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CASE STUDY 01

KATE JIE YU

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# PROJECT CONCEPT

## WHAT

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Uospace is a mobile app to help users pick matching furniture within their budget by virtually furnishing their rooms.

## HOW

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A virtual room is created by taking pictures of the room to be furnished. The app has a library of furniture from different companies. The furniture can be dragged into the virtual room to be previewed. Users are able to order the furniture in the once satisfied with the design.

## WHY

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This App allows users to compare different styles before placing the order, saving time and money by eliminating wrong purchases. The App also suggests different styles to give ideas to the user.

## OVERVIEW

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USPACE is an app to helping young people to find their ideal furniture under their preset budget online. The special part for this app is to take a 360 degree photo of the empty room first and then drag the searched furniture to the photo by their real size. The users can see how the furniture looks in the room visually before pay and get the furniture from store.

## PROBLEM

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I conducted interviews with people around me aged between 18 -29. The interviewees are either just graduated or about to graduate from school soon. One interviewee has just graduated and relocated to a new place for work. All interviewees have the same problem: find a place to live and purchase basic furniture for daily life. They all have a budget consideration factors and busy schedule to work on finding a matching furniture for their lifestyle.

## HOW IS THIS UNIQUE?

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This app helps people to buy furniture within their budget. There are some apps and websites that allow users to see different furniture and check their prices but no solution exists to see the furniture in their own rooms. The users can use Uspace to see the finished look and compare different styles immediately, saving time and money.

## HOW DOES IT HELP?

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- Save money by shopping online
- Reduce waste of money on the wrong furniture
- Save trips to the local store and pick up the furniture
- Gives users a preview of the room with their picked furniture
- Design style by users



RESEARCH

# RESEARCH



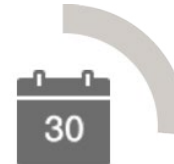
79% Americans are online shoppers



51% Americans are using cellphones shopping online



15% Americans buy online on a weekly basis



28% Americans buy online a few times a month



73% College students including F-1, just graduated, relocated to new place with focus on budget

## Resouces

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# COMPETITORS



It is a very popular furniture store. They also design some simplistic-style products for young adults. The products are to be set up at home by the customers. They are cheap and ok quality with expected lifetime of three to five years.

- CON:** No demo before purchase
- Have to remember product codes while shopping
- Have to memorize the room size while shopping



The product can scan a space, convert the scan into CAD, and start your design. It is easy to make a demo for each room even for the whole house.

- CON:** No shopping online
- Need an external sensor ( CM3DS)
- No pairing with furniture



It is a relaxing, fun game that allows the users to live the life of an interior decorator. Sharpen their decorating skills in daily Design Challenges and style visually stunning three-dimensional spaces with access to real, high-end furniture and decor brands. It's quick, it's fun and the users can connect with a vibrant creative community while learning about diverse décor styles - thus improving their design skills and gaining inspiration that they can even apply in your real life.

COMPETITOR ANALYSIS

	IKEA	CANVAS	MAGIC PLAN	DESIGN HOME	USPACE
SHOPPING ONLINE	✓			✓	✓
EXTERAL EQUIPMENT		✓			
STYLE DESIGN	✓			✓	✓
ROOM MEASURE		✓	✓		✓
PRECISE VALUE		✓	✓		✓

## PRIMARY

---

**AGE**

18 - 29 yr

**STATUS**

College senior student or fresh graduated young adults

**SITUATION**

Limited budget

## SECONDARY

---

**AGE**

30 - 35 yr

**STATUS**

Relocated to a new place or just bought a property

**SITUATION**

Have a new place and want to buy new furniture to decorate romms

## KEY PERSONA

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**SANDRA HERCHEN**

**AGE**

20 yr

**STATUS**

Senior in college

**SITUATION**

She is a student in Berkely, Ca and she found an entry level job in Amazon Seattle, Ca.

# SANDRA HERCHEN



Undergraduate student in Berkeley

Senior

20 yr

Rents an apartment with friends

Student

## DAILY ROUTINE

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Sandra is a senior student in Berkeley. She goes to school almost every day. After she goes to Amazon in Seattle, she starts to work full time. She will work M - F and take a break on weekend.

## GOALS

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Keep this job after 3-month internship  
Start a new life in a new place  
Have a comfortable place to live  
Make a few new friends

## PAIN POINTS

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Being busy with daily work  
Not familiar with new place  
Not have a few friends to help  
Not a lot of time to set up everything

# VIKI JIANG



Graduate student in AAU  
Senior  
24 yr  
Rents an apartment with friends  
F-1 Student in the US

## DAILY ROUTINE

---

Viki goes to school three days per week. She is doing school projects another times. When she is free, she hangs out with a few school friends living close by.

## GOALS

---

Get graduate on time  
Walk around the new country  
Make new friends  
Contact family frequently  
Living comfortable in a new place

## PAIN POINTS

---

New language  
No personal transportation  
Home sick  
Culture different  
Busy with school project  
New location

# ELIZABETH HOOD



Employed as an administrator  
First Year  
32 yr  
Rents an apartment with boyfriend  
Full-time Employee

## DAILY ROUTINE

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Lizzy goes to work every weekday from 9:00 am - 5:00 pm. She goes to grocery shopping and does house work at weekend or goes to a date with her boyfriend. She still goes to church on Sunday morning.

## GOALS

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Settle down everything asap  
Taking a good break after work  
Go around in a new place  
Jet-lag pass away quickly

## PAIN POINTS

---

Jet lag  
Not familiar with the new place  
Being busy with work and church  
Very few friends in the new place



APP

# CARD SORTING

step 1. open the App

step 2. input the information name, budget.

step 3. take a photo - 360 degree  
Showing the room size

step 4. ~~Get~~ the photo to the background image and use it

step 5. search furniture online

step 6. drag all liked furniture into the photo

step 7. pick the best ones under budget.

step 8. check details of the picked furniture

step 9. shopping online

① open App

② find a Chinese version

③ input the name, budget and room type

④ check furniture detail and size

⑤ drag into the photo

⑥ try different type of the furniture

⑦ save the furniture into shopping cart

⑧ check the shopping cart and create an account

⑨ pay online

① open App

② search the furniture

③ save the furniture into Wishlist ~~and~~

④ put some furniture into the room and save the room.

⑤ save several different style of decoration

⑥ Deleted the disliked ones after comparing ~~with~~ all the choice.

⑦ put into the cart and then pay the money

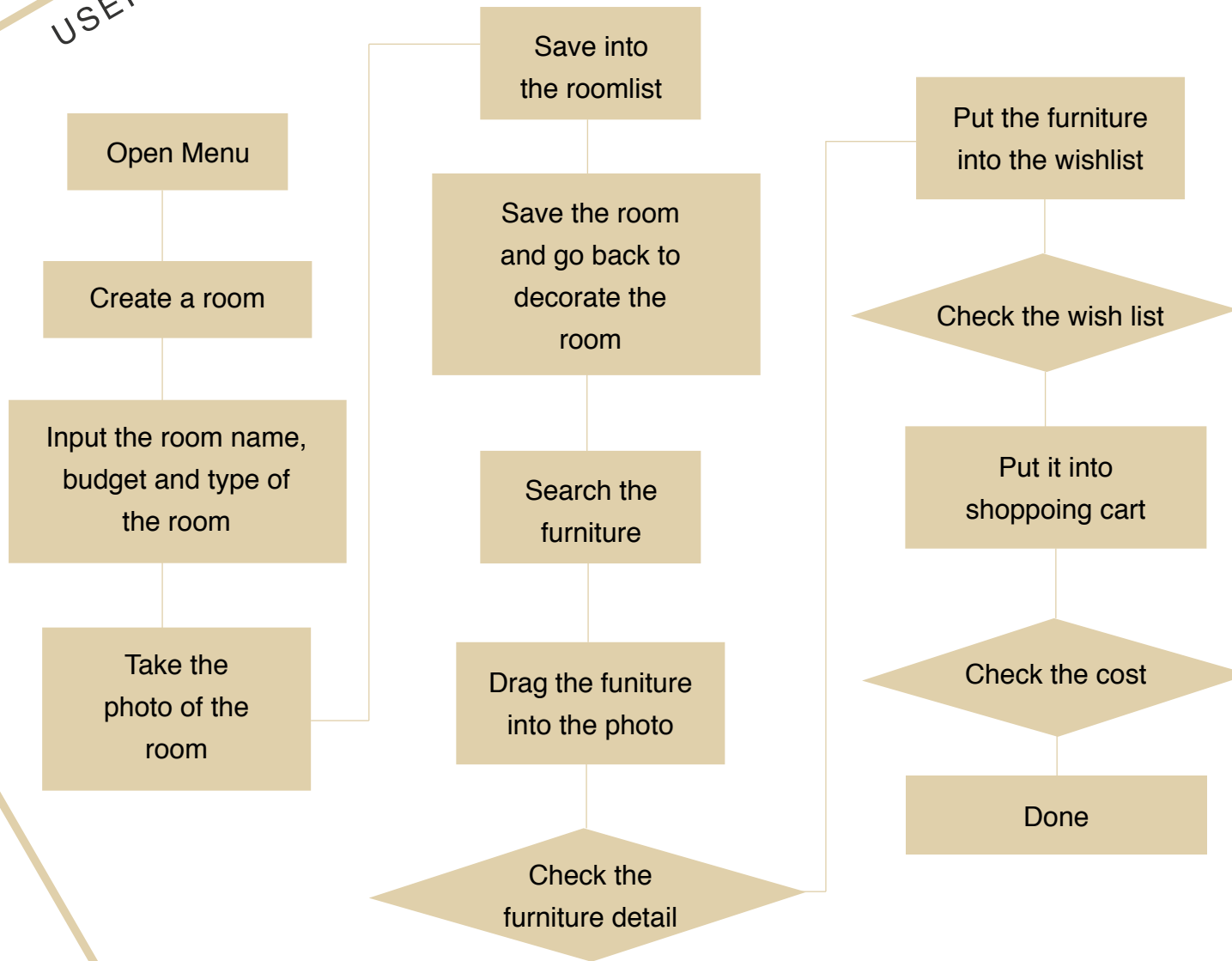
⑧ the budget is over

⑨ double check the furniture picked

⑩ Delete the one or two furniture to make the payment under budget.

⑪ put the saved furniture into the cart and pay it

# USERFLOW 01

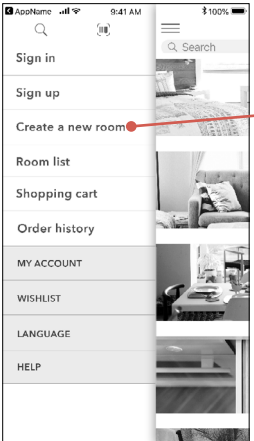


**SANDRA  
HERCHEN**

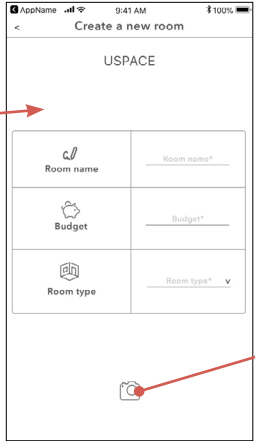
Use the app to build a room and drag the furniture into the photo. Save the furniture into Wishlist and check it out.

# WIREFLOW 01

Create a room



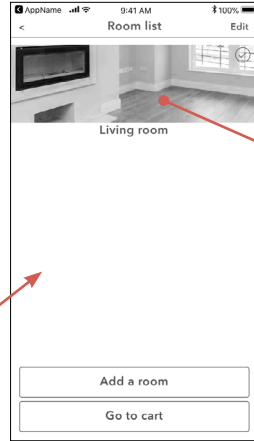
Input info



Take a photo



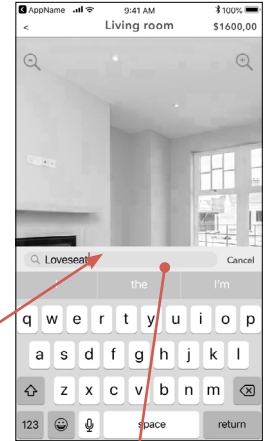
Check the room



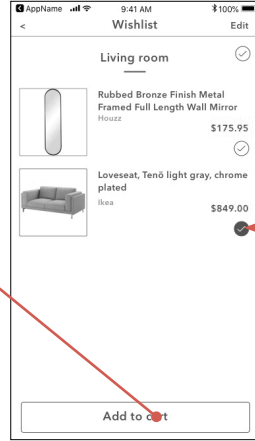
Click search



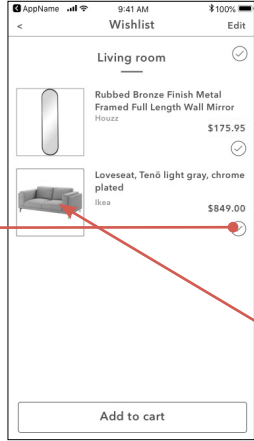
Do searching



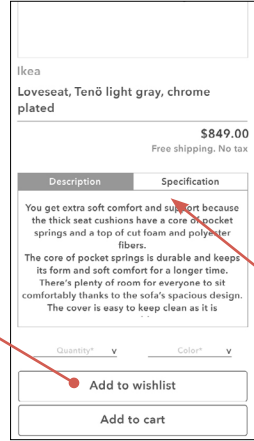
Shopping in cart



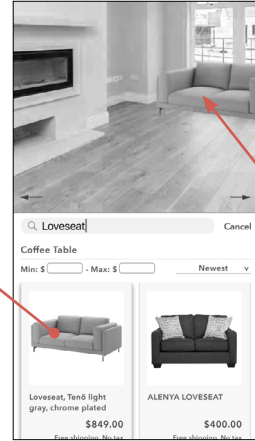
Check item



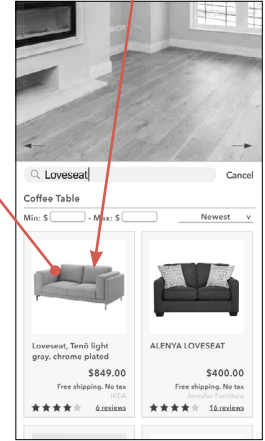
Save wishlist



Check detail

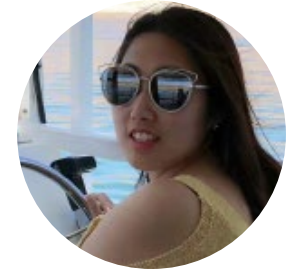
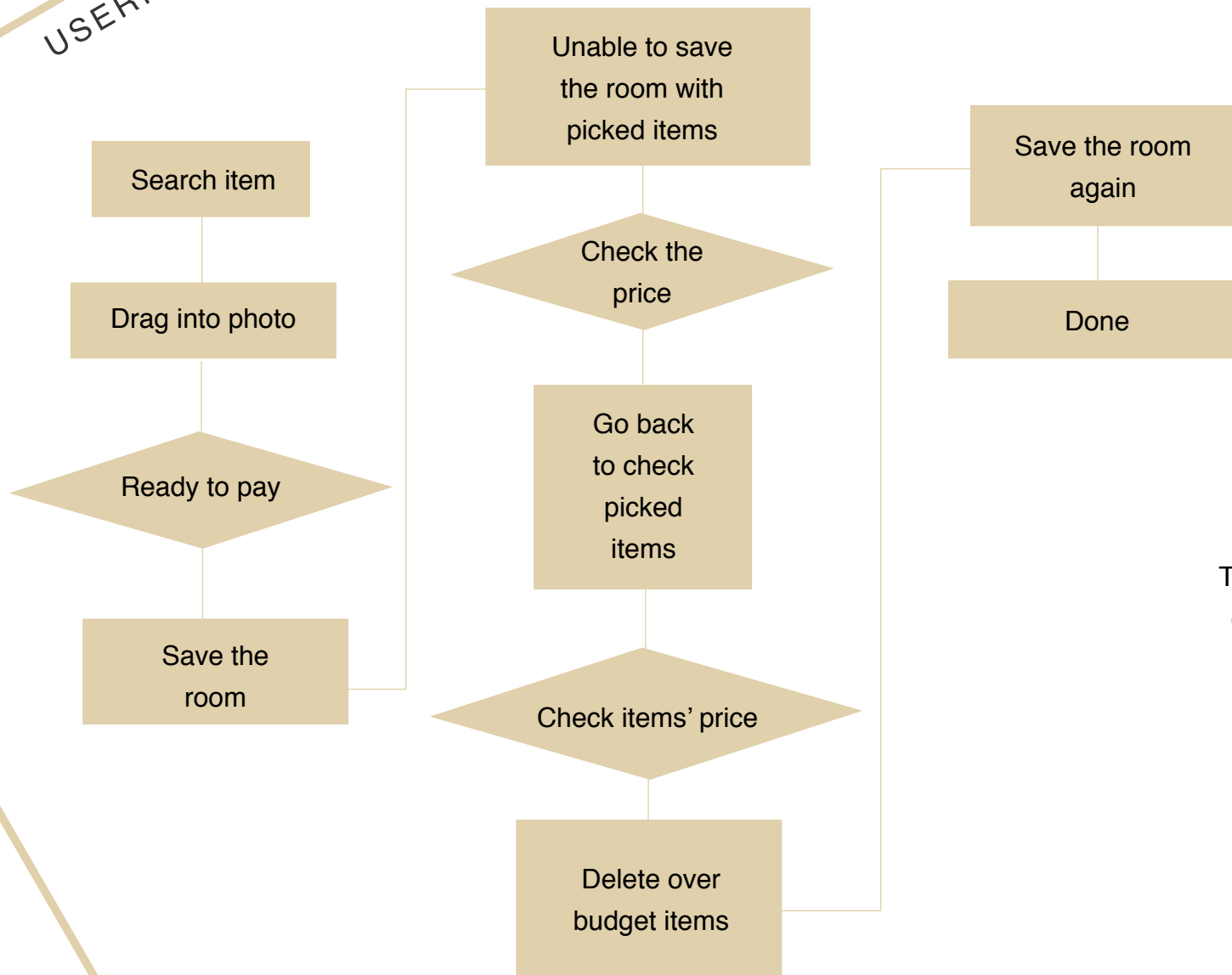


Drag into photo



Find a match

# USERFLOW 02



**VIKI  
JIANG**

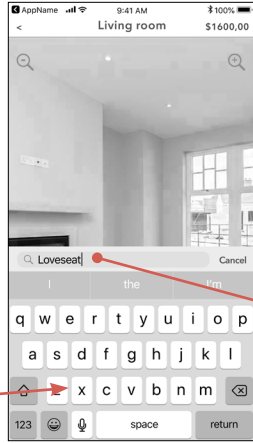
To check out the room after done decoration. The system always follows with budget.

# WIREFLOW 02

Click search



Do searching



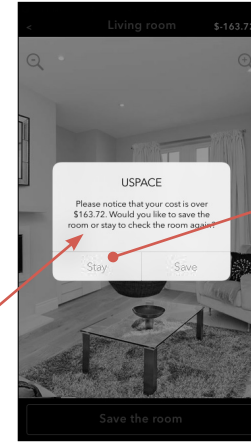
Find an item



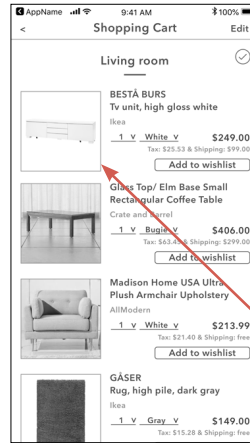
Drag into photo



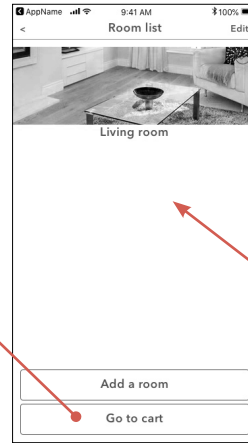
Cannot save



Check the price



Go cart



Save the room

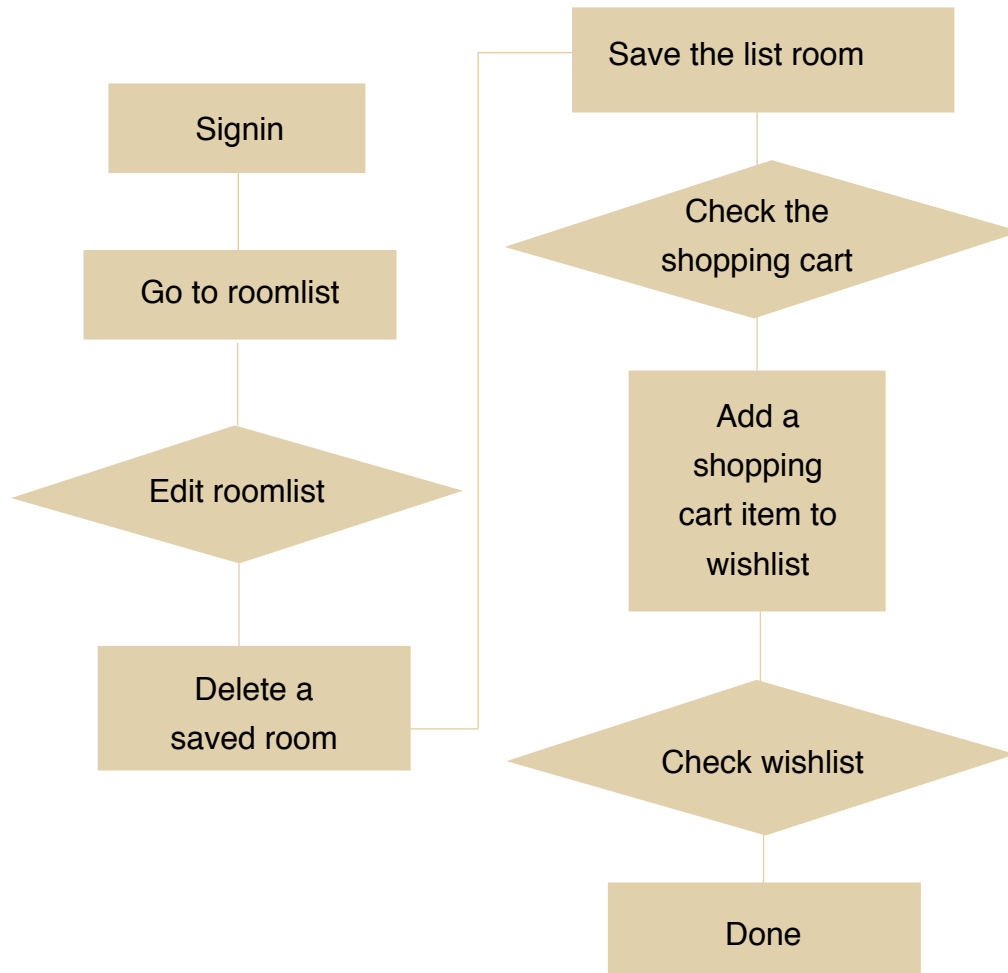


Delete the item



Click the item

# USERFLOW 03

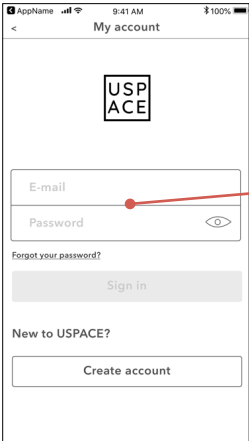


## ELIZABETH HOOD

To Sign in her account and check her roomlist, shopping cart and wishlist. At the same time, she need to neat her saves.

# WIREFLOW 03

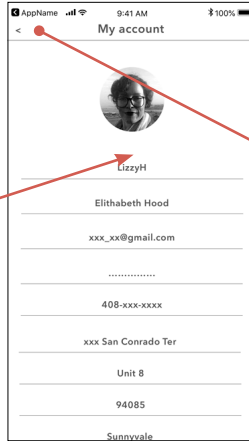
Signin page



Signin



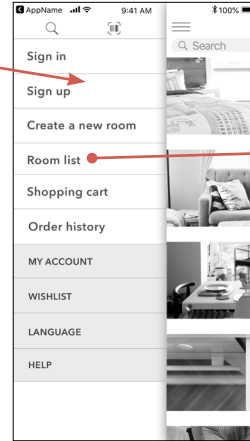
Personal account



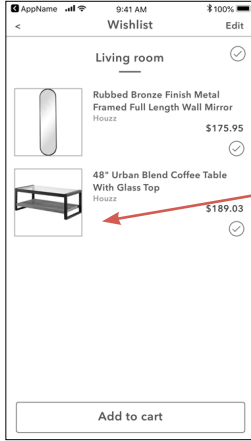
Open Menu



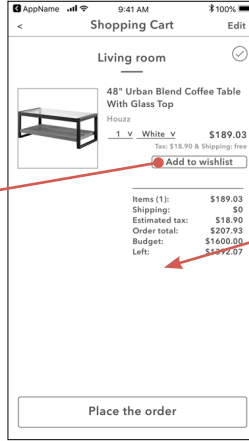
Go to roomlist



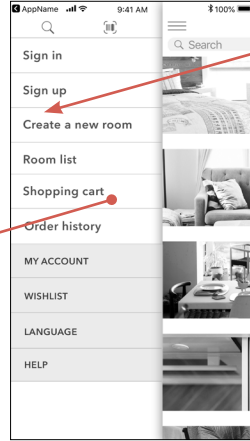
Edit roomlist



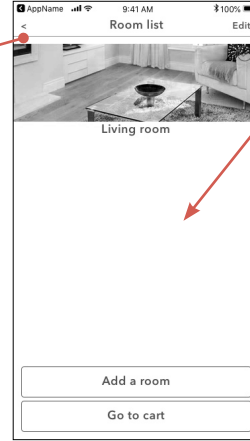
Check wishlist



Save item to wishlist Click shopping cart



Back to menu



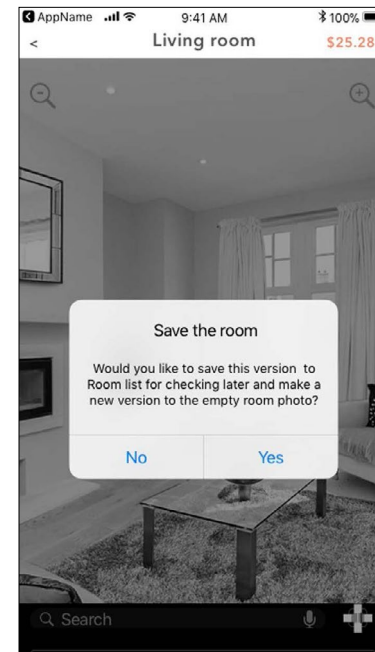
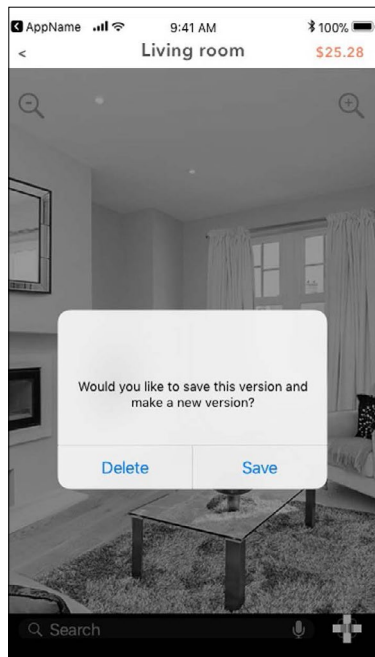
Cross the room





## Paper Prototype Test 01

User after test my app and feel the reset confirm window didn't give the information clearly. It should show where it will land after reset, to the room list or to the empty room page.

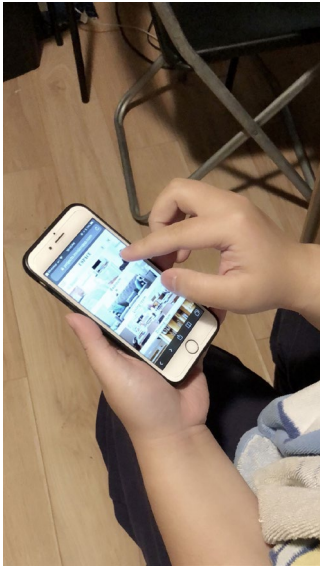




## Paper Prototype Test 02

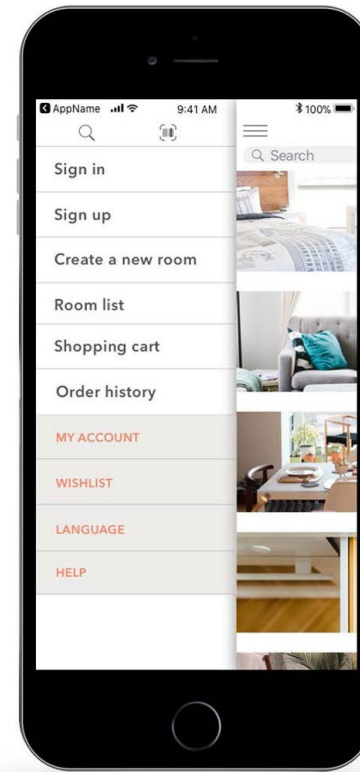
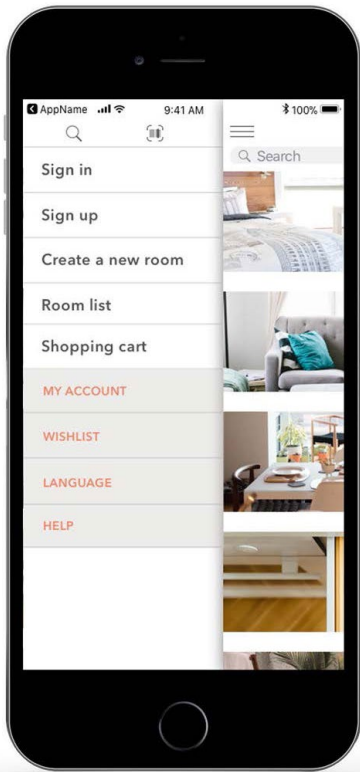
User after test my app and ask if the user just want to check out one room not too rooms, how the users can do to deal with it.



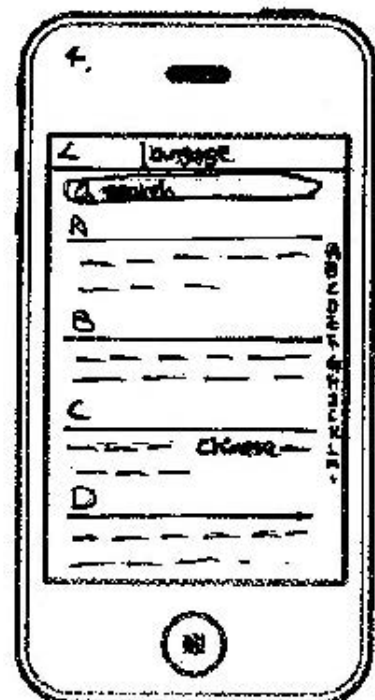
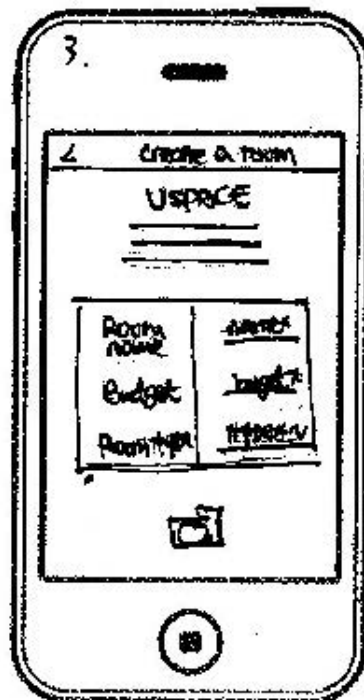
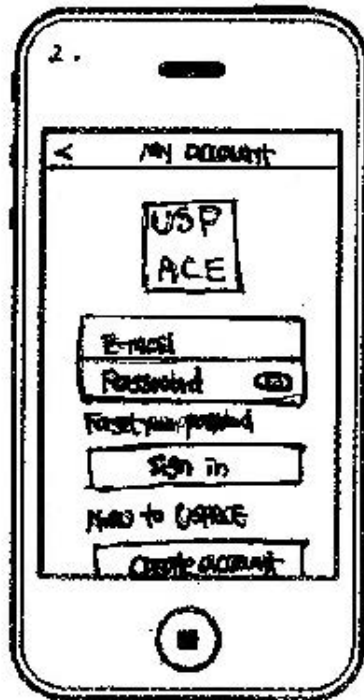
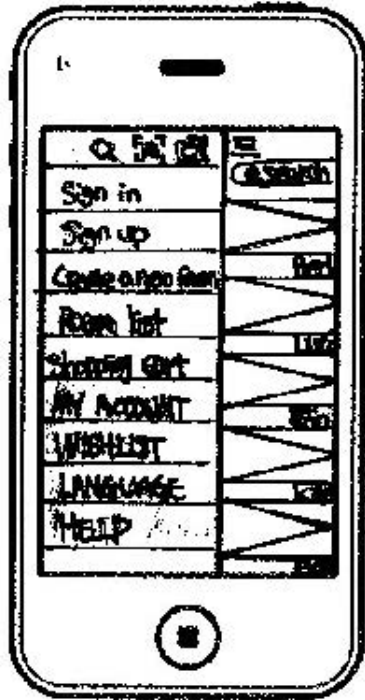


## Digital Prototype Test

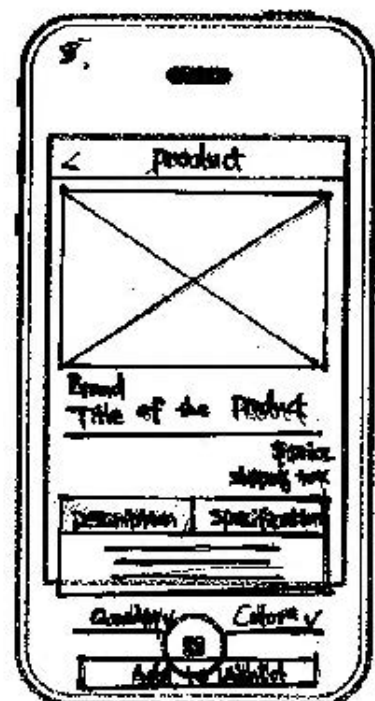
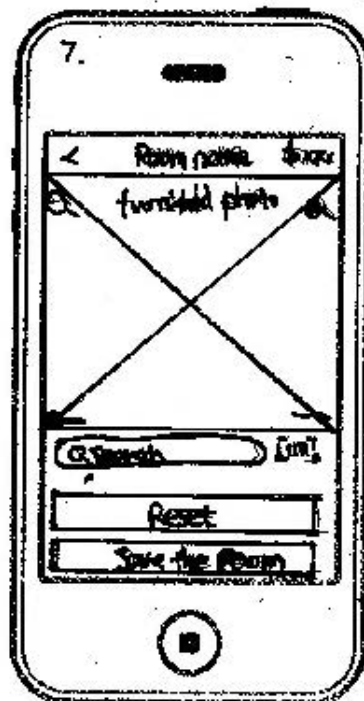
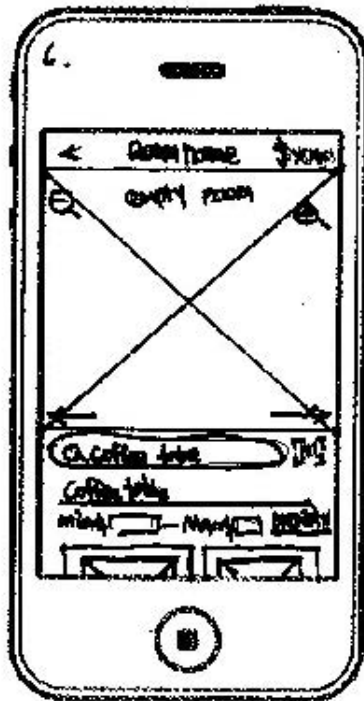
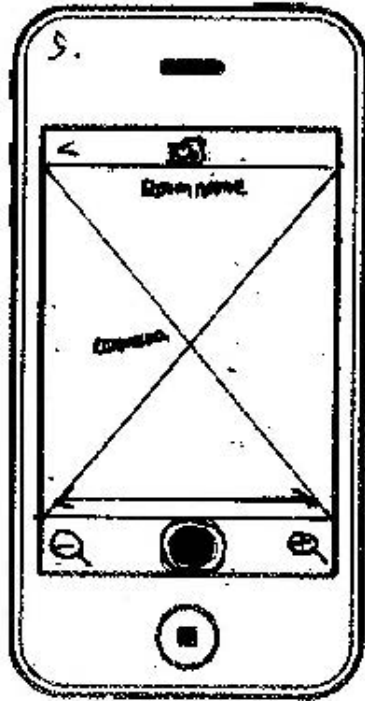
The user tested my online prototype and gave me some feedback. She told me it is very easy to use and the whole app looks very neat. According to her feedback, I will add one more things in my app. It is the order history.



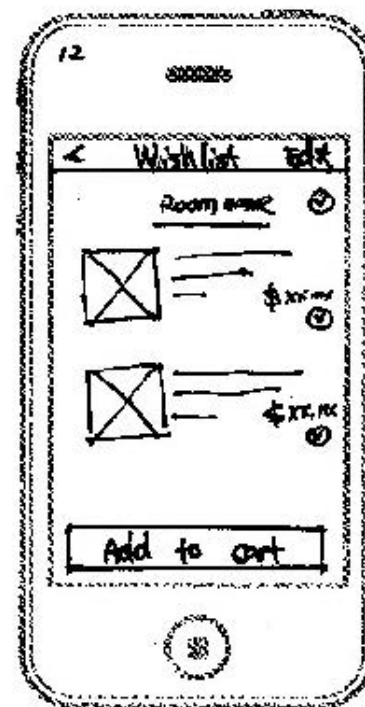
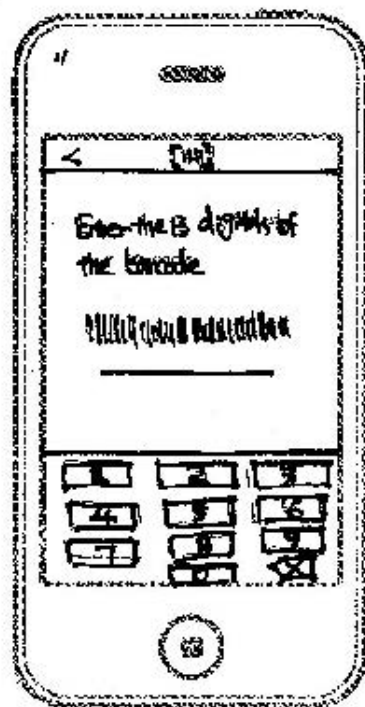
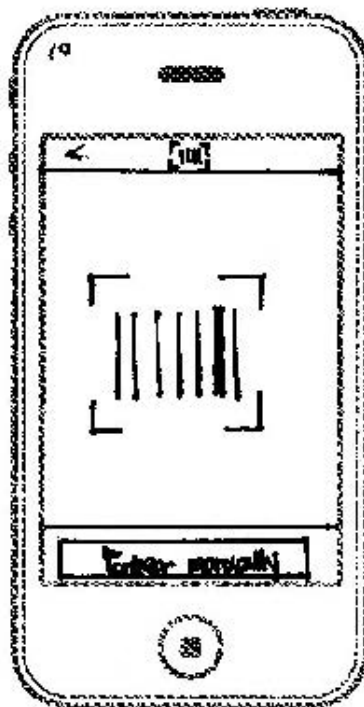
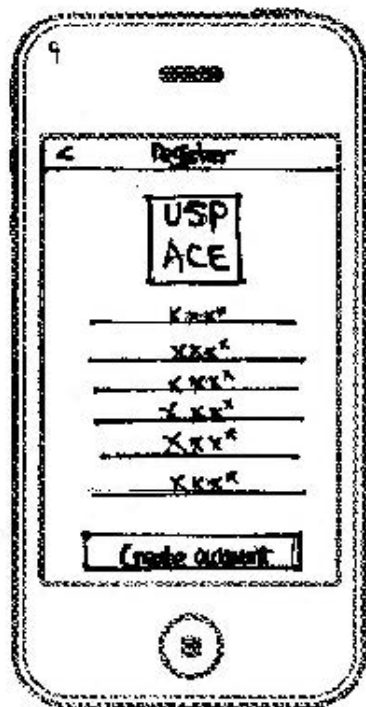
APP SKETCH



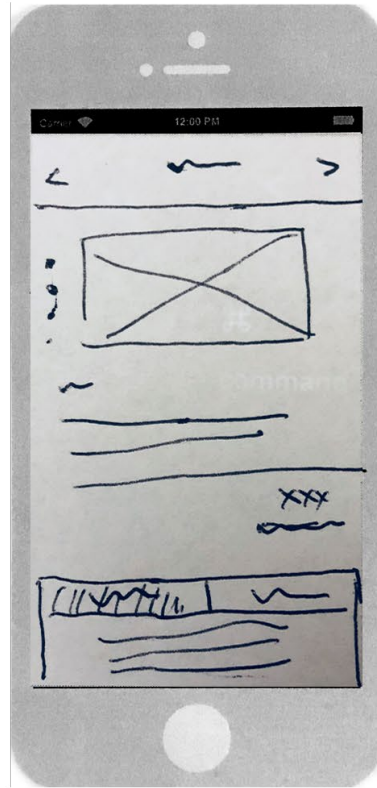
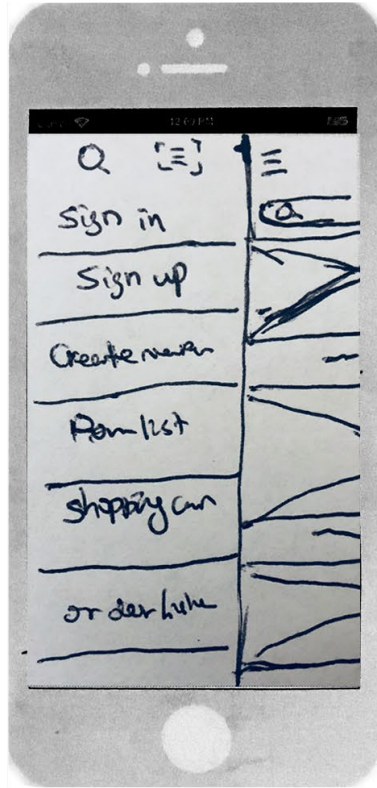
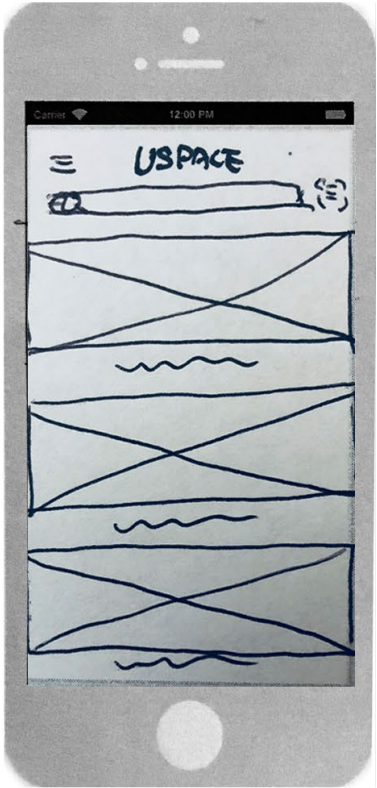
# APP SKETCH



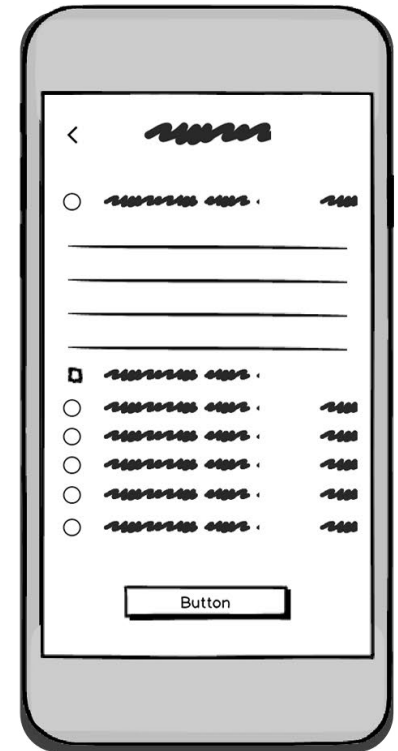
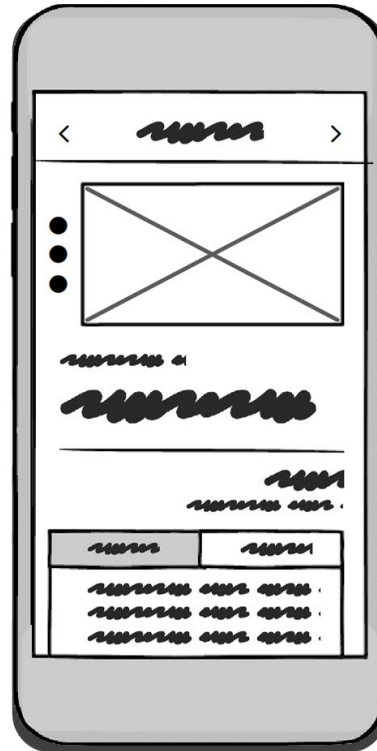
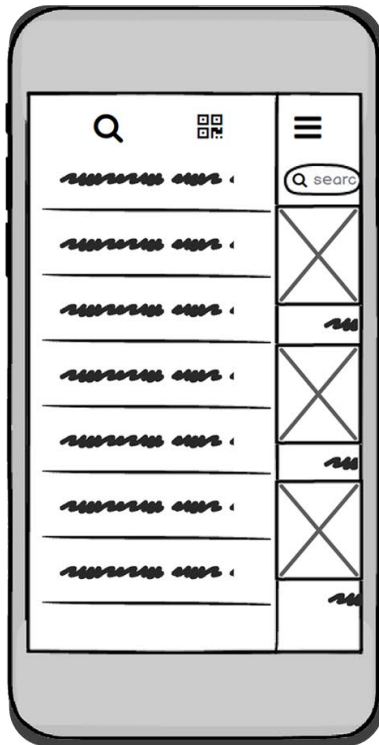
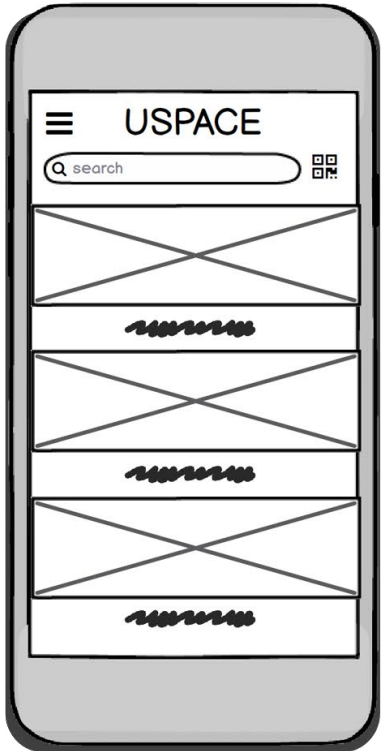
# APP SKETCH



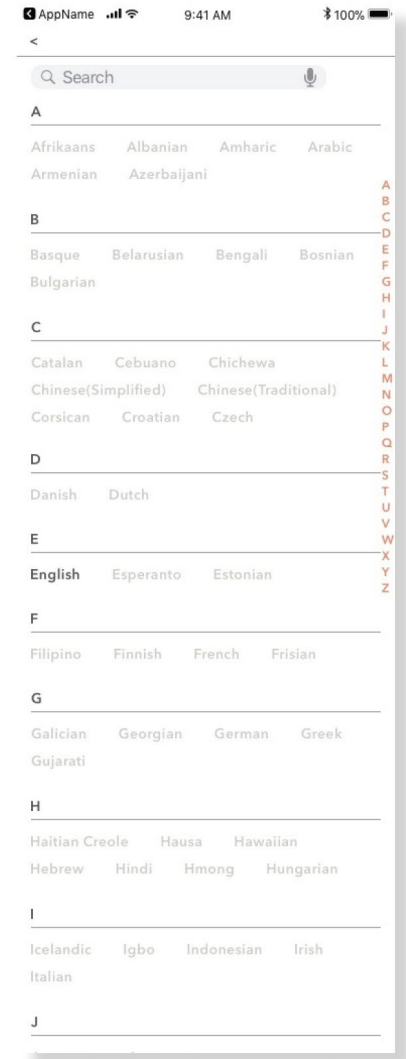
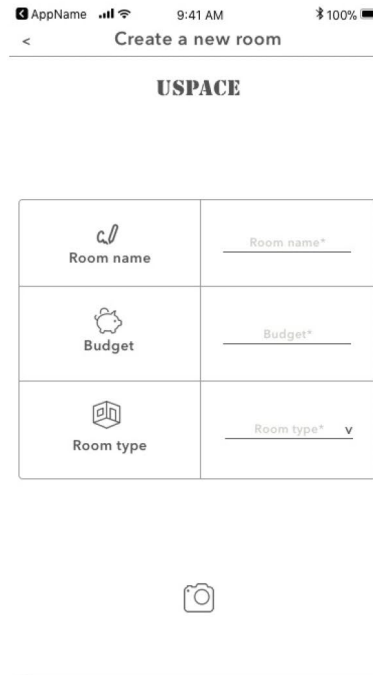
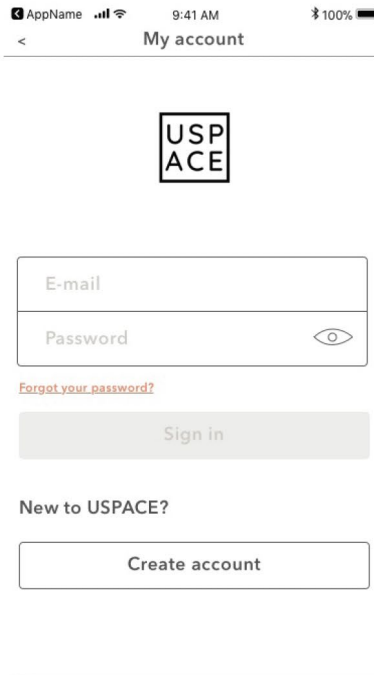
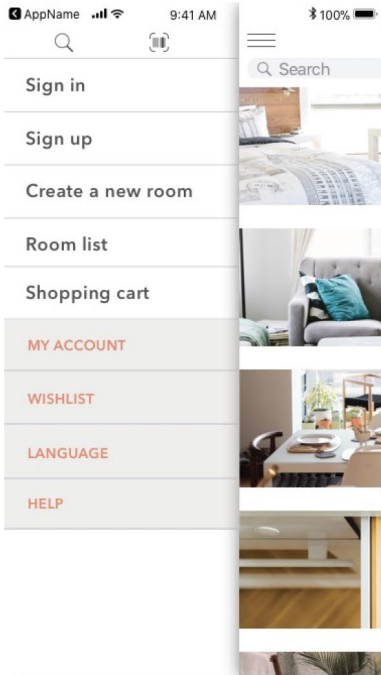
APP SKETCH



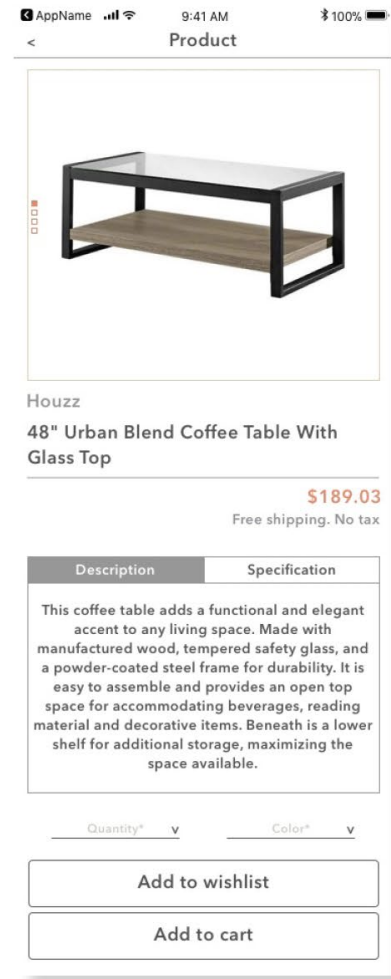
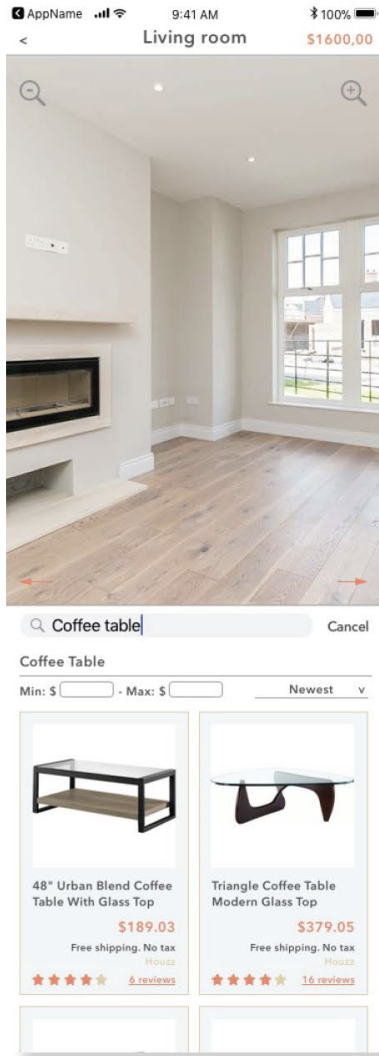
WIREFRAME



# LAYOUT DESIGN




# LAYOUT DESIGN



# LAYOUT DESIGN

AppName 9:41 AM 100%

## Register



Nick name\*

Name\*

E-mail\*

Password\*

Phone number\*

Address (line 1)\*

Address (line 2)\*

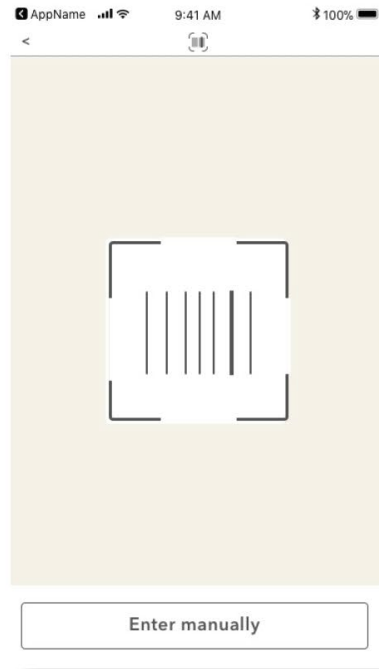
Zip code\*

Town/City\*

States\*

Gender v

Create account



AppName 9:41 AM 100%

Enter the 13 digits of the barcode.



1 2 3  
ABC DEF

4 5 6  
GHI JKL MNO

7 8 9  
PQRS TUV WXYZ


0

AppName 9:41 AM 100%


## Wishlist

Edit

Living room ✓



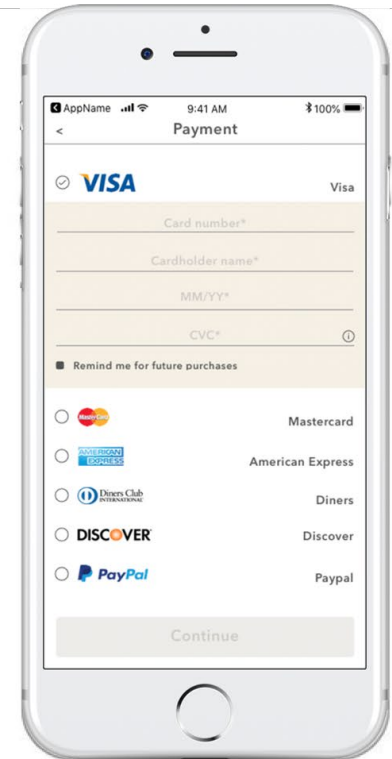
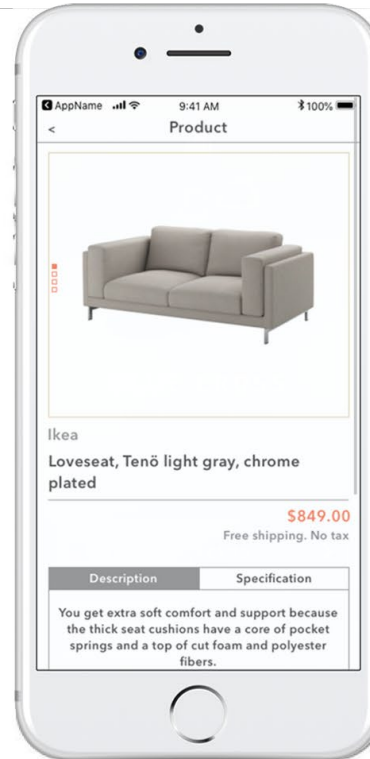
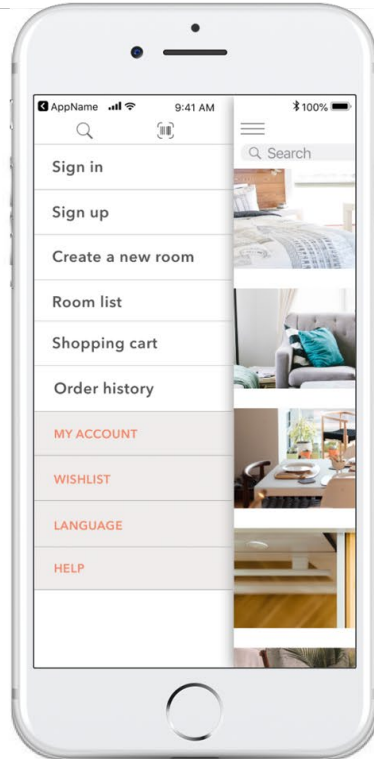
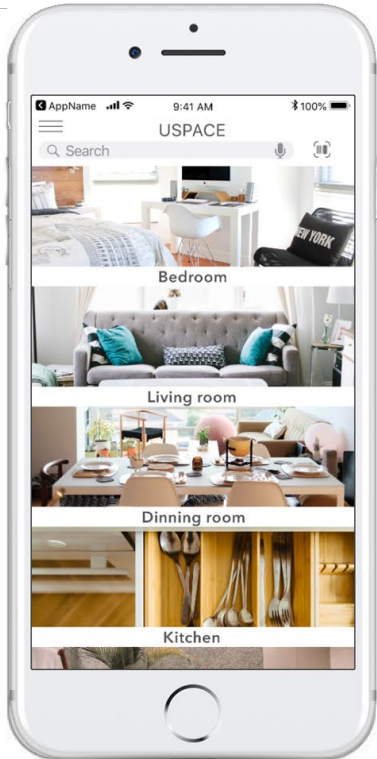
Rubbed Bronze Finish Metal Framed Full Length Wall Mirror  
Houzz \$175.95 ✓



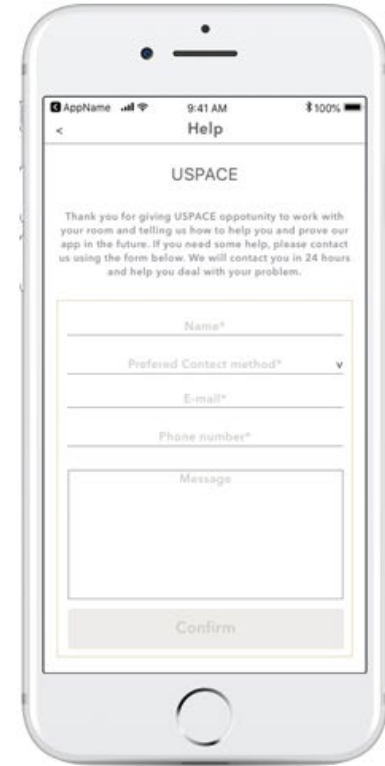
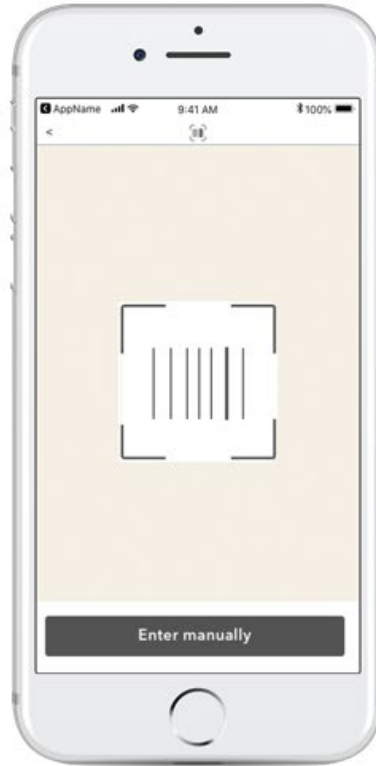
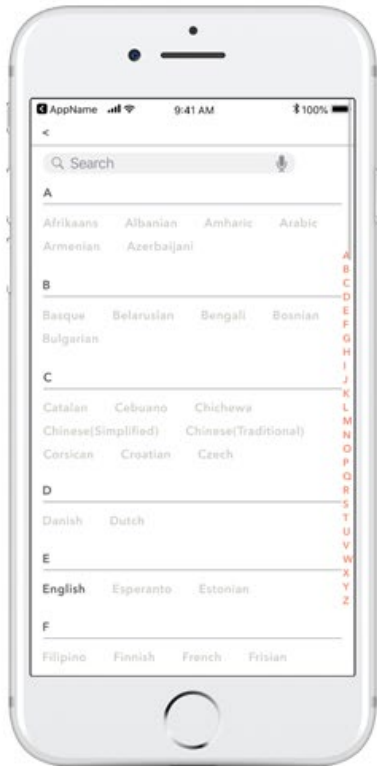
48" Urban Blend Coffee Table With Glass Top  
Houzz \$189.03 ✓

Add to cart

# FINAL DESIGN



# FINAL DESIGN

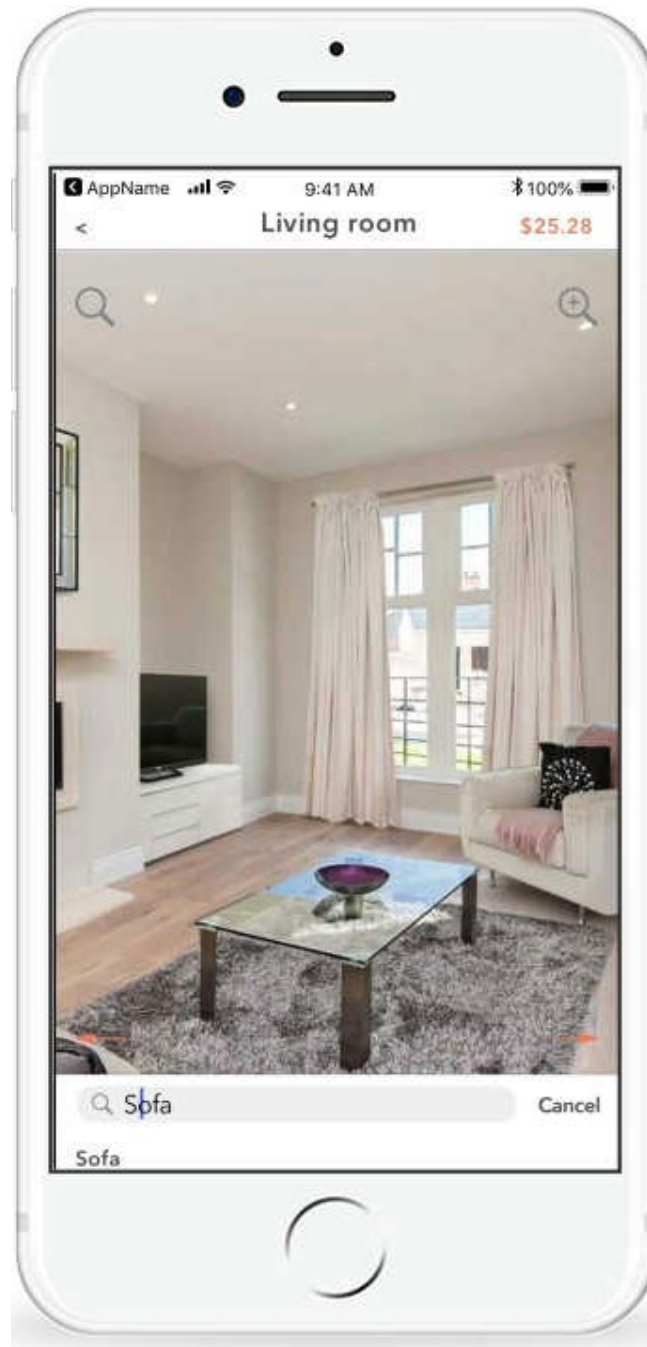


PROTOTYPE

## PICK FURNITURE

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Tag and drag furniture to be in the room photo anywhere and any position.

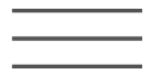


## CHECK BUDGET

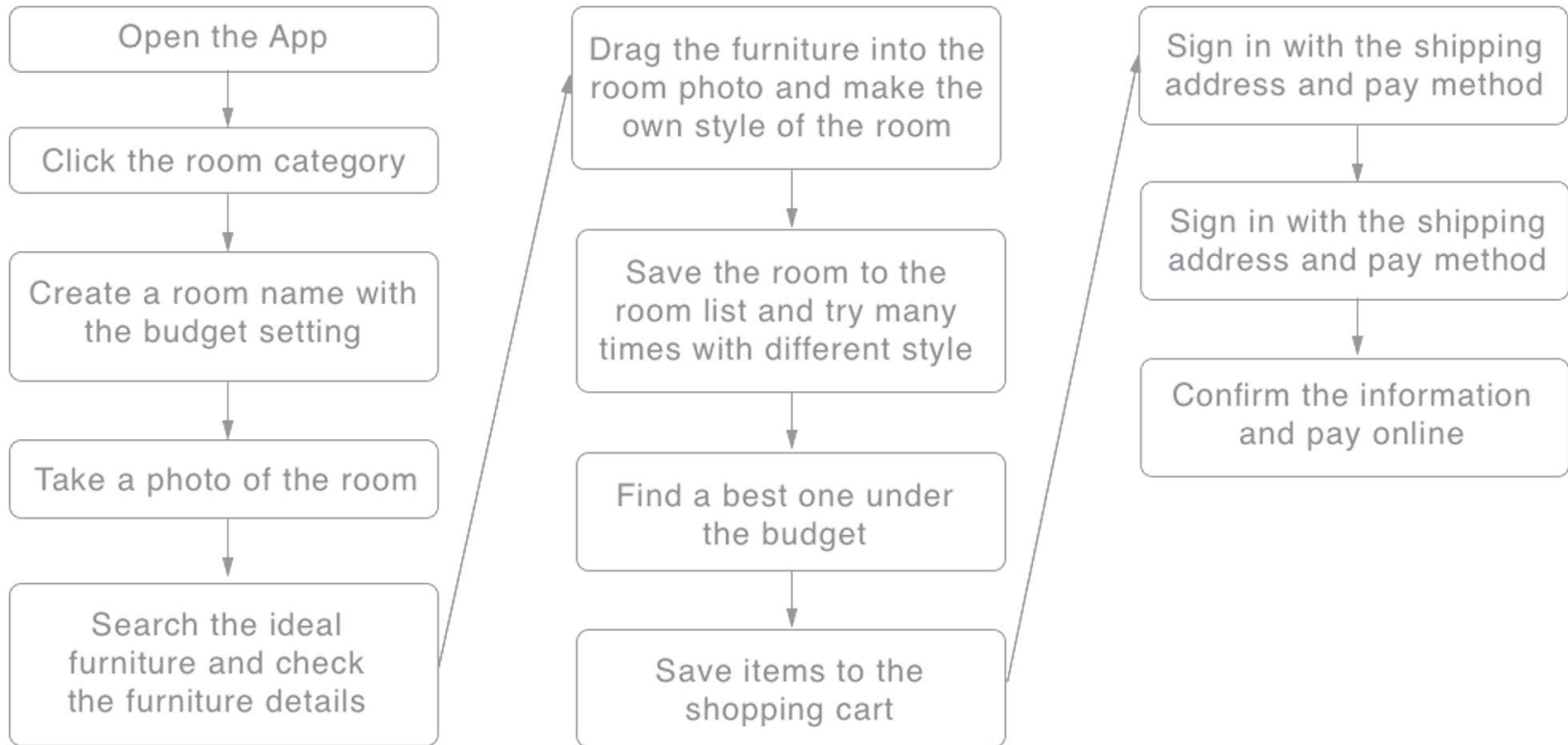
---

Click save button and get notice that the price is over budget!

ICONOGRAPHY



# ARCHITECTURE





# BRAND GUIDELINE

# MOOD BOARDS



COLOR



#BACFDA

RGBA(186, 207, 218, 1)



#B3DAAB

RGBA(179, 218, 171, 1)



#E0CFAA

RGBA(224, 207, 170, 1)



#D0CCC7

RGBA(208, 204, 199, 1)



#D17C6E

RGBA(209, 124, 110, 1)

TYPE

# AVENIR NEXT

DEMI BOLD

**A B C D E F G H I J K L M N O P**

**Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r**

**s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

**,./<>?;':"[]{}=-+\_)(\* & ^ % \$ # @ ! ~ `**

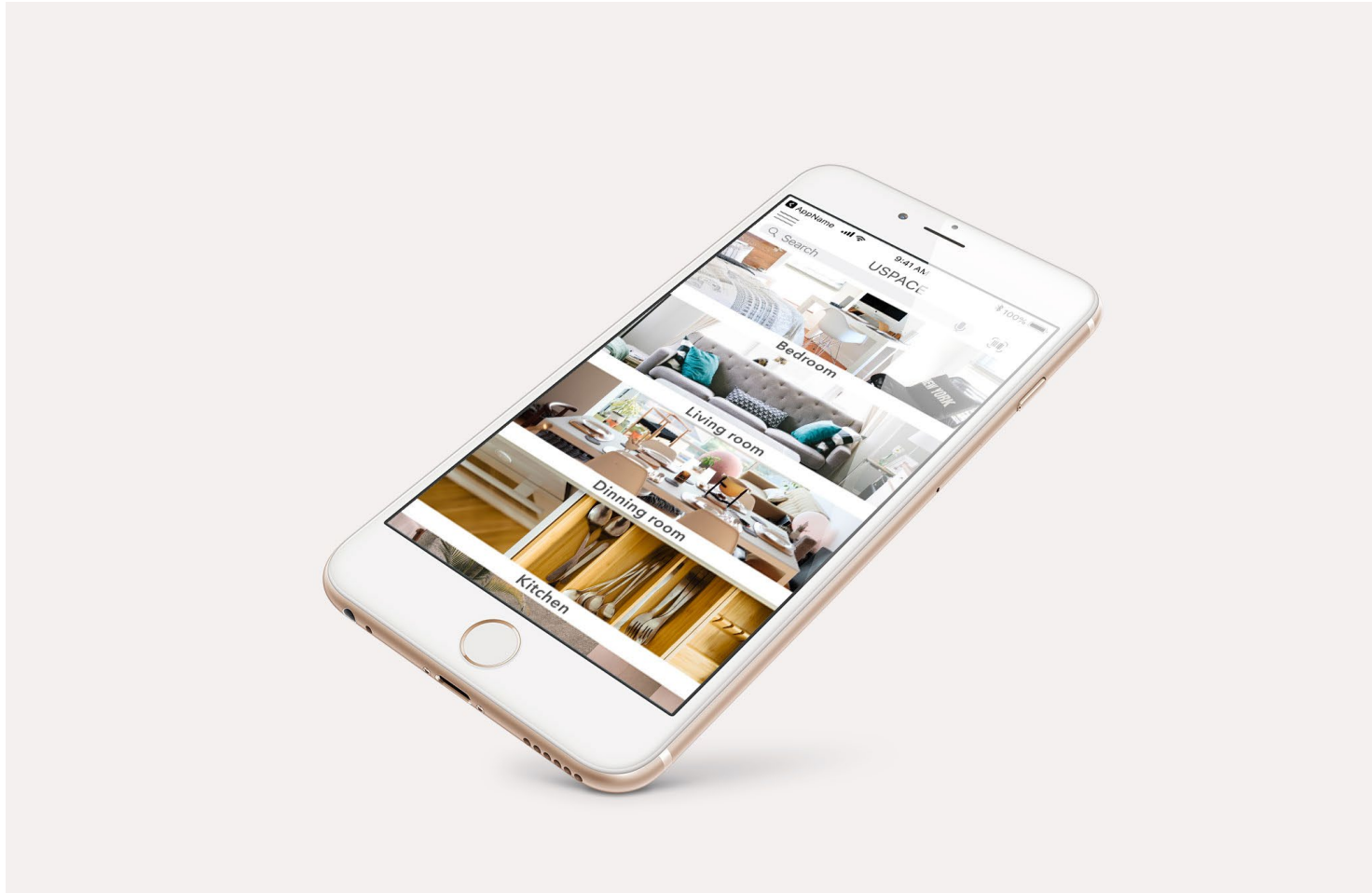
LOGO USAGES RULES



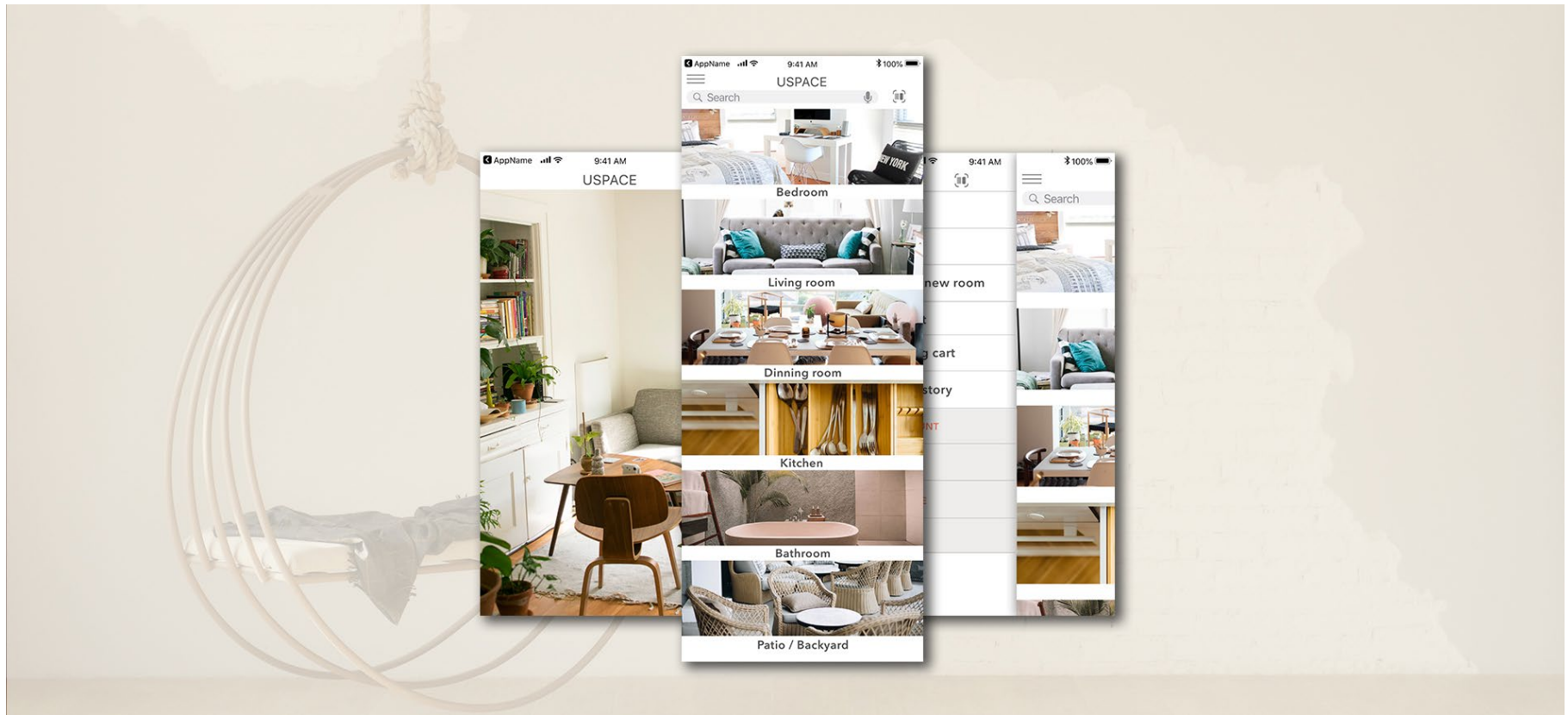


# PRODUCT SHOTS

MOCKUP



MOCKUP





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KATE JIE YU || CASE STUDY