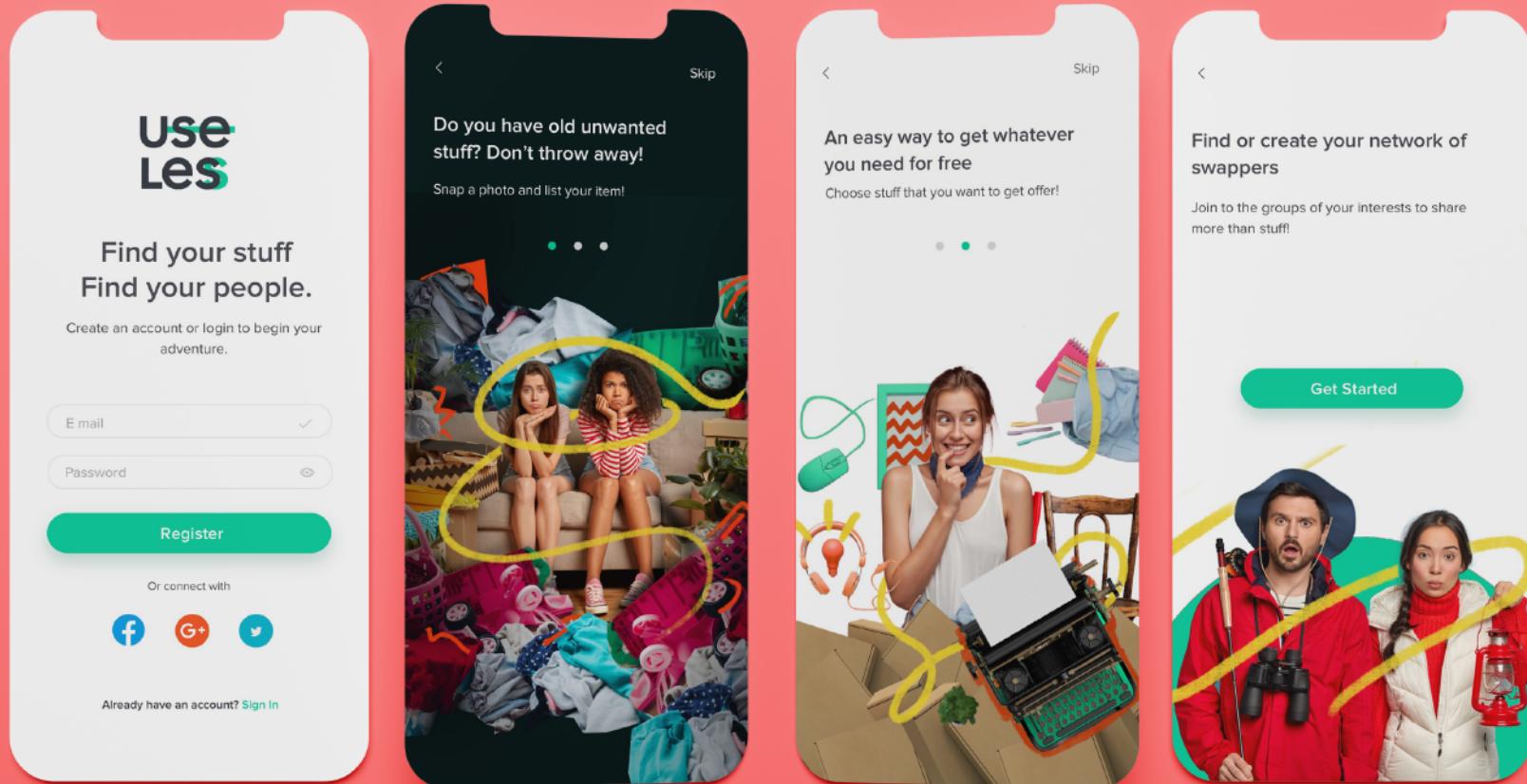


Use Les



Project:
Useless App
Concept

Duration:
2020 June/August

My role:
UX Research, Branding,
UX/UI

Tools:
Figma, Sketch, Miro, Illustrator,
Photoshop, Blank Paper

What is Useless App?

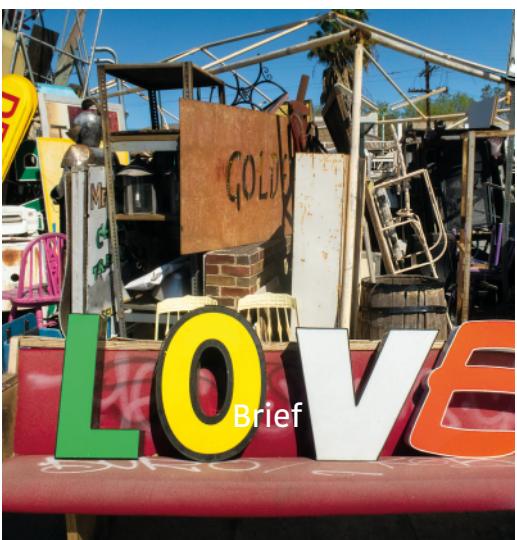
Useless is my concept app design with the idea of “swapping.” It’s designed to be a dynamic community platform for swapping or trading.

Inspiration

When I was living in Portugal I had opportunity to know a particular, artistic, alternative, boho community. I got to know so many people with the ideology of sustainable living. Observing this active community gave me a chance to develop this idea.

I have taken this challenge because the application feels like an unique idea. There are not many applications present that serve the purpose of freecycling or re-using.

Melis Uğursaç



Project Overview

Project Objective

A social networking app for the people who want to create their network about their hobbies and interest by being a part of the freecycle local community.

Challenges

- 1- To create an user-friendly freecycle platform where people can have local groups and communities with auto-reviewing system.
- 2- Seamless social networking with personal profiles, notifications, posts and feed. Building trust.
- 3- Alternative currency for the listed goods. Using gamification and alternative currency as an incentive to use freecycle groups and as a motivation to list also valuable goods.

User research & observations

#1

Why Freecycle?

22 million pieces of furniture are discarded each year only in the UK, and the majority of this furniture is sent directly to landfill

32% per cent of **bulky waste** is **re-usable** in its current state, and this figure rises to 51% if we take into account items requiring slight repair.

Major part of **16-24-year-olds** don't actually know how to recycle or donate.





#2

It's all about web communities

Giveaway sites are where, instead of binning goods or trying to eBay them, people harness the web's power to offer them to their local community. In return, they often hope they can grab back something when they want. It's all about web communities, and the big names are Freecycle and Freegle. They're free-to-join, volunteer-run local online groups.

It's up to you to monitor new freebies on offer. When you want to offer something, you just post an offer message to the group page.

#3

What is couchsurfing and how it worked?

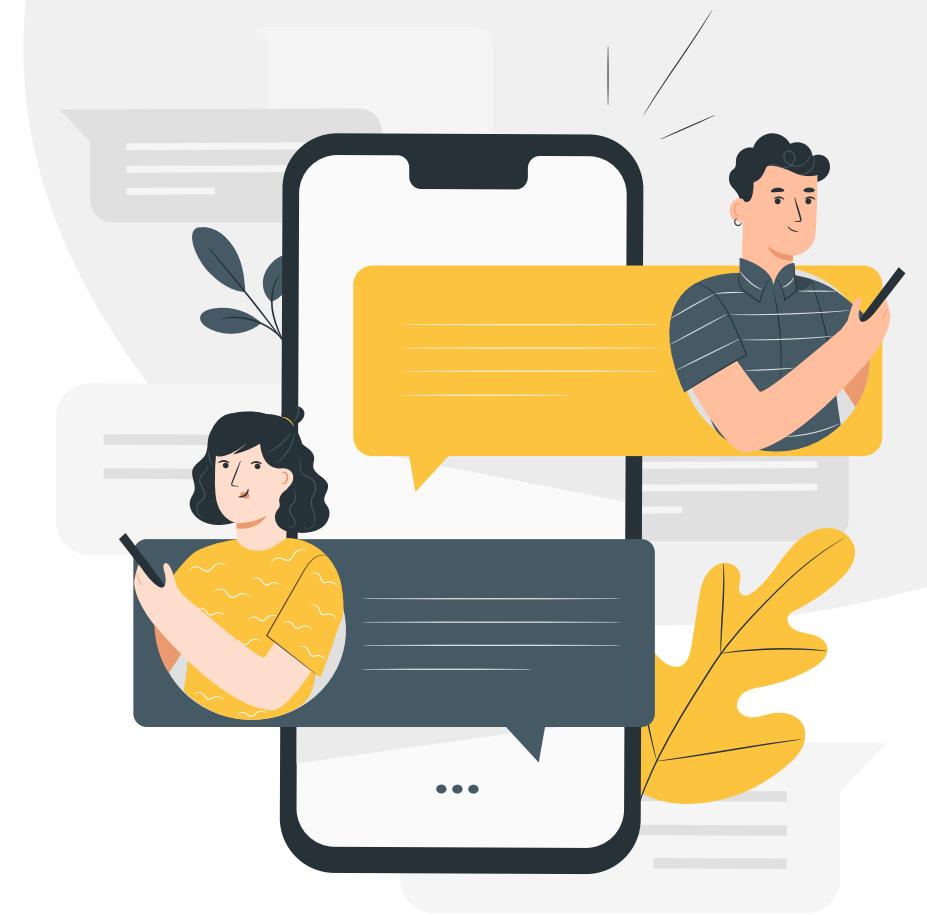
Couchsurfing organization created an easy way to connect travelers with potential hosts in 2004 by creating a community website where you can use that to:

- gain access to free accommodation in a local's home (traveler),
- host a traveler in your home (host),
- meet-up with people from around the world (community members).

Over 10 million members are found in 200,000 cities.

There are also groups with message boards where you can discuss local events.

And as a community member, you can attend meetups and events with like-minded individuals.



Competitor Analysis

There are freecycle groups, swap events, flea markets however there is very few digital platform tackled only with this issue. Because of it's unpopularity it is nearly impossible to find any item online if you are not in major big cities around the world. I had this competitor analysis based on networking and sharing goods.

	facebook Facebook Freecycle groups	 Freecycle.org website	 trash nothing app	 couchsurfing
Networking				
Common interests	●	○	○	●
Create Profile	●	○	○	●
Send message	●	●	●	●
Listing an item				
Create a post	●	●	●	● (For trips)
Browsing an item				
Create a post	●	○	○	● (For trips)
Search an item	○	●	●	● (For trips)
Building trust				
Reviews	○	○	○	●

Personas



James Collins

27 yo

Marketing graduate
Has a girlfriend

Interested in:

- Photography
- Traveling
- Collecting



Jane Andrews

34 yo

Works at a supermarket
Has 2 kids (7, 10)

Interested in:

- Gardening
- DIY
- Decorating

Goals

He works remotely from his computer and travels all the time. He enjoys visiting cities, going to local markets, flea markets and he loves to collect things from those trips.

Frustrations

“My last trip to Portugal I wanted to try kite surfing however I **had to spend so much money on the course and the rentals of the materials.**”

“I am a member of so many websites to get info about how-to on photography but **I don't know anyone as a photography lover like me in my town.**”

The best way to travel,
is to live with locals.

User Stories



As a **single mom who has a tiny house full of old toys and clothes**, I want to **give away/donate them** to somebody in need, so that they can also take the benefit of our toys and clothes and I **would have more space in my house**.



As a **diy lover who can restore and repair old furniture**, I want to be able to **find materials** that most of the people would throw away, so that **I don't spend time, effort and money** searching materials for my hobby.



As a socially active person **who wants to try new things**, I want to be able to **find a community around a spesific interest** of mine so that I can **get the insights and maybe become a member of this community** and make friendship with the same mindset.

Give away/ Donate

- decluttering
- using non-monetary approach
- feeling socially responsible
- building bonds in a community

Take/ Browse

- extending the lifespan of products
- getting aware of freecycle

Networking

- common interests
- getting insights-tricks,how-to
- explore new things



SCENARIO

James wants to get a tent to go camping with friends because he enjoyed a lot camping when he tried for the first time.



SCENARIO

Jane has a tent that she doesn't use anymore and she is annoyed that it occupies a lot of space. She wants to give it away.



ACTION

GOALS

Get App

- A-Download app
- B-Set up an account
- C-Create a profile

Search "Tent"

- A-Search for tents
- B-Search for camping groups
- C-Decide on which one you want from the listed items

Contact Owner

- A-Send a message
- B-Explain why you need it
- C-Check her account
- D-Check messages for a reply

Set Up Meeting

- A-Decide on a date
- B-Decide on a place
- C-Set location on map

Go To Meeting

- A-Find it on map
- B-Get to the meeting point
- C-Find the swapper
- D-Take over the tent
- E-Send friend request

Leave A Review

- A-Leave a review
- B-Give a rating
- C-Share your experience on the group "Camping lovers"

FEELINGS

It is boring to set up an account with all the needed info

Satisfied with the result he found.

Stressed because don't know what to say to the owner

Happy to meet with a new person and to get the wanted item

Stressed to meet with a stranger.
Happy to have a tent for the trip.

Satisfied with the result
Happy to have more resources, materials and events about camping



ACTION

GOALS

Get App

- A-Download app
- B-Set up an account
- C-Create a profile

Create A Post

- A-Take a photo of the tent
- B-Write a description

Choose recipient

- A- Check messages
- B-Choose a person to give your offer
- C-Respond to the message.

Set Up Meeting

- A-Decide on a date
- B-Decide on place
- C-Set location on map

Go To Meeting

- A-Find it on map
- B-Get to the meeting point
- C-Find the recipient
- D-Give the tent
- E-Send friend request

Leave A Review

- A-Leave a review
- B-Give a rating
- C-Share your experience on the group "Camping lovers"

IMPROVEMENT OPPORTUNITIES

Offer point rewards for recruiting new users

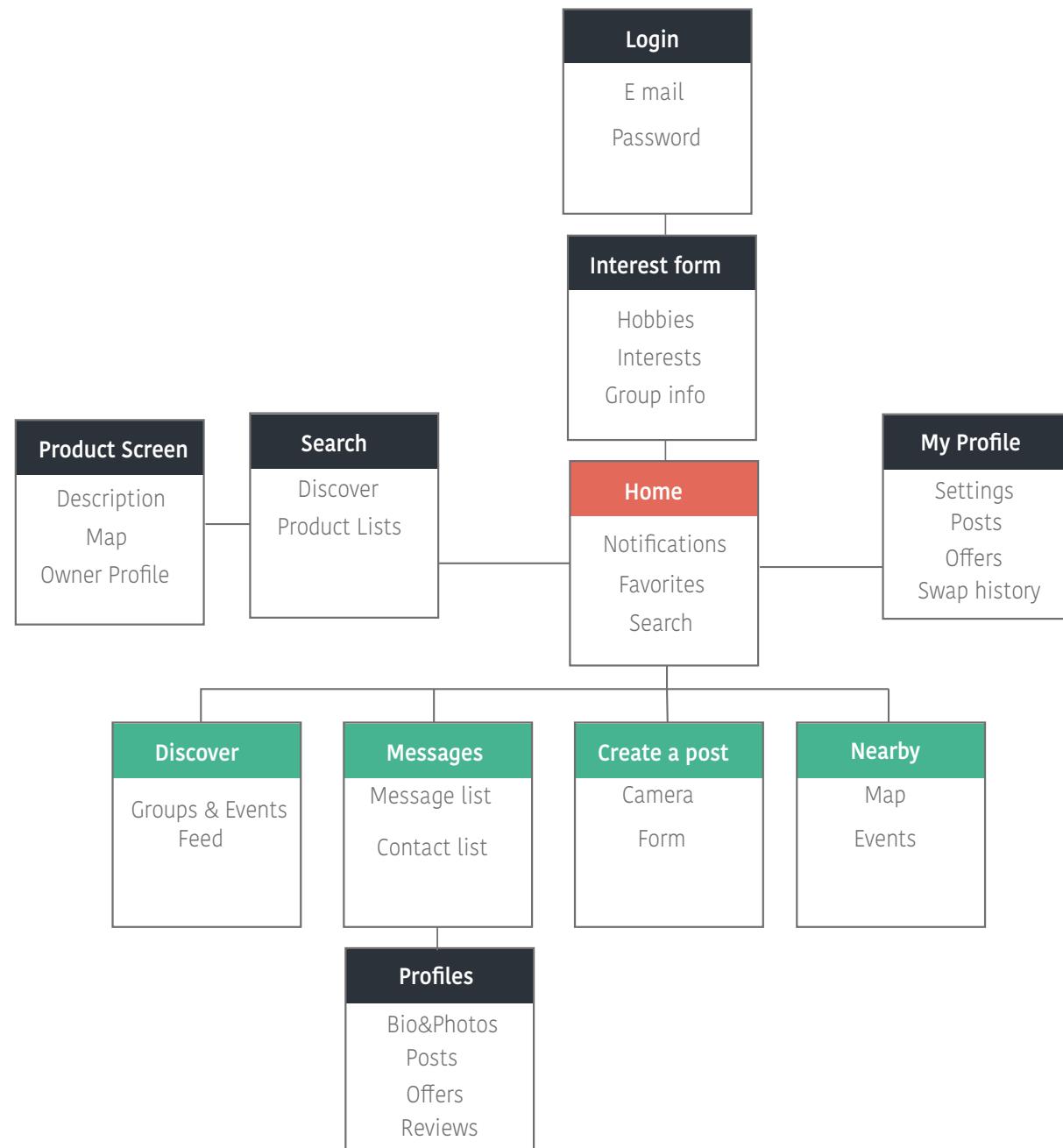
Personalized content for search (suggested items)

Suggested introduction messages

Easy access to the map and decided address.
Offer local businesses to host these meetings (Swappoints)

Could have some kind of gamification like alternative currency in order to give incentive to post more items.

Information Architecture



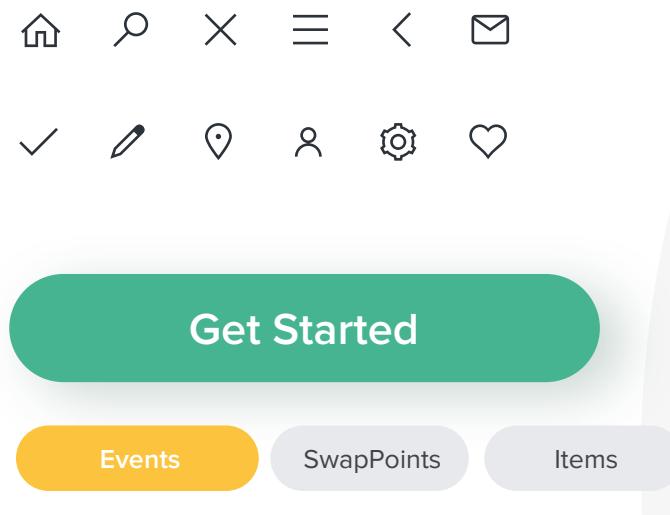
UI Kit

Proxima Nova - 40pt

Proxima Nova - 20pt

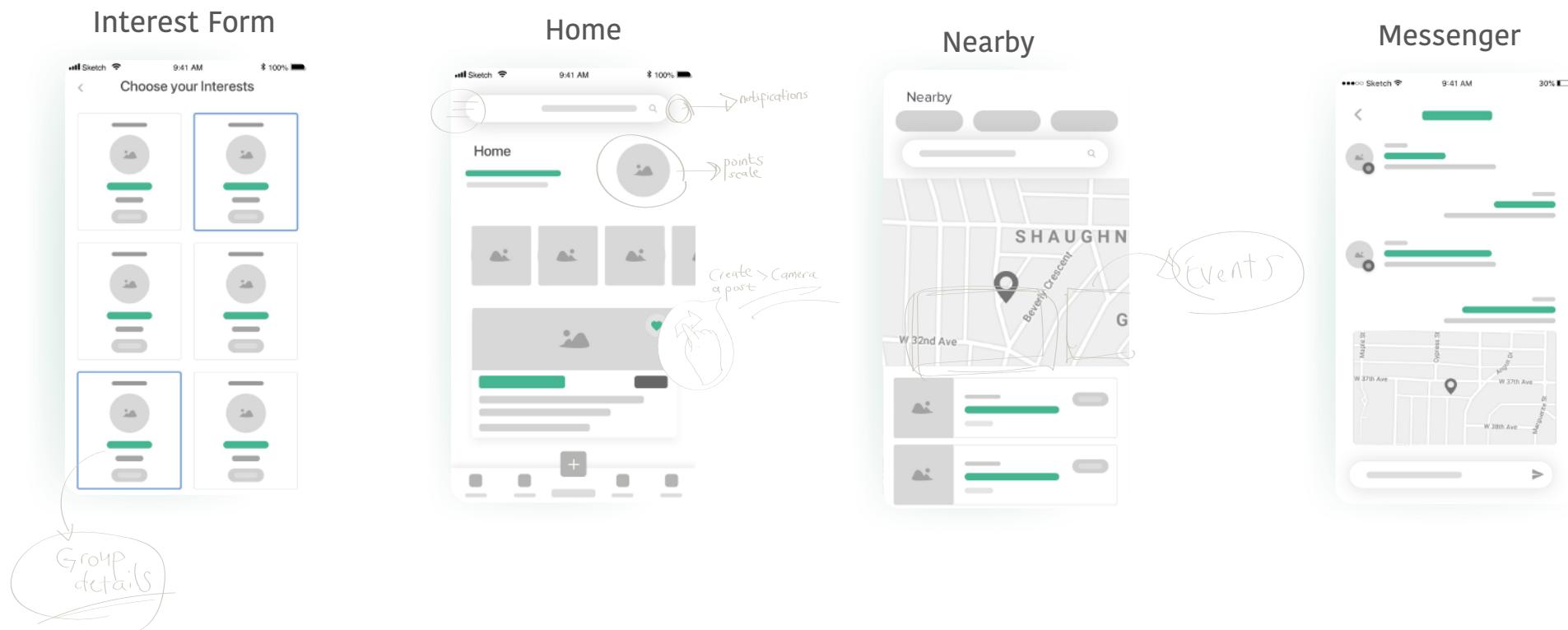
Proxima Nova-14 pt

Proxima Nova- 12 pt

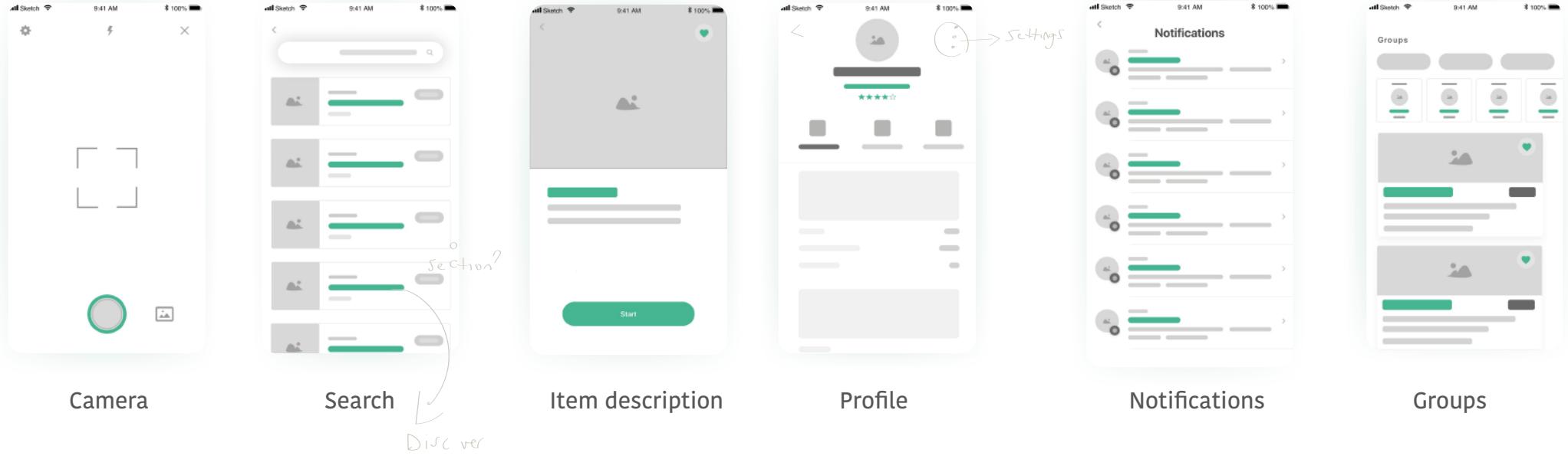


Wireframes & Sketches

After deciding on the structure, I have started to design the wireframes. However I have realized that there were some improvements that could be done. Added some sketches after some brainstorming session.



Wireframes & Sketches



Camera

Search

Item description

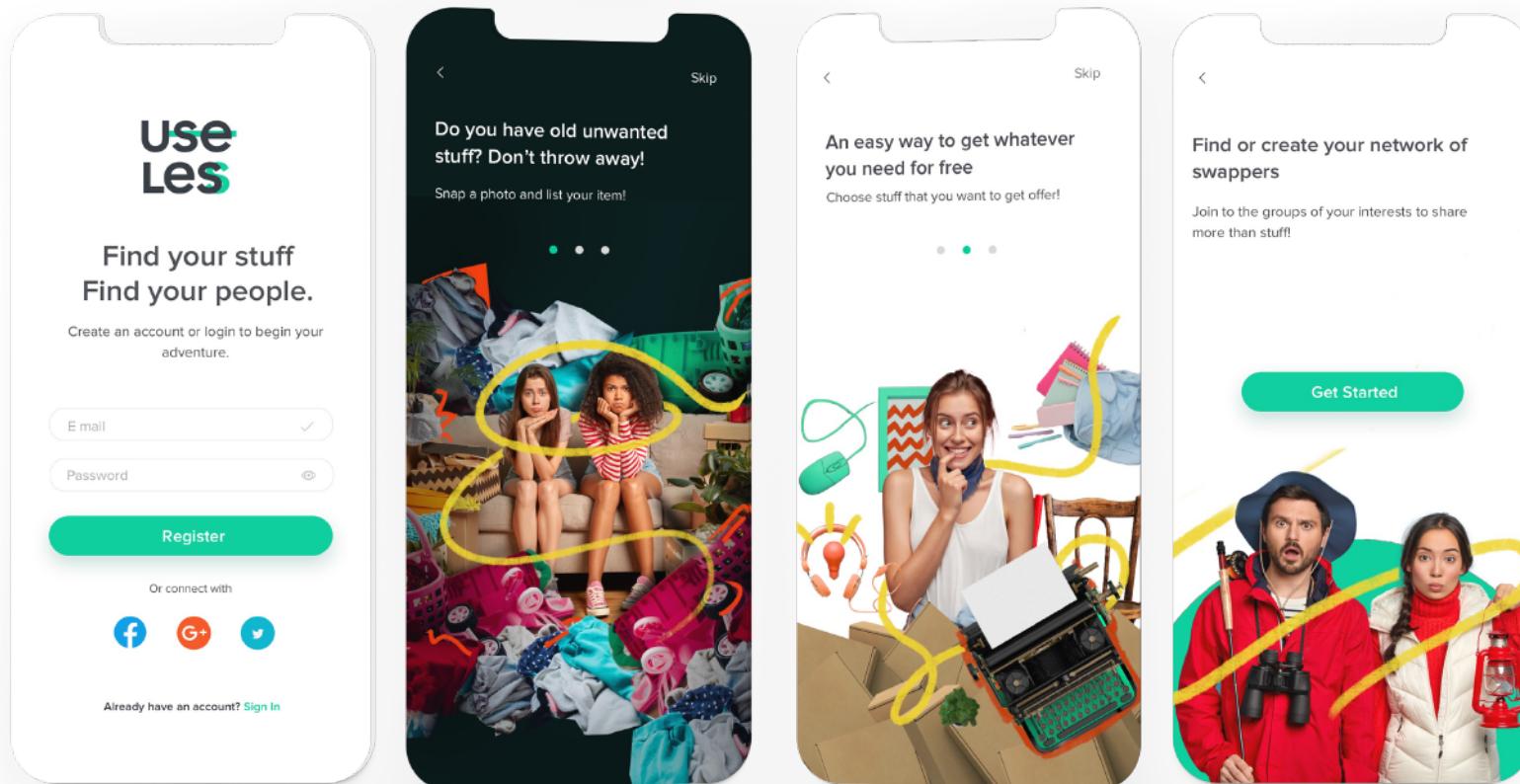
Profile

Notifications

Groups

Login/Onboarding

I have created 3 screens for onboarding to welcome the user and give them an over all idea about the app. They consist of 3 main functions of the app: donate, take, build your network.

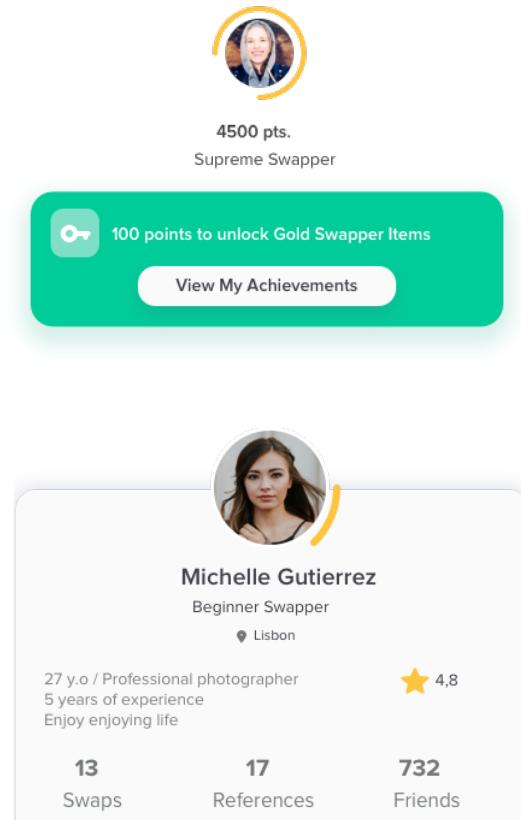


Gamification

Human nature always makes us take the challenges and prove that we are able to handle them. So, a challenge is thought to be one of the most compelling game elements motivating people to take an action. **In order to enhance the challenge effect, it may be a good idea to use some kind of rewards, so that users could feel even more motivated.**

For this concept I have decided to have an alternative currency that you gain and spend for the goods as you donate and take goods on app.

Having achievements and as the achievements get unblocked user gains a different title and the access to the items with higher value in order to create a system that doesn't allow exploiting and motivate the user to interact with the app.



High Fidelity Wireframes

Create an account

Login

use
Les

Find your stuff
Find your people.

Create an account or login to begin your adventure.

Register

Or connect with

Already have an account? [Sign In](#)

Interest Form

Skip Done >

Choose your interests

Get personalized content, find people with common interests and same mindset.

Category	Groups
Great Outdoors	84 Groups
Collecting things	15 Groups
Fun&Games	45 Groups
Photography	76 Groups
Art & Culture	53 Groups
Building things	45 Subscribers
Fashion	55 Groups
Sport	45 Groups

Camera-Post an Item

Next

Profile

Michelle Gutierrez
Beginner Swapper
Lisbon

27 y o / Professional photographer
5 years of experience
Enjoy enjoying life

4.8

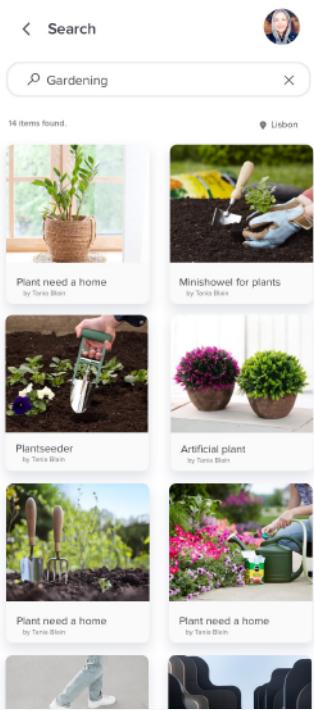
Swaps	References	Friends
13	17	732

Offers Posts Groups

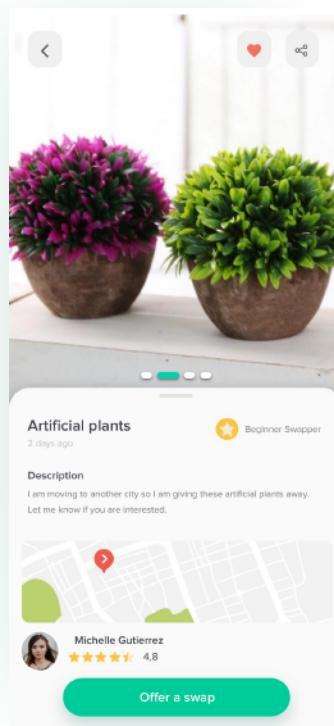
13 Swaps 17 References 732 Friends

Swap - Donate or Get Goods

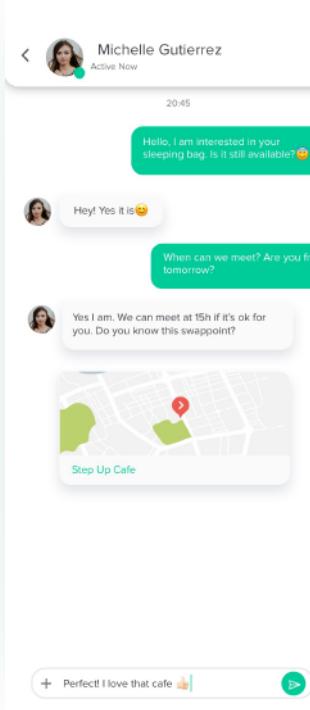
Search



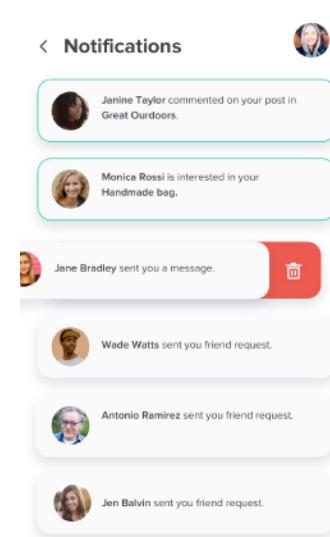
Item Details

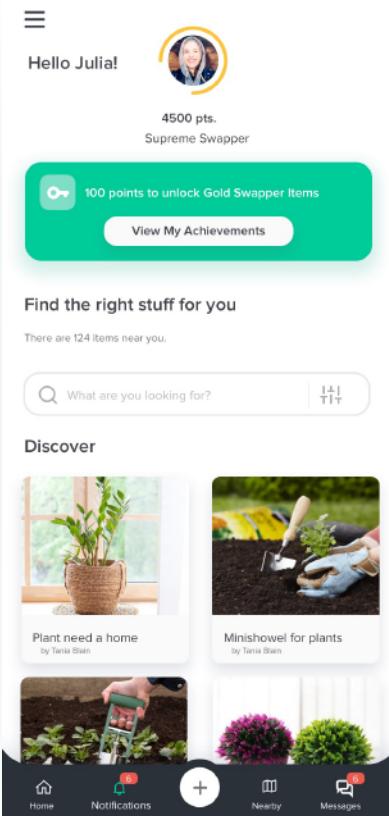


Chat



Notifications





Home

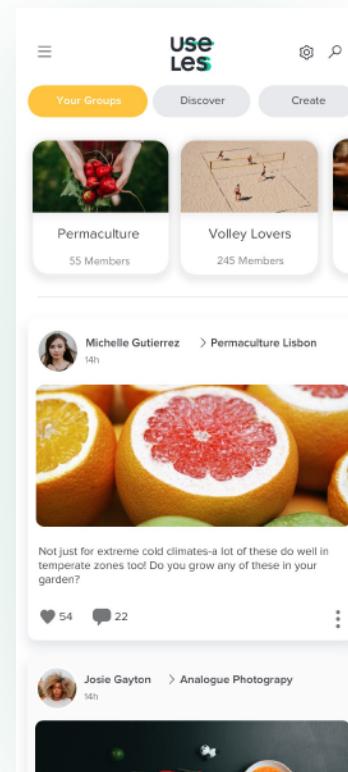
On the app I have designed a bottom nav bar for an easy navigation throughout the app. User can easily search for an item with the search bar. I have added discover section to enhance engagement with users by showing them personalized selection of items.

Groups&Feed

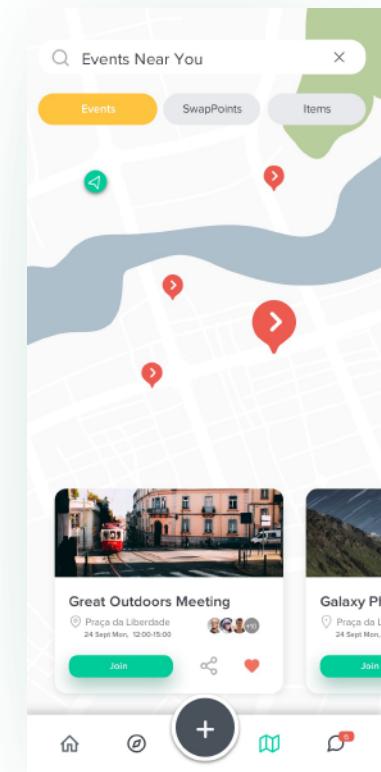
I have designed a screen where users can engage with friends and the people on their network by creating posts, events and groups. This feature allows people to connect through their interest such as by posting on groups on "how-to" and tricks about the subjects(interests/hobby) depending on the group

Nearby

It allows user to see the listed items, events and "swappoints" (local bars, pubs, campuses, shops) chosen as meeting points pinned on the map in their area.



Groups& Feed



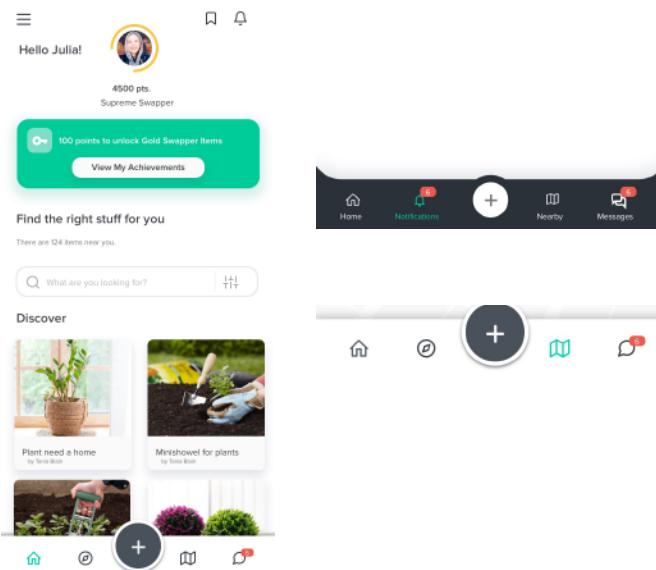
Nearby

Usability Testing

I have conducted usability tests with the mockups that I have created. I had 4 people to try the prototype and give me feedback from their experiences about the app.

These are the outcomes that I had from their feedback.

- Groups and feed should be easier to access.
- Notifications and messages together on navbar created confusion.
- Nearby screen (vertical scroll) can be more intuitive.
- Simplier UI.



Before

After



Takeaways

Useless is the first Ux concept that I have created and the one that I feel attached the most. It was also a great opportunity to discover ways of research and enhance my design process. I am happy that it also gave me a chance to learn prototyping on Invision and creating design systems on Sketch. Although I was not able to fully flesh out other features and designs I wanted to within Useless due to time constraints, it's not to say I won't try to incorporate them in future projects down the line.

Thank you for your time!

