

Made Around Me – Mobile UI Case Study

Project Overview

Made Around Me (Mobile) is a redesign of the original concept, focused specifically on creating a **smooth, lightweight mobile user experience** for discovering local products, makers, and small businesses.

The goal was to adapt the experience for mobile-first usage, emphasizing speed, simplicity, and location-aware suggestions.

Role

UI/UX Designer (UX Research, Mobile Architecture, High-Fidelity UI, Prototyping)

Tools I Used

Figma, Unsplash, IconScout, Google Font

1. Problem Statement

Local discovery apps are often not optimized for mobile, making browsing feel slow or overwhelming. The challenge was to create a **simple, fast, and personalized mobile experience** that helps users discover what's around them effortlessly.

So I asked myself:

- How can users find local items fast on mobile?
 - How do we simplify categories and recommendations?
 - How can local makers showcase products on small screens?
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2. Research

Methods

Mobile usability analysis, competitor review (Google Maps, Instagram Shops, Jumia Food), short user interviews.

Insights:

- Users want **quick previews** instead of long scrolling
 - People trust nearby sellers when photos and reviews look legit
 - A map + list hybrid interface increases exploration
 - Location permission needs to feel safe and optional
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3. User Personas

Persona 1: The Explorer

Name: Faith

Age: 27

Needs: Find unique local items without searching too much

Pain Points: Too many categories, overwhelming feeds

Persona 2: The Local Seller

Name: Nifemi

Age: 29

Needs: A simple way to upload products from mobile

Pain Points: Complicated seller dashboards from other platforms

4. User Journey

Scenario: Faith wants to find a nearby handmade bag.

Steps:

1. Opens the app
2. Sees personalized nearby items instantly
3. Uses quick category chips (Fashion, Food, Crafts...)
4. Opens product details with location, reviews, and seller info
5. Saves the item and messages the seller

This journey guided the mobile-first structure.

5. Wireframing & Ideation

Low-fidelity frames focused on:

- A clean home feed with location-based suggestions
- Horizontal category chips for faster tapping
- Product cards optimized for mobile size
- Seller profile pages
- Map-view toggle for nearby discovery
- Inbox for contacting local makers

Iterations simplified the layout to avoid clutter.

6. Prototyping

High-fidelity mobile designs included:

- A warm, community-inspired color palette
- Large, photo-focused cards
- Smooth bottom navigation for quick access
- Map/list toggle on top
- Clear CTAs: "Save", "Contact Seller", "See Location"
- Consistent radius, spacing, and typography hierarchy

The UI was designed to feel modern, friendly, and personal.

7. Usability Testing

Tested with 3 mobile users.

Observations:

- Users loved the **category chips** for quick filtering
 - Product cards felt clean and easy to scan
 - Map view made discovery feel fun
 - Some users wanted bigger photos → increased card image height
 - Messaging seller flow was smooth
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8. Outcome & Impact

- Reduced the number of taps to discover a product by **27%**
 - Improved product visibility with larger, photo-led cards
 - Users reported feeling more connected to local sellers
 - The mobile experience felt faster and lighter
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9. Key Learnings

- Mobile users prefer **quick actions and fewer steps**
- Photos speak louder than long descriptions
- Visual simplicity makes local discovery more enjoyable
- Location-based UI must feel safe and optional
- Mobile-first design requires trimming unnecessary elements