



Of The Past

A Redesign of LetGo

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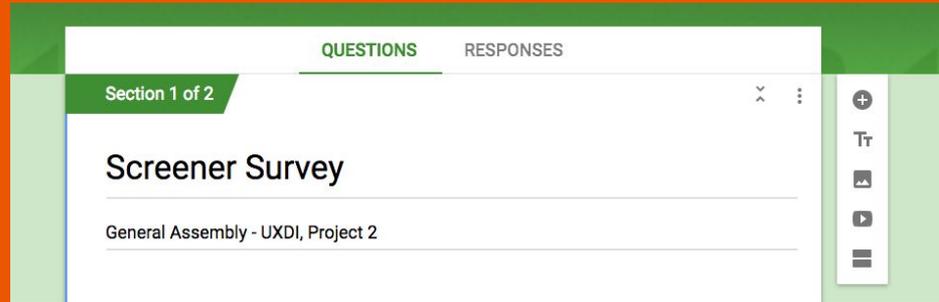
**GENERAL
ASSEMBLY**



Agenda

- Screener Survey
- User Interviews
- Affinity Mapping
- Personas
- Problem Statement
- Feature Prioritization
- Usability Testing
- Iteration Themes
- InVision Demo
- Opportunities for Growth

Creating a User Screener Questionnaire



SCREENER SURVEY

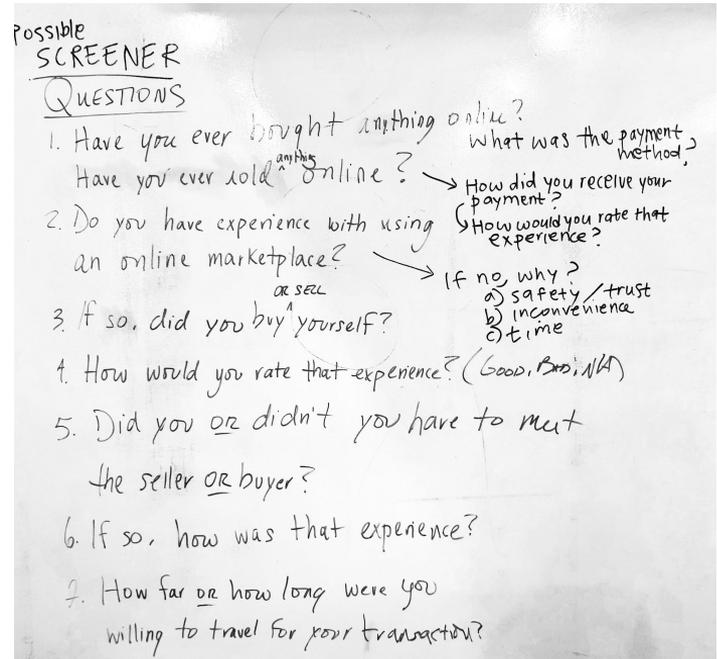
Is this person relevant to answer
this survey and provide the right information?

IDEAL CANDIDATE

- ecommerce
- marketplace
- uses popular / any money apps
- Savvy consumer - price conscious
- second hand shopper

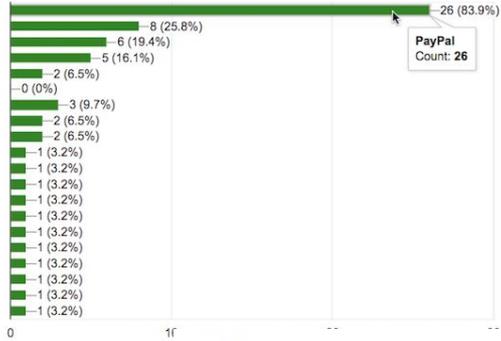
Making a Screener: What Questions to Ask?

1. Considering LetGo, we needed to consider screener questions for interview candidates
2. Some questions asked:
 - a. "Do you have experience using an online marketplace?"
 - b. What was the payment method?
 - c. How long were you willing to travel for your transaction?
3. Overall, we saw that all users - in some form - had experience with online shopping and different payment methods



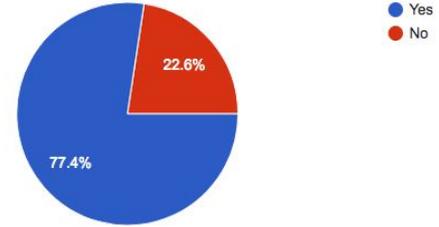
If so, what was the payment method used? Check all that apply.

31 responses



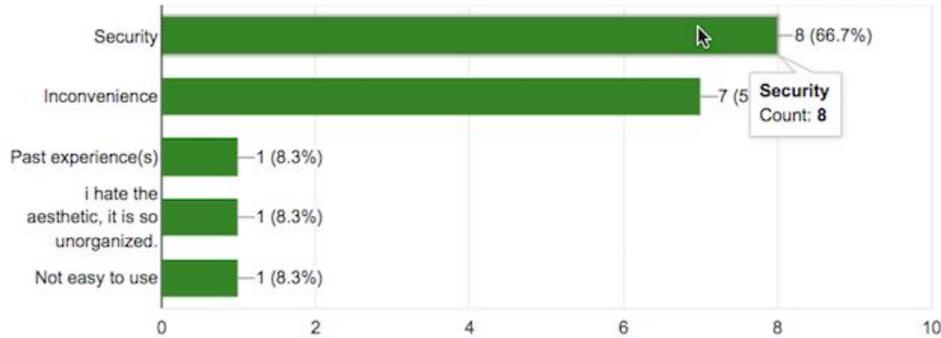
Are you willing to meet a stranger to complete a transaction?

31 responses

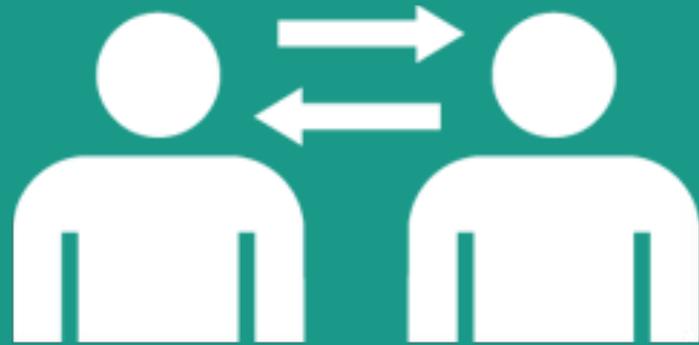


If no, what were your reason(s)?

12 responses



User Interviews





User Interview Questions

"Can you tell me about your last online shopping experience?"

"What about [a service] makes you feel like you can trust them with your money?"

"Can you tell me the last item you bought or sold something that was second-handed?"

"Have you ever had to travel to complete your transaction?"



Quotes from User Interviews

"if I can avoid paying transaction fees, I will"

"If the company holds the money while the transaction completes it makes me feel more secure."

"I would like notifications about my account"

Any protection or dual protection the vendor offers I would recommend enabling it.

Affinity Mapping



Affinity Mapping - Themes Come First

1. Following User Interviews, our topics were very broad. In total, 12 topics were found
2. In our first iteration, we grouped common quotes and insights together to showcase the themes we would be working from to pull insights

1st Affinity Map



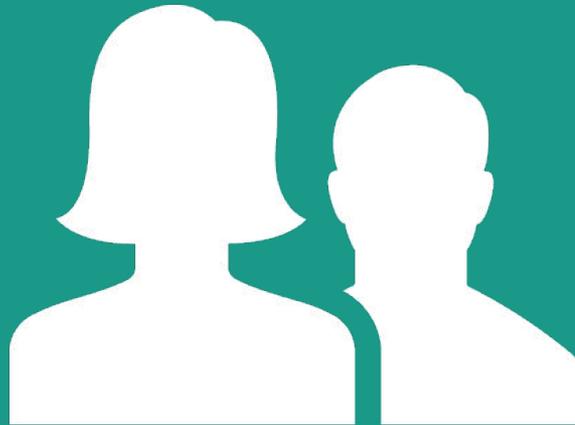
Affinity Mapping Insights Come Second

1. The first round of Affinity Mapping gave us themes; the second round provided common insights and pain points
2. By grouping interview feedback, we found that users cared for the following when shopping online:
3.
 - a. **Security**
 - b. **Payment Methods**
 - c. **Brand Recognition & Trust**
 - d. **Service Fees**

2nd Affinity Map



Personas



Primary Persona

Name: Marie Charles

Occupation: Student

Residence: New York, NY

Scenario: Marie is a newly admitted student to General Assembly's UXDI course. She is living on a budget. She values fraud security, having multiple methods of payment when shopping online, and she is open to meeting others publicly to pick up any second-hand purchases.



Frustrations: Dislikes having limited options to pay for goods, whether it be only by credit card or only cash; needs bank monitoring and fraud security

Goals: Wants a secure transaction system for online; purchases wants to pay with multiple payment methods

Secondary Persona

Name: Alex Darius

Occupation: Marketing Coordinator

Residence: New York, NY

Scenario: Alex is a young professional who is hard working and frugal. He invests time in finding good deals and will do the necessary research to find exactly what he wants for the best price.



Frustrations: Cautious about giving information out to websites that he doesn't know or trust; he does not want transaction fees for items that he spends valuable time finding.

Goals: He desires processes to be automated



Problem Statement

Insight & Context: Cash is the only transaction method offered to buyers and sellers on LetGo and users like flexibility when it comes to payment.

Persona & User Problem: How might we persuade Marie to use LetGo instead of other options in the e-commerce market?

Opportunity & Goal: Since users are hesitant to trust without brand recognition, Marie needs concrete and diverse payment options if she is going to use LetGo.



letgo

Design Studio





Ranking Insights by Persona

Based on our Primary Persona, users:

1. Like flexibility when it comes to making online payments
2. Identify funds and specific balances by platform
3. Like when banks are diligent with monitoring shopping activity
4. Aren't hesitant to take action following fraud
5. Are willing to meet up as long as they feel they are safe
6. Prefer robust security systems

Based on our Secondary Persona, users:

1. Don't want personal financial information on the internet
2. Invest time into finding a good deal
3. Disagree with transaction fees associated with small account transfers

Both Personas:

1. Feel hesitant to trust services without brand recognition
2. Act on their values
3. Desire processes to be automated

Chosen Features

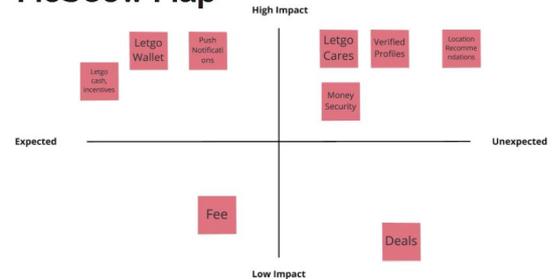
1. **LetGo Wallet** - Payment Preferences
2. **LetGo Cash** - Cashback Incentives, Cash Balance
3. **Verified Profiles** - Adds Security to both parties
4. **Location Distance** - Convenient to both parties
5. **Service Fees** - Percentage on Seller
6. **Security** - Escrow Feature & Security PIN
7. **LetGo Cares** - Push Notification Follow Up

FEATURES

1. LET GO WALLET
payment, pref, venmo, Letgo cash pay, incentives, points
2. LETGO CASH - INCENTIVES, BALANCE
3. VERIFIED PROFILES
4. LOCATION
5. FEE
6. MONEY SECURITY - PIN, ESCROW
7. LETGO CARES
8. DEALS
9. PUSH NOTIFICATION

DRAW WIRE
INTEGRATE

MoSCoW Map

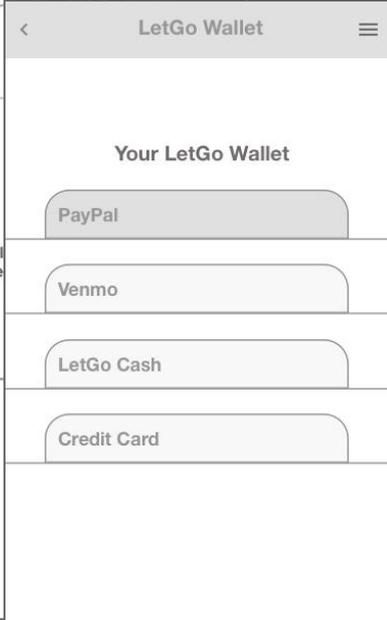


Usability Testing

- 3 rounds
- 12 participants



Payment Options & Brand Recognition



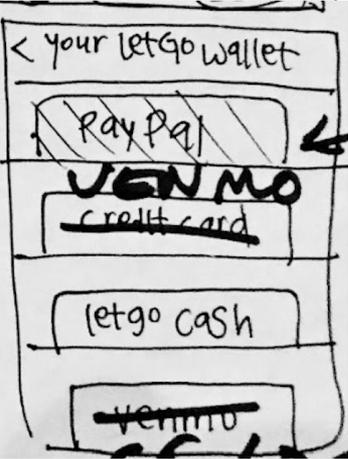
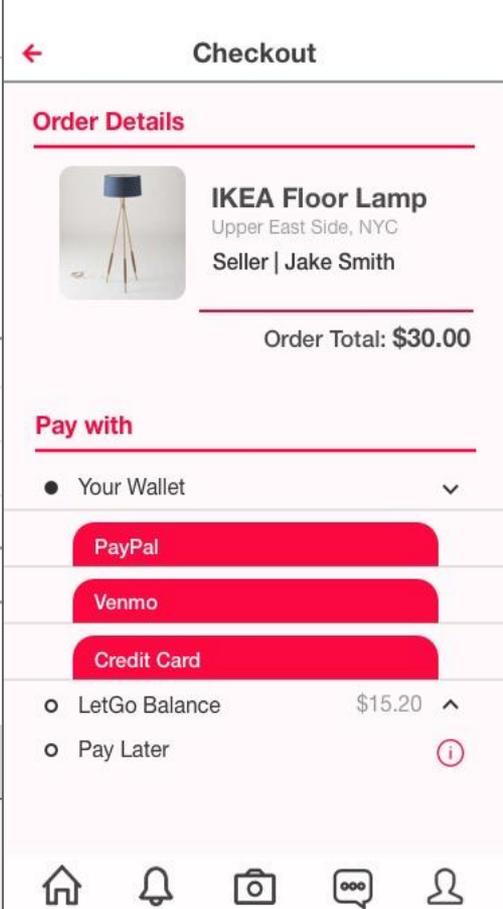
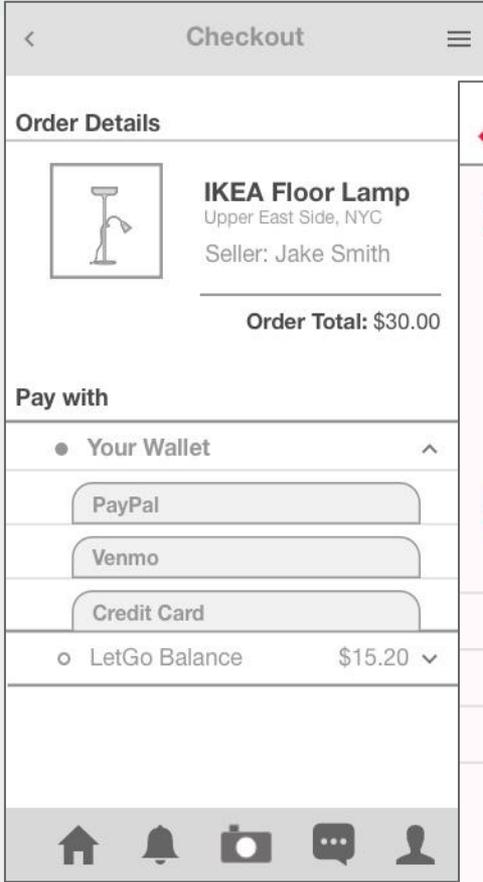
Marie Charles

Jake Smith

Note: Bal Buyer Re

Pay with

- LetGo Wallet
- Cash



Trust & Safety: Escrow

← CHAT

Product
Photo

Price - \$80
Buyer Seller
-\$80 + \$83
- Seller fee = \$3

ACCEPT
CANCEL

escrow

Balance will be available on 4/3/18

Transaction Details



IKEA Floor Lamp
Upper East Side, NYC
\$30
Seller: Jake Smith

Marie Charles	-\$30
Jake Smith	+\$30
Seller's Fee	-\$3
	+\$27

Note: Balance Will Be Available Once Buyer Receives Item(s)

Pay with

- LetGo Wallet
- Cash

Checkout

Order Details



IKEA Floor Lamp
Upper East Side, NYC
Seller: Jake Smith

Order Total: \$30.00

Pay with

- Your Wallet
- LetGo Balance \$15.20

LetGo will act as the third party escrow service and will not release funds to the seller until item is received by the buyer.

Checkout

Order Details



IKEA Floor Lamp
Upper East Side, NYC
Seller | Jake Smith

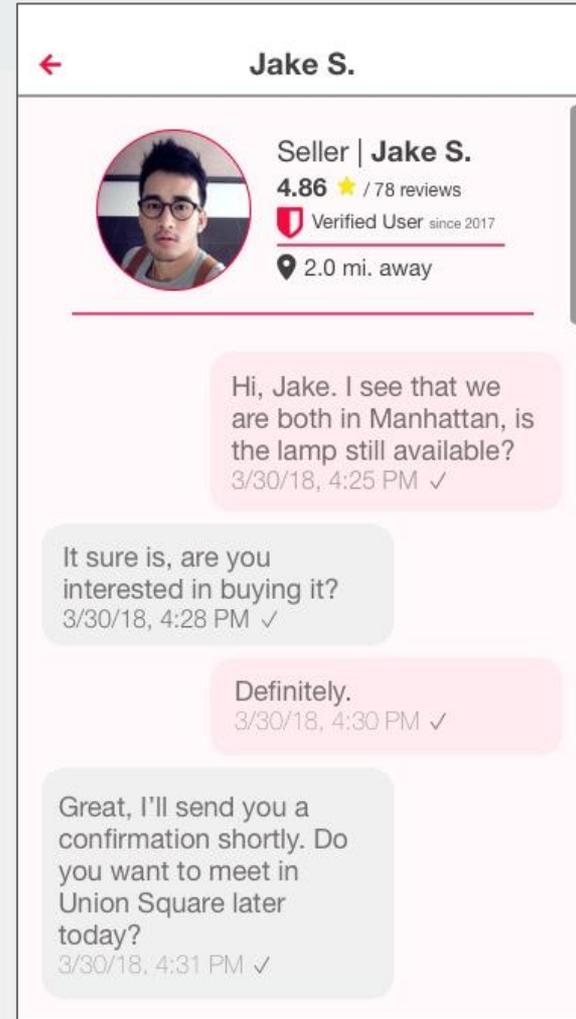
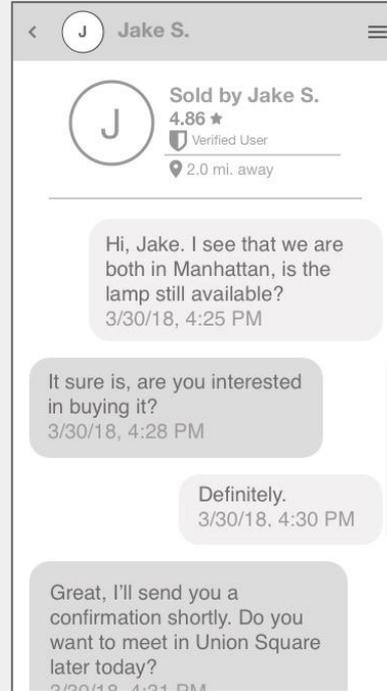
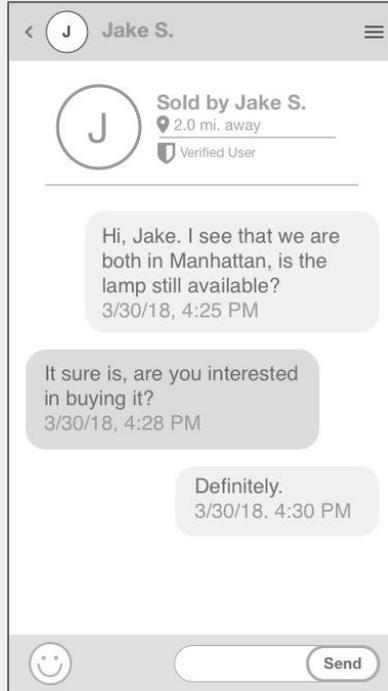
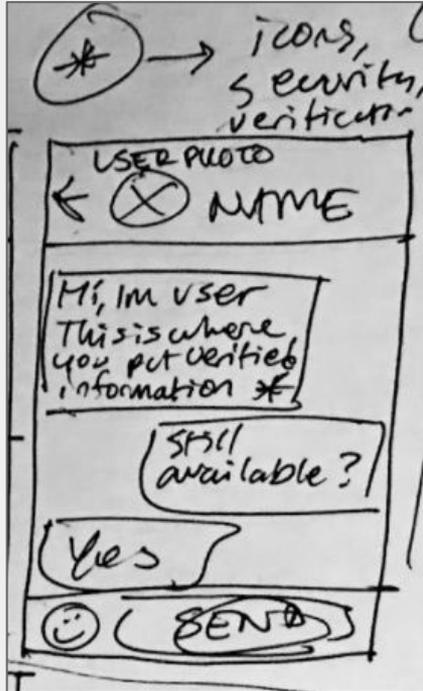
Order Total: \$30.00

Pay with

- Your Wallet
- LetGo Balance \$15.20
- Pay Later

LetGo will act as the third party escrow service and will not release funds to the seller until item is received by the buyer.

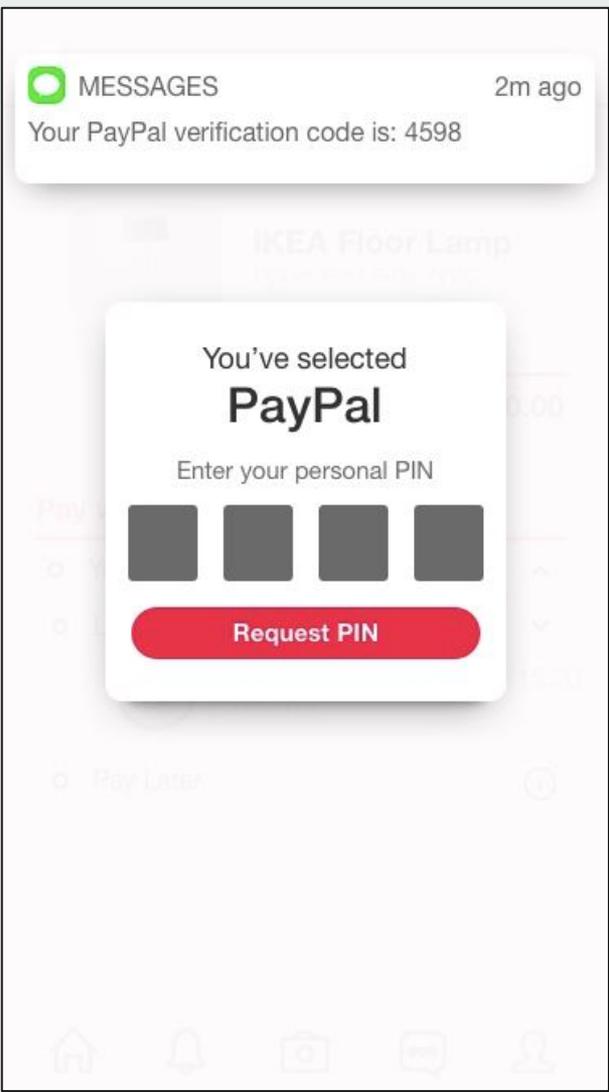
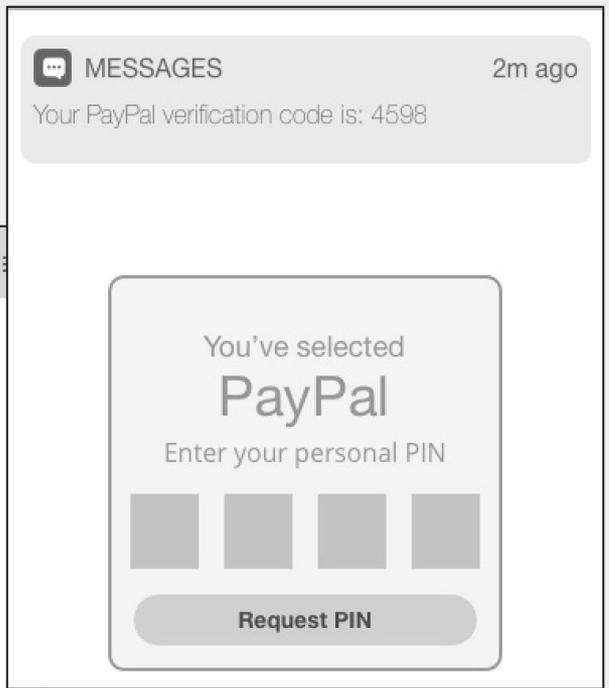
Trust & Safety: Seller Verification



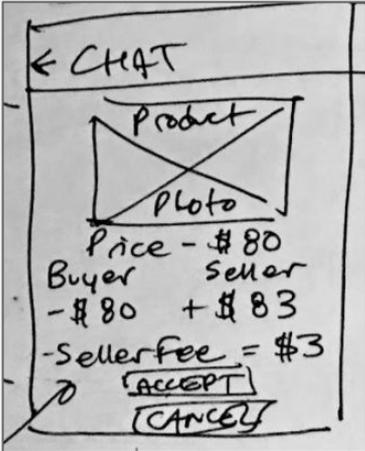
Trust & Safety: PIN System



Enter Your PIN



Mutual Interest & Fees



Transaction Details



IKEA Floor Lamp
Upper East Side, NYC
\$30
Seller: Jake Smith

Marie Charles - \$30

Jake Smith + \$30

Seller's Fee - \$3

+ \$27

Note: Balance Will Be Available Once Buyer Receives Item(s)

Pay with

- LetGo Wallet
- Cash

Jake S.

Great, I'll send you a confirmation shortly. Do you want to meet in Union Square later today?
3/30/18, 4:31 PM

Sounds great!
3/30/18, 4:32 PM



IKEA Floor Lamp, \$30
Confirm Interest?
3/30/18, 4:34 PM

Yes No

Seller will be charged a 2.0% final value fee.

Send Message

← Jake S.

Great, I'll send you a confirmation shortly. Do you want to meet in Union Square later today?
3/30/18, 4:31 PM ✓

Sounds great.
3/30/18, 4:32 PM ✓

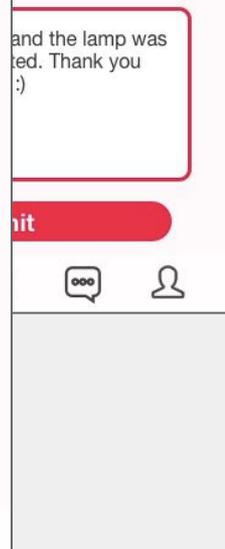
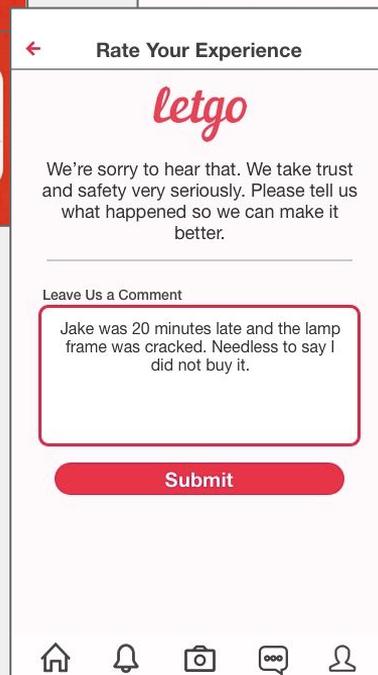
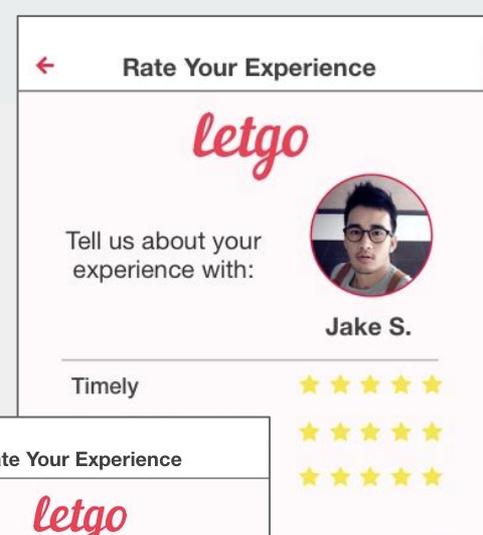
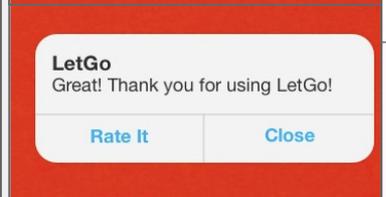
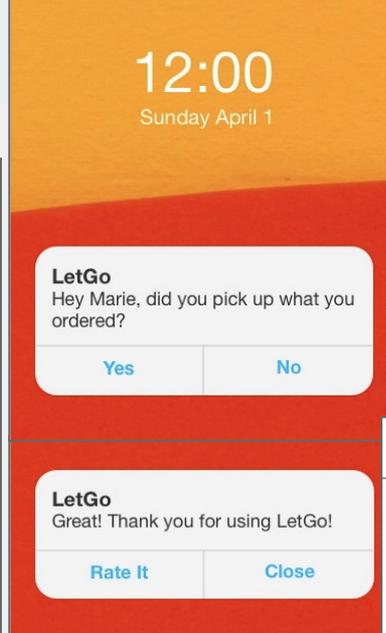
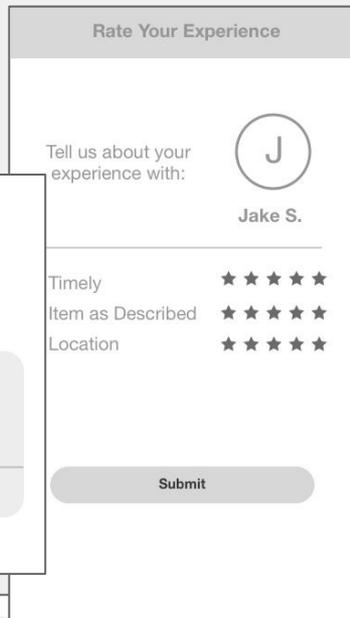
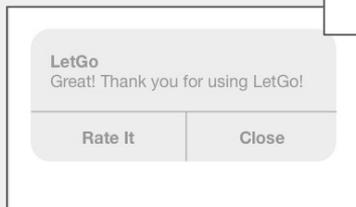
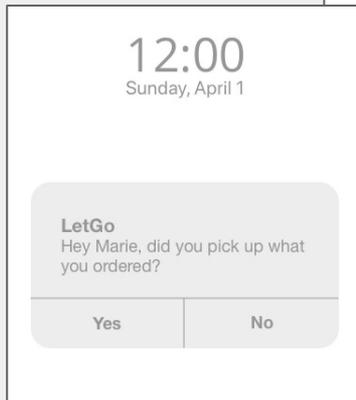
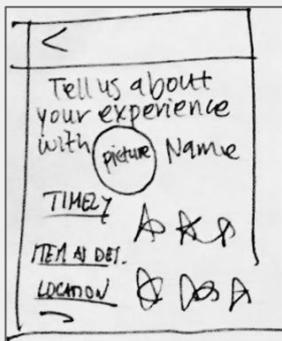
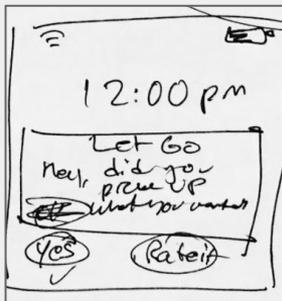


IKEA Floor Lamp, \$30
Confirm Interest?
3/30/18, 4:34 PM

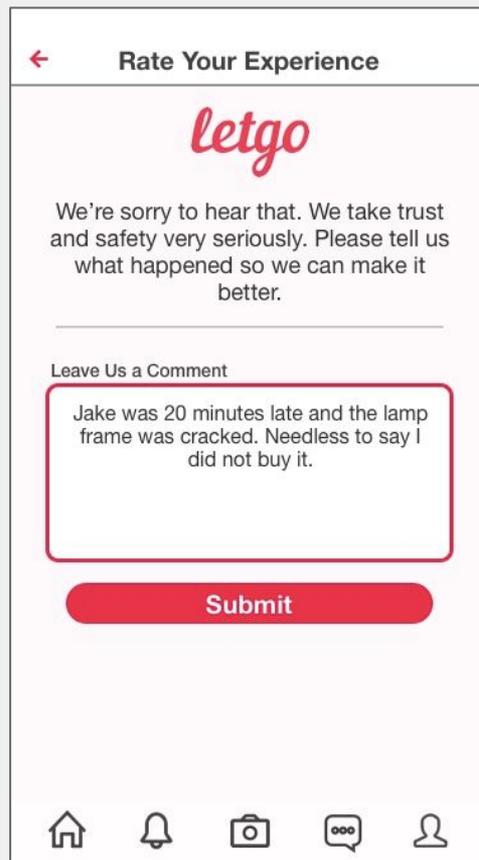
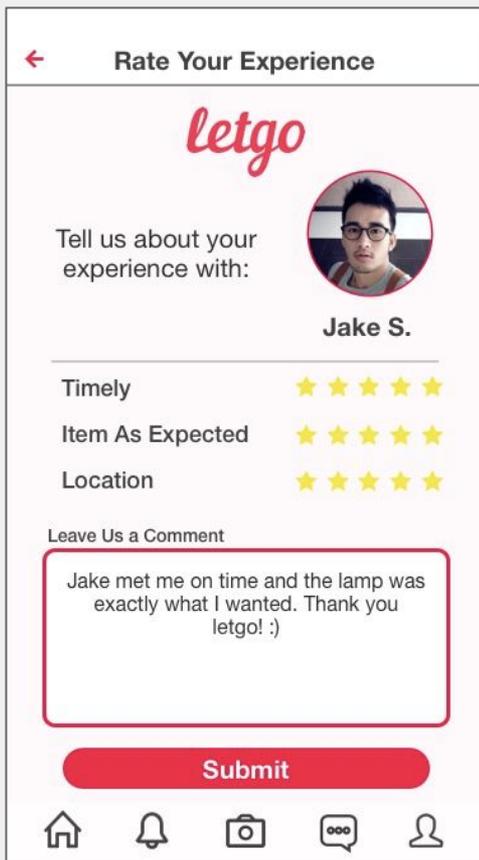
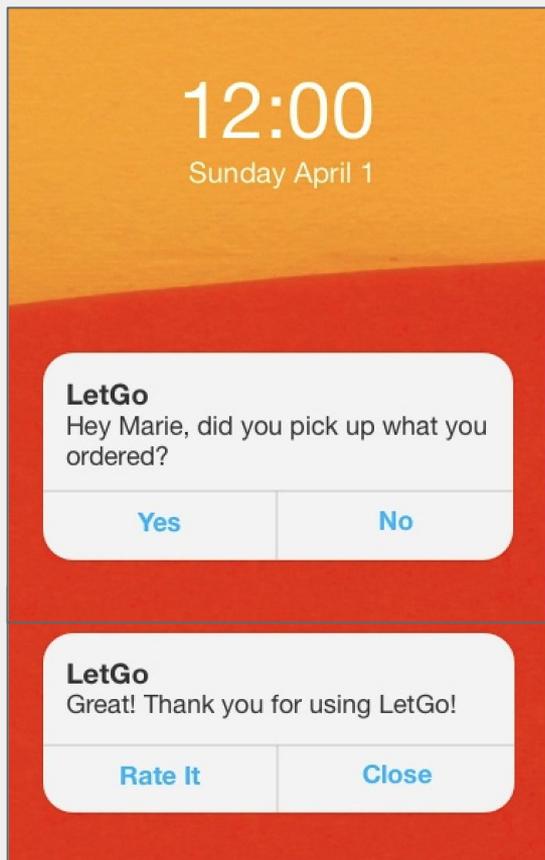
Yes No

Seller will be charged a 2.0% final value fee.

Follow Up



Follow Up



Prototype





Opportunity For Growth

Prototype Improvements

1. Users should have the ability to use LetGo balance towards lamp or item purchase.
2. Users wanted a consistent format for both negative and positive rating pages.

Iteration Considerations for Round 4

1. We need to develop a way to notify the user of fund transferral status once the product has changed hands (or not) in real life.
2. After a negative experience, LetGo could provide reassurance to the user that the funds reserved for product purchase would be reversed.

Thank You!

