an item, purchasing the item, then bringing it home.

Persona: Dominic Andrews

Goal: Locate an antique item from a local antique store

ACTION	Travel To Antique Store	Browse Collections/Ask Staff	Find Desired Item	Ring Purchase Through	Bring Item Home
TASK LIST	A. Locate store that carries desired items B. Travel to location C. Find accessible parking (close to store entrance)	A. Search store for desired item B. Inquire with staff C. Wait while staff checks inventory and directs to desired item	A. Inspect quality of item B. Verify history of item with staff C. Decide to purchase item	A. Communicate desire to purchase item to staff B. Staff rings up item on register C. Pay & receive receipt	A. Wrap item for safety & weather conditions B. Carry item to vehicle C. If item too large, ask for help to car, or request delivery (if available).
EMOTIONS	- Curious - Frustrated (traffic, parking, etc.)	- Encouraged - Nostalgic	- Anxious - Confused (if staff do not have sufficient familiarity with item)	- Anticipation - Satisfied	- Excited - Concerned (for item safety during travel)
IMPROVEMENT OPPORTUNITIES	- Mobile app could inform user if desired item is in stock or not; or user can request alert if desired item comes in.	- Search filter with many advanced parameters would help locate a specific item.	- Mobile app could include verified history/time-period for items + suggest other similar add-on items in same style and/or time-period.	- Mobile app could check out as registered user (saved credit card info) or as guest. Register users speed up purchase time	- App can allow users to select pickup or delivery - Option of delivery workers moving item into the user's home (for mobility issues).



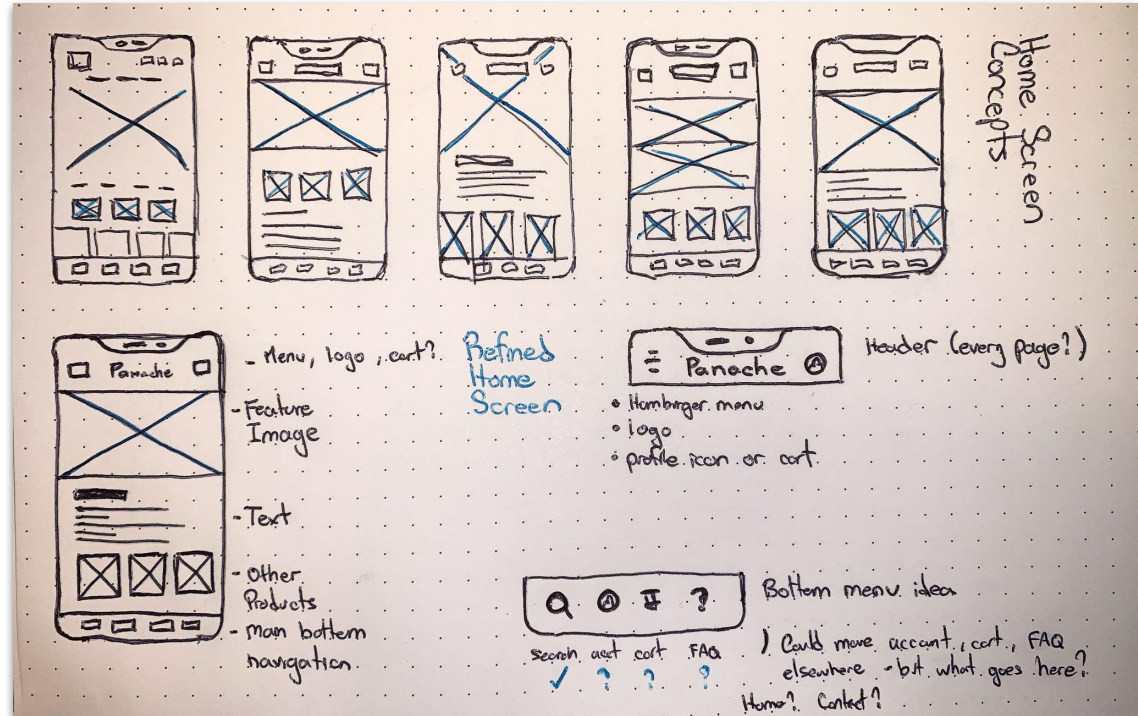
Starting The Design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper Wireframes

I experimented with different home screen layouts that displayed the necessary navigational information, a feature image, some smaller imagery, and a bit of text.

The last of the initial five concepts was the one I moved forward with and refined; isolating the top header and main bottom navigation.

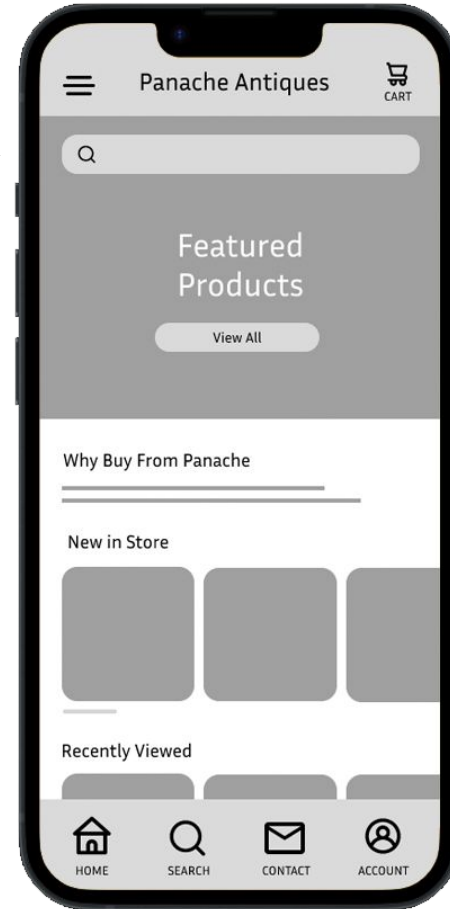


Digital Wireframes

The primary goal with the home screen was to make a visually appealing, easy to navigate interface that was intuitive for the user.

Prominent search bar at top so users can quickly search for a desired item.

Promoting new items the user may be interested in.



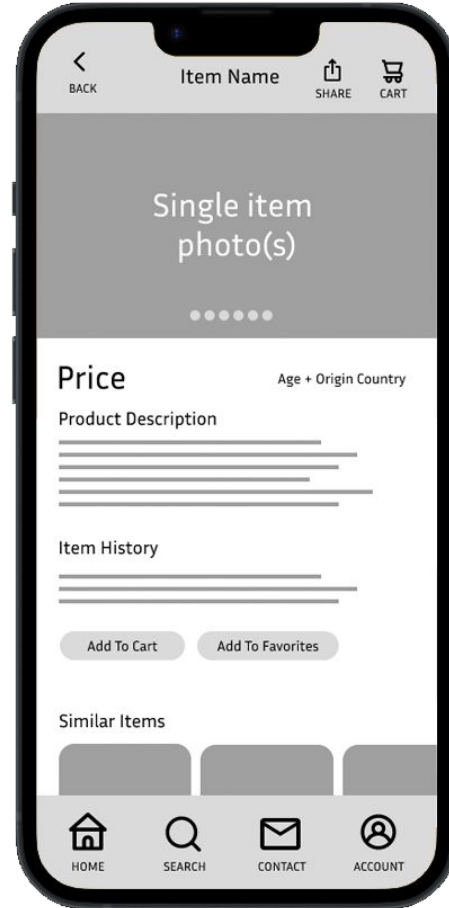
Rotating featured items, showcasing some of the best items in stock.

Bottom menu with main navigation quick to find.

Digital Wireframes

The single item screen showcases one specific product with its price, age, origin country, item history, and any other information the user would need to make an informed choice about their purchase.

Photo or series of photos showing the product.



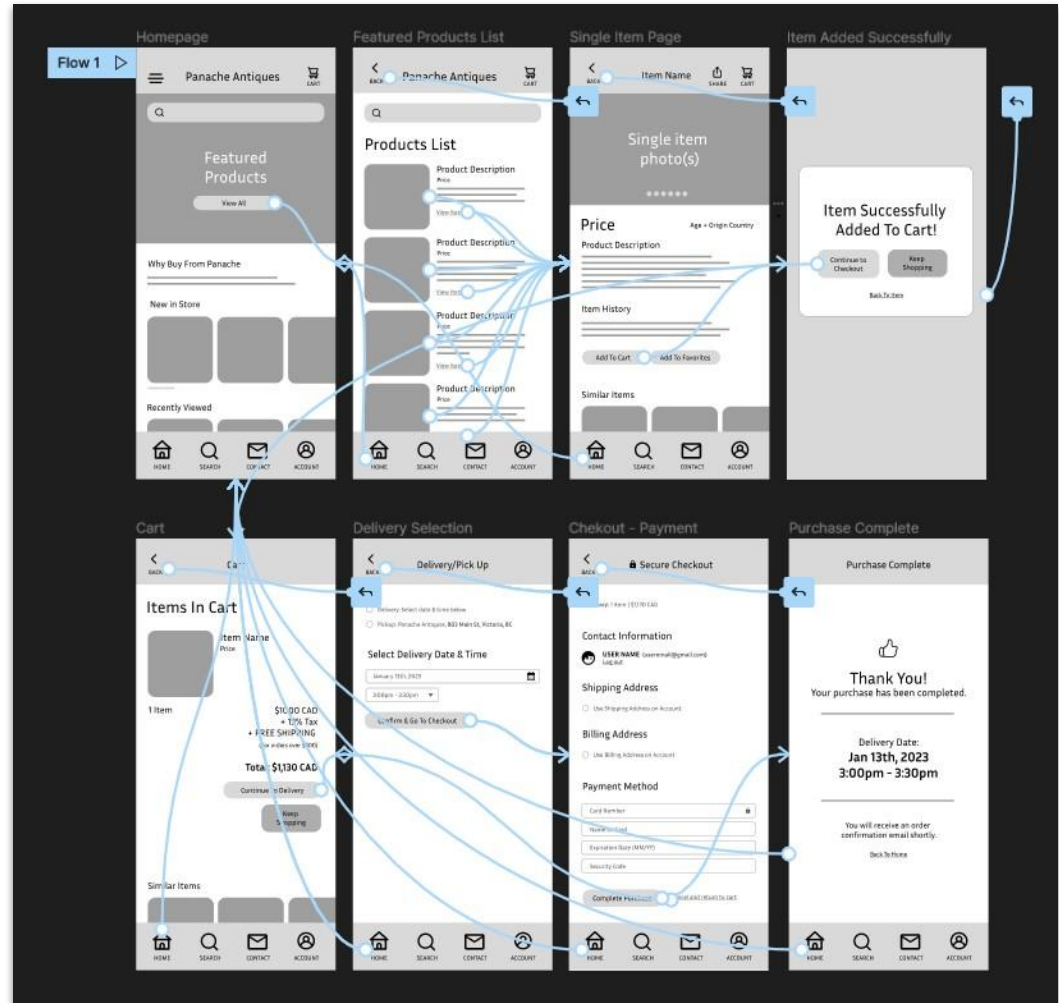
Detailed and verified information about the product.



Low-fidelity Prototype

You can view my low-fidelity prototype [here](#).

The main user flow is finding an item, adding that item to the cart, inputting delivery and user info, then confirming the purchase and receiving a confirmation screen.



Usability Study: Findings

We conducted two rounds of unmoderated usability studies to determine the ease of the user experience. Findings from the first round helped to evolve the wireframes into mockups. The second round had users interacting with a high-fidelity prototype to pinpoint any areas that still needed refinement.

Round 1 Findings

- 1 Search not very intuitive to use
- 2 Need more search options
- 3 Cart process unclear

Round 2 Findings

- 1 Need bottom navigation on 'added to cart' screen
- 2 Would like a more personalized 'thank you' message upon order completion
- 3 Cart process needs progress visuals



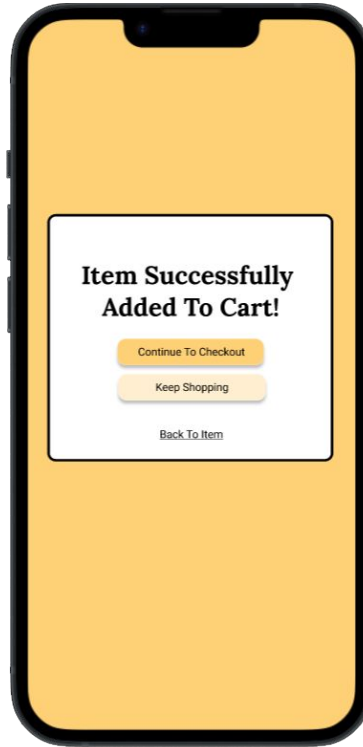
Refining The Design

- Mockups
- High-fidelity Prototype
- Accessibility

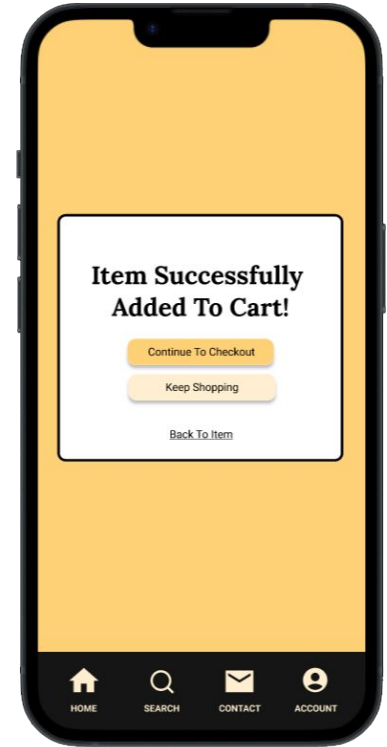
Mockups

After the most recent usability study, there were only a few minor changes to make to the app designs; one of which being the addition of the bottom menu bar to the item added screen, which participants thought would be useful for navigation.

Before usability study



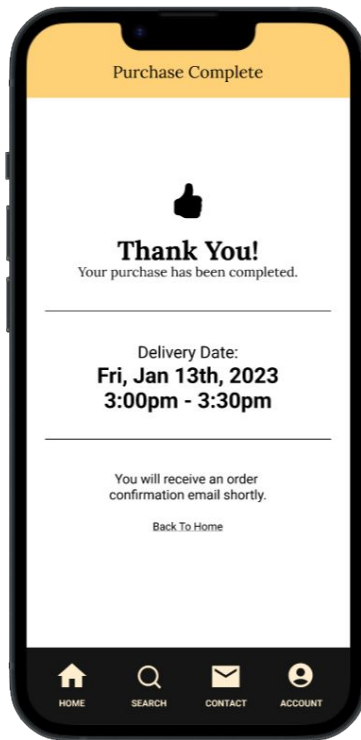
After usability study



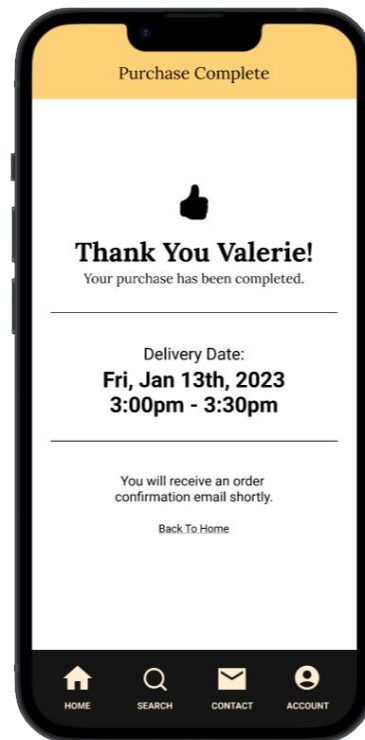
Mockups

The only other main change that was needed to the Panache app design was to add a more personalized thank you message on the final confirmation screen.

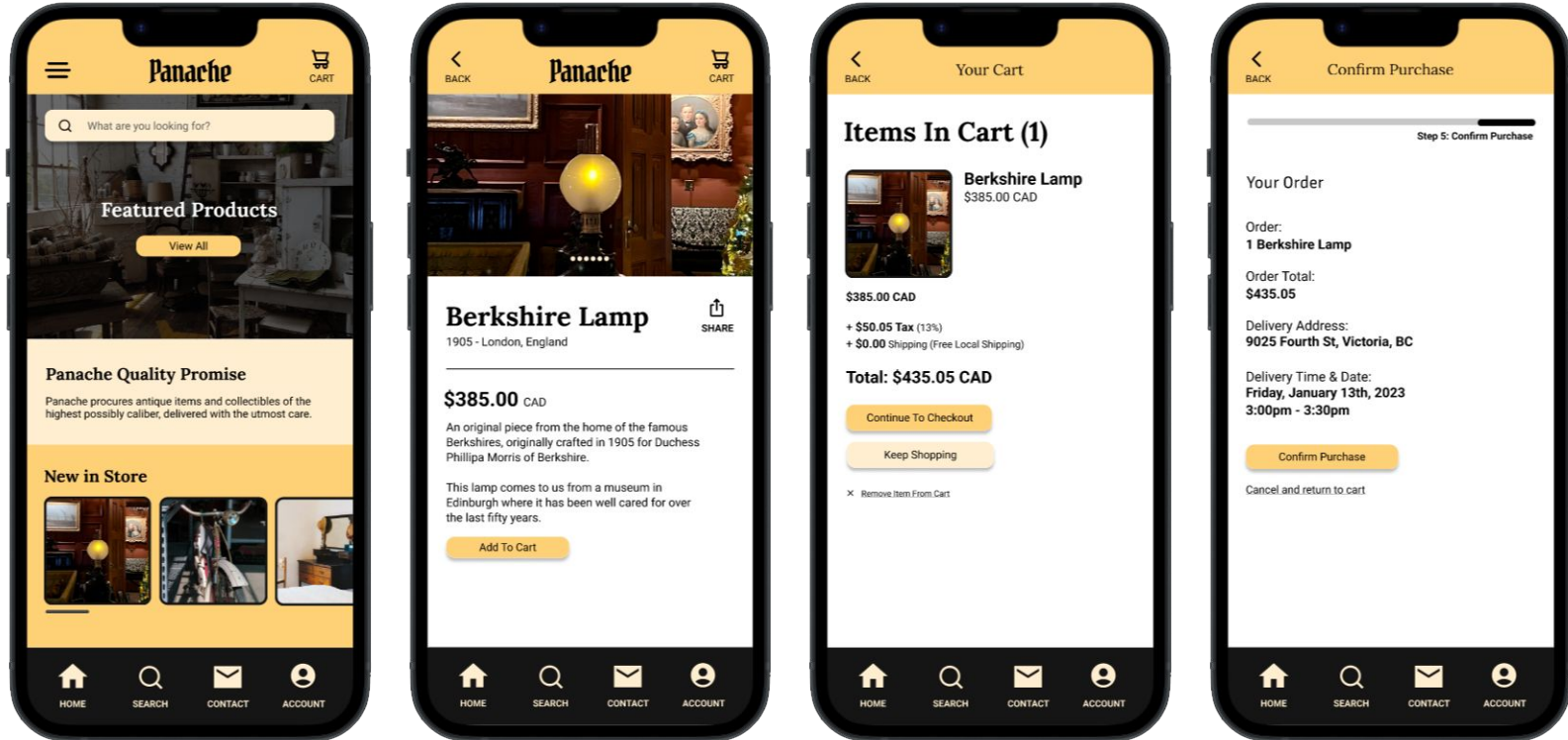
Before usability study



After usability study



Mockups



High-fidelity Prototype

You can view the high-fidelity prototype [here](#).



Accessibility Considerations

1

Main navigation buttons are easy to locate, labelled, and large for ease of use.

2

Use of icons in many locations throughout the app to assist in navigation.

3

Used a high contrast colour scheme throughout to assist users with low vision and to ease eye strain.

Going Forward

- Takeaways
- Next steps

Takeaways



Impact:

The Panache Antiques app makes antique shopping a much easier, more informed, accessible, quality-driven experience.



What I learned:

I learned that research and usability testing is what really drives the app design process forward in a way that leads to the best possible user experience.

Next steps

1

The next step is to finalize every aspect of the Panache Antiques app design that is part of the main user flow. Once this is complete, I will hand off this portion of the project to the development team, then start on the design for the secondary pages (FAQ page, account profile, contact, about us).

2

Conduct another usability study, potentially followed by iterations, with the more polished, fully functioning version of the Panache Antiques app before public launch.

Let's connect!



Thank you for reviewing my work on the Panache Antiques mobile app. If you'd like to see more of my work or get in touch, my blog and portfolio sites are provided below.

Blog: **lessonsindesign.com**

Portfolio: **sarahhubbard.ca**