

A. Reviews, Competitor Analysis & User Interviews

Product Reviews



Redesigned App: Poshmark

- Rating 4.7 out of 5
- Reviews
 - o "Amazing app, but one little flaw"
 - **User: MarieSully44 – 5 star review**
 - Great app, user is able to sell a lot of items
 - Has a buyer return policy
 - Poshmark fee is 20%
 - Others apps like Vinted don't have fees but require personal information (i.e. SSN)
 - o "Great selling & buying platform"
 - **User: clairep143 – 4 star review**
 - Always able to check reviews, ship time average, and if they have been active recently
 - If something goes wrong with a purchase user is able to return through customer service
 - Issue with "junk & replicas being sold when they are clearly either not allowed or illegal"
 - App needs more security and the ability to remove listings that are not allowed
 - o "Better for buyers"
 - **User: Amoureis – 3 star review**
 - You can make offers and communicate easily with sellers
 - Can find great deals as a buyer
 - Unreasonable price negotiations from buyer to seller
 - Have to put a lot of work into items visible and being active on the app
 - Shipping process is smooth, but user would look into other apps
 - o "Be very careful!"
 - **User: poshers beware – 2 star review**

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- Poshmark sides with the buyer
- Concerns of sellers not providing credible photos of items
- “remember selling on Poshmark is not about great customer service to both the buyer and the seller it is about making money for Poshmark”
- “THIS APP NEEDS HELP.”
 - **User: Nikki Bagggs – 1 star review**
 - Most of the closets have been abandoned, this means people can still buy items from sellers that haven’t been active for a while and not even receive their item(s).
 - Poshmark has done nothing to minimize “abandoned closets”
 - Shipping is expensive and they take 20% from sellers making it seem not worth it for sellers
 - There are discrepancies between what’s on the website and the app



Competitor App #1: Vinted

- Rating 4.8 out of 5
- Reviews
 - “Love it!!”
 - **User: Fk.1022 – 5 star review**
 - Can keep 100% of earnings, unlike Poshmark
 - Easy to communicate buyer to seller and vice versa
 - Don’t have to constantly check app to promote items, but Vinted will charge small fee to show your items more often
 - Can review someone has buyer and seller instead of buyer giving review like Poshmark (similar to Airbnb style of reviewing)
 - “Almost perfect”
 - **User: Princess Tah – 4 star review**
 - Don’t like likes being mixed with notifications about the people they follow’s uploads
 - A way to organize notifications so you can only see notifications related to your own closet
 - Needs a way to filter while shopping for listings that have “swap” in them
 - Think app is excellent but Poshmark is better for them because they can see who liked their listings from within the listing

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- “Long time user”
 - **User: CathleenHumm – 3 star review**
 - More successful on this app if selling big brand items
 - Dislike having to pay to promote items
 - Cannot use credit from old sales to make purchases everything has to go through bank account which user dislikes
 - No easy way to publicly lower prices on items, requires editing each item individually
- “Horrible”
 - **User: blarney17 – 2 star review**
 - Hate having to pay money to get items from the bottom to top of list
 - Hate that they don’t contact them when Vinted doesn’t like something about their listing, they just erase it then contact them
 - Cannot use stock photos
 - Don’t like that they don’t like photos, instead throw a huge orange flag across top of listing – “unattractive and unnecessary”
 - Couldn’t use capital letters in postings
 - “The app is more annoying and this is supposed to be fun”
 - They use the same people and their shopping feed all the time – unfair
- “Super irritating app”
 - **User: Flurpp – 1 star review**
 - App crashes all the time
 - They have strict rules and they delete their listings because the photos were screenshots
 - Allowed to make “bundle deals” but aren’t allowed to make a listing that includes more than one item – contradiction
 - Went from charging the sellers to charging the buyers. With ads, wish it was cheaper to use
 - There should be free shipping option like on Mercari



Competitor App #2: ThredUp

- Rating 4.7 out of 5
- Reviews
 - o "Like the app"
 - **User: Debs316 – 5 star review**
 - Like the variety and bundle and save option
 - Needs an update to notification preferences
 - Would love to have saved searches on the main menu not buried where it currently is
 - Needs suggestions based on style and brand types that are purchased
 - o "Easy to use"
 - **User: Autumn9 – 4 star review**
 - Easy to use and search for items
 - Generally good job of item description but sometimes inaccurate with color of item or proper measurements
 - Overall good app but recommends doing research on sizing and not buying items marked "final sale"
 - o "Lots of Potential but Limited Audience"
 - **User: Galena124 – 3 star review**
 - Concept is good, UX/UI is seamless, great customer support, great aesthetics
 - Actual selection of clothing offered is not geared toward demographic that is most likely to be thrifting
 - Needs trendier, bolder, and more recent styles
 - Needs items that fit the age group that thrift shop
 - o "Don't send your stuff here"
 - **User: hellodolly819 – 2 star review**
 - Makes buying products easy
 - Not a lot of pictures of the items and when description says "minor stain" or "minor snag" no photos to reflect the defect for users to judge for themselves
 - Payout is incredibly low
 - o "Faulty app"

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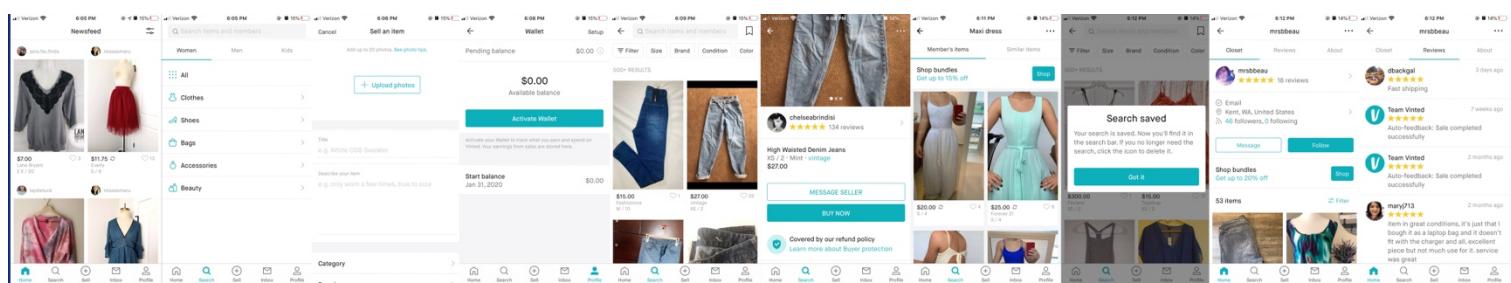
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- **User: Nani peeke – 1 star review**
- Saved items no longer appear in available favorites
- If items drop out of cart, hard to relocate
- Need to consider an “add to waitlist” feature for items that are sold
- If app is used to try purchasing an items for bid, it has major time delays compared to desktop version

Competitor Analysis

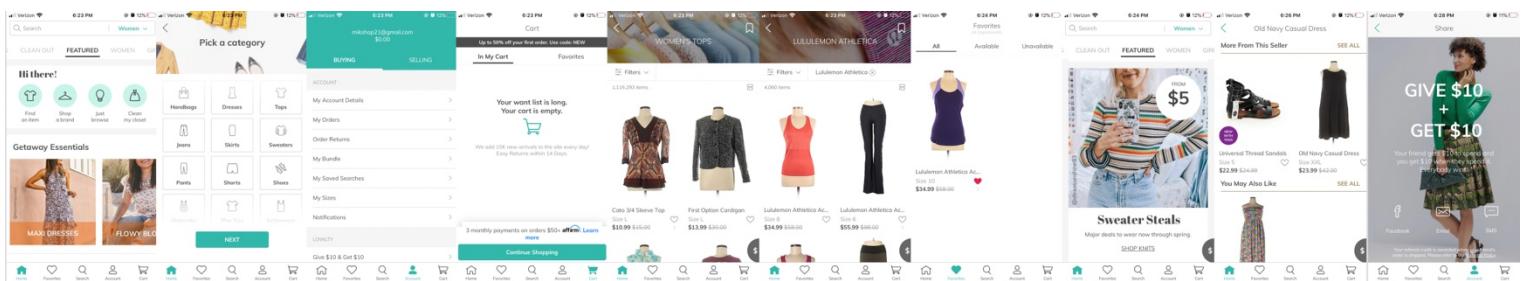
- Below are a series of screenshots of the **Vinted** app:



- Takeaways from the app

- Easier to navigate than Poshmark
- Provides a user friendly approach to searching clothing and other items
- Can see reviews of sellers given by other buyers
- Can see buyer pages and follow their account – much like social media
- Cleaner and more organized layout
- Can search items by category with icons to help as a visual aid
- Straight forward approach to selling items
- Can favorite items as a “save for later” feature
- Can message seller
- Vinted is transparent with buyer protection
- Let's buyers know they are covered by our refund policy
- Everything is easy to find where as Poshmark doesn't have things organized in a way that makes sense to the user
- Photos of buyer items are much cleaner and easier to see unlike Poshmark photos are dark/too bright, blurry, over/under exposed

- Below are a series of screenshots of the **ThredUp** app:



- Takeaways from the app
 - o Hard to login to account
 - o Looks a lot like Vinted (i.e. similar color palette, illustrations, layout)
 - o Search feature harder to navigate than Vinted but easier than Poshmark
 - o Home page much more organized than Poshmark
 - o Easier to search by category with the slider on the top unlike Poshmark where there are stories similar to Instagram (maybe not so necessary)
 - o Has a favorites feature for items pinned for a save for later
 - o Has a buyer and seller page under the account which is helpful when an avid user does both on the app
 - o Can't interact with other users and no reviews present – makes it hard to trust buyers when sellers don't know anything about them
 - o Photos of buyer items are much cleaner and easier to see unlike Poshmark photos are dark/too bright, blurry, over/under exposed

User Interviews

Interviewee #1: Male

1. *Are you familiar with Poshmark?*
No, he only knows it's a clothing company.
2. *What are your initial thoughts of the Poshmark app?*
 - o Boring loading screen
 - o Has the feel of Instagram with the stories on top but also the Facebook Marketplace
 - o A lot of different shapes (i.e. diamonds, squares, circles) as image place holders, makes it seem cluttered and unorganized.
 - o Surprised to see there are men's items
 - o Terminology (i.e. 'kicks') is geared toward younger demographic
 - o Icons/symbols for each category is boring, too detailed to be the small size that they are
 - o Should be set standard for photo quality, some photos are awful
3. *Where do you prefer to do most of your shopping for clothing/accessories?*
In store shopping preferred, doesn't like to shop online. Would prefer to shop at Marshalls, TJ Maxx, Macy's and maybe Nordstrom depending on what they are shopping for.
4. *Would you download this app to buy and/or sell your clothing?*
No, because it doesn't feel comfortable. Not an inviting feeling to shop, feels like a scam and not a legit service.
5. *Is there anything in the app that you wish was included?*
Verified seller from Poshmark indicating they are reliable, won't scam you, products aren't trash etc.

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6. *Do you think this app is easy to navigate?*

Yes, because it looks like Facebook Marketplace and Instagram but only for that reason.

7. *What do you think this app is rated out of 5 stars?*

3.7-4.1 out of 5 stars

8. *Do you think it is easy to find what you are looking for (i.e. a specific item of clothing)?*

Yes, thinks it is easy to find what they are looking for. Has a filter search which is helpful.

9. *Would you use Poshmark over any other online shopping app? Why or Why not?*

Wouldn't be first choice because it looks like an eBay site which doesn't seem trustworthy. Probably would stick to a reliable store website or a Plato's Closet for thrift shopping.

Interviewee #2: Female

1. *Are you familiar with Poshmark?*

Yes, has been on it before

2. *What are your initial thoughts of the Poshmark app?*

- Hard to navigate, wouldn't know how to use it
- Doesn't understand lingo of the app (i.e. "Bundle & Save")
- Doesn't like the app
- Doesn't understand the idea of making an offer
- "How do you know who to buy from?"
- Sees there is an option to follow people
- Wouldn't thrift shop on Poshmark or any other app like it
- Doesn't understand the news section – "pm_editor has invited you to "Dress to Impress Posh Party Tomorrow 7:00 PM" What does this mean?

3. *Where do you prefer to do most of your shopping for clothing/accessories?*

In store shopping, Marshalls, TJ Maxx, at the mall (Forever 21, American Eagle, Aéropostale, thrift stores)

4. *Would you download this app to buy and/or sell your clothing?*

- No, doesn't trust the idea of it
- Wouldn't know how people would find her page to buy things
- Thinks she would get stuffed to the bottom because she wouldn't have enough followers
- Thinks users with more followers are able to sell their items faster
- Would prefer to sell items through Facebook Marketplace or eBay

5. *Is there anything in the app that you wish was included?*

- Recommendations based on things you have shopped for
- Feature that includes recent posts so you don't see only the users with a lot of followers, giving everyone a fair chance to sell

6. *Do you think this app is easy to navigate?*

Unorganized but not too hard to figure out

7. *What do you think this app is rated out of 5 stars?*

3 out of 5 stars

8. *Do you think it is easy to find what you are looking for (i.e. a specific item of clothing)?*

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Easy when you use the search bar, but nothing came up that was exactly what she had in mind

Typed in “Hollister jeans” and didn’t think only that came up – saw other brands appear in the search

9. *Would you use Poshmark over any other online shopping app? Why or Why not?*

No, wouldn’t use any online shopping app because she prefers to shop in store where she can try on the clothing and feel the material

Situation/Event:

Poshmark Mobile App Redesign

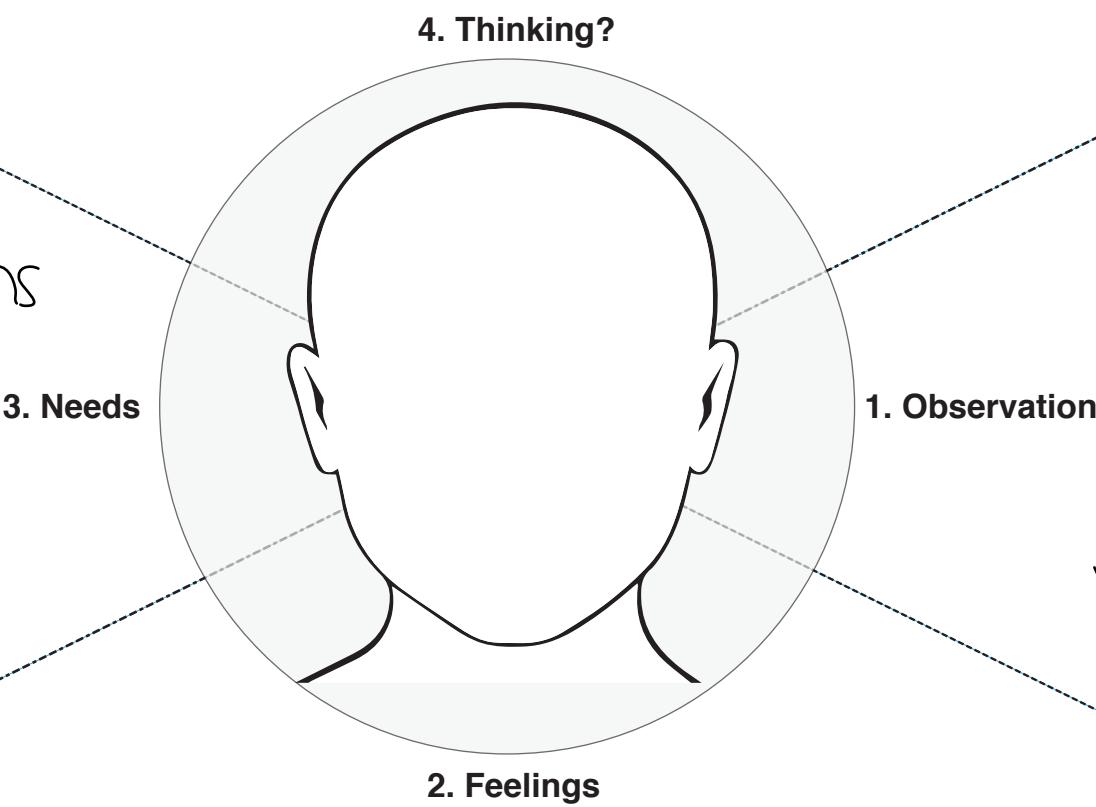
Empathy Map

Person:

Interviewee #2

- didn't feel secure
- wouldn't be able to sell anything without a lot of followers

- needs more security for users
- wants legitment photos of items
- legitimacy of users selling
- better ways of searching for items wanted



- unorganized
- couldn't find what she was looking for
- preferred in store shopping vs online

- confused
- chaotic

Insights/Problems

- photos looked sketchy
- issue with selling/buying with confidence

Ideas/Solutions

- recommendations based on things you have shopped for
- feature that includes recent post so you don't see only the users with a lot of followers

CARLY ANDERSON



"I am looking for an affordable, fashion forward clothing app to share with my followers that doesn't break the bank"

AGE 23
STATUS Single
LOCATION New York City
JOB TITLE Fashion Blogger

BIO

Carly is a fashion blogger in New York City for a successful company that promotes new ways of shopping within a budget. She is looking for clothing apps that allow her to buy affordable clothing without compromising quality and trendiness. Carly loves share her new and unique encounters with clothing companies and apps. She is looking for something worth sharing with her followers.

PERSONALITY

Introvert Extrovert

Unimaginative Creative

Decisive Agreeable

Sensing Intuition

GOALS

- Be able to shop thrift stores with modern technology.
- The capability to try on clothes at home instead of the pressure in store shopping provides.
- The ability to shop trendy clothes without spending a lot of money.

FRUSTRATIONS

- Thrift and consignment stores are generally messy and not inviting to shoppers.
- Most online retailers are expensive and do not have quality clothing and accessories.
- Finding specific clothing in store is annoying and not convenient.

MOTIVATIONS

