

The background of the entire page is a light gray color. It features several thin, dark gray circles of varying sizes that overlap each other. One large circle is on the left side, partially behind the title. Another large circle is at the top right. A smaller circle is at the bottom right. The circles create a minimalist, geometric pattern.

Native iOS Furniture App Design

Research documentation

Proposed By:
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Proposed To:
Humber Industrial Design Program

1 Introduction

For this assignment, I will be designing a prototype for a native iOS application. The primary goal of the app is to create a storefront application that enables students enrolled in Humber's Industrial Design program to showcase and sell their furniture designs. Even though it is intended for the Humber student, the app will have a unique and distinct brand identity.

identifying the target audience

It is important to note that there are 2 kinds of target audiences we need to consider for this application:

1. People who use the app to sell furniture
2. People who use the app to buy the furniture

Both audiences need to be considered throughout the design process.

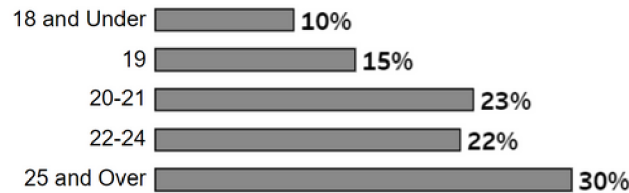
Sellers of Furniture

The sellers of the furniture will be the students of Humber. There are currently no resources available for the demographic of each individual program so instead I conducted research using Humber's demographic resources.

According to the Humber College Backgrounder and Fact Sheet 2019/2020 (Humber College, 2020):

- 51% of students come directly from secondary school
- 49% of students are non-direct students
- 6,500 international students are from more than 120 countries.

Respondents by Age

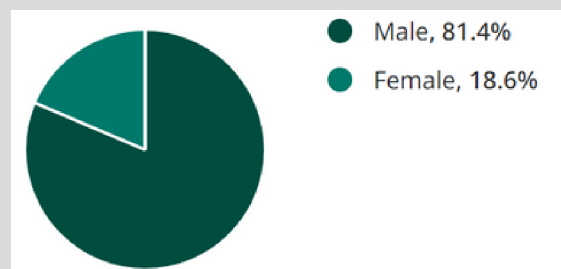


Humber Student Success Survey - Winter & Fall 2018, Fall 2019, Fall 2020. (Humber College, 2022)

After evaluating all of the statistical demographic information, I have determined the following about my seller target audience:

- Over 50% of the target audience is 18-20 years old.
- Approx 70% of the target audience is under 25.
- Over 70% of the target audience is Generation Z, remaining students are by majority, millennials.
- The target audience is inclusive of all genders, sexualities and races.

It is also worth noting the gender demographics of the people in the industrial design industry. According to Zippia (2021), 81.4% of industry designers are men. 18.6% of industry designers are women.



Buyers of Furniture

To access the buyers of the furniture, I conducted some research on the average demographics of furniture buyers. According to Traqline (2022) :

- Women make solo decisions on what to buy for 51% of Furniture purchases.
- About 40% of furniture purchases are made by those who have lived at their current address for 5 years or more.
- Over 70% of purchasers don't have children in household
 - 47% have two adults with NO children in residence
 - 25% are single adult households.

According to Esquire Advertising (2021), the average furniture consumer:

Gender: Female

Age: 50-54

Average Income: 50-75k

Living Situation: Single Family Home

target audience insights

Sellers	Buyers
<ul style="list-style-type: none">• Most industrial designers are male• The generation/age group of the sellers is generation Z (ages 20-25)	<ul style="list-style-type: none">• Most buyers (decision makers) are female• Most buyers are aged around 25-60• Gen Z and Millennial buyers are more likely to purchase furniture online

2 Research Target Audience

I will predominantly be researching the buyers of my target audience as the main purpose of the application is for the buyer to make purchases. However I will also be doing some research on the target audience of the sellers to determine the best way to design the interface for them to take charge of their selling process.

*Due to inclusivity reasons, I will not be targeting my designs based on the genders of the users. Instead I will opt for neutral designs to cater towards all users so that even the users who are in minority are able to comfortably use the application.

audience research: sellers

Target Audience: Under 25, Generation Z

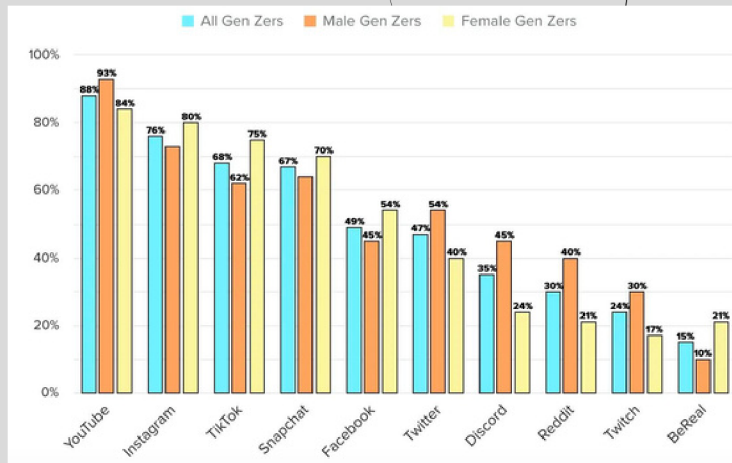
I will be focusing on researching Generation Z as their experience being the first generation to grow alongside some of the most revolutionary developments in the tech industry, plays a role in how they interact with technology and media.

Gen Z is characterized by several key trends that are shaping their interaction with technology:

1. **Demand for Personalization:** Gen Z has grown up in a world where personalization is expected, especially in technology. They anticipate **tailored recommendations** and offers based on their individual preferences (Amber Student, 2023).
2. **Fluid Identity and Design:** Gen Z defies traditional subcultures and embraces fluid identities. This calls for **flexible, modular, and changeable design elements**. Brands may need to adopt **Circular design principles** to cater to this diverse and open generation (Laknar, 2022).
3. **User Experience and Usability:** Gen Z values user experience and usability in digital products. A survey by IBM found that 85% of Gen Z is willing to try new apps if they have a better user interface. They also prioritize apps that are **easy to navigate and understand**. This highlights the importance of creating **user-friendly and intuitive interfaces** (Bhargava, 2023).
4. **Visual Sophistication:** Gen Z is **highly visual** and expects visually stunning content from brands and products. **Bold and captivating designs, striking visuals, unique typography, and candid photography** are crucial to capturing their attention. **Interactivity**, including quizzes, animations, and polls, can also enhance engagement (Bhargava, 2023).

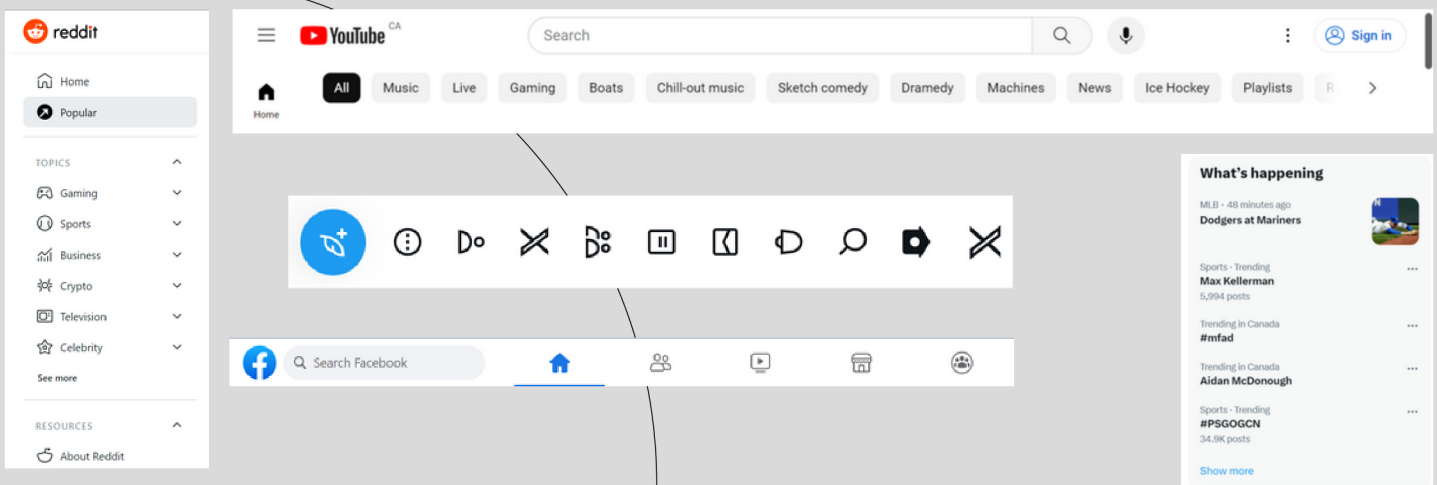
app types: sellers

This portion of the research will only be applied to the interface that sellers are expected to interact with. We will assess the web apps that are most popular amongst our target demographic to see how we can integrate relevant elements into our own design. The following graph shows us the most popular platforms for our target audience (Roberts, 2023):



The top apps that my target audience liked to use were: YouTube, Instagram and Tiktok. It is important to note that all of these apps are social media apps, the most popular source of information, news and entertainment all across the internet for Gen Z. While the application I am redesigning won't be a social media app, I can use elements of what makes social media so popular to try and engage further with my audience.

navigation styles



Above are some examples of different navigation styles taken from the most popular platforms for our target audience.

The following conclusions have been drawn:

- Personalised touch is popular (YouTube suggested tags)
- Heavy preference towards icons without text for navigation.
- Navigation is preferred on either the left or right-hand side when it comes to categories
- The target audience likes to stay recent and up-to-date, most of these applications have recent posts/news on the homepage. It is important to note that they are social media sites, unlike our brand, however, we can still integrate some part of that into our design.
- Simple minimalistic designs are preferred
- Column design formats are more popular
- Toggling between light/dark versions in apps is popular

audience research: buyers

For this portion of the research, I will briefly research the design style preferences for all of the generations included in the target audience range. This will allow me to find correlations between different designs and find a compromise when designing the interface to appeal to my entire target audience.

It is important to acknowledge the impact of generation on individuals' technology relationships during app design and development. This will help with understanding user behaviour and expectations. This research is according to InspiringApps (2023):

Baby Boomers (Born 1946–1964):

- Experienced significant technology evolution.
- Value privacy and security, preferring face-to-face communication.
- Adapted to technology but need straightforward user experiences.
- Responsive to products enhancing personalization.
- Recognize Baby Boomers' adoption of technology for maintaining their quality of life.
- Design mobile and web apps with considerations for age, accessibility, and a focus on fulfilling their preferences for sharing and connecting.

Generation X (Born 1965–1976):

- Skeptical and pragmatic.
- Hold significant spending power, raising Gen Z and caring for Baby Boomers.
- Digital habits aligned with Millennials but remember life without technology.
- Value-driven, seeking relevant and straightforward information and solutions.
- Digital habits are more closely aligned with the Millennials generation. They're highly connected through mobile phones and on social platforms.

Millennials or Gen Y (Born 1977–1995):

- Shaped by the rise of the internet and technological advancements.
- Tech-savvy, value experiences over possessions.
- Connected through social media for various purposes.
- Prefer text messaging and digital communication over phone calls.
- Civic-oriented, seeking to contribute to the greater good.
- Acknowledge Millennials' preference for experiences over material possessions.
- Design digital products that empower Millennials to control their digital time, incorporate moments of delight, and enhance their real-life experiences.

Gen Z (Born 1996–TBD):

- Grew up with the internet, highly educated, and independent.
- Value diversity, and equality, and anticipate personalised experiences.
- Cultivate online presence, frequently share content, and expect sharing functionality.
- Willing to provide information for a personalised experience.
- Expect predictive technology to be reliable and adaptable.
- Recognize the value of time – short attention spans.
- Ensure a positive user experience by incorporating swift interactions, straightforward functionality, and authentic content that resonates with this generation.

audience research: compromising design aspects for all buyers

User-Friendly Interface:

Implement a straightforward and intuitive user interface to accommodate Baby Boomers' need for simplicity, Generation X's value-driven mindset, Millennials' preference for seamless experiences, and Gen Z's expectation for user-friendly design.

Privacy and Security:

Prioritize robust privacy and security measures across all digital products to address Baby Boomers' emphasis on privacy, Generation X's skepticism, Millennials' concerns about online transparency, and Gen Z's value for data security.

Accessibility Features:

Integrate accessibility features, considering age-related needs for Baby Boomers, ensuring inclusivity for Generation X, and addressing the tech-savvy expectations of Millennials and Gen Z.



Personalization Options:

Offer customizable features allowing users from all generations to personalize their experience, meeting the preferences of Baby Boomers seeking personalization, Generation X's desire for relevant information, Millennials' focus on experiences, and Gen Z's anticipation of personalized interactions.

Multi-Channel Communication:

Provide a range of communication options, including face-to-face interactions for Baby Boomers, digital communication for Millennials, and platforms that allow for both text messaging and social media connectivity to cater to the diverse preferences of all generations.

Swift Interactions and Authentic Content:

Incorporate swift interactions and authentic content, addressing Gen Z's short attention spans, Millennials' preference for genuine experiences, and the need for straightforward functionality for Baby Boomers and Generation X.

Predictive Technology:

Integrate reliable and adaptable predictive technology that caters to Gen Z's expectations, aligns with Millennials' tech-savvy nature, and accommodates the evolving technological habits of Generation X and Baby Boomers.

Inclusivity and Diversity:

Embrace inclusivity and diversity in design, recognizing the values of Gen Z, Millennials, and the collective preferences of Baby Boomers and Generation X, ensuring that the digital products appeal to a wide range of users.

Seamless Cross-Generational Integration:

Ensure that the digital products seamlessly integrate across generations, catering to the technological adaptation of Baby Boomers, the connectedness of Generation X, the tech-savvy nature of Millennials, and the digital independence of Gen Z.

3 Competitor Analysis

Next I will be assessing different native applications that are similar to the application that I am designing. To allow for a comprehensive analysis, I decided to look at 3 different applications. 2 of them are apps that also sell furniture (IKEA and Joss & Main) and one of them is another online shopping app (Amazon) that is also one of the most popular apps to buy furniture.

I chose these apps because I think it will give me the best analysis for my own design in term of functionality. These apps also have similar target audiences so I can take note of design features that can be implemented for my target audience. Amazon also has options for sellers to control their products while the other 2 don't as they are single company apps. Because my application is intended for many students to use to sell their work, I'll be assessing Amazon for that feature as well.

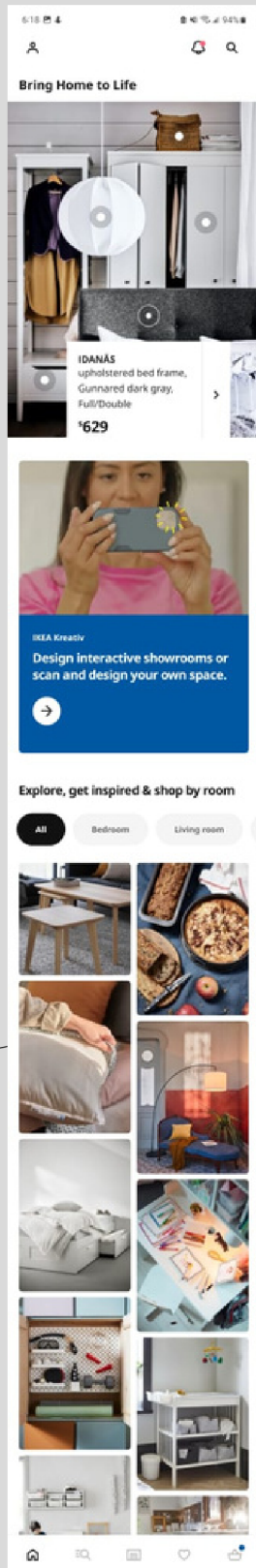
application: IKEA

Here are some of the key features I observed when interacting with the IKEA app:

- 2 Navigation Menus
 - One Mini Menu at the bottom that is sticky and always visible
 - User Menu at the left side (toggle)
- Home page includes inspiration/promotional content
- User navigation includes setting-based interactions while Bottom menu includes main navigation items that users will need to interact with
- Product selection includes filtering for finding the right product.
 - Also includes categories to help organise products for user viewing
- Quick-Add Option
- Includes Product information, description, reviews, delivery details, similar products, personalised product selection and add-to-cart interaction.
- Cart includes selection of other items for users to add last-minute
 - Also includes delivery details and discounts
- IKEA's Login and Sign-up page opens in the browser online
- Check-out includes delivery details, billing/delivery information and contact information

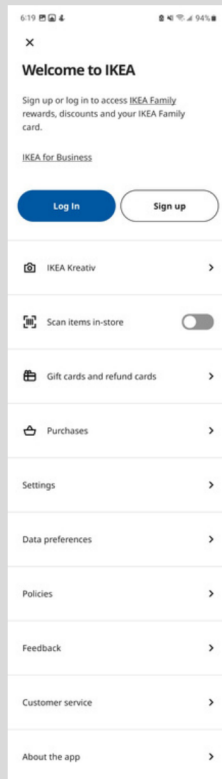
Design Analysis: IKEA

HOME PAGE

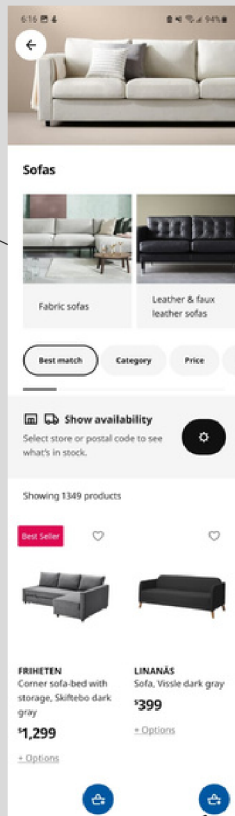


Navigation Menu

USER NAV

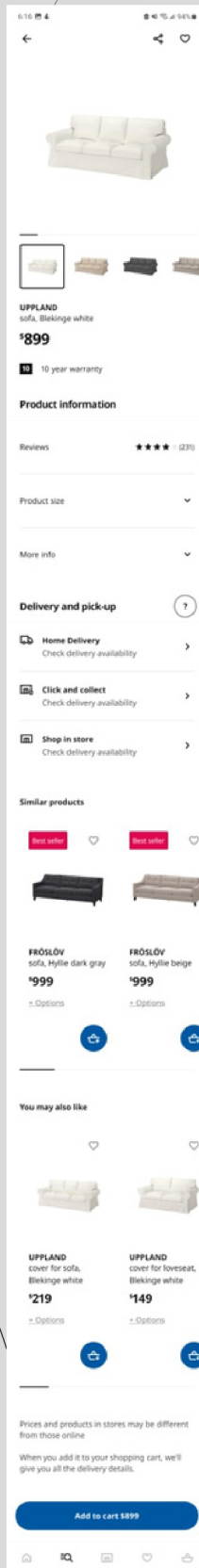


PRODUCT SELECTION

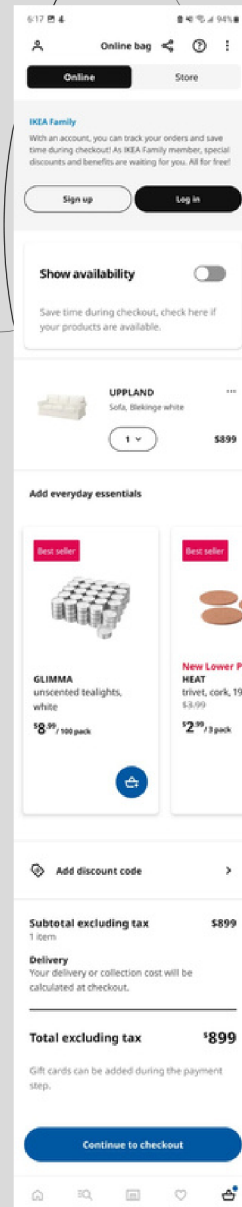


Quick Add

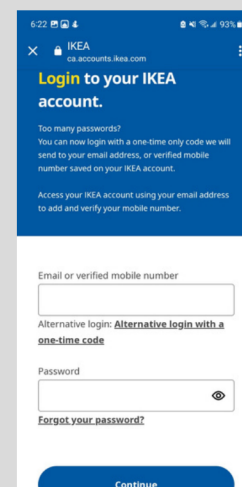
PRODUCT VIEW



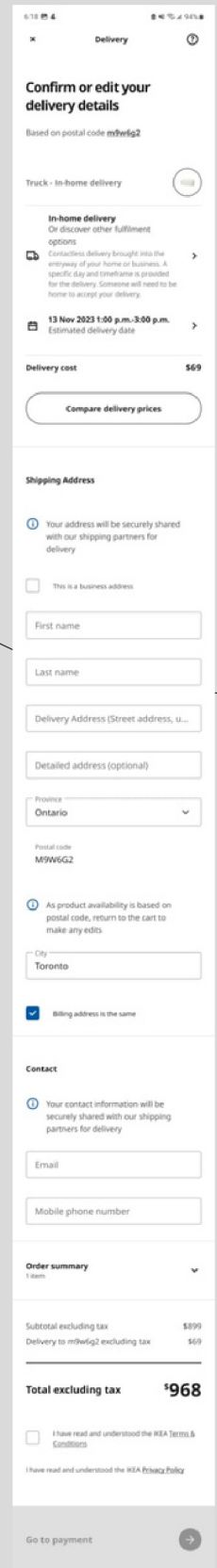
CART



LOGIN/SIGN-UP



CHECK-OUT



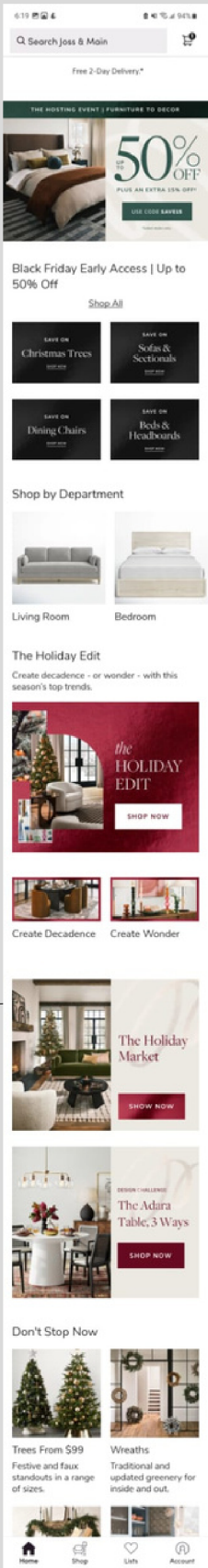
application: JOSS & MAIN

Here are some of the key features I observed when interacting with the Joss & Main app:

- Single Navigation Menu at the bottom of the page that is sticky and always visible
- Home page includes sales and seasonal promotional content
- Categories for furniture are simple and presented with pictures
- Product selection
 - Includes filtering for finding the right product
 - Includes categories to help organise products for user viewing
 - Includes toggle for sale items
 - Includes sorting option
- Includes Product information, description, reviews, delivery details, similar products, Q&A section, company contact information and add-to-cart interaction.
- Cart includes protection plans and warranty for products
 - Also includes delivery details and discounts
- Joss & Main's Login and Sign-up page is local to the application
- Check-out includes delivery details, billing/delivery information and contact information

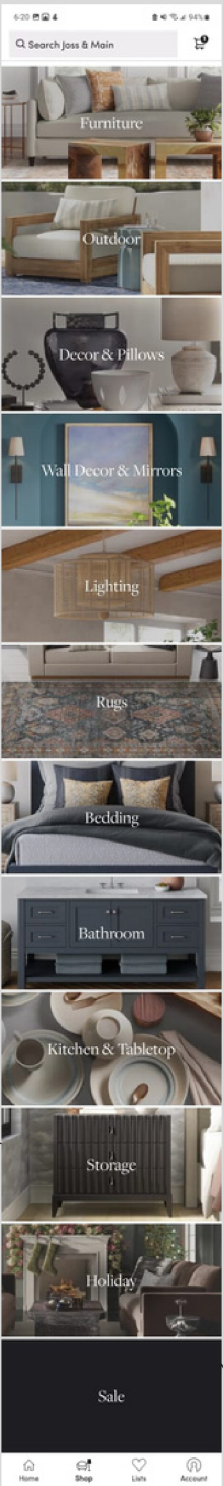
Design Analysis: JOSS & MAIN

HOME PAGE

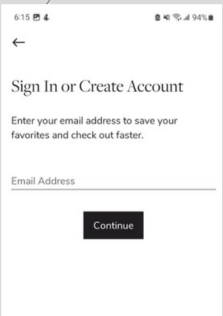


Navigation Menu

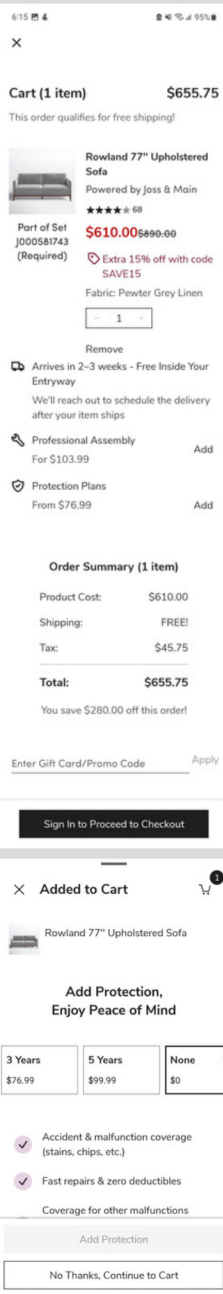
CATEGORIES



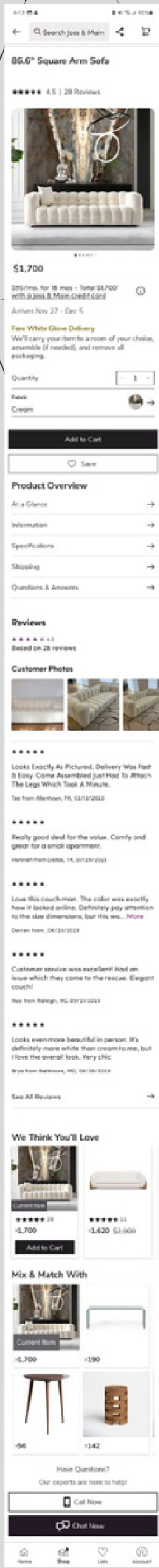
LOGIN/SIGN-UP



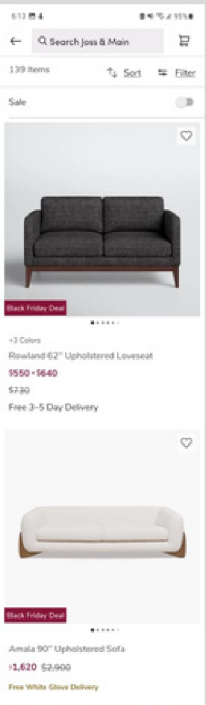
CART



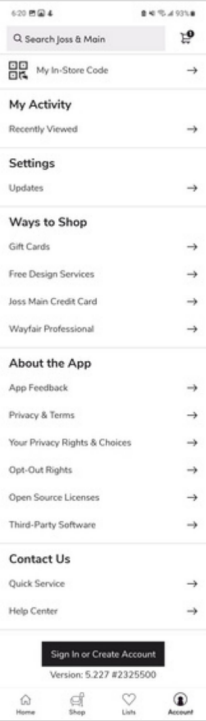
PRODUCT VIEW



PRODUCT SELECTION



ACCOUNT NAVIGATION

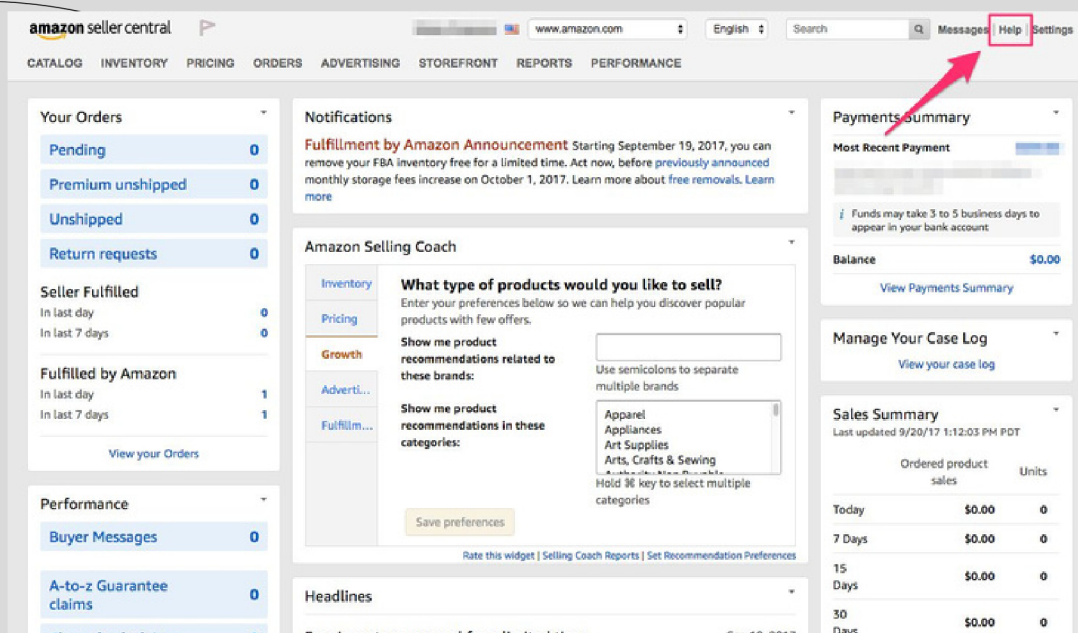


application: AMAZON

It is important to note that Amazon does not exclusively sell furniture. For the purpose of this design analysis, I decided to focus only on the furniture category.

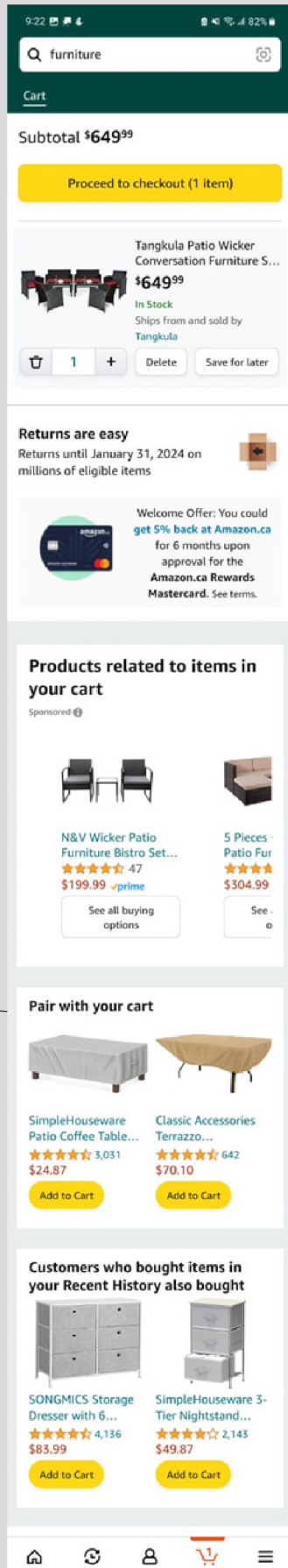
Here are some of the key features I observed when interacting with the Amazon app:

- Single Navigation Menu at the bottom of the page that is sticky and always visible
- Product selection
 - Includes filtering for finding the right product
 - Includes categories to help organise products for user viewing
 - Includes sorting option
- Includes Product information, description, reviews, delivery details, similar products, personalised product recommendations, discount information, company information and add-to-cart interaction
- Cart includes other personalised recommendations of other items users can buy as well as delivery details and discounts
- Amazon's Login and Sign-up page is local to the application
- Check-out includes delivery details, billing/delivery information and contact information
- Very complex and multilayered seller central panel with many options for sellers to take control of their business ventures



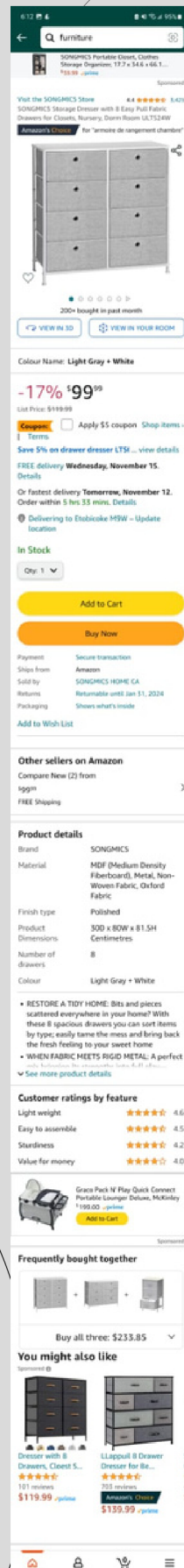
Design Analysis: AMAZON

CART

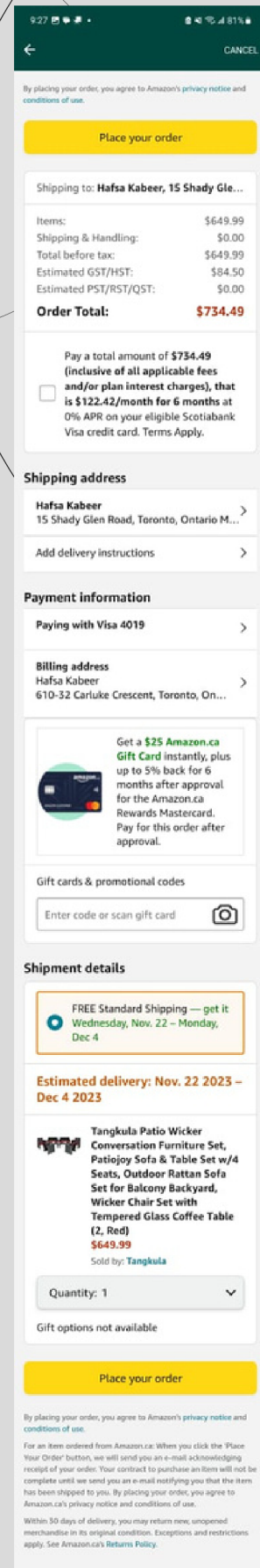


Navigation Menu

PRODUCT VIEW



CHECK-OUT



4 Design inspirations

Based on the similar application that I analysed, here are some of the design inspirations that I will be considering for my own design. All of these design choices are made considering the entire scope of my target audience.

- **Single Navigation Menu** at the bottom of the page that is sticky and always visible
- **Product selection**
 - Includes **filtering** for finding the right product
 - Includes **categories** to help organise products for user viewing
 - Includes **sorting** option
- **Product View Includes:**
 - Product information and description
 - Reviews
 - Delivery details
 - Personalised product recommendations
 - Add-to-cart interaction
- **Cart includes:**
 - **Personalised recommendations** of other items users can buy
 - Delivery details
 - Discount information
- **Login and Sign-up page** is local to the application
- **Check-out includes:**
 - Delivery details
 - Billing/delivery information
 - Contact information
- **Seller Panel:**
 - Much more simple with very visual design
 - Iconology to communicate interactions

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