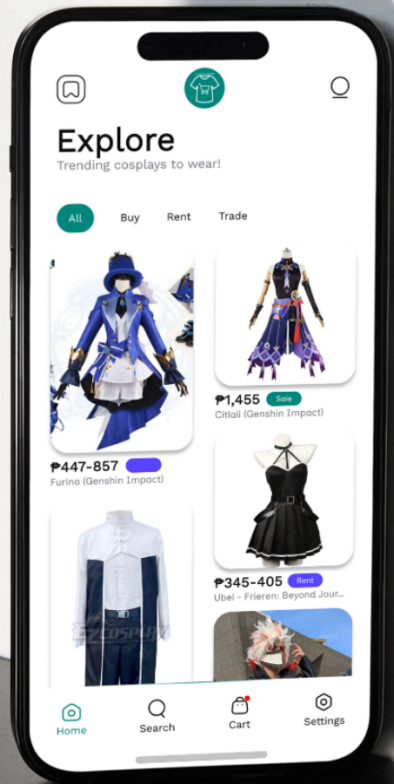




Design  
**CosMarket**

Role  
**UX Designer**

In completion of



Tools



# CosMarket

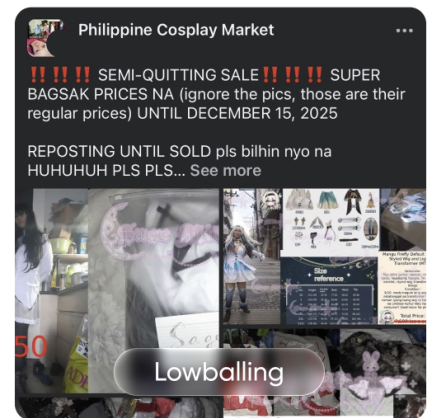
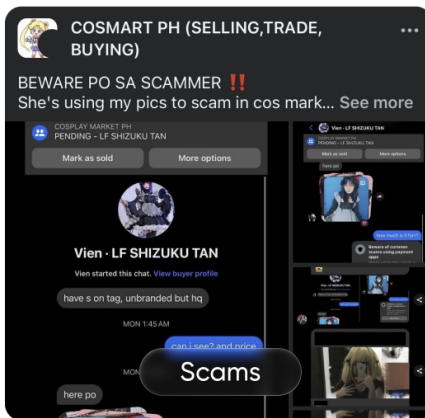
CosMarket is a mobile e-commerce application that focuses on buying, selling, and renting cosplays. It aims to provide a user-friendly platform for cosplay enthusiasts to access affordable and high-quality cosplay products.

## PROBLEM STATEMENT

How might we establish a **reliable marketplace** platform that **guarantees secure transactions** for buying, selling, and renting cosplay products within the Philippine community?

## MAIN PROBLEM

Cosplayers find it **very difficult** to buy or sell cosplay-related products in the Facebook marketplace.



## DESIGN OBJECTIVES

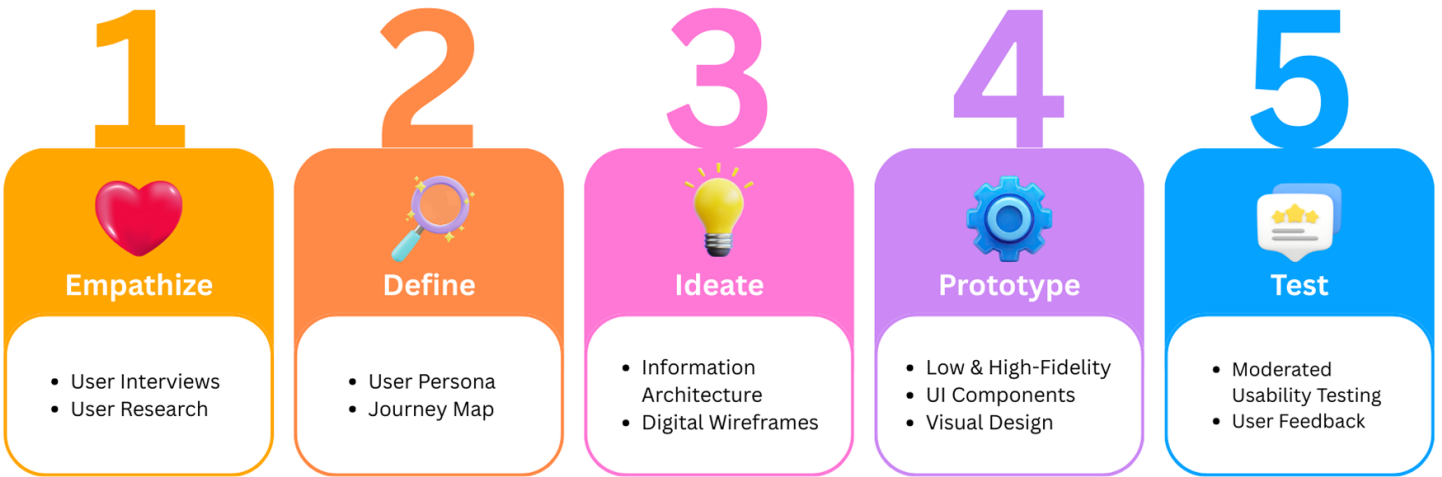
- 01 Create a user-friendly marketplace that simplifies cosplay transactions
- 02 Implement a user flow of adding cosplays to cart and purchasing it
- 03 Ensure visual hierarchy, readability, and accessibility
- 04 Conduct usability testing to obtain feedback from cosplayers

## SOLUTION SUMMARY

CosMarket has been **well-received** with positive feedback on its **layout and navigation**. Three out of ten testers have expressed their desire for the **continued development** of this prototype.

**80%**  
agreed on clean layout and intuitive navigation

# Design Process



Aiko Tanaka

**Age:** 19  
**Education:** BA Multimedia Arts  
**Hometown:** Manila, Philippines  
**Family:** Lives with parents  
**Occupation:** Part-time online seller

*"Cosplay lets me express myself but finding good costumes is a struggle."*

### Goals

- Attend anime and pop culture conventions in full cosplay.
- Buy and sell pre-loved cosplay costumes and props easily.
- Connect with fellow cosplayers and trusted sellers within the community.

### Frustrations

- Difficulty finding size-specific and fandom-based cosplay items.
- Concerns about being scammed or receiving poor-quality items online.
- Limited local platforms that cater specifically to cosplayers.

Aiko discovered cosplay in high school and has since attended multiple conventions, often crafting parts of her costumes herself to save money. Now a college student juggling studies and a part-time online business, Aiko wants a simpler, safer way to buy and sell cosplay outfits. She dreams of a community-driven platform where she can trust other cosplayers, filter items by anime or character, and even rent high-quality costumes for big events.

## User Persona

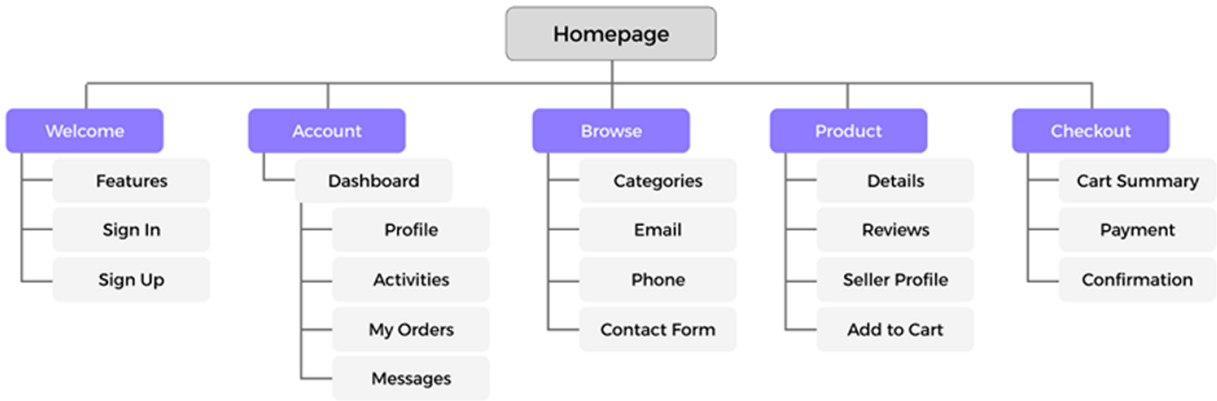
## User Journey Map

### Persona: Aiko

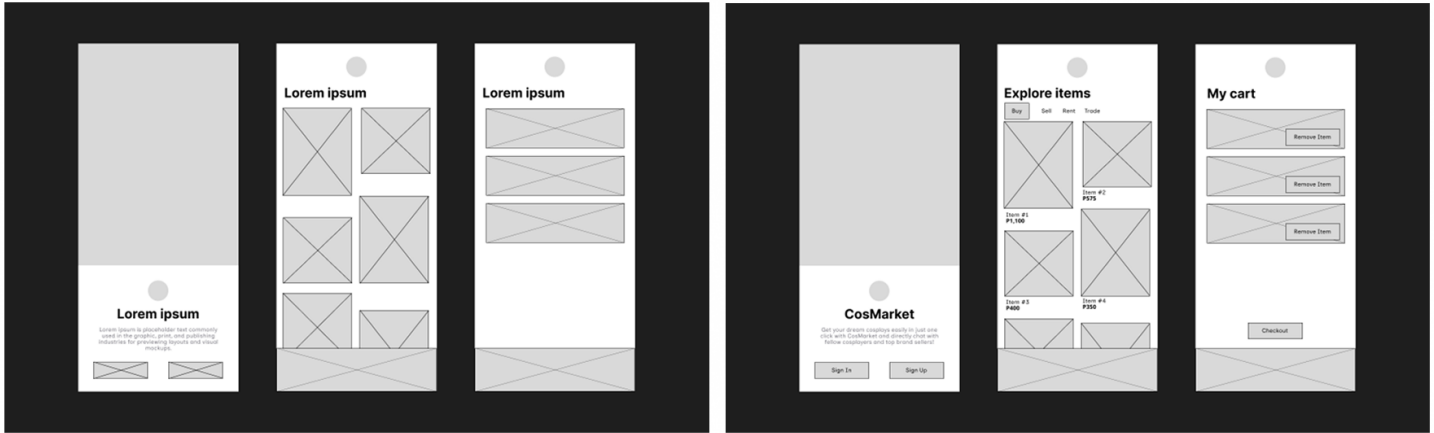
Goal: To find and purchase an affordable and high-quality cosplay for an upcoming convention

| ACTION                    | Browse homepage                                                                                  | Search for specific cosplay                                                                          | Check seller reviews and item photos                                                              | Message seller for more details                                                                       | Place an order                                                                                              | Receive item                                                                                                |
|---------------------------|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| TASK LIST                 | Tasks<br>A. Scroll through featured listings<br>B. Tap on category of interest                   | Tasks<br>A. Use search bar with character name<br>B. Apply transaction filters (Rent, Trade).        | Tasks<br>A. Read user reviews<br>B. Zoom in on detailed costume photos                            | Tasks<br>A. Use the in-app chat to ask about sizing and defects<br>B. Wait for seller response        | Tasks<br>A. Add the cosplay to cart<br>B. Select payment and confirm order                                  | Tasks<br>A. Unbox and try out the cosplay<br>B. Leave a star rating and comment                             |
| FEELING ADJECTIVE         | <ul style="list-style-type: none"><li>• Curious</li><li>• Excited</li><li>• Interested</li></ul> | <ul style="list-style-type: none"><li>• Hopeful</li><li>• Determined</li></ul>                       | <ul style="list-style-type: none"><li>• Cautious</li><li>• Hesitant</li></ul>                     | <ul style="list-style-type: none"><li>• Informed</li><li>• Reassured</li><li>• Confident</li></ul>    | <ul style="list-style-type: none"><li>• Excited</li><li>• Satisfied</li></ul>                               | <ul style="list-style-type: none"><li>• Accomplished</li><li>• Happy</li></ul>                              |
| IMPROVEMENT OPPORTUNITIES | <ul style="list-style-type: none"><li>• Personalize homepage based on past searches</li></ul>    | <ul style="list-style-type: none"><li>• Add more specific search filters (e.g. Popularity)</li></ul> | <ul style="list-style-type: none"><li>• Provide clearer and high-quality product photos</li></ul> | <ul style="list-style-type: none"><li>• Add an automated reply feature for common questions</li></ul> | <ul style="list-style-type: none"><li>• Enable multiple payment options (e.g. GCash, installment)</li></ul> | <ul style="list-style-type: none"><li>• Send a post-purchase feedback prompt and offer incentives</li></ul> |

# Information Architecture



## Digital Wireframes to Low-Fidelity

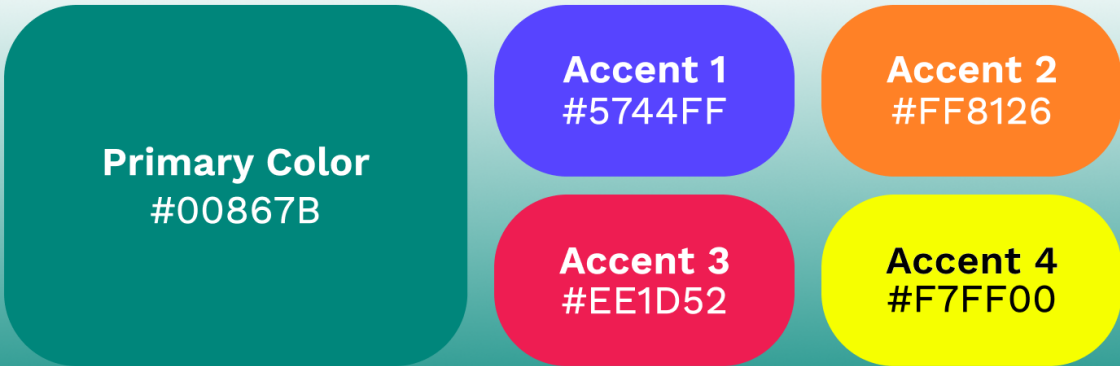


## Typography and Colors

# Work Sans

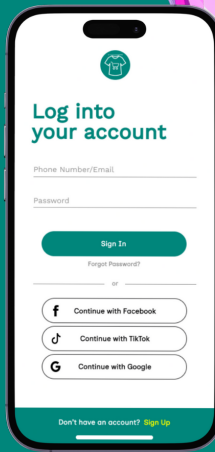
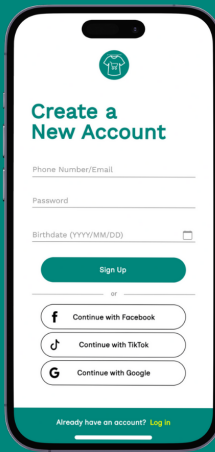
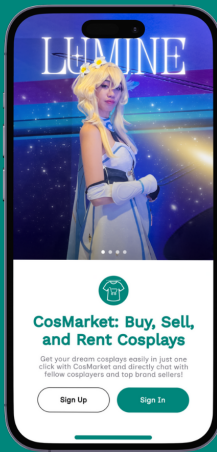
Light Regular Medium **Semi-Bold Bold Extra-Bold Black**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

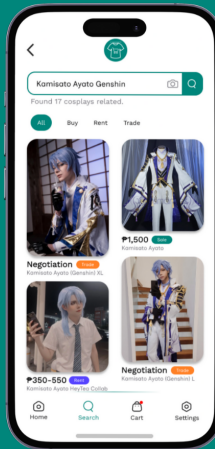
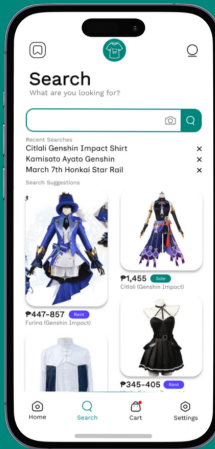
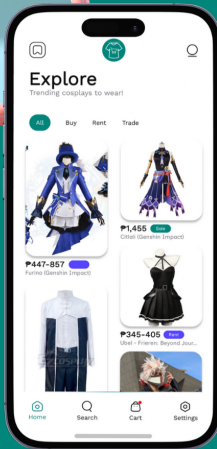


# High-Fidelity Prototype

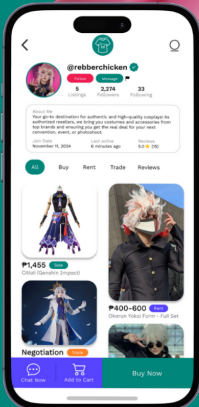
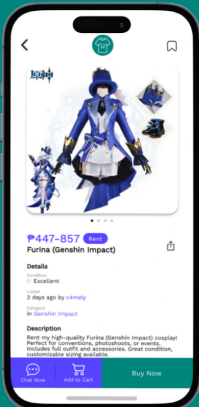
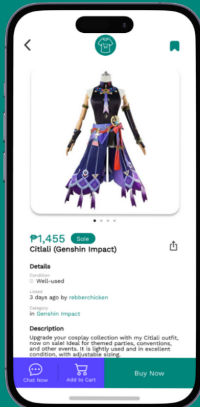
## Onboarding Pages



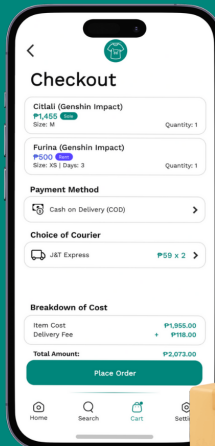
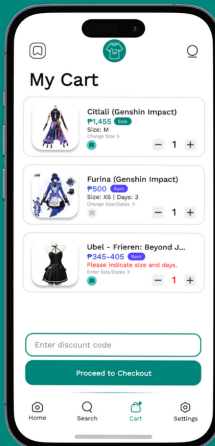
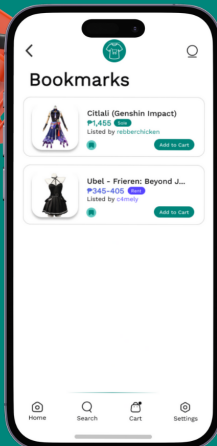
## Home and Search Pages



## Cosplay Item & Seller Profile



## Bookmarks, Cart, and Checkout



## Methodology

The high-fidelity prototype has been used to determine the **user acceptance** of the **visual design** and experience of the marketplace functionalities.

Moderated Usability Study

Remote via Google Meet

10 cosplayers as testers

20-30 minutes for testing

## Usability Test Results

All participants navigated through the application **without confusion**.

**8 out of 10** testers agreed on the design's clean layout and intuitive navigation, citing similarities with **Pinterest** and **Shopee**.

Two users were unsure whether their item has been added to the cart, suggesting the **inclusion of action messages**.

## Key Learning

This started as a fun project since I was interested in cosplaying, and I had fun learning the importance of accessibility in design and how decisions based on pain points can improve overall user experience.

## Next Steps

- Have a larger sample size to gather additional feedback and refine them further.
- Add more community-oriented features to enhance interaction.

THANK YOU  
FOR VIEWING!

● Bernard Jezua Tandang  
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