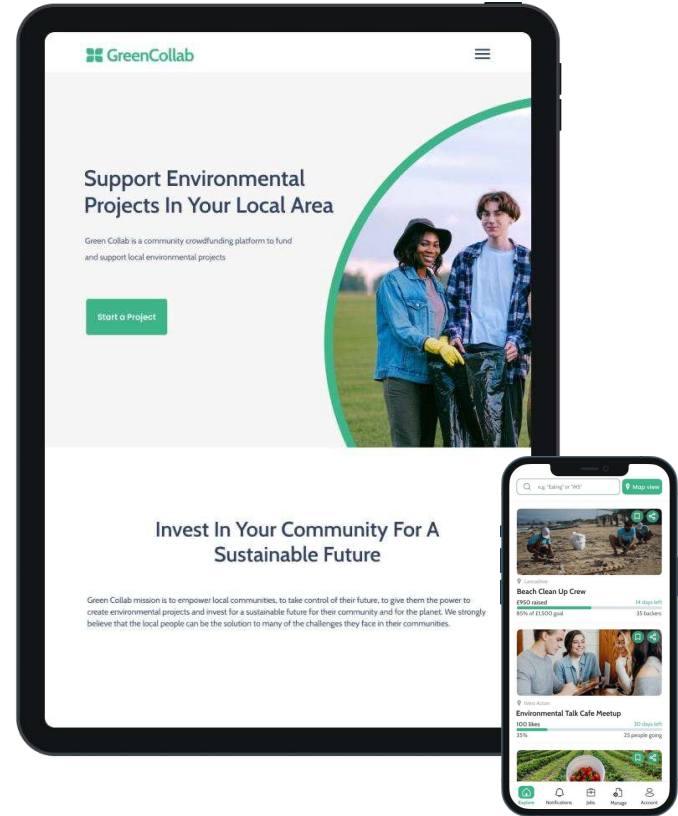# Project overview

The product:

Green Collab is a local community based social enterprise focused on improving the environment in local communities. The app will help local people become aware of environmental problems that are having an impact on their community. Local people can create, support, donate and collaborate on environmental projects. This will give communities the power to build and invest in a sustainable future.

Project duration:

May 2022 – Ongoing

Project overview

The problem:

A lack of awareness of environmental issues in local communities and a limited understanding of the impact on continued environmental problems which is preventing future sustainability.

The goal:

Design an app to help local communities build awareness, support environmental projects and invest in a sustainable future.

Project overview

My role:

UX/UI designer leading the dedicated app and responsive website design from conception to delivery

Responsibilities:

Conducting foundational UX Research, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive anaysis

User research: summary

I conducted a research survey based in the UK. The majority of the participants were female and the age range was between 18-64. The majority of participants have environmental problems in their area and are not aware of the environmental projects in their area.

This user research survey confirmed that they wanted an platform that can help build awareness and be able to work together to solve environmental problems in local areas.

Persona 1: **Ava Williams**

Age: 45

Education: IT degree

Occupation: Graphic Designer

Status: Single

Location: London, UK

"I want to help improve the environment in my local community."

Background

Ava is a full time graphic designer living in London. In her spare time she loves gardening. She would like to setup a community hydroponics garden to help those in her local area that are struggling to buy food.

Goal & Ambitions

• To create a community hydroponics garden.

• To collaborate with others with the some goals

• To improve the environment in the community

Frustrations

• Does not know about environmental projects in the area

• Does not know where to find people to collaborate with.

• Not enough information on how to improve the environment

Persona 2: **Mark Atkins**

> **"I want local people to be aware of the environmental issues, so we can work together on solutions"**

Age: 30

Education: Masters degree

Occupation: Eco products business owner

Status: Married

Location: Exeter, UK

Background

Matt has a business that sells eco-friendly products. He is concerned about climate change and the future of the planet. The lack of awareness and education on environmental issues in his local area is preventing future sustainability.

Goal & Ambitions

• To have regular beach cleanups and make people aware of what can and can't go down the drains

• To improve the community environment

Frustrations

• Local people's lack of awareness on environmental issues in the area

• Lack of education on how people can improve the environment.

User journey map

Goal: Users can browse, select projects and make a donation

| Action	Browse	Select project	Click on donate	Choose payment	Confirmation
Tasks	• Browse the projects catalogue.	• Scroll down to select your projects • Select the project "Beach Clean Up Crew"	• Click on the donate button	• Choose PayPal or setup a new payment	• Receive notification of your donation on your phone and your email.
Emotion	Not sure which project	Made a choice	Impatient, can't wait to make a donation	Eager, to get going	Excited
Improvement Opportunities	• Have project recommendations displayed • Browse project recommendations or the most liked by users.	• Option to save and share projects	• Option to give an anonymous donation		

Competitive anaysis

I conducted a competitive analysis to understand what gaps there are in the market that Green Collab could fill, while also getting a better understanding of what competitors are doing well.

Goal: Compare competitors with Green Collab's website and app	**Ecocrowd** (direct)	**Ground Work** (direct)	**Green Space Scotland** (Indirect)
Product Offering	Germany sustainable crowdfunding platform	Invest and support green projects in local communities which also creates jobs for local people.	Local community donate to renovate and redevelop derelict land and urban spaces
Price	Sponsored platform	Registered Charity	Registered Charity
Website	www.ecocrowd.de	groundwork.org.uk	greenspacescotland.org.uk
Business Size	Medium	small	small
Target Audience	Men and women across all age groups.	Men and women across all age groups.	Men and women across all age groups.
Unique value proposition	"Achieving more together."	" creating a future where every neighbourhood is vibrant and green."	"Transforming urban spaces into people places"
Website experiences	**Needs some work** + Simple design - website colours not consistent. - Difficult to search by project or location. - Investment features not easy to use.	**Okay** + Easy to navigate - Simple colour scheme. - Lacks features to create and invest in projects	**Needs some work** + Simple colour scheme. - not easy to navigate. - Lacks features to create and invest in projects
Dedicated mobile app experience	No dedicated app	No dedicated app	No dedicated app

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Green Collab app. These designs focused on location-based search features to help users find and select projects in their local area.

Users can search by **location** or use the **map view** to find and select projects in their local area
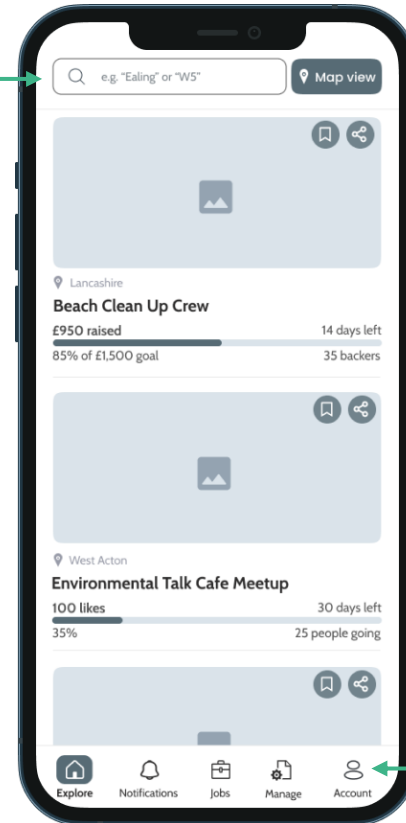
Users can easily navigate to other screens of the app

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow was to browse, select and make a donation for a project, so the prototype could be used in a usability study.

View the low-fidelity prototype

[Click here](#)

Usability study: parameters

Study type:

Unmoderated usability study

Location:

United Kingdom, remote

Participants:

7 participants

Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Anonymous

People wanted an option to give an anonymous donation

2

Save & Share
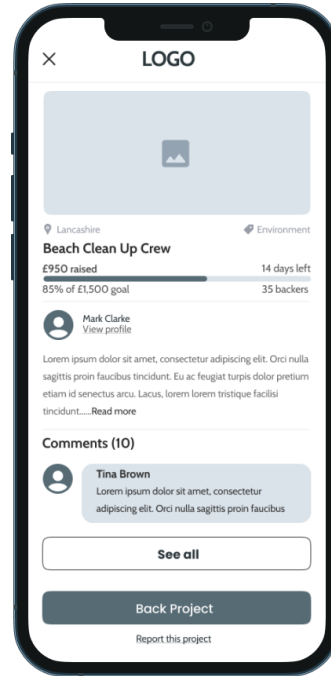
People wanted an option to save and share projects

3

Button

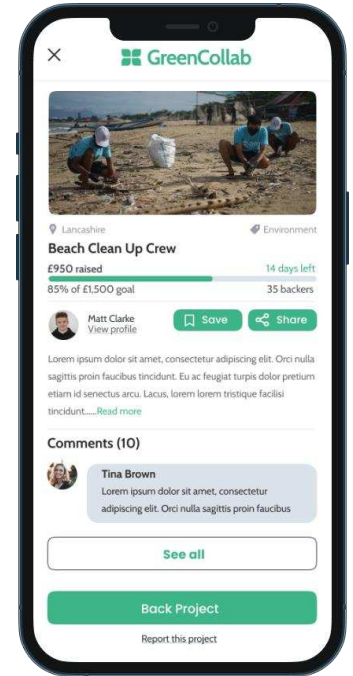Users wanted to change the colour of the see all button. Users are getting it mixed up with the back project button.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability studies, users wanted to save and share projects. I added save and share buttons on the project page screen.
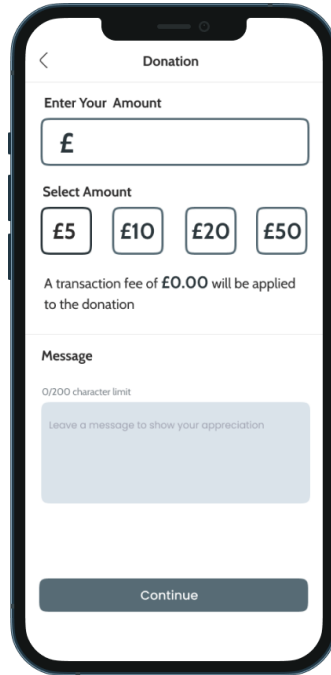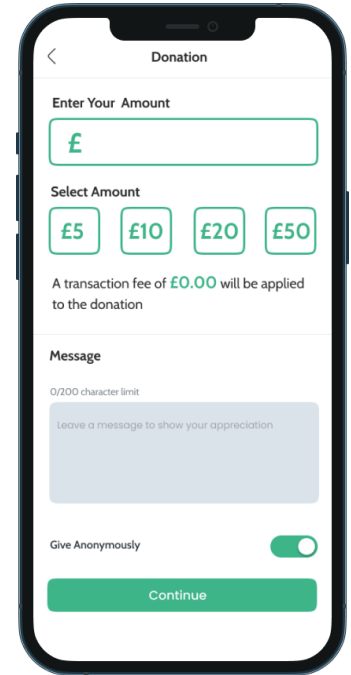
Mockups

The usability study also revealed that some users wanted to donate anonymously. I added a toggle button, so that users can select to donate anonymously if wanted.
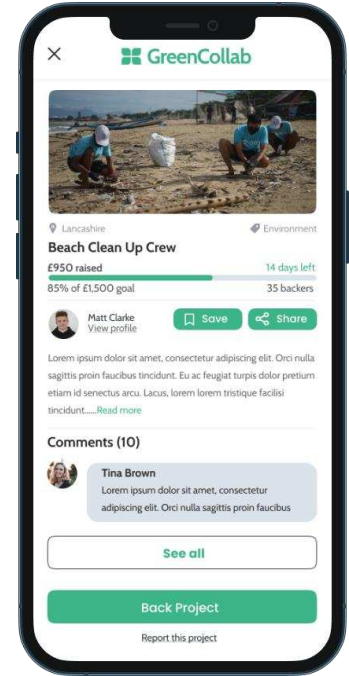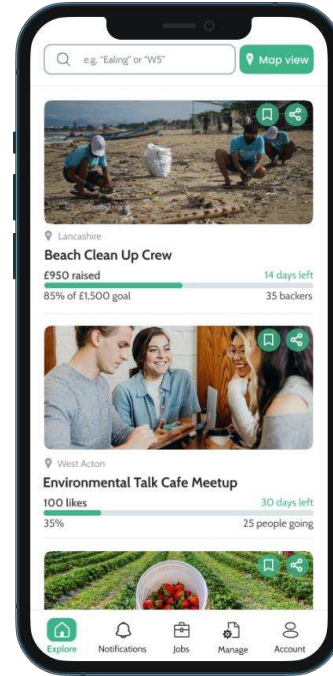
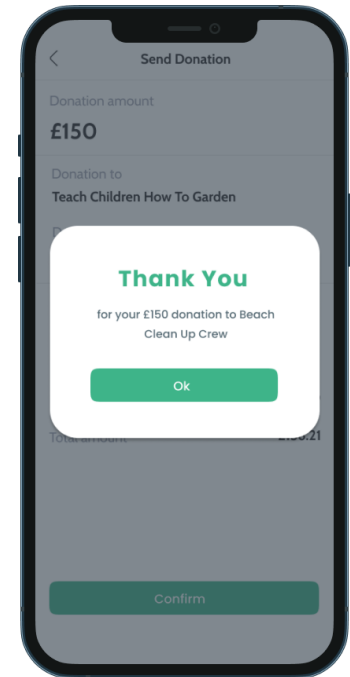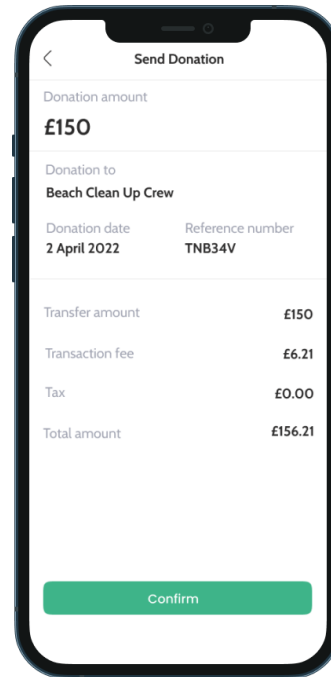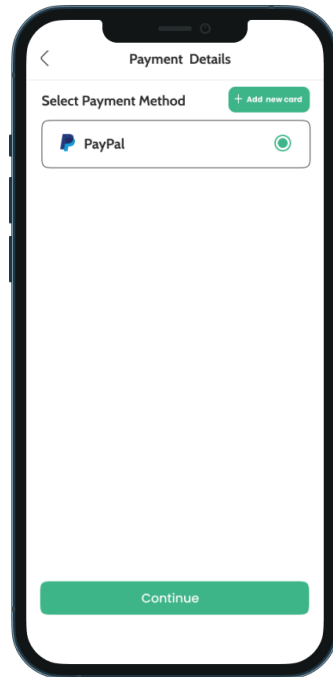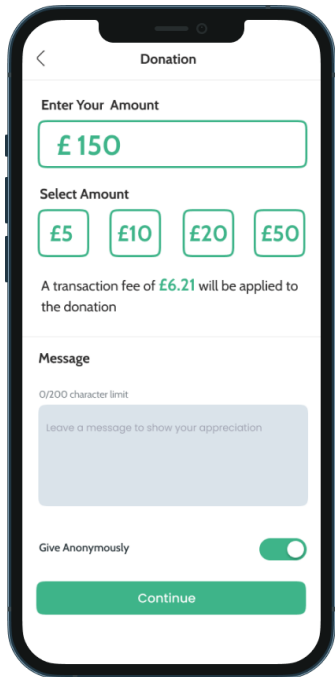Before usability study

After usability study

Mockups

People can browse, view and select environmental projects. People can also use the location based search features to find and select projects in their local area.

Mockups – People can make a donation to a project

Screen 1 — Donation

Donation

Enter Your Amount

£ 150

Select Amount

£5 £10 £20 £50

A transaction fee of £6.21 will be applied to the donation

Message

0/200 character limit

Leave a message to show your appreciation

Give Anonymously

Continue

Screen 2 — Payment Details

Payment Details

Select Payment Method   + Add new card

PayPal

Continue

Screen 3 — Send Donation

Send Donation

Donation amount
£150

Donation to
Beach Clean Up Crew

Donation date   Reference number
2 April 2022   TNB34V

Transfer amount   £150
Transaction fee   £6.21
Tax   £0.00
Total amount   £156.21

Confirm

Screen 4 — Send Donation (Thank You)

Send Donation

Donation amount
£150

Donation to
Teach Children How To Garden

Thank You

for your £150 donation to Beach Clean Up Crew

Ok

Confirm

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows to select and make a donation on a project.

View the high-fidelity prototype

[Click here](#)
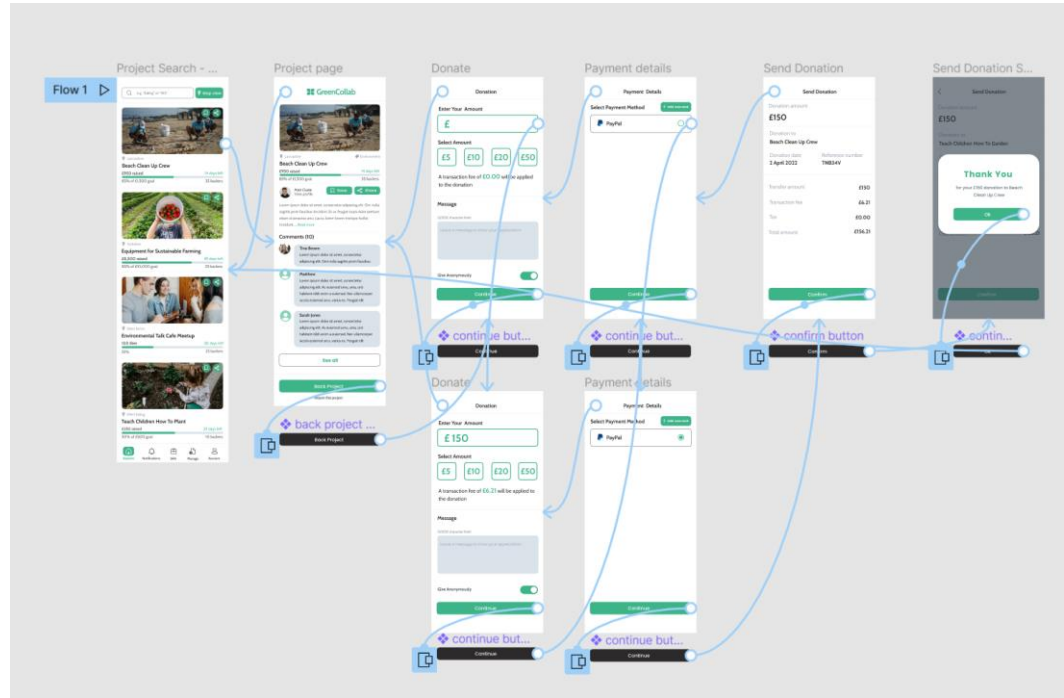
Accessibility considerations

1

Use landmarks to help users navigate the site, including users who rely on assistive technologies

2

The app can have an option for multiple languages, making it accessible to non-English speaking users. Change the language of the app in profile settings.

3

Options to turn on or off text-to-speech voice narration (great for the blind or those with sight limitations)

Responsive Design

- Information architecture
- Responsive design

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Green Collab sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.
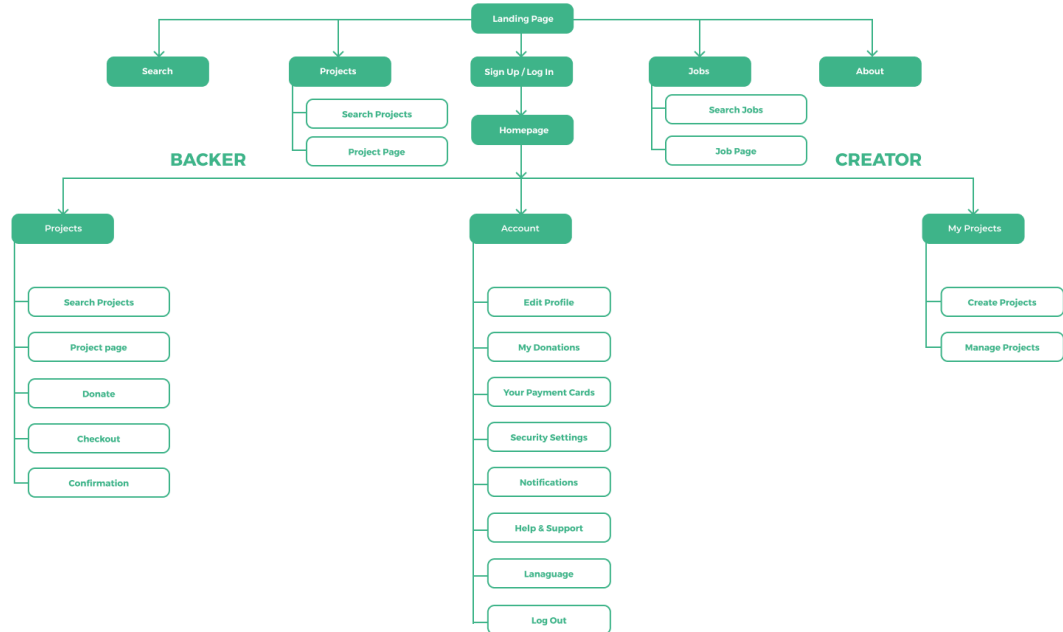
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit the specific user needs of each device and screen size.
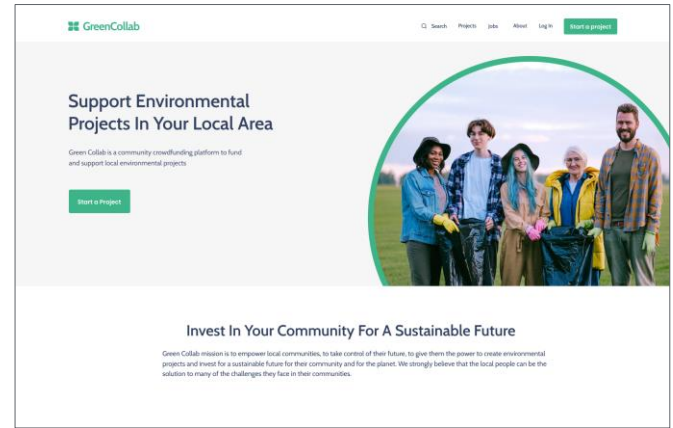
Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users shared that the app is a good idea and seems like something that could actually help solve environmental problems in local communities. One quote from peer feedback was that "the Green Collab app helps bring awareness about the environment and bring people together."

What I learned:

I learned that my initial ideas for the app were just the beginning. The feedback from the research survey and the high fidelity prototype helped me to design an app based on the user's needs.

Next steps

1

Identify any additional areas of need and ideate on new features

2

Update the current version of the high–fidelity prototype

3

Run another usability study, to see if the implemented changes in the design address the users' needs

Let's connect!

Thank you for your time reviewing my work on the Green Collab app! If you'd like to see more or get in touch, my contact information is provided below.

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