



ECOBRIIDGE

The Design Process & Alternatives



AnimaUX





WHAT IS

ECOBIDGE?

EcoBridge is a **digital platform** designed to bridge the gap between the youth, particularly millennials, and the agriculture sector in the Philippines. By providing a comprehensive interface, the system aims to **educate the youth** about agricultural practices, empower farmers with access to vital information and technology, and **support the general public's interest** in sustainable farming and local produce. Key features include educational resources, an interactive marketplace, and forums for knowledge sharing, all tailored to **enhance engagement and participation in the agricultural sector**.

USER PROBLEM



User

1

C. J.

I hope that even in the Philippines, there will be farmers' markets so we can buy directly from them and not from the dealers who squeeze our farmers!

J. M.

I hope our youth become more encouraged to engage in agriculture.



User

2

Z. A.

Many Filipinos are going hungry, and food security has been a recurring concern in this nation; thus, it is important to promote agriculture among our youth, who can better advocate this industry other than our future scientists.



User

3

KEY FEATURES

Pain Points

Hunger and Food Security

Many Filipinos are experiencing hunger, and food security remains a significant concern.



Lack of Youth Engagement in Agriculture

Agriculture is not widely promoted among the youth, leading to a gap in advocacy and innovation within the industry.



Lack Access to Up-to-date Information

Farmers and youth may lack access to up-to-date information on farming techniques, market prices, and technological advancements.



No Market Access for Farmers

Farmers often face challenges in selling their produce directly to consumers, leading to reliance on intermediaries who may exploit them.



No Community and Support Network

Farmers may feel isolated and lack a support network to share experiences and solutions.



Solutions

Educational Resources

EcoBridge provides educational resources and tools to improve agricultural practices, leading to increased productivity and more reliable food supplies.

Youth Engagement

EcoBridge engages youth by integrating modern technology with agriculture, making it more appealing and accessible to younger generations.

Real-Time Information

EcoBridge offers a centralized platform with educational videos, articles, market price updates, and forums for knowledge sharing and discussion.

Direct Marketplace

EcoBridge includes a marketplace feature that allows farmers to sell their products directly to consumers, ensuring fair prices and reducing dependency on middlemen.

Community Building

EcoBridge fosters a community through chat features, forums, and group discussions, enabling farmers to connect, share knowledge, and support each other.

REQUIREMENTS SUMMARY

1. Accessibility – The system must be usable by individuals with varying levels of technological literacy.

2. Educational Resources – Provide high-quality, regularly updated educational videos and articles on modern farming techniques, sustainable practices, and technological advancements.

3. Communication and Knowledge Sharing – Implement robust forums where farmers and agricultural experts can share knowledge, ask questions, and provide advice.

4. Marketplace Feature – Develop an efficient marketplace for buying and selling agricultural products, ensuring a user-friendly interface for seamless transactions.

5. Reliability and Accuracy – Ensure that all information provided within the app is accurate, reliable, and sourced from credible agricultural experts and institutions.

6. Localized Content – Tailor content to reflect the diverse agricultural practices and needs across different regions of the Philippines.

By addressing these requirements, EcoBridge aims to create a user-friendly, inclusive, and sustainable platform that enhances the connection between the youth and the agriculture sector, ultimately contributing to agricultural sustainability and economic development in the Philippines.

DESIGN SPACE

What Requirements May Be Difficult to Realize?

Real-time Information

Implementing real-time data updates, especially for weather and environmental conditions, requires reliable data sources and robust backend support to ensure accuracy and timeliness.

Direct Marketplace

Developing and maintaining a marketplace that securely handles transactions, integrates with various payment methods, and supports a wide range of eco-friendly products can be complex and resource-intensive.

What Are Some Tradeoffs That You Should or Did Explore?

Simplicity vs. Functionality

Balancing a clean, simple interface with the need to provide comprehensive features such as detailed educational resources and an integrated marketplace.

Customization vs. Uniformity

Allowing users to personalize their experience while maintaining a consistent design that ensures ease of use and a cohesive look across the app.

Local vs. Global Content

Deciding between focusing on local environmental information and community engagement versus providing broader, more universally applicable content.

DESIGN SPACE

Which Tasks Will Be Easiest to Support?

User Engagement

Features like forums and videos that engage users with educational content and community discussions are relatively straightforward to implement.

Basic Account Management

Implementing user account creation, login, and basic profile management features are standard tasks that utilize well-established development patterns and libraries.

Which Are the Hardest?

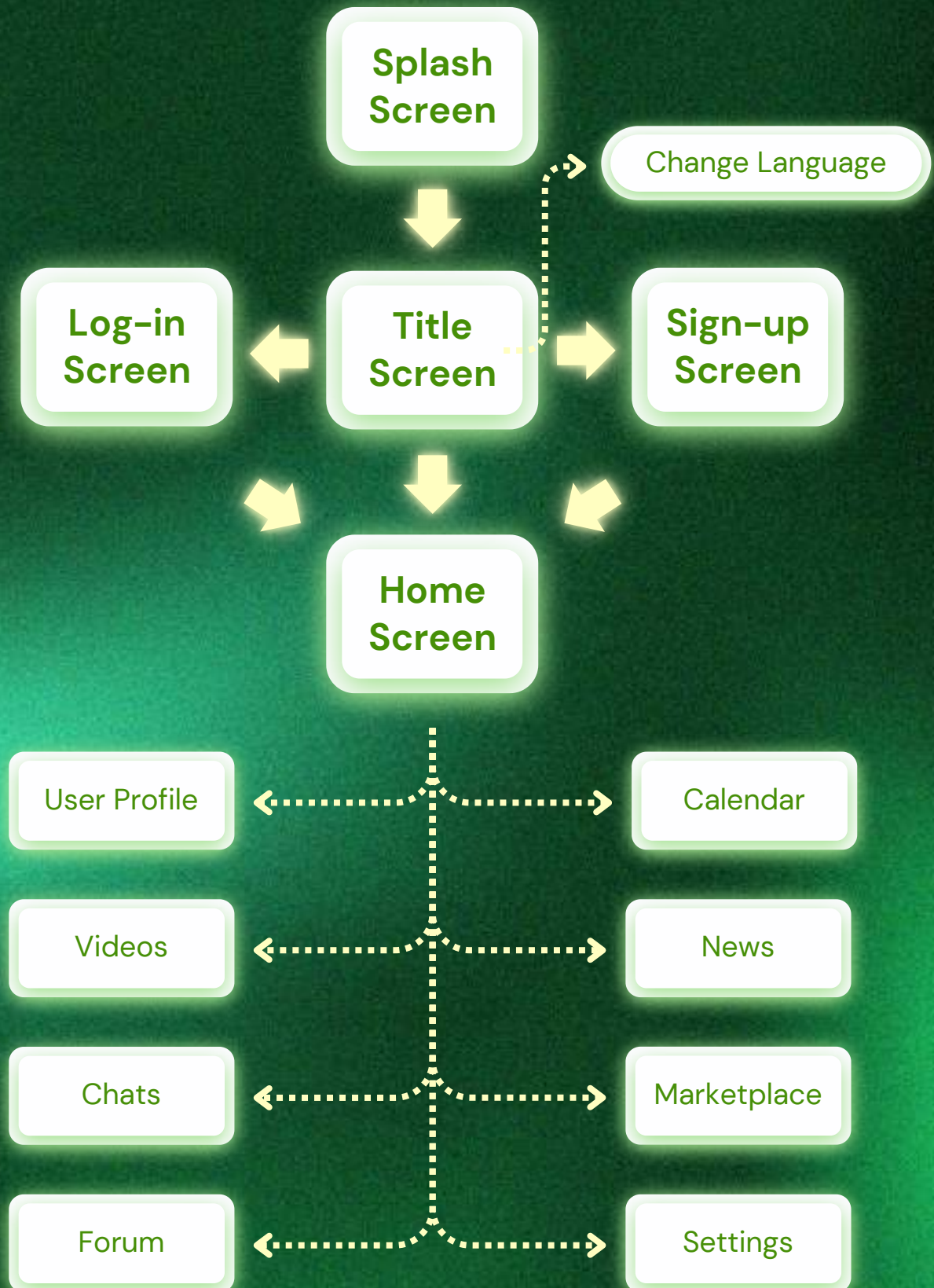
Marketplace Functionality

Creating a seamless, secure marketplace with diverse product listings, payment processing, and user reviews requires significant development and ongoing maintenance.

Ensuring Accessibility

Implementing comprehensive accessibility features to support users with disabilities, including screen reader compatibility and adjustable text sizes, can be challenging and requires thorough testing and adherence to standards.

SIMPLE USER FLOW



STORY TIME!



Maria: **sighs** I'm really struggling with my farm. I can't find good information and the market prices are always fluctuating.



Juan: I understand, Maria. Farming can be tough, but have you heard about **EcoBridge**?



Maria: **EcoBridge**? What's that?



Juan: It's an app designed to help farmers like you. You can get reliable information, connect with other farmers, and even check market prices in real-time.



Maria: Wow, that sounds amazing! Can I also sell my produce directly through the app?

Juan: Yes, you can! There's a marketplace feature where you can reach buyers directly without going through middlemen.



Maria: Thanks, Juan! I'll definitely give **EcoBridge** a try. It sounds like exactly what I need to improve my farm.

Juan: No problem, Maria. I'm sure it'll make a big difference for you!

BRANDING KIT

The EcoBridge app employs a **harmonious blend of typography and colors** to foster an engaging and functional user experience, aligning seamlessly with its mission to unite and empower the agricultural community.

Typography

DM Sans serves as the **app's primary typeface**, chosen for its modern simplicity and exceptional readability across various devices. Its clean lines and approachable style ensure that information is easily accessible to all users, reinforcing EcoBridge's commitment to inclusivity and user-friendly design.

DM Sans

AaBbCcDd – Regular
AaBbCcDd – Bold

#0D1D15

#B4DA46

#FFEC1

#E6F08C

#468F07

Colors

The main background color, **#0D1D15**, provides a stable foundation, while **#B4DA46** highlights important elements. Secondary colors like **#FFEC1**, **#468F07**, and **#E6F08C** add warmth and complement the primary palette, enhancing the app's natural theme.

Logos

App Icon



Alt Logos



DESIGN SUMMARY

Design 1 provides a basic sketch of the layout, offering a preliminary glimpse into the overall structure of the app. While lacking in detail, it gives a broad sense of the app's organization and key features.

Design 2, on the other hand, offers a more detailed wireframe, showcasing various pages such as the home screen, videos section, and other components that users would encounter while navigating through the app. This comprehensive wireframe provides a deeper understanding of the app's functionality and how different elements are interconnected.

Design 3 introduces a different layout along with a color scheme, providing a more visually polished representation of the app. The inclusion of colors helps to convey the intended aesthetic and mood of the app, potentially influencing user perception and engagement.

Overall, each design iteration serves its purpose in the development process, with Design 1 offering a foundational structure, Design 2 providing detailed insights into functionality, and Design 3 enhancing visual appeal and user experience through color and layout choices.

DESIGN 1

Low-Fidelity Wireframes

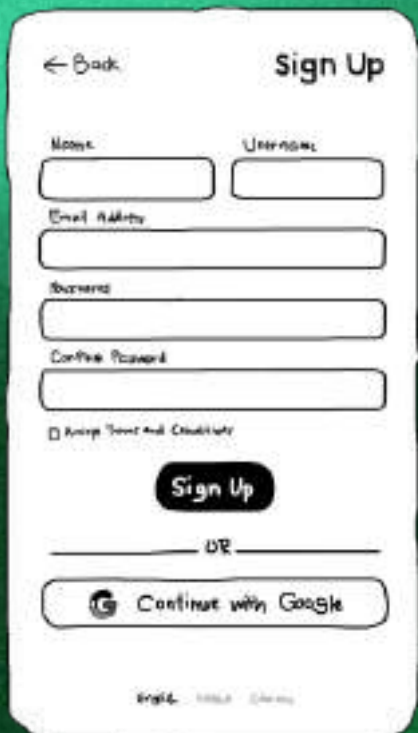


Splash Screen

Initial screen displayed when app is launched. It features the logo of the application and the logo of the team that developed the app.

Title/Log In Screen

The title or login screen where users can sign into the app. It includes fields for entering username and password as well as an option to switch between languages.

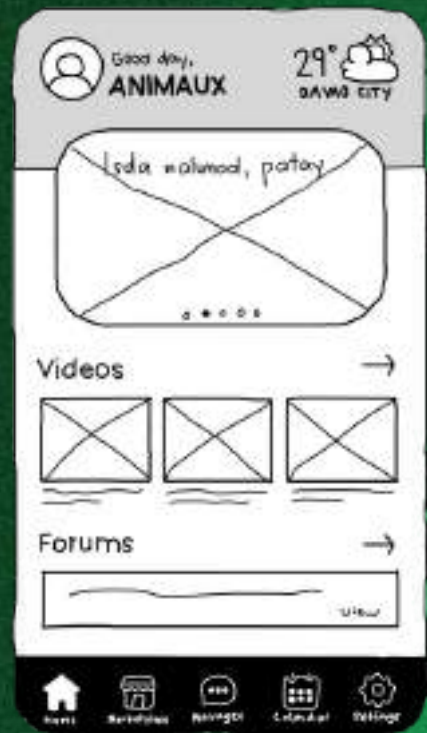


Sign Up Screen

The sign up screen for new users to create an account. It includes fields for name, username, email, and password.

Home Screen

The main interface where users can interact with the app's core features. It includes the user profile, the latest news, videos and forums, the city's weather condition, and buttons for the marketplace, messages, calendar, and settings screen.



DESIGN 1

Overview

EcoBridge's Design 1 emphasizes simplicity and user-friendliness with a clean and minimalistic interface. The home screen's clear hierarchy and intuitive icons in the bottom navigation bar ensures that users with or without experience can easily access crucial agricultural information and resources. This design aligns perfectly with EcoBridge's goal to serve a diverse user base that includes farmers, youth, and the general public.

User's Perspective Scene



Aisha, a 17-year-old student with a burgeoning interest in agriculture, downloads the EcoBridge app after hearing about it in her environmental science class. Upon opening the app, she is greeted by a straightforward login screen with clear input fields and a "Sign Up" option, making it easy for her to create an account. The app's language options ensure accessibility for a broader audience, making it user-friendly for her and her Cebuano-speaking grandmother. Once logged in, she finds the intuitive icons at the bottom for navigation effortless, and the home screen allows her to quickly explore videos on innovative farming techniques and forums where experienced farmers share advice. By the end of her first session, Aisha feels more informed and inspired, finding EcoBridge an excellent tool that bridges the gap between knowledge and practical application in agriculture and sustainability.

DESIGN 1

Assessment of the Design

Advantages:

- **User-Friendly Interface:** The app has a straightforward design that avoids clutter, making it easy for users to navigate and find what they need.
- **Content Organization:** The main content area, videos section, and forums are clearly separated, helping users quickly identify the type of content they are looking for. Important sections like the latest news, videos, and forums are prominently displayed on the home screen, reducing the need for excessive navigation.
- **Branding and Consistency:** The logo and branding elements are consistently applied, reinforcing the app's identity.

Disadvantages:

- **Limited Customization:** While the design is user-friendly, it may lack advanced customization options that some users might expect.
- **Accessibility Considerations:** Other accessibility features, such as text resizing or support for screen readers, are not apparent in the assessment.

Requirements Met

- **Educational Resources:** Provides a wide array of articles and videos to educate users.
- **Youth Engagement:** The modern design and integration with technology appeal to younger users.
- **Real-Time Information:** Offers up-to-date market prices, weather updates, and farming techniques.
- **Direct Marketplace:** Enables farmers to sell products directly to consumers, ensuring fair prices.
- **Community Building:** Includes forums and chat features for users to share knowledge and support each other.

DESIGN 1

USER FEEDBACK

First Impressions

- What are your initial thoughts on the app's look and feel?
 - User 1: Nice design :)))
 - User 2: It is simple.

Ease of Use

- Was the app easy to navigate?
 - User 1: Yes
 - User 2: Yes

Dashboard

- Is the dashboard clear and informative?
 - User 1: Yes
 - User 2: Yes
- Are the weather updates and icons easy to understand and useful?
 - User 1: I wasn't able to notice the weather update immediately but after viewing it again, yes it is indeed easy to understand and useful.
 - User 2: Yes

Likes and Dislikes

- What do you like most about the app?
 - User 1: It is user-friendly and easy to navigate.
 - User 2: The news widget in the home screen.
- What do you dislike most?
 - User 1: The videos in the home screen interface. I think three videos in 1 row is too much.
 - User 2: Nothing.

Suggestions

- What one improvement would you suggest for the app?
 - User 1: The videos. Increase the size of the videos enough to fit two videos in a row.
 - User 2: The logo or name of the app should be visible in the home screen.

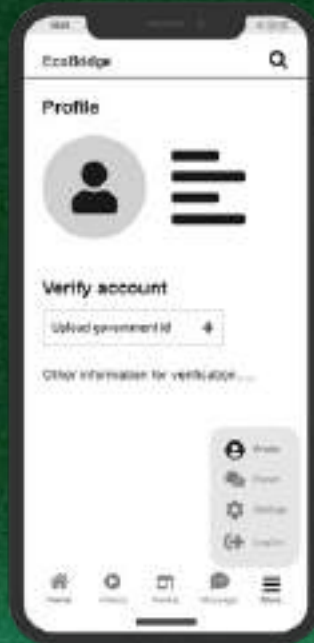
DESIGN 2

Low-Fidelity Wireframes



Home page

This page shows the news relating to agriculture



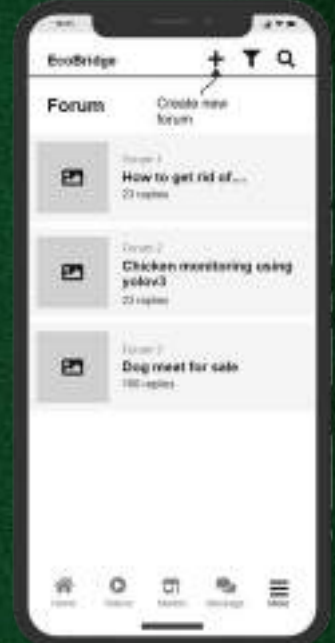
Profile page

Shows user information and an account verification feature



Message page

Shows all messages done through the app



Forums page

Shows all forums made in the app



Market page

Shows different items for sale



Add item

Page where users can add items to sell



View your products

Shows users products they sell



View item you sell

Clicking on a product shows you information about them

DESIGN 2

Overview

Design 2 showcases a design that resembles a social media app. By making it similar to those types of apps, users are able to use EcoBridge with ease. In the design the market page was also highlighted showcasing how users can add items to sell and view items to buy. The verification feature also ensures that only verified users are able to sell items.

User's Perspective Scene



Jhonny, a 30-year-old farmer from Cebu, could never find reliable customers for his produce before he discovered EcoBridge. Signing up through the app and verifying his account, he quickly took to its **sleek interface** to list his tomatoes and deal directly with buyers. This proactive approach paid off and made him land a huge order from the restaurant owner in Manila, which he achieved without any intermediaries thanks to EcoBridge, as the app allowed Jhonny to **deal directly with customers**, thereby maximizing his profits and control.

In addition, EcoBridge didn't only offer him an opportunity for sales but also provided him with an **open community** to connect. Therein lay the precious resources for sustainable farming practices that further improved his agricultural endeavors. In EcoBridge, Jhonny found his transformative solution to sales challenges, and his success in the competitive agricultural market was empowered.

DESIGN 2

Assessment of the Design

Advantages:

- **Simple and intuitive design:** Having a simple design with a similar layout to popular social media apps, users are able to perform tasks in the app easily.
- **Clean navigation bar:** The design adopts a clean bottom navbar for essential navigation, while a collapsible popup menu on the side provides access to secondary features, keeping the interface uncluttered

Disadvantages:

- **Multiple features:** While offering a variety of features can be advantageous, it might become overwhelming for some users. The abundance of options and functionalities could lead to a steep learning curve for new users

Requirements Met

- **Educational Resources:** The design provides educational content through forums and videos, empowering users with valuable information.
- **Youth Engagement:** The design's user-friendly interface and interactive features effectively engage young users.
- **Direct Marketplace:** Through its marketplace feature, the design connects users with eco-friendly products and services.
- **Community Building:** The design fosters a sense of community among eco-conscious users through forums and social features.

DESIGN 2

User Feedback

First Impressions

- **What are your initial thoughts on the app's look and feel?**
 - **User 1:** The design is similar to the layout of Facebook making it easy to use.
 - **User 2:** Simple and straight forward

Dashboard

- **Is the dashboard clear and informative?**
 - **User 1:** Yes, it has dedicated pages that shows different info about market prices, educational resources, and community discussions
 - **User 2:** Yes

Ease of Use

- **Was the app easy to navigate?**
 - **User 1:** Its familiarity due to its similarity with Facebook allows users to navigate the app with minimal effort.
 - **User 2:** Yes due to its clean layout

Likes and Dislikes

- **What do you like most about the app?**
 - **User 1:** Its simple layout.
 - **User 2:** Straightforward icons
- **What do you dislike most?**
 - **User 1:** it feels too basic and lacks personality
 - **User 2:** It lacks its own unique design as it looks quite similar to existing apps.

DESIGN 2

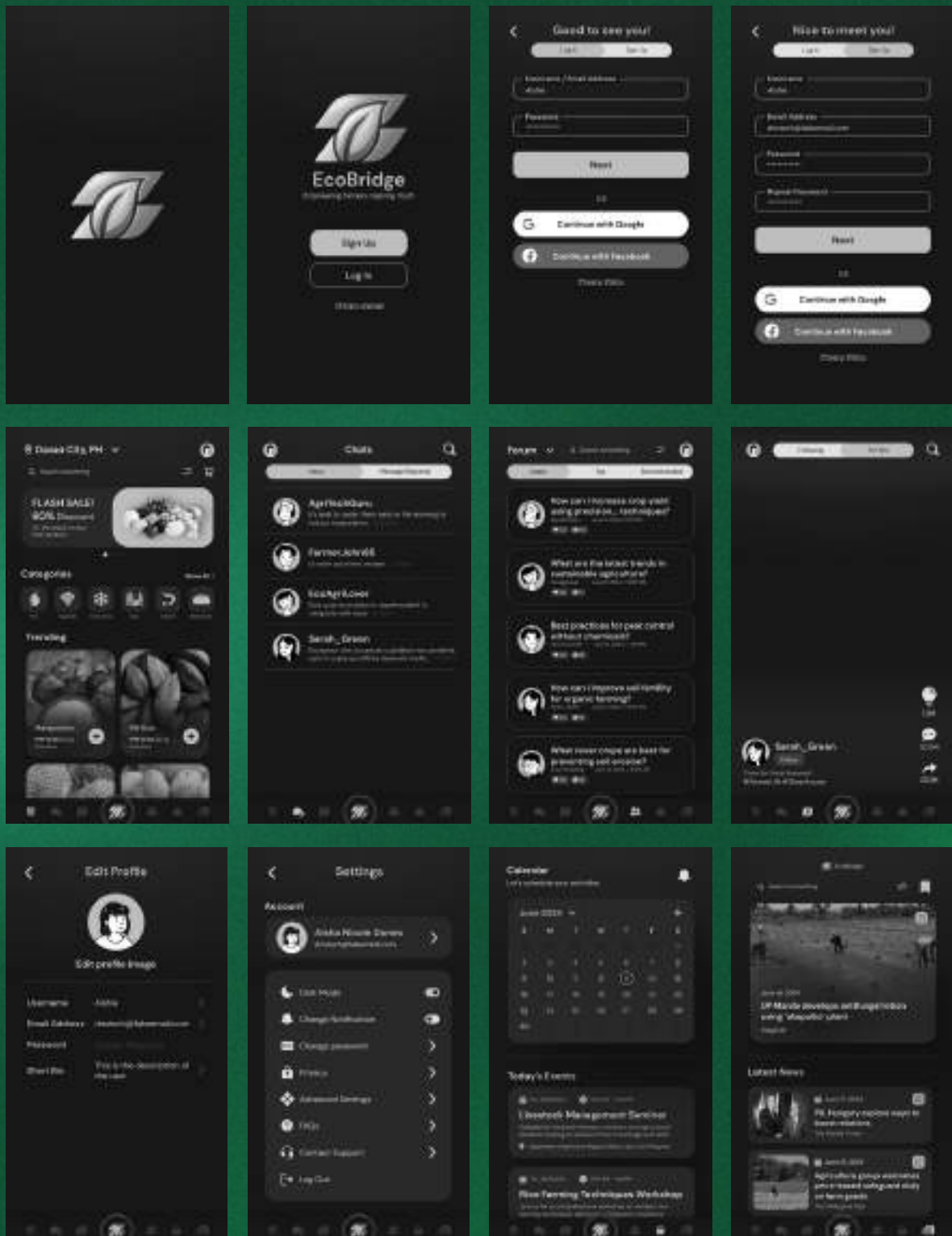
User Feedback

Suggestions

- What one improvement would you suggest for the app?
 - **User 1:** Add custom settings for user to customize the layout such as font size, color , etc.
 - **User 2:** Include a home page dedicated for showing general information rather than just news.

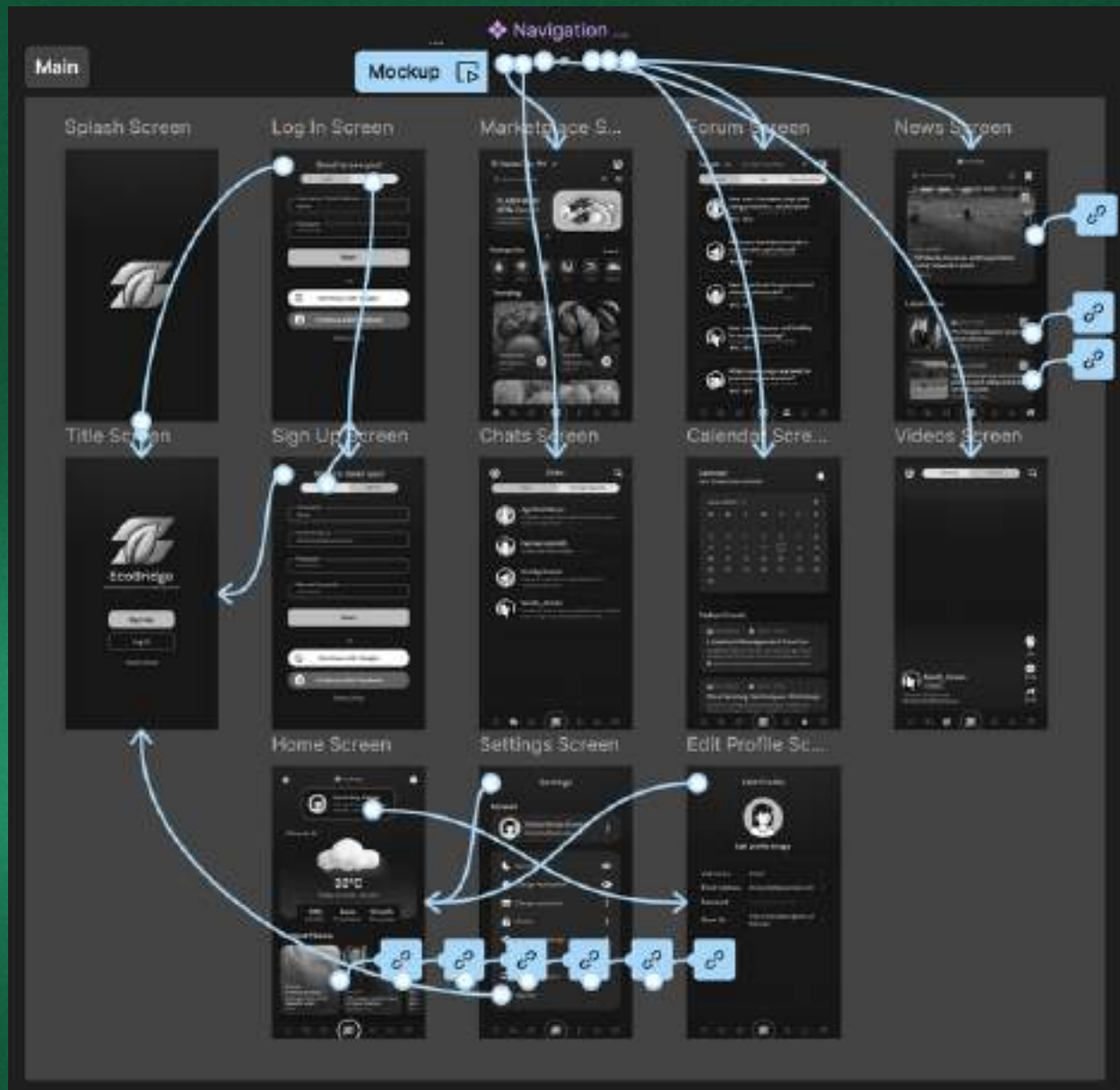
DESIGN 3

High-Fidelity Wireframes



DESIGN 3

Mock-up



DESIGN 3

Overview

EcoBridge is an application designed to bridge the gap between the youth and the agriculture sector in the Philippines. This design focuses on providing educational resources, real-time information, a direct marketplace, and community building features to make agriculture more appealing and accessible to younger generations, while also empowering farmers with technology.

User's Perspective Scene



Nadine, a 25-year-old professional living in Manila, has always been interested in sustainable living but never had the chance to learn about agriculture. She downloads EcoBridge after hearing about it from a friend. Upon opening the app, she is greeted by a **sleek, modern interface** that feels inviting. She easily signs up using her Google account and fills out her profile details.

Nadine is particularly impressed with the educational resources section, where she finds **engaging videos and articles** about urban gardening and sustainable farming techniques. She joins a community forum where she connects with like-minded individuals and even some local farmers. Through the **marketplace feature**, Nadine orders organic vegetables directly from a farmer in her province, ensuring she gets fresh produce while supporting local agriculture.

DESIGN 3

Assessment of the Design

Advantages:

- **Modern and Engaging Interface:** The vibrant, modern design appeals to the youth, making agriculture seem more appealing.
- **Comprehensive Features:** Includes educational resources, a marketplace, and community-building tools all in one app.
- **User-Friendly:** Intuitive navigation and clear call-to-action buttons enhance the user experience.
- **Integration with Popular Services:** Options to sign in using Google or Apple make the onboarding process seamless.

Disadvantages:

- **Complexity:** The wide range of features might overwhelm first-time users.
- **Dependency on Internet:** Real-time information and community features require constant internet access, which might be a limitation in rural areas.
- **Initial Learning Curve:** Despite the user-friendly design, there may still be an initial learning curve for users unfamiliar with technology.

Requirements Met

- **Educational Resources:** Provides a wide array of articles and videos to educate users.
- **Youth Engagement:** The modern design and integration with technology appeal to younger users.
- **Real-Time Information:** Offers up-to-date market prices, weather updates, and farming techniques.
- **Marketplace Feature:** Enables farmers to sell products directly to consumers, ensuring fair prices.
- **Community and Knowledge Sharing:** Includes forums and chat features for users to share knowledge and support each other.
- **Accessibility:** Designed with clear visual hierarchies and accessible sign-in options.
- **Reliability and Accuracy:** Provides reliable real-time updates and accurate information.
- **Localized Content:** Tailored content relevant to the agricultural practices and market conditions in the Philippines.

DESIGN 3

User Feedback

First Impressions

- **What are your initial thoughts on the app's look and feel?**
 - **User 1:** Design is good. The icons on the main page reminds me of older touch screen phones icons.
 - **User 2:** It is refreshing to see more of these agricultural apps emerging in the market. It looks like a modern app, beautifully done.

Ease of Use

- **Was the app easy to navigate?**
 - **User 1:** It is easy to navigate as it has basic navigation that every app has.
 - **User 2:** YES

Dashboard

- **Is the dashboard clear and informative?**
 - **User 1:** The dashboard is direct to the point and gives clear information.
 - **User 2:** YES
- **Are the weather updates and icons easy to understand and useful?**
 - **User 1:** The icons are easy to understand as the icons are common in any phone or media. As regards its usefulness, it is significantly beneficial to the target users.
 - **User 2:** YES

DESIGN 3

User Feedback

Likes and Dislikes

- **What do you like most about the app?**
 - **User 1:** What I like about the app is the access of the weather on the main page as it is the most important detail needed by the target users (farmers). Also, I like the many options present in the main page as this will benefit the farmers in regards to the different inquiries they have regarding their own situations.
 - **User 2:** I like the way the app's information was arranged. It can also help with farmers' productivity.
- **What do you dislike most?**
 - **User 1:** As to what I dislike about the app, I think it needs to have simple designs.
 - **User 2:** None

Suggestions

- **What one improvement would you suggest for the app?**
 - **User 1:** Place the profile and greeting at either the top or bottom of the page? Or make simplify it further?
 - **User 2:** Maybe a section for Helpful Tips & Guides

DESIGN 3

User Feedback

Likes and Dislikes

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REQUIREMENTS CHANGES

During the design process of EcoBridge, we identified and incorporated several additional requirements and usability criteria to better address the needs of our target users. Initially, the focus was on providing educational resources and a marketplace for farmers. However, through user feedback and iterative design sessions, we recognized the importance of **engaging the youth and providing real-time information**. This led to the inclusion of **youth engagement** features, such as modern design elements and interactive educational content, to make agriculture appealing to younger generations. Additionally, we integrated **real-time information on weather and market prices** to ensure that users have access to timely and accurate data, which is crucial for effective farming practices.

Furthermore, we added **community and knowledge-sharing functionalities** to foster a sense of community among users. This arose from feedback highlighting the isolation farmers often feel and the value of a support network. By incorporating forums, chat features, and group discussions, we aimed to create a platform where users can share experiences, solutions, and innovations. These changes not only enhance the app's usability but also align with our goal of bridging the gap between the youth and the agriculture sector in the Philippines, empowering both farmers and young users with the tools and information they need.