

Modernizing Poshmark

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Modernizing Poshmark

Currently, Poshmark, an app for users to buy and sell secondhand clothing and other goods is known for its good deals but also a platform that is difficult to navigate. Without many updates done to the app's layout in the past decade, it has left it crowded and confusing for new users not already familiar with the platform. The main objectives of this project are to create a prototype, and redesign the app so that it is organized, easy to use for buyers and sellers, and has stronger personalization.

Innovation

The main goals for this project are highlighted as creating a clearer menu, a new layout for the different tabs of the app, increased personalization for the user, and a more straightforward guide/section of the app for sellers. Keeping in mind all the intricacies of designing for the best user experience possible, taking into account current users' feedback will be crucial for improving the app's current state. The article, "User Interface Design Principles for Interaction Design" by Blair-Early and Zender puts into perspective all the different factors that help define all of the design principles we use for UX/UI. Among these, some of the main interface design principles they highlighted are designing for adaptation to use and with consistent proximity in mind (2008). In regards to Poshmark, this would entail tailoring the app to the user's preferences and consistent actions which could be shown as the tabs they frequent the most and search keywords that they have consistently looked up. Redesigning the platform also centered around the three different types of proximity can help users build upon their memory of the app's layout leading to a much more straightforward user experience. Keeping consistency in the design and between all of the different sections of the app will be beneficial to retain users and encourage new users to download and use the platform as well. I will also be

implementing design strategies that were highlighted in Collen Mackenzie's article, "The Need for a Design Lexicon: Examining Minimalist, Performance-centered, and User-centered Design." In this, she discusses the convergence between the three different design topics stating that minimalism was the antecedent for performance-centered design (PCD) and user-centered design branched off of PCD. The main goals of this project strongly align with the goals that encompass all three of these topics. Some of the points include "letting users perform work efficiently, is "easy-to-use" (according to both user perception and defined usability criteria), and provides a pleasing experience" (Mackenzie, 2002). These proposals would help Poshmark combat the struggles of adaptability and the not-so-intuitive layout it is utilizing currently. Incorporating these thoughts behind my inspiration for the redesign of Poshmark will help me create a rendition of the platform that exemplifies the qualities stated above.

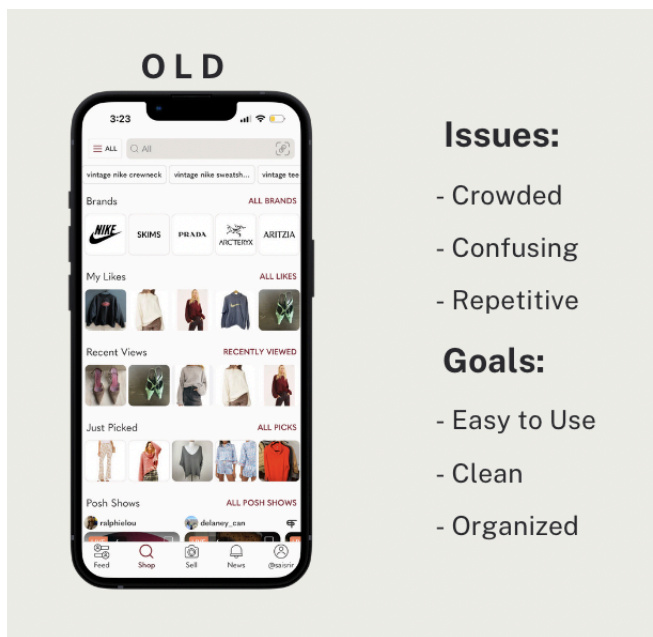
Production Plan

The layout for this project that will be done over the next 7 weeks will be broken up into different categories: background research, prototyping, the term paper, and the presentation. So far, background research is in process currently with prototyping to follow from week 4 onwards. Because this is the category I want the most focus to be on, it will overlap with the work being done on the presentation and term paper. These other two sections will be done from weeks six to eight with week eight being the last week for fine-tuning all of these pieces and being prepared for the showcase at the UU during week 9. If all goes according to this provided production plan, week ten will be left for submitting the entirety of the project and archiving in the digital commons per the final submission.

Completed Project

For my finished products, I really wanted to stay true to the original design but following the modern trends of today's society and making it look much cleaner and simpler. This meant studying the old app and seeing what could have been simplified as much as possible.

Highlighting Blair-Early and Zender's discussion of proximity and adaption of use, I wanted to portray these principles by grouping specific items into set categories but also tailoring them

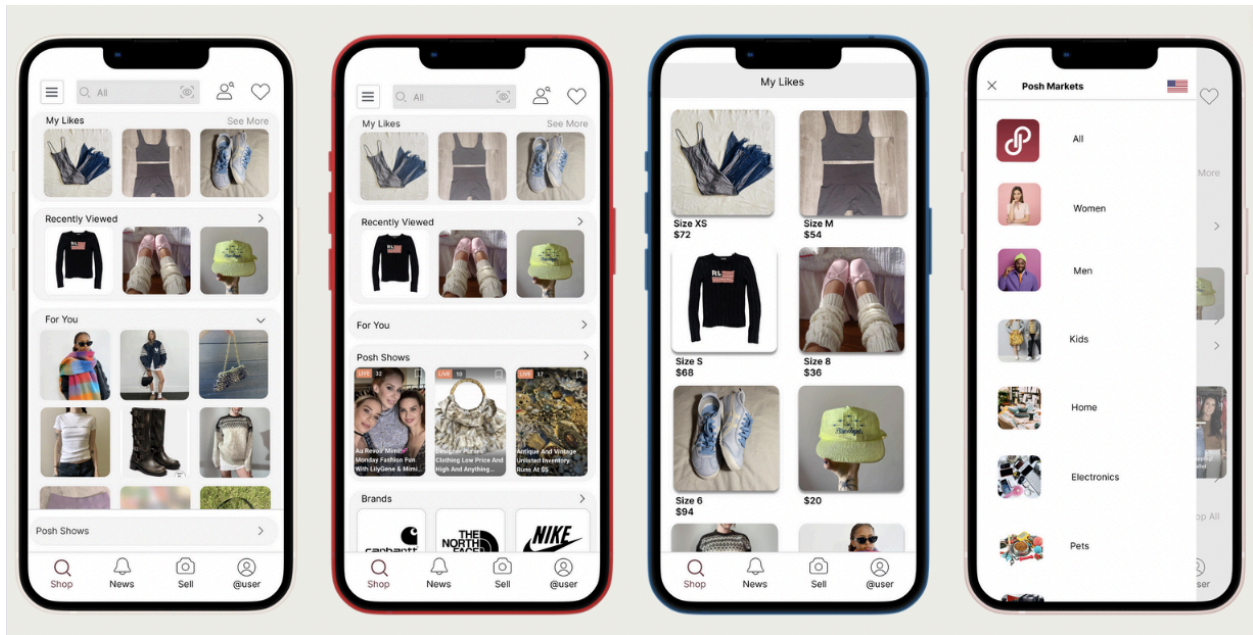


around the specific users' wants and needs.

Another previous example discussing minimalism as an antecedent to performance-centered design, which UX branches off of, was something I wanted to showcase in my new designs. As seen to the left, the old Poshmark layout had separate feed and shop pages which had a lot of repetitive content between them and the array of many

small images that users could endlessly scroll through at that size made it feel overcrowded and confusing since they also ended up being separate pages as well. For my new prototypes, I wanted to remove as much redundancy as possible and to do so I consolidated the feed and shop pages into one, to create a main page that contained the content that overlapped in between them. I also decided to use arrows and drop downs to make the menu larger and have a scrolling feature that was vertical instead of horizontal in the original design. This helped minimize pages that weren't being opened or clicked on, and placed more visual hierarchy on the pages users did want to look through more and interact with. When led to a separate page once the category is

clicked on, I wanted to simplify how much information was provided on the screen. Poshmark had too many details per item, this made the page feel text heavy and again, overcrowded. By keeping it to the size and price, users would be able to choose if they want to view more details by clicking on the item itself rather than all the details being shown on the category's page.



My overall design thinking and process heavily relied on UX theories and practices which are highlighted in the literature review. Applying these principles throughout my designs helped achieve my goals of making a much more straightforward and customized experience for the user. From memorability to proximity, I wanted the app to have the same ease of use as other second-hand platforms today such as Depop and Ebay. Though time was limited for this project, I believe with more data and figma expertise, this project could help inspire Poshmark to implement a redesign today. The app has been known for its good deals but outdated and overcrowded interface. My prototypes help visualize what a more modern and simpler version of Poshmark would look like without straying far from Poshmark's already well-known brand and feel of the app while incorporating a more minimalistic approach.

Literature Review

By definition, graphic communication is how we show meaning through digital design, and within this field, there are many theories that we use to convey our message. In this literature review, I will be discussing the theory of usability and UX as it pertains most to my project of redesigning an app's interface. The theory of usability and UX has grown vast since their first introductions and encompass many various concepts that aid in the application of the theory. In an article titled "Usability, user experience and accessibility: towards an integrative model," Juergen Sauer and the other authors highlight the overlap between the umbrella terms of usability, user experience, and accessibility. Usability and user experience encompasses a large range of ideas and considers accessibility as a contribution toward them (Sauer et al., 2020). UX is centered around the experience between user's and what they are interacting with, whether that be an app, website, screen in your car, and etc. Designers can use these experiences or phenomena (where similar experiences can be grouped psychologically) which can be called affordances and design with them in mind (Pucillo et al., 2016). Because of how broad the scope of usability and UX is, it is difficult to group it into set categories that can then be worked upon. The core of usability and UX is engrained in the user and their behaviors which our design is then tailored towards (Petrie, 2009). To highlight how UX and user-centered design originated, Colleen Mackenzie in her article discusses how UX stems from the different design topics of minimalism, performance-centered design (PCD), and user-centered design (branches off from PCD). Some of the goals related to UX are "letting users perform work efficiently, and "easy-to-use" (according to both user perception and defined usability criteria), and providing a pleasing experience" (Mackenzie, 2002). Other aspects of UX that are typically discussed are accessibility, flexibility, learnability, etc. These can change in relation to what is trying to be

fixed or what goal is trying to be achieved. Because both usability and user experience go hand in hand it is important to make the distinction between the two ideas. Usability is a concept that is taken into consideration by designers to create the best experience possible and this user experience is unique to every individual interacting with it (Quaresma et al., 2022). When designing for apps, the importance of aesthetics and functionality has shifted so that functionality serves as the forefront of design thinking (Skarlatidou and Otero, 2021). Both aspects of design help contribute to the experience of the user as a whole and at the end of the day, you cannot have one without the other and vice versa. There are many methods regarding user research and testing that help aid in the design process as a user's opinion is the most crucial advice to learn from as they have gauged their thoughts from the standpoint of a user and a user only. One of the methods mentioned in the article "Know thy Users" by Amanda Etches and Eric Phettleplace is rapid prototyping (2013). This exercise helps produce many "best-case scenarios" that helps provide much insight from the user's perspective which then helps designers center their thought process behind the users' as well. The article, "User Interface Design Principles for Interaction Design" by Blair-Early and Zender also puts into perspective all the different factors that help define all of the design principles we use for UX/UI. Among these, some of the main interface design principles they highlighted are designing for adaptation to use and with consistent proximity in mind (2008). These are psychological principles that we can then cater our designs toward and make the best and smoothest experience possible. In terms of e-commerce which my project involves, user experience is the "phenomenon" that is seen as the whole picture than also the usability principles that go into building that experience (Moczarny I. M. et al., 2012). As user experience is the connection towards the principles it applies and the experience is a reflection of how well those principles are applied, it is helpful to separate these into categories

we can then research and analyze further. In Frank Guo's Paper, "Not Just Usability - The Four Elements of User Experience," he separates UX into these four categories: usability, adoptability, desirability, and value (2012). Creating such sections is insightful to then analyze how users feel about their experience or interaction in that specific lens. This also emphasizes the idea that UX and usability go hand in hand and the right applications of usability concepts can contribute to the best user experience possible.

Synthesis

For my project of redesigning the app Poshmark, I will heavily be relying on the principles outlined in the usability and UX theory. Since it is rooted in providing the best and most easy experience possible, I will be working this into how I decide on my layout and design of the different pages of the app while also trying to keep the current feel of the app the same. Memorability is a key principle of the theory and staying true to the branding and skeletal framework of the current app is important to retaining current users and welcoming those who previously found the platform too confusing. Other topics such as proximity and adaptation helps guide my design thinking towards grouping items into their respective categories and making the app more simple and easier to use while creating a good sense of personalization. Users' experience is how we then learn from our design process and what was successful versus what was not and utilizing the concepts behind usability is how we can improve the user experience further. Blending these concepts with personalization can help bring a Poshmark user a straightforward experience that they feel is correctly catered towards them.

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