

# **UIUX Project 1 Process**

**Finn Deetscreek**



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Spring 2023  
UI/UX  
**Creative Brief**

## Objectives

The goal of this app is to make an easy to use app where the average collector can log what they have and sell what they want. The app should look clean and corporate, while still having a lighthearted feel. The app should be straightforward in how to use it, and will have the basic functionality of logging your collection, seeing how much it is worth, and selling.

## Audience

The target demographic for this app is for the collector that takes their collection seriously enough, that they feel like they need to log what they have. If they have a big enough collection to want to log it, they most likely will want to sell parts of it, which is why the selling function will be helpful. The target age is between 16-40.

## Other Content

I would like to make graphs for how much your collection is and has been worth over time. There should be a rating scale when you click on each figure, and each figure should be able to spin 360 degrees. A fun addition would be toy photography of them in different displays. A better, more efficient search option and startup selection screen would be nice as well.

## Competitors

The competitors for a toy collecting app are either completely unusable, or very dated looking. This app should look like the modern, updated version of these archaic apps. The competition does some things right, like the value section and easy search functionality, but even that could be improved upon. At this point anything would be an improvement on these apps.

## Mandatories

There will be multiple figure selection options with multiple images, descriptions, and info. The app should have at least 15-20 clickable and functioning figure tabs, a working selling page, info page, and collection viewing page.

## Deliverables

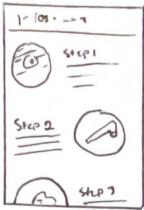
By the end of this project there will be a fully designed and functional interface, an inversion prototype, presentation, and exclusive photography done for this project.

## Metrics of Success

The measure of success of this project will be gauged by how easy and understandable the app is, while being easy to understand and exciting to use.

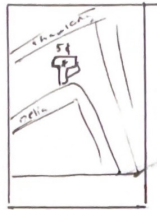
### Roadside Help Instructions

When using the app, you put in what your roadside problem is and the app gives step by step instructions on how to fix it, or calls a tow truck.



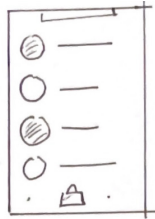
### Cheapest Gas

This app shows the prices of gas around, and which is cheapest. Also, shows how many pumps are broken.



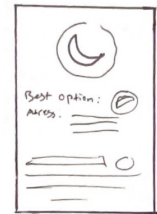
### Comic shop Locator/Stock

The app shows the nearest comic shops, and how much stock they have of specific issues. Also offers the ability to order issues from online retailers.



### Late Night Hangs

Shows which restaurants and locations are open past 10pm, so you and your friends know where you can hang out into the early hours of the morning.



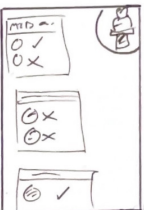
### TV Show Discussions

This app provides a platform to rate, discuss, and review your favorite tv shows, episode by episode or the whole season.



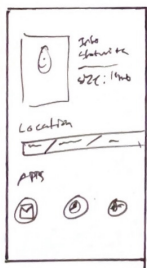
### Iccream Machine Operations

This app shows which ice cream machines are working or not.



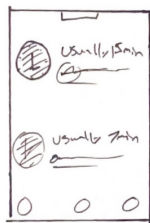
### File Organizer

Use this app to organize your files and see what apps you have specific files backed up in.



### Fast Food Line Waits

Shows what restaurants typically have the shortest wait times, and when is the best time to go to beat the waits.



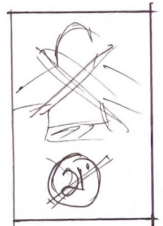
### History Spot

By scanning your current location with the app, it is able to tell you what interesting events in history had taken place in the exact spot you are standing in.



### Hoodie Weather

This app shows not only the weather, but is specifically tailored to telling if it is warm enough to only wear a hoodie or not. You can put in your weight, height, medical issues, etc for a more exact reading.



## User Profiles

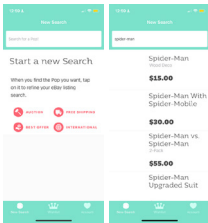
	User 1 Response	User 2 Response	User 3 Response	User 4 Response
Would you find it worth it to download an app that lists your collection and allows you to buy collectibles?	Yes	Yes	No	Yes
How often would you use FigureVault?	Frequently	Rarely	Rarely	All the time
Would you recommend FigureVault to other people that are collectors?	Yes	Yes	Sure	Yes
What collectibles do you have?	Marvel figures	Anime figures/statuses	Books	Star Wars figures
Do you think that FigureVault has enough features?	Yes	No	Sure	Yes



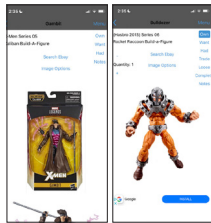
## Competition



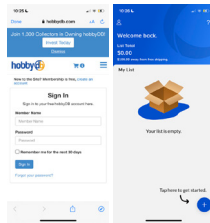
GrailHunter



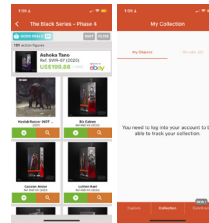
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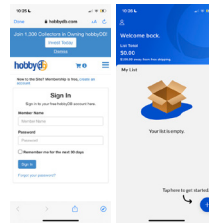
ToyChest



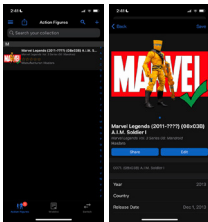
Coleka



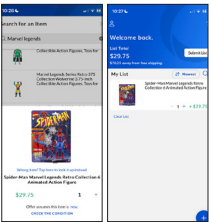
DB Toys



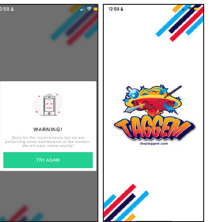
iCollect



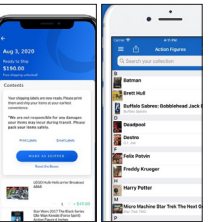
Ozone



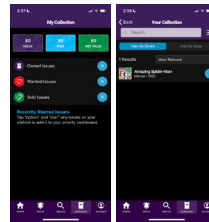
Taggem



Legends Collector



Key Collector

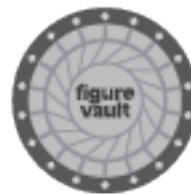
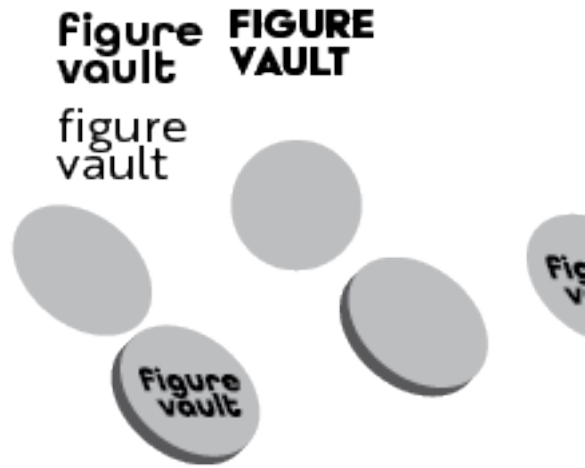






**FIGURE VAULT** **FIGURE VAULT** figure vault  
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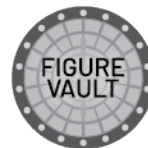
**FIGURE VAULT**

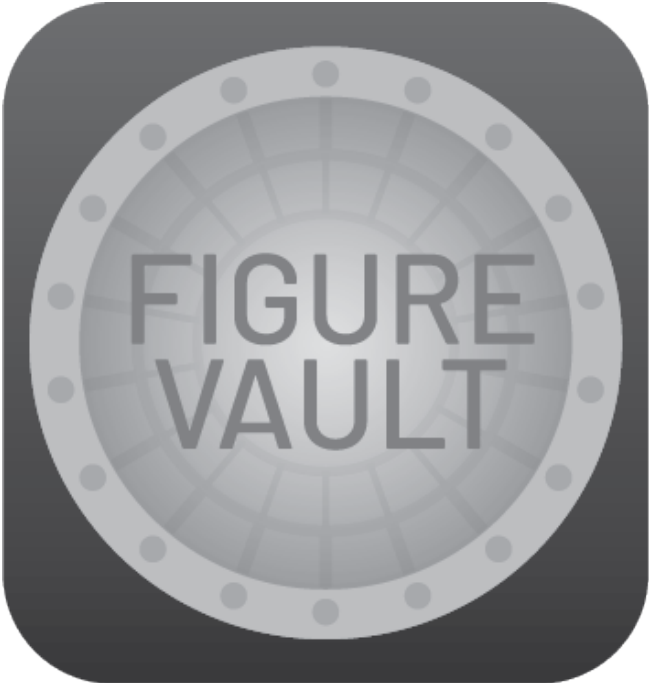
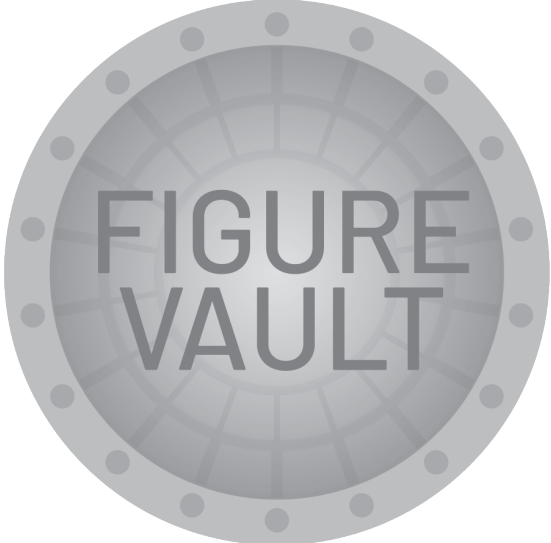


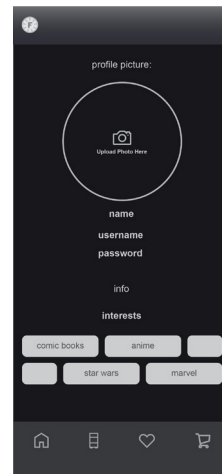
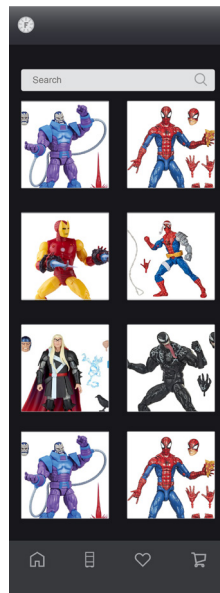
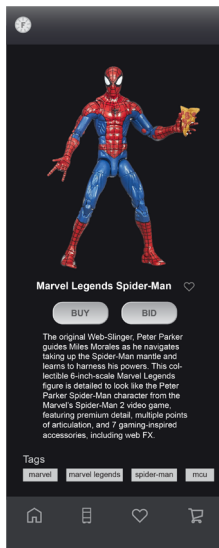
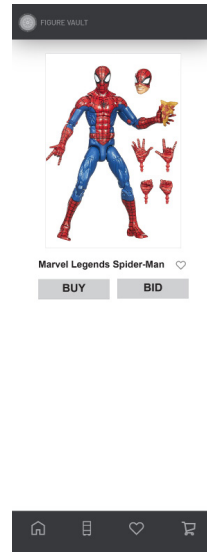
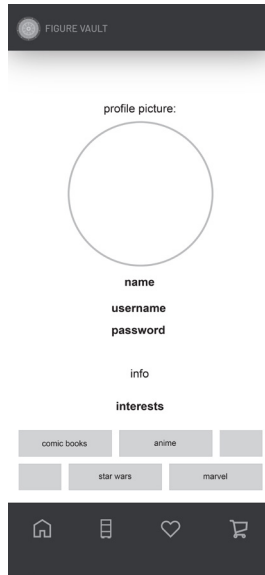
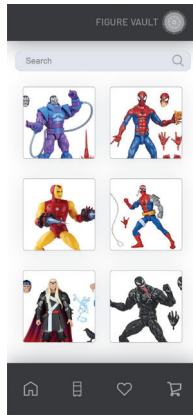
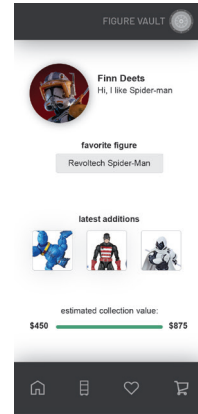
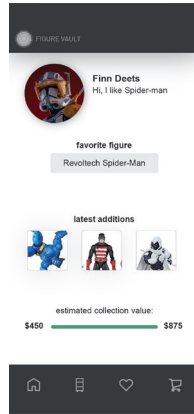
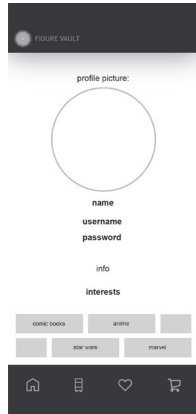
Figure vault



Figure vault

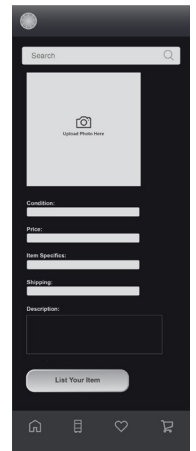
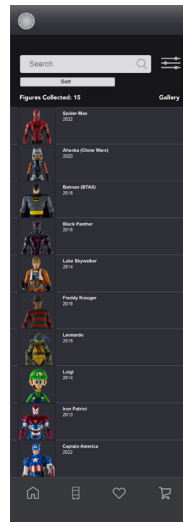
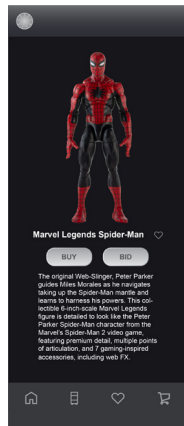
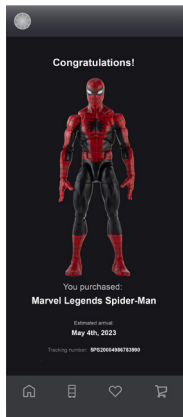
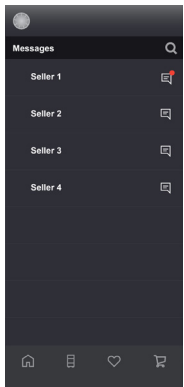
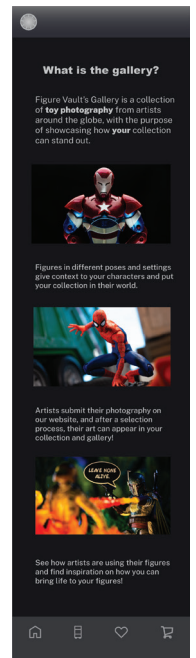
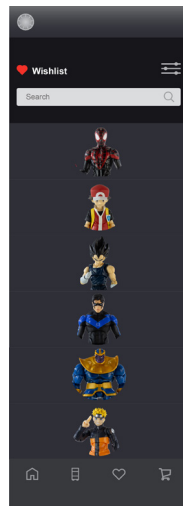
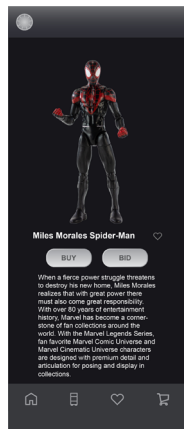
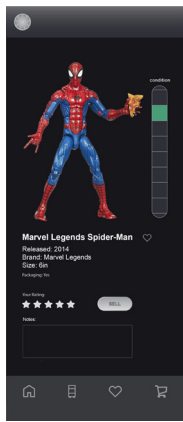
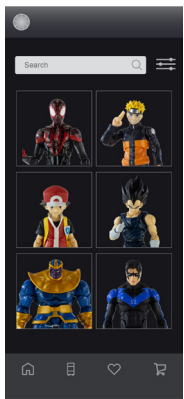
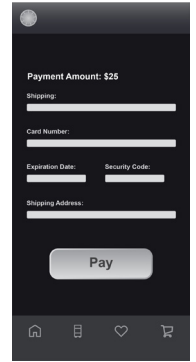
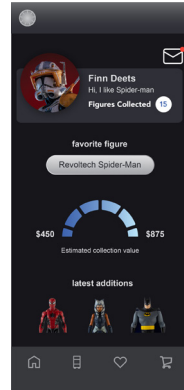
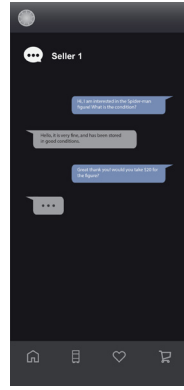
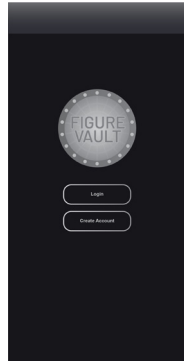
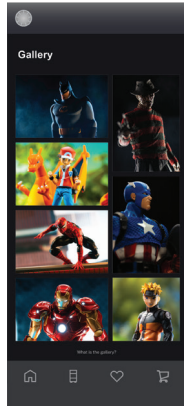
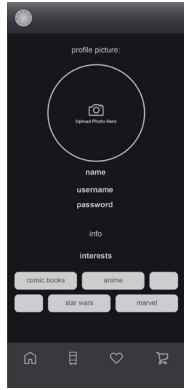
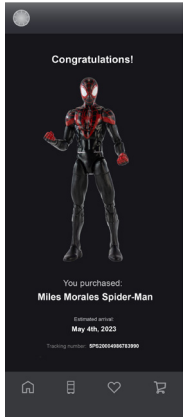












A screenshot of a mobile app interface for the item "Ahsoka (Clone Wars)". The item is a 6-inch figure from The Black Series, released in 2020. It features a green and white armor. The condition bar is partially filled with green. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Batman (Animated Series)". The item is a 6-inch DC Collectibles figure, released in 2018. It features a grey and blue suit with a yellow chest. The condition bar is partially filled with yellow. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Black Panther". The item is a 6-inch Marvel Legends figure, released in 2018. It features a black and purple vibranium suit. The condition bar is partially filled with green. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Captain America". The item is a 6-inch Marvel Legends figure, released in 2022. It features a blue, white, and red suit with a shield. The condition bar is partially filled with blue. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Freddy Krueger". The item is a 7-inch NECA figure, released in 2016. It features a red and black striped sweater and a brown hat. The condition bar is partially filled with yellow. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Leonardo". The item is a 7-inch NECA figure, released in 2018. It features a green and yellow turtle suit. The condition bar is partially filled with yellow. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Luigi". The item is a 5-inch S.H. Figuarts figure, released in 2014. It features a green hat and blue overalls. The condition bar is partially filled with green. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Luke Skywalker". The item is a 6-inch The Black Series figure, released in 2014. It features an orange flight suit. The condition bar is partially filled with yellow. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Miles Morales Spider-Man". The item is a 6-inch Marvel Legends figure, released in 2018. It features a black and red suit. The condition bar is partially filled with green. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Naruto Uzumaki". The item is a 6-inch S.H. Figuarts figure, released in 2022. It features an orange jumpsuit. The condition bar is partially filled with blue. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Trainer Red". The item is a 6-inch Figma figure, released in 2018. It features a red cap and a yellow vest. The condition bar is partially filled with cyan. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Spider-Man". The item is a 6-inch Marvel Legends figure, released in 2022. It features a red and blue suit. The condition bar is partially filled with blue. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Thanos". The item is a 6-inch Marvel Universe figure, released in 2012. It features a blue and gold armor. The condition bar is partially filled with yellow. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Vegeta (Super Hero)". The item is a 6-inch S.H. Figuarts figure, released in 2022. It features a black and blue suit. The condition bar is partially filled with blue. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Nightwing". The item is a 6-inch DC Icons figure, released in 2017. It features a blue and black suit. The condition bar is partially filled with green. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.

A screenshot of a mobile app interface for the item "Iron Patriot". The item is a 6-inch Marvel Legends figure, released in 2013. It features a red, white, and blue armor. The condition bar is partially filled with orange. The user has given it a 5-star rating. The page includes a "SELL" button and a notes field. The bottom navigation bar shows icons for home, list, heart, and cart.



