UI / UX Case Study

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TOYLA

Toy Library app facilitates the management and lending of toys, serving as a digital platform for users to borrow, return, and discover toys.

Android Mobile App

Project Overview

A toy library is a unique and innovative concept that provides access to a wide variety of toys and games for children and their families. Similar to a traditional library where you can borrow books, a toy library allows members to borrow toys and return them after a certain period, typically for a nominal fee.

Problem Statement

- Children's interests and developmental stages change rapidly.
- Not all families can afford to buy a wide variety of toys for their children.
- Toys can be expensive, and children often outgrow them quickly.
- The toy industry can contribute to plastic waste and over

Solution

- Access a variety of toys and educational items for borrowing, allowing children to explore different play experiences.
- Rotate toys to minimize clutter, fostering appreciation for belongings.
- Toy libraries help parents test toys before purchasing, reducing stress and storage issues.

Design Process

User-Centered design (UCD) is an iterative design process that focuses on understanding and addressing the needs and preferences of the users throughout the entire product development cycle

User Research

In order to gain valuable insights and understand user needs, i conduct a user research. My research approach consist of both qualitative and quantitative research method to insure user preferences, behaviors and pain points of the user.

Qualitative

In this stage, I fully focused on comprehensive approach to understand users' perceptions and experiences. Targeting parents, caregivers, and individuals involved in childcare. Participants were asked open-ended questions, exploring aspects such as clarity, appeal, and informativeness.
I have done 5 interviews of different field.

- How you keep child engaged
- Which type of toys / books you prefer for him / her or which type of toys he/ she like?
- How you provide such variety to her?
- Do you get relevant books according to your kids age? like flash cards or marathi books?
- How you managed things in your pregnancy and delivery? Things like maternity pillow, feeding pillow, kangaroo bag, pram, 3 wheeler cycles, car seats,swing cradle, mosquito nets?
- Would you prefer these things at low price or used?
- IF your child is above 5 years, what you did with her old toys/books, accessories after usage?
- How you tackle with the situations like pandamic?
- Would you like such option where you can get variety of toys and books for your kids on every week?

Recognize the different age groups and developmental stages of the children who will use the toy library. Provide a diverse range of toys suitable for infants, toddlers, preschoolers, and older children.

Understand the safety and hygiene concerns of parents and caregivers. Ensure that all toys are regularly cleaned, sanitized, and safe for children to use

Make the toy library accessible and convenient for users. Consider factors like location, operating hours, and ease of borrowing and returning toys.

Understand the balance between educational toys and toys designed purely for play and entertainment. Both have value in child development.

Responses from 79 participants.

What is your age group?

- **25-30** 10.1%
- **31-35** 17.7%
- **36-40** 53.2%
- **41-45** 19%

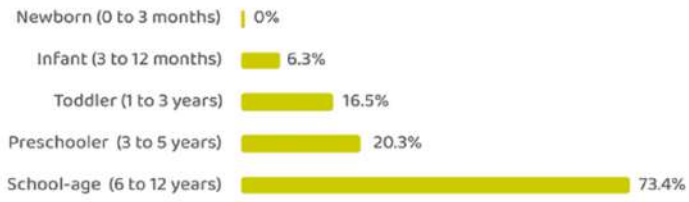
Are you

- **Mother** 68.8%
- **Father** 31.3%

Number of Kids

- **1** 59.5%
- **2** 38%
- **3**

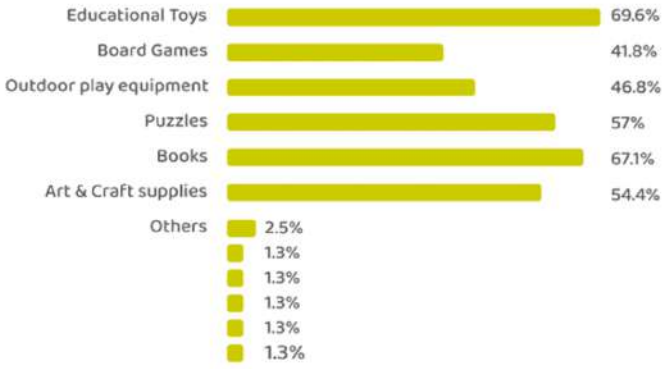
How old your kid is?



How often do you purchase toys and books?

- **weekly** 53.2%
- **Monthly** 22.8%
- **Frequently** 22.8%
- **Occasionally** 53.2%

What types of toys or materials do you typically purchase?



Do you face any challenges when it comes to discarding or getting rid of toys your children no longer use or need?

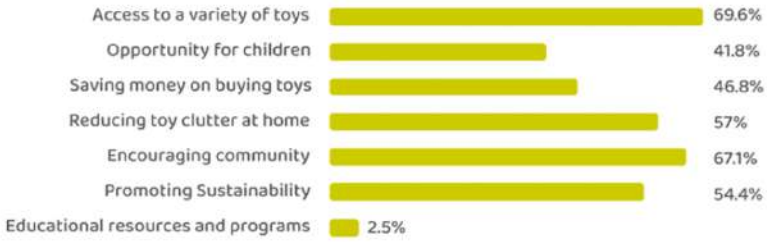
- **Yes** 71.4%
- **No** 28.6%

How did you hear about the toy library concept?

- **Relatives** 10.1%
- **Friends** 51.9%
- **Social Media** 13.9%
- **I am not aware about this concept** 24.1%

Would you be interested in renting toys for your child instead of purchasing them outright

What aspects of a toy library concept are most appealing to you?



User Persona

Persona has fictional users whose goals and characteristics represent the needs of a larger group of users. The goal is to create a realistic persona to empathize with user while creating design solution your users might need.

Snehal Vatave

No one has ever become poor by giving.

36

Mumbai

Female

Fashion Designer

Vespa NETFLIX G Pay

Bio

- Mother of 2 kids
- Working Professional
- Focused
- Outspoken

Motivation

- Cost-effective alternative to purchasing new toys regularly.
- Test toys before deciding to purchase them.
- Make informed purchasing decisions.

Goals

- Manage clutter and maintain an organized living space.
- Access to toys that stimulate creativity, problem-solving skills, motor skills, and social interaction.

Frustrations

- Accumulate a large number of toys at home, leading to clutter and waste.
- Miss out on valuable educational opportunities.

Empathy Map

Say

- Now she need some new Variety of toys with her growing age.
- Where should I keep her old toys and stuff?
- How you discard your old stuff?
- Is there any pick up drop service available for exchanging toys?
- Are toys child friendly and hygienic?
- Is there any yearly subscription plan?

Feel

- Excited to see my child playing with variety of toys.
- In-secured about hygiene.
- Angry to throw out good condition toys because of no source to pass out.
- Overhelmed by seeing kids development.
- Satisfaction of fulfilling kids necessity.

Think

- Will I get free home delivery?
- What should I do when toy/ book get damaged?
- Can I gift this facility as voucher to friend?
- Will I get trustworthy service from product?
- Thank god, finally my space problem has solved.
- These costly toys I cant afford for short period.

Does

- Search for expected toys.
- Donates toys and books.
- Creates Login ID / Password.
- Selects rented book and toys.
- Plays with kids and toys.
- Gifts coupon and subscription plans.

Goal / Gain

Space managed

Child's development

Engaged Child

Money saving

Hygienic toys

Pain

Toys get damaged

No pick up drop on time

Toys are not child friendly

Toys are dirty

No discount

Competitive Analysis

I undertook an in-depth examination of the market for expense budget tracking, savings goal setting, & investment plan recommendations offered by various competitors. This stage enabled me to pinpoint the essential elements that I intend to incorporate into the application.

Features / Apps	window seat	khilonewala	Toy Rent Junction	Appu world
Mobile applicant service	●	○	○	○
Free Home Delivery	●	○	○	●
Membership Plan	●	●	●	●
Gift Vouchers	○	○	○	○
Blogs	●	○	●	○
Franchisee	●	●	●	●
Filters	○	●	●	●
Rent Out	●	●	●	●

Baby Accessories	○	○	●	●
Just for Parents	○	○	○	●
All languages books	○	○	○	○
All over India	●	●	●	○
Props for Photoshoot	○	○	●	○

Must have Features

- Mobile applicant service
- All over India
- Rent out
- Free home delivery
- Filters
- Franchisee

Good to have Features

- Donate
- Just for moms
- Baby accessories
- Props for Photoshoot
- Gift Vouchers
- Bolgs

Issues in competitors app

- User interface is not attractive
- Login issue
- Navigation is not easy
- No donation option

User Scenario

User Scenario helps to understand user's behaviour, their goals, and challenges faced by them

Scenario 1

Snehal, is a caring parent who wants to provide her two children, aged 3 and 5, with a thoughtful and engaging set of developmental toys to encourage their growth and learning. Her house is constantly cluttered with toys, she has noticed that her house has become overwhelmed with toys scattered in every room. She often finds it challenging to maintain a clean and organized living space. She is interested in borrowing toys from her local toy library to provide her kids with a variety of play options without having to buy new toys all the time. She's never used the toy library before but wants to see how it works.

Snehal, starts by searching online for toy libraries in her area. She finds a nearby TOYLA toy library and visits their app. On the app, she sees information about membership and borrowing policies. Snehal decides to register as a member and follows the online registration process, providing her contact information and agreeing to the terms and conditions. Snehal's kids happily play with the borrowed toys at home for two weeks. They engage in creative and educational activities with the toys. As the house becomes more spacious, Snehal and her family enjoy a more relaxed and inviting living environment with happy and growing kids.

Scenario 2

Anand, is a parent of two children, is a parent of two children, aged 3 and 5. His home has become overcrowded with toys. He realizes that his home is overwhelmed with toys, making it difficult to maintain a clean and organized living environment. He acknowledges that many of these toys are no longer being used or have been outgrown by his children and he's decided to declutter by donating some of them to his local toy library, both to create a more organized living space and to contribute to the community.

makes decisions about each category of toys. Toys in good condition that are no longer used are set aside for donation to the toy library.

Anand and his children clean and sanitize the toys they plan to donate, ensuring they are in good condition and safe for other children to enjoy. Anand researches and he founds TOYLA toy library and contacts them to inquire about their donation process and any specific toy guidelines. Anand and his family feel a sense of accomplishment and pride in contributing to their community. They enjoy their decluttered home and appreciate the positive impact they've made by supporting the toy library.

Story Board

A storyboard describe user's actions and experiences with scenes one by one. Each frame represents a key moment in the user's journey with the Budget Buddy app

Snehal, is a caring parent who wants to provide her two children developmental toys to encourage their growth and learning.

She has noticed that her house has become overwhelmed with toys scattered in every room. She often finds it challenging to maintain a clean and organized living space.

So that she was worried about to buy new toys for kids to give learning exposure.

Then she got an option about toy library and she started looking for it online. Then she came up with TOYLA online app.

She goes with registration and membership process agrees to the terms and conditions.

Then she get free home delivery of preferred toys within 2 days.

She also donated kid's old toys to library after having the discussion with her kids

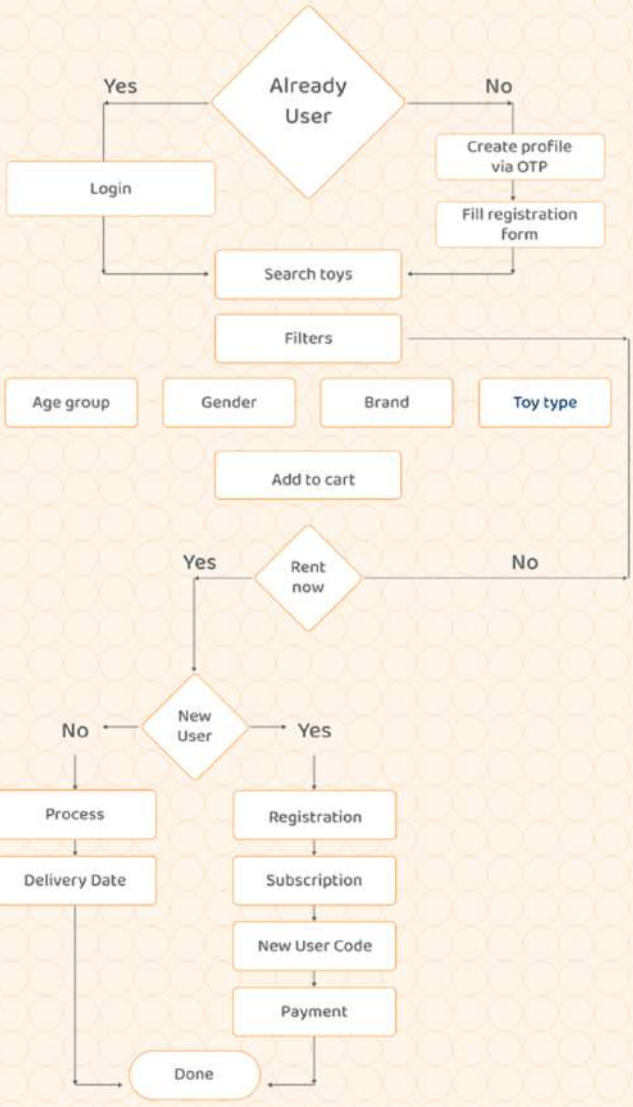
Her kids are happy by having new toys every time as well she is also happy because of happy kids and de-cluttered home.

Brainstrorming and Card Sorting

Card sorting involves participants sorting and organizing information into categories that make the most sense to them. This technique helped us understand how users naturally group and structure Financial elements within the app.

User Flow

A user Flow is a visual representation of how the user moves through and shows what happens at each step along the way.



Information Architecture

The Information architecture was created to organize and structure the app's content and features in a logical and user friendly way

TOYLA

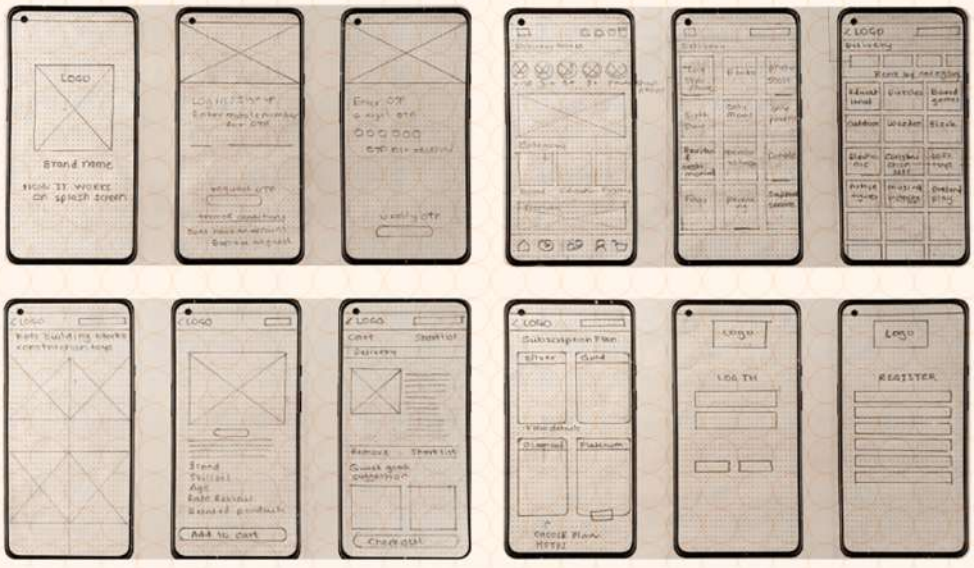
Landing Page	Onboarding	Home Screen	Features	User Profile
Splash Screen	Login | signup	Search bar	Toy structure	Create new profile
	Auto OTP Generation	Notification	Book	Edit Address
		Favorites	Donate product	My Wish List
		Cart	only for moms	Get notification
		Profile	Just for parents	Languages
		Features	photoshoot props	Rate the app
		Membership Plans	Birthday party decoration	Privacy and terms
			Parenting tips	Delivery
			Testimonials	chatbot
			Reviews ratings	Testimonials

Customer Journey Mapping

This ia a map on which I have visually displayed the process of human interaction with a product. CJM shows the user journey in a linear order, without any branches.

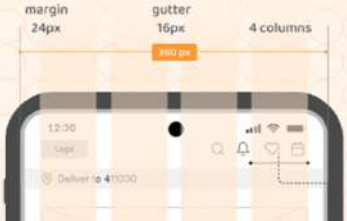
STAGES	Awareness	Consideration	Customer Service	Decision	Delivery
Activities	• Friends, family, social media ads, banners	• Reviews • Subscription Charges	• Payment	• Booking Subscription • Purchasing • Applies Coupon	• Pickup & drop • Packaging
Goals	• Get info about the app • Donate toys	• Download the App • Create an account	• Quick response • Cancellation Policy • Subscription	• Variety of toyst	• Ontime Delivery
Touch Points	• Add on social media • Play store	• Download the app	• Quick response • Cancel • Subscription • Help / FAQs	• Order toys • Choose plan • Add to cart	• Packaging received
Experience	Uncertain	Curious	Concerned	Excited	Satisfied
Feeling					
Business Goals	• More advertisement • social media mentions • More users	• More number of app downloads • New user registrations • More no of subscriptions	• to provide satisfactory service	• More no of subscriptions	• Ontime delivery

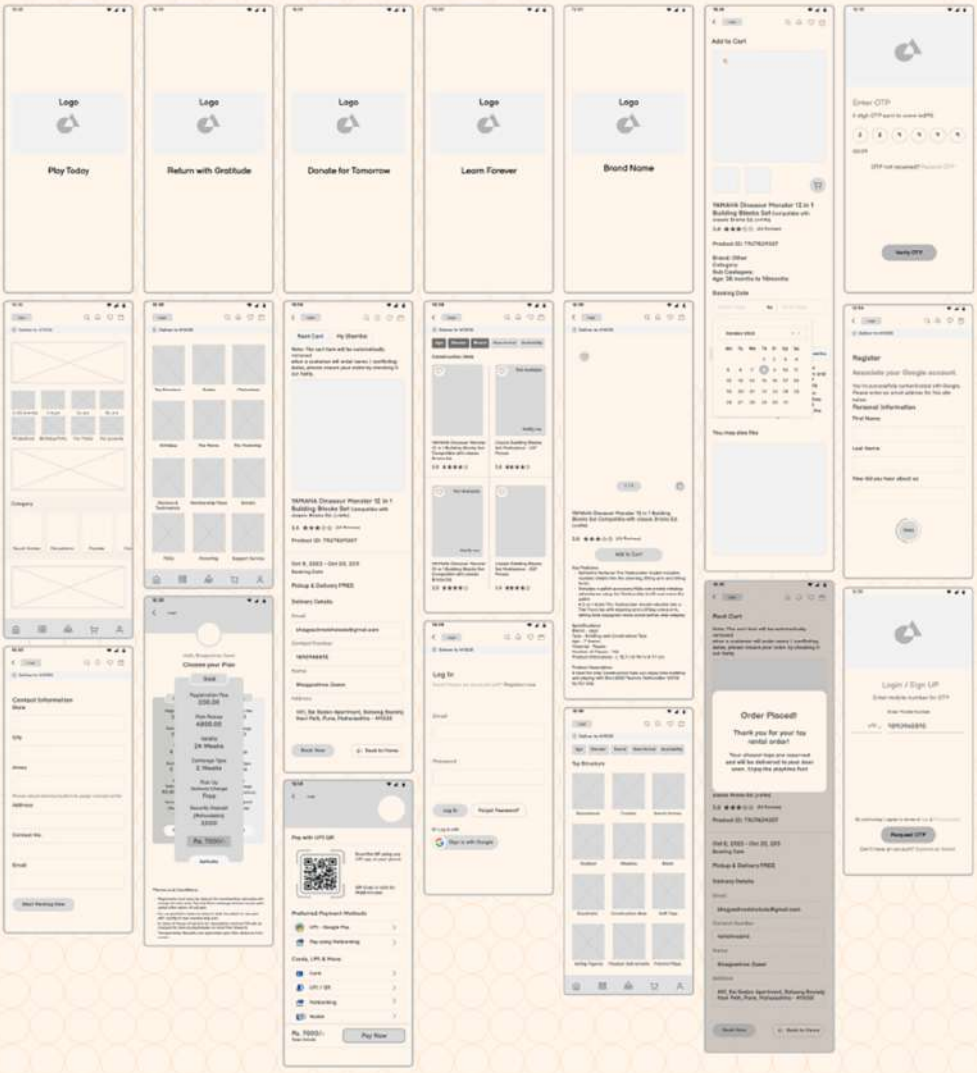
Low fidelity / Wireframes



Medium fidelity / Wireframes

I use a grid to create a regular and convenient structure on the screen. It helps me to align elements, ensuring that they are consistent





30+
Screens

Typography

The use of soft corner fonts is a thoughtful design choice that aims to create a visually appealing, age-appropriate, and comfortable experience for young users. It aligns with the principles of child-centered design and contributes to a positive and engaging interaction with the content.

Aa

Title 1
24 px

16 px

Body
14 px

Caption
12px

Colours

The use of a colorful scheme is a thoughtful design choice that takes into consideration the developmental needs, attention spans, and emotional responses of children. It contributes to a visually stimulating and engaging user experience, fostering a positive and enjoyable interaction with the app.

#CCCB00 #FF9934 #CB3332 #CB6499 #2EB0AF

#202020 #5C5C5C #D9D9D9

Iconography and Visuals

Inactive Icons

Active Icons

Visual Style

- Photographs capture real-world scenes, providing an authentic representation of toys.
- High-detail photos showcase intricate features and textures, offering a lifelike preview.
- Real photos evoke emotions, especially when depicting happy children playing with the toys.
- Photographs contribute to consistent brand representation by showcasing unique toy characteristics.
- Aligning with current design trends, photographs contribute to a contemporary and engaging feel.

UI Components

TOYLA

+91

+91 98909 48895

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snehavatave@gmail.com

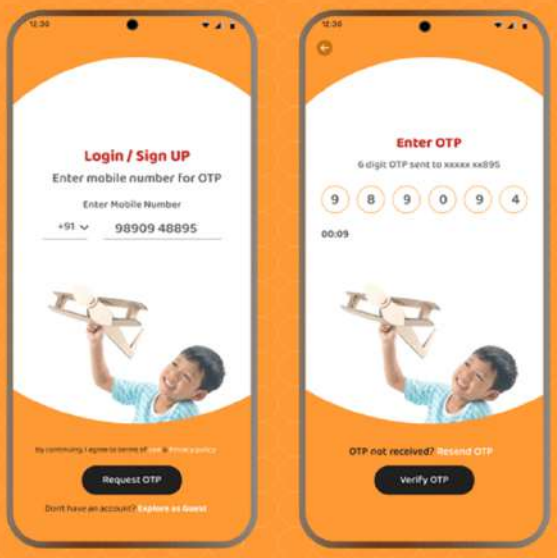
Blog Videos

Blog Videos

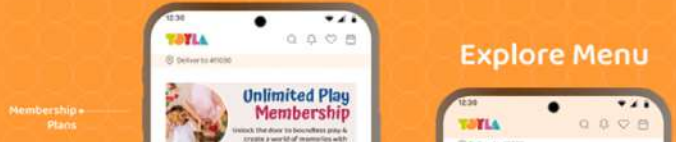
High Fidelity

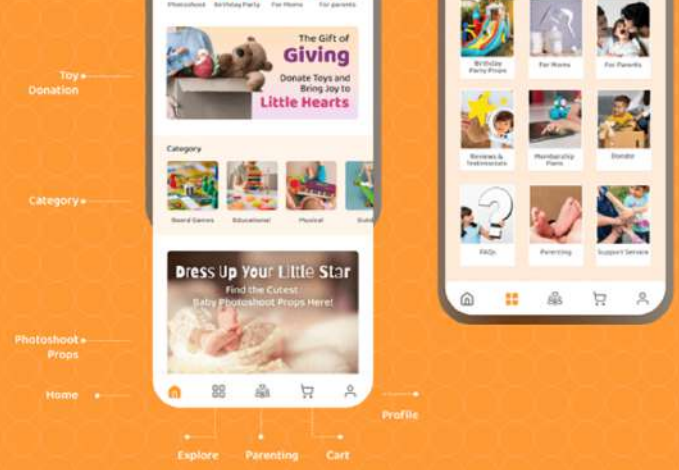
Onboarding

Login

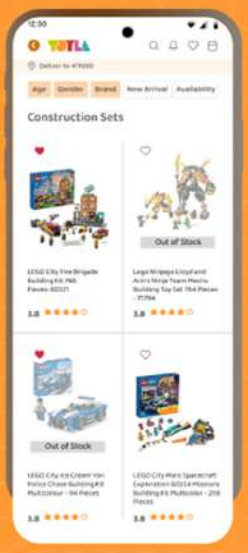


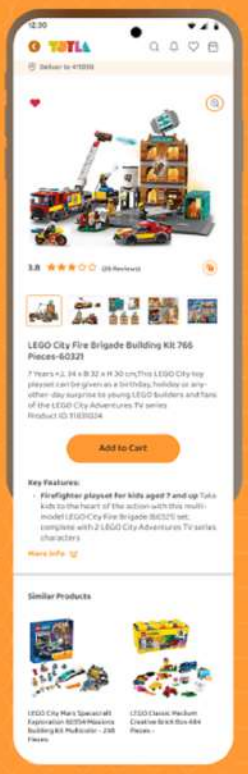
Home Screen



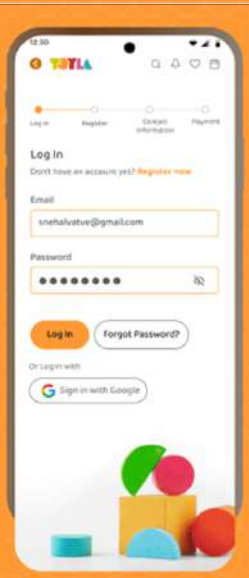


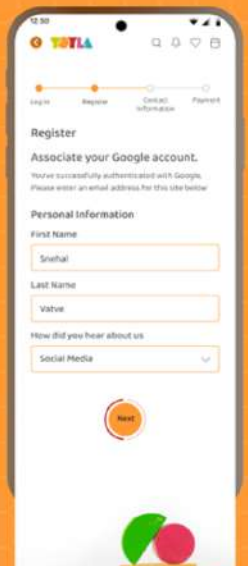
Category

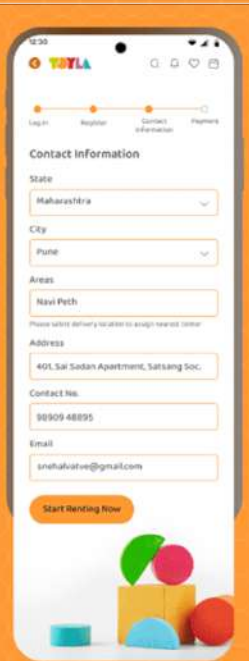




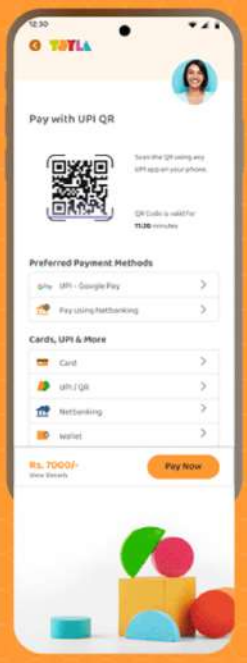
Registration



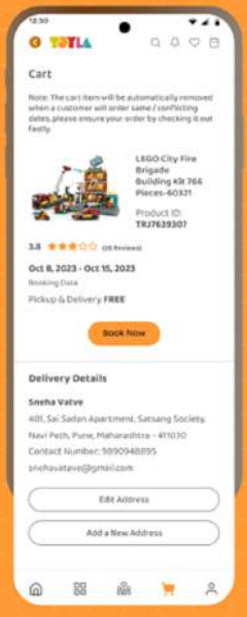


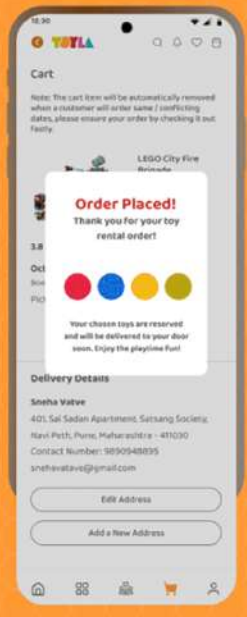


Payment



Cart





Photoshoot Props