

Coursera UX Design Fundamentals, Week 1

App Name: Yoinket

Tagline: Grab rare, elusive products automatically

Mission Statement: When demand is greater than supply, Yoinket searches store inventories near you as you go about your day and alerts you when it finds the products you covet.

Description:

Yoinket was inspired by product shortages caused by the COVID-19 pandemic. It allows you to enter product information for the hard-to-find products you want, then searches inventories of the stores you're near as you're driving toward or walking by them. When it finds something on your wish list in stock, it gives you real-time alerts so you can "yoink" the product off the shelf. It would earn commission on each sale and competitors could pay to retarget these users, showing them coupons for their stores that are farther away, but have the product in stock. It would also have an online mode, where it searches multiple e-tailers' inventories and lets you know when something is available and from whom. After you've "yoinked" your coveted product, you can share where you got it on social media, driving traffic to that retailer. And you could select products from a pool of local users who cannot do their own shopping (elderly, disabled, or quarantined people) and buy the hard-to-find products for them.

User Personas:

Primary—busy, working parent, married, late-30's, two kids (age 6 and 8), needs to find the in-demand, essential items without disrupting her job and family responsibilities.

Secondary—18-to-29 year old who has to be the first to get his hands on the latest status symbols.

Design Goals:

- make it easier to purchase the hard-to-find products users need/want
- help others while you help yourself

Client Goals:

- drive traffic to stores
- get compensated for each sale and sales opportunity

Competitors/Adjacents:

Target app—allows you to select a store and when you search for products, it lets you know if they're in stock. If out of stock, it lets you know if any other nearby stores have it.

Amazon app—Amazon's wish list feature alerts you when the price of items on your wish list go up or down, so you know if you should make the purchase or keep the item in your wish list.

Honey app/browser extension—searches for coupons as you add items to your shopping cart so you can save money automatically.

Google Local Inventory—This search feature closely matches Yoinket, except you have to manually search for items and add "...near me" to your search. It returns a list of stores and a map that have the item you searched for.

FROM THE ASSIGNMENT SUBMISSION:

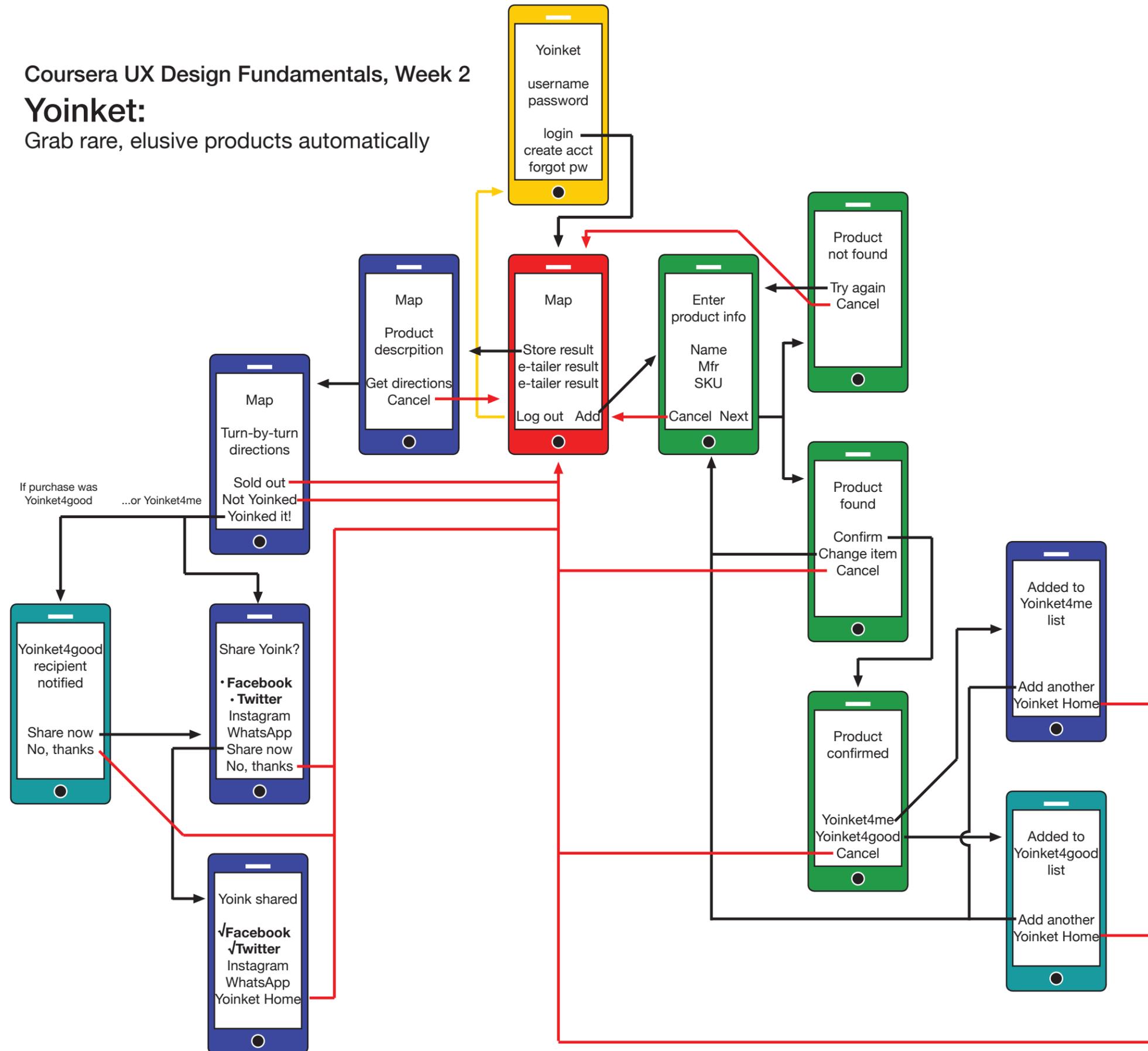
Describe four specific functions that your app will do. List these ideas in order of importance, with the first idea being the most important.

1. Automatically searches nearby stores' inventories and alerts the user when a hard-to-find item is in stock.
2. Automatically searches e-tailers' sites and alerts the user when a desired item is in stock.
3. Allows users who can drive shop for these hard-to-find items and purchase them for those who can't do their own shopping.
4. Elevates users status on social media by sharing where they found the item in question, driving more traffic to the store.

Coursera UX Design Fundamentals, Week 2

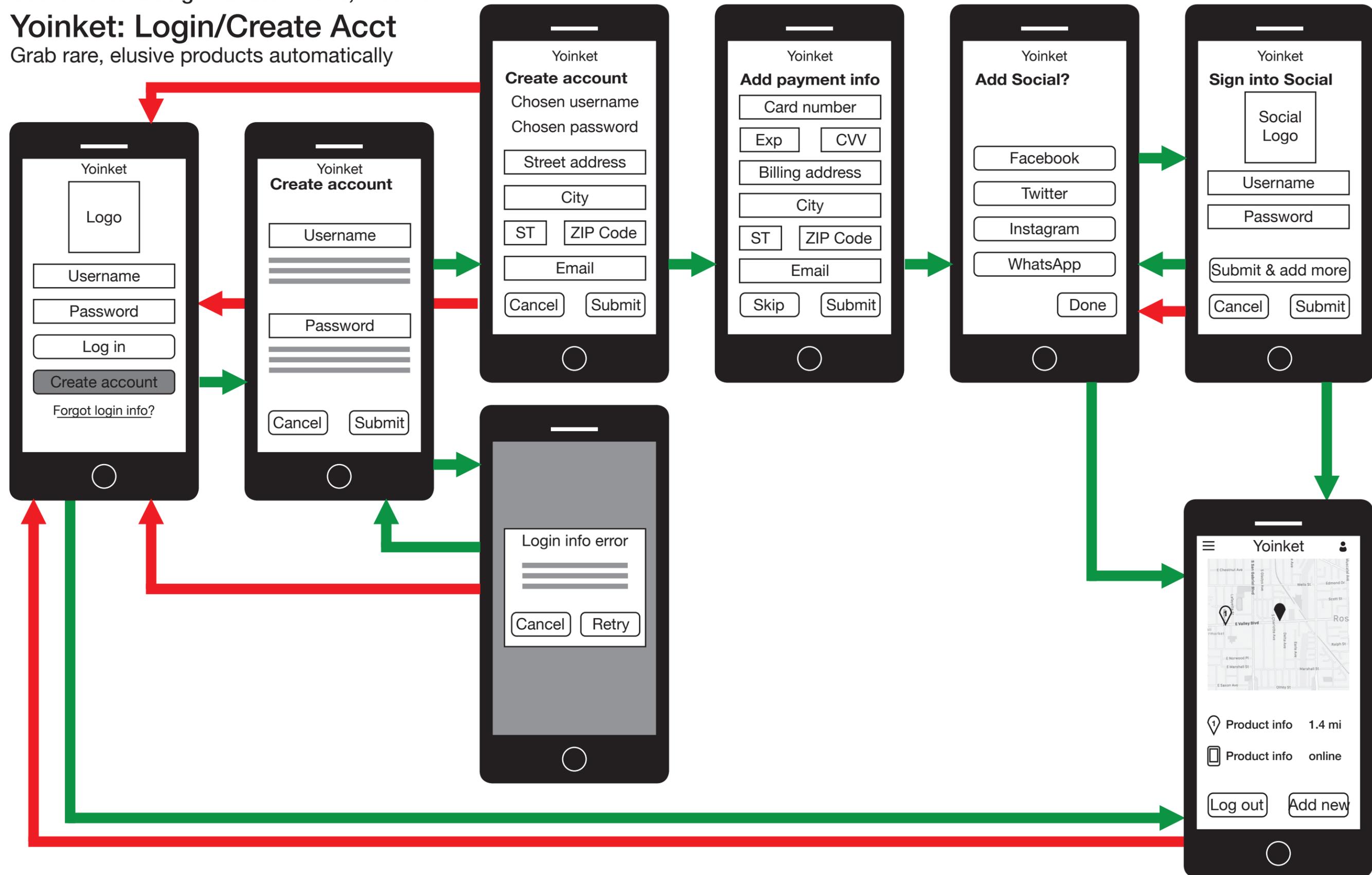
Yoinket:

Grab rare, elusive products automatically



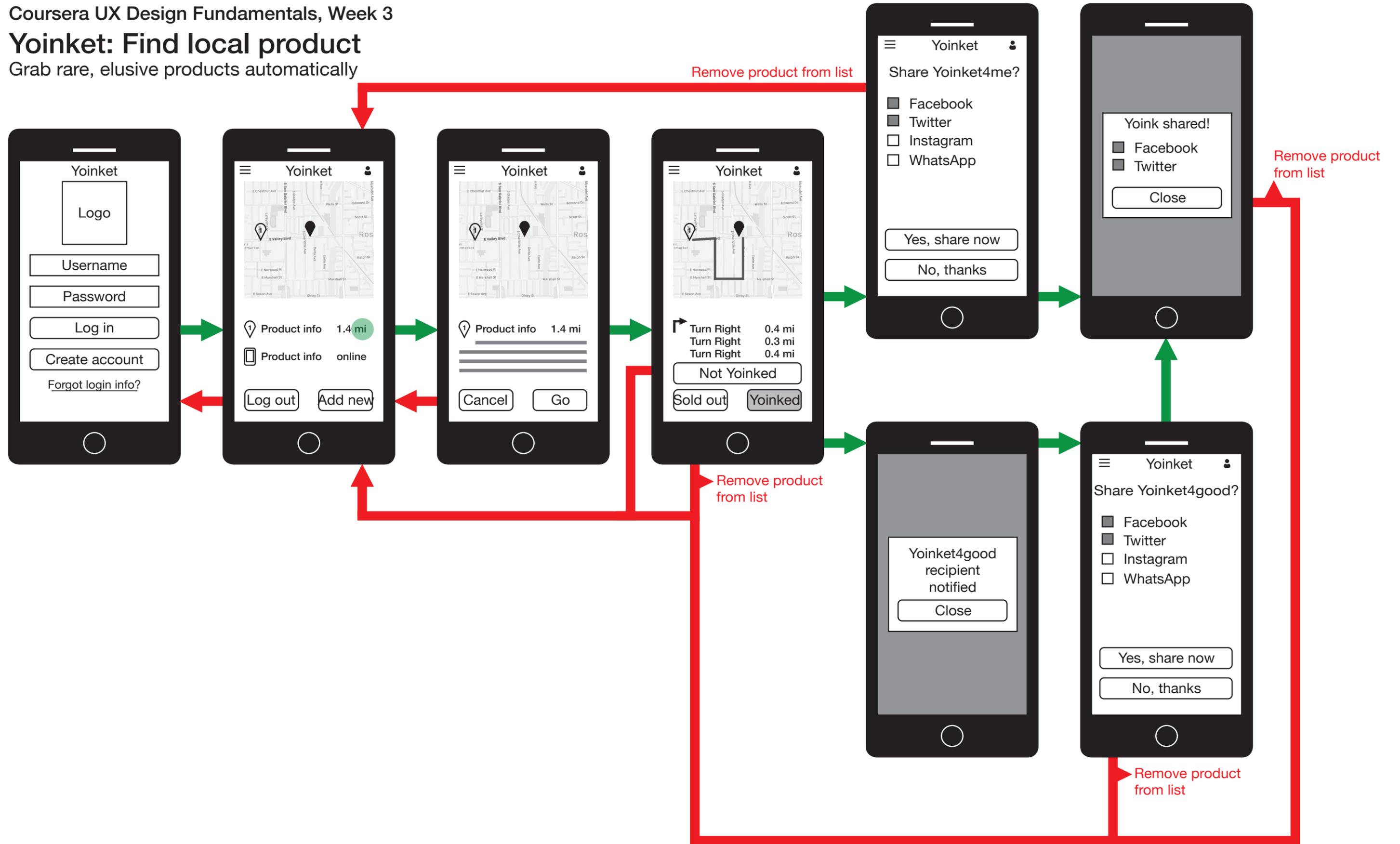
Yoinket: Login/Create Acct

Grab rare, elusive products automatically



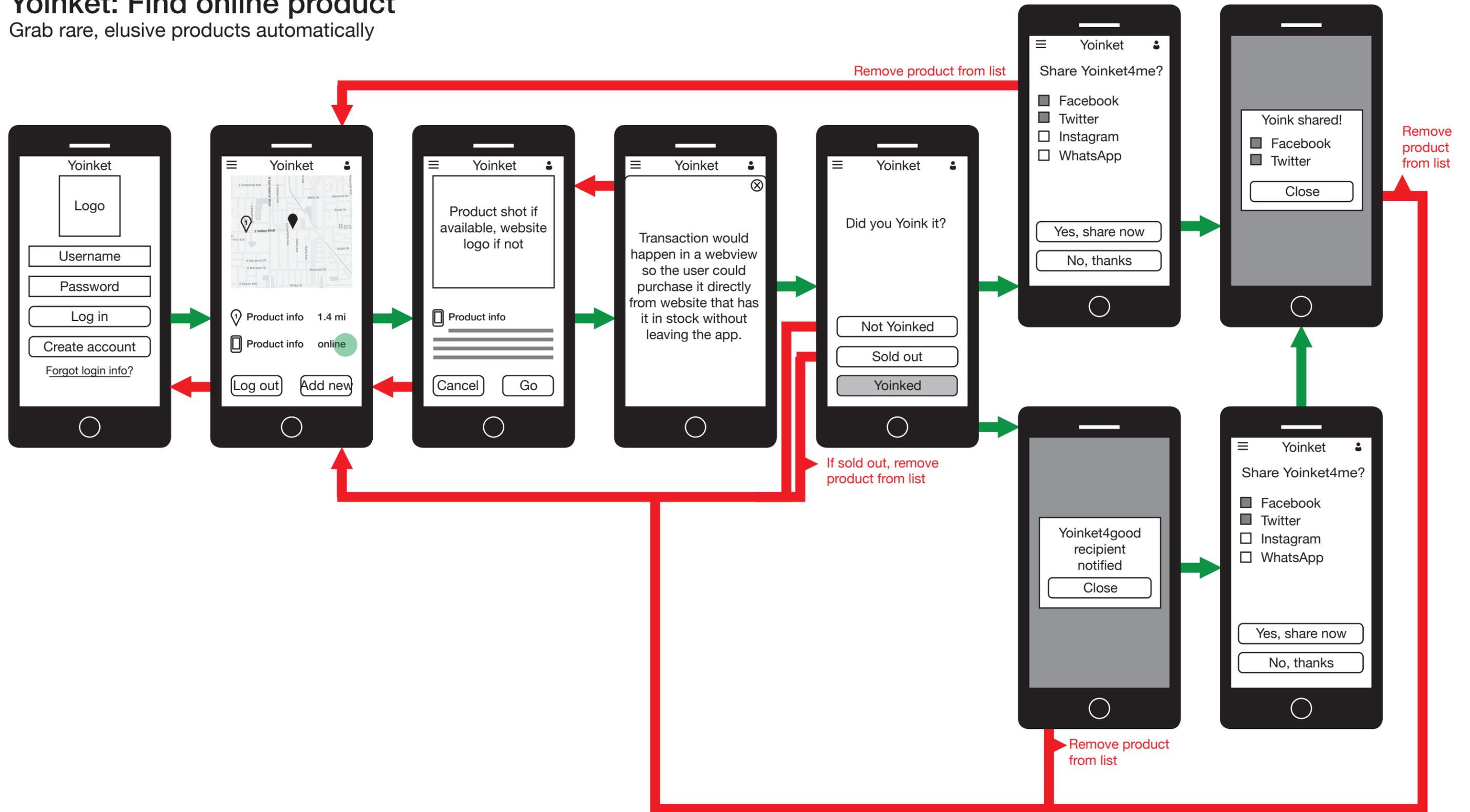
Yoinket: Find local product

Grab rare, elusive products automatically



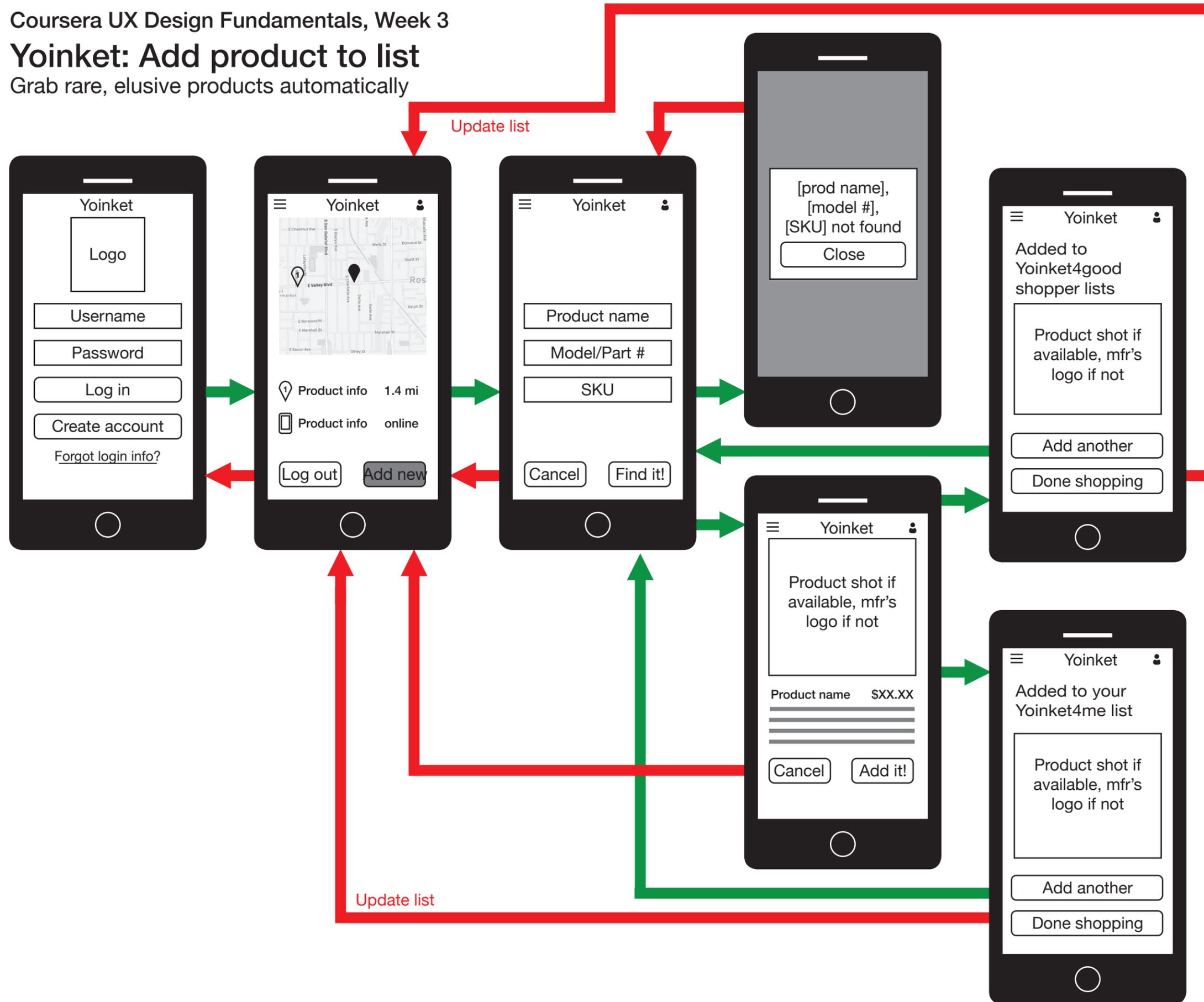
Yoinket: Find online product

Grab rare, elusive products automatically



Yoinket: Add product to list

Grab rare, elusive products automatically



In this prototype, you can:

1. Log in
2. Create an account—there are two paths to explore
 - a. Username field > simulates an error in signing up
 - b. Password field > goes to the next step
3. Purchase in-store
 - a. When item is yoinked, it will be removed from the list
4. Purchase online
 - a. When item is yoinked, it will be removed from the list
5. Add new item (do this last, because it changes the list on the main page)
 - a. Select Yoinket4good to request another yoinker to shop for it for you
 - b. Afterward, you will see a green Yoinket4good item added to list

Marvel app link: <https://marvelapp.com/prototype/91bc8d3>

(no password)