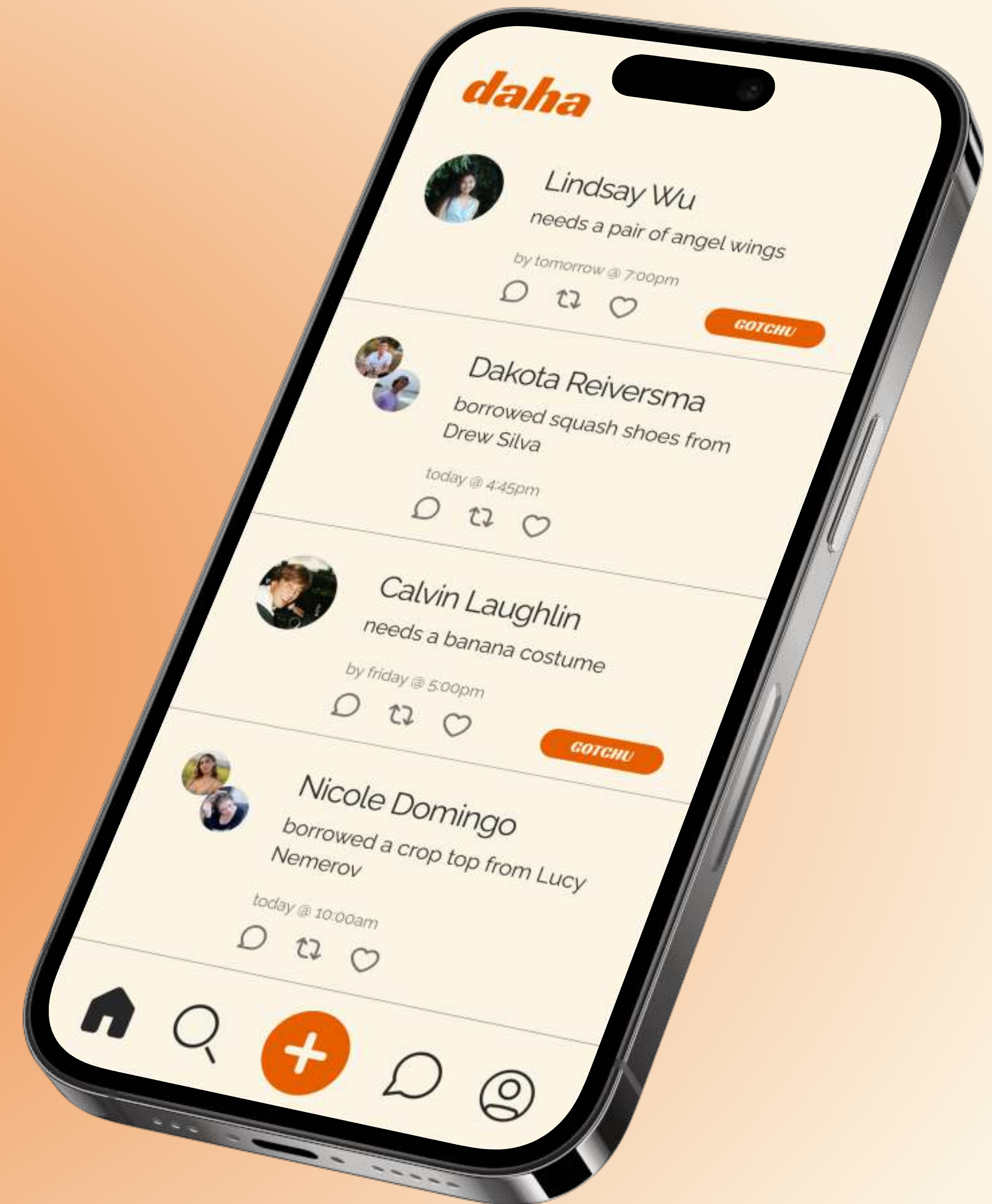


daha

explore your community's closet

Project Recap Presentation

CS 194H





Peter Ling

Developer



Eli Waldman

Designer



Drew Silva

Developer



Olivia Wang

Designer

Problem

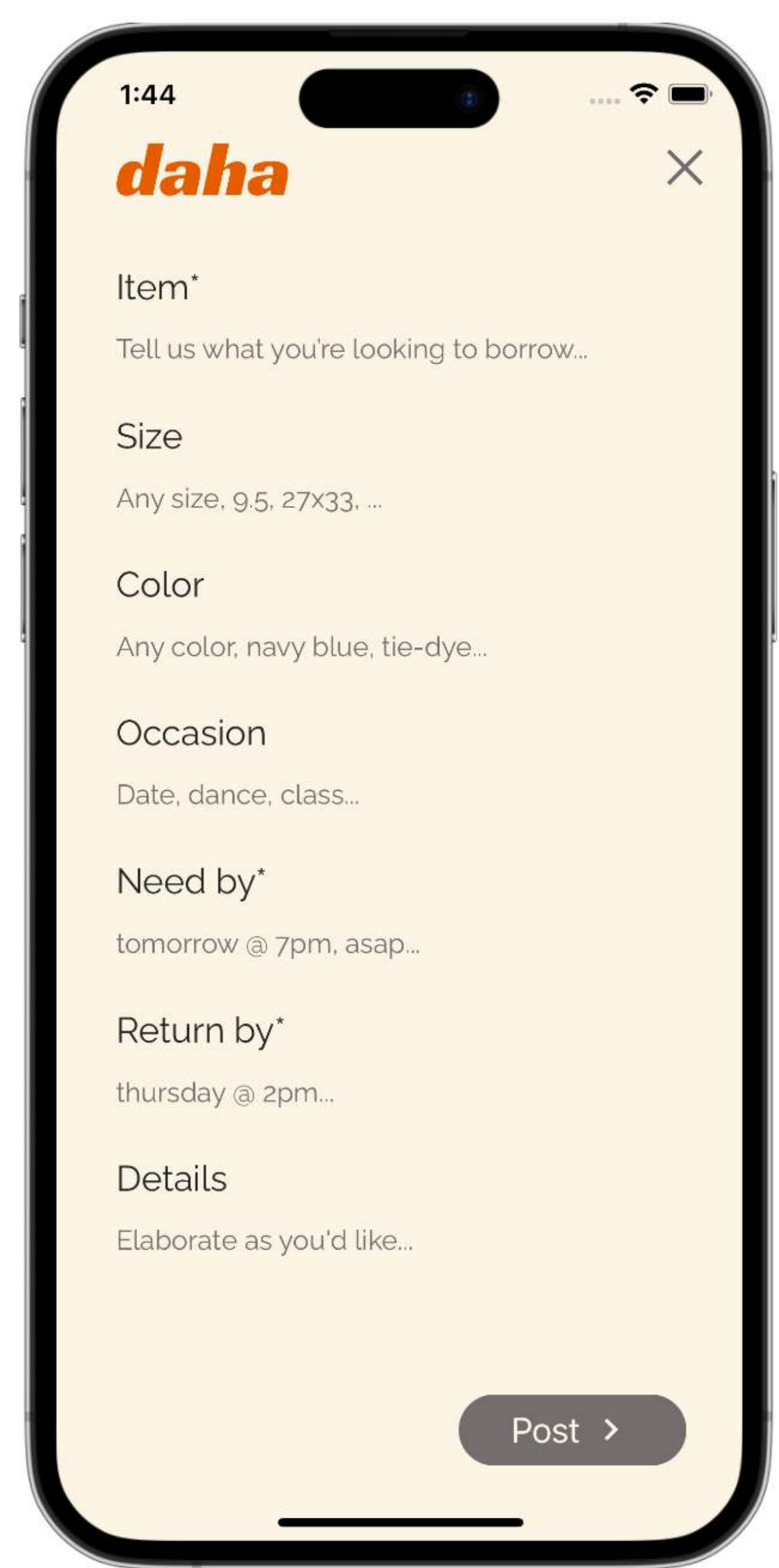
College students often want to borrow clothing from others on short notice and for one-time-use occasions but can't find their desired items in time, leading to online purchases from Shein or Amazon.

Solution

daha provides a platform for college students to **easily borrow clothes** from members of their campus community, **reducing single-use purchases** of clothing.

Simple Task: making a post

Creating a daha post and blasting it out to your network is a core functionality of our platform. This task will be the most frequented and as such should be easy.



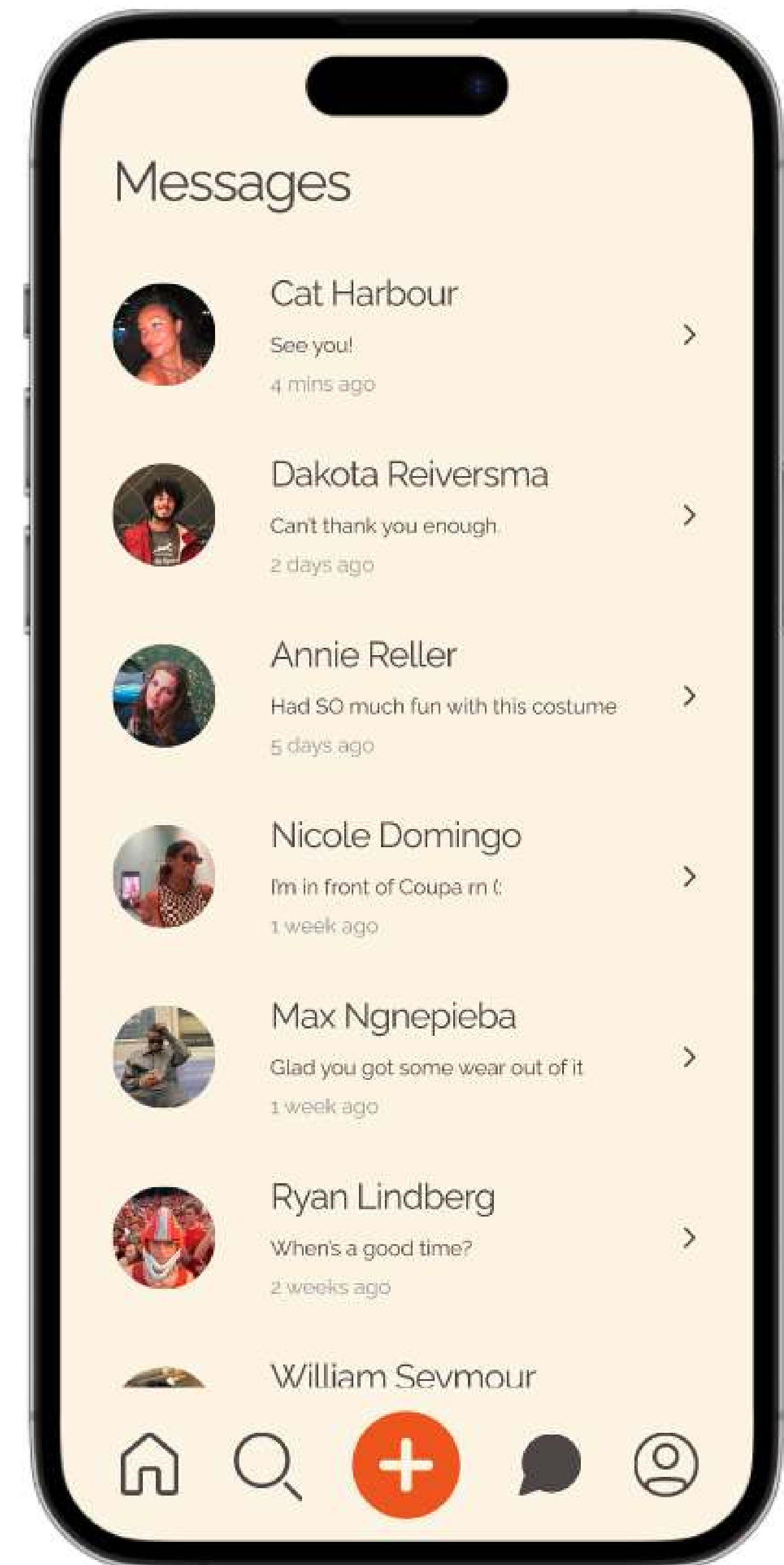
What's missing?

Wizard of Oz techniques

- feed pre-loaded with posts
- user automatically following a pre-built set of users who have pre-built posts

Hard-coded aspects

- image size, font size



What needs to be added?

Functional backend

- users/user accounts

Typing on mobile

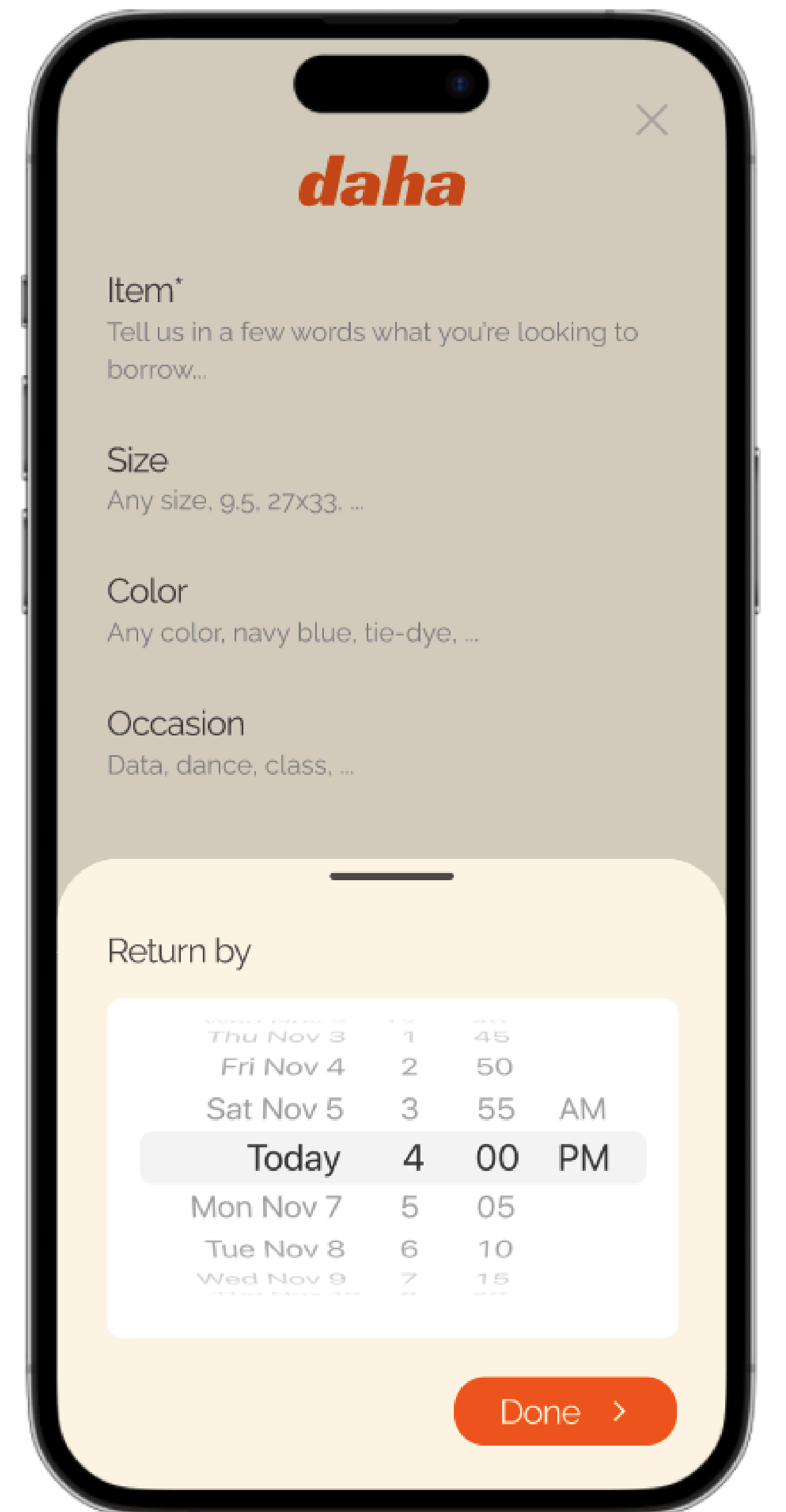
Message system

- DMs

Suggested Meeting Locations

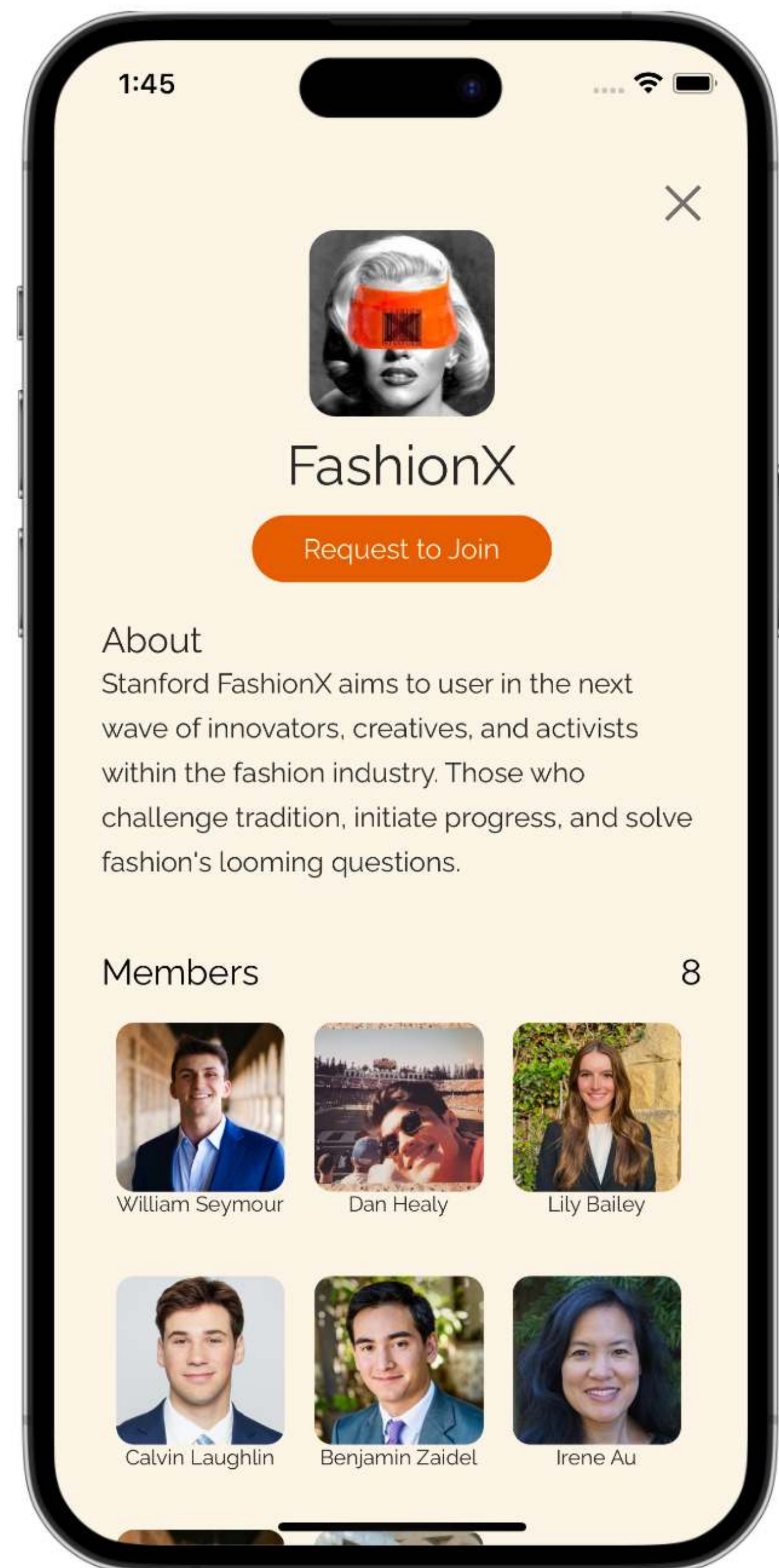
Search feature

App store? 🙏🙏😅



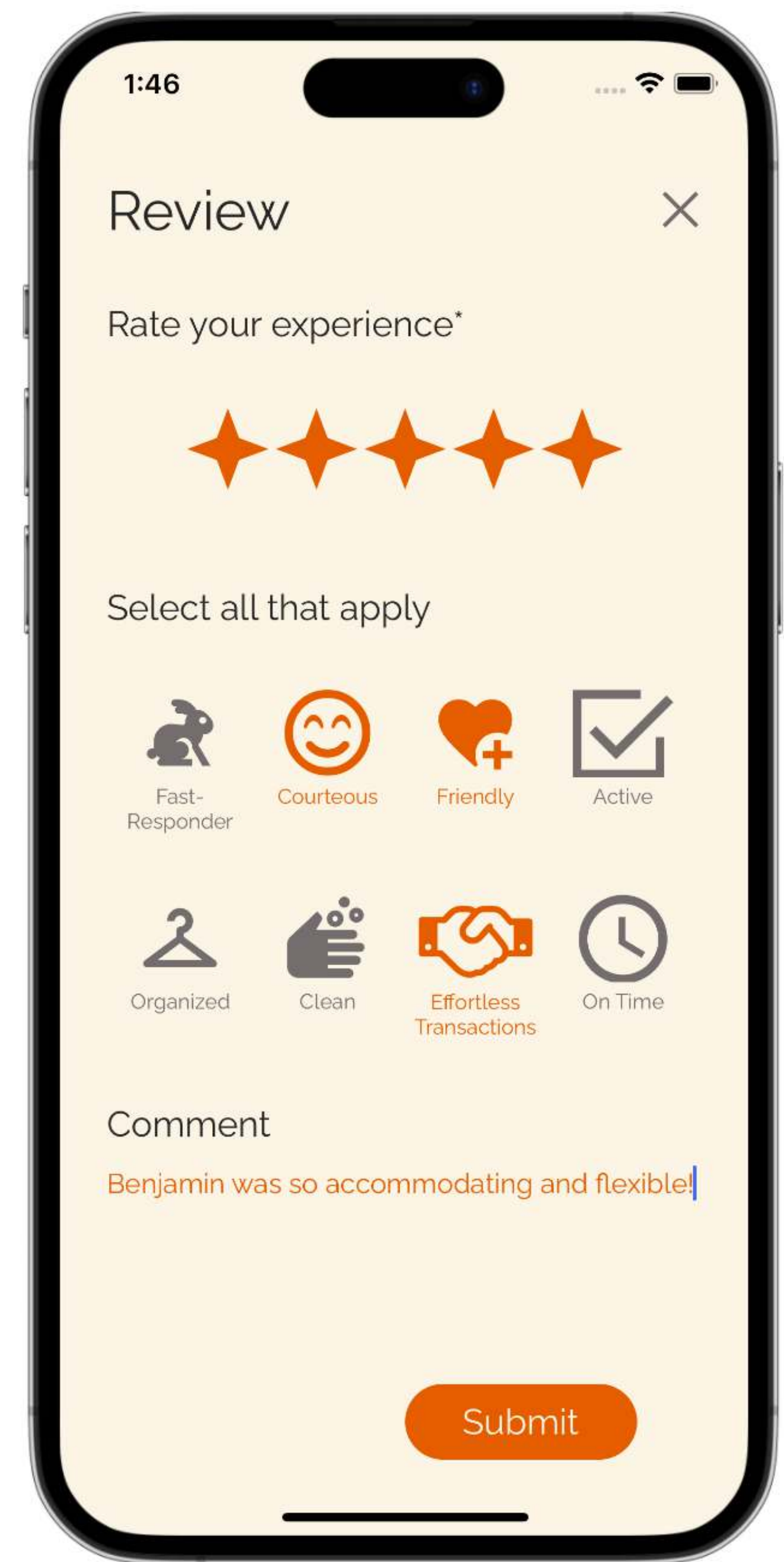
Medium Task: joining a community

To encourage community-building on daha, we hope to onboard pre-existing clubs and organizations. Users can send daha requests to specific groups (dorms, clubs, teams) or to their entire network. The more communities that a user is a part of, the wider their reach.



Advanced Task: write a review of daha experience

Creating a trustworthy platform is our priority, especially when transactions involve in-person meet ups and lending your personal items. A review system is vital to our model. With ratings and traits (on-time, clean, reliable, etc.) displayed on every user's profile page, users should feel safe about lending and borrowing from others.



Needfinding Summary

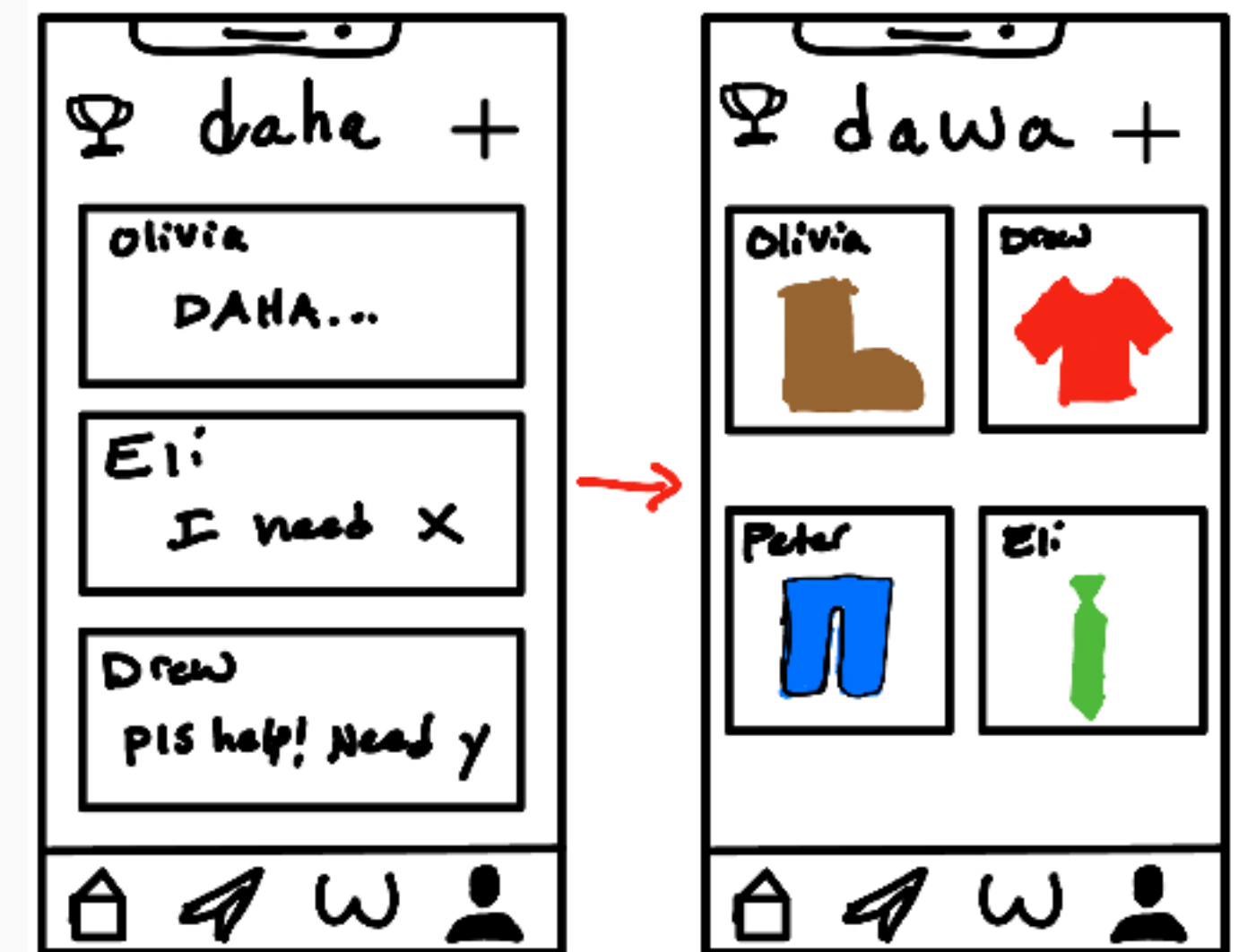
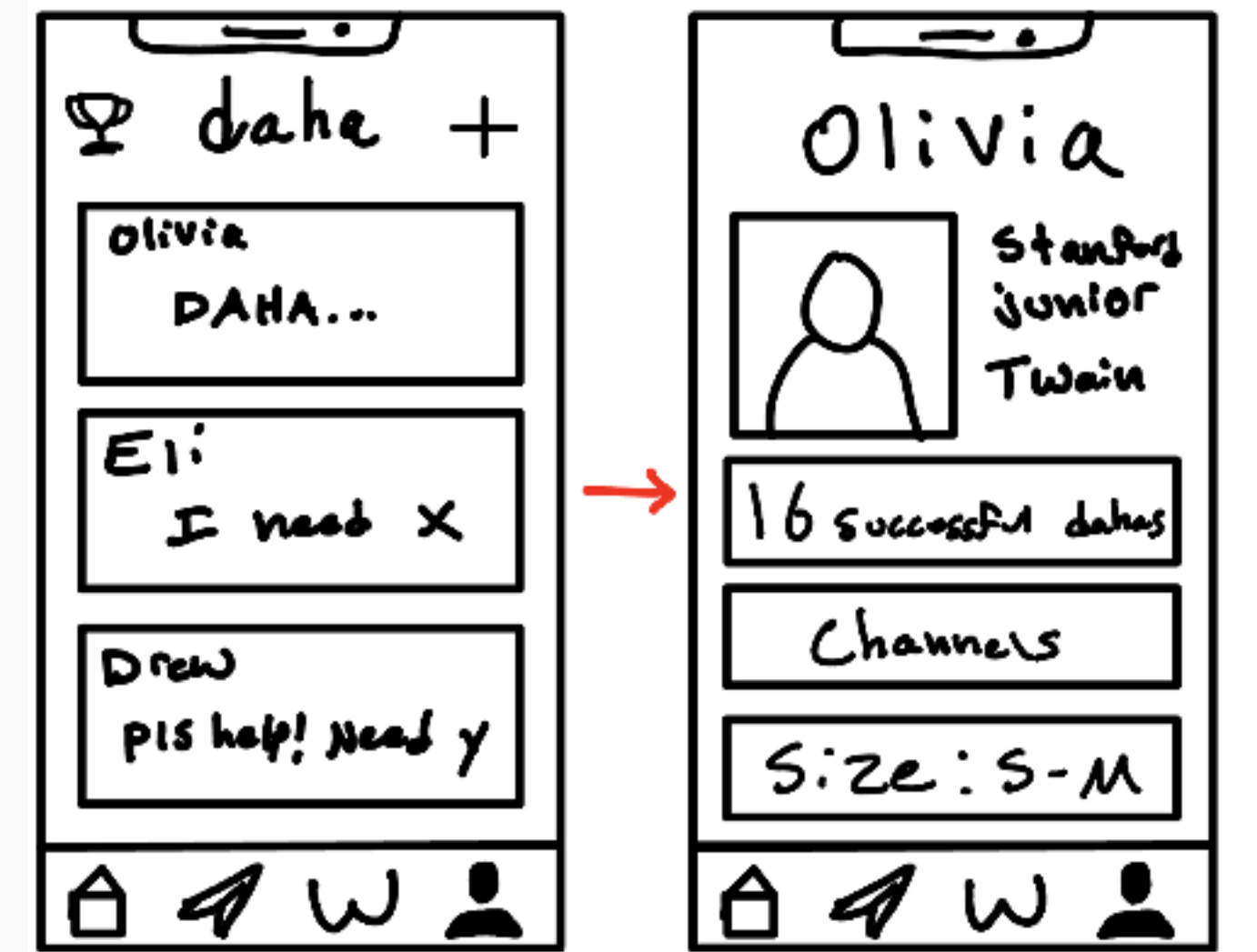
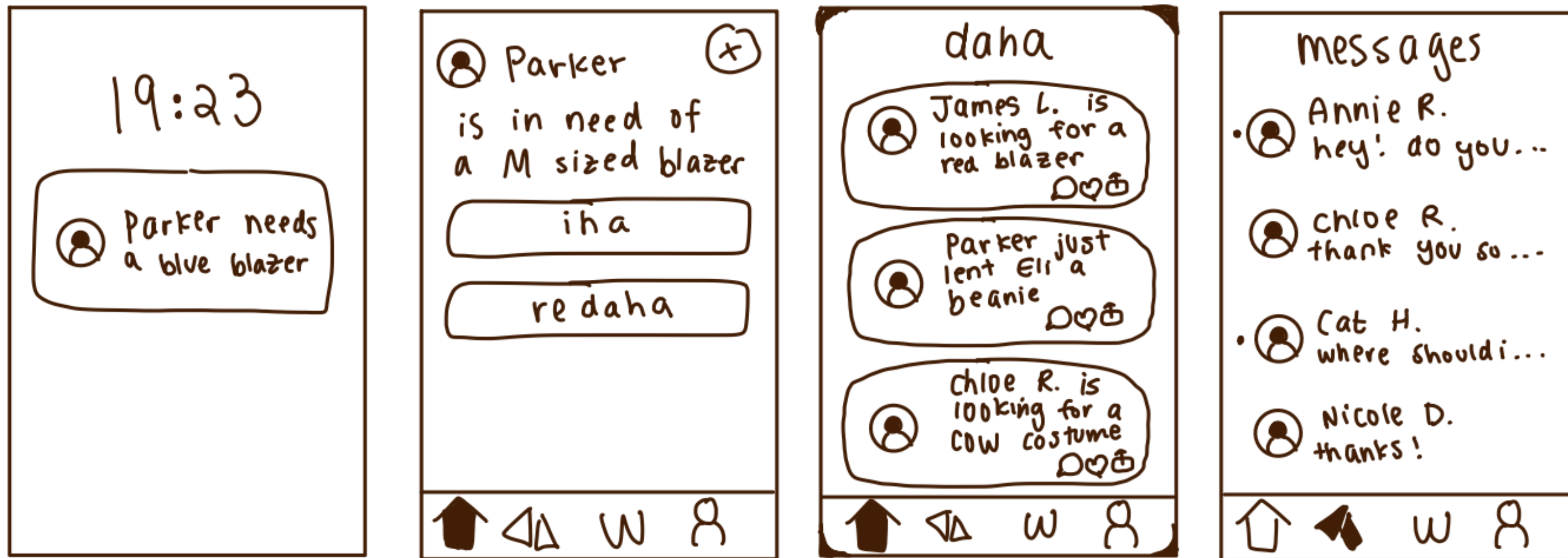
Goal A platform that allows college students to easily borrow clothes from their community instead of buying new ones.

Target audience College students & other tightknit communities

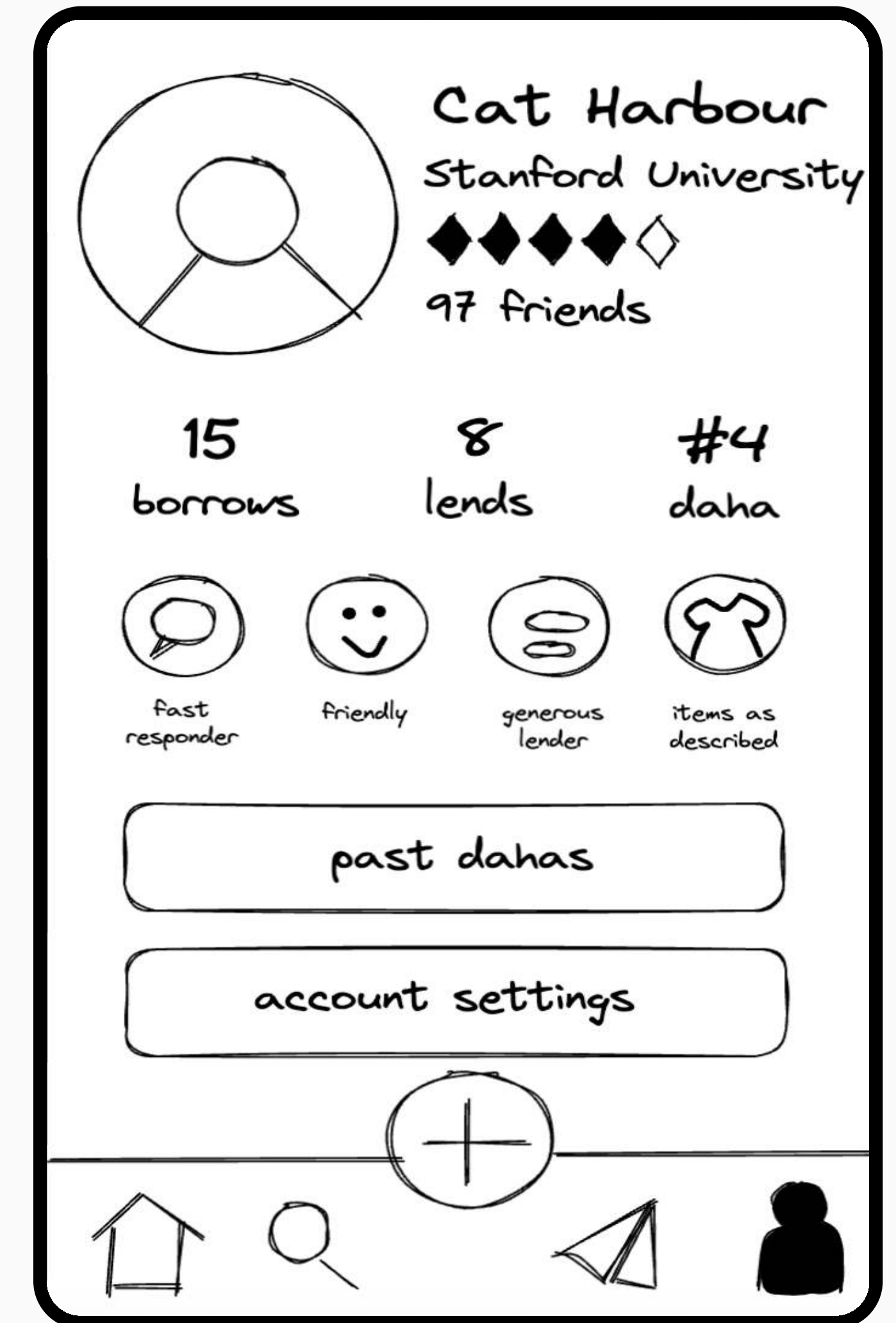
Who might be left out Disconnected communities where buying is more convenient

Ethical Implications Privacy regarding knowing what others have in their closets

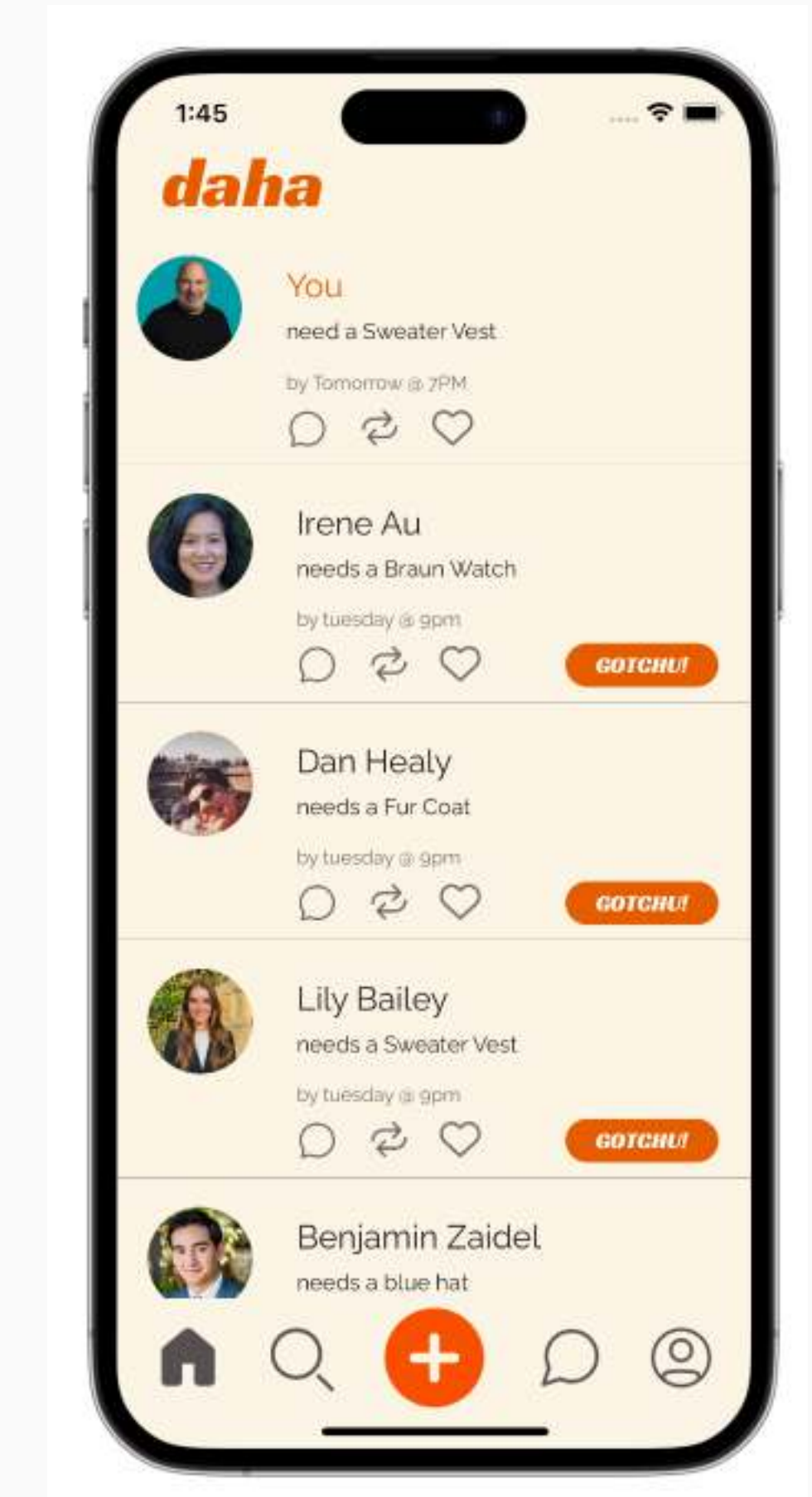
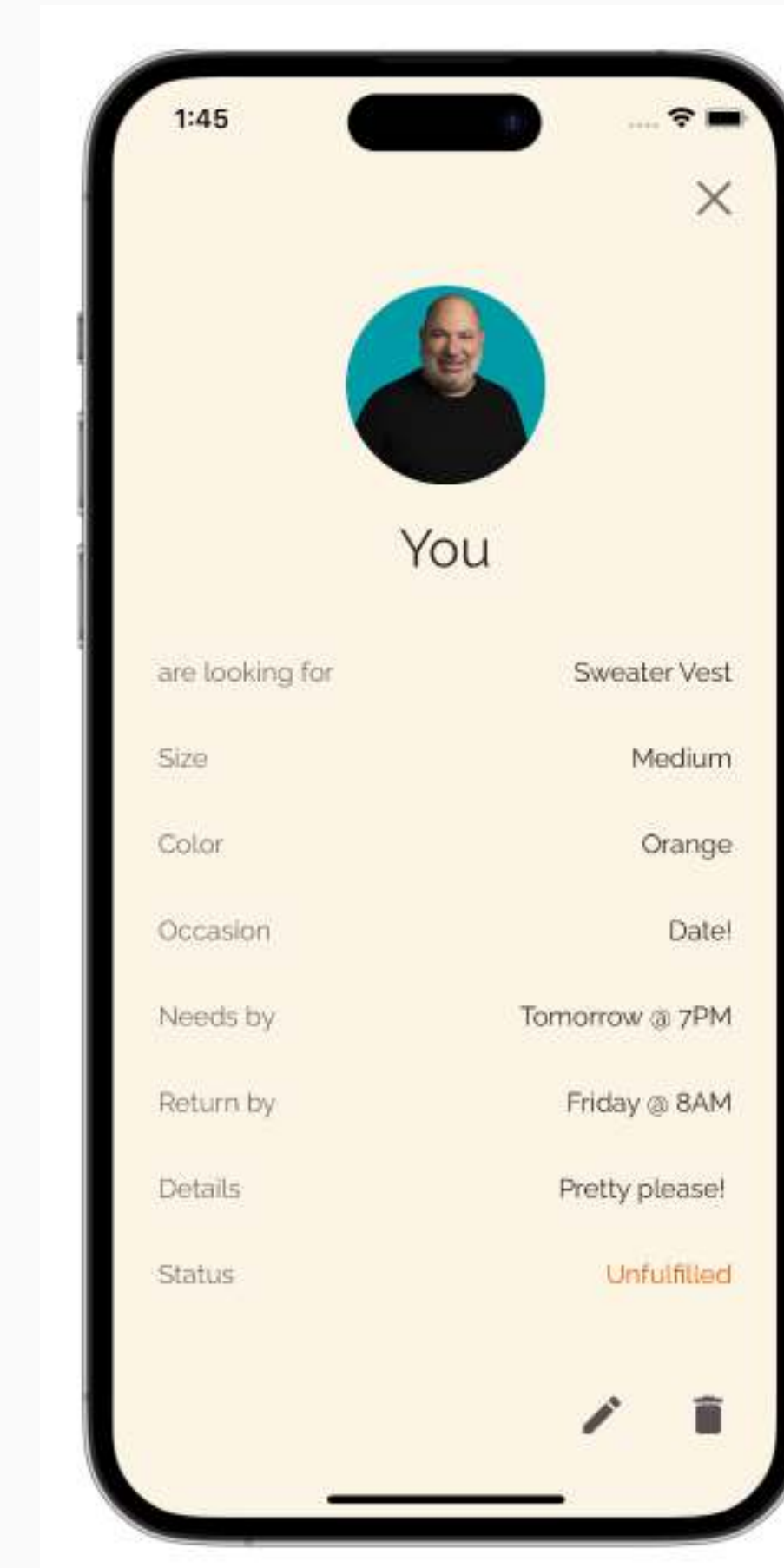
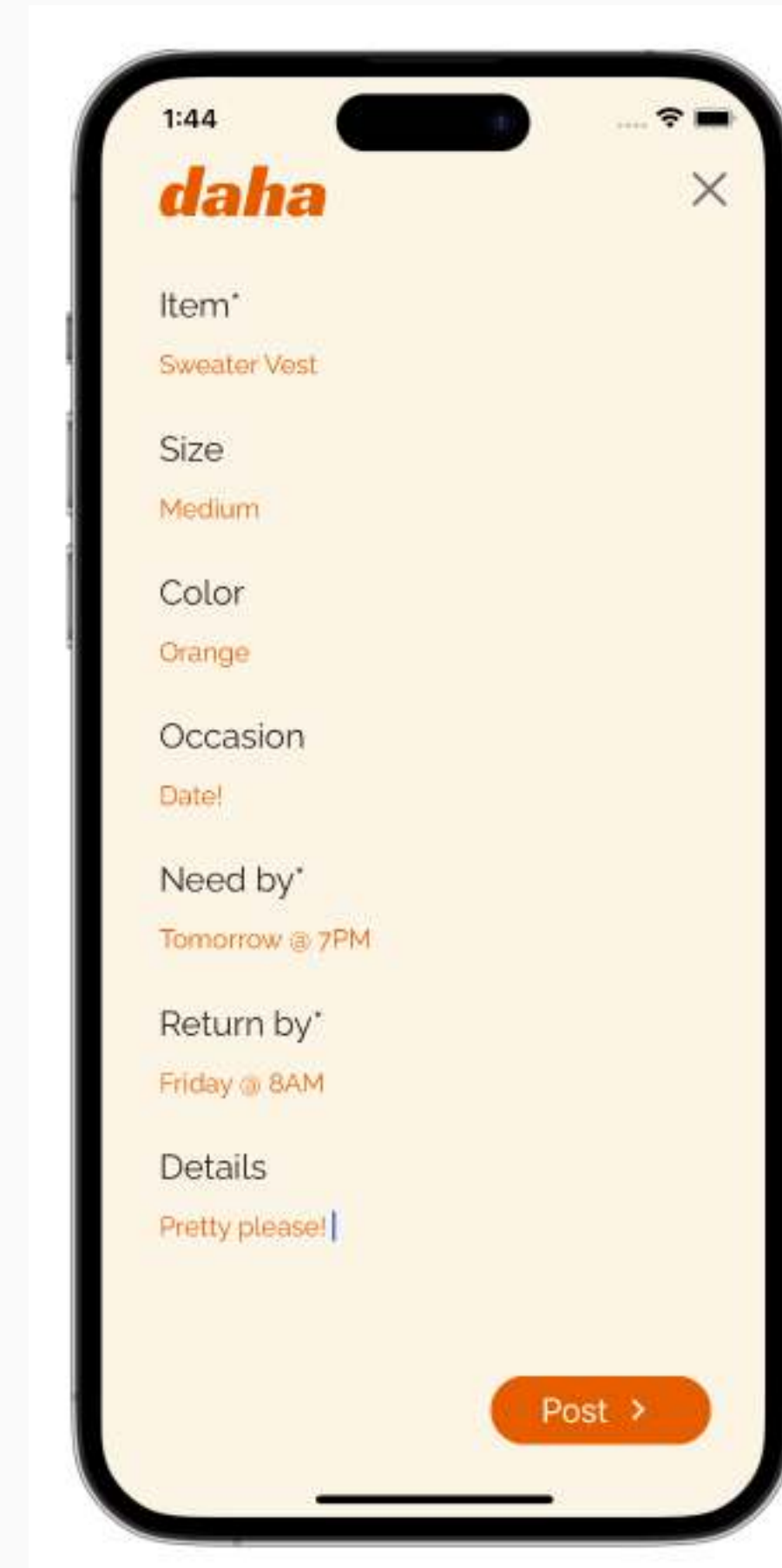
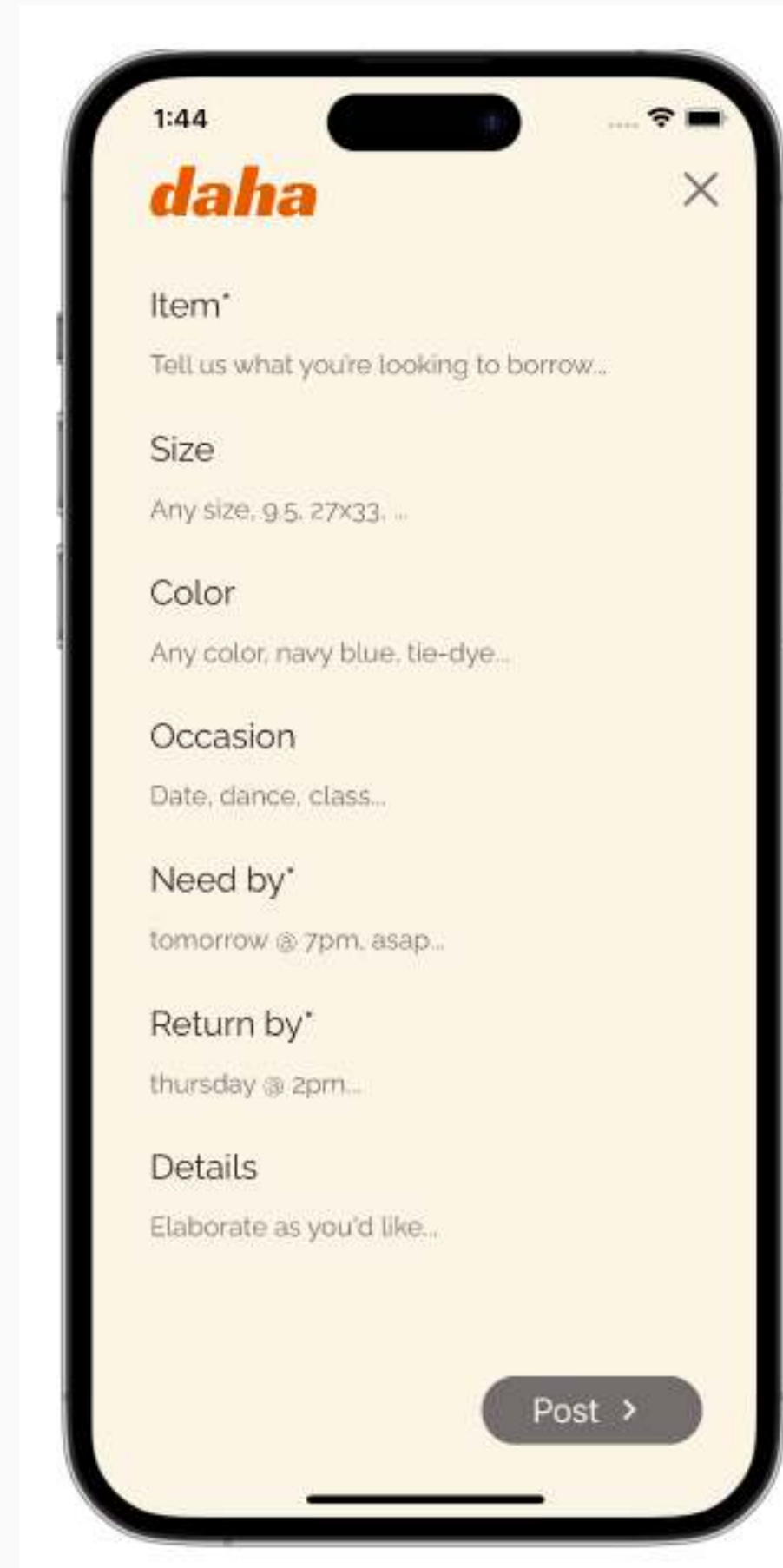
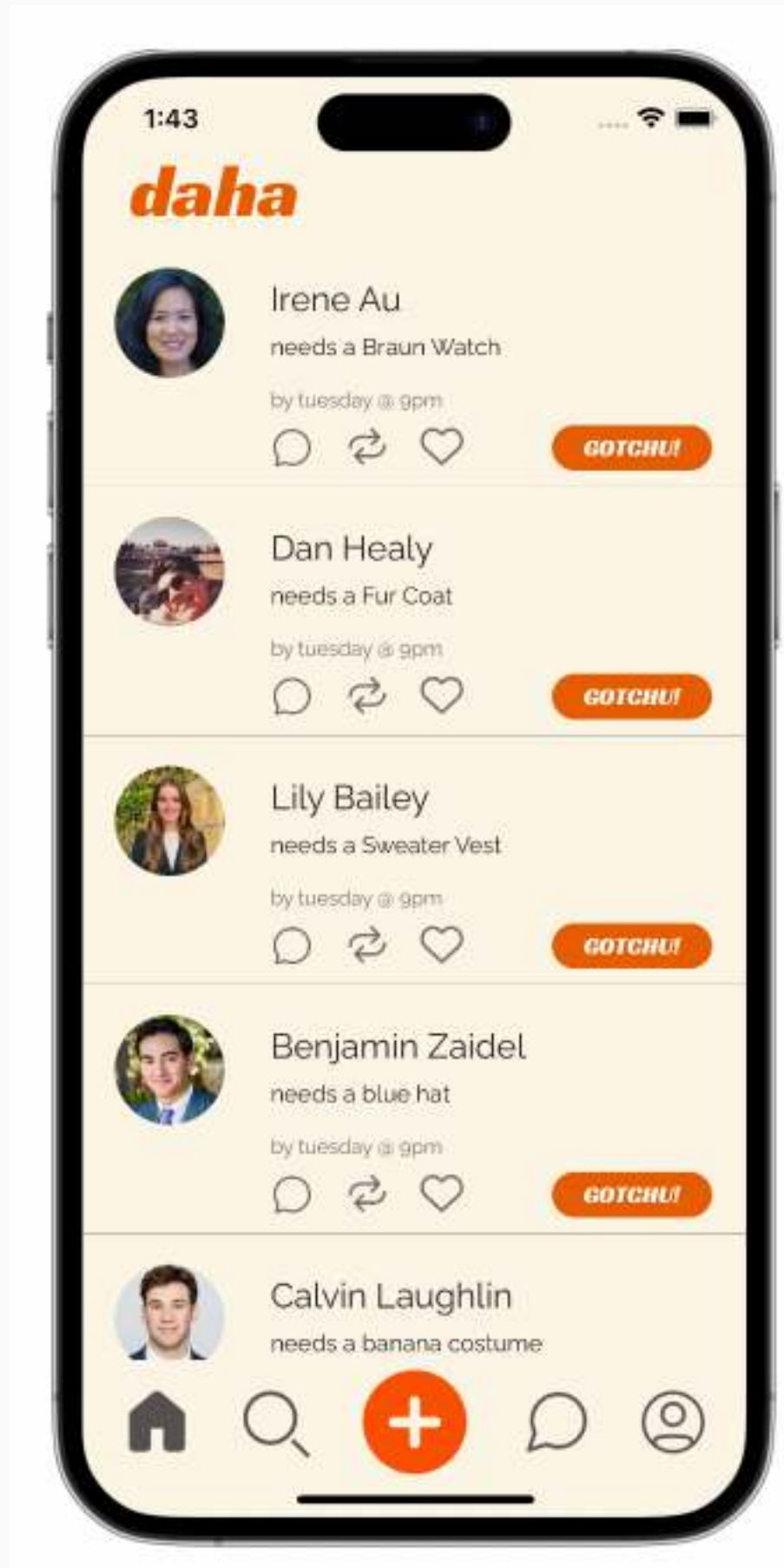
Sketches - mobile app



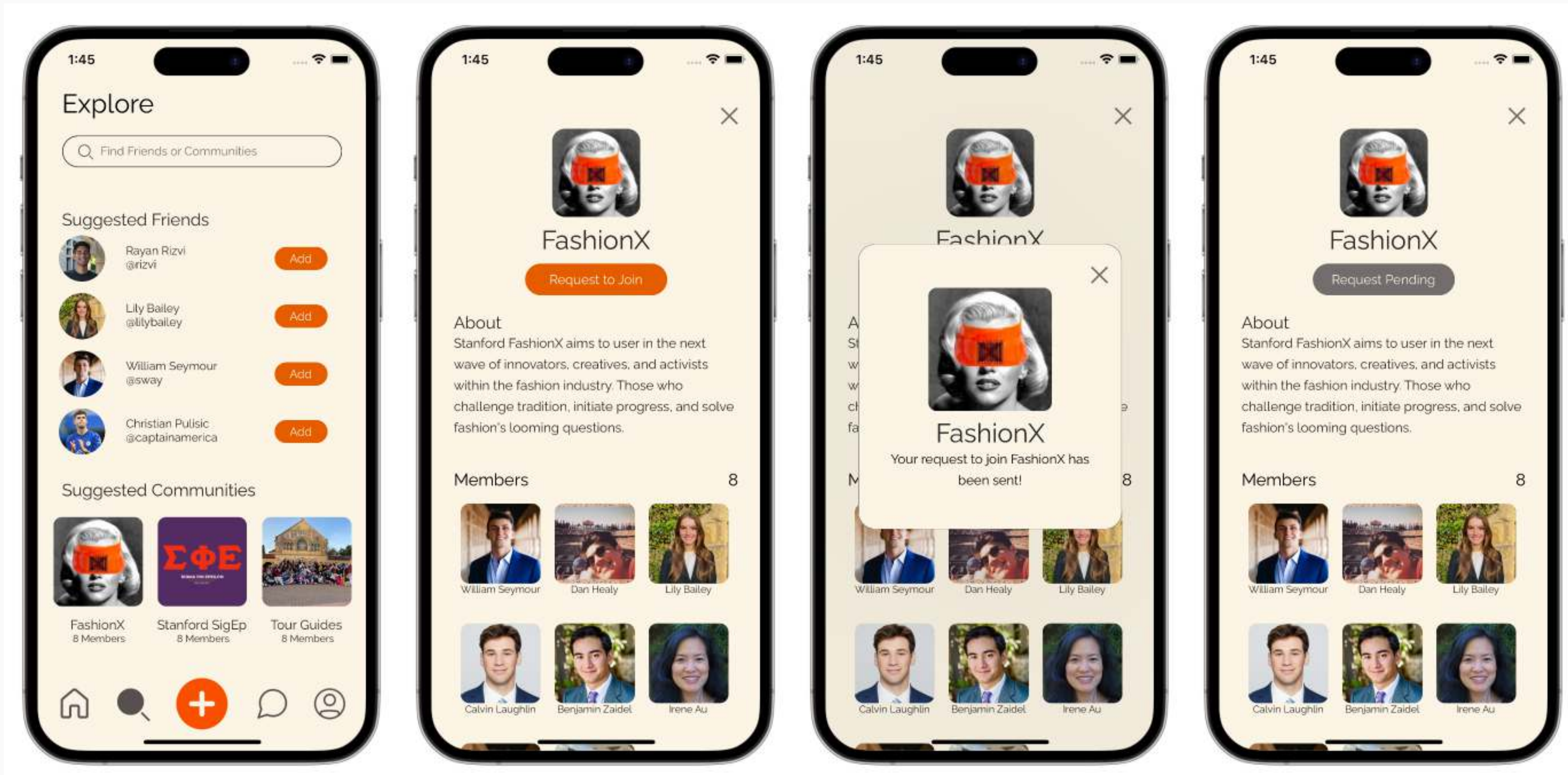
low-fi



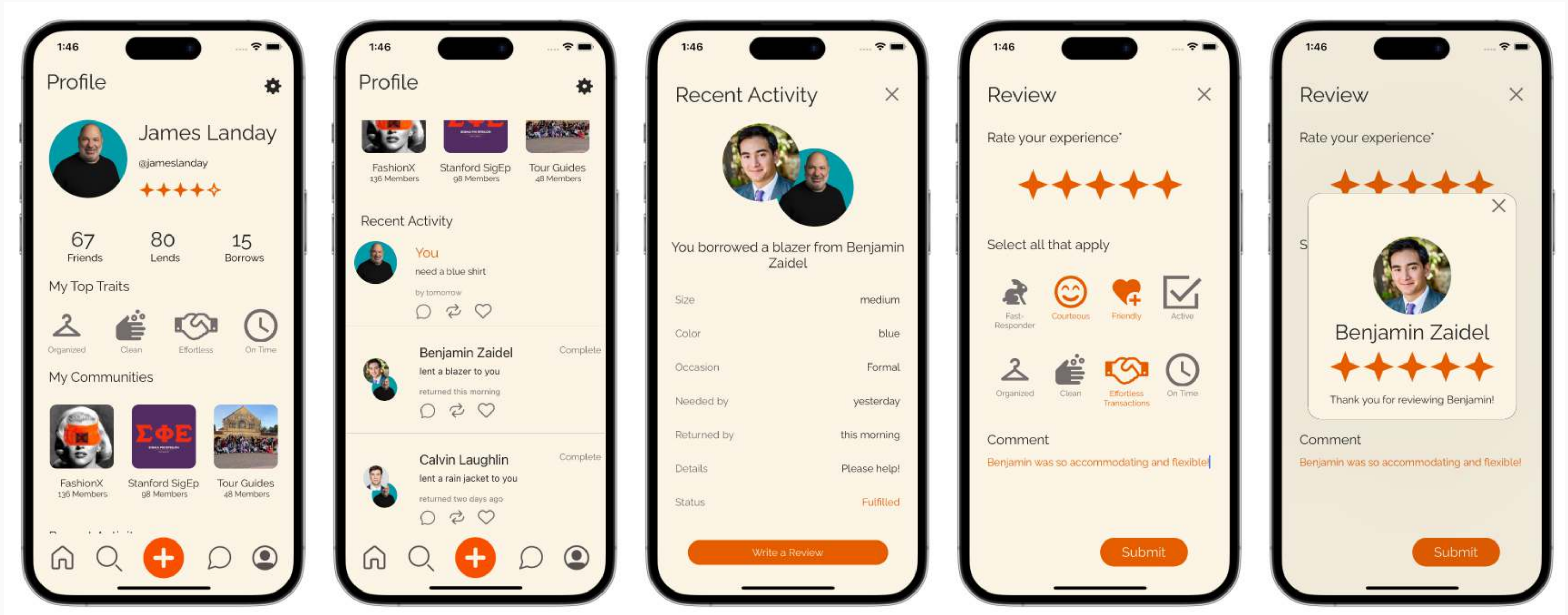
Simple Task



Medium Task



Advanced Task



low-fi usability testing



“easily understood all widgets”



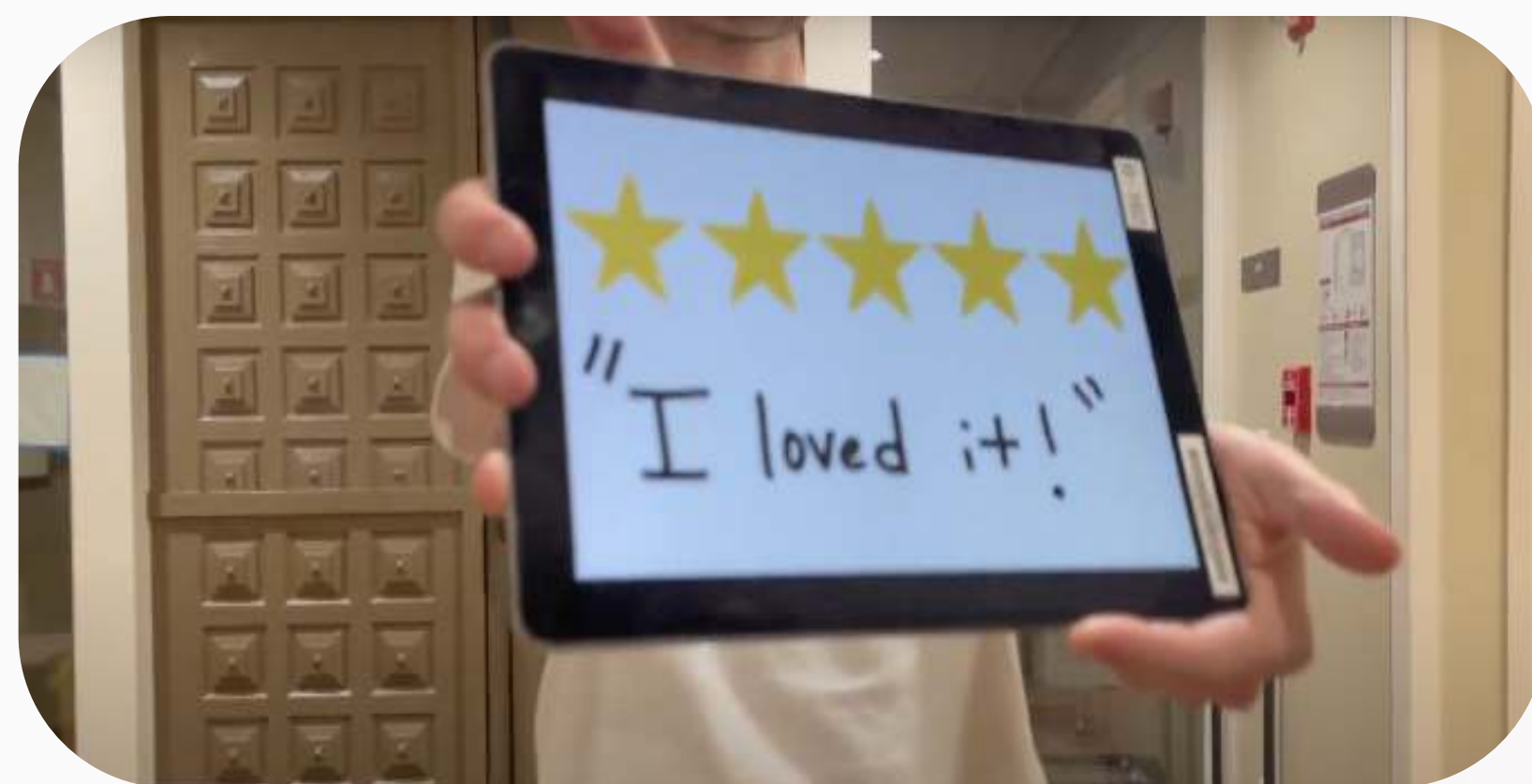
“I would want convenient meeting locations”



“I struggled with completing complex task”



“I thought the review was super straightforward”



Demo

Design Evolution

Current UI

Ideas for Future Enhancements

Design Evolution

Current UI

Ideas for Future Enhancements

Design Evolution

Current UI

Ideas for Future Enhancements

Design Evolution

Current UI

Ideas for Future Enhancements

proactive



passionate



passive



indifferent



Say

There are people who need to shop at these big businesses.
Olivia Wang

If I can't go out and buy a couch without getting killed, what is the point of living?
Olivia Wang

I love clothes, and it's where I purchase the most.
Olivia Wang

Environmental issues of Amazon were top of the list. Frustrates me to know that Jeff Bezos has so much money and no hair.
Olivia Wang

What's an extra billion \$ going to do for Bezos?
Olivia Wang

I definitely grew up having money and have the privilege of buying things.
Olivia Wang

I don't like to make the same thing twice.
Olivia Wang

There's sustainable ways to shop online like Facebook Marketplace.
Olivia Wang

I'm at a place where I can choose to stop buying from Amazon. That's a privilege.
Olivia Wang

I was on Facebook Marketplace for hours and found this gem of a couch. It took so much time but it was worth it to me.
Olivia Wang

Amazon workers really drive around all day. The amount of energy spent on transportation is crazy.
Olivia Wang

People survived before Amazon. It's definitely convenient, but how much convenience do we really need?
Olivia Wang

If I can't find something, I forget about it.
Olivia Wang

Fashion market want it all, but never need it.
Olivia Wang

Think

Uneducated sellers are a little frustrating. We should rethink categorization and information architecture.
Olivia Wang

COVID had a big impact on people buying things on Amazon.
Olivia Wang

Makes me sad when people buy books on Amazon. The experience of a book store is unparalleled.
Olivia Wang

Vintage furniture is clearly long lasting. Vintage vibes are just better. Old style things are just cooler. Plastic shit from Amazon breaks easily.
Olivia Wang

Young people buy things on Amazon, then Jeff Bezos will have to change business practices.
Olivia Wang

You can see the quality of a product in person.
Olivia Wang

Quality of things from used stores are mostly good because they have held up.
Olivia Wang

UI are a little hard to navigate. Labels are pretty confusing.
Olivia Wang

It's not hard to be not dependent on Amazon.
Olivia Wang

Do

I really try to buy consciously.
Olivia Wang

I do my research. If I see small businesses on Amazon. I go to their own website and do research on the ethics and practices of the company.
Olivia Wang

I bought used, second-hand, thrifted.
Olivia Wang

I spend hours looking for something specific. And it's so rewarding when I find it. It's an amazing challenge.
Olivia Wang

Shipping scares me. I don't see that there's any way that shipping can be environmentally friendly. When I know that I can't drive, I'll do it instead of drive, I'll do it.
Olivia Wang

I definitely stopped shopping at Amazon on my own.
Olivia Wang

I stopped monetizing because it didn't make me happy.
Olivia Wang

Depop.
Olivia Wang

I got into buying used things because of my sister. She was a big fan of second-hand.
Olivia Wang

I went viral on Tiktok when I wasn't trying. When I started to try, it didn't work.
Olivia Wang

My way of relaxing is scrolling through Poshmark.
Olivia Wang

I really make sure that the things I buy are of good quality.
Olivia Wang

First look for used things, and then I'll go to target for things I really need.
Olivia Wang

consume clothes, have been working on
Olivia Wang

Feel

Facebook Marketplace is my best friend.
Olivia Wang

I have so much less joy using products from Amazon (knitting needles).
Olivia Wang

I get scared that I'm going to get scammed, murdered, raped, assaulted during these meetups.
Olivia Wang

It's so frustrating. It's old white men with a lot of power and control over the government.
Olivia Wang

Positive interaction on FB Marketplace. Almost scammed but good people exist in the world.
Olivia Wang

Amazon pays their worker so badly. A woman could not stop working even during a Tornado.
Olivia Wang

Govt relies on big companies and it's f*cked up. And we continue to support these big companies.
Olivia Wang

It doesn't feel different view of it for me to shop on Amazon.
Olivia Wang

Making patterns and publicizing it is the thing ever.
Olivia Wang

Fashion is an art form. I love buying clothes.
Olivia Wang

Say

Do

Think

Feel

Amazon workers really drive around all day. The amount of energy spent on transportation is crazy.

If I can't go out and buy a couch without getting killed, what is the point of living?

I love clothes, and it's where I purchase the most.

There are people who need to shop at these big businesses.

If I can't find something, I forget about it.

I don't like to make the same thing twice.

People survived before Amazon. It's definitely convenient, but how much convenience do we really need?

Socks, boxers, shoes. These I will buy online. Things I don't need to try on.

There's sustainable to shop online like Book Marketplace.

I'm at a place choose to stop buying from Amazon. That's a privilege.

Fashion magazines want it all. Thrift stores need need it.

I was on Facebook Marketplace for hours and found this gem of a couch. It took so much time but it was worth it to me.

When I go to a store, I usually check if the price is worth the product as opposed to how expensive it is.

I usually spend money on things that I need as opposed to things that I want.

I really try to buy consciously.

I do my research. If I see small businesses on Amazon. I go to their own website and do research on the ethics and practices of the company.

I buy used, second-hand, thrifted.

Unless a company's explicitly known for something bad, I'm not really going to look into their sustainability practices.

I only shop online when I really need something that I know I can't buy in person.

I usually check if the price is worth the product as opposed to how expensive it is.

I don't really budget. I usually spend money on things that I need as opposed to things that I want.

Makes me sad when people buy books on Amazon. The experience of a book store is unparalleled.

Vintage furniture is cool. Long lasting. Vintage things are just better. Old things are just cooler. Plastic shit from Amazon breaks easily.

UI are a little hard to navigate. Labels are pretty confusing.

It's not hard to be not dependent on Amazon.

I've never thought about what other people are buying.

Uneducated sellers are a little frustrating. We should rethink categorization and information architecture.

COVID had a big impact on people buying things on Amazon.

Amazon, then Jeff Bezos will have to change business practices.

You can see that a product in person. Can I see myself wearing it? How does it look?

Things from Amazon are mostly good because they have held up.

I definitely like trying new products, but I like to buy from well known brands too.

I went viral on Tiktok when I wasn't trying. When I started to try, it didn't work.

The only time I look at reviews is when it's a smaller company (through Instagram or something). Other well known companies already have an established brand. Usually I already have my own opinions.

If I don't have time to go, and I really need, I'll buy online.

I usually shop in person.

I bike when I can. I don't waste electricity. I don't leave the water on when I'm brush my teeth. I don't litter.

I'd say I shop like once or twice a month.

I never really go out of my way to shop.

I definitely stopped shopping at Amazon on my own.

I'm often trying new products because I often don't feel like I have found that I want to stick by and become loyal to.

I usually shop in person.

I bike when I can. I don't waste electricity. I don't leave the water on when I'm brush my teeth. I don't litter.

Facebook Marketplace is my best friend.

I have so much less using products from Amazon (knitting needles).

I have a different view of my time. It doesn't feel inconvenient for me to NOT shop on Amazon.

Making patterns and publicizing it is the best thing ever.

Fashion is an art form. I love buying clothes.

It really is a convenience thing.

because it's a more ethical practice.

to be sustainable, but definitely can do so. For example, I drive long showers.

Govt relies on big companies and it's f*cked up. And we continue to support these big companies.

Amazon pays their worker so badly. A woman could not stop working even during a Tornado.

Positive interaction on FB Marketplace. Almost scammed but good people exist in the world.

Say

Kid likes diving

Amazon workers really drive around all day. The amount of energy spent on transportation is crazy.

If I can't go out and buy a couch without getting killed, what is the point of living?

There are people who need to shop at these big businesses.

I love clothes, and it's where I purchase the most.

Environmental issues of Amazon were top of the list. Frustrates me to know that Jeff Bezos has so much money and no hair.

What's an extra billion \$ going to do for Bezos?

Socks, boxers, shoes. These I will buy online. Things I don't need to try on.

child is autistic, will do whatever is needed for kid, regardless of price

I was on Facebook Marketplace for hours and found this gem of a couch. It took so much time but it was worth it to me.

"Why would I go to ace hardware and get nose needle pliers if I know I can go there and it might not even be there. I can just go on amazon, same one day shipping, and know it'll show up

If I see something I like, then that I will probably wear and use, I'm gonna get it because I trust myself to actually wear it.

Definitely grew up having money and have the privilege of buying things.

If I can't find something, I forget about it.

Do

Unless a company's explicitly known for something bad, I'm not really going to look into it.

Kids are starting to be proactive.

I only shop online when I really need something that I know I can't buy in person.

I usually check if the price is worth the product opposed to how expensive it is.

I don't really budget. I usually spend money on things that I need as opposed to want.

Budgets everything for the month

The only things I buy in person are groceries. s

Will spend more on a product if he knows it's better quality or better for the environment

Old bike parts → bike shop

Buy coffee from this one Peruvian dude

80% of his purchases are online from Amazon.

I do my research on small business Amazon. I go to the website and on the ethics practices of

I'd say I shop like once or twice a month.

The only time I look at reviews is when it's a smaller company (through IG ad or something well known companies already have established brand opinions

Hates throwing stuff away (couches, chairs). Hates wasting things. Will throw it on NextDoor

I really make sure that the ending is on education

I usually shop in person.

He is really good about budgeting.

I definitely like trying products, but I like from well known brands too.

Tries to shop locally

When I usually don't, I'll just shop Amazon.

I don't think I necessarily waste money or spend a lot of money on things I don't need.

I like when I can. I don't waste electricity. I don't leave the water on when I'm brush my teeth. I don't litter.

Think

I've never thought about what other people are buying.

Vintage furniture is clearly long lasting. Vintage vibes are just better. Old style things are just cooler. Plastic shit from Amazon breaks easily.

My kids are doing a really great job with sustainability. Articulating consumer decisions.

If I knew that a company wasn't very ethical, then I would take that into account, but I don't really look into a company's practices.

It's not hard to be not dependent on Amazon.

Quality of things from used stores are mostly good because they have held up.

Uneducated sellers are a little frustrating. We should rethink categorization and information architecture.

Makes me sad when people buy books on Amazon. The experience of a book store is unparalleled.

Cost of living here is so high.

UI are a little hard to navigate. Labels are pretty confusing.

Price per usage.

When I'm shopping, I think about durability and price.

Amazon Marketplace is my best friend.

I get scared that I'm going to get scammed, murdered, raped, assaulted during these meetups.

It's so frustrating to see old white men in positions of power where they have control over the government.

Fashion is an art form. I love buying clothes.

govt relies on big companies and it's f*cked up. And we continue to support these big companies.

Using products from Amazon (knitting needles).

Why wouldn't I go to Amazon?

Positive interaction on FB Marketplace. Almost scammed but good people exist in the world.

Passionate about the environment. (implied) Seems to care.

I have a different view of my time. It doesn't feel inconvenient for me to NOT shop on Amazon.

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sustainability is tertiary behind price and quality

If enough young people boycott Amazon, then Jeff Bezos will have to change its business practices.

COVID had a big impact on people buying things on Amazon.

I value price and quality more.

Decision making process

- How much is it?
- When am I going to wear it?
- Can I see myself wearing it?
- How does it look?

Feel

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Experience Prototype

Assumption People need one time use clothing on a short notice, but response rates are often not fast enough

The image displays a collage of screenshots from a community chat application, illustrating user requests for clothing. The screenshots are arranged in a non-linear, overlapping fashion to represent a variety of user needs. Each screenshot includes a user's name, a timestamp, and the text of their message. The messages are as follows:

- Aidan Cullen** (Mon, 10:34 AM): "DAHA leather jacket?"
- Paige Olson** (Sun, Nov 14, 1:28 PM): "also daha long dress" (with a sad face emoji)
- Melina Seligman** (MS): "Daha cowboy hat?"
- Melina Seligman** (MS): "daha short white dress i could borrow for tmrw 🙏" (Fri, Nov 12, 8:57 PM)
- Annie Reller** (Monday 10:34 AM): "Daha black blazer or something along the lines I can borrow tn?" (with a profile picture of a hand holding a fork)
- Nazli Dakad** (ND): "daha cargo pants for Julia" (Fri, Nov 12, 8:57 PM)
- Styopa Zharkov** (Apr 23, 2022 at 7:09 PM): "Does anyone have dress pants I could borrow for a ball tomorrow? I'd give them back washed and ironed (if I can find an iron)." (with a heart icon and the number 2)
- Nazli Dakad** (ND): "Daha green or yellow pants" (Fri, Feb 25, 4:21 PM)
- Nazli Dakad** (ND): "Please please please"
- Rebecca Rodriguez** (RR): "Daha last minute formal dress"
- Lucy Nemerov** (LN): "daha heels 8.5 or 9" (with an exclamation mark icon)

Simple Task

Task 1

The image displays four sequential mobile app screens for a task. The first screen shows a list of items with user avatars, names, descriptions, and return dates. The second screen shows a search for an item, with the search term 'ted lasso soccer jersey...' and a 'size' filter set to 'any size is fine...'. The third screen shows a search for item details, with the search term 'angel wings' and a 'color' filter set to 'white'. The fourth screen shows a confirmation of the item, with the search term 'angel wings' and a 'color' filter set to 'white'. The 'GOTCHA!' button is highlighted in orange on the first and third screens.

daha

daha cancel **daha** post

daha cancel **daha** post

daha

Dacotah Rieversma

borrowed squash shoes from Drew Silva

today @ 5:00pm
will return tomorrow @ 11:00am

Calvin Laughlin

is looking for winnie the pooh costume

this friday by 4:00pm
return by sunday @ 12:00pm **GOTCHA!**

Nicole Domingo

borrowed cowboy boots from Lucy Nemerov

today @ 5:00pm
will return tomorrow @ 11:00am

item

ted lasso soccer jersey...

size

any size is fine...

color

preferably red

time

i really need it by tomorrow night
11/9 5:00pm

return by

i am free in the mornings
11/10 8:00am

item

angel wings

size

any size

color

white

time

i really need it by tomorrow night for special D
2/14 5:00pm

return by

i can return the morning after!
2/15 8:00am

Lindsay Wu

is looking for a pair of angel wings

by tomorrow @ 7:00pm
return by friday @ 6:00pm **GOTCHA!**

Dacotah Rieversma

borrowed squash shoes from Drew Silva

today @ 5:00pm
will return tomorrow @ 11:00am

Calvin Laughlin

is looking for winnie the pooh costume

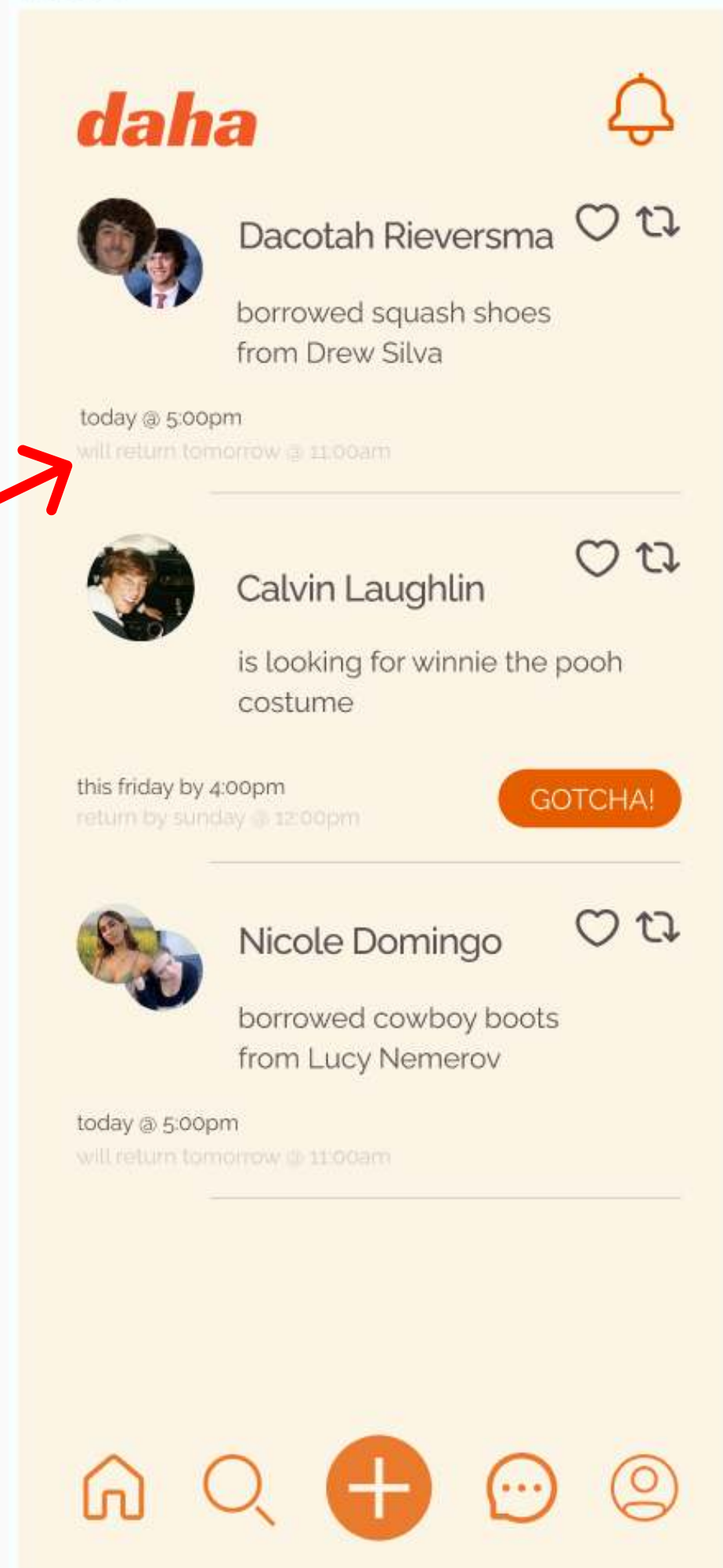
this friday by 4:00pm
return by sunday @ 12:00pm **GOTCHA!**

Nicole Domingo

borrowed cowboy boots from Lucy Nemerov

today @ 5:00pm
will return tomorrow @ 11:00am

Task 1



are these buttons?



inconsistent logo height between screens

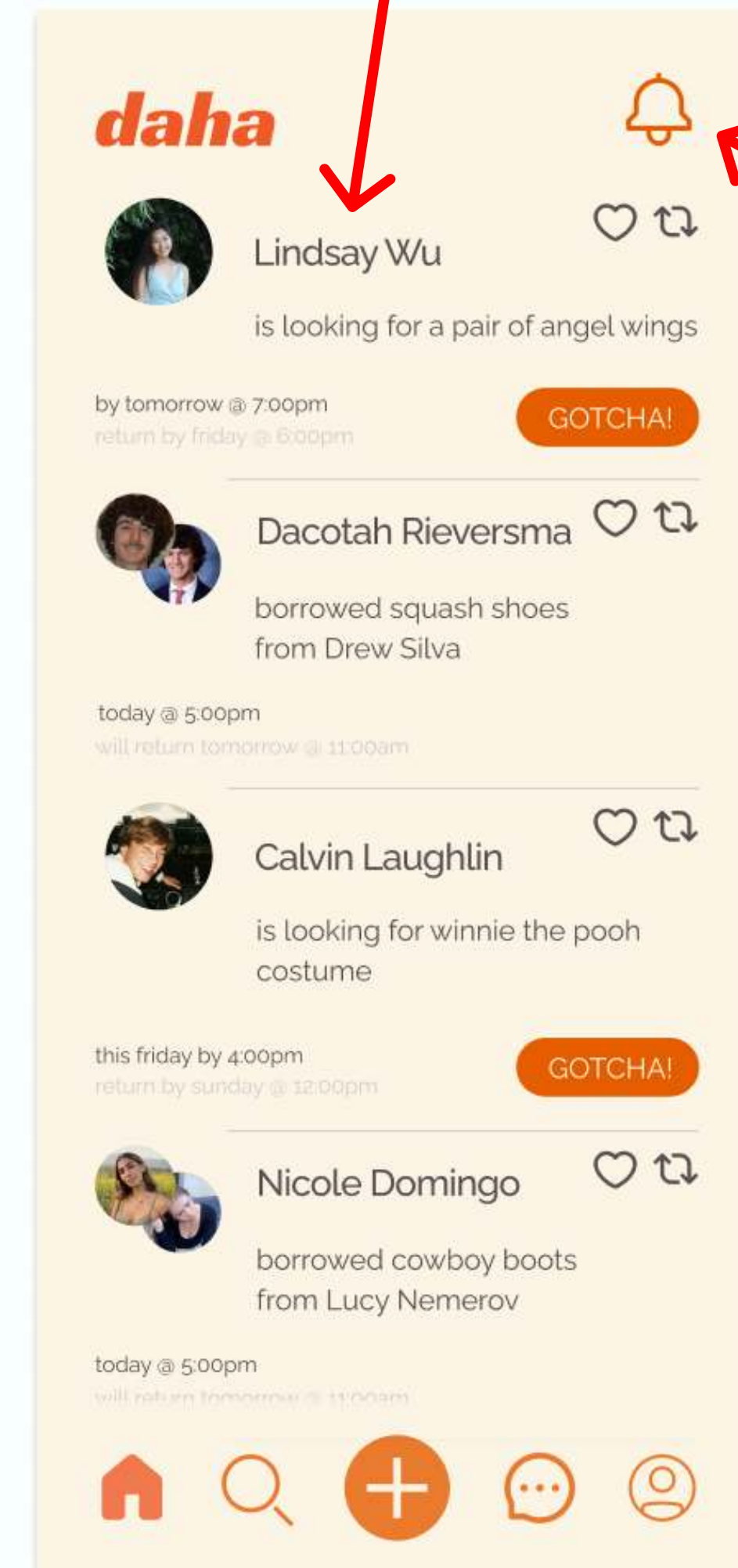
hard to read



which areas are required?

how can I edit my daha after it's posted?

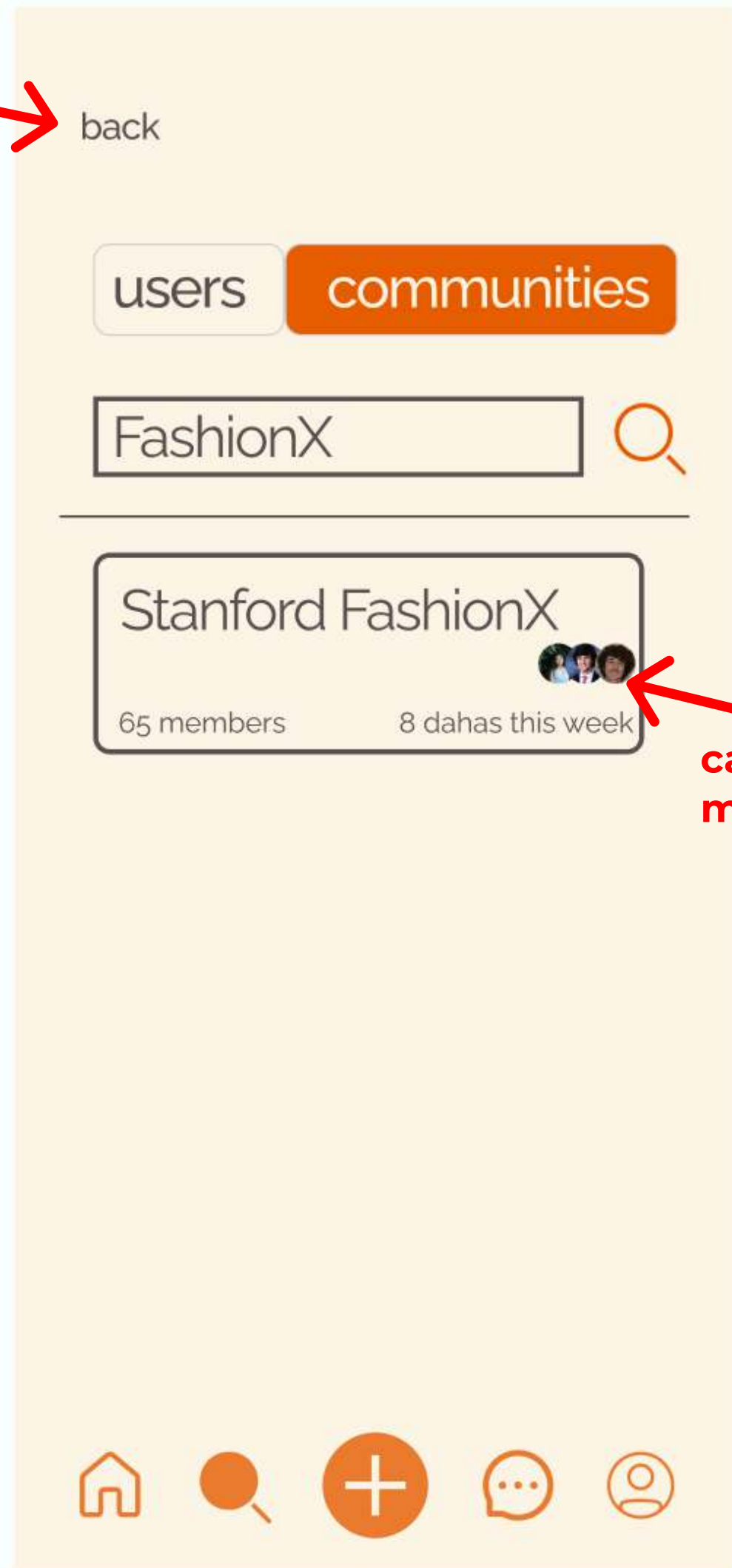
unclear if this is my post or someone else's



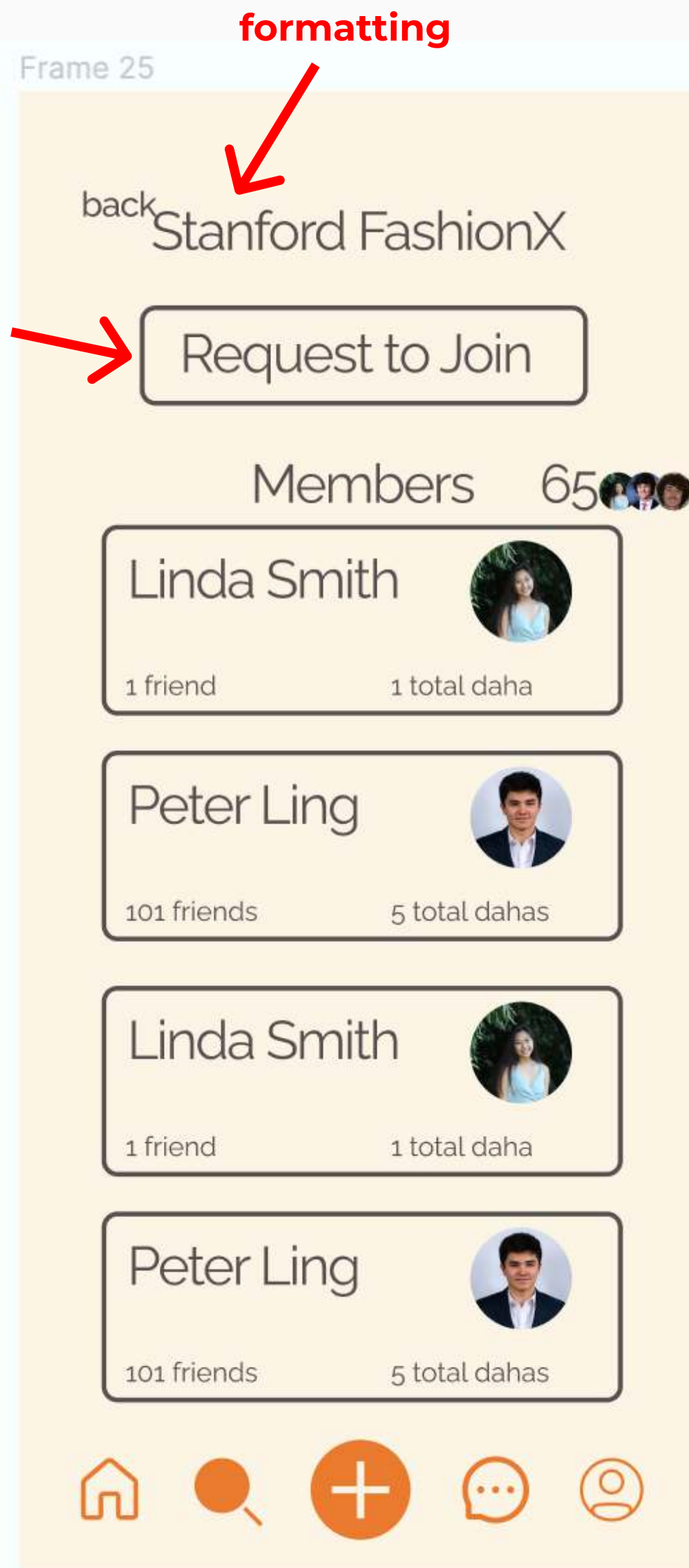
what are notifications like?

hard to read

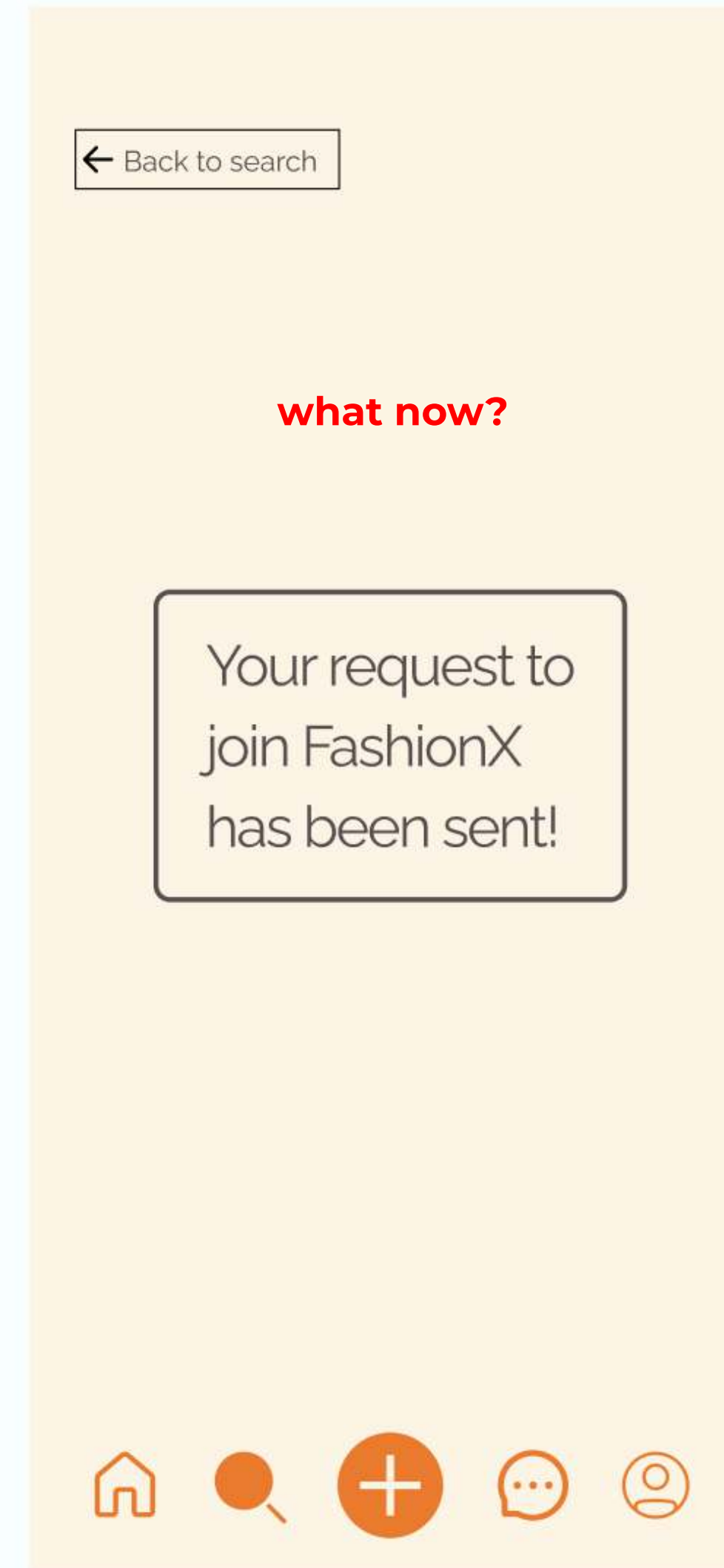
button?



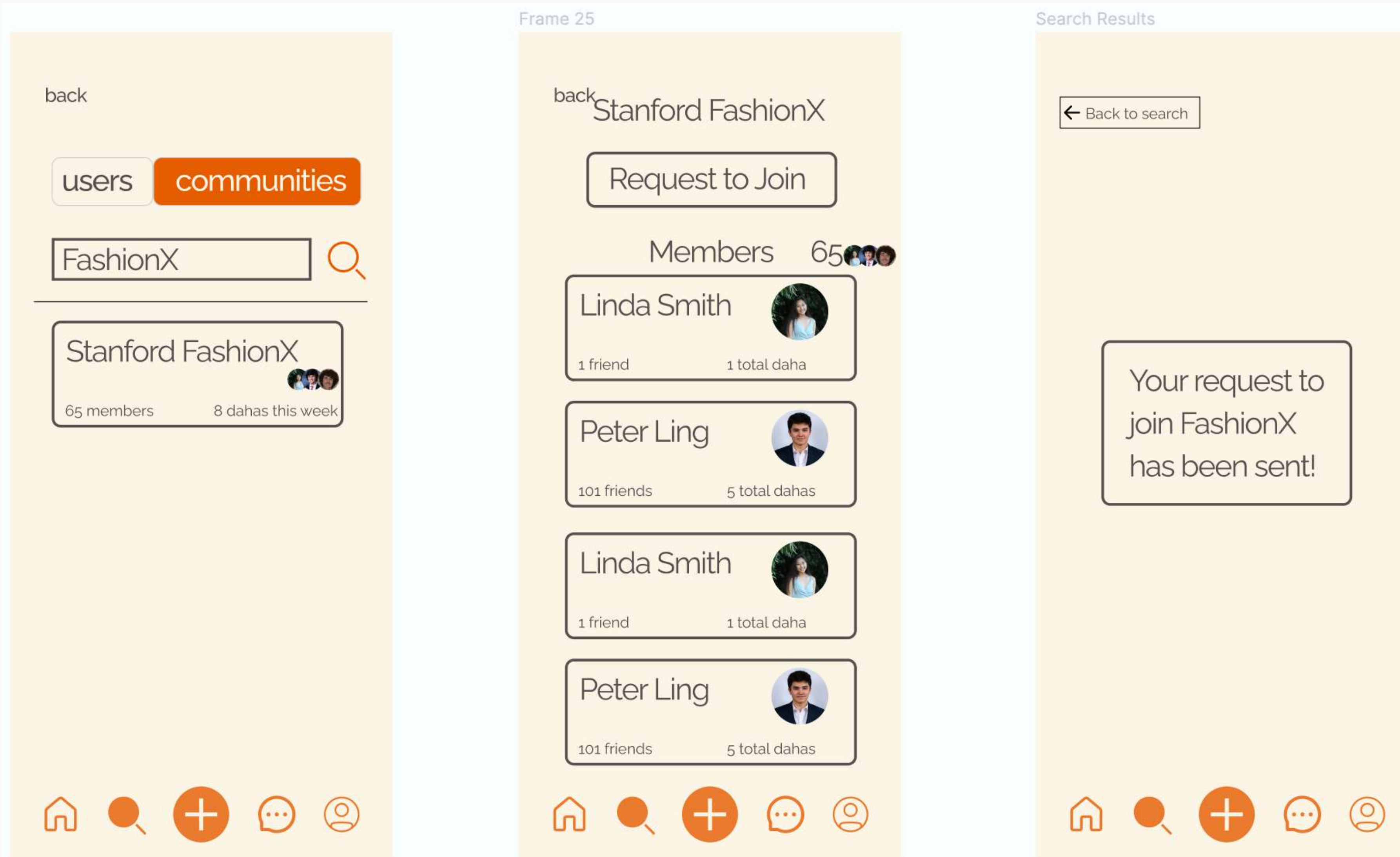
button?



Search Results




Medium Task




Advanced Task

Past Dahas


past dahas

Lindsay Wu 

13 friends 8 total dahas

Olivia Wang 

1 friend 1 total daha

Peter Ling 

8 friends 4 total dahas

Navigation icons: Home, Search, Add, Chat, Profile

review info

past dahas

 Lindsay Wu

You lent Lindsay Wu angels wings

 
8 2

status complete

request october 18th 2022

pickup october 18th 2022

dropoff october 19th 2022

submit review

Navigation icons: Home, Search, Add, Chat, Profile

Write Review

back


Write a Review for Lindsay's angel wings




Thank you Lindsay! You are so helpful! I loved it!

submit

Navigation icons: Home, Search, Add, Chat, Profile




Home Page

daha 


 Lindsay Wu  

is looking for a pair of angel wings

by tomorrow @ 7:00pm
return by friday @ 5:00pm **GOTCHA!**




 Dacotah Bieversma  

thanks for leaving a review

 Lindsay Wu

costume

this friday by 4:00pm
return by sunday @ 12:00pm **GOTCHA!**

 Nicole Domingo  


borrowed cowboy boots
from Lucy Nemerov

today @ 5:00pm
will return tomorrow @ 11:00am


Navigation icons: Home, Search, Add, Chat, Profile

Past Dahas


past dahas

Lindsay Wu 


13 friends 8 total dahas

Olivia Wang 

1 friend 1 total daha

Peter Ling 

8 friends 4 total dahas



review info

no back buttons

past dahas



Lindsay Wu

You lent Lindsay Wu angels wings

 
8 2

status complete

request october 18th 2022

pickup october 18th 2022

dropoff october 19th 2022

submit review





Write Review

back  button?


Write a Review for Lindsay's angel wings




Thank you Lindsay! You are so helpful! I loved it!

size/formatting 




Home Page




daha 

 Lindsay Wu  


is looking for a pair of angel wings

by tomorrow @ 7:00pm 

return by friday @ 5:00pm


 Dacotah Bieversma  

thanks for leaving a review






Lindsay Wu

costume

this friday by 4:00pm 


return by sunday @ 12:00pm

 Nicole Domingo  

borrowed cowboy boots from Lucy Nemerov

today @ 5:00pm

will return tomorrow @ 11:00am



next steps?

Heuristic Eval Summary

48 Total Violations

Biggest Problem Categories:

- H4: Consistency & Standards: **7** violations
- H8: Minimalist Design: **9** violations
- H10: Help and Documentation: **7** violations
- H11: Accessible: **5** violations

Severity Distribution

- Sev 1: **17** violations
- Sev 2: **18** violations
- Sev 3: **6** violations
- Sev 4: **6** violations

Level 3 Summary

H3: User control & freedom

- unable to edit daha request

H6: Recognition rather than recall

- unclear what a daha is

H10: Help and documentation

- what fields are required when making a daha post?

H11: Accessible design

- unable to read return time on daha post
- unable to read text description when posting a daha

H12: Value alignment and inclusion

- community member privacy

Level 4 Summary

H2: Match system and world

- better signposting between screens
- easier navigation

H3: User control & freedom

- scarce use of “escape” or “back” buttons

H5: Error prevention

- buttons need to be more clear

H10: Help and documentation

- how are daha's quantified?