



Helping communities to give and get stuff for free

PROJECT OVERVIEW

Freebee is a mobile application created for efficient donating and receiving stuff within the local community. It provides a platform that is useful, equitable and enjoyable for diverse groups of people.



MY ROLE:

Product designer, designing Freebee from conception to delivery.



TYPE:

Dedicated Mobile Application (iOS) and a complimentary responsive website.



RESPONSIBILITIES:

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



TOOLS USED:

Figma, Illustrator, Photoshop, Adobe After Effects.

PROJECT BRIEF

Starting off, I rounded out a few key questions that would help drive my process further. This was the first step in listing out my insights about the product and potential needs or challenges the user might have.

1. Who is the **primary user**?
2. What are the **problems** that I'm trying to solve?
3. Who are our biggest **competitors**?
4. What do **users need** the most in a product like this?
5. Which **users are most important**?
6. What are the **challenges** I will face moving forward?



THE PROBLEM:

The problem is finding how and where you can get rid of your stuff with the greatest advantage to you and the least amount of damage to the environment. Other than a few social media groups, there is no efficient mobile application to make the charity hassle-free.



THE GOAL:

Even small donations have the potential to drastically improve an individual's quality of life. This can be made possible by designing a mobile application that can help users receive and give away stuff with ease.

RESEARCH

I conducted interviews and created empathy maps to understand the users and their needs. Using this knowledge, I was able to drive my design process forward.

RESEARCH QUESTIONS

A questionnaire was conducted to understand the importance of accessibility and convenience in charity. It also intended to analyse the process and parts which play a major role in the process. We will also take a look at how users interact with similar applications in their day to day life.

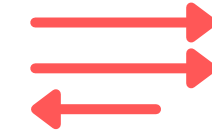
1. Do you give away or receive freebies?
2. How do you **donate or receive free stuff**?
3. How do you get rid of the stuff which you no longer use?
4. According to you, what are the **preferred and convenient methods** for charity?
5. Is there any **online method you use** for charity?
6. Do you access the online charity groups/apps through your **mobile or laptop/computer**?



All participants stated that they have donated for charity or have received free stuff



Most of the participants stated that they **don't frequently sell or receive free stuff** due to different pain points



Participants follow many ways to get rid of the stuff they no longer use.

They are:

- give to **charitable organizations**
- **dump** the stuff as a waste
- rely on **social media groups** to giveaway



Most of the participants preferred to have a **mobile application** and to initiate the pickup of freebies by the receiver

Free Your Stuff & eBay

Free your stuff Facebook group and eBay were among the **most popular** to give and get stuff for free



75 percentage of the people claimed they primarily use **smartphones** to browse and give freebies

USER PAIN POINTS

1

Time

Working adults are **too busy** to spend time delivering or receiving stuff from charity organizations since the facility is not available everywhere

3

IA

Text-heavy menus in apps and groups are often **difficult** to read and order from. The required information is sometimes missing

2

Product

Platforms for free stuff are not equipped with technologies or visualisation that are **accessible** to everyone

4

Process

The process of giving and receiving in online platforms are **not clearly defined**

PERSONA CREATION



NAME: **Ibrahim**
AGE: **29**
LOCATION: **Berlin**
OCCUPATION: **Chef**
FAMILY: **Lives with parents, wife and a kid**

“ As an immigrant, I required many things for my new home. It would be great to have a mobile app to get the free stuff that can be reused.

Ibrahim recently moved to Berlin with his family and he works at a Restaurant. He wanted to quickly get his rented apartment furnished with items that cost less. He finds it difficult to get the proper information from online groups, websites and apps. He finds the whole process time consuming and exhausting.



NAME: **Renate**
AGE: **57**
LOCATION: **Berlin**
OCCUPATION: **Teacher**
FAMILY: **Lives with Husband**

“ We recently renovated our home. Had a lot of good to use furniture to give away. We transported the stuff to a Recycling Yard by bearing huge transportation costs.

Renate is a German Teacher who works at a school in Berlin. She wanted to give away many furniture during her home renovation. She came across a few social network groups online which is in English. She is not very comfortable with English. So, She ignored giving away the furniture for someone in need rather gave for recycling.

COMPETITIVE AUDIT

A competitive audit was conducted to understand what user needs are already being met by the other applications and how my design can improve on current solutions. I identified a few vital features from user surveys, which Freebee should focus on to provide a better experience for the users.

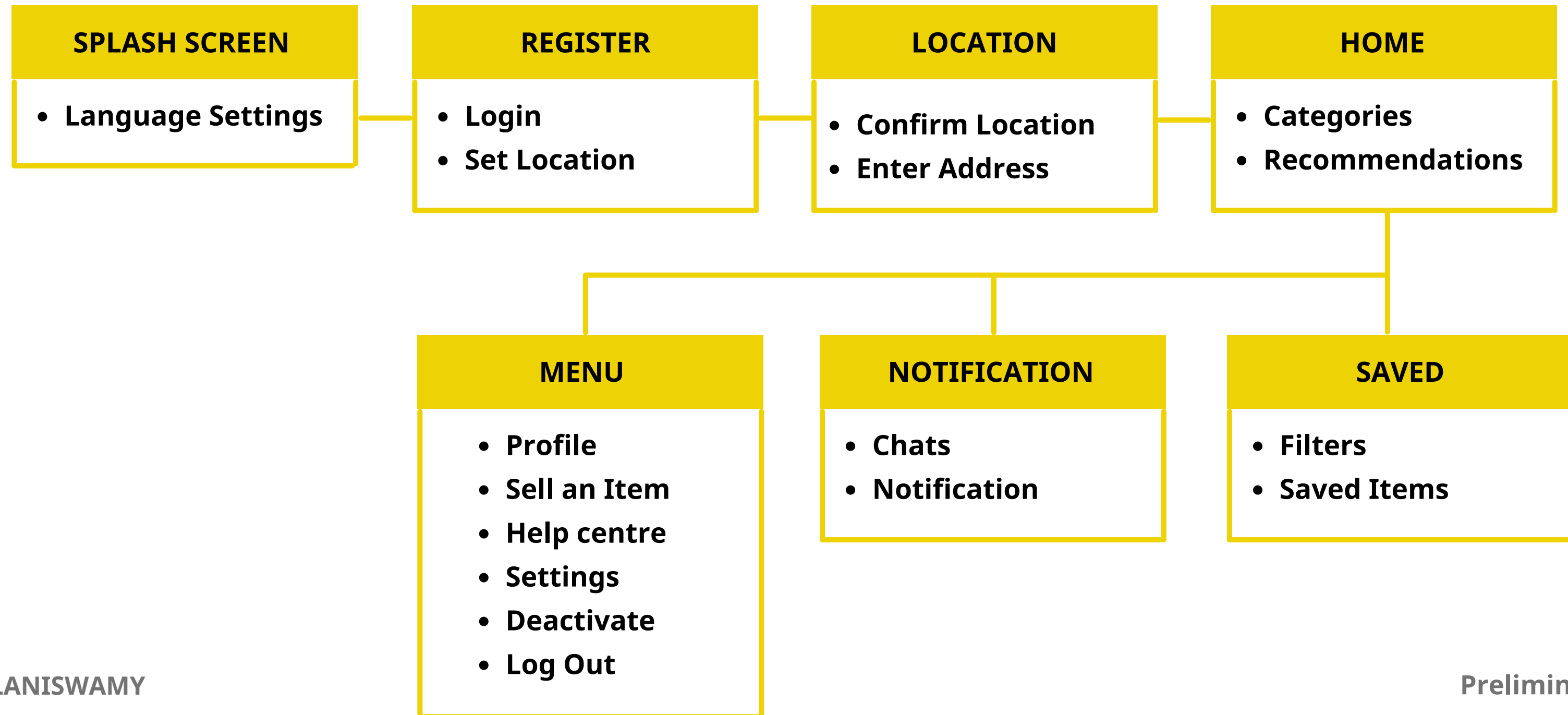


ANDROID & IOS	●	●	●	●
DATA VISUALISATION	●	●	●	●
LANGUAGE OPTIONS	●	●	●	●
PUSH NOTIFICATION	●	●	●	●
TRANSLATOR	●	●	●	●

PRELIMINARY DESIGN

Exploring solutions through key path scenarios and user flow helped me to get through the wireframing stage much faster.

INFORMATION ARCHITECTURE



Logo
TAG LINE

LANGUAGE

SHOW MORE

LOCATION

ALLOW LOCATION

ENTER LOCATION

SEARCH

SAVED

1 KM

1 KM

1 KM

1 KM

SELECTION

CHAIR

DETAILS

DESCRIPTION

PICK-UP

MESSENGER

SEARCH

ITEM

DATE

PM

ITEM

DATE

PM

ITEM

DATE

PM

HOME

SEARCH

POSTED AN HOUR Ago

LOCATION - 1 KM AWAY

AVAILABILITY

PICK UP TIME

SEARCH

CATEGORY

FURNITURE CLOTH

NEARBY

1 KM

ITEM

RESERVE AN ITEM

VIEW ITEM

ITEM IS RESERVED FOR YOU

GERMAN

TYPE HERE

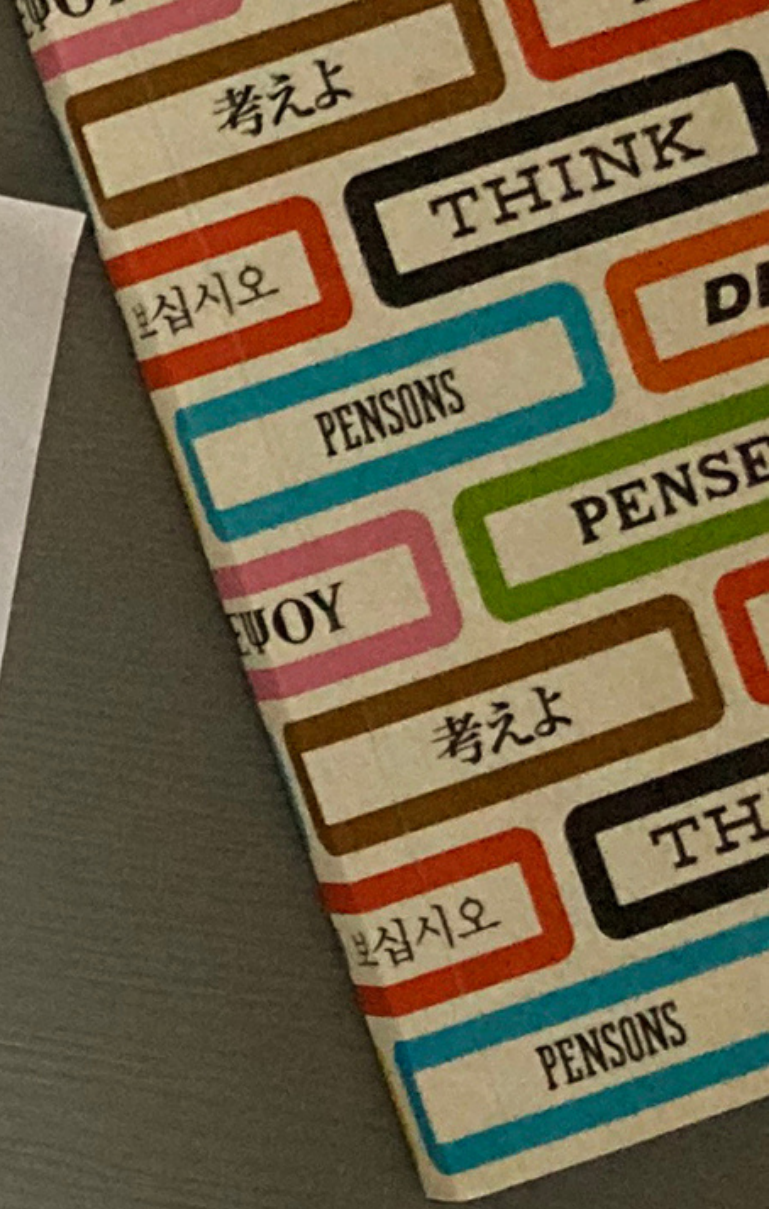
UNRESERVED

ITEM

NOTE - THE PREFER RED LANGUAGE OF THE SELLER IS GERMAN

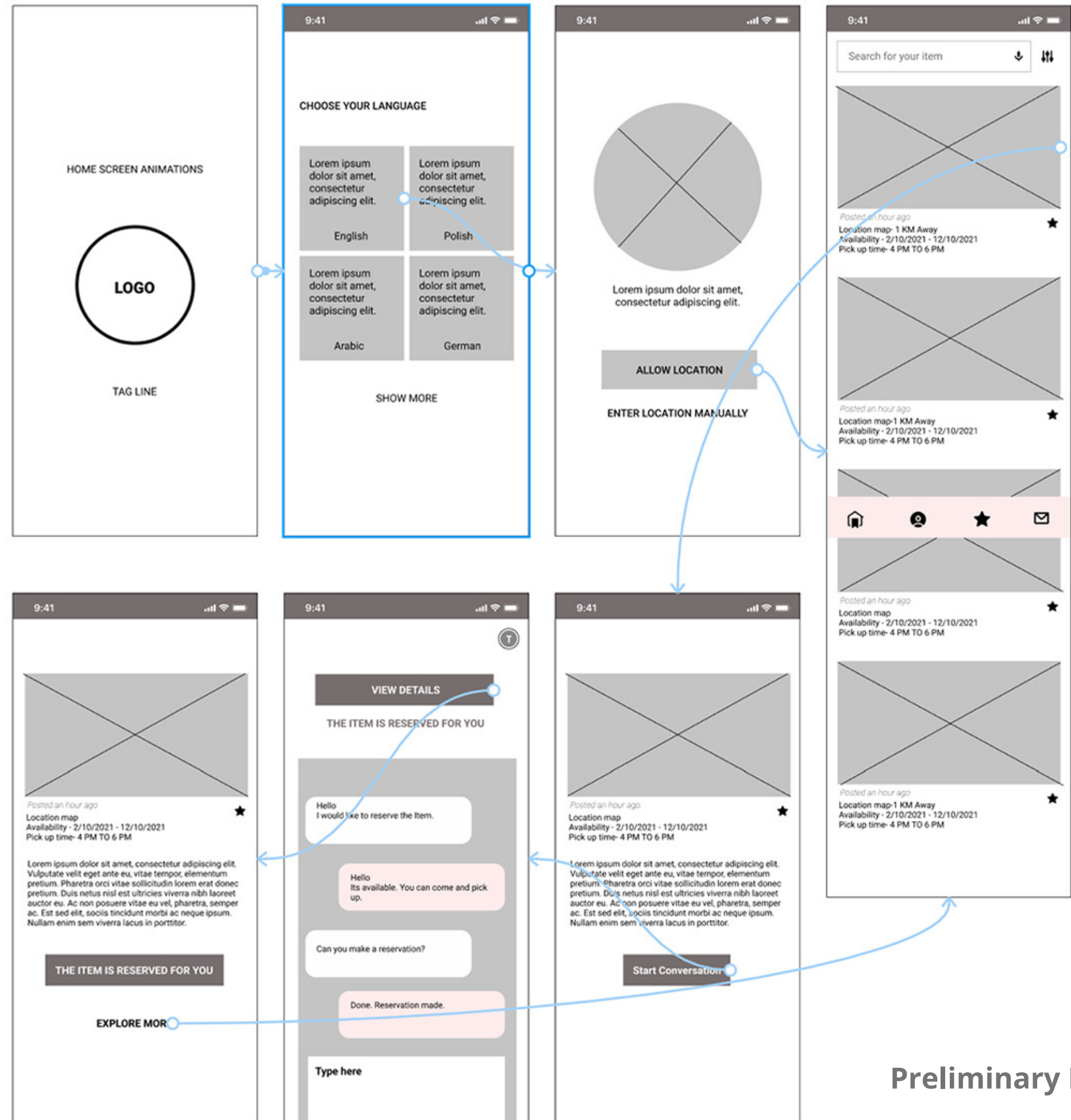
TRANSLATED

TYPE HERE



LO-FI PROTOTYPE

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was **"reserving an item"** so the prototype could be used in a usability study.



USABILITY TESTING

I ran several participants through the low-fidelity prototype in order to better understand their interaction patterns. They were each given the simple task of making a reservation on the item. Findings from the study helped me guide the designs from wireframes to mockups.



Study type: Unmoderated usability study



Location: Berlin



Participants: 4 participants

USABILITY STUDY FINDINGS-LO FI

1

Navigation Bar

Participants want to have more options like sell their stuff, delete the account and help options in a more accessible location

2

Translator

Participants had difficulty understanding the functionality of the translator icon

3

Reserve an Item

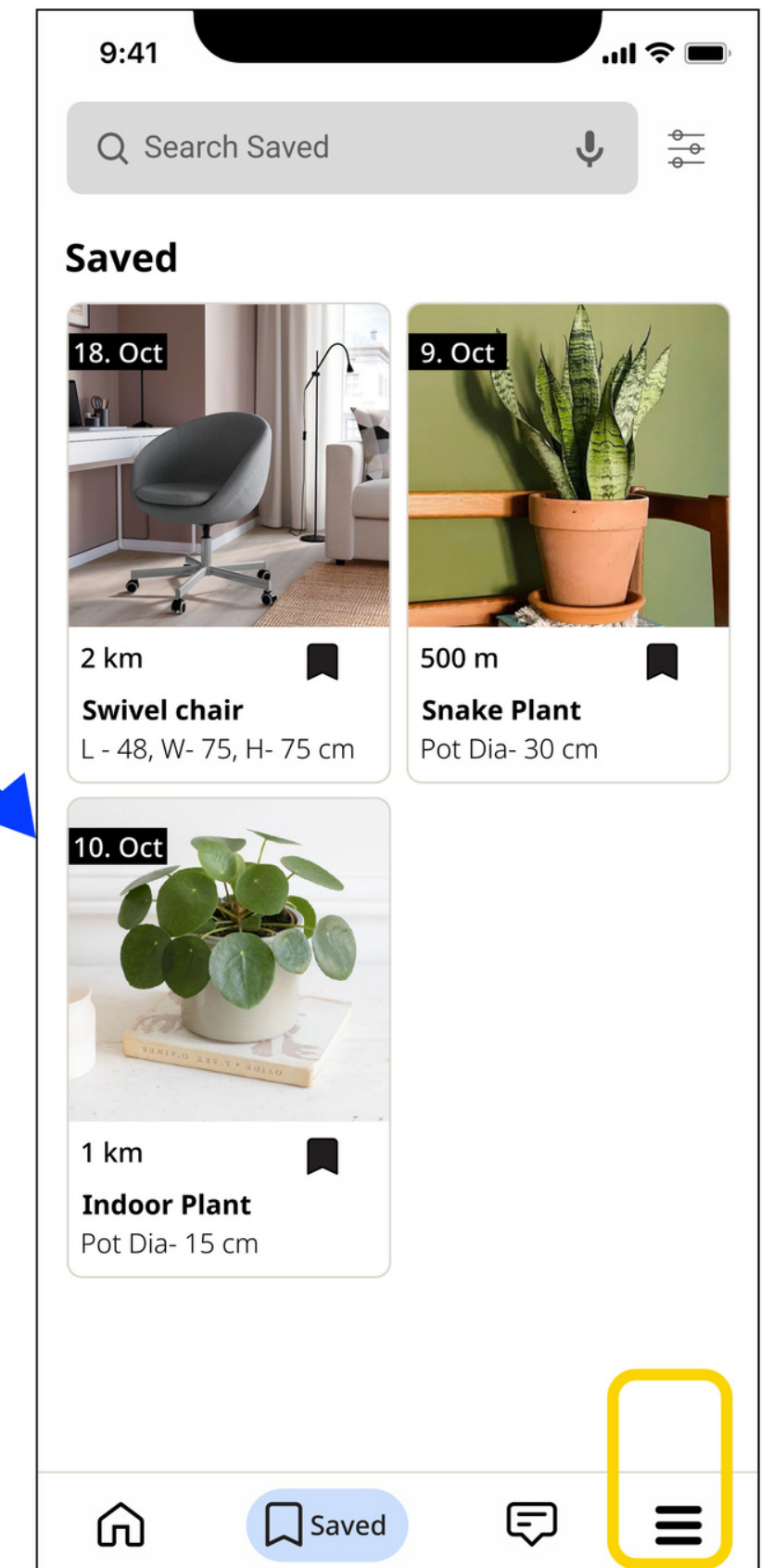
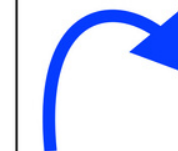
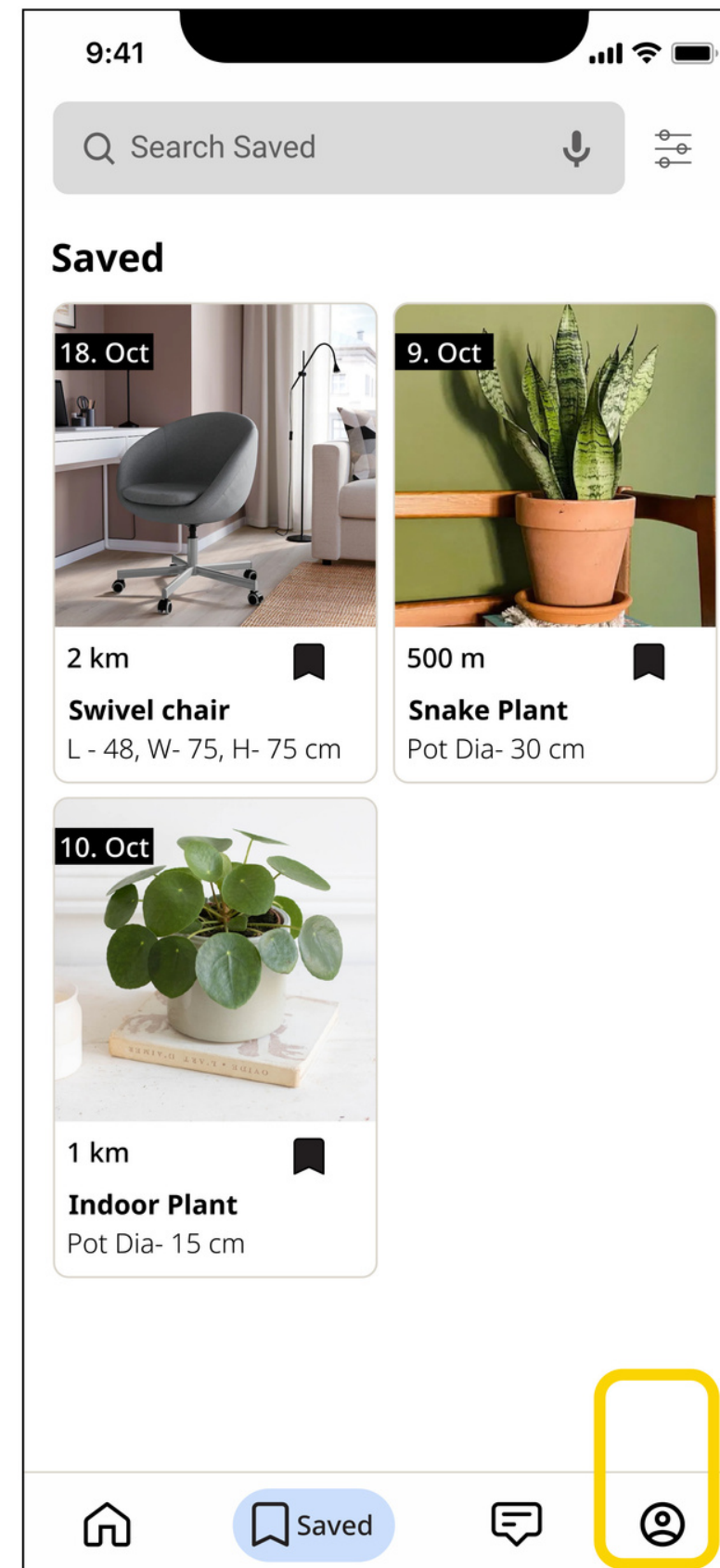
Participants had difficulty understanding how to know when the item is reserved

USABILITY STUDY FINDINGS- HI FI

1

Navigation Bar

Participants took longer to find the option to sell their stuff provided in the user account section. So the user account icon is replaced by a menu icon.

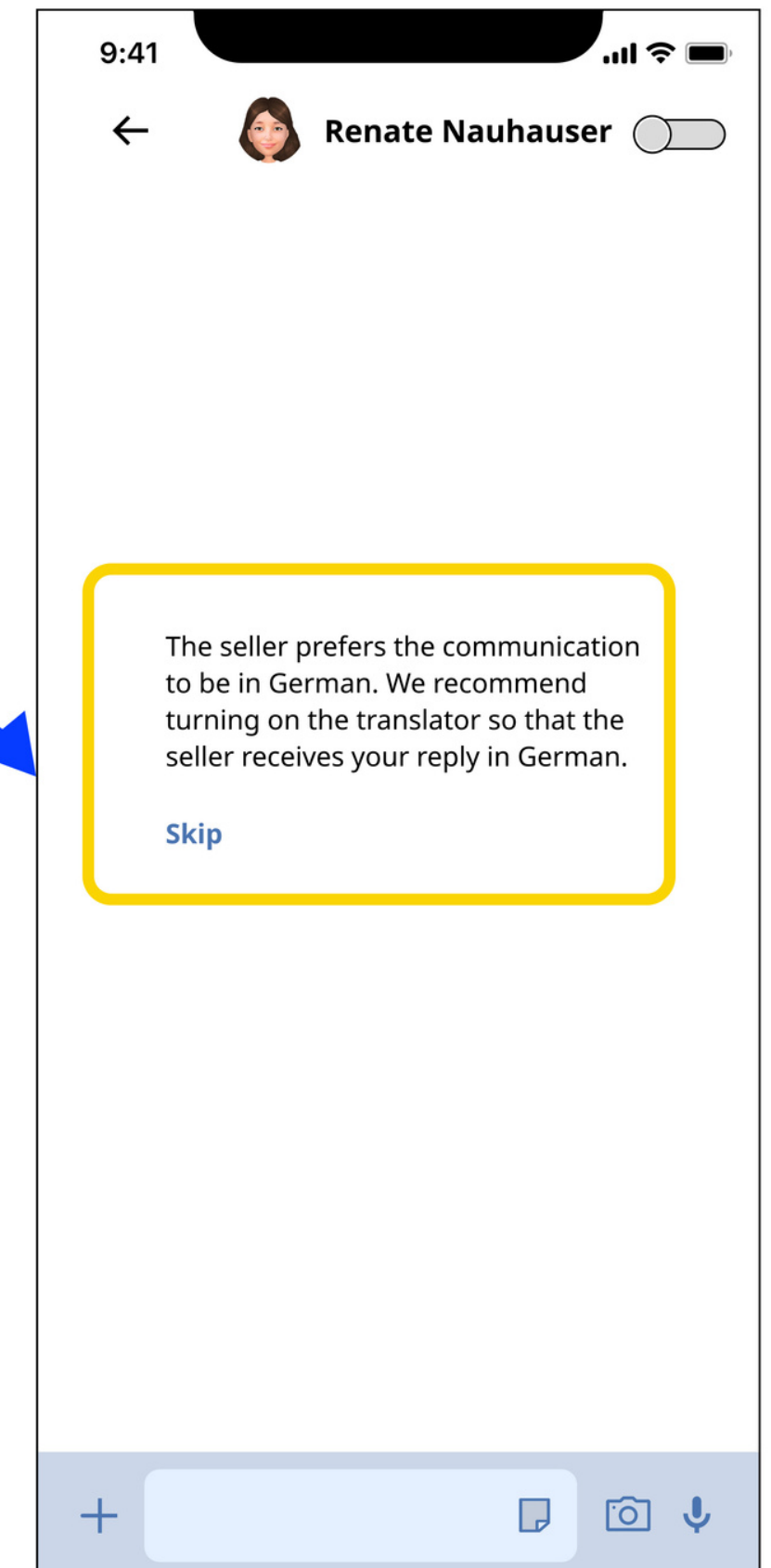
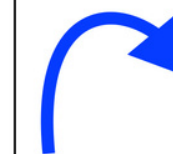


USABILITY STUDY FINDINGS- HI FI

2

Confused

Participants were confused about how to use the translator. Hence, hints are provided at the beginning of communication to make the user experience better.



FINAL DESIGN

I will continue to iterate on Freebee in the foreseeable future, but given my time allotted, these are my final designs

01

The splash screen animation pops up when the application is in the process of loading. The **logo animation** provides brand awareness and makes it memorable to the users



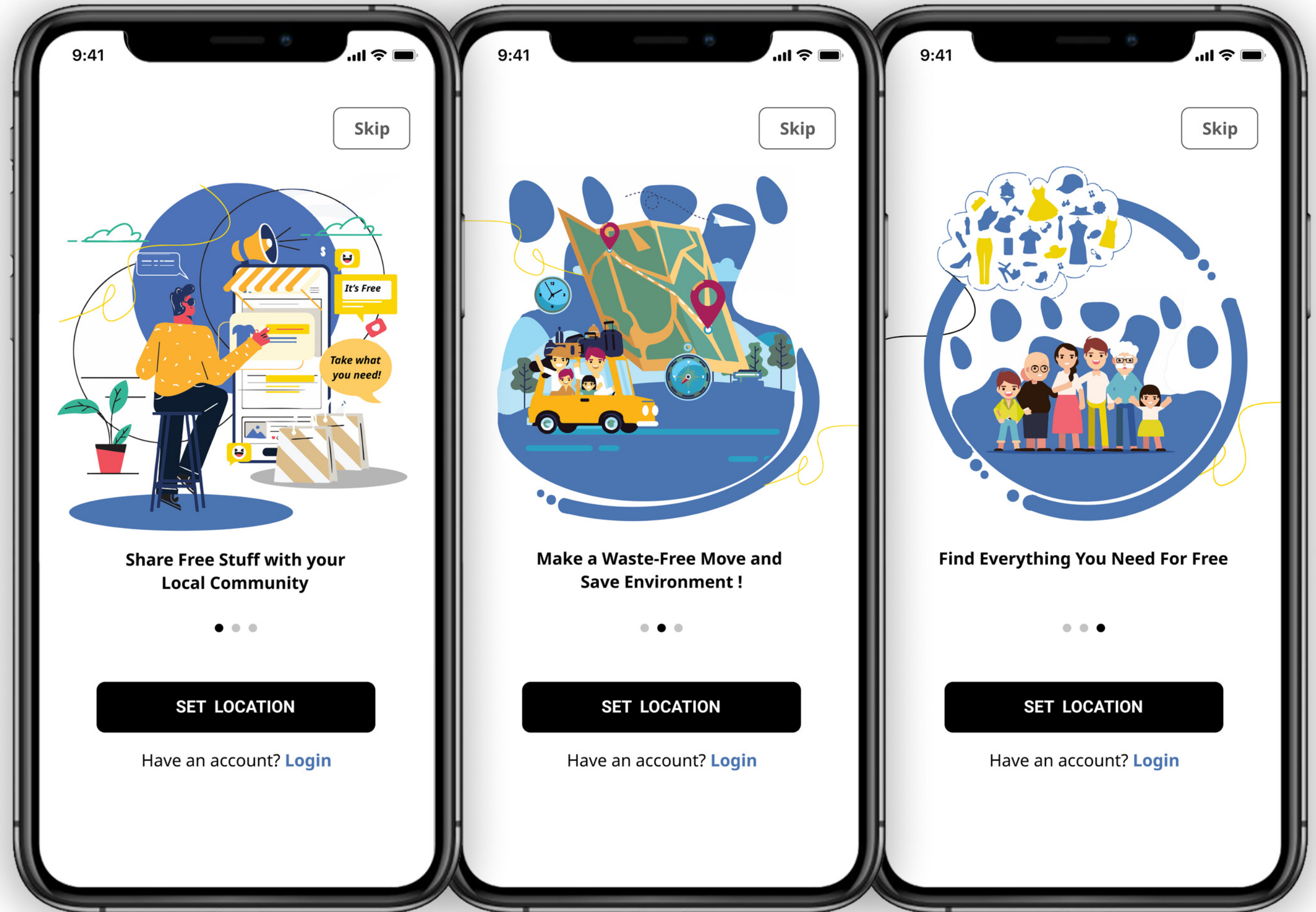
02

The App is primarily designed considering the users in "Germany's most multicultural city", Berlin. Due to the **diversity in Berlin**, the app prioritises the language and remains a **multilingual Application**



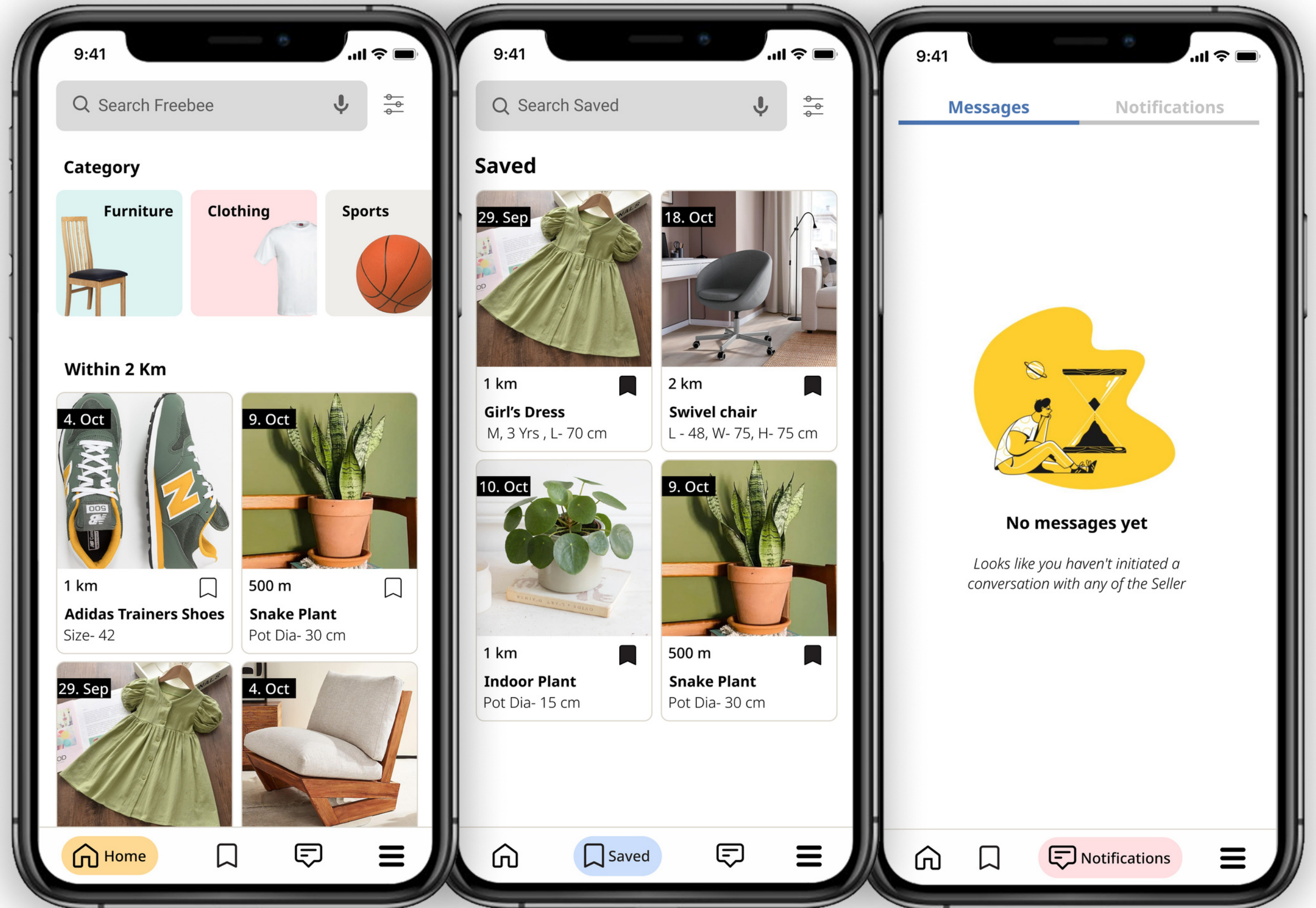
03

The next important step is to **set a location** to get recommendations for Freebee in nearby areas. The **autoplay image sliders** provide an introduction to the App's initiatives and purpose



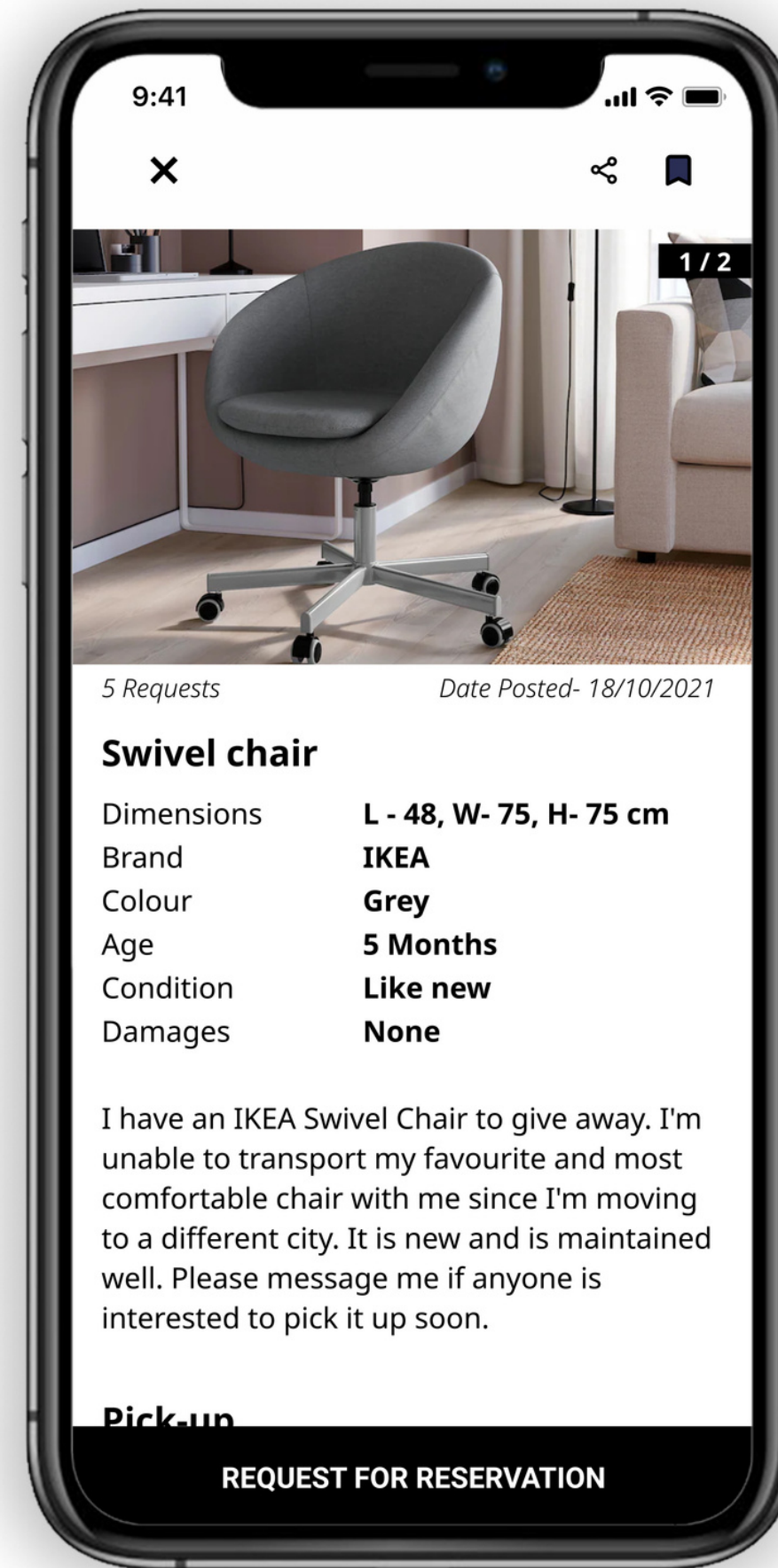
04

Providing quick access to Home, Saved posts, Notification and Menu in the **navigation bar** helps the users to navigate easily and efficiently



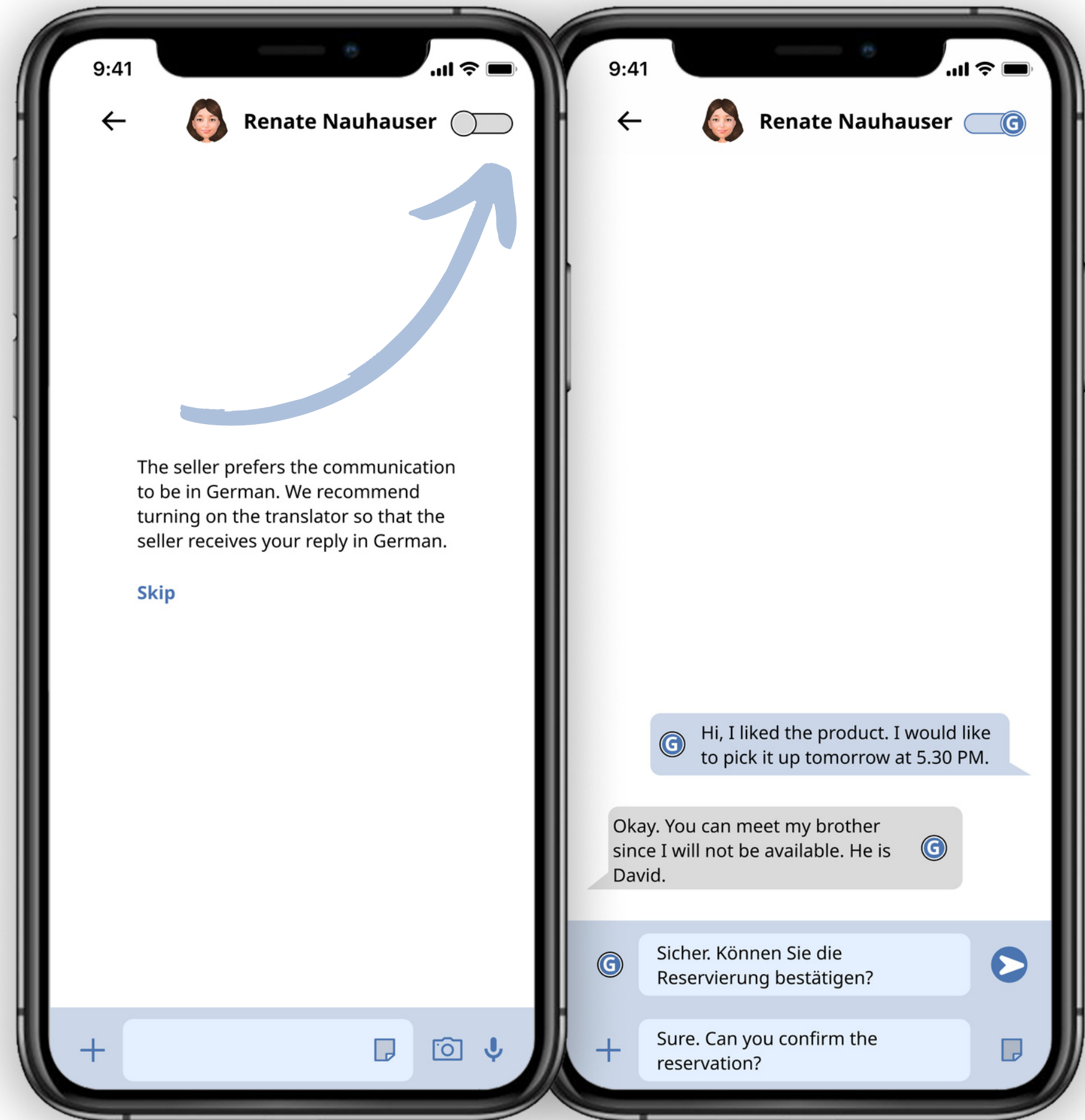
05

Providing a complete description of the item is necessary to reduce any misinterpretation of information. After reading through the brief info the user can proceed with the **reservation**



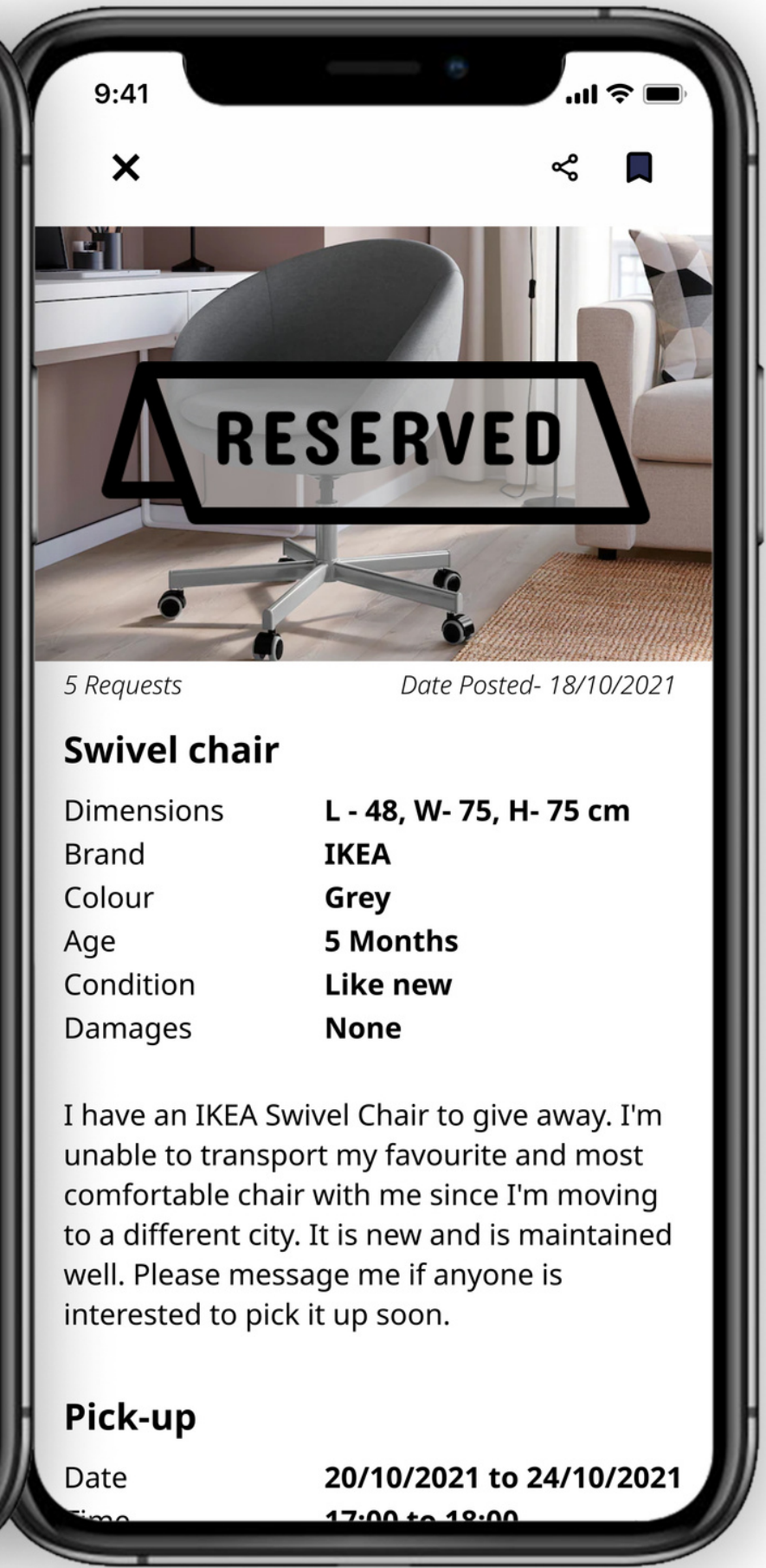
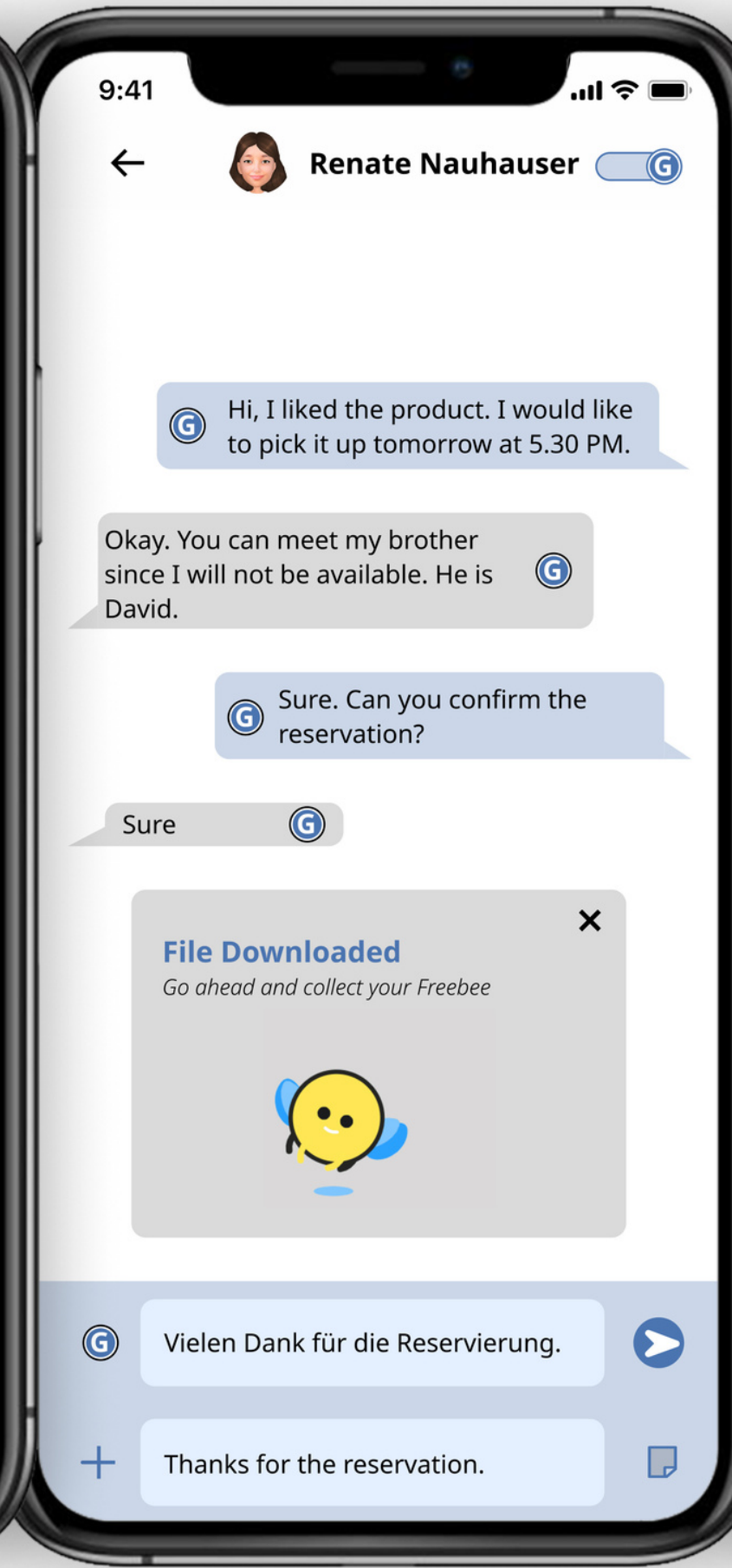
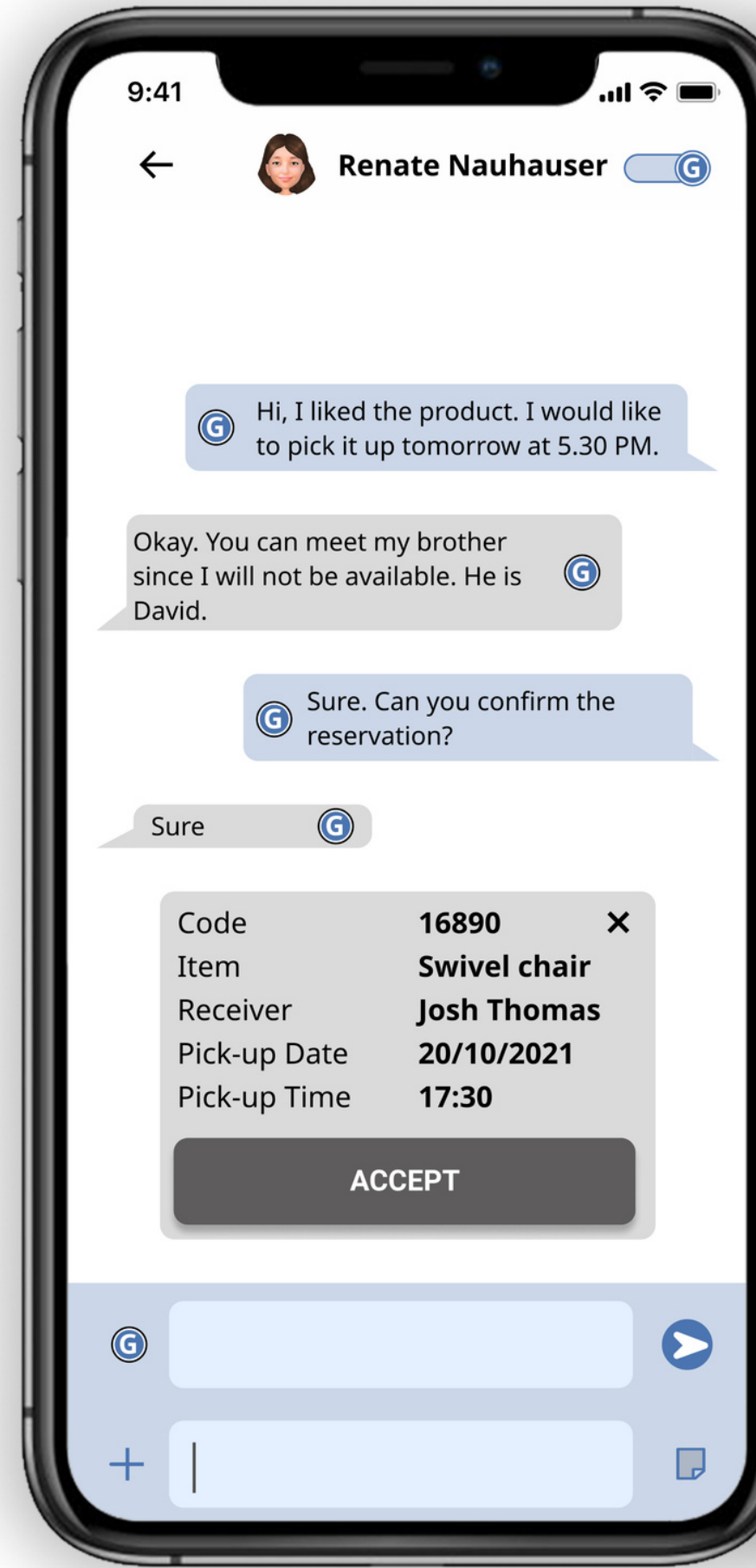
06

One of the major goals of the project was to provide a **messenger integrated with the translator**. Clear instructions on how and why to enable a translator are provided as the first step.



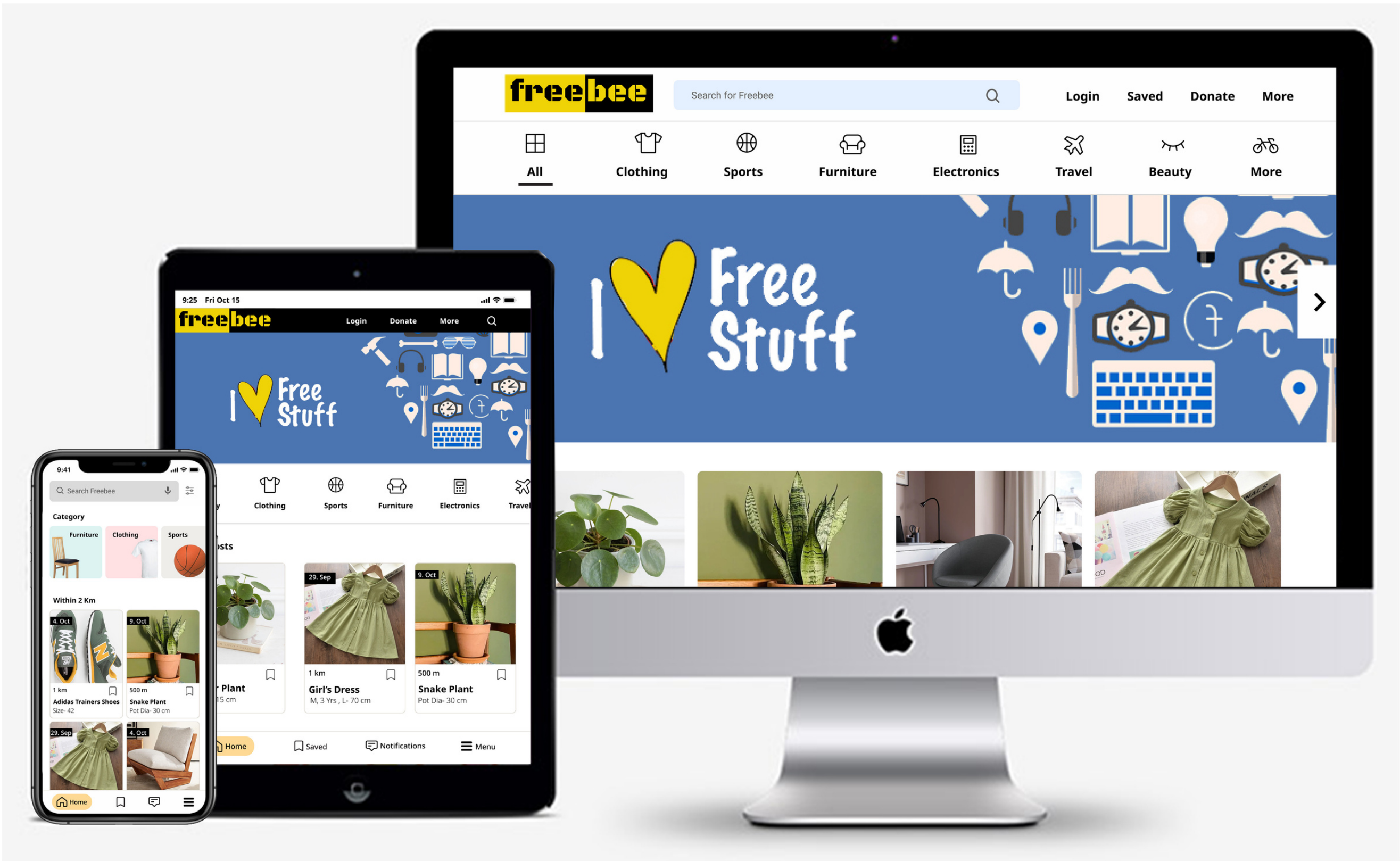
07

The seller can give away the product to anyone as per their preference. If the user gets lucky and receives an "Accept" dialogue box then the product is assigned for the user. Code to be provided to the seller during takeaway to ensure a smooth process



HI-FI PROTOTYPE





STYLE GUIDE



COLORS



#EFD306



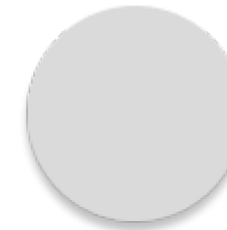
#000000



#5E5D5D



#4B75B1



#DADADA

TYPE

H1

AaBbCc

20pt- Bold
Noto Sans

H2

AaBbCc

16pt- Bold
Noto Sans

Body

AaBbCc

16pt- Regular
Noto Sans

BUTTONS

Clipboard

Translator

Toggle-English
& German

Saved



LOGO



ACCESSIBILITY CONSIDERATIONS

1

Added Features

Speech recognition can help people with physical disabilities who cannot use the keyboard or type on phone.

2

Simple Structure

Complex multilevel interfaces may be a real issue for disabled people, especially for those with vision and motor disorders. That's why Freebee incorporates a simple and consistent design

3

Easy-to-Read Text

Text is provided with representative images and icons for better understanding

SUMMARY

Freebee is a design for social good. People often find it difficult to get their basic necessities due to many reasons. Freebee helps users to give and receive free stuff efficiently with its visual design, integrated translator and a lot more.



**Giving is not just about making a donation.
It is about making a difference.**

Kathy Calvin



NIVA PALANISWAMY
nivaconnect@gmail.com