



The Marketplace for Used Furniture



Introduction

Prompt: App for crowdsourcing made or resale furniture needs of residents.

Final Design Frame: Designing an app for New York City residents that need to find second-hand furniture.



Secondary Research

Defining crowdsourcing - "the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or suppliers"

Comparative Analysis:

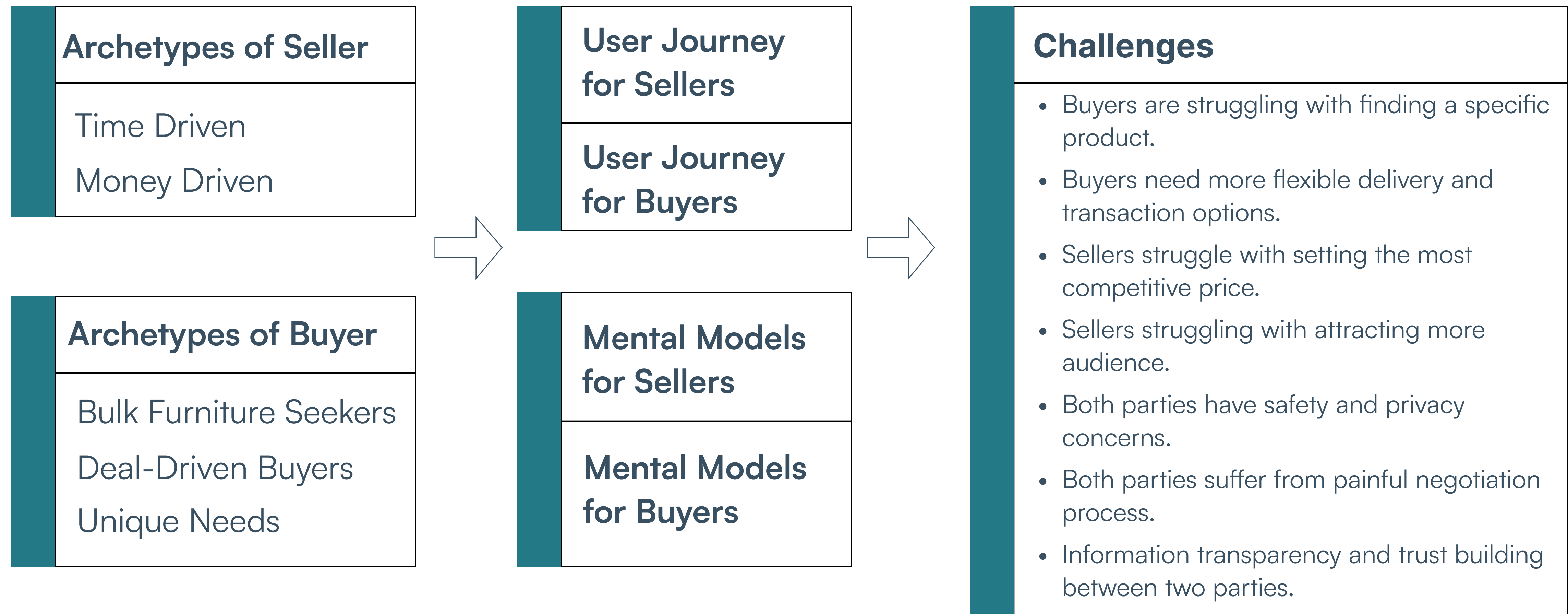
- Compared against: AptDeco, Etsy, Facebook Marketplace, Reddit and eBay
 - Factors compared: resale furniture, E-commerce, crowdsourcing, delivery structures, fees

Laws/Regulations:

- New York SHIELD Act (Stop Hacks and Improve Electronic Data Security Act)
- General Business Law § 349 — Consumer Protection Against Deceptive Practices



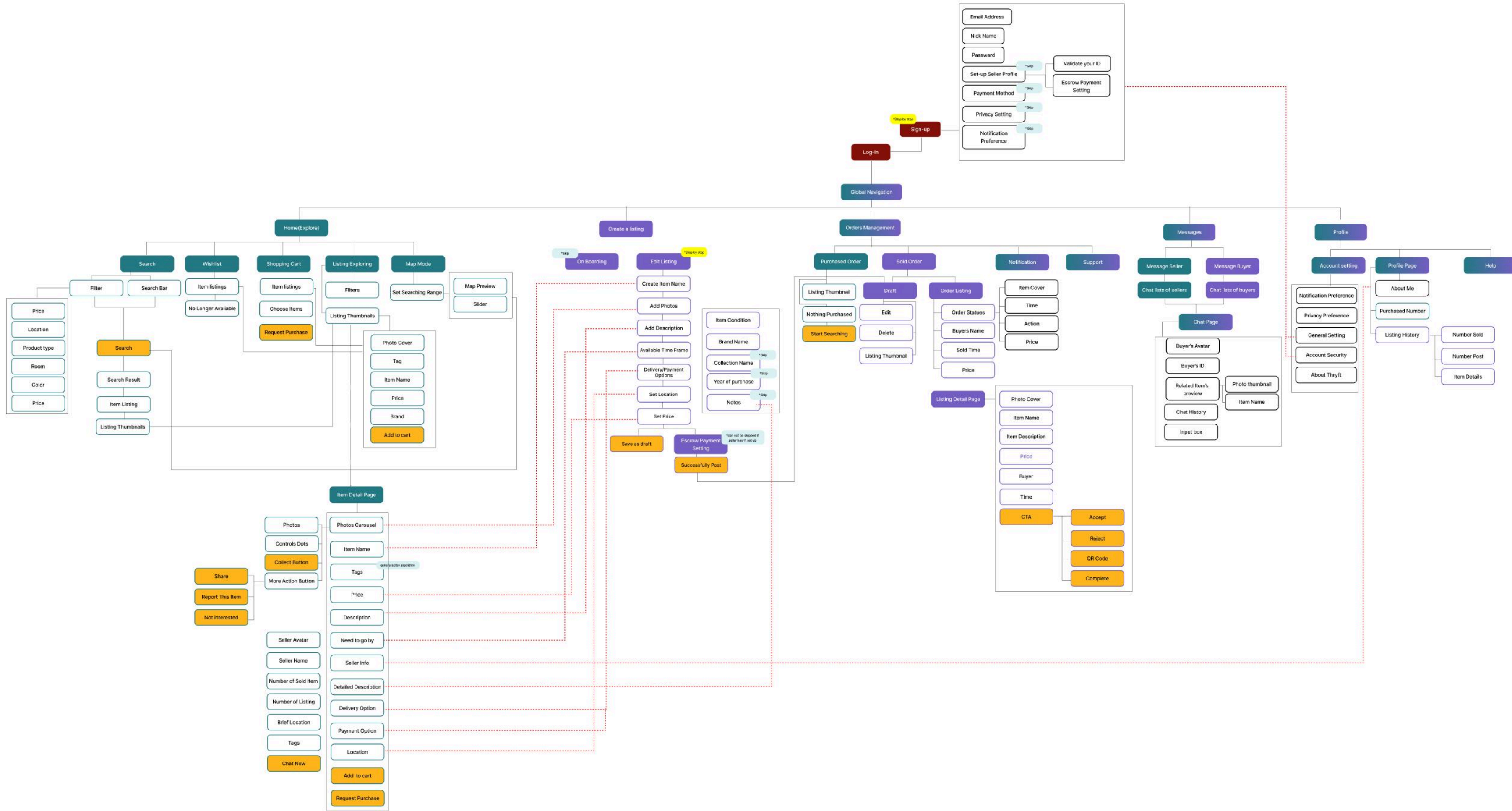
Empathize, Define and Ideate



Design Decision

- **User-Friendly and Detailed Item Filter**
 - Easily find deals or discounts and delivery options selected by sellers.
- **Pickup & Delivery Settings**
 - Sellers choose whether they offer pickup only or seller-provided delivery in their listing
 - Buyers can filter listings through delivery preferences
- **Escrow Payment Process (Thryft SecurePay)**
 - Buyer's payment is held in escrow until the item is delivered or picked up
- **Onboarding for Seller Listings**
- **Shopping Cart**





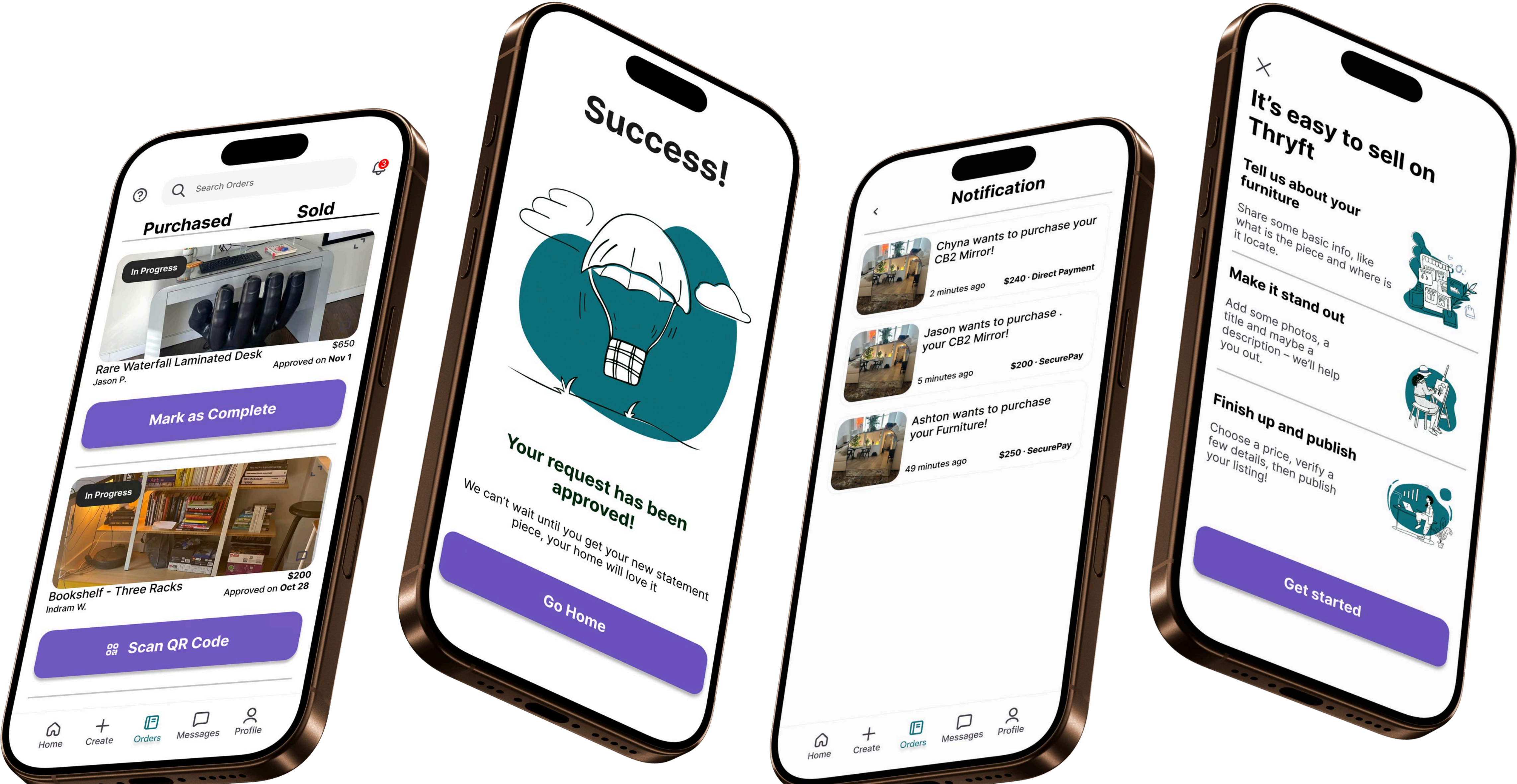
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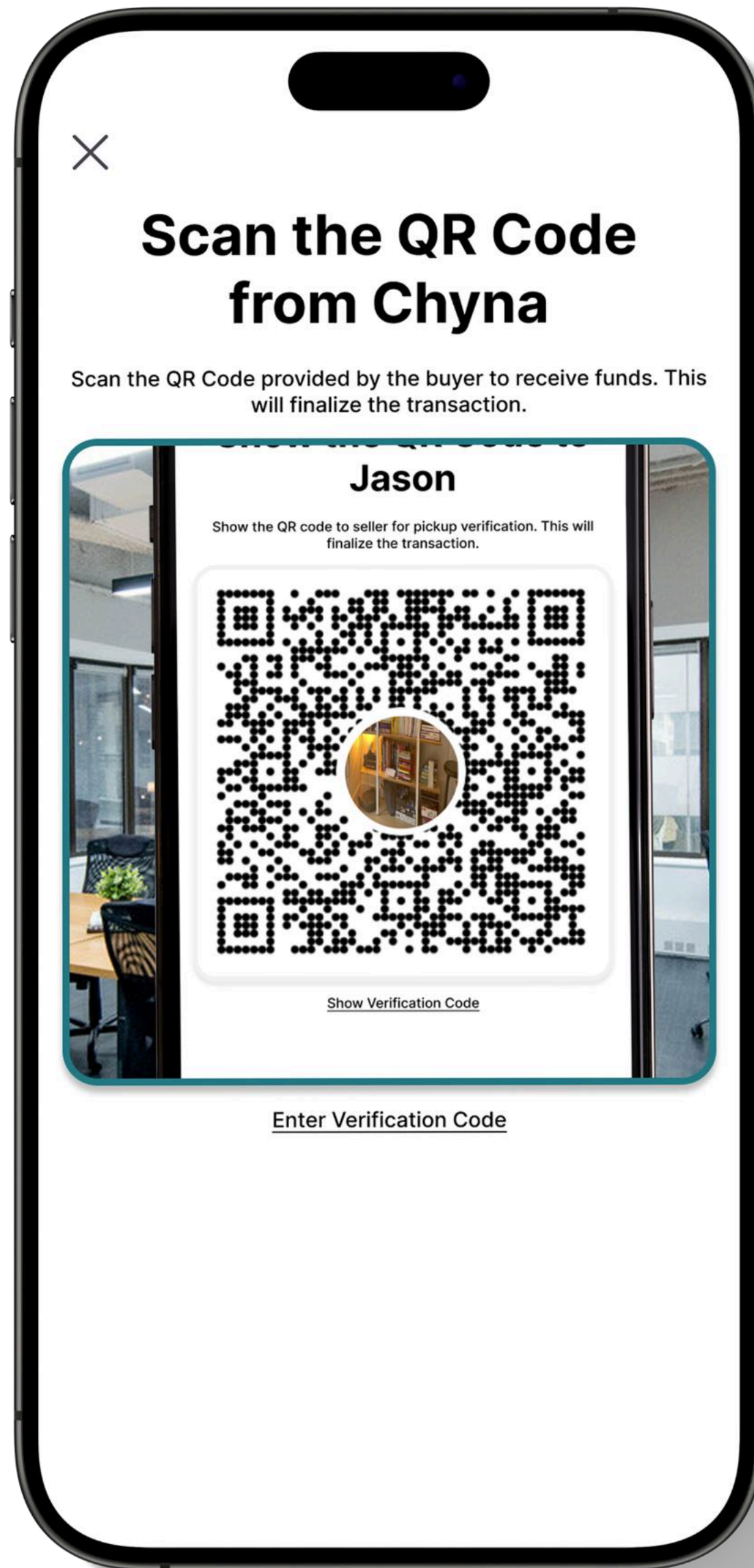
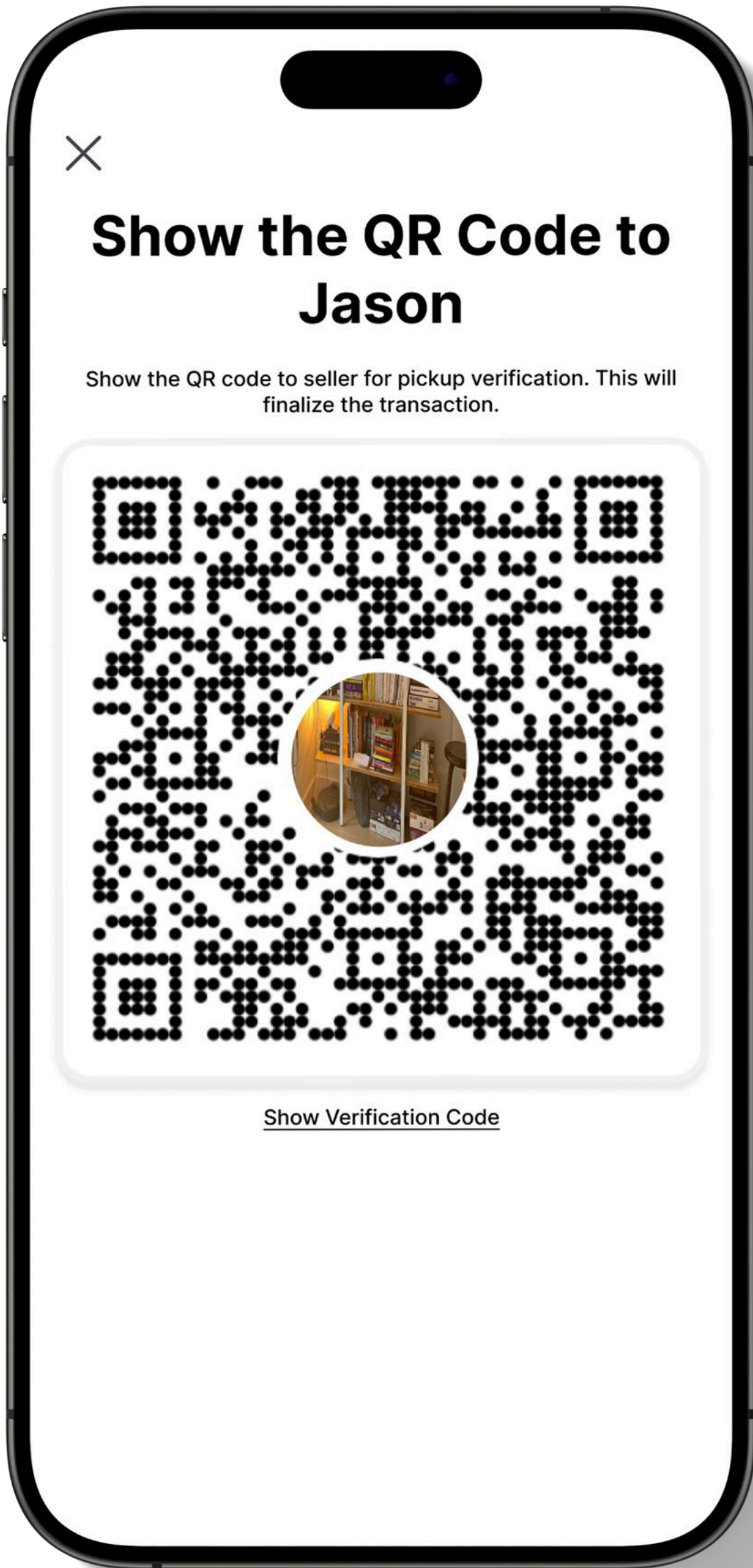
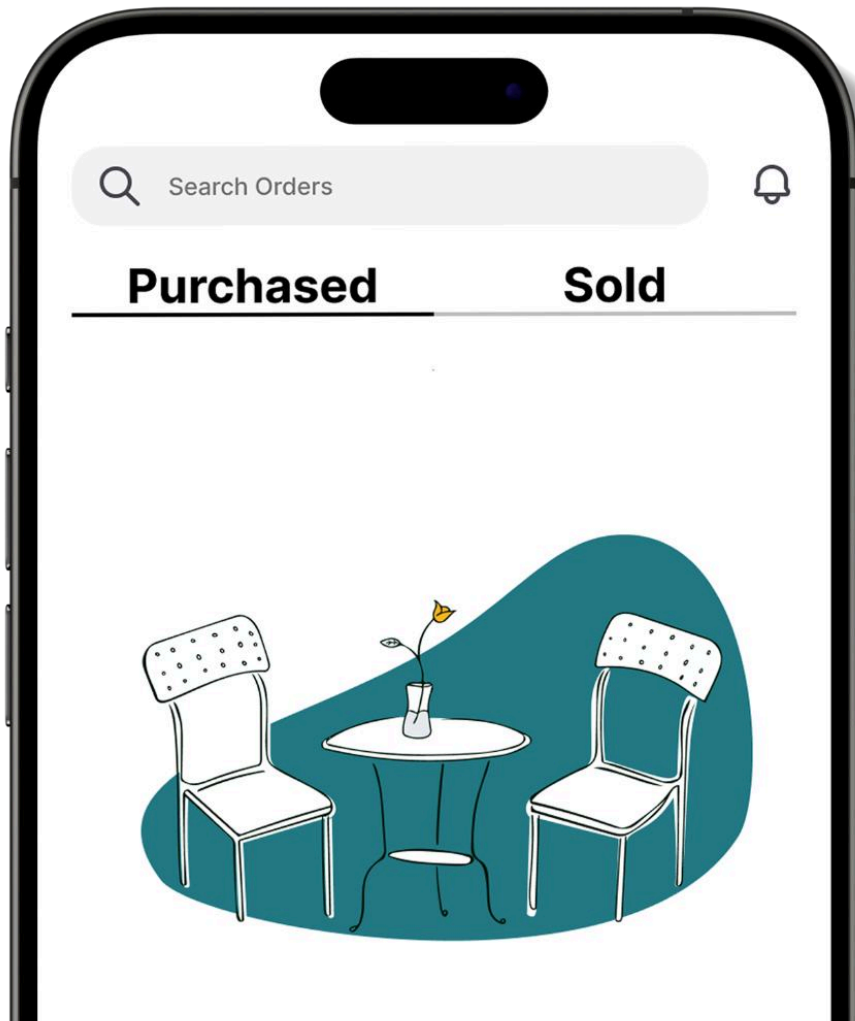
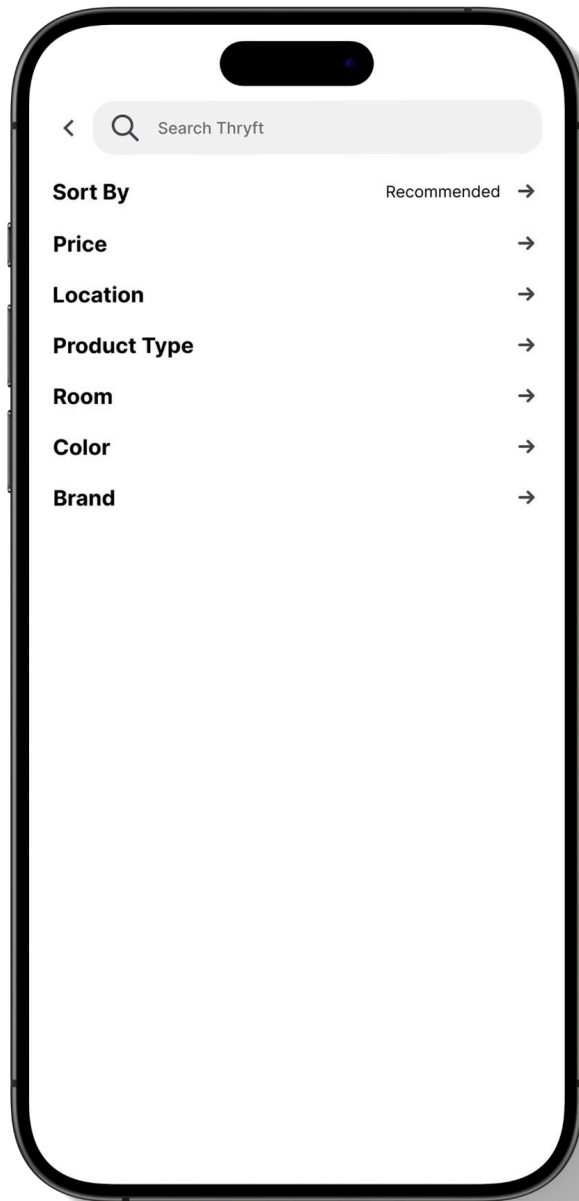
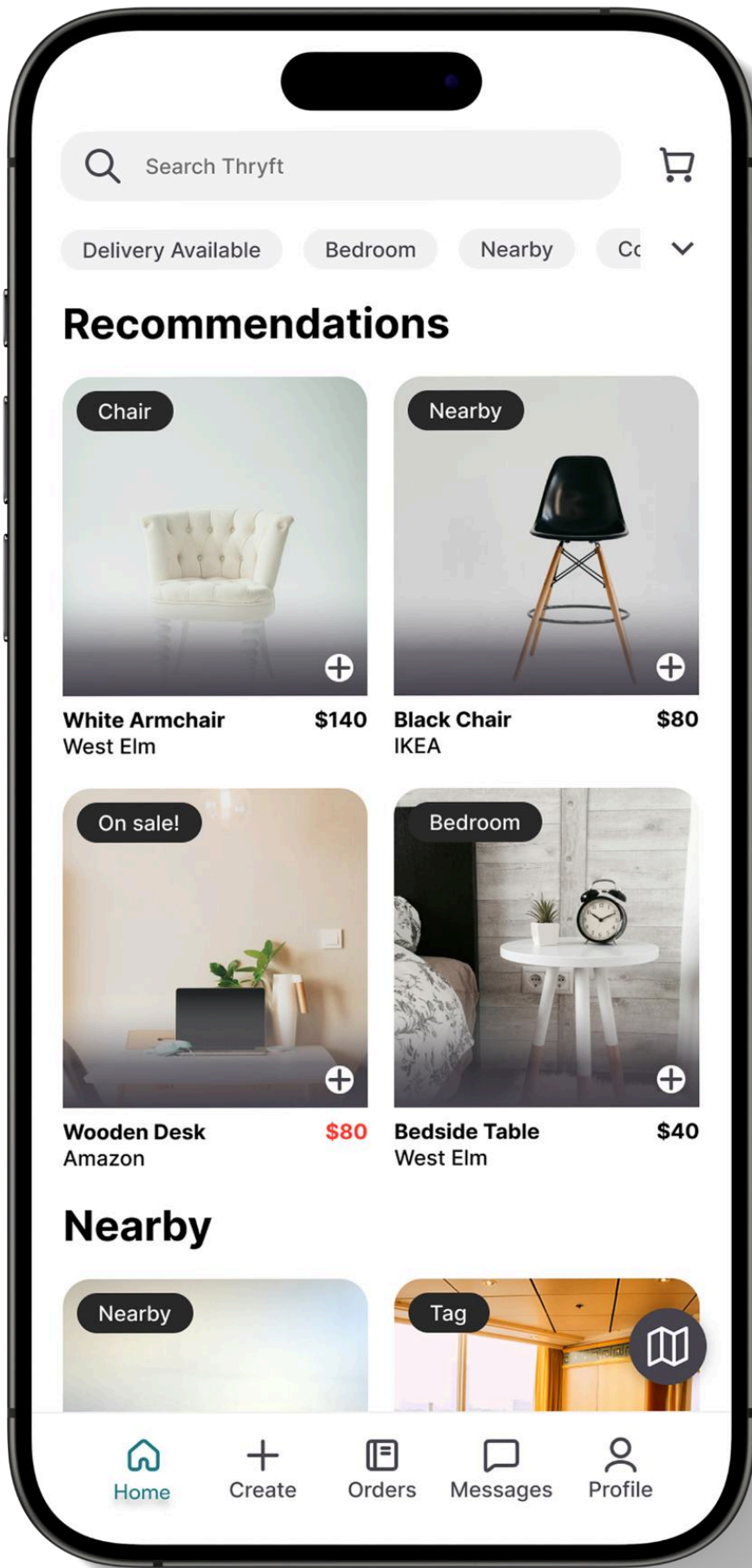
- Primary pages & Navigation Elements for Buyers
- content within a page for Buyers
- CTA for Buyers
- Primary pages & Navigation Elements for Sellers
- content within a page for Sellers
- CTA for Sellers
- Primary pages & Navigation Elements for BOTH Buyers&Sellers
- content within a page for BOTH Buyers&Sellers
- Information Layers/flow
- Information/section Connection
- login/ Sign-up
- Note
- Step by step guide



Design Solutions



Design Solutions



Conclusion & Next Steps

Key Learnings

- User's want a more secure product that offers higher user support
- Users wants detailed transactions, easy navigation and pleasant aesthetics

Next Steps

- Continue collecting user and stakeholder feedback



DThryft

Thank you!

