

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?

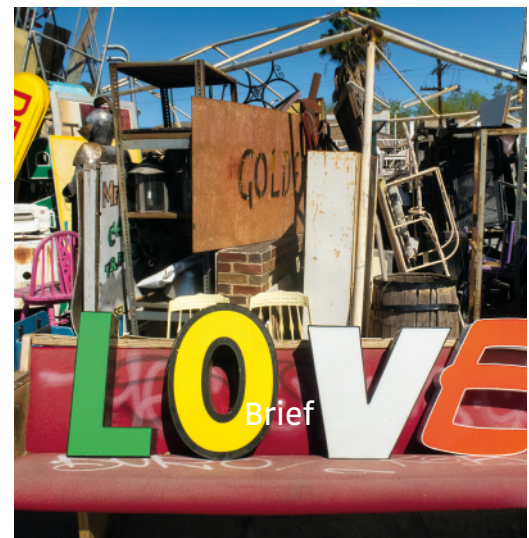
Useless is my concept app design with the idea of “swapping.” It’s designed to be a dynamic community platform for swapping or trading.

## 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 a 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 sytem.
- 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?

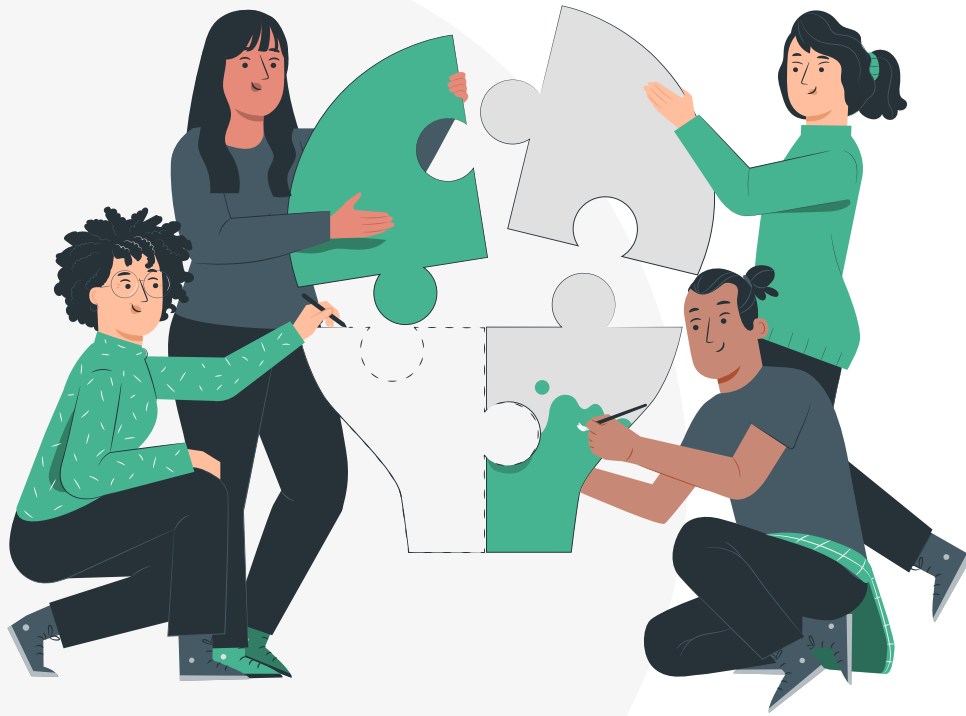
**22 million pieces of furniture are discarded each year** only in the UK, and the majority of this furniture is sent directly to landfill

**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

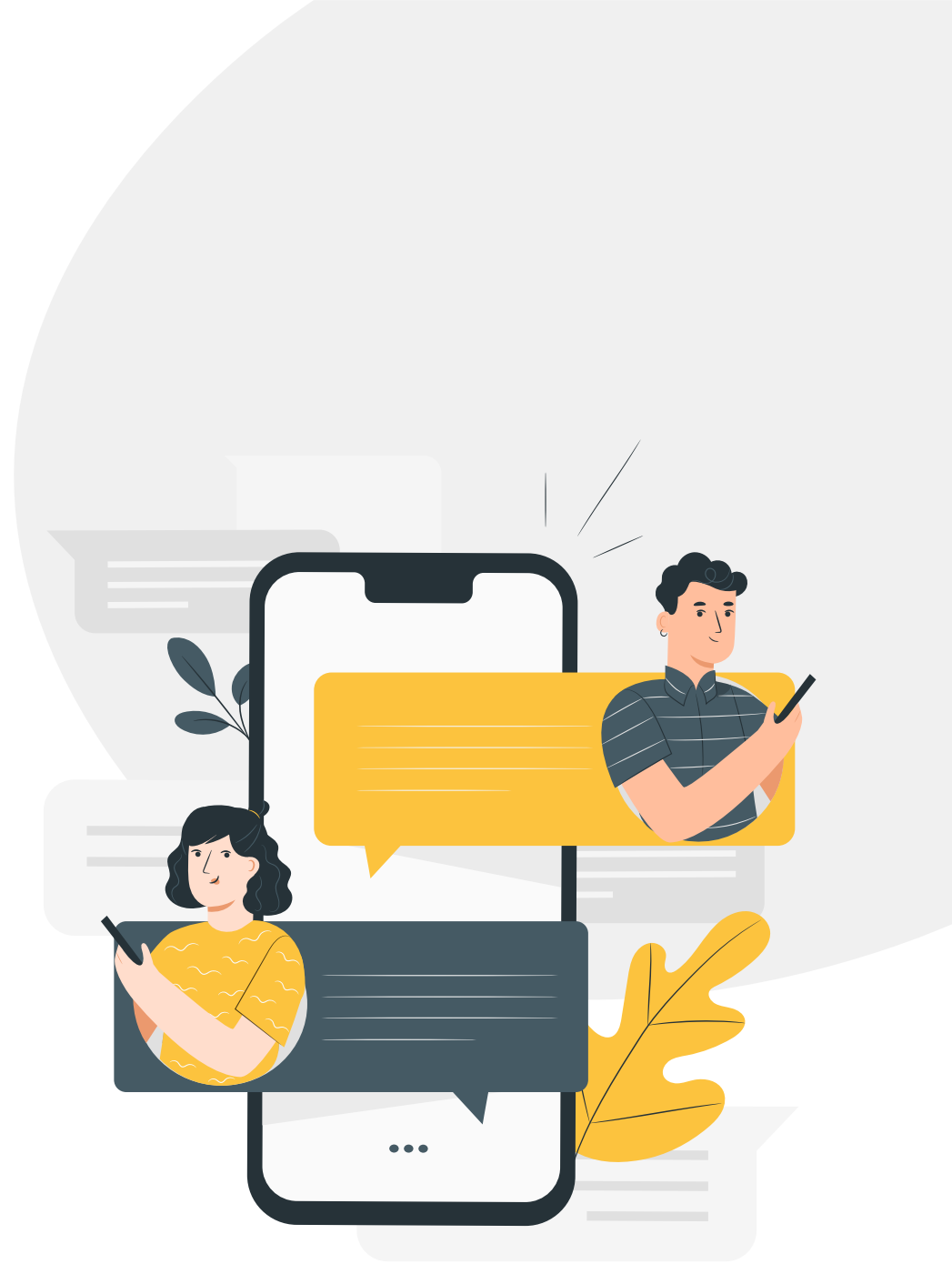
## What is couchsurfing and how it worked?

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 Freecycle groups	 Freecycle website	 Trash nothing app	 Couchsurfing
<b>Networking</b>				
Common interests	●	○	○	●
Create Profile	●	○	○	●
Send message	●	●	●	●
<b>Listing an item</b>				
Create a post	●	●	●	● (For trips)
<b>Browsing an item</b>				
Create a post	●	○	○	● (For trips)
Search an item	○	●	●	● (For trips)
<b>Building trust</b>				
Reviews	○	○	○	●

# Personas



## James Collins

27 yo  
Marketing graduate  
Has a girlfriend

Interested in:  
- Photography  
- Traveling  
- Collecting

### 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.



## Jane Andrews

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

Interested in:  
- Gardening  
- DIY  
- Decorating

### Goals

She has two kids that she needs to take care of while working at the supermarket. She wants to save money as much as possible to buy a bigger house one day.

### Frustrations

"I am having difficulties **living in a small house with plenty of items** and 2 kids!"

"It's **time consuming to search materials** form local market for my hobbies"

No man is really happy  
or safe without a hobby.

# 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.**

## Give away/ Donate

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



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.

## Take/ Browse

- extending the lifespan of products
- getting aware of freecycle



As a socially active person **who wants to try new things**, I want to be able to **find a community around a specific 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.

## 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.

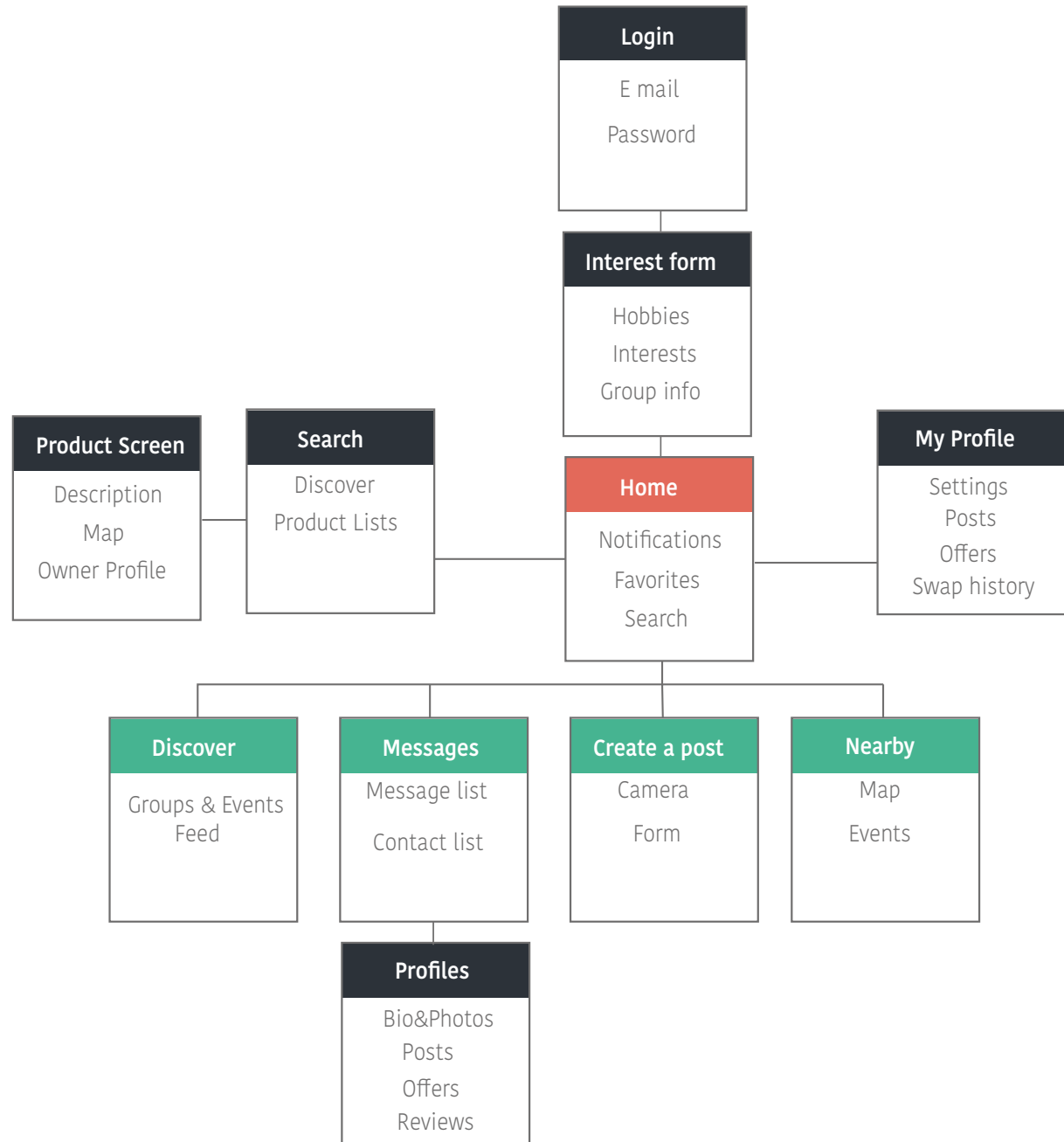


## SCENARIO

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	Get App	Search "Tent"	Contact Owner	Set Up Meeting	Go To Meeting	Leave A Review
GOALS	A-Download app B-Set up an account C-Create a profile	A-Search for tents B-Search for camping groups C-Decide on which one you want from the listed items	A-Send a message Explain why you need it B-Check her account D-Check messages for a reply	A-Decide on a date B-Decide on a place C-Set location on map	A-Find it on map B-Get to the meeting point. C-Find the swapper D-Take over the tent E-Send friend request	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	Get App	Create A Post	Choose recipient	Set Up Meeting	Go To Meeting	Leave A Review
GOALS	A-Download app B-Set up an account C-Create a profile	A-Take a photo of the tent B-Write a description	A- Check messages B-Choose a person to give your offer C-Respond to the message.	A-Decide on a date B-Decide on place C-Set location on map	A-Find it on map B-Get to the meeting point. C-Find the recipient D-Give the tent E-Send friend request	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 bussinesses 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



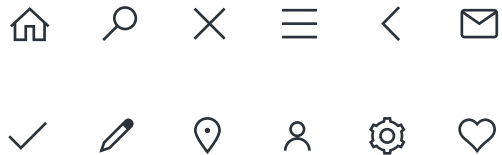
# UI Kit

## Proxima Nova - 40pt

Proxima Nova - 20pt

Proxima Nova-14 pt

Proxima Nova- 12 pt

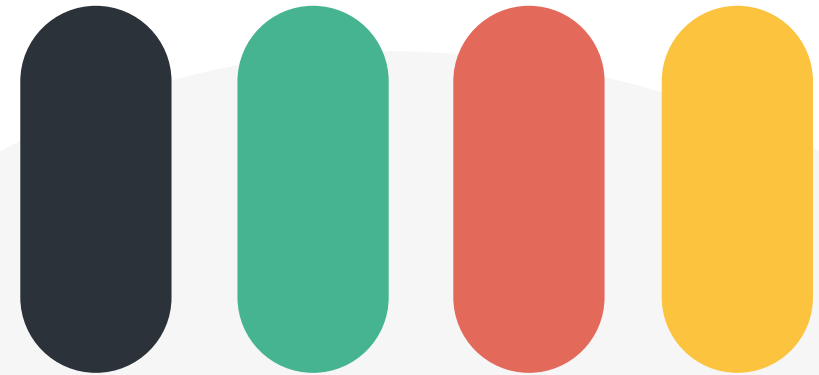


Get Started

Events

SwapPoints

Items



#2C3239

#E2695A

#00CC99

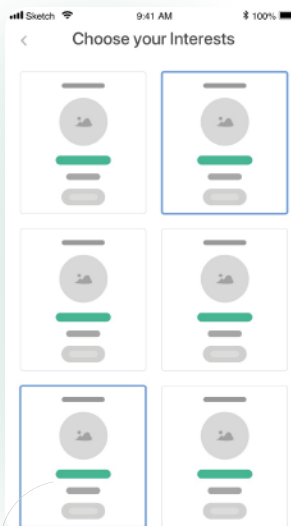
#FCC33E



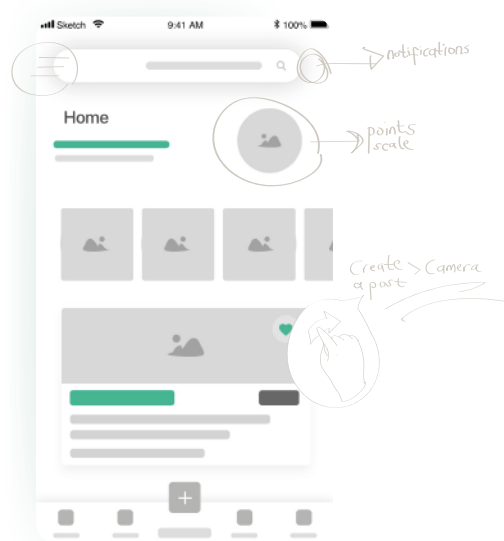
# Wireframes & Sketches

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.

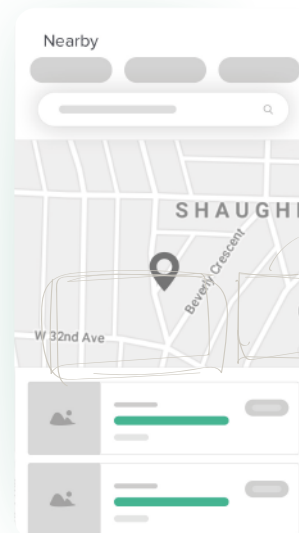
Interest Form



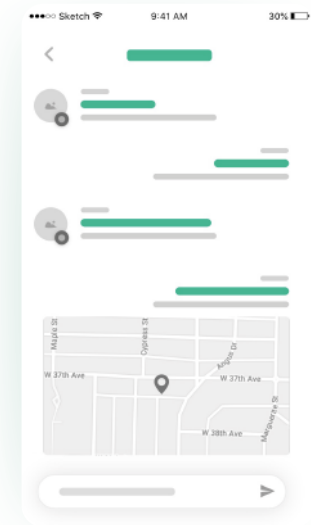
Home



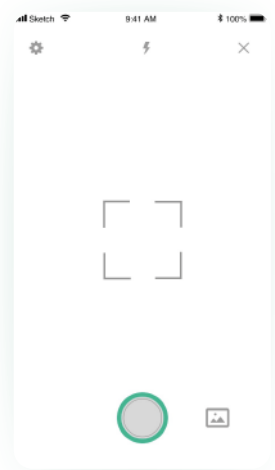
Nearby



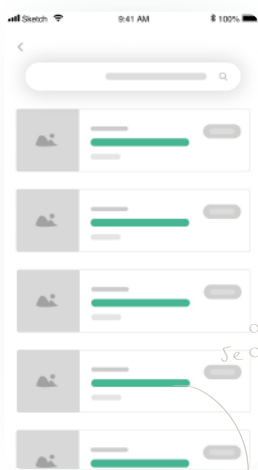
Messenger



# Wireframes & Sketches

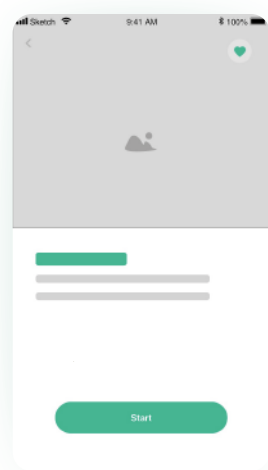


Camera

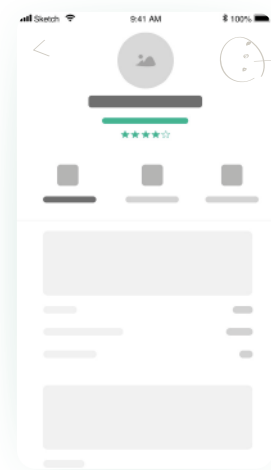


Search

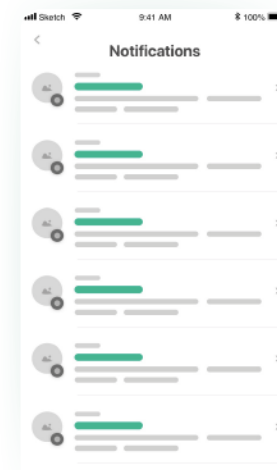
Discover



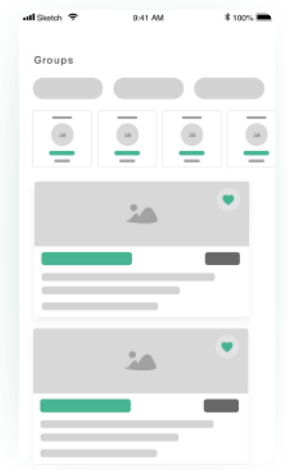
Item description



Profile



Notifications

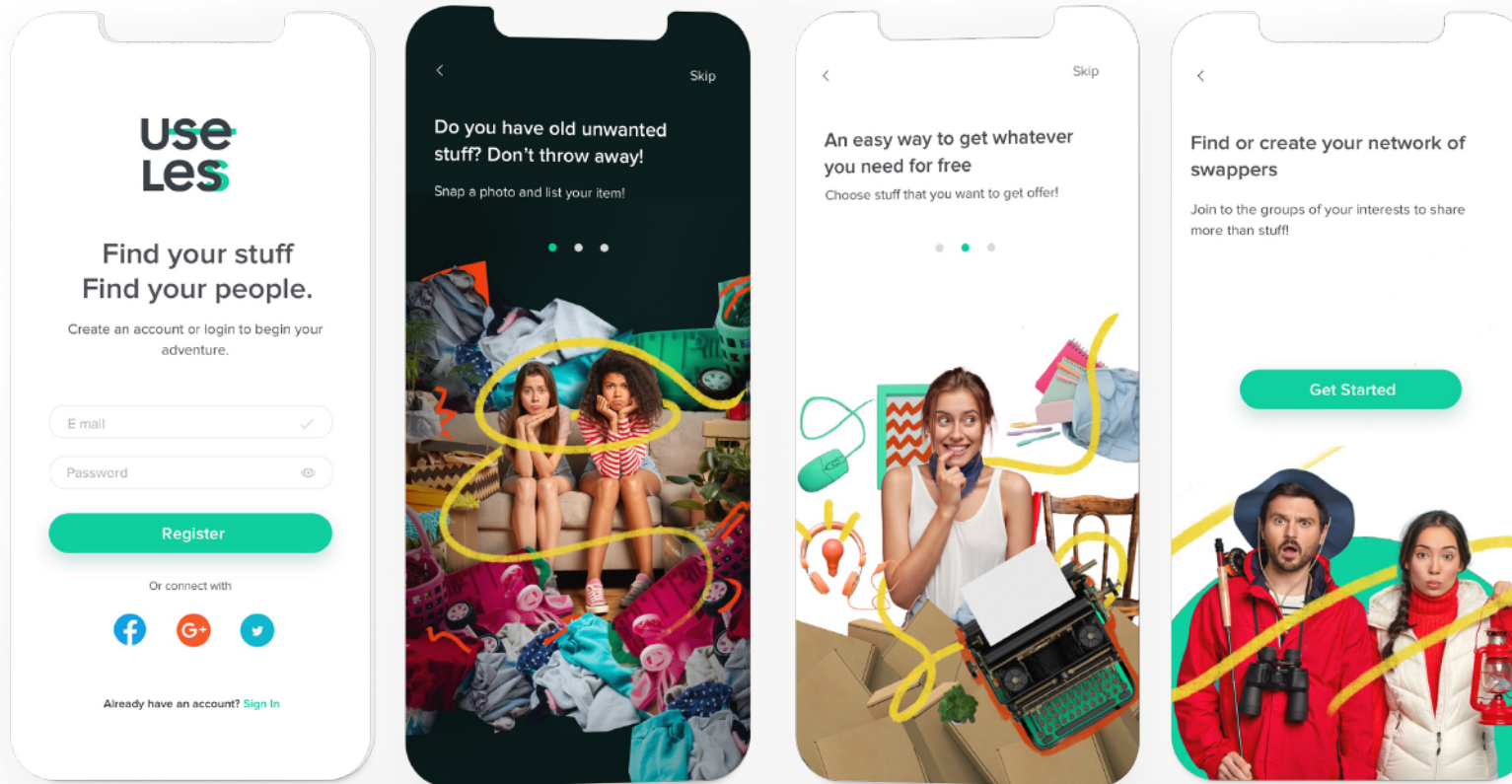


Groups



# 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.

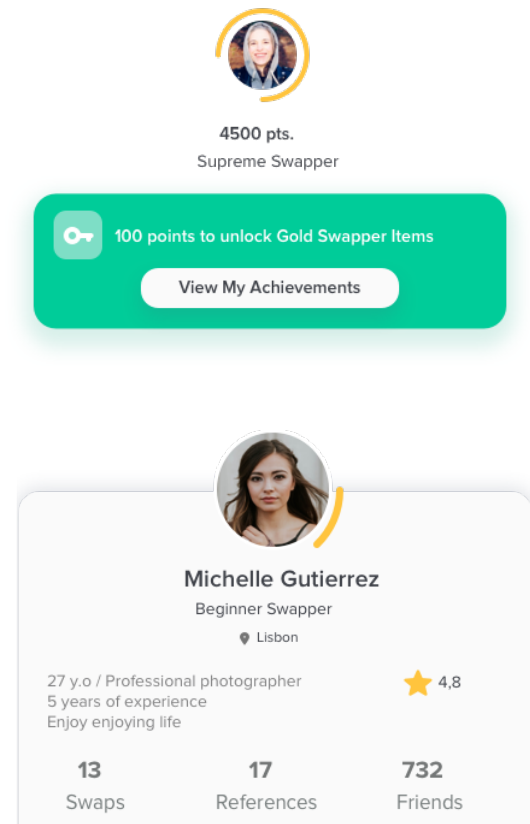


# Gamification

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

The screen features the UseLes logo at the top. Below it, the text "Find your stuff Find your people." is displayed, followed by a subtext: "Create an account or login to begin your adventure." There are two input fields for "E mail" and "Password", each with a checkmark and an eye icon respectively. A green "Register" button is positioned below the fields. Underneath, it says "Or connect with" followed by social media icons for Facebook, Google+, and Twitter. At the bottom, a link reads "Already have an account? Sign In".

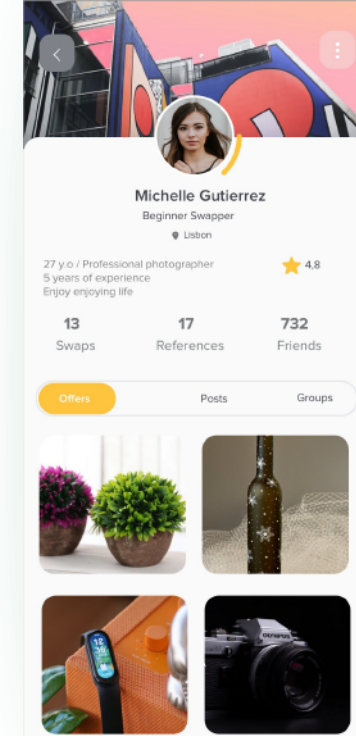
## Interest Form

The screen has a "Skip" button at the top left and a "Done >" button at the top right. The main heading is "Choose your interests" with a subtext: "Get personalized content, find people with common interests and same mindset." Below this, there are eight interest categories, each with a representative image and a count of groups or subscribers: "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), and "Sport" (45 Groups).

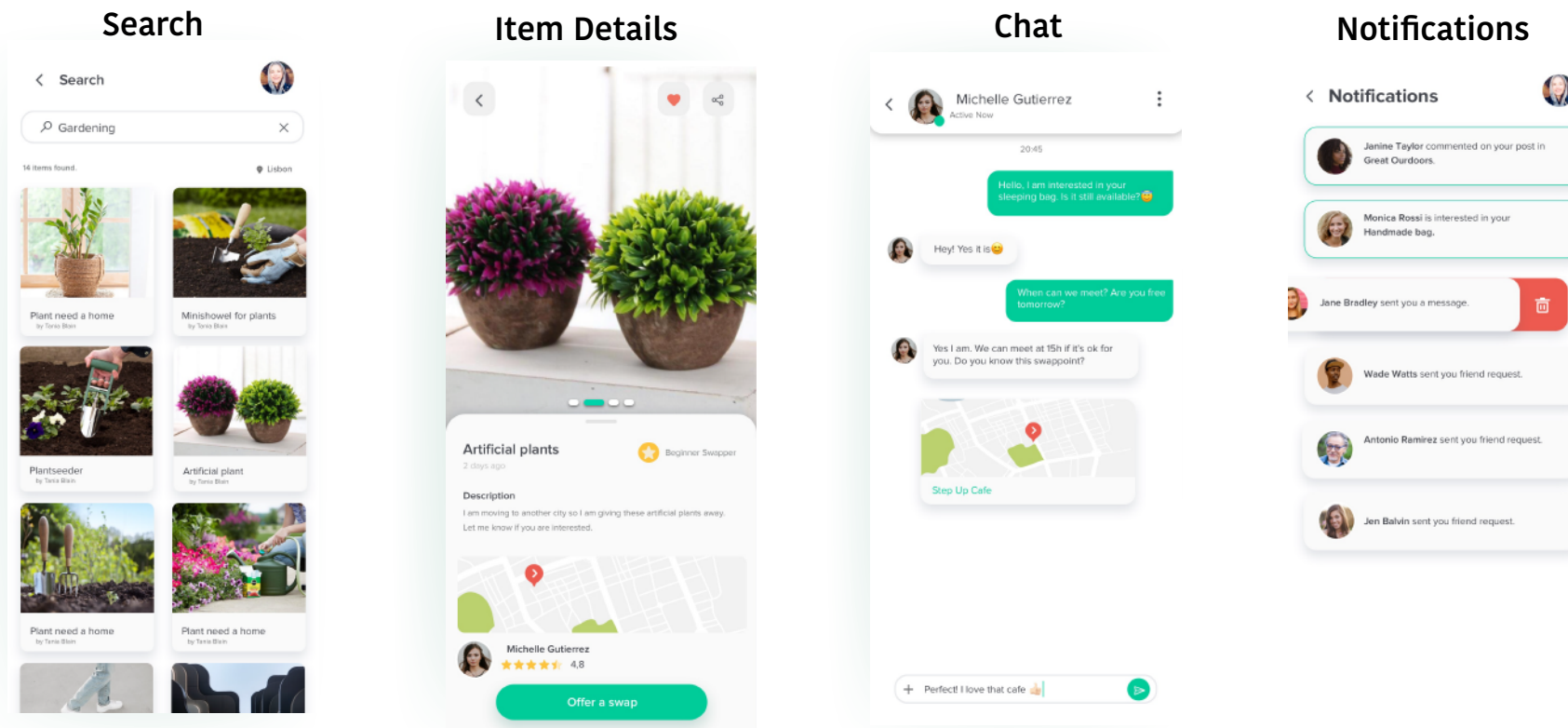
## Camera-Post an Item

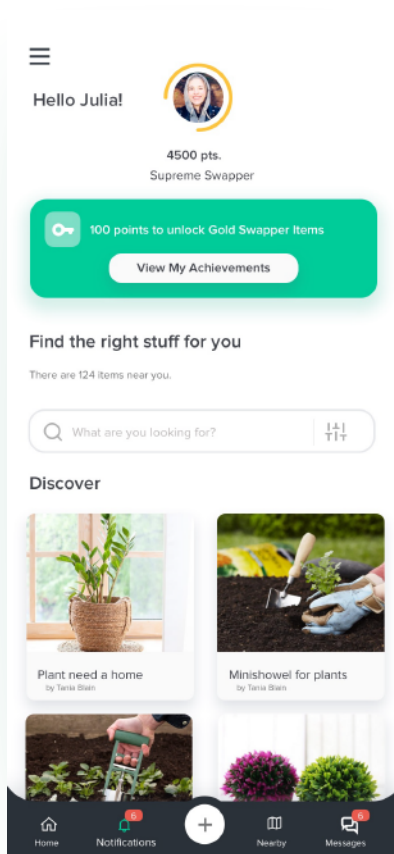


## Profile



# Swap - Donate or Get Goods





## 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.

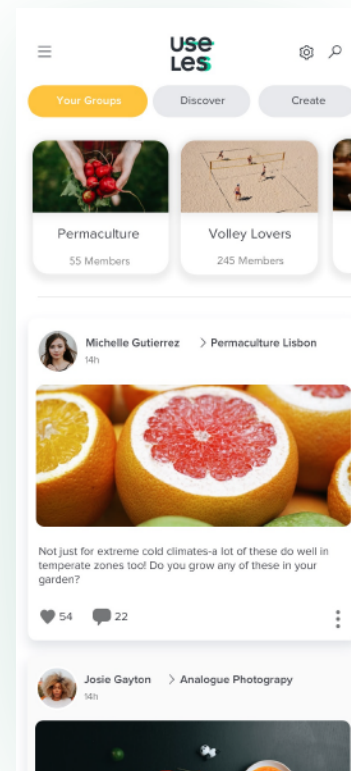


## Groups&Feed

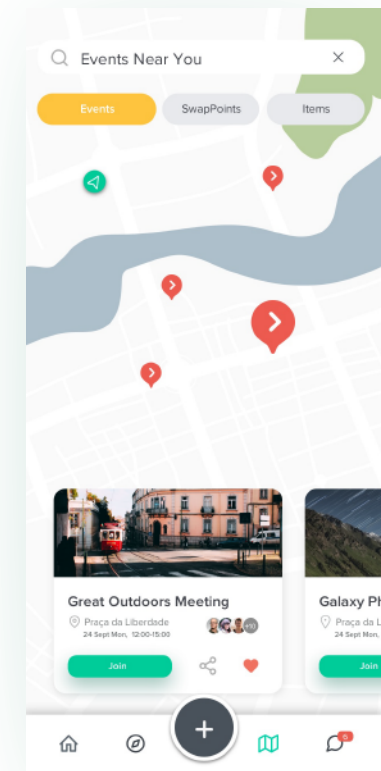
I have designed a screen where users can engage with friends and the people on their network by creating posts, events and groups. This feature allows people to connect through their interest such as by posting on groups on "how-to" and tricks about the subjects(interests/hobby) depending on the group

## 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

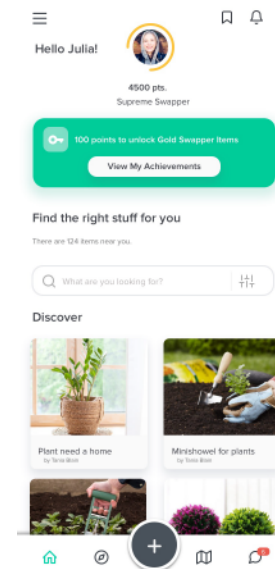


Nearby

# 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

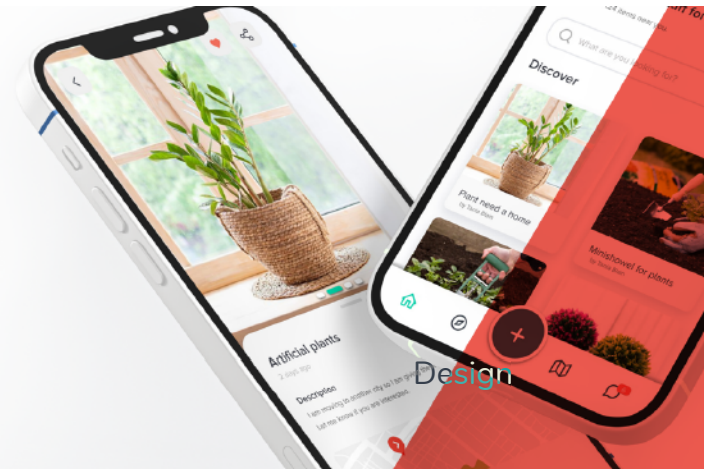
Useless is the first Ux concept that I have created and the one that I feel attached the most. It was also a great opportunity to discover ways of research and enhance my design process. I am happy that it also gave me a chance to learn prototyping on Invision and creating design systems on Sketch.

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!



Melis Uğursaç



Design