Find out the lost pleasure

【Half-bald】 Classic toy trading platform

Half-bald's vision is to "let old toys be passed on again".
Use the Internet and big data technology to integrate and link classic toys that are gradually fading out of people's vision, so that fans can easily and quickly find their goals and complete transactions, and help them find their lost happiness.

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Market analysis

Many classic toys did not leave too many marks on the Internet during the popular period. As a result, most classic toys can only be found in some unpopular stores that specialize in selling old toys. At present, there is no corresponding online trading platform. Some first-hand or second-hand commodity Internet platforms mainly sell comprehensive products. The products and information of classic toys are scattered, and the product bottleneck is obvious. 91% of respondents think it is difficult to find these classic toys on such comprehensive platforms.

1995

Buzz Lightyear is a fictional character in the Toy Story franchise created by Disney and Pixar. He is a toy Space Ranger super-hero according to the movies and an action figure in the franchise.
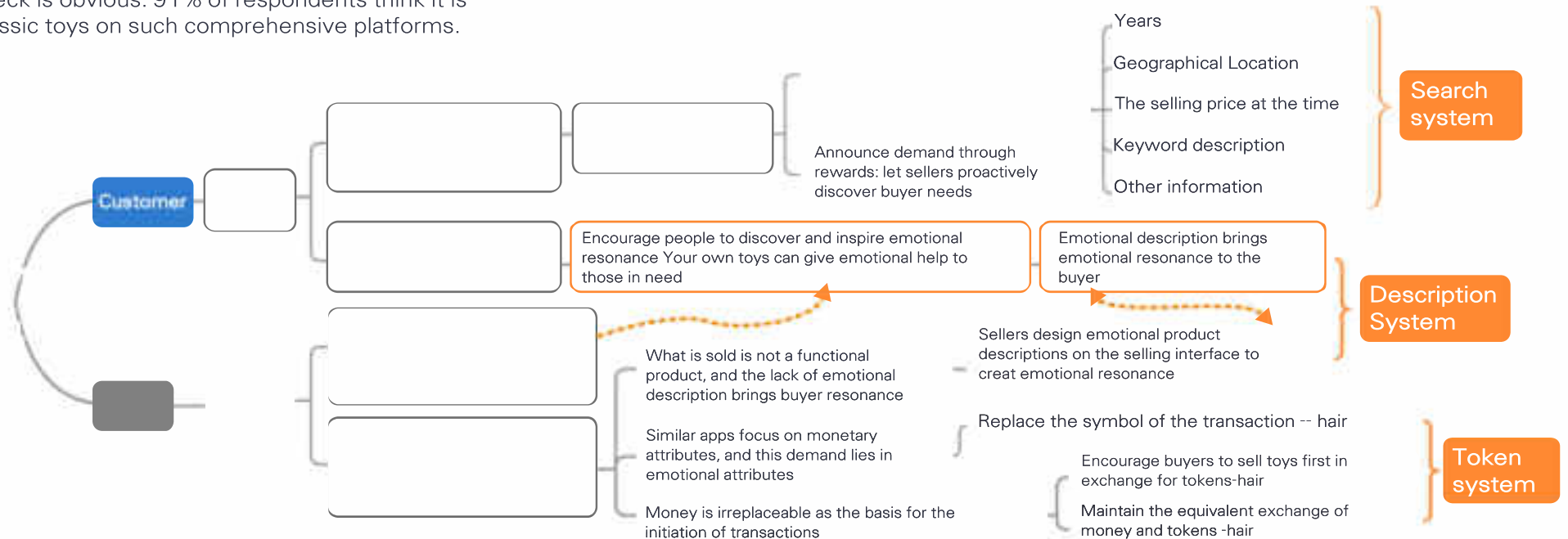
1996

Tickle Me Elmo is a children's plush toy from Tyco Preschool, a division of Tyco Toys, of the Muppet character Elmo from the children's television show Sesame Street. When squeezed, Elmo shakes, vibrates, and recites his trade-

1959

A Troll Doll is a type of plastic doll with furry up-combed hair depicting a troll, also known as a Dam doll after their creator Danish woodcutter Thomas Dam.

Product information can't be searched quickly

Missing product information

Product discontinuation

Customer

Years

Geographical Location

The selling price at the time

Keyword description

Other information

Search system

Announce demand through rewards: let sellers proactively discover buyer needs

Encourage people to discover and inspire emotional resonance Your own toys can give emotional help to those in need

Emotional description brings emotional resonance to the buyer

Description System

What is sold is not a functional product, and the lack of emotional description brings buyer resonance

Sellers design emotional product descriptions on the selling interface to creat emotional resonance

Similar apps focus on monetary attributes, and this demand lies in emotional attributes

Replace the symbol of the transaction -- hair

Encourage buyers to sell toys first in exchange for tokens-hair

Money is irreplaceable as the basis for the initiation of transactions

Maintain the equivalent exchange of money and tokens -hair

Token system

2

Storyboard

I want to find the classic toys I played in my childhood. I only have a hazy impression because It's so long ago.

The semi-bald classic toy trading platform has information on the products, collections and transactions of various classic toys. I can also find the product by posting the demand on the platform, and complete the transaction through token payment.

The express arrived! I hope the store did not send a defective product...

Fortunately, this platform can help me fill up my childhood shortcomings and regain the happiness in those days.

User journey chart

Press the serach box | Type in keywords | Browse each items | Scan each items | Good's feature confirm | Make sure the detailswith sellers | Make payment

Costumer

Create a new item | Upload the good's informaton | Add keywords to match the searching | Wait for system audits | Publish the good | Communicate with costumer about the details | Send the good out after receive the payment

Seller

Products cannot be queried precisely

Sellers' unclear knowledge of the product makes it impossible to create the product quickly
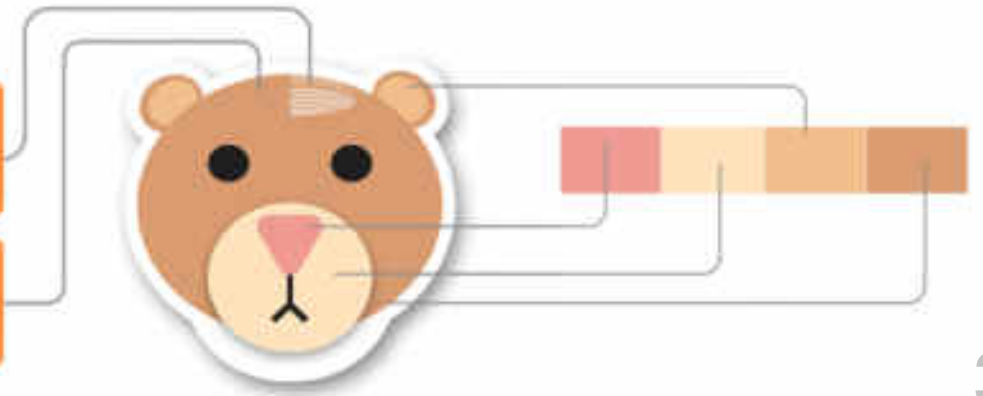
Creative description of visual elements

While following the simplicity of the interface and the unity of visual norms, the classic toy image symbols are used as a breakthrough point to establish emotional resonance with toy fans.
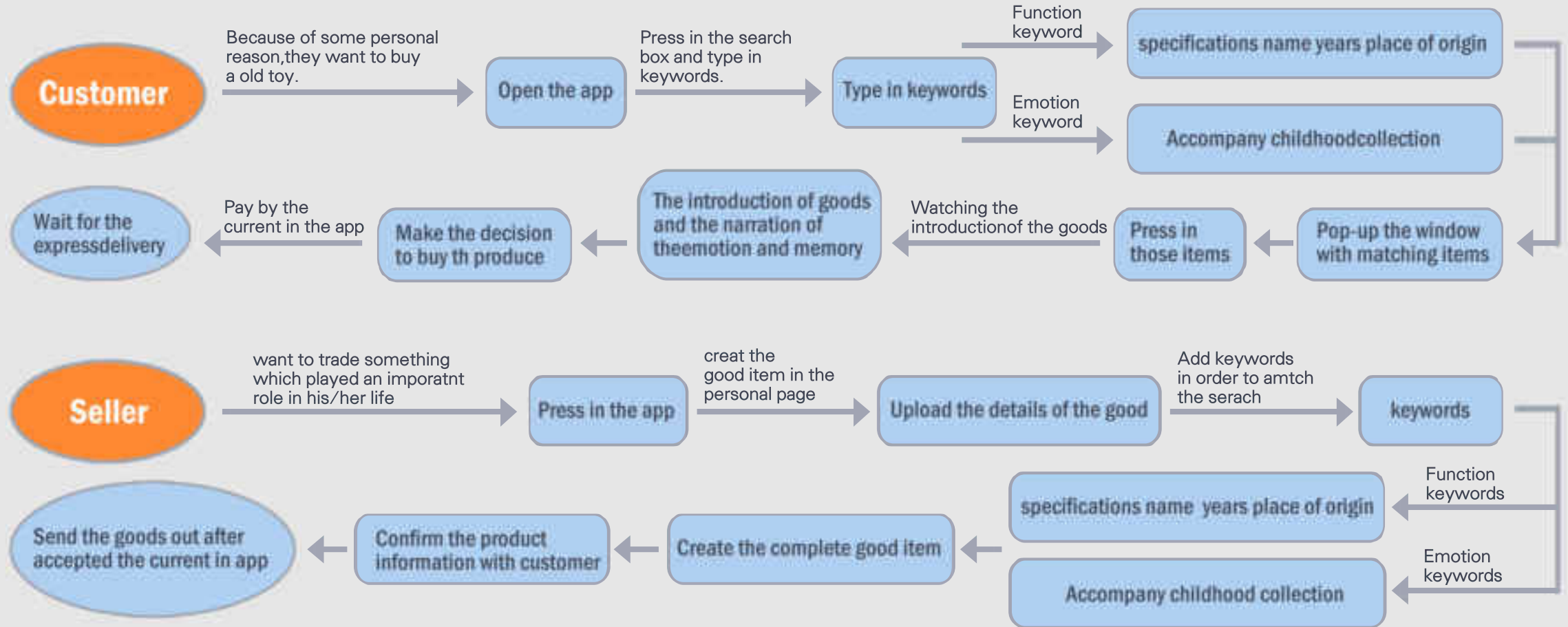
The bald element represents "old and vintage" and highlights the classic characteristics of toys. In order to reflect the difference in time, only half of the bald is chosen.
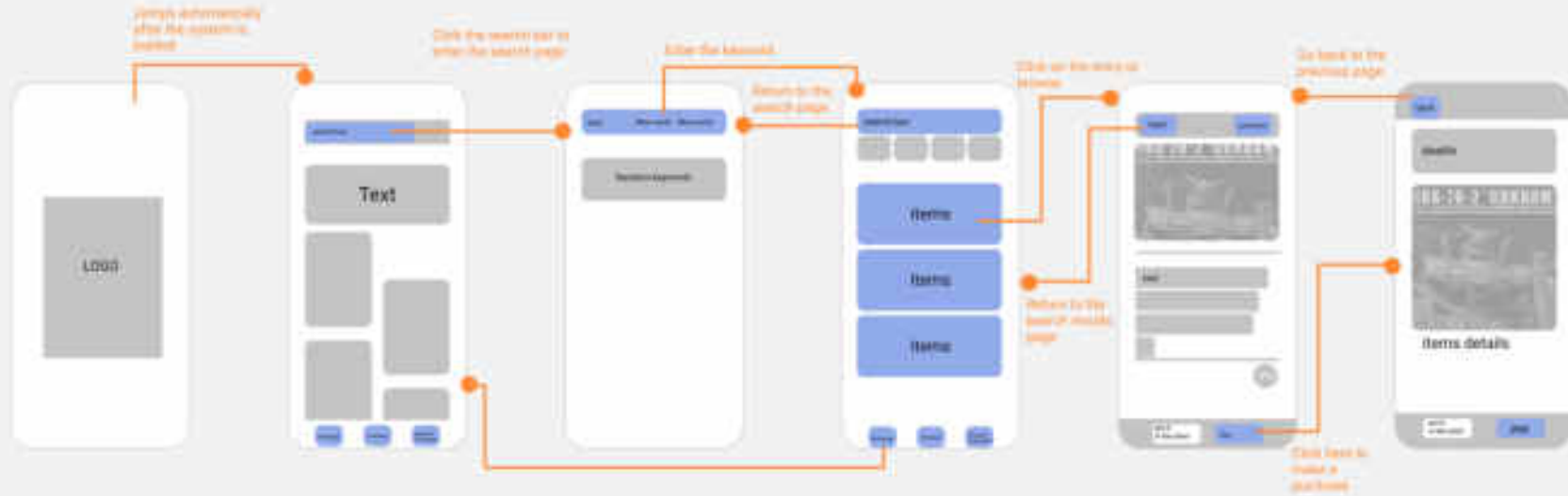
The image of teddy bears is popular among children and will not be significantly affected by gender and other factors. It can well represent the image of toys.

Platform information architecture

Customer

Because of some personal reason, they want to buy a old toy. → **Open the app** → Press in the search box and type in keywords. → **Type in keywords**

- Function keyword → **specifications name years place of origin**
- Emotion keyword → **Accompany childhoodcollection**

Wait for the expressdelivery ← Pay by the current in the app ← **Make the decision to buy th produce** ← **The introduction of goods and the narration of theemotion and memory** ← Watching the introductionof the goods ← **Press in those items** ← **Pop-up the window with matching items**

Seller

want to trade something which played an imporatnt role in his/her life → **Press in the app** → creat the good item in the personal page → **Upload the details of the good** → Add keywords in order to amtch the serach → **keywords**

- Function keywords → **specifications name years place of origin**
- Emotion keywords → **Accompany childhood collection**

Send the goods out after accepted the current in app ← **Confirm the product information with customer** ← **Create the complete good item**

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LO-FI Wireframe

HI-FI Wireframe

https://youtu.be/MD0K8mRaUil

Let people be willing to trade their favorite toys on this platform, and hope that more people can find and buy their favorite toys that they accidentally lost in childhood on this platform.

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