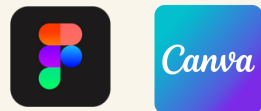




# IDOL Market

"Idol Market" is a Marketplace for trading Idol goods to respond to FC Idols/Merchant.  
We serve a Creditibility and Trust to Users

## Tool



## Platform

Smartphone

## My Role

UX/UI

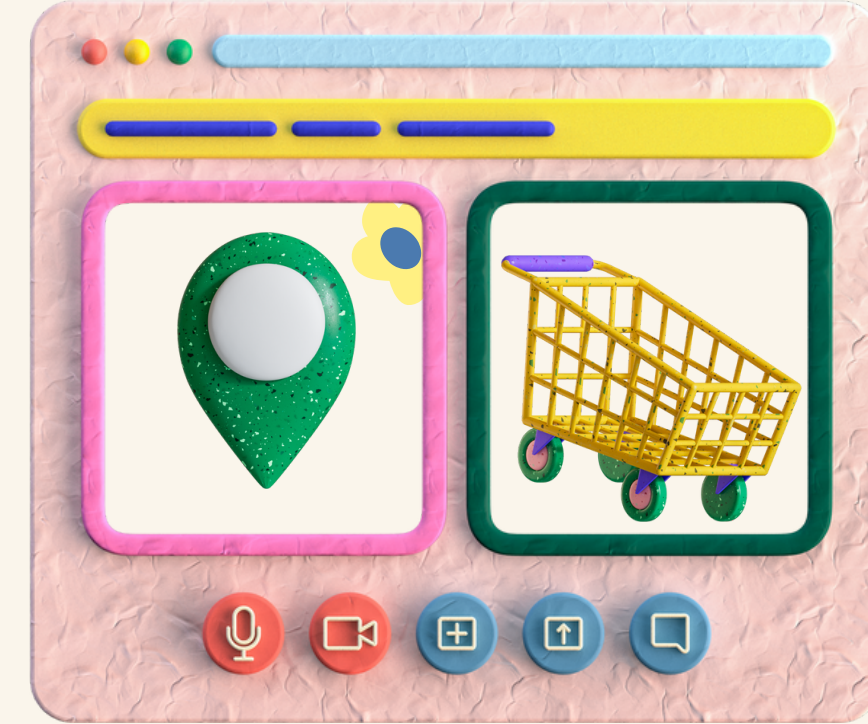
## Duration

8 Weeks



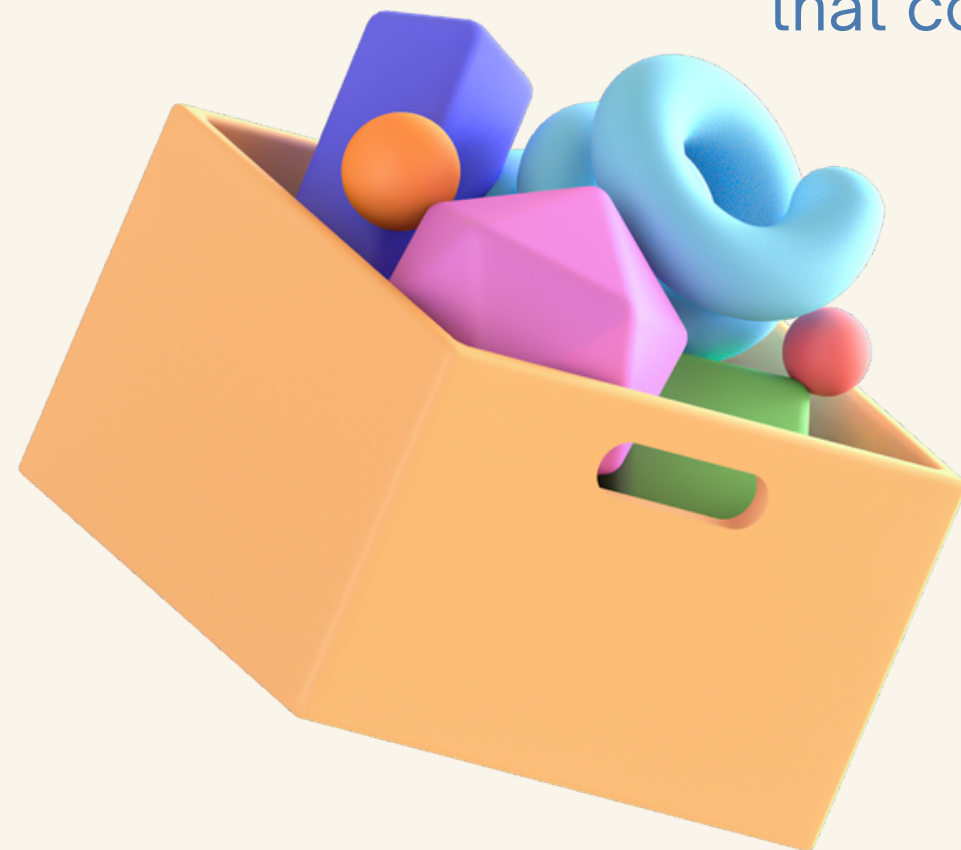
# The Project

In The course, UX Design for Mobile App teaches Design thinking concepts. I begin with inspiration regarding idols by thinking about the approach that I learned from the course to applied to the business model target



# Problem

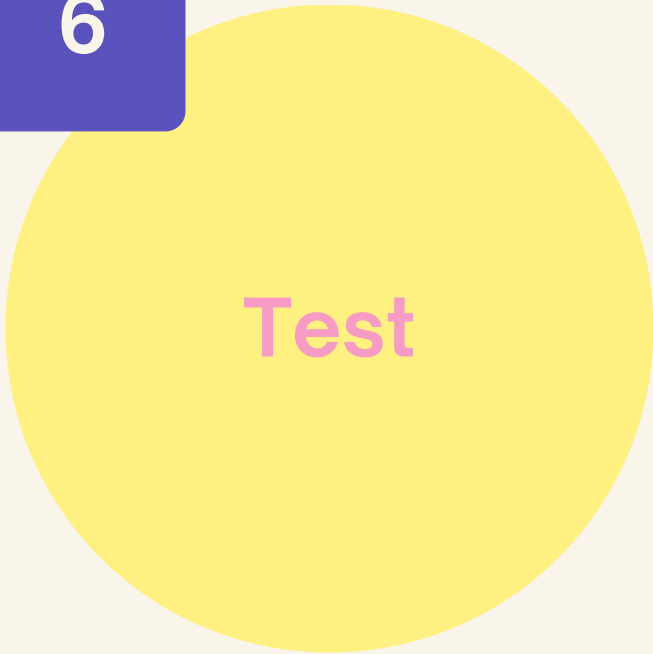
FC Idols/Merchant seeking/has the 2nd hand goods needed a solution that could buy/sell their goods with credibility.



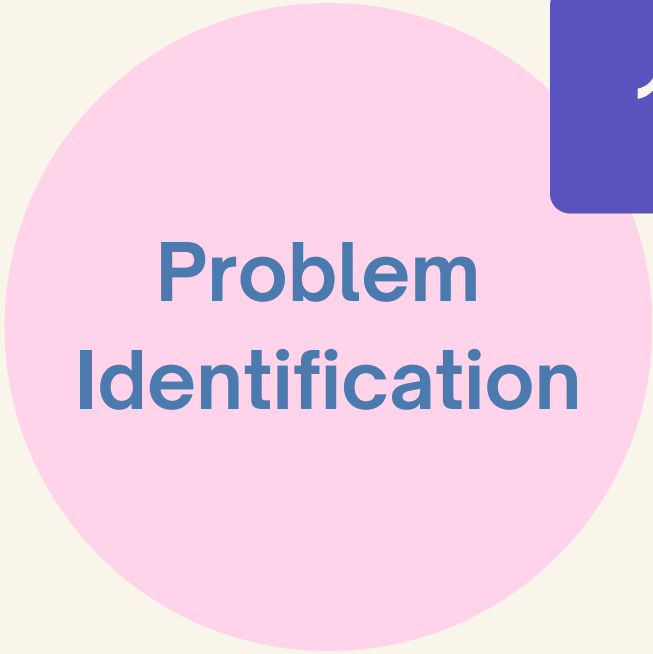
# Solution

The Platform can make trading between the seller and buyer easier. These solutions enable our users to Make ensure buyers/sellers are better creditable with the eKYC verification step, easy-to-search, and end-to-end tracking.

6



1

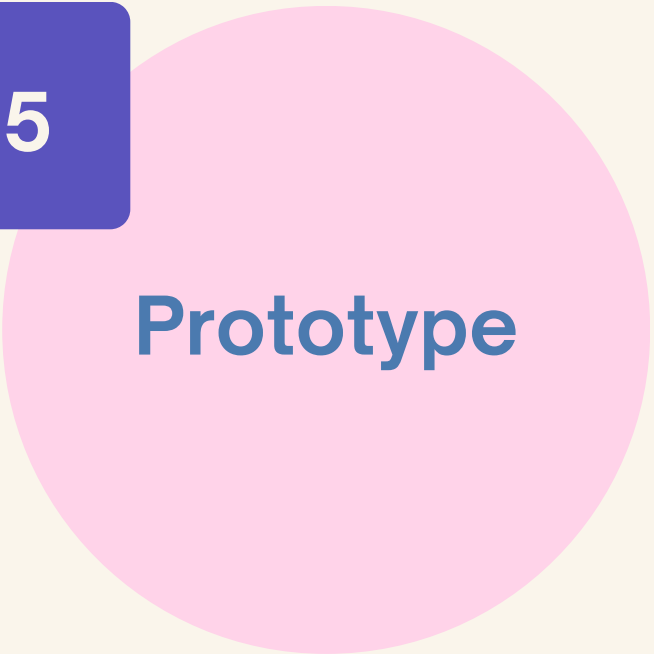


2

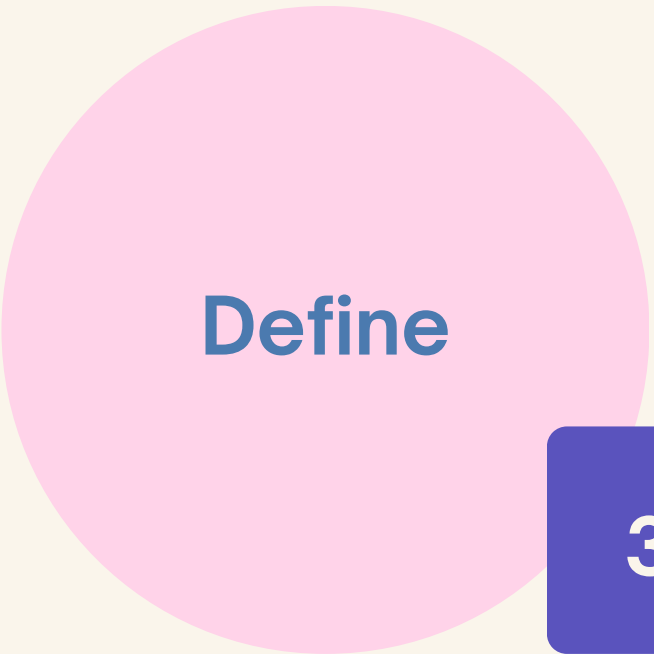


# Design Thinking Process

5

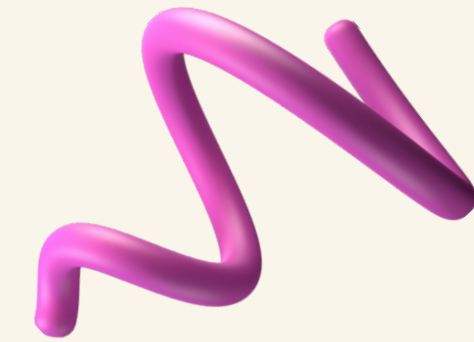


3



4





# User Research

I created a question about the problem from our point of view and expected the feeling and expectations of users when they use an application to trade idol goods.

I divided the main topics of questions following below.

# Qualitative Research

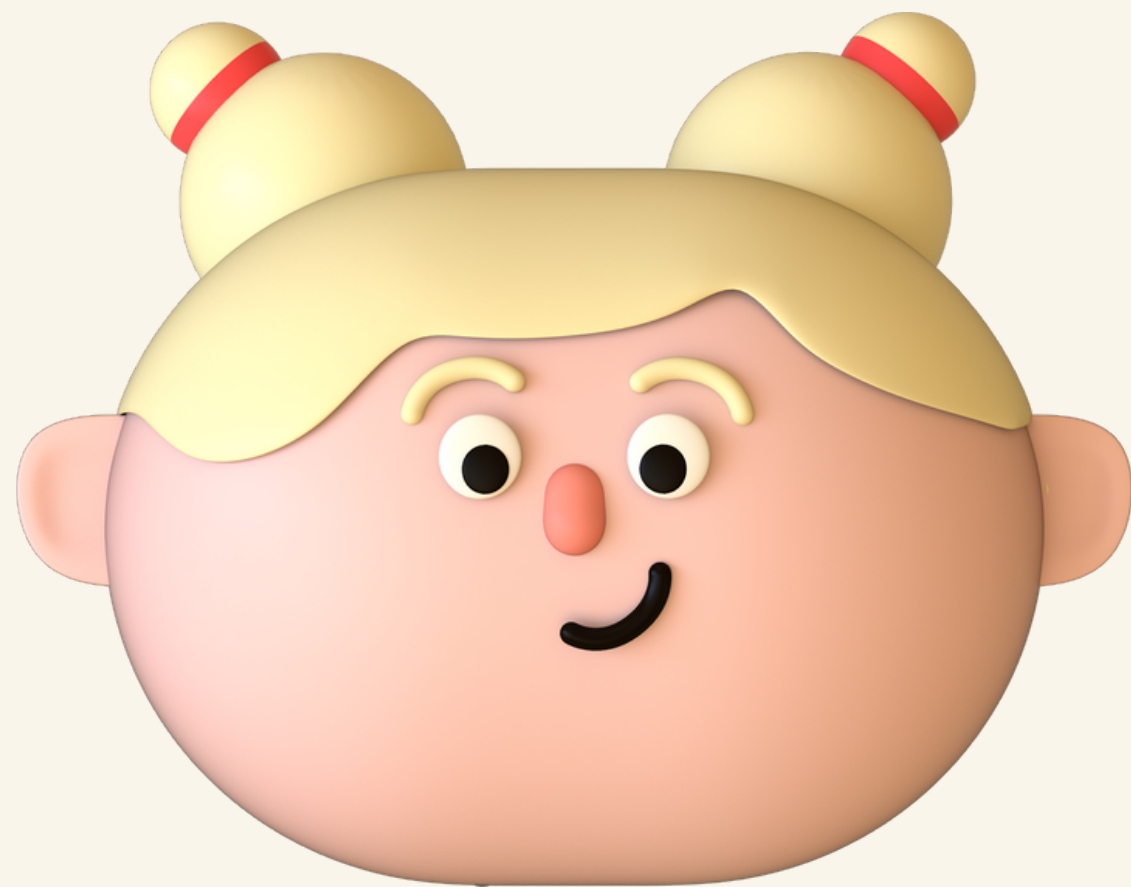
- Persona information: Name/sex/age/income/general
- How is your experience with idol goods?
- How are you trust your buyer/seller?
- What is your concern between Price and Creditable in goods?
- What is the method you using for trading goods currently?
- Have you ever used a mobile application for trading idol goods before?
- What are your expectations for the idol marketplace platform?
- How would you feel when you use a mobile application to trade idol goods?



I analyzed the Competitor and try to identify a gap to tap into.  
I analyzed their platform and features, as shown below

# Competitive Research

	Marketplace	Marketing	Only target	Community	tracking	Events
Shoppee	✓	✓	✗	✓	✓	✓
Lazada	✓	✓	✗	✓	✓	✓
Line ad	✗	✓	✓	✗	✗	✗
Twitter	✗	✗	✓	✓	✗	✗



# User Persona

## Bio

Tiffany Salter graduated with a Bachelor of Arts. She spends her salary to buy a ticket and idol goods every month. She used to sell her idol collection on the Twitter platform face-to-face.

## Frustration/Painpoints

- Buyer/Seller sometimes does not credibility
- How to know the goods delivered customer's hand in the right place without face-to-face
- counterfeit goods

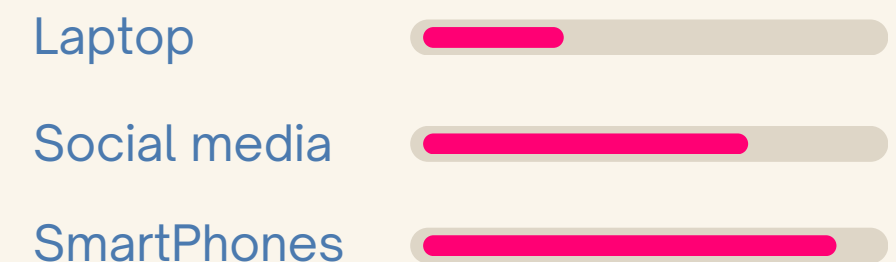
## Goals

- Want to know the status of goods
- Before trading can check the buyer/seller's background
- Easy to Sell
- Easy to find target groups

## Personality

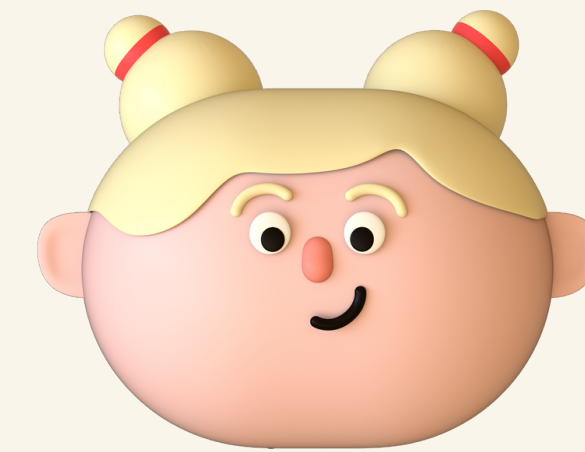
- External Person
- Good at negotiating
- Have plan every weekend

## Frustration/Painpoints



# User Journey

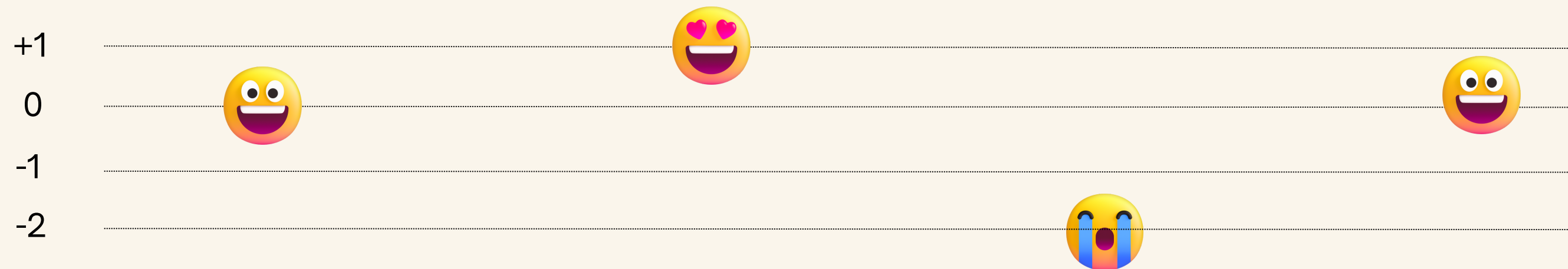
She wants to trade the idol goods and track the delivery E2E until the goods come to her with the seller that has creditable.



## Persona

**Tiffany Salter**  
Age 24  
Employed  
monthly

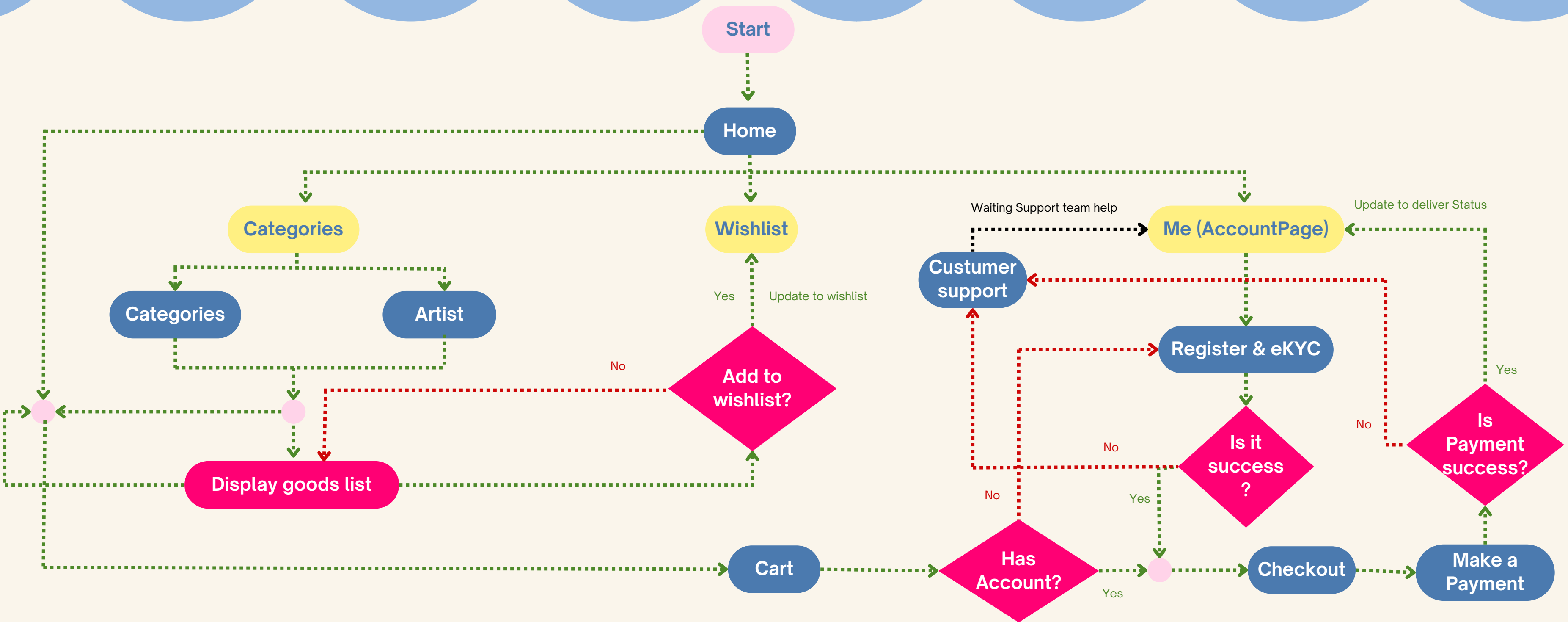
	Searching for idol goods	Make a trading	Tracking	Result
Action	Search idol goods with categories in a platform	Buy a idol goods	After making a payment then receive a tracking status to check the delivery	Receive a idols goods
Touch point	The search engine in the platform	<ul style="list-style-type: none"> <li>• Payment method</li> <li>• Background of merchant</li> <li>• Credibility of goods</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery method</li> <li>• Background of customer</li> </ul>	<ul style="list-style-type: none"> <li>• Review options</li> <li>• Returns options</li> <li>• Record into history</li> </ul>
Opportunity		Create a section to check the background of the merchant to make a customer can buy with confidence	Create a new feature to make more community between merchant and customer	Create a community to discuss the artist of goods and open the section to recommend a goods



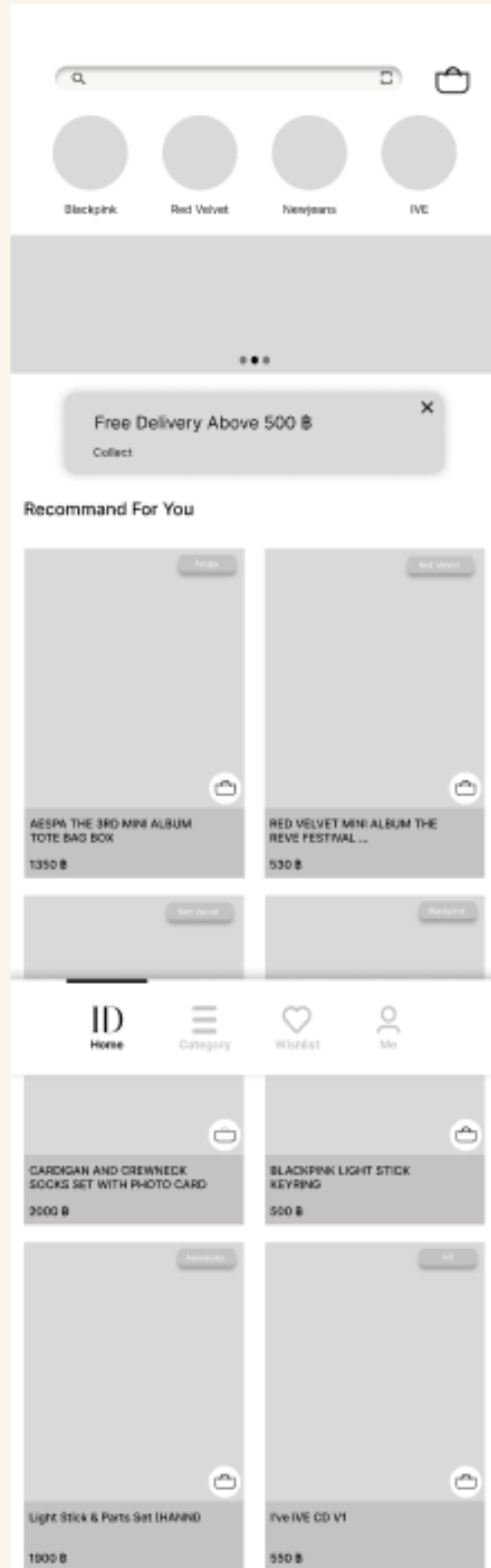


# User Flow

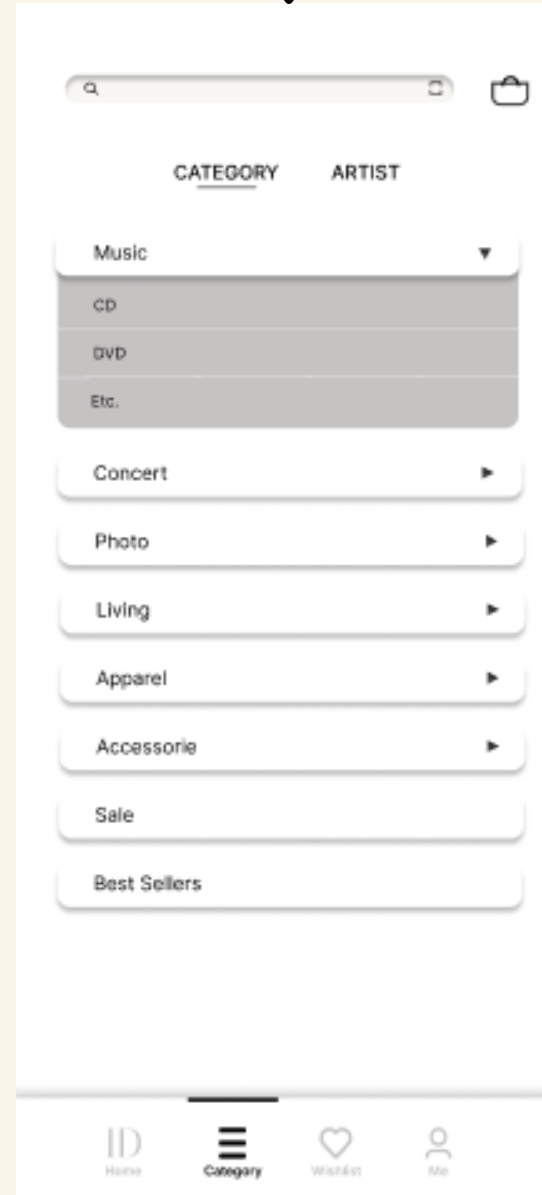
I created the user flow to show how users interact with the application.  
This flow makes it in the details to understand correctly



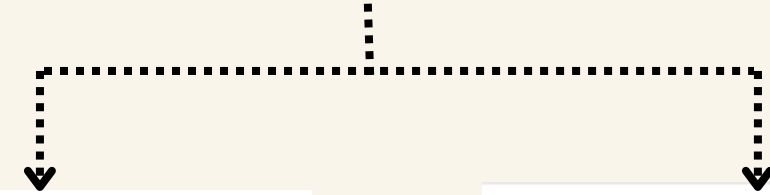
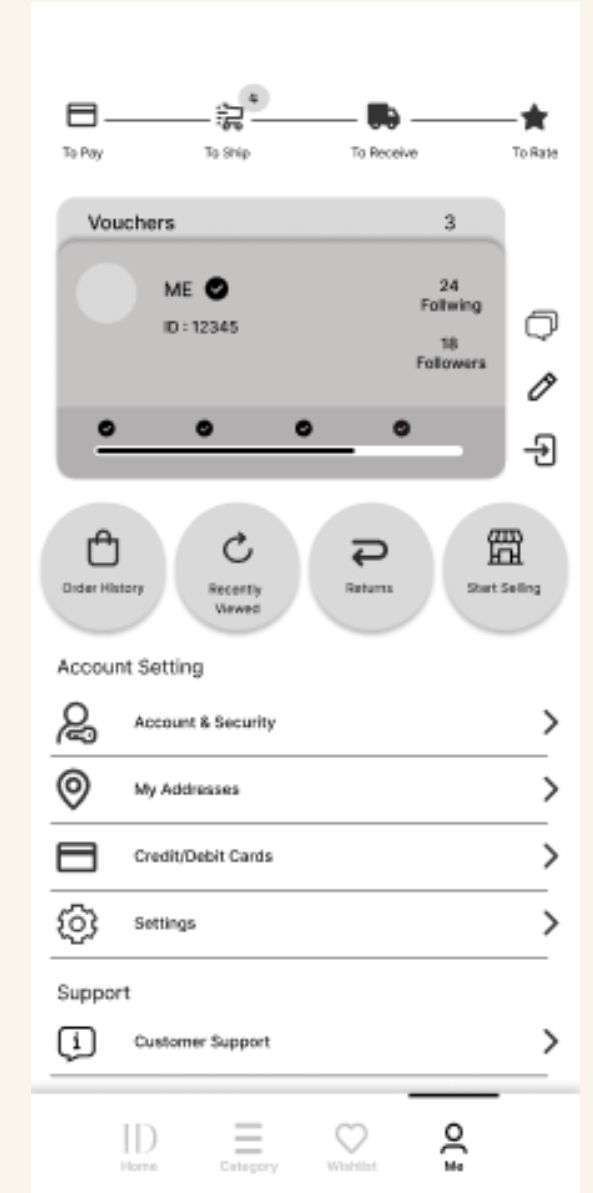
# Spread Screen



# Category



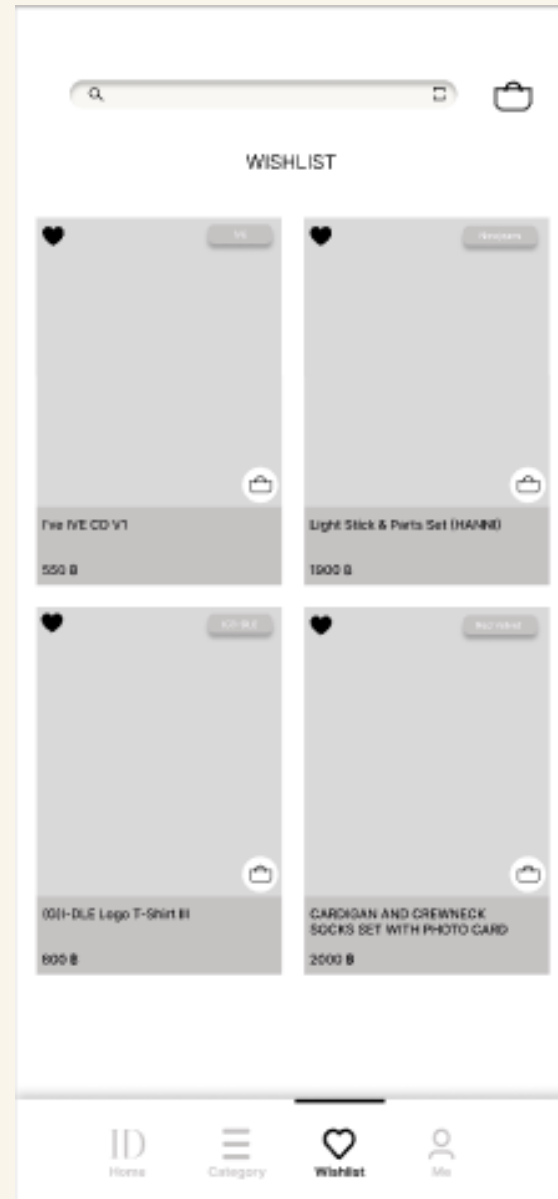
# Account



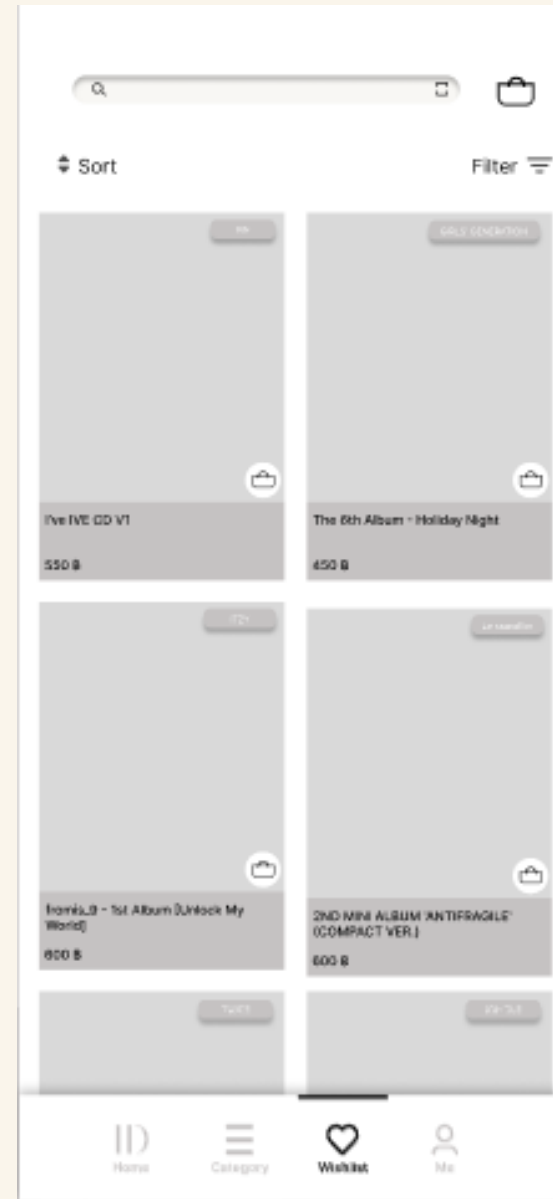
# low fidelity wireframes



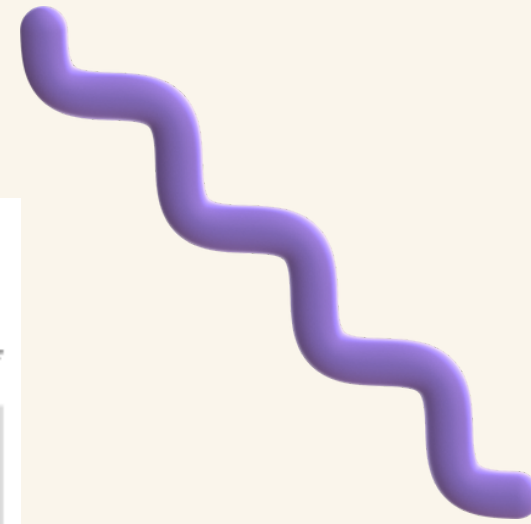
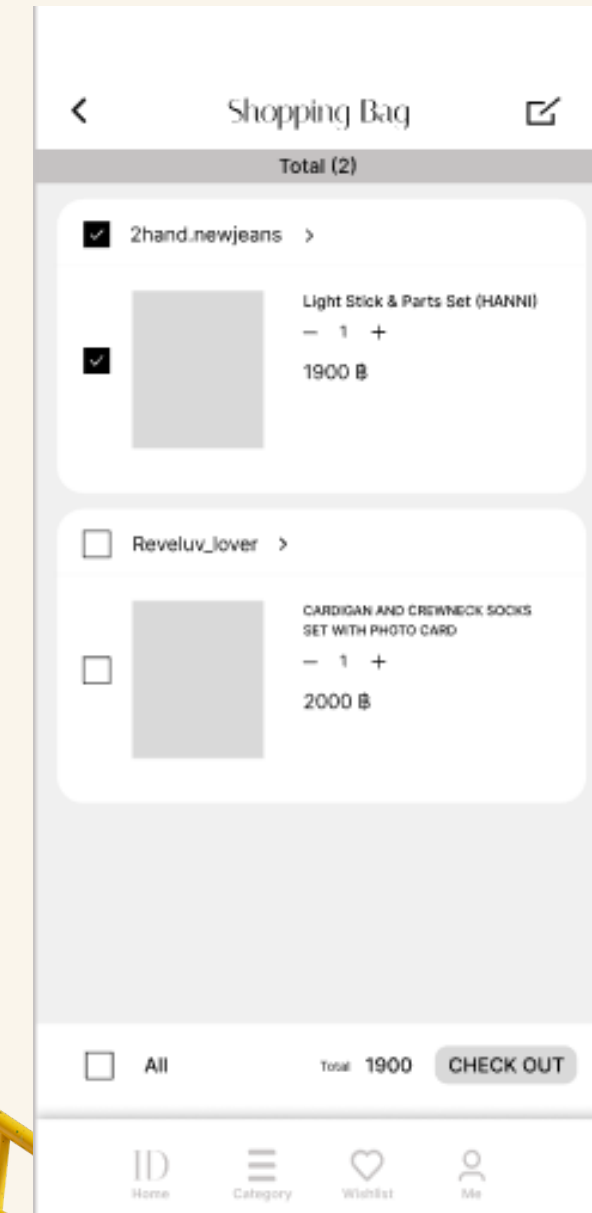
# Wishlist



# CD



# Shopping Bag



# Stye Guide

## TYPOGRAPHY

**Italiana**  
Aa

**Inter**  
Aa

### H1 Heading Size

Italiana Regular 24px

### H2 Heading Size

Inter Medium 15px

### H3 Heading Size

Inter Regular 15px

### H4 Heading Size

Inter Semi Bold 10px

### B1 Body Size

Inter Regular 15px

### B2 Body Size

Inter Regular 12px

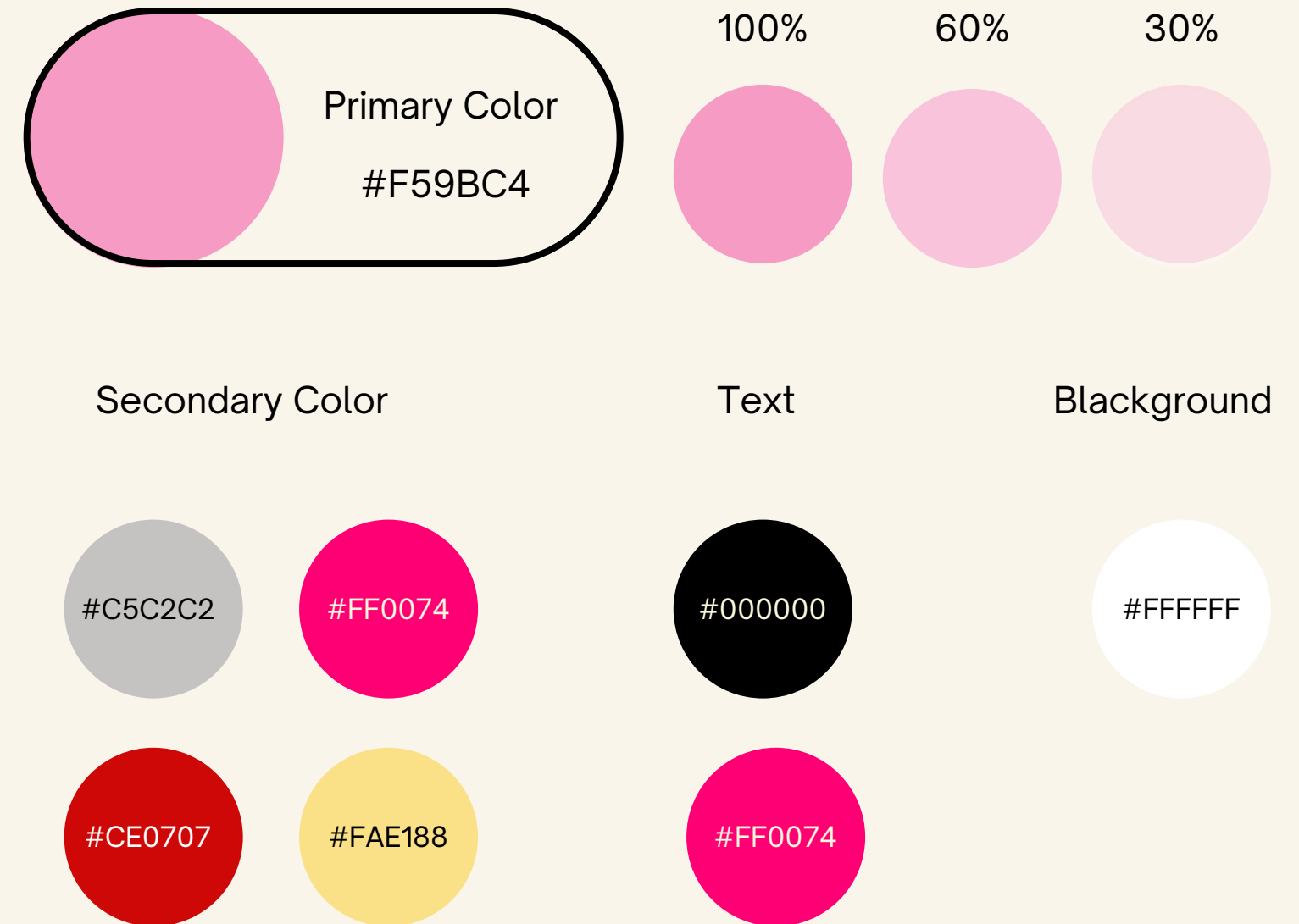
### B3 Body Size

Inter Medium 10px

### B4 Body Size

Inter Regular 10px

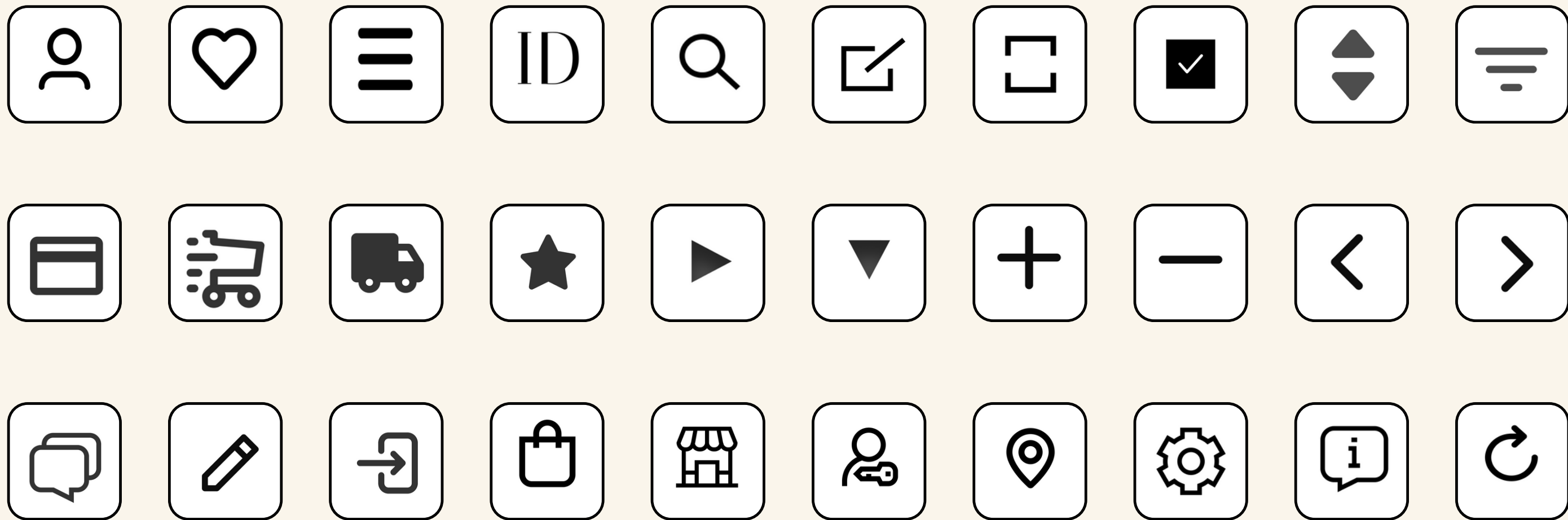
## COLOR PALETTE



Heading Size

Body Size

# ICONOGRAPHY



# high fidelity wireframes

