# One Night Stand

In this project, we worked as a team of four to design a mobile app service for the furniture reuse company Construction Junction in the local Pittsburgh community. The goal is not only to cope with changes and challenges brought by the current pandemic situation, but to think about how to leverage the affordances of the mobile technology to greatly enhance the experience of Construction Junction's stakeholders at any time. After intensive research and ideations, our group decided to focus on buyers of furniture pieces and to provide a service that will bridge the missing link between buyers and Construction Junction's offerings. Emphasis is put on designing the microinterations between the users and app interfaces, within which native mobile technologies are incorporated.

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Construction Junction

CJ's Employees

CJ's Customers
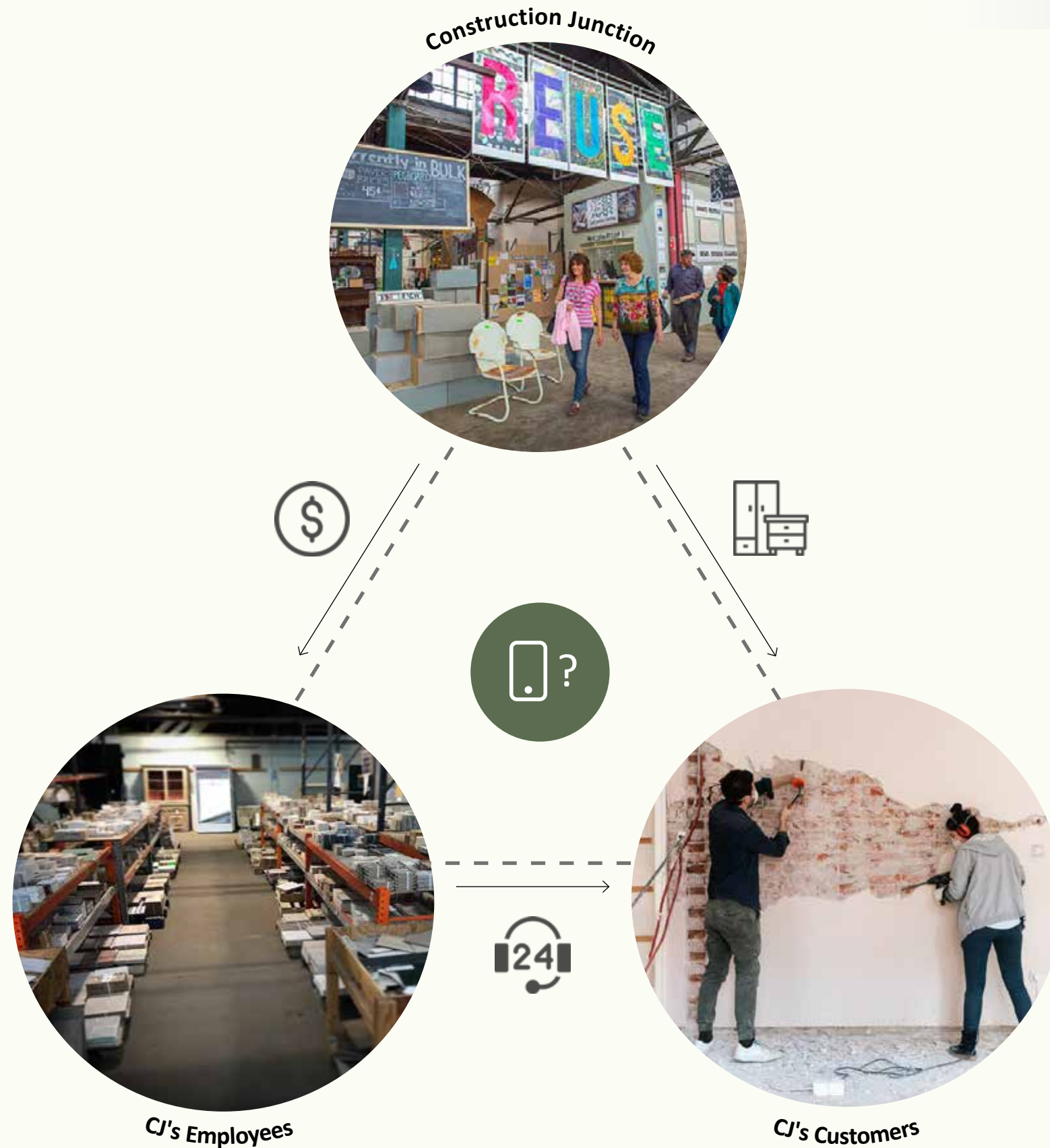
Construction Junction is a non-profit located in Pittsburgh that encourages the re-use of furniture and building materials. In order to design an innovative mobile app, it was first necessary to get a better understanding of the company. We looked at their online website as well as their social media and found they do a great job at catering to people either re-decorating or doing home improvement projects. This was an exciting find, as due to COVID-19, we have seen a large increase of people redecorating their homes during quarantine. However, shopping for materials has become much more difficult during the pandemic, as many of CJ's customers strongly prefer gauging how furniture will fit in their homes before making any purchases. As a result, there is a significant need for people to easily peruse and purchase furniture virtually. Additionally, we realized that Construction Junction's branding caters towards Do-It-Yourself enthusiasts and home renovators, especially in its fundraising events and social media posts. CJ's marketing team maintains a down-to-earth, but not condescending, tone when interacting with your customers. We wanted to expand upon this branding when ideating on how to attract new customers for Construction Junction.
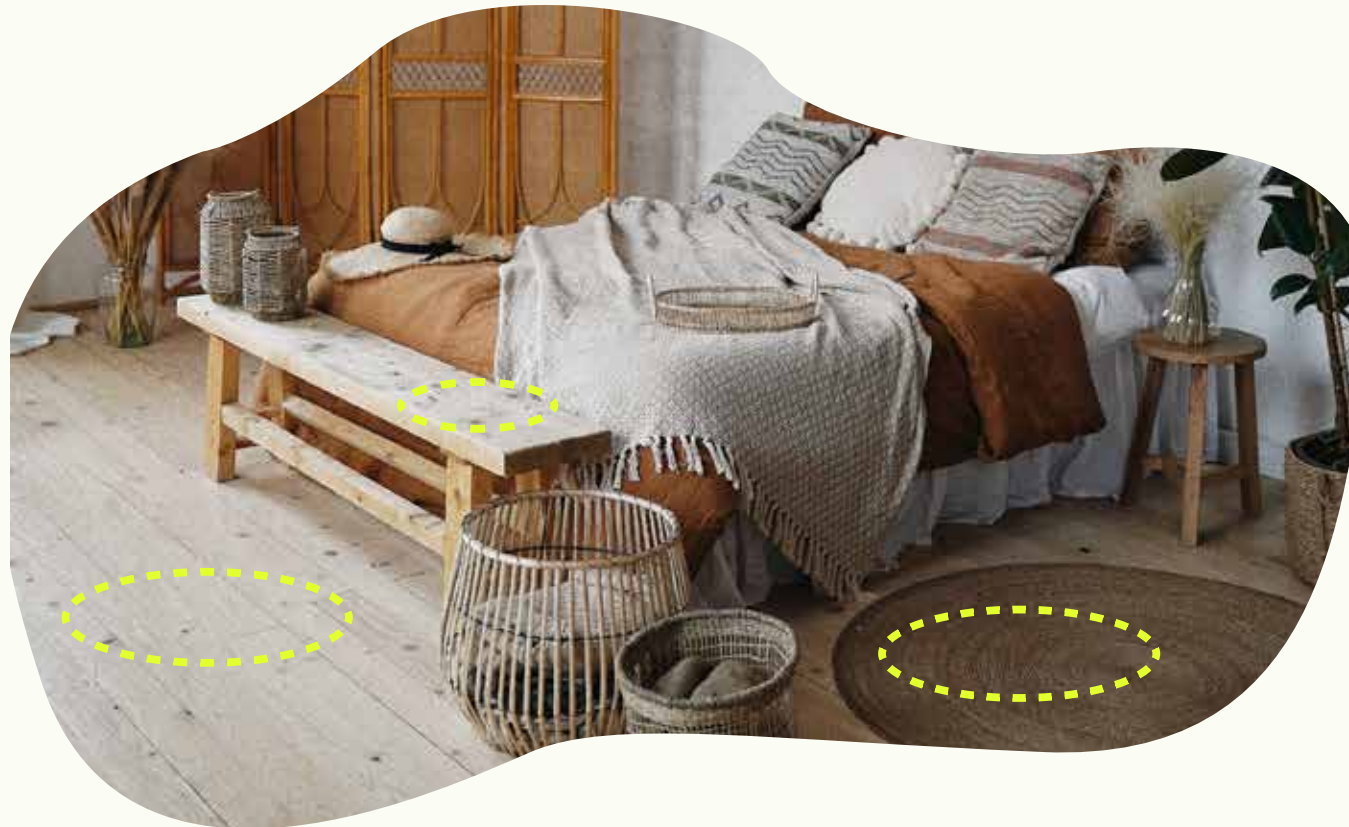
> **"** When I renovate my home, I can't decide if Construction Junction's offerings will look good in my space. Help me decide if there is quality furniture that will help re-decorate my space. **"**

Construction Junction Brand Voice Cart

Trait	Description	Do	Don't
Quirky	Our content is unique and eclectic.	Highlight novelty.	Be too silly.
Friendly	Our voice is welcoming and attentive to customers' needs.	Always use soft tones and easy-to-understand vocabulary.	Be overbearing.
Informative	Our content should be clear and well-documented.	Give users access to relevant information so that they can make informed decisions	Be too dry.

PROBLEM SPACE -- VOICE & TONE

Focusing on buyers, we delved into their pain points and discovered that the shopping experience could be quite troublesome. As CJ's has a vast assortment, it is difficult for buyers to find exactly what they are looking for when shopping online and in-person. It is easy to feel overwhelmed by their selection and often requires hours of searching before finding the pieces that fit best in their space.

We really wanted to highlight what makes Construction Junction so special. Staying true to who they were, we focused on designing a voice and tone that would properly reflect the company, while still providing customers a great shopping experience. Looking at their unique inventory, we thought that quirky would be a perfect fit. Since it is a retail store, being friendly allows customers to have an enjoyable shopping experience. And finally, when shopping for furniture and building materials it is necessary to have all the information at your fingertips. Being informative helps customers take charge of their own experience and find the right pieces for their projects.

A mobile shopping app that allows customers to easily visualize recommended pieces in their own homes.

Construction Junction

One Night Stand

Start →
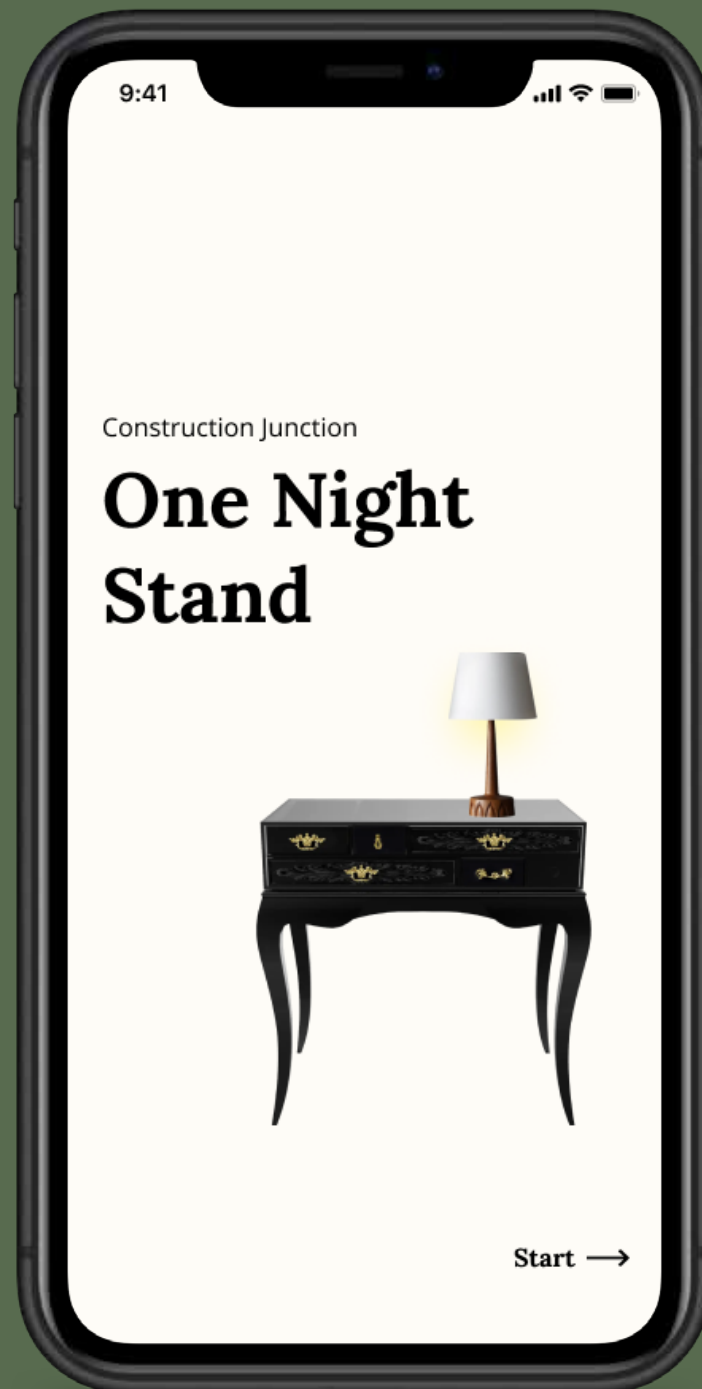
As this project was focused on designing a native mobile app, we wanted to make sure we optimized for the platform. Taking into consideration the limitations as well as the various features, we each brainstormed ideas that leveraged the functionalities of a mobile app as well as for our target user.

After careful consideration, we decided to focus on the following native mobile functions that arouse comfortable micointeractions between the user and interface. First, the AI item detection allows users to take a picture of their space and it quickly identifies the items in the space and predicts the user's favored styles, such as "vintage", "modern", or "eclectic". Then based on that, the AI recommendation system prompts the users with recommended items from Construction Junction's inventory that best match their styles, but they are also allowed to explore the inventory on their own. After the users have selected several candidate items, they can open the AR camera and drag items into their space to visualize how they would look in the real setting, so that they won't have to worry about decision-making.
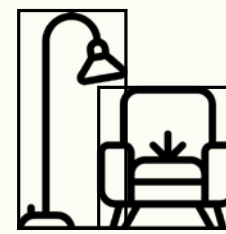
Item Recognition

Create a personal style profile based on items that are already in your home.
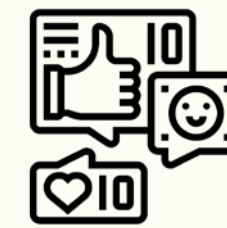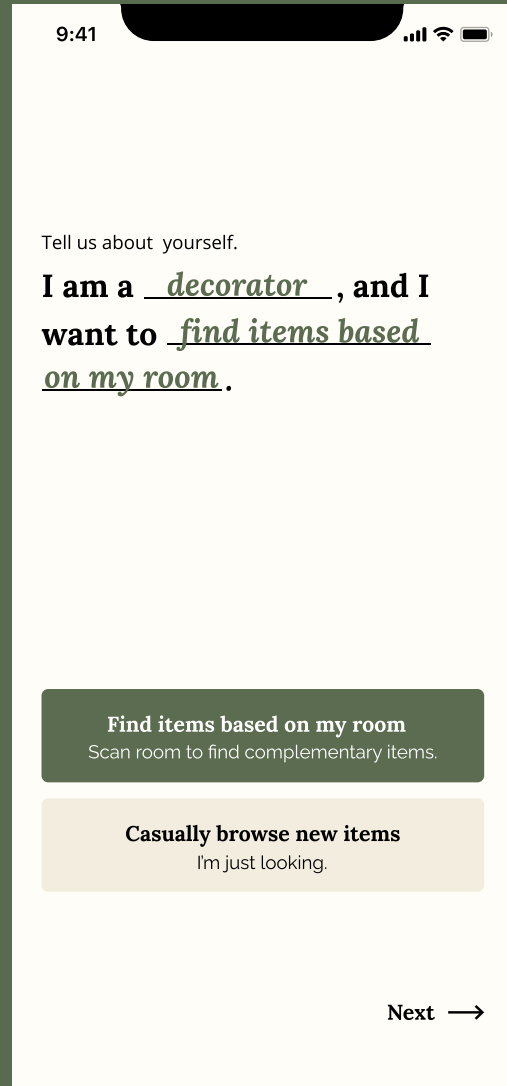
Recommendation Algorithm

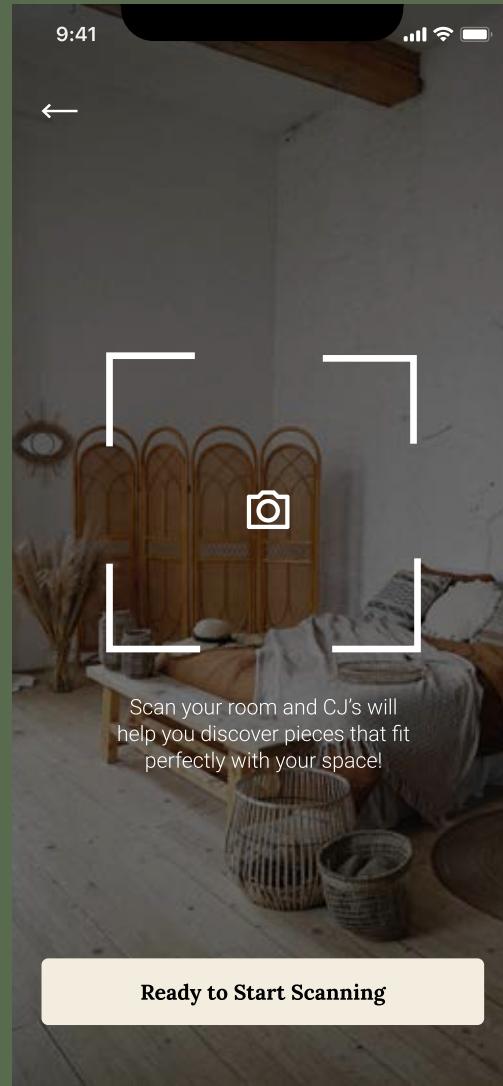Discover complementary products that easily fit into your space.

AR Furniture Placement

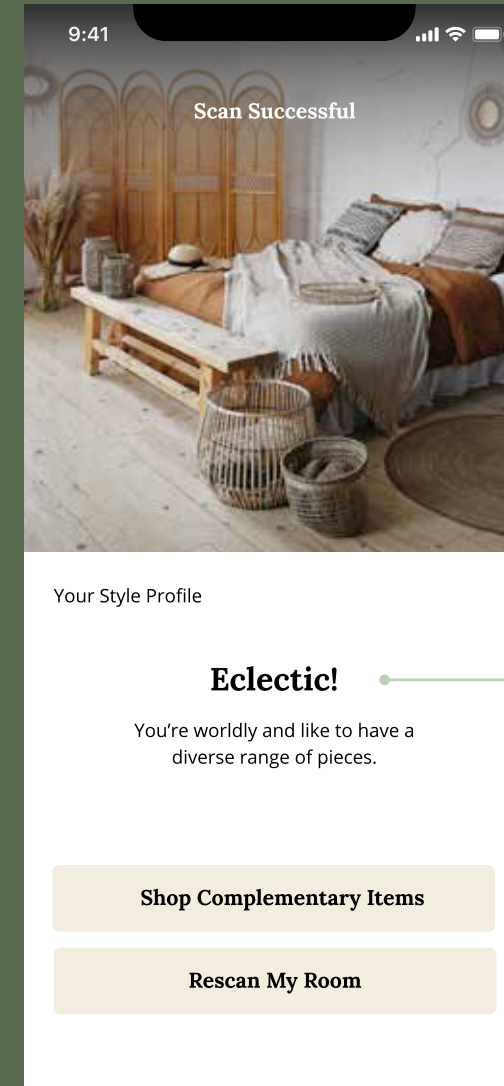Mix, match and visualize multiple pieces from the comforts of your home.

HI-FI HIGHLIGHTS

Screen 1 — Onboarding

9:41

Tell us about yourself.

I am a __decorator__ , and I want to __find items based__ __on my room__ .

Find items based on my room
Scan room to find complementary items.

Casually browse new items
I'm just looking.

Next →

Screen 2 — Scanning

9:41

←

Scan your room and CJ's will help you discover pieces that fit perfectly with your space!

Ready to Start Scanning

Screen 3 — Scanning Room

9:41

← Scanning Room . . .

Screen, Eclectic, Brown

Bench, Vintage, Brown

Basket, Eclectic, Brown

Screen 4 — Scan Successful

9:41

Scan Successful

Your Style Profile

Eclectic!

You're worldly and like to have a diverse range of pieces.

Shop Complementary Items

Rescan My Room

Screen 5 — Items for You

9:41

ONE NIGHT STAND 🔍

Items for You
Based on your previously scanned room.

Complementary ⓘ   View All

The Tom Chair   The Stua
$45.00 $60.

Based on Color ⓘ   View All

The Sam Dresser   Bell Lamp
$45.00 $20.00/pair

Statement Pieces   View All

Untitled Painting   Dog Lamp
$35.00 $25.00

Home   Shop   Scan   You   Cart

Favorite items to revisit later

System automatically determines your style profile based on the images recognized

01 Onboarding style profile quiz for first time users

02 Image recognition to help determine style profile
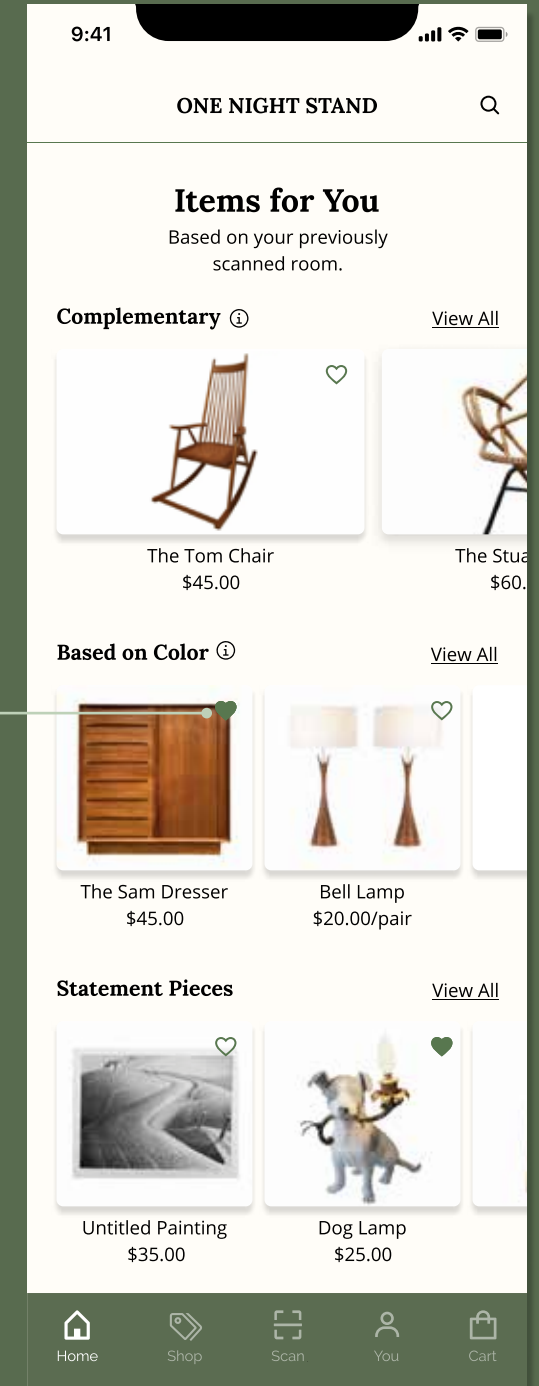
03 Recommendation algorithm to determine complementary items
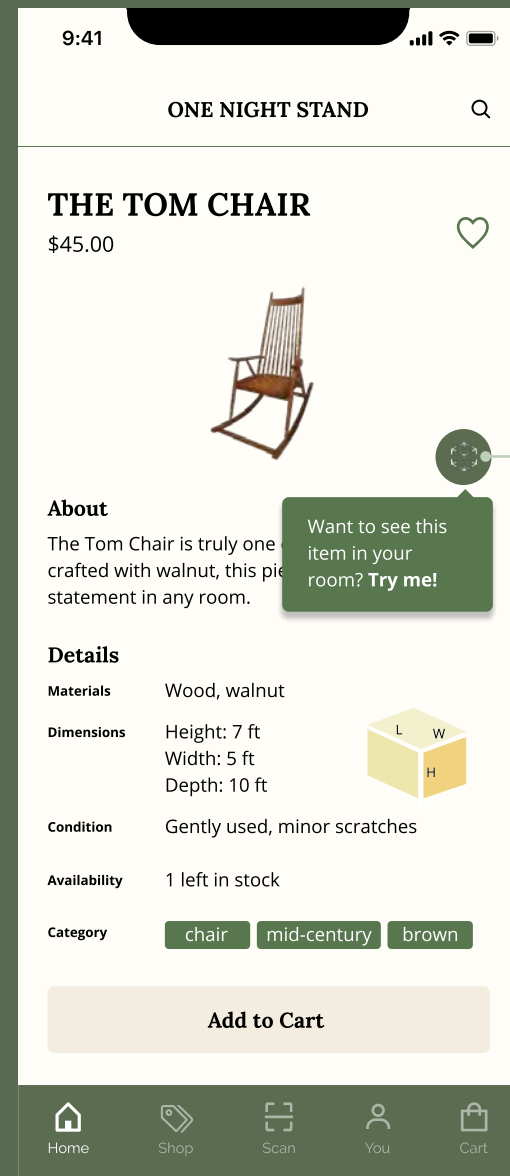
AR Camera feature highlighted upon first time use

Add items directly to your cart

THE TOM CHAIR
$45.00

About
The Tom Chair is truly one [...] crafted with walnut, this pie[...] statement in any room.

Want to see this item in your room? **Try me!**

Details
Materials	Wood, walnut
Dimensions	Height: 7 ft Width: 5 ft Depth: 10 ft
Condition	Gently used, minor scratches
Availability	1 left in stock
Category	chair mid-century brown

Add to Cart

Home   Shop   Scan   You   Cart

THE TOM CHAIR

The Tom Chair
$45.00

THE TOM CHAIR

The Tom Chair
$45.00
Place

DOG LAMP

Add to Cart
Remove

Dog Lamp
$25.00

Favorited items saved for easy access

ONE NIGHT STAND

Shopping Cart

Total Items: 2

THE TOM CHAIR
Color: Brown
Qty: 1 $45.00

DOG LAMP
Color: White
Qty: 1 $25.00

Total   **$70.00**

Checkout

Home   Shop   Scan   You   Cart

04 Product pages with clear description of the item

05 AR Feature allowing for easy visualization of items in personal space

06 Easily accessible check out page