






























Journey Steps	Discovery	Home Page	Donate/Sell	Title	Details	Charity	Confirm/Summary	FollowUp
Actions	1. Business owner searches for a charity to sell his products by donating part of the proceeds and selecting the charity it goes to. 2. He's heard about charityBay through word of mouth or seen a Google ad. 3. He has trouble finding it so tries typing in the actual name in a search engine and finds the site	He arrives at the homepage and has a look around	1. Making the decision to sell an item, he spots a red button that says "Donate/Sell" and clicked on it. 2. He comes across two options that gives him the ability to donate or list an item.	1. Add descriptive title of item 2. Choose a category for the item	1. Fill details for item location and delivery 2. Select shipping preferences 3. Type description of the item 4. Set a percentage to keep and/or donate to charity 5. Select buy now or auction 6. Take and upload photo of item 7. Set item condition and stock	1. Choose a charity 2. I'm feeling lucky 3. Help me choose 4. Search charities 5. Suggested charities	1. Finalise choice of charity/view profile 2. Confirm listing details are correct 3. Submit item for listing 4. If user hasn't registered, they will register here	1. Go into dashboard to check details 2. Check emails for confirmations and notifications of the listing
Goals	Seeking a site that would enable Andre to sell excess stock or other items while being able to give back to the community	To understand a. what the site is about, b. how it works including fees and c. if its trustworthy.	<ul style="list-style-type: none"><li>To seek out what avenues Andre can use to list an item</li></ul>	<ul style="list-style-type: none"><li>To list an item and categorise it quickly and accurately.</li><li>To make their item easily searchable and appealing for buyers.</li></ul>	<ul style="list-style-type: none"><li>To fill out details about the item</li></ul>	<ul style="list-style-type: none"><li>To donate to a charity that aligns with my values/a cause I care about</li></ul>	<ul style="list-style-type: none"><li>To make sure all listing details are correct before listing the item</li><li>Create a charityBay profile before finalising the listing</li></ul>	<ul style="list-style-type: none"><li>Keep charityBay and charities accountable</li><li>Stay connected and updated with charity cause and listing</li></ul>
Touchpoint				  		  	  	 
Customer Thoughts	<ul style="list-style-type: none"><li>Its not easy to find if you don't know the site name/URL</li></ul>	<p><b>Discoverability</b></p> <ul style="list-style-type: none"><li>Looks like you can buy and sell on this site. I can see an option to search for items to buy</li><li>There is a lot to look at</li></ul> <p><b>Understandability</b></p> <ul style="list-style-type: none"><li>There's a button to donate/sell. What does that mean? Am I donating or selling?</li><li>I'm not sure where to start or what I'm supposed to do</li><li>I want to learn more about the site. what exactly does it offer and how do you use it?</li><li>There are three buttons that give me three different options to learn more: sell, shop, charities.</li><li>The buttons don't really explain anything - they just take me to different pages to do things.</li></ul> <p><b>Explorability</b></p> <ul style="list-style-type: none"><li>Navigation buttons emphasise buying and charities. What if I'm a seller?</li></ul> <p><b>Trust/Credibility</b></p> <ul style="list-style-type: none"><li>There's a Social Traders badge at the bottom of the page. Wonder what that is. If I click on it its inactive.</li></ul>	<p><b>Understandability</b></p> <ul style="list-style-type: none"><li>The "donate/sell" button gives the option to either donate or sell</li><li>I can list an item without logging in?</li></ul> <p><b>Discoverability</b></p> <ul style="list-style-type: none"><li>I didn't notice the line about tax deduction below.</li><li>I didn't notice the banner below the options for charities.</li></ul>	<p><b>Decision Making (Efficiency)</b></p> <ul style="list-style-type: none"><li>Adding Title + Choosing Category is a familiar action on most online sites.</li><li>Is it more beneficial to choose one or more categories?</li><li>Why are the bottom two categories the largest?</li></ul> <p><b>Understandability</b></p> <ul style="list-style-type: none"><li>How are suggested categories and the categories menu different?</li><li>Is it more beneficial to choose one or more categories?</li><li>Why are the bottom two categories the largest?</li></ul>	<p><b>Location</b></p> <ul style="list-style-type: none"><li>Location is intuitive.</li><li>If I don't select the address from the dropdown I get a error popup message.</li></ul> <p><b>Description</b></p> <ul style="list-style-type: none"><li>Description is straight forward</li><li>option of integrated or custom shipping is good</li></ul> <p><b>Price</b></p> <ul style="list-style-type: none"><li>Price: would like to know fees, GST, refund issues etc.</li><li>Price: Auction. Is there a reserve sell price?</li><li>Didn't realise the donation bar was a slider.</li></ul> <p><b>Item Condition</b></p> <ul style="list-style-type: none"><li>Item condition: needs a detailed standardised description.</li></ul>	<p><b>Social Impact</b></p> <ul style="list-style-type: none"><li>Help me choose: charities that need more help should be featured first.</li><li>Help me choose: there are a lot of options!</li><li>Suggested charities: should be at the top</li></ul> <p><b>Time Efficiency</b></p> <ul style="list-style-type: none"><li>What if I don't want to do a quiz, I just want to browse</li><li>Search Charity: would be good if it is autosuggestion</li></ul>	<p><b>Assurance</b></p> <ul style="list-style-type: none"><li>Item Listing Summary: Details are all in one page before listing the item.</li><li>Charity Summary: I can clearly see the nominated charity and the percentage of proceeds going to the charity.</li><li>Create Profile: Convenience of creating a profile without having to go through a separate page.</li></ul> <p><b>Forgiveness</b></p> <ul style="list-style-type: none"><li>If I need to correct any fields, I can go back to previous pages to edit.</li></ul>	<p><b>Communication</b></p> <ul style="list-style-type: none"><li>I received an email "Success! your item has been listed"</li><li>Would be nice to have follow up emails about my listing</li></ul> <p><b>Social Impact</b></p> <ul style="list-style-type: none"><li>I want to know what happens after my item is sold. Does the buyer receive notifications about the social impact of their donation?</li></ul>
Customer Feelings	  				 	 		  
Delight Points (What they like/enjoy about the process/whats working well?)	<ul style="list-style-type: none"><li>Once you know the name its easy to find</li></ul>	<ul style="list-style-type: none"><li>Great concept once I figured out what they did</li><li>a lot of options for buying</li><li>Great opportunity to sell items for charity including excess stock</li></ul>	<p><b>General</b></p> <ul style="list-style-type: none"><li>Gives the user an opportunity to either donate outright or to list an item</li><li>It's convenient that I have access to both option with a click of a button</li></ul>	<ul style="list-style-type: none"><li><b>Categories with Icons</b> make decision making faster</li><li>Straightforward by keeping options and choices <b>concise</b></li></ul>	<p><b>General</b></p> <ul style="list-style-type: none"><li>I like the timeline at the top of the page so you know what's coming next</li><li>The tips are useful</li><li>The information on the side is helpful</li><li>Generally very easy to use</li></ul>	<ul style="list-style-type: none"><li><b>Im feeling lucky</b> is novel and fun, especially for those who are indecisive or want to explore next</li><li><b>Charity blurbs</b> are helpful for making quicker decisions</li><li>One user likes the <b>'suggested charities'</b> layout - visually pleasing/attention grabbing</li></ul>	<p><b>General</b></p> <ul style="list-style-type: none"><li>The item and charity overview is convenient for the user to see if there are any errors before listing the item</li><li>Creating a profile can be achieved without having to load another page</li></ul>	<ul style="list-style-type: none"><li>The dashboard is very comprehensive</li><li>'Shop integration' makes it easy to link my e-shop to charityBay</li></ul>
Pain Points (Frustrations)	<ul style="list-style-type: none"><li>You have to know the exact name to find the site otherwise its very hard to find.</li></ul>	<p><b>Decision Making (Efficiency)</b></p> <ul style="list-style-type: none"><li>Too much happening on the page</li></ul> <p><b>Understandability</b></p> <ul style="list-style-type: none"><li>Not sure where to go to find the information needed for a first time user</li><li>Site looks like its catered for buyers and charities more</li><li>reminds me of ebay</li></ul> <p><b>Trust/Credibility</b></p> <ul style="list-style-type: none"><li>Not sure if the site is credible - social traders badge is unfamiliar and link is inactive</li></ul>	<p><b>General</b></p> <ul style="list-style-type: none"><li>Some sections are out of reach or not noticeable which means important information can be missed.</li></ul>	<p><b>Forgiveness</b></p> <ul style="list-style-type: none"><li>Made an error, pressed back and lost data.</li></ul> <p><b>Decision Making (Efficiency)</b></p> <ul style="list-style-type: none"><li>Too many choices can be overwhelming in 'suggested categories'</li><li>having suggested categories and set category options at the same time is confusing</li></ul>	<p><b>General</b></p> <ul style="list-style-type: none"><li>Emphasis is on selling an item not on donation</li><li>Page feels a bit messy with a lot of text. don't know where to start looking.</li><li>The information on the right side is helpful but too cluttered and messy.</li></ul> <p><b>Item Location</b></p> <ul style="list-style-type: none"><li>'Item location' is confusing - what if items are in a warehouse in the US?</li></ul> <p><b>Price</b></p> <ul style="list-style-type: none"><li>Price: slider wasn't obvious.</li><li>Price: donation percentage is automatically set at 80%</li></ul>	<p><b>Trust/Credibility</b></p> <ul style="list-style-type: none"><li>Charities without blurbs are harder to trust + don't have time to visit individual sites</li><li>The fonts and dashes are inconsistent - making the site look incomplete and less trustworthy</li></ul> <p><b>Social Impact (connection)</b></p> <p><b>Decision Making</b></p> <ul style="list-style-type: none"><li>Choosing one issue to care about may feel limiting - could be missing other causes</li></ul> <p><b>Time Efficiency</b></p> <ul style="list-style-type: none"><li>I don't like how 'view profile' opens up a whole popup browser</li><li>Wants to use 'help me choose' but it's too difficult</li><li>Help me Choose: too many choices</li></ul>	<p><b>Time Efficiency</b></p> <ul style="list-style-type: none"><li>Can't amend the information on the summary page without having to click back</li></ul>	<ul style="list-style-type: none"><li>No further follow up from charityBay when my item wasn't sold in the time period selected.</li><li>I didn't receive a confirmation of registration via email.</li><li>Don't know what happens to the money once its donated to the charity.</li></ul>
Opportunities	<ul style="list-style-type: none"><li>Marketing solution: Develop a marketing plan to increase visibility in<ul style="list-style-type: none"><li>organic search rankings - search engine optimisation</li><li>Paid per click ads</li><li>editorial and media</li><li>sponsorships and partnerships</li></ul></li></ul>	<p><b>Primary Opportunities</b></p> <ul style="list-style-type: none"><li>Emphasise the social impact and donating aspect of the site which is the main objective</li><li>Create a balanced home page for buyers and sellers</li><li>Bring the main aspects of the page to the forefront(top)</li><li>Provide a section that explains the site and how to buy, donate/list/sell or register as a charity</li><li>Opportunity to clarify the language used on the site so buttons and labels are clearer</li><li>Opportunity to highlight the charityBay badge</li></ul>	<ul style="list-style-type: none"><li>Amend the page layout so all information on the page is accessible</li></ul>	<p><b>Primary Opportunities</b></p> <ul style="list-style-type: none"><li>Ability to save draft.</li><li>Is it beneficial to decrease options for suggested categories?</li><li>Decide whether to organise categories equally or in a certain hierarchy.</li></ul> <p><b>Secondary Opportunities</b></p> <ul style="list-style-type: none"><li>Add an 'Are you sure you want to exit' prompt before exiting page</li></ul>	<p><b>Primary Opportunities</b></p> <ul style="list-style-type: none"><li>Place emphasis on donation first and make the fact that the bar is a slider more obvious.</li><li>Amend the language and layout for clarity and organisation</li><li>Clearly state and provide transparency on fees</li><li>Opportunity to highlight the charityBay badge</li></ul> <p><b>Secondary Opportunities</b></p> <ul style="list-style-type: none"><li>Set the donation percentage at 0% or the minimum donation amount so the seller can choose.</li><li>Item condition needs clear definitions</li></ul>	<p><b>Primary Opportunities</b></p> <ul style="list-style-type: none"><li>Is there a more efficient way to filter through charities?</li><li>Brainstorm ways to show charities with more human connection/ tone of voice.</li><li>Most users want a follow up message</li></ul> <p><b>Secondary Opportunities</b></p> <ul style="list-style-type: none"><li>Suggestion to allow users to pick top three issues they care about rather than one</li><li>Would be nice to have a message from the charity e.g. thanks for choosing us, your contribution will do xyz...we appreciate the support, this is what we're about..."</li><li>Make fonts/line widths consistent and scannable for reading</li><li>Consider use of imagery to create more human connection</li></ul>	<p><b>Primary Opportunities</b></p> <ul style="list-style-type: none"><li>Opportunity to amend any information without having to select back</li><li>Opportunity to tell user where their funds are going/how they are helping</li><li>Thanks for supporting page/final message before going back to home screen?</li></ul> <p><b>Secondary Opportunities</b></p> <ul style="list-style-type: none"><li>Opportunity to end on message of social impact - something positive, hopeful, encouraging</li><li>Opportunity for follow up message after?</li></ul>	<p><b>Primary Opportunities</b></p> <ul style="list-style-type: none"><li>Opportunity to include measuring/tracking of donation impact through stories/stats? (Landing page, home or pop up?)</li><li>Opportunity to encourage users to re-list items by providing regular communication or prompts</li><li>Strategy for ongoing, personalised communication/updates on charityBay or beyond</li></ul> <p><b>Secondary Opportunities</b></p> <ul style="list-style-type: none"><li>Provide sellers with the option to get notifications when there is any activity on listings eg - when auction timeframe lapses or after items are sold</li><li>encourage re-listing and increase repeated and regular traffic to the website</li></ul>