



Brief

Pluck is a commerce app that sells musical instruments and everything that revolves around the music world.

Pluck wants to create a brand new experience in the field of musical instruments selling, by offering a wide catalogue for every musician, from amateurs to pros.

Nowadays, there is almost **no site** that sells these types of products, except for **Amazon** which presents **some instruments** in their catalogue.

There are some minor websites which feature a musical catalogue, but there are no specific apps for that.

Therefore, **Pluck** will be the true first app that will join the market of musical e-commerce.

Target Audience

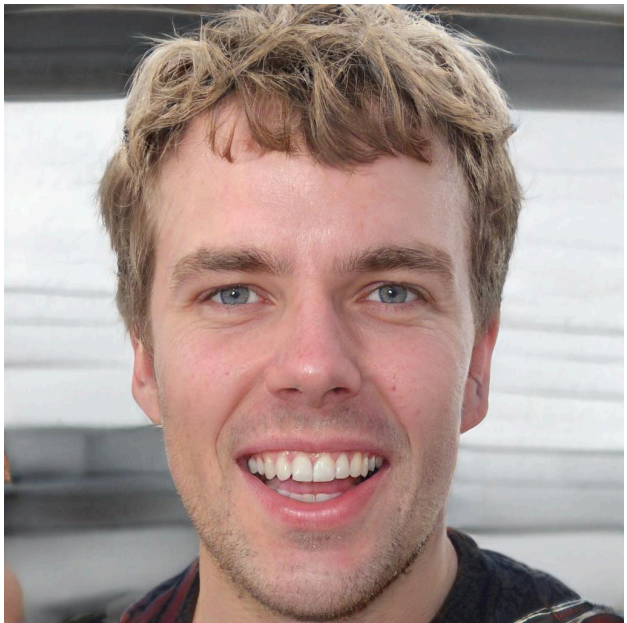
Jacob

25 years old, Musician

“I’m a guitarist in a small band here in Scotland and every time I need to buy some new strings or upgrade my pedal set, I like to order them on Pluck, as I can see the reviews about the products bought from true professional artists, plus the prices are great!

Moreover, all members of my band can buy whatever they need and with a single big order we obtain sales and gifts!

Thanks Pluck, you rock!”



Martin

14 years old, Student

“I recently started to study guitar on my own. On Christmas, my parents decided to give me a 50\$ gift card on Pluck and I bought some guitar picks, a tuner and a tablature book of my favourite band: I Vazanikki!

All of these things were included in special bundles thought for beginners like me, this is great!”



Johanna

20 years old, College student

“I love playing instruments but I change my mind very often about what type of instruments I’d like to play.

Thanks to Pluck, I can easily order an instrument I like, and once it arrives, if I don’t think it’s my type of instrument, I can return it within 2 weeks!

I sure don’t know what instrument I’d like to play but I definitely know where I will buy them!”



User experience

Sociability and commerce

We want the user to experience a sensation of **control** and **sociability** while using our app.

This is something that is **not well spread** among other e-commerce applications, but it’s possible to think that this kind of **aesthetic** can be appreciated by our **target audience**.

In fact, part of the **musical culture** is based on “**sharing**”, and we want to convey this feeling by adding a little **personality** to our users’ profiles.

Shopping and catalogues: recreate the sense of research

As for the **buying action** itself, most of the musicians' buying impulse doesn’t stop at the **single instrument**:

The **experience** of looking around in a **shop** and trying guitars or pianos cannot be recreated online, that’s for sure, but we can recreate the **sense of research** that every musician loves.

Cases, gadgets, mixers and other articles are an **important matter** for every musician, and therefore the chance to find a **specialized place** where to find and buy these things for them **means a lot**.

Therefore, the experience of searching something, in the app, must convey the sense of looking for something with **extreme precision**, which can translate in the usage of different **sub - lists** of items

“Guitars” is the main category, but we can find a lot of different sub lists such as “classic guitars”, “8 strings guitars” and so on

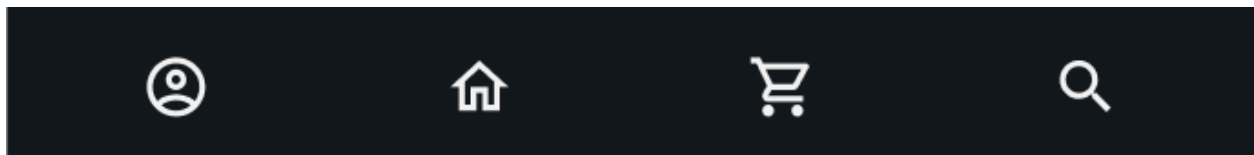
But we don't want the user to open the app only for **buying things**, instead, we aim to create a **virtual catalogue** that can be **visually appealing** and be used just for the sake of it.

Navigability

As a navigation system, it has been decided to implement a **bottom bar navigator** instead of a simple **“hamburger menu”**.

By doing that, we make it easier for users to **access** different **sections** of our App without adding **additional UI** elements so that users can move freely from tab to tab without needing to go back to the **main menu**.

As for elements such as the **Search bar**, we can use the top part of the screen in order to make it appear in every window so that users can easily interact with it.



User interface

Color Palette

Red is considered to be a color of **intense emotions**, ranging from anger, **heat**, through to **love**, and **passion**.

This color can be used in order to **highlight** important information on screen.

While for **gunmetal**, this colour add a **dark tone** and **seriousness** in the overall mood of the page, creating **interesting contrast** with the colour red

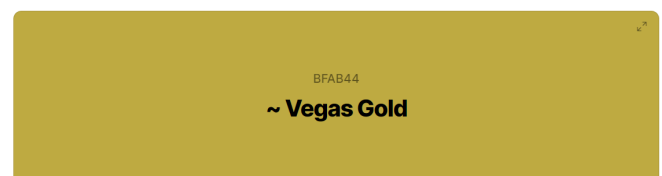
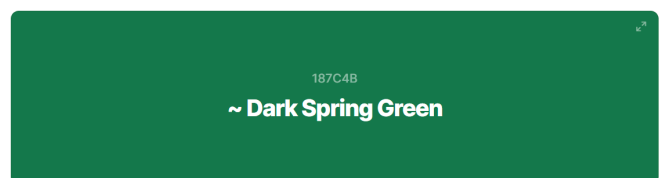
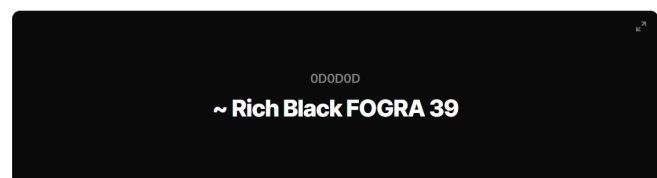
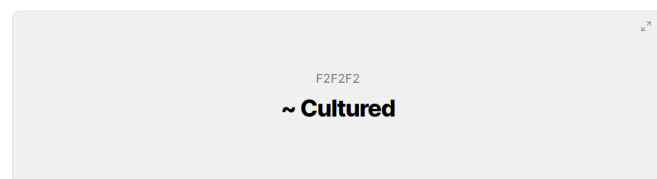
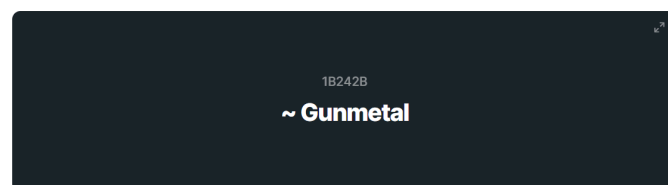
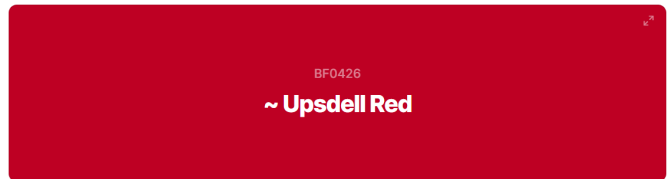
The **Cultured** white adds that sense of **pureness** and **neutrality** in the scene, allowing us to use it in order to create **texts** easily readable.

The **Rich Black FOGRA 39** adds to the palette a **strong color** that can be used in shades for **windows** that blend with the background.

The **Dark Spring Green** and the **Vegas Gold** are used for our **Icon**.

These two colors **contrast** well with the others, giving **emphasis** to our Mascotte.

Furthermore, these two colors represent **nature and richness**, and are **positive colors**, which fits well with the representation of our Duck.



They are also used for **decorative items** in UI.

Sign in / Sign up

The **registration page** is the **first screen** that the user will see once they open the application for the first time.

In this section, the user can **sign in** or **sign up** using an **email** or a **facebook** or **google account**.

In this frame, the **grey background** helps to create a **neutral field** in which each element can stand out thanks to its **vivid color**.

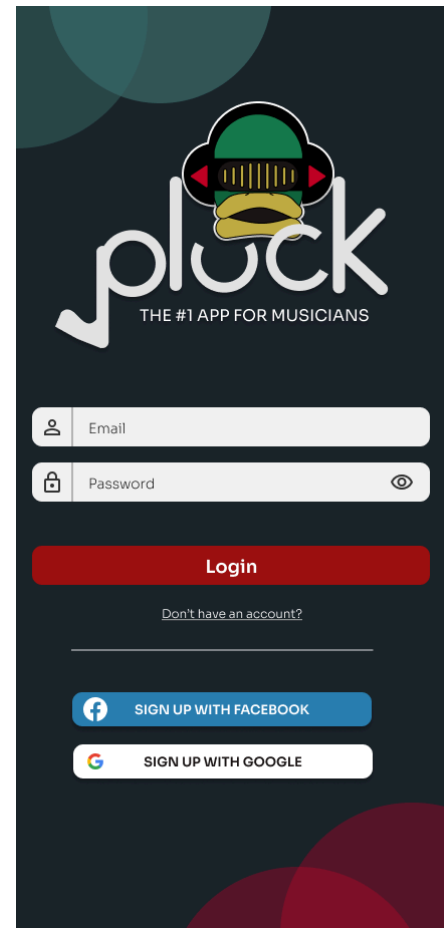
The **app's name** is set on the **top side** of the screen, and together with the logo, bring the **gaze of the user** as soon as they open the app.

By creating a **negative space** between the **different sections**, we create a **visual hierarchy** and spacing good enough to let the user understand that these are different sections.

Thanks to the principle of **similarity** and **proximity**, the user recognizes easily that **“sign up with facebook”** and **“sign up with google”** buttons have a **similar function** and operation as the two **“email”** and **“password”** text boxes.

The **“login”** button is set as the **biggest button**, which suggests that this is the **most important button**.

Furthermore, it has the **same size** of the **“email”** and **“password”** text boxes, therefore, thanks to the principle of similarity, the user understands that they are connected.



Homepage

The **homepage** features a **horizontal slider - banner** that shows different “**Focus**” frames that offer users different “packs” of items, and a series of horizontal sliders that contain **items** grouped in different sections.

All the banners contain an **image** (most of the time a person) that helps the user to notice the banner. Furthermore, the **images slightly come out of the frame** of the banner to help create a sense of **dynamism**.

The **spacing** is enough to let the user understand the **difference** and **boundaries** between different sections.

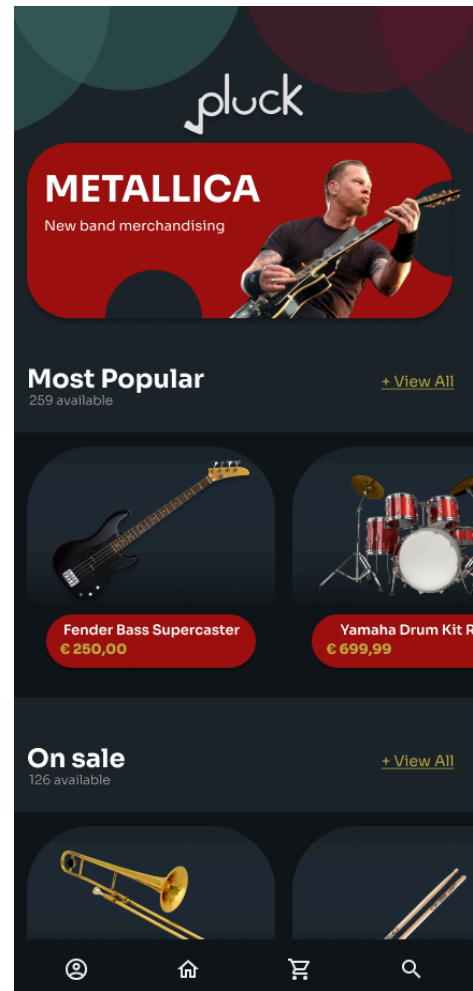
The **horizontal sliders** for the products are contained in a slightly darker color, in order to **nudge** the user to use the **slide** in that particular section and thanks to **continuity**, the **border lines** help the user to **discover the slide function**.

The **color** used in this frame, are mainly **3**:

- The **metal grey** used as a background, darker shades to create frames.

- **Red** to highlight elements

- **Gold** to highlight important smaller texts such as price.



Banner Focus

This frame features a **title**, followed by a **subtext** and a **big picture** that catches the **gaze of the user**, followed by a quote in a green background.

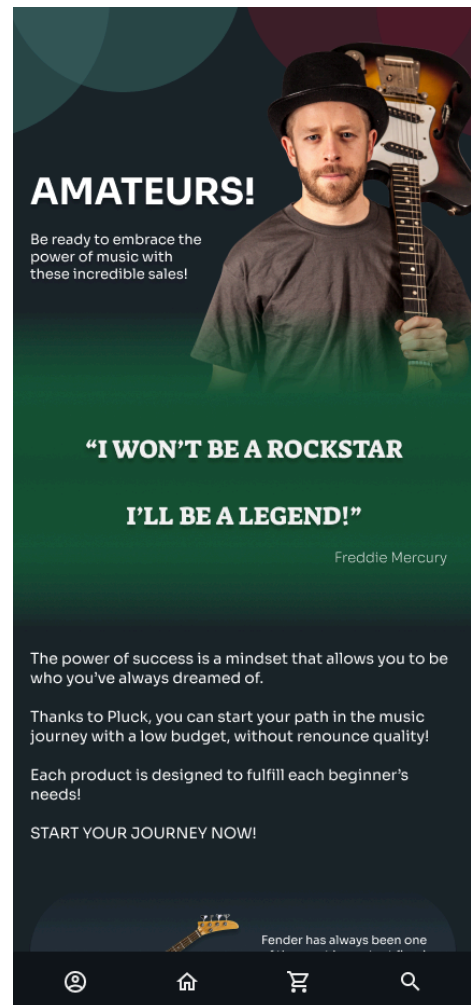
This **green frame** allows to smoothly **separate** the “titles part” from the rest.

The following part is a **brief text** that enhances the **experience** of the focus and **invites the user** to keep scrolling to see the vertical frame that shows some items that are linked to this article.



The **frame** of the items positioned in the vertical is **slightly different** from the horizontal frames.

In this case, we use **linear shades** of grays to **bend it with the background**, adding a button that, thanks to its form and position, seems like following the border of the frame, exploiting the principle of **closure**.



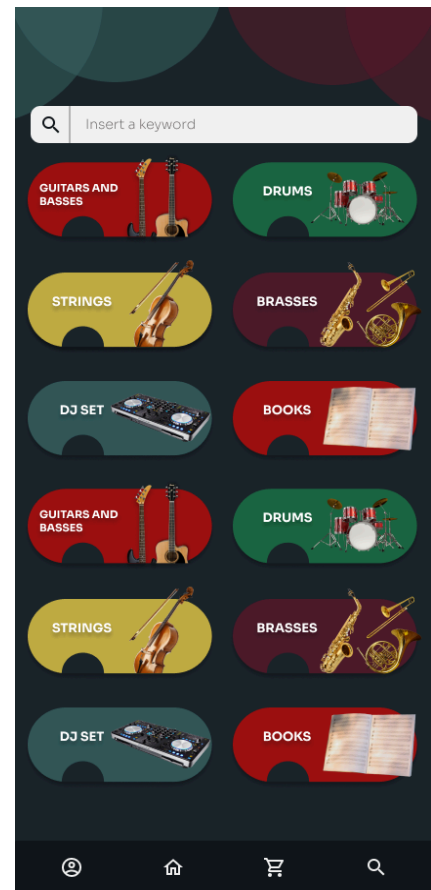
Search

In this frame, a **search bar** will appear on the **top side** of the screen, allowing the user to search for the item they are looking for by directly typing its **name** or a **keyword**.

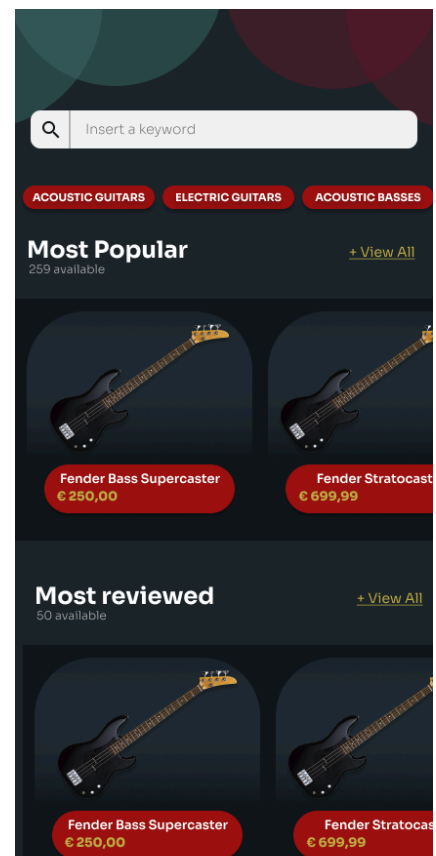
Furthermore, the user can use “**chips**” to open a new frame that will allow users to **deeply navigate** into the category chosen.

Thanks to the principles of **similarity**, these objects are seen as a **unique list of objects**.

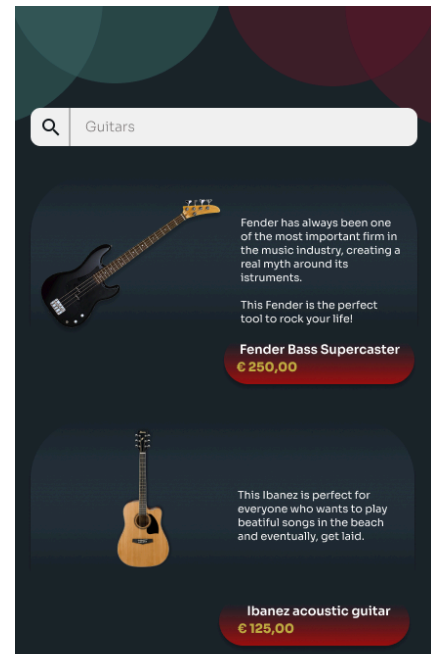
Like banners in the homepage, the **pictures** in these frames **come out slightly** to enhance the sense of **dynamism** that the app wants to convey.



By selecting a **chip**, a new frame will be opened, showing the user a **horizontal series of small chips** in order to deepen the search for **specific items**, while **horizontal frames** in which are presented **elements** in highlight are shown to the user.



If the user uses the **search bar**, once they confirm their search they will be redirected to another frame, which provides a **vertical list of items** similar to the focus items.



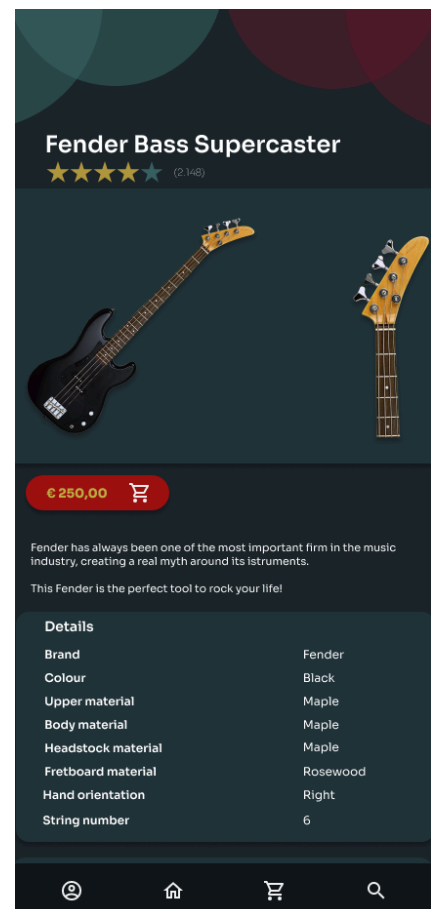
Article Info

When the user opens an item, this frame will appear.

Here, the users can **slide** through a **horizontal carousel** of images of the product, while seeing their **score** and **name** on the upper side of the screen.

The **red button** is the only “**warm**” colour in the screen, making this button **stand out** compared to other elements.

A **minor description** of the item is inserted between the frame of the item and a detail list, which allows users to see the most important information about the product.



By scrolling down, the user can see the **reviews** of people that have bought the article, by seeing who wrote it, the amount of stars given and the date and place of the review.

The user can indicate that the review was **helpful** by pressing the correspondent button, or reporting it for abuse.



Profile

This section is the **profile** of the user that is using our app.

The frame has a **big round frame** for the profile pic, as it **blends** with the circle geometry inserted as **decoration** on the side edge of the screen.

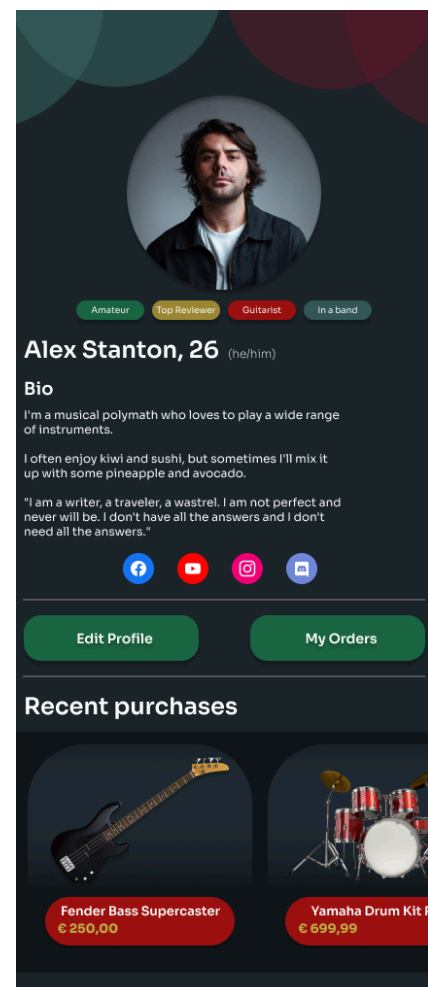
Under the profile pic, a series of **“badges”** that the user can obtain by doing stuff inside the app, such as reviewing X items, or just insert as they create their profile (amateur, in a band).

Thanks to **proximity, closure** and **similarity**, these elements are seen as a **unique group**.

Furthermore, we have the name of the profile, its age and gender, followed by a brief bio about them.

After the bio we can see a series of **social icons**, which are important in order to boost the **social experience** and **networking** that this app has as a goal.

The user can decide to **edit** its profile or to see **its orders**. This section stands in a **different section**, delimited by **two lines** but both the **similarity** and **enclosure** convey the sense

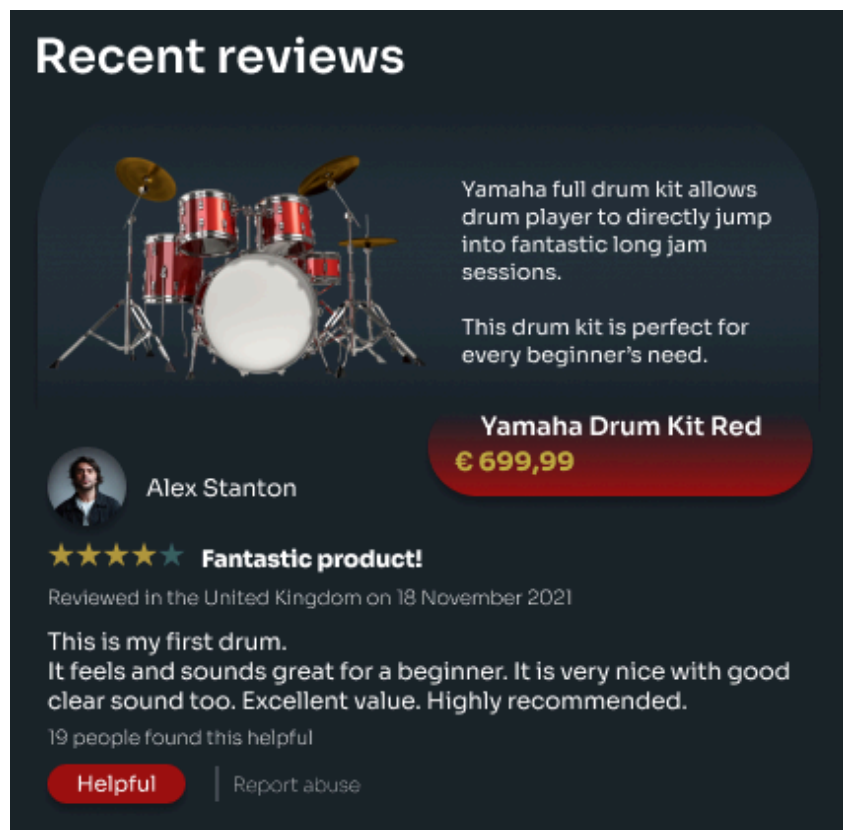


that these buttons are **similar**, in fact they are focused on the **profile customization and management**.


After that, we have a **horizontal list** of recent purchases and recent reviews of the bought products.

This element **blends** two previous elements which are the **vertical list item frame** and the **review frame**.

By using a **linear gradient** for their background, thanks to their **proximity** and **continuity** (the semi-transparent border) the user can identify it as a **single element**.




Recent reviews



Yamaha full drum kit allows drum player to directly jump into fantastic long jam sessions.

This drum kit is perfect for every beginner's need.

Yamaha Drum Kit Red
€ 699,99

 Alex Stanton

★★★★★ **Fantastic product!**

Reviewed in the United Kingdom on 18 November 2021

This is my first drum.
It feels and sounds great for a beginner. It is very nice with good clear sound too. Excellent value. Highly recommended.

19 people found this helpful

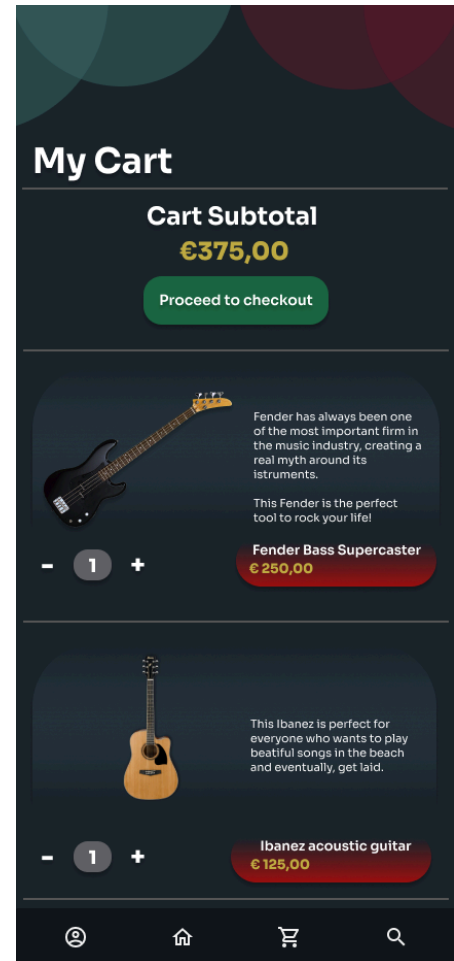
Helpful | Report abuse

Cart

This frame shows all the items added in the **cart**. The **first element** that users will see is the **button** to proceed to the **checkout**, big enough and with a green positive color to be seen as soon as the user opens this frame.

The elements above this button are seen as a **single element**, thanks to the two lines under and above them.

Furthermore, the user will find **frames** containing the items bought, with a counter that they can use.



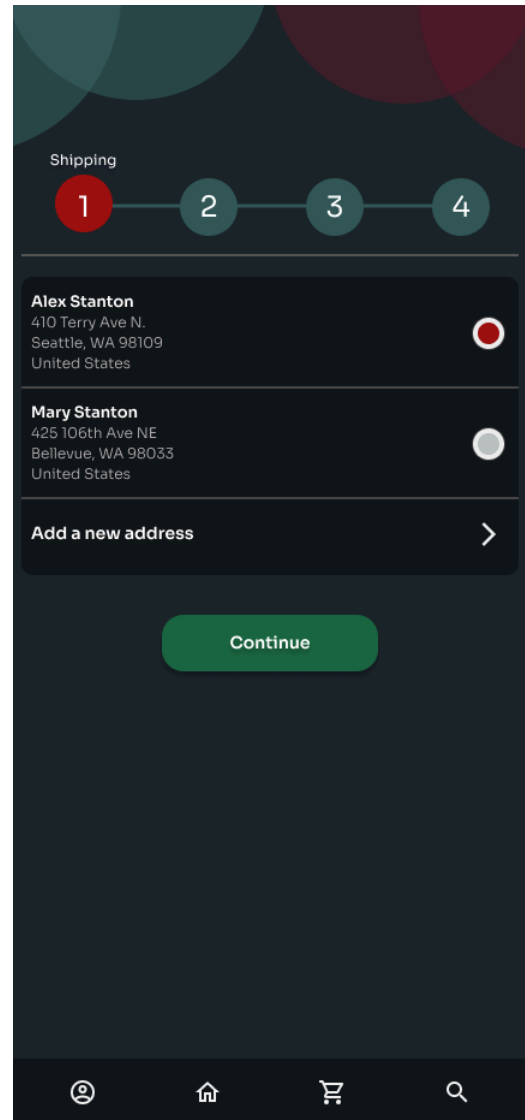
Checkout

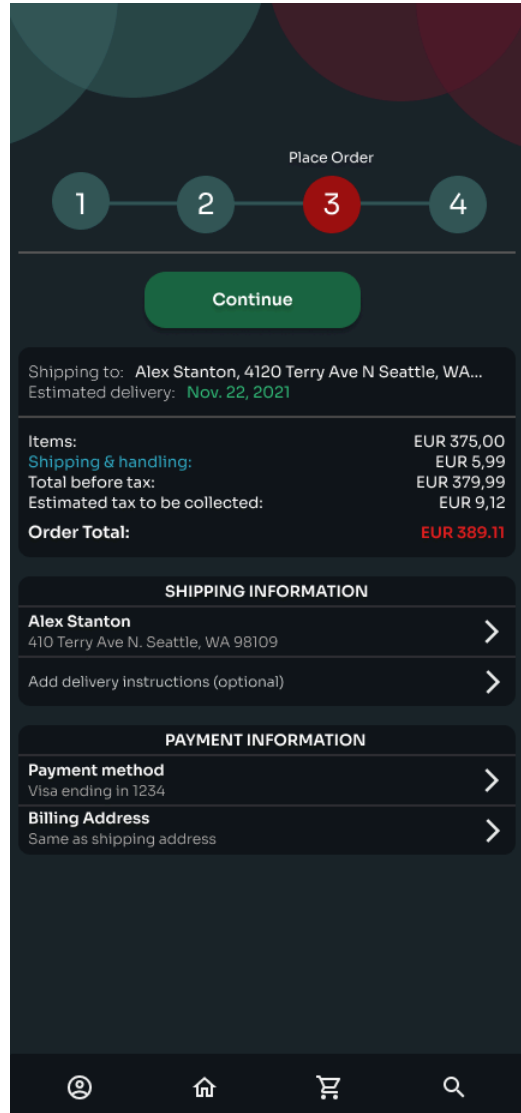
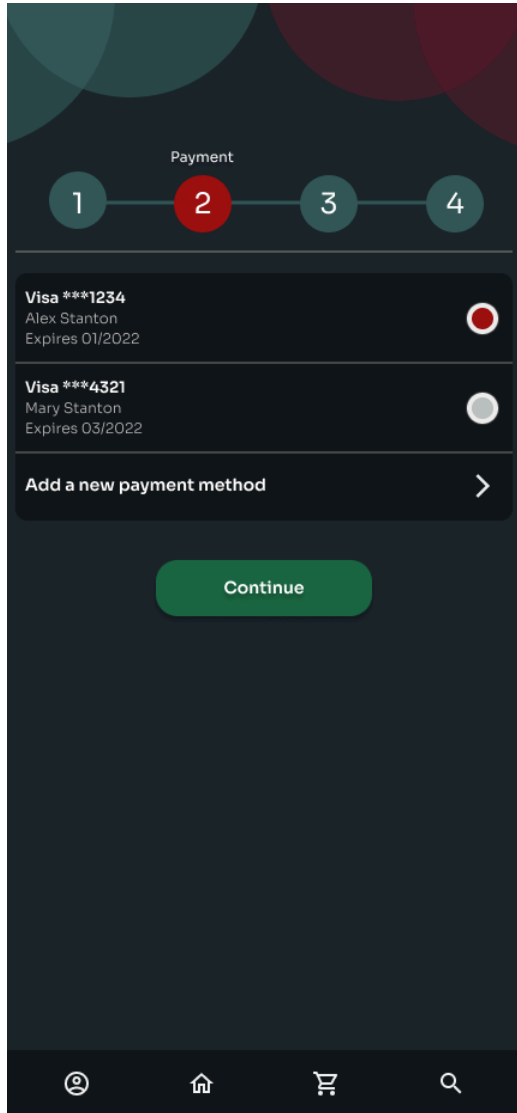
In this frame, users will proceed in a **4-step check out**, where they can add or select their shipping and payment method.

All of the **information** is contained in **black frames** that help to create a visual hierarchy and group them.

In all of these screens there is a **green button** which is positioned under all the information and functions as a way to navigate to the next page.

After all the passages, the last frame is a **shipping recap**.





Figma's prototype

