PORTFOLIO

JANITA RUPPONEN
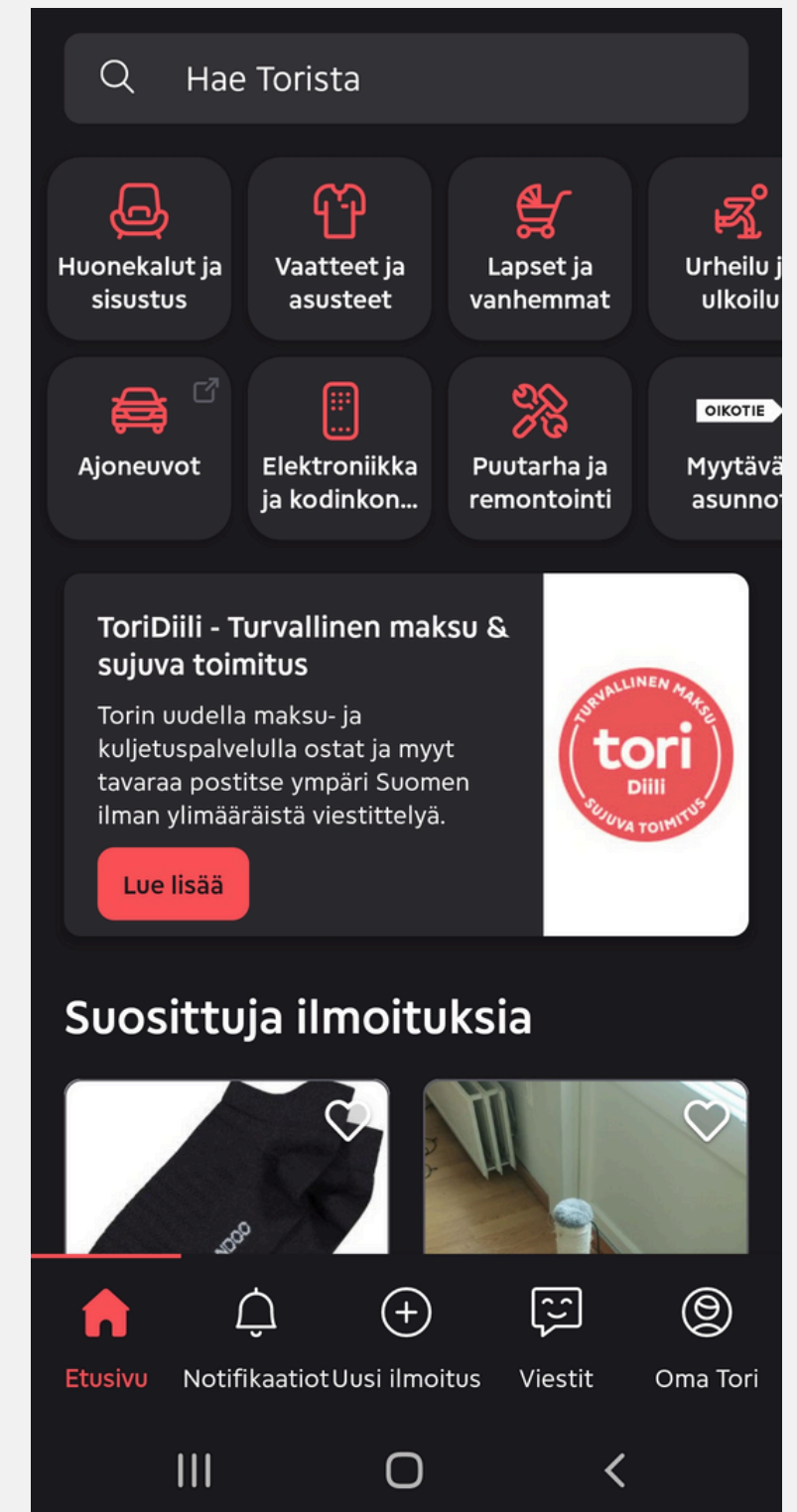
2024

CASE TORI - RESEARCH
UNSOLISITED REDESIGN

Tori is a well-known web marketplace. At the beginning of 2024, Tori launched an updated version of its mobile application. However, this update was poorly received by users, as recent feedback about the app is mostly negative. This study focuses exclusively on the Tori mobile application.

Picture 1, Tori homepage

RESEARCH

Tori.fi is fortunate to have little competition. Mobile apps like Vinted and Tise primarily focus on selling used clothing and lack the extensive category offered by Tori. The closest competitor to Tori is Huuto.net, which does not have a mobile application and is described by its users as a graveyard. Tise and Vinted have mostly positive feedback, with users praising the apps for their ease of use. Some users even describe Tise as addictive, spending a lot of time browsing items.

There are many similarities in the designs of Tori, Tise and Vinted, but users are more satisfied with the latter two apps.
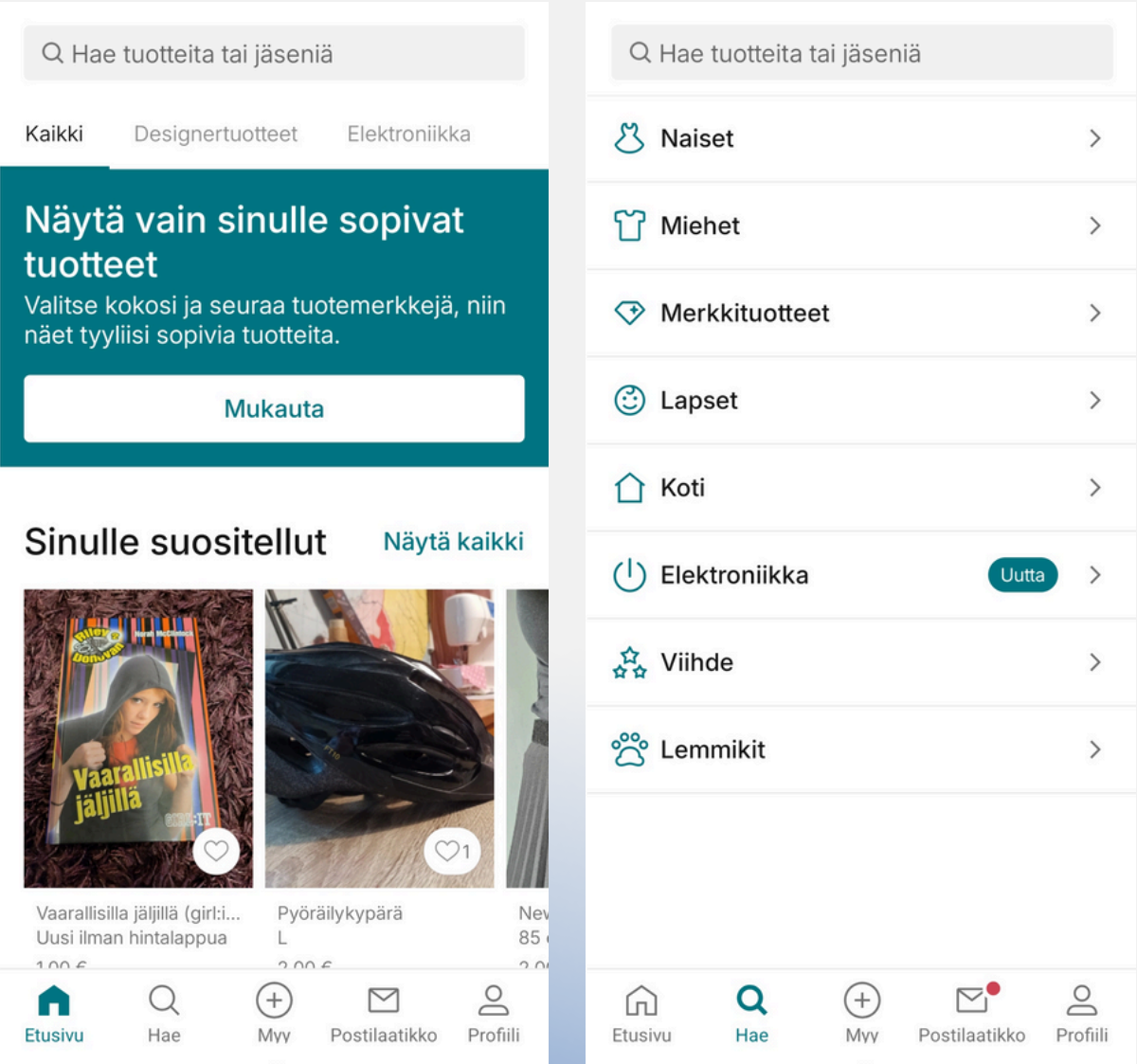
Picture 2, Vinted homepage and search page
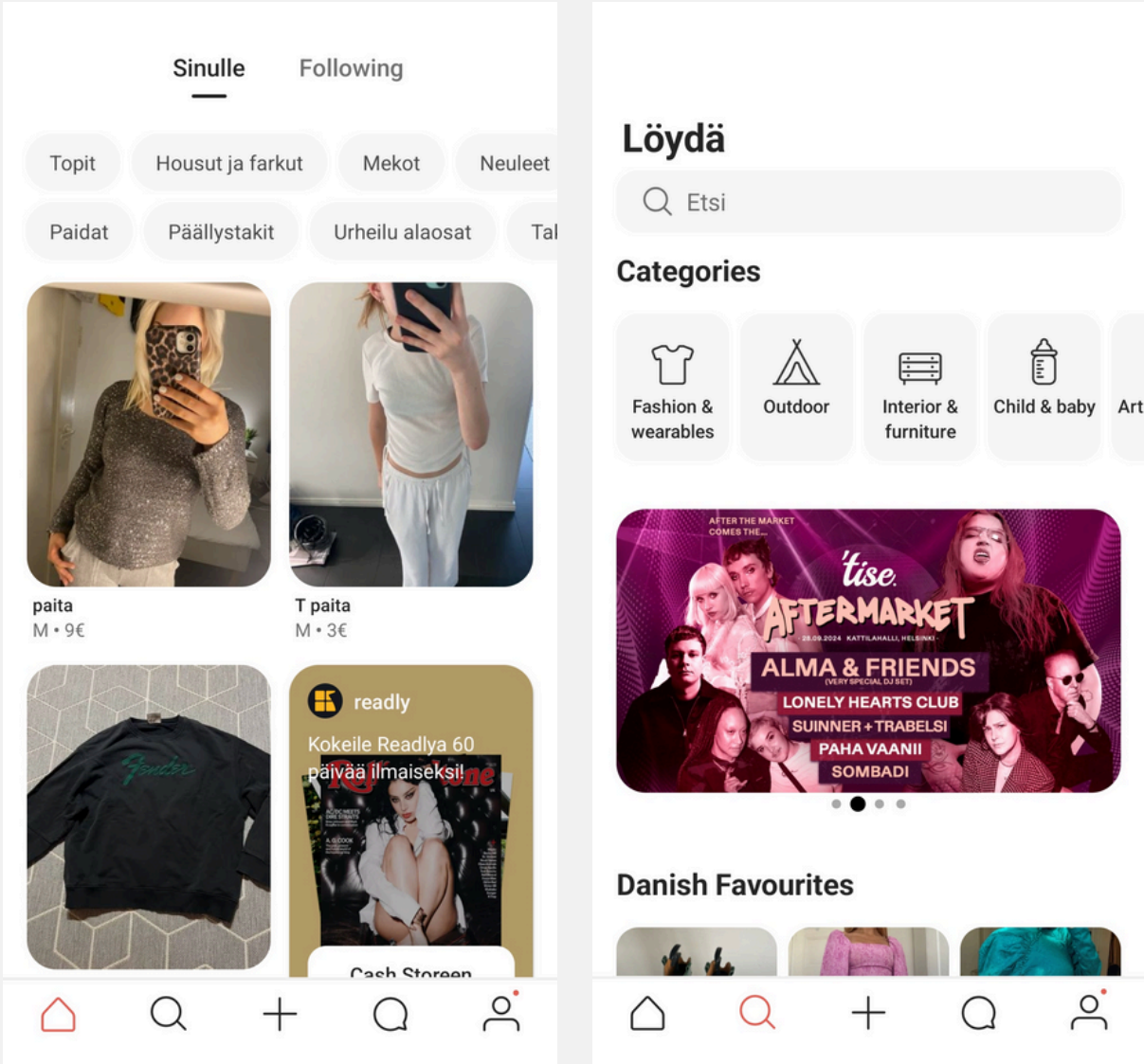
Picture 3, Tise homepage and search page

MODELING

The best source for personas is user interviews, but in their absence, provisional personas based on market research and other available data are better than none. This provisional persona was constructed using Tori's market research and user feedback.

ANNI

Age: 37
Status: Married
Occupation: Marketing assistant

ABOUT

Anni uses Tori to make fun, personalized finds but does not buy used items because she cannot afford new ones. Anni is not overly concerned about making sustainable choices when shopping, though she views sustainability as a positive attribute when buying used items. Occasionally, sustainability influences her purchase decisions.

BEHAVIOR

Anni browses apps just for fun and to pass the time. Sometimes she quickly checks them, for example, during her lunch hour, and other times she spends more continuous time browsing. She navigates smartphones and apps with ease but is not particularly tech-savvy.

PAIN POINTS

- browsing feels like a waste of time
- the app is not showing what Anni is interested to see
- browsing and searching is complicated, difficult and not efficient

GOALS

Experience goal:
- have fun when browsing
- feel in control of the app
- feel safe making purchases

End goal:
- make surprising findings
- find a good deal
- browse items that are interesting

Life goal:
- live a comfortable life

Picture 4, Provisional persona

REQUIREMENTS DEFINITION

Problem statement: *Tori's customers are not satisfied with the mobile application update and are seeking alternative platforms. Users are unhappy with the functionality of the search feature, and struggle to find what they want. This, in turn, causes sellers to feel that their items are not being seen, leading to fewer sales compared to before.*
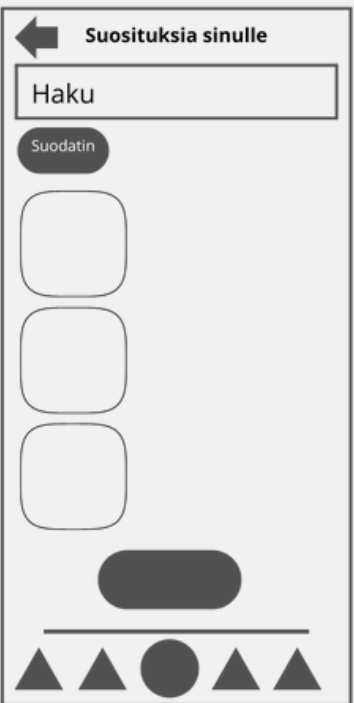
Vision statement: *The updated version of Tori's application will enable users to browse and find items more efficiently and accurately.*
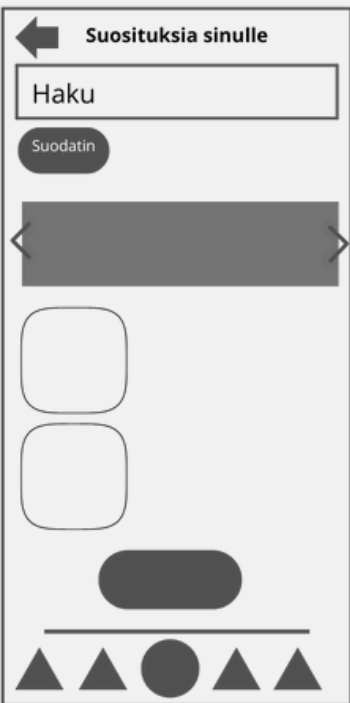
DESIGN FRAMEWORK

Home page

Haku

Toridiili

Suosituksia sinulle >>>

Recommendations

Suosituksia sinulle

Haku

Suodatin

Swipe left to reveal details of the item

Suosituksia sinulle

Haku

Suodatin

Home page

Haku

Toridiili

Suosituksia sinulle >>>

Choosing a department

Showing sub-departments

< Etusivulle   nollaa

Huonekalut ja sisustus
- Kaikki
- Hyllyt ja lipastot ∧
  - ✓ Lipastot
  - Seinähyllyt ja hyllyt
  - Senkit
  - TV-tasot ja muut TV-kaluste
  - Yöpöydät
- Kaapit ∨
- Keittiötarvikkeet ja astiat ∨
- Koriste- ja sisustusesineet ∨
- Makuuhuone ∨

Näytä 600 tulosta

Showing results

<   Tallenna haku

Haku

Suodatin   Lipastot
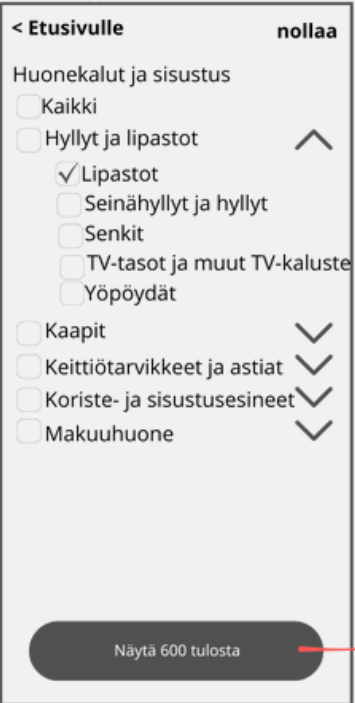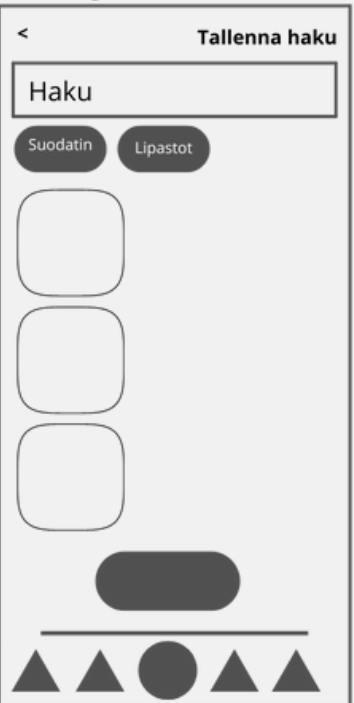
Filtering search results

Choosing the condition of an item

Suodata haku   nollaa

Hakusanalla

Suodatin   Suodatin   Suositui mmat

Lajittele >

Osasto   >
Sijanti   ∨
Sijainti kartalla   >
Hinta   >
Kunto   ∧
  Kaikki
  Kuin uusi
  Hyvä ✓
  Kohtalainen
  Vaatii korjausta
Myyjä   ∨

Näytä 600 tulosta

Choosing the department

Suodata haku   nollaa

Hakusanalla

Suodatin   Suodatin   Suodatin

Lajittele >

Osasto   >
Sijanti   ∨
Sijainti kartalla   >
Hinta   >
Kunto   Hyvä ✗   ∨
Myyjä   ∨

Näytä 600 tulosta

Choosing the department

< Suodata haku
Osasto
- Kaikki
- Antiikki ja taide
- Auto-, vene- ja
  moottoripyörätarvikkeet
- Elektroniikka ja kodinkone
- Eläimet ja eläintarvikkeet
- Huonekalut ja sisustus
- Koti, puutarha
  ja rakentaminen
- Lapset ja vanhemmat
- Liiketoiminta ja palvelut

Choosing the sub-department

< Osasto   nollaa

Huonekalut ja sisustus
- Kaikki
- Hyllyt ja lipastot ∧
  - ✓ Lipastot
  - Seinähyllyt ja hyllyt
  - Senkit
  - TV-tasot ja muut TV-kaluste
  - Yöpöydät
- Kaapit ∨
- Keittiötarvikkeet ja astiat ∨
- Koriste- ja sisustusesineet ∨
- Makuuhuone ∨

Käytä
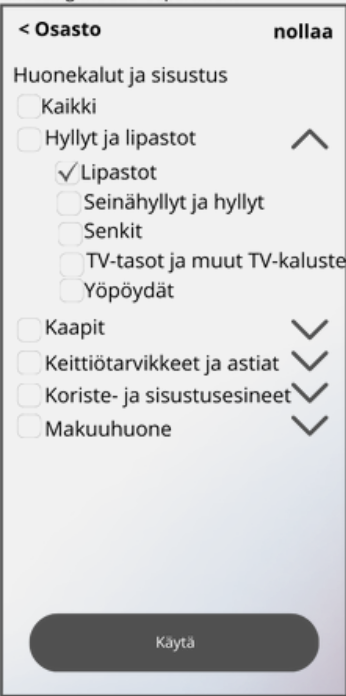
DESIGN REFINEMENT

To help user find interesting items more easily, personal recommendations were added to the front page. User can click to view more recommendations on a dedicated page and filter them as needed. Since Tori collects user data, it makes sense to put it to use. Algorithms, data analysis and AI can generate recommendations based on the user's location, previous purchase locations, and content-based filtering to suggest similar items that users have searched, bought, or favorited.

The improved UI features a darker, minimalistic design, aligning with current trends in mobile app design this year (**source, source**).
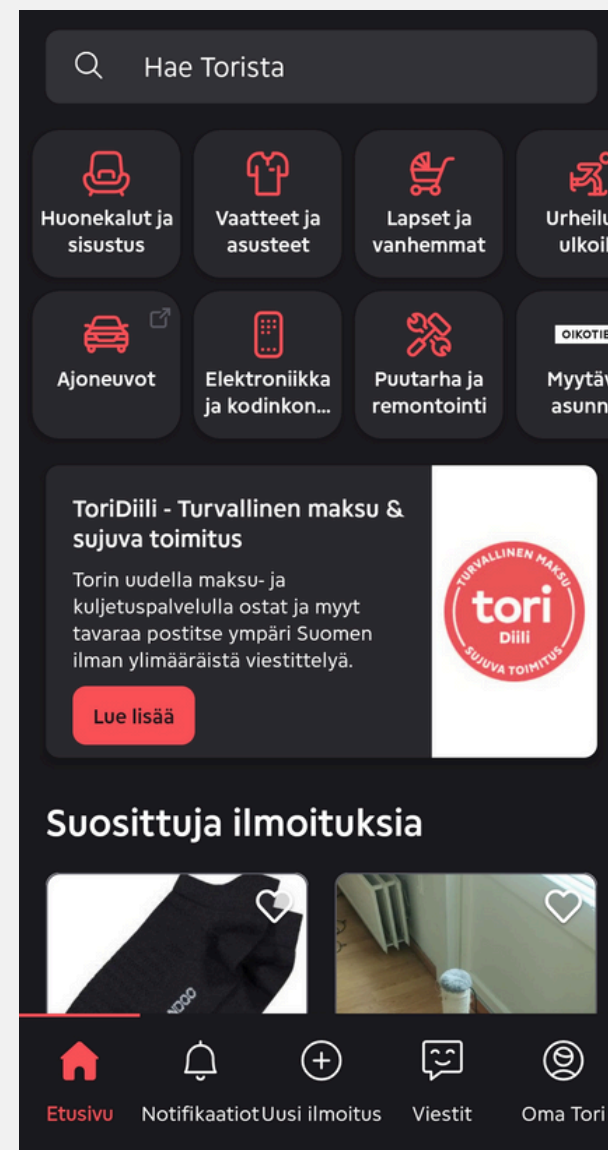
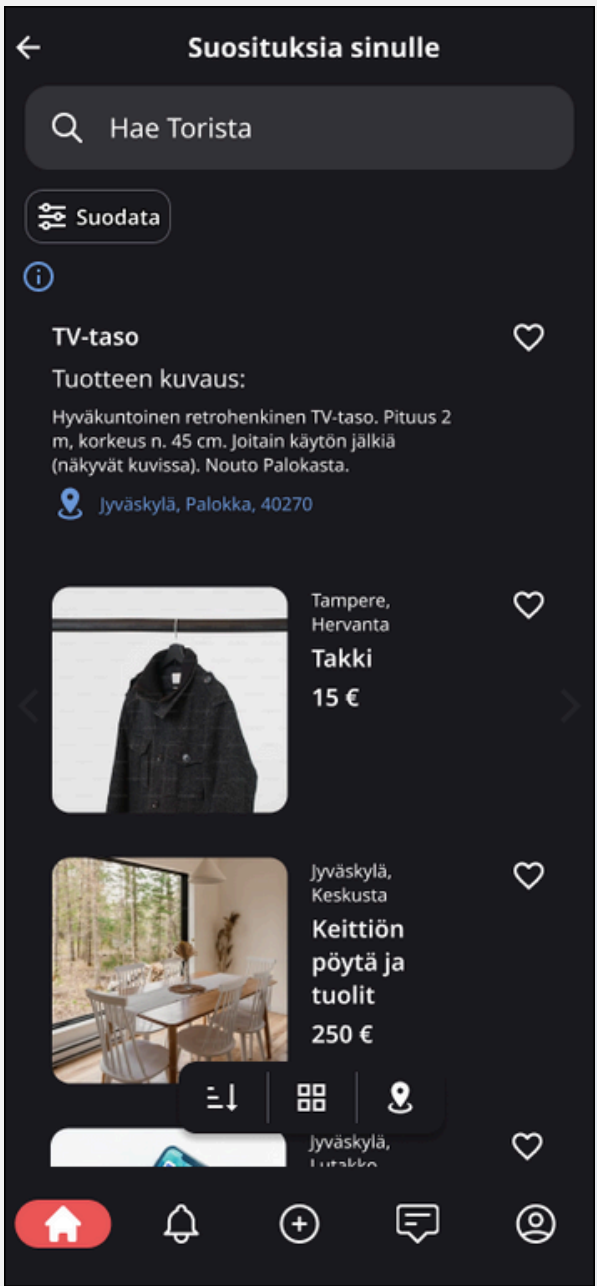**Picture 5**, Current homepage
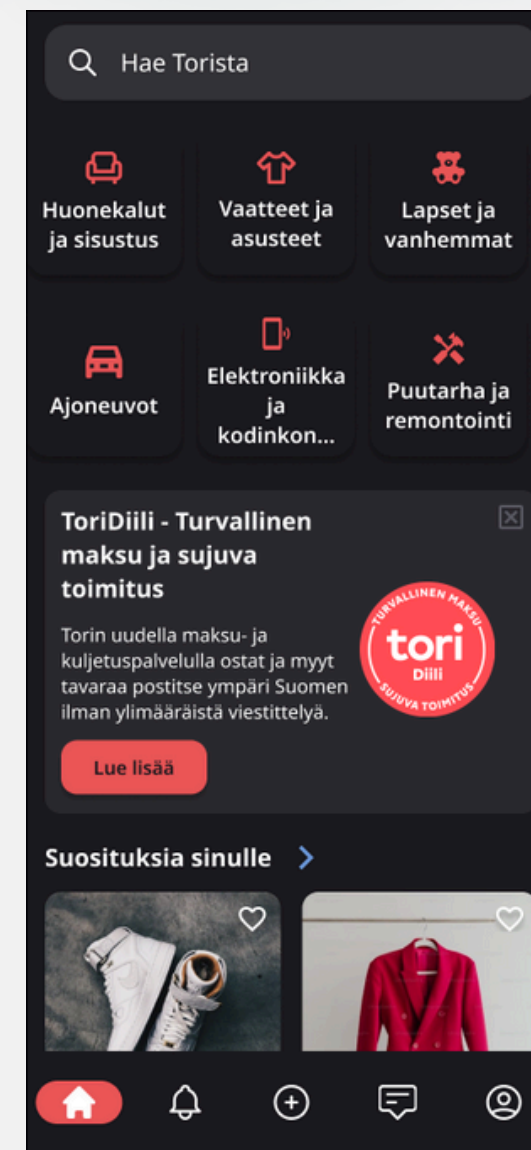
Picture 6, New homepage

DESIGN REFINEMENT

A horizontal scroll feature was added to the items in list view, allowing users to glimpse item information without opening it in full-screen. This makes browsing more efficient.
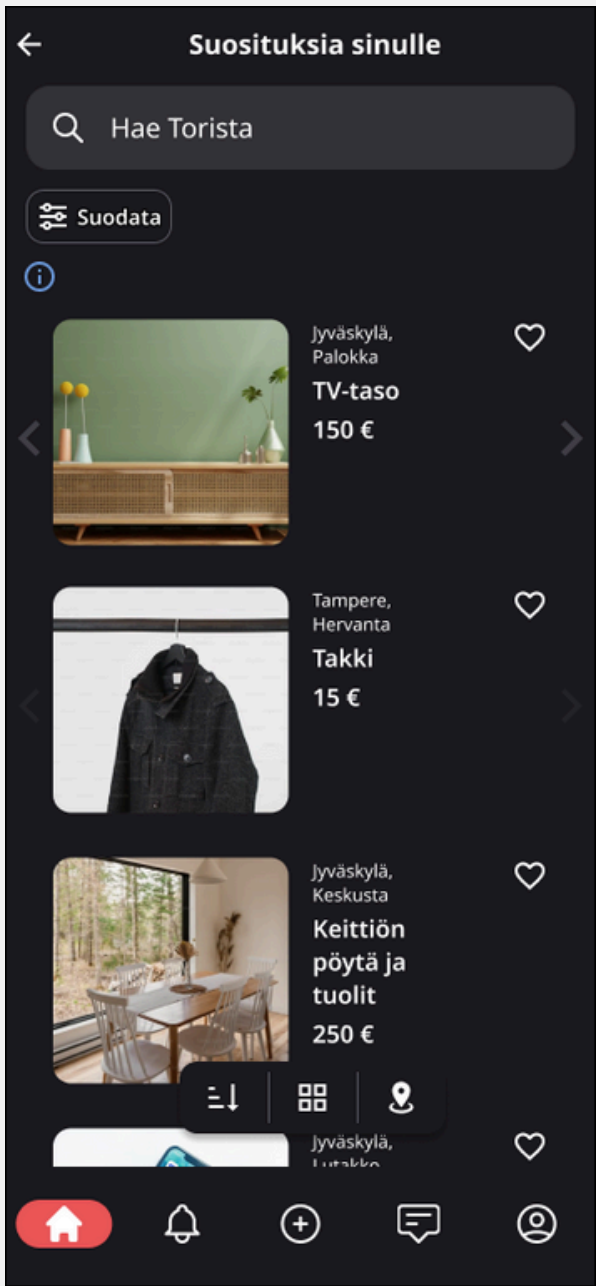

**Picture 7**, Personal recommendations page

Picture 8, Horizontal scroll feature

DESIGN REFINEMENT

Mobile app users can often quickly check the app without spending a lot of time browsing it (**Source: About Face: The Essentials of Interaction Design**). Slide-in menus can be slow and frustrating, especially for frequent use. Accordions are faster and usually work better (**source**, **source**). Slide-in menus were replaced with accordions in the filtered search. Additionally, sorting was added to the filtered search, as some users confuse filtering with sorting (**Source: About Face: The Essentials of Interaction Design**). This allows users to have more options to sort before and after performing a search.
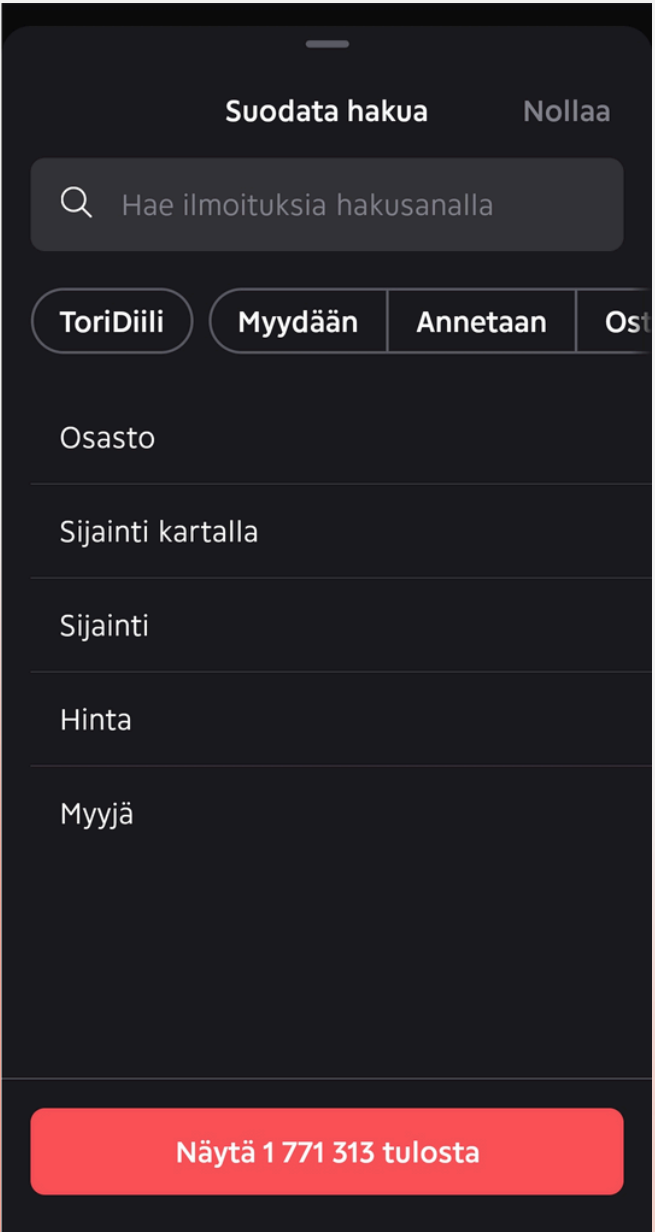
Picture 9, Current filtered search
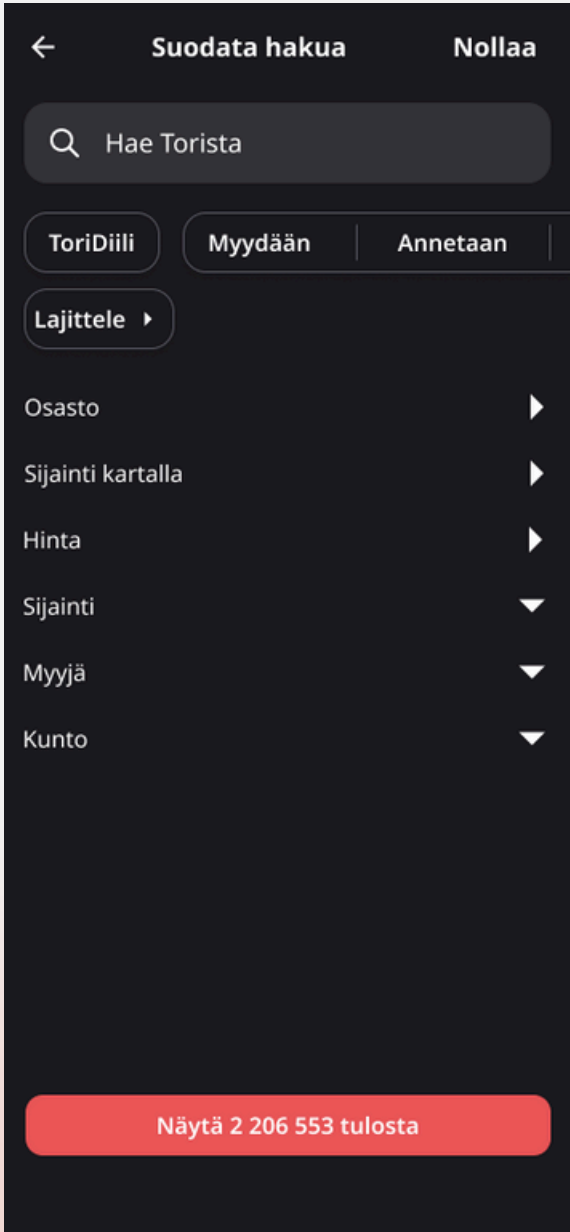

Picture 10, New filtered search

DESIGN REFINEMENT

Users found searching for items to be difficult. While some of these experiences are due to issues with search algorithm or data, rather than the app's design, there is still room to make the search process more efficient and purposeful. The current design is making users take unnecessary steps and fails to guide users when searching for an item.

To improve the search experience, the task flow was altered to offer the subcategories after the user selects a main category. Users can then choose to filter further or browse the search results. Since the user is already selecting a category, providing subcategories helps streamline the process. This way, the search function guides users comfortably without overwhelming them with too many options. It also makes the process more straightforward, saving users from unnecessary steps.

Tools and sources:
- Figma
- Material Design 3
- https://www.designstudiouiux.com/blog/mobile-app-ui-ux-design-trends/
- https://medium.com/@MobileAppDesigner/10-ui-ux-mobile-app-design-trends-to-embrace-in-2024-96f3d17f6f23
- https://www.smashingmagazine.com/2019/08/bottom-navigation-pattern-mobile-web-pages/
- https://www.smashingmagazine.com/2022/11/navigation-design-mobile-ux/
- https://www.smashingmagazine.com/2017/06/designing-perfect-accordion-checklist/
- Alan Cooper, Robert Reimann, David Cronin, Christopher Noessel, About Face: The Essentials of Interaction Design
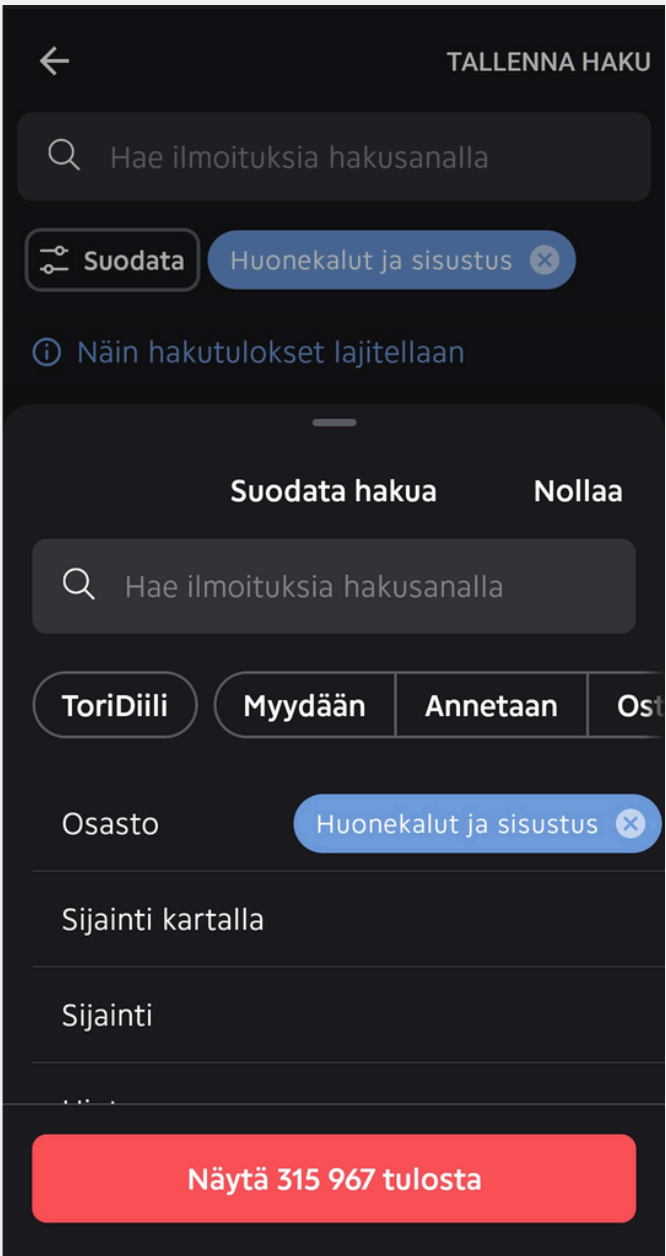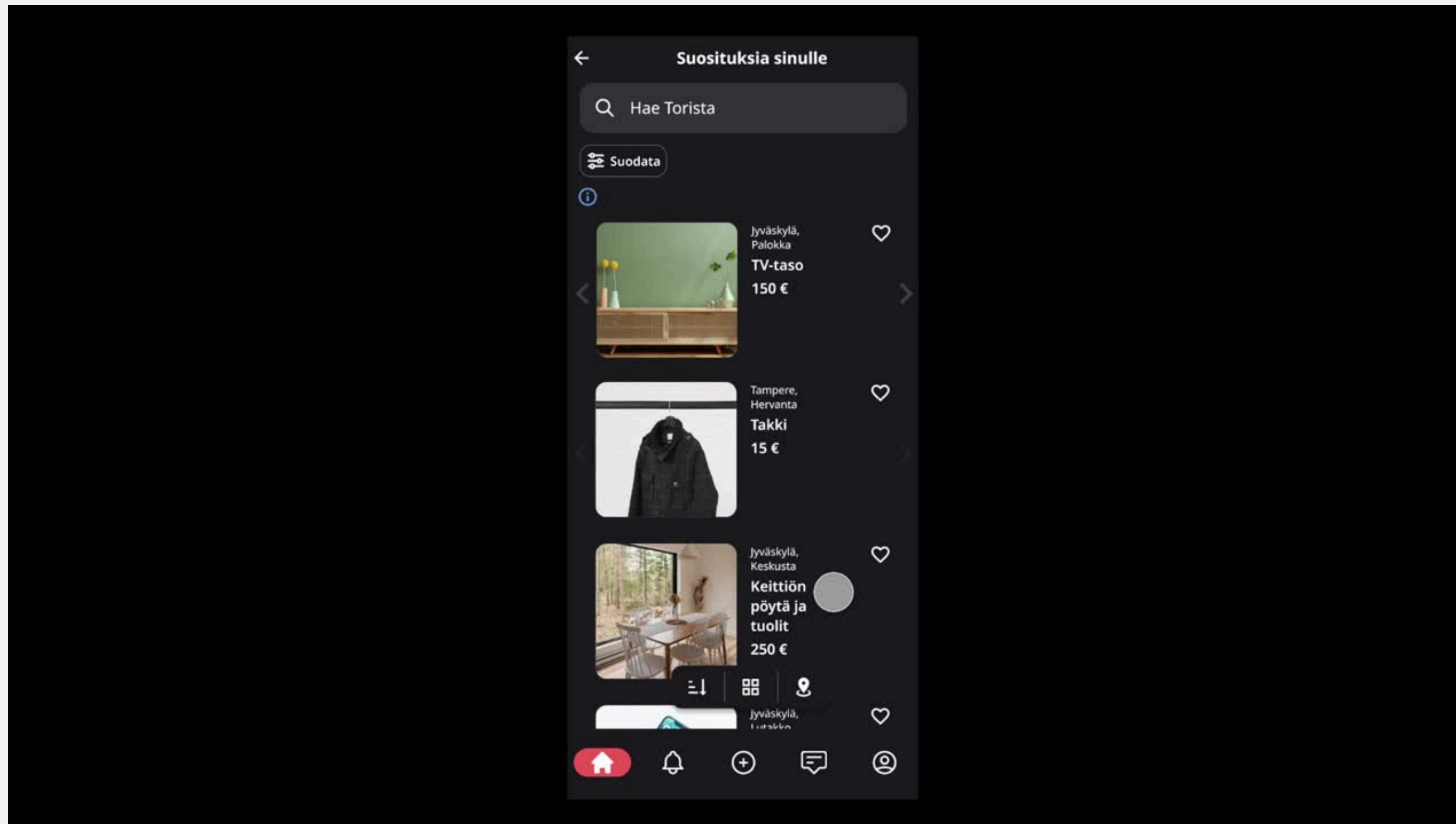

Picture 11, Current search after selecting a main category
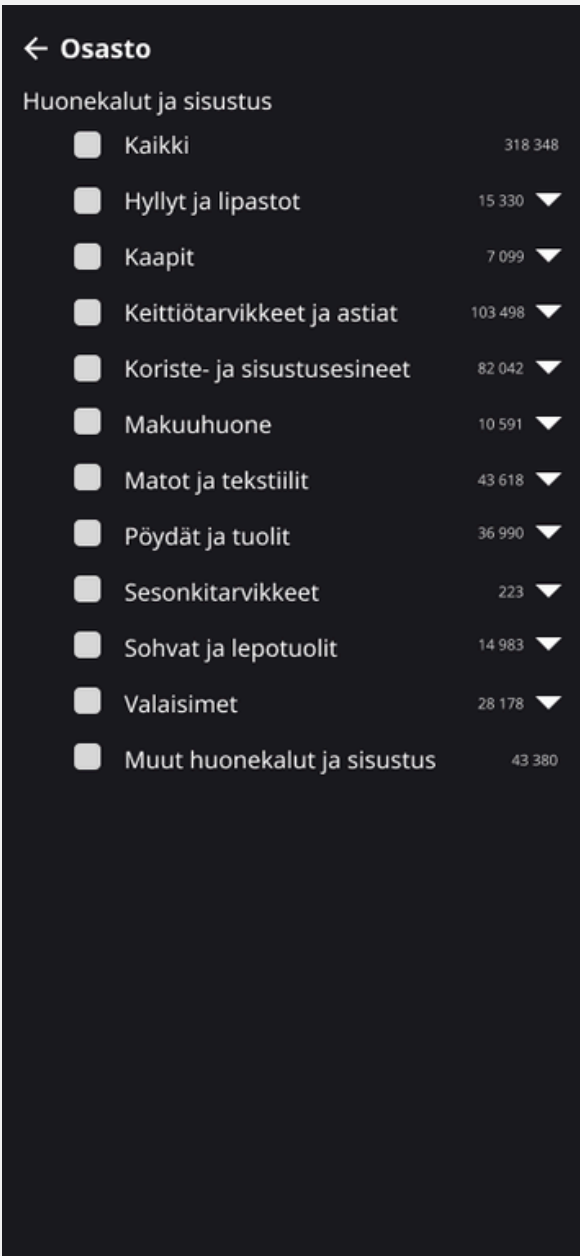
Picture 12, New way of providing subcategories after selecting a main category

DESIGN REFINEMENT

Video of the prototype

CASE SONGSTERR

UNSOLISITED REDESIGN

Songsterr is a tab player and mobile application designed to help users learn songs on bass, guitar, or drums. This was a passion project for me, as I use the app myself and have noticed the same issue as other users have. The app lacks categories or filters to browse songs.

The only way to browse songs is through search or by using the two filters provided. These filters are instruments and tuning, which still leave hundreds of songs to browse through. In summary, the easiest way to find a song is if the user already knows what song they want to play. This can make the app not friendly for beginners if the users can't find songs that match their level or preferences.
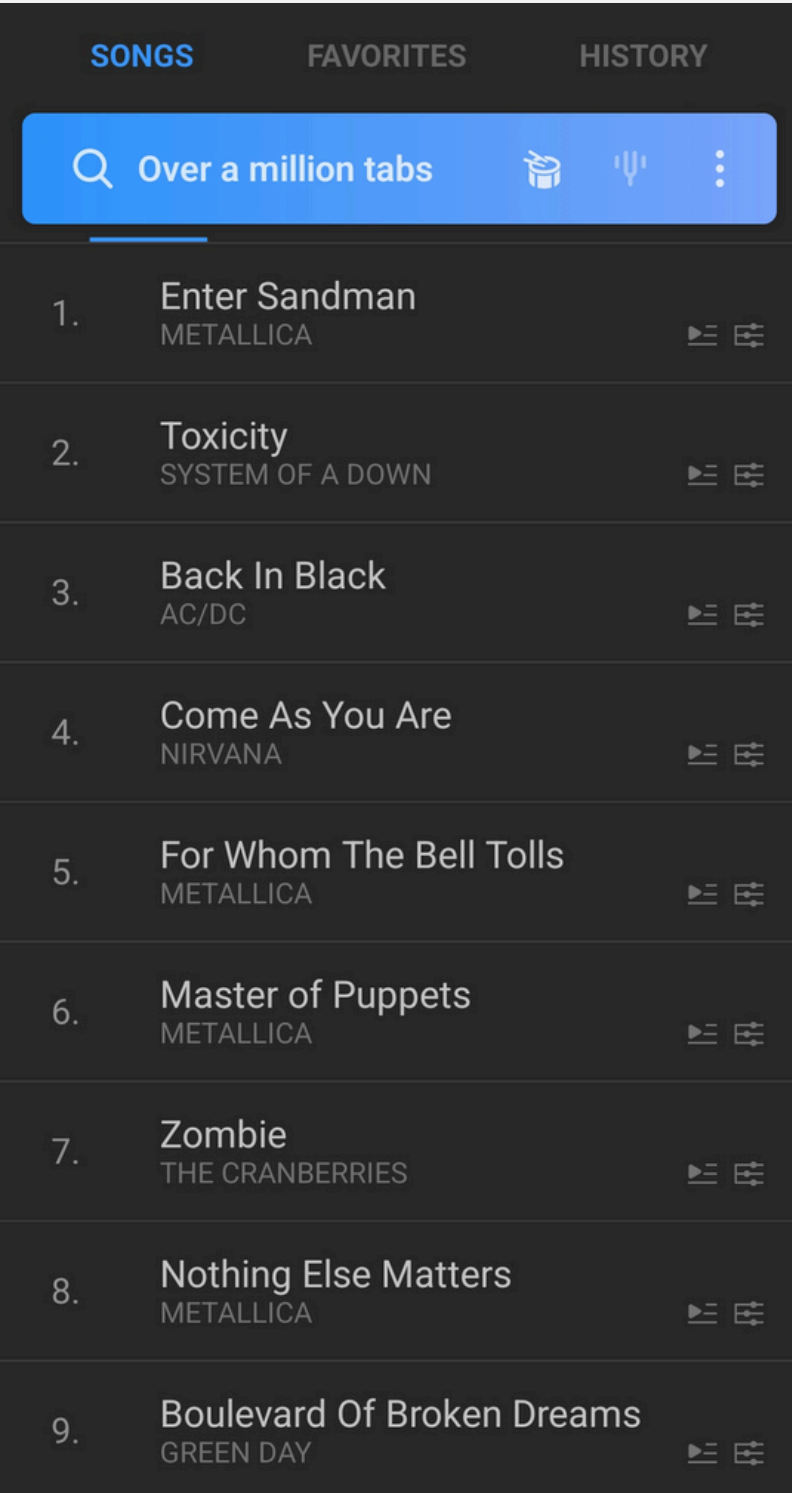


Picture 13, Songsterr front page

To improve the app's browsing experience, navigation was moved to the bottom, making it easier to reach with a thumb.

According to Material Design 3, which was applied making improvements to the interface, there were too many trailing icons in the search bar. These filters were relocated to new chip filters under the search bar.

The menu icon was relocated to bottom navigation from the search bar. The menu opens a list where users can choose to log in, get information about the app, or edit settings. The menu icon makes more sense in this case to be in the bottom navigation, as it has little to do with the search function. It is better to cluster related items together. The top menu text and icon color was edited brighter to bring the contrast ratio over 3:1. Clustered elements should have enough contrast to make it easier for the user to distinguish each one.
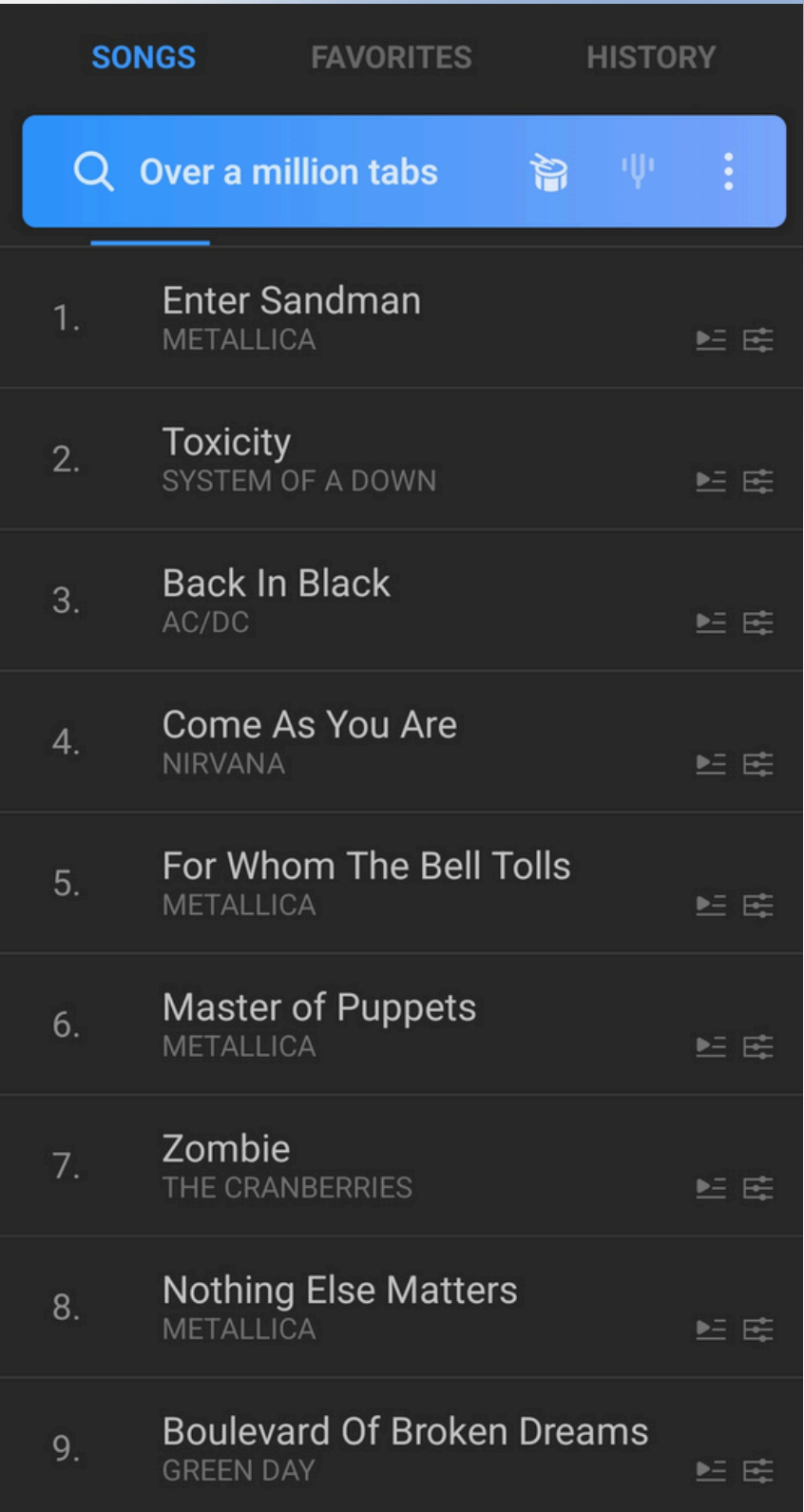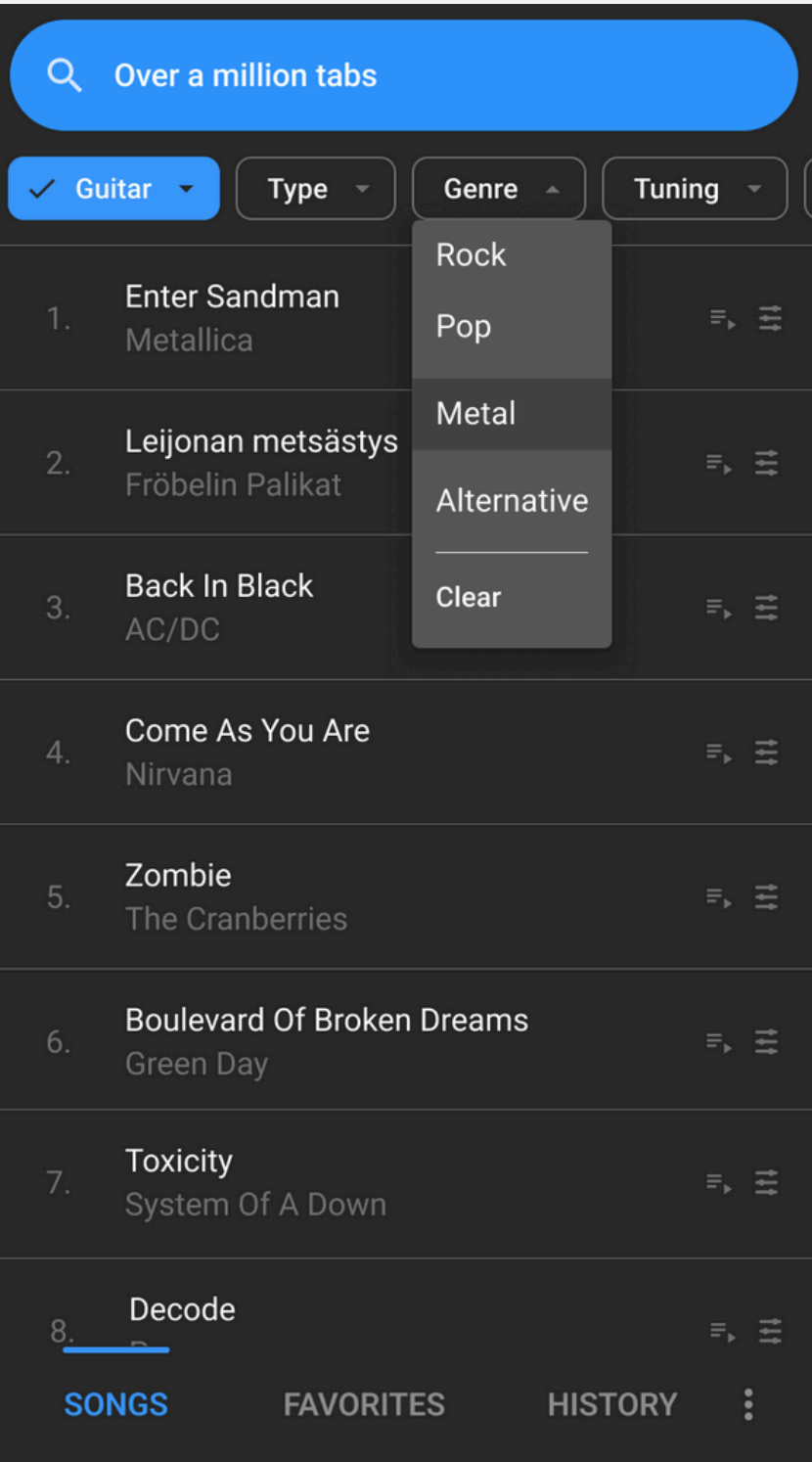

Picture 14, Current interface
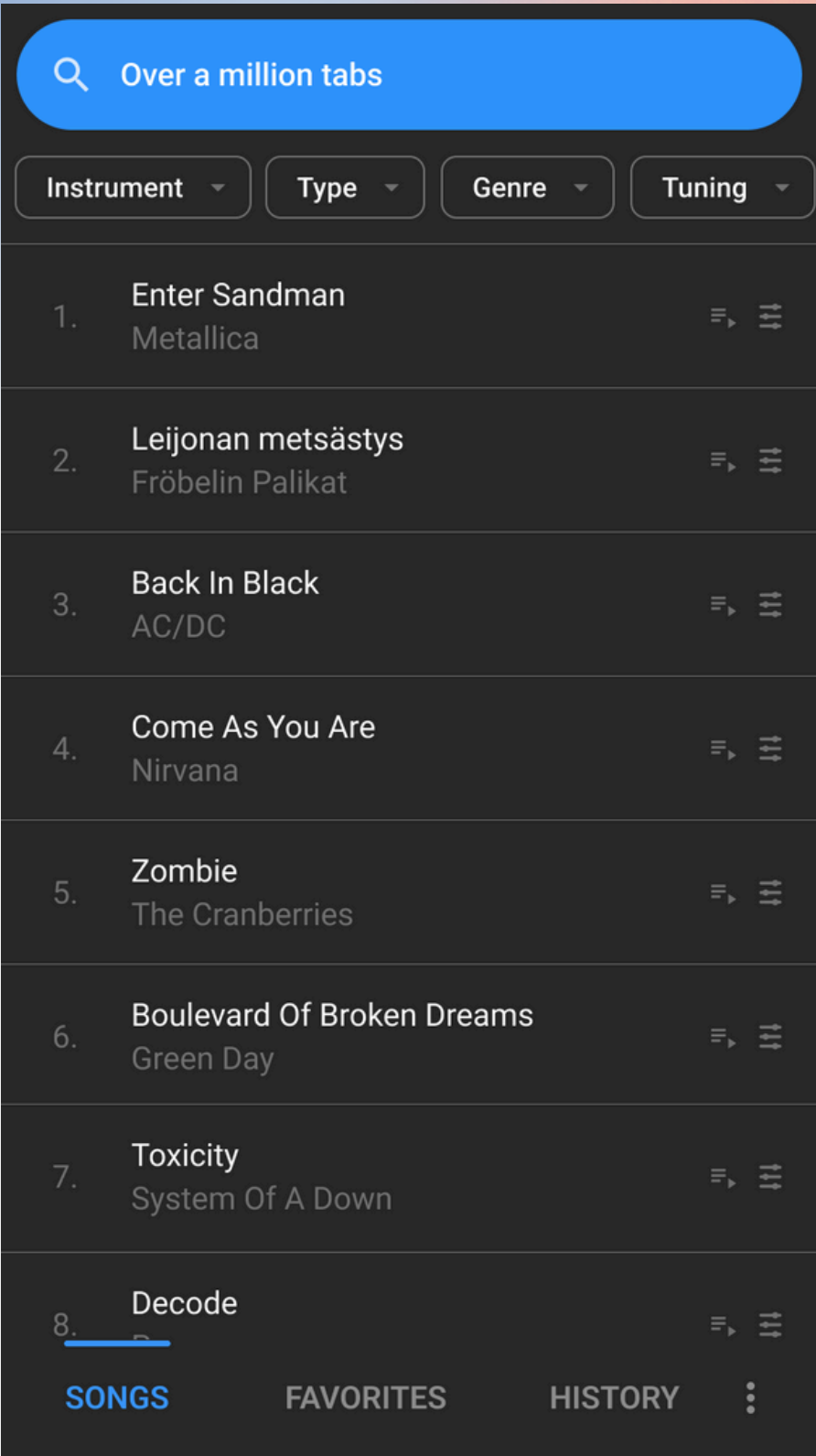
Picture 15, Improved interface

Picture 16, Improved interface and use of filter chips

New filter chips were added below the search bar. The chips can scroll horizontally to show all the filter options. There is an option for the user to remove all the filters effortlessly. The available filters are instrument, type, genre, tuning and level. Instrument and tuning were pre-existing filters. Type (electric or acoustic) and genre were added based on user feedback. Songsterr's desktop application has more filtering options such as filtering songs based on their difficulty level. This filter was added to make the mobile application more beginner-friendly and to attract more novice users, even among experts.
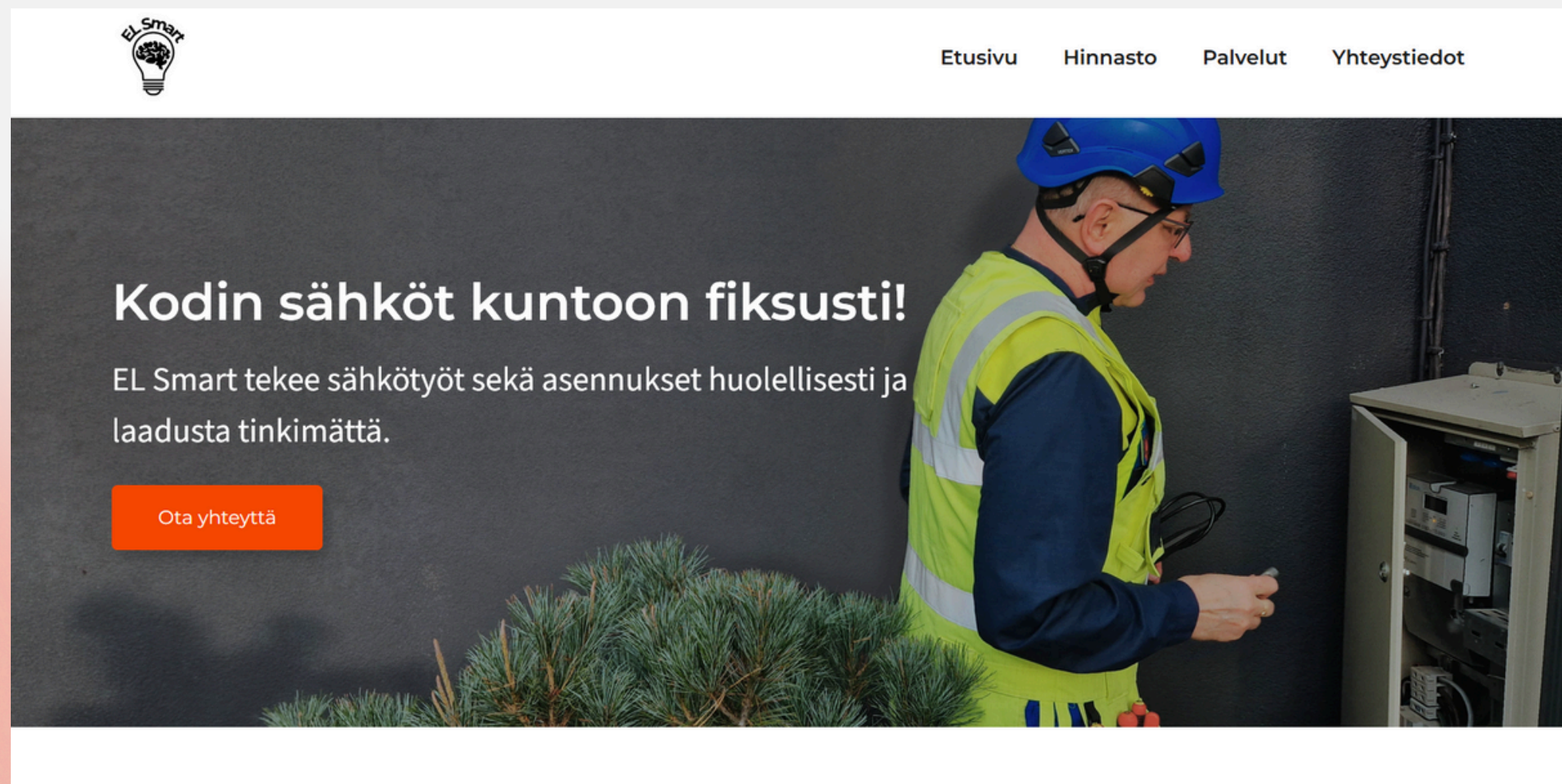
Sources and tools:
- Material Design 3
- Figma

CASE EL SMART

[EL Smart](#) is a electrical installation business. I designed and executed their website using WordPress. Everything seen on the page was done by me, except the icons on contact information page. This was my first real webpage done with WordPress.

Picture 17, EL Smart homepage

THE LOGO

After watching one 10 minute YouTube video on logo design, I started brainstorming logo ideas in Canva. The client liked the first one but wanted minor changes in the text.
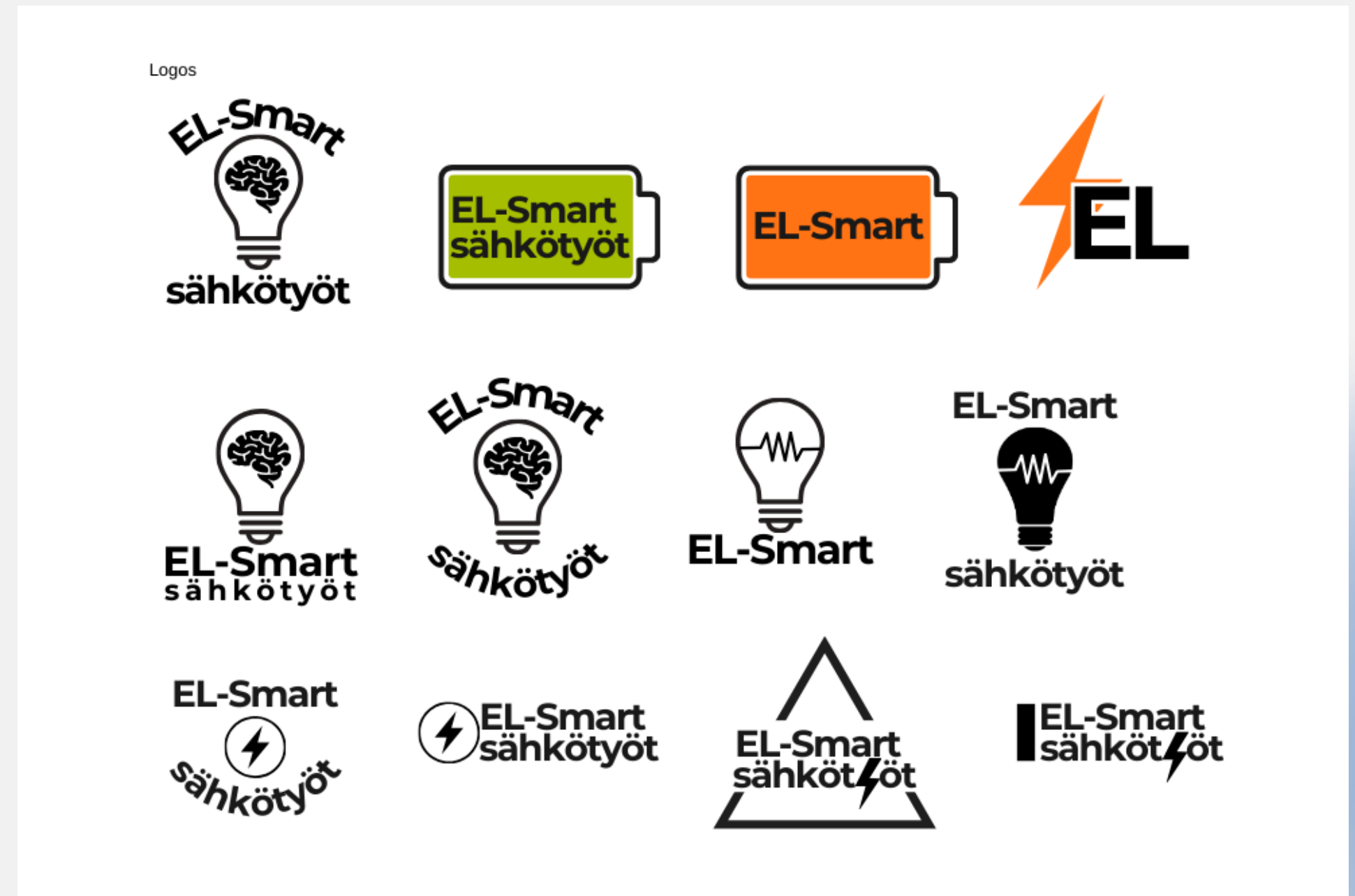
Picture 18, Brainstorming logos

THE LOGO

Tried different text placements and fonts. The first font Montserrat seemed the best considering readability.

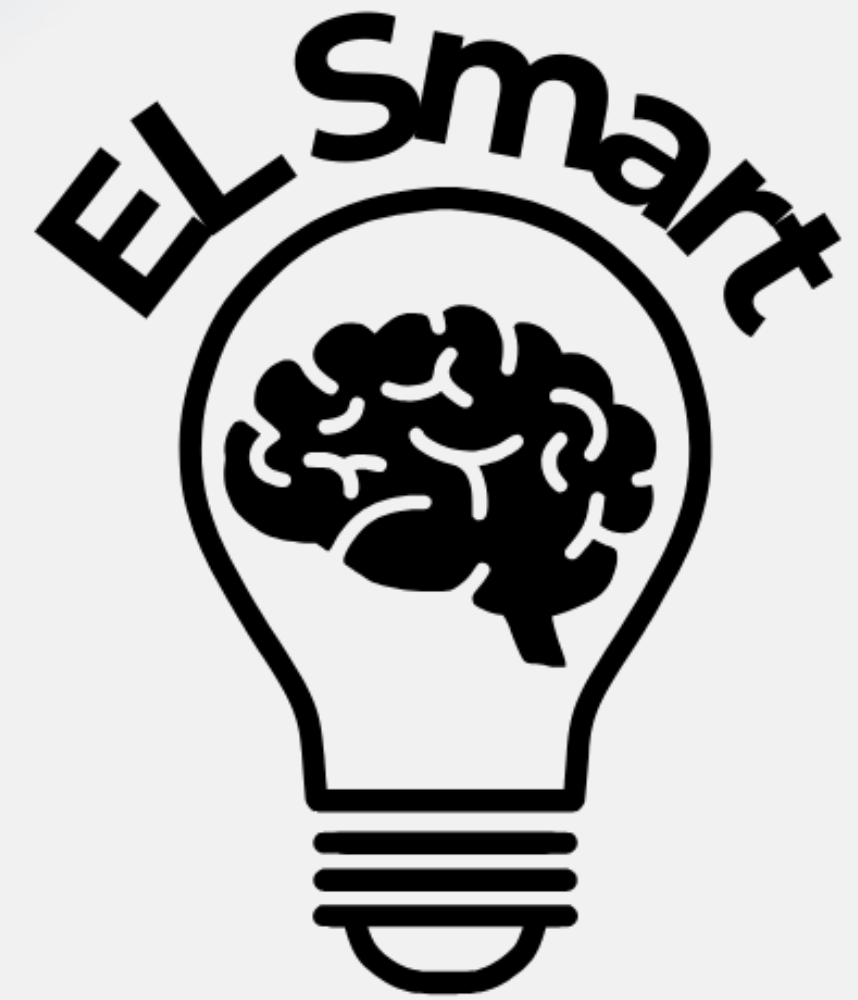**Picture 19**, Different text placement

Picture 20, Different fonts

THE LOGO

I drew the final product as vector art using Medibang Paint Pro and Inkscape.

At this point I took pictures for the website and edited them using Gimp and Canva.

Picture 21, Final logo

Picture 22, Pictures on the website

COLORS AND FONTS

Fonts

H1, **montserrat**, 45px   Leipäteksti, source sans pro, 18-20px
H2, **montserrat**, 36px
H3, montserrat, 32px
H4, montserrat, 28px

Picture 23, Fonts and sizes

Colors

Primary   On primary   Primary container   On primary container

Secondary   On secondary   Secondary container   On secondary container

Tertiary   On tertiary   Tertiary container   On tertiary container

Surface   Shadow

Picture 24, Colors

CONTENT, CSS AND SEO

I received all the text content from the client and made adjustments to it by making it more compelling and correcting the flow of the texts. Later on there will be more content added to the page. I also made sure everything works and is readable on mobile.

The WordPress theme did not have all the properties to edit the layout of the page, so I did need to use additional CSS. The most work was done on the contact form and with the color shifts while hovering on different objects.

Lastly, I optimised the site for search engines using a WordPress plugin called AIOSEO and other tips I found:
- made the website as fast as possible using a caching plugin
- disable the directory indexing and browsing to increase safety
- removed all the unnecessary plugins and content to avoid vulnerabilities
- added descriptions to the images
- verified the site with Google Search Console

All the tools used:
- Canva
- Medibang Paint Pro
- Inkscape
- Gimp
- WordPress