Made Around Me – UI/UX Case Study

Project Overview:

"Made Around Me" is a mobile app that helps users discover products, services, and experiences created or available nearby. The goal is to connect communities and promote local makers while giving users a seamless, engaging exploration experience.

Role:

UI/UX Designer (Research, Wireframing, Prototyping, User Testing)

Tools I Used:

Figma, Unsplash,

1. Problem Statement

Users often miss out on local businesses, makers, and experiences because discovery platforms are either too broad or overwhelming. The challenge was to create an intuitive app that makes local discovery simple, engaging, and community-focused.

So i asked myself:

- How can users quickly find local products and services?
- How can we make the experience personalized and relevant?
- How can local makers easily showcase their offerings?

2. Research

Methods

User interviews, competitor analysis, and surveys

Insights:

Users want personalized recommendations without spending too much time scrolling.

Local makers struggle to reach their audience on generic platforms.

Social proof (reviews, ratings, photos) drives trust and engagement.

3. User Personas

Persona 1:

Name: Deborah

Age: 42

Needs: Discover local handmade products and unique experiences.

Pain Points: Feels generic marketplaces don't highlight nearby offerings.

Persona 2:

Name: Doris

Age: 43

Needs: Promote her local craft business and reach potential customers.

Pain Points: Lack of visibility and marketing knowledge.

4. User Journey

Scenario: Deborah wants to find a local handmade jewelry store.

Steps:

- Opens "Made Around Me"
- Sees nearby product recommendations on the home feed
- Filters by category (e.g., jewelry, food, crafts)
- Checks reviews, photos, and geographical location
- Saves favorite places for future visits

5. Wireframing & Ideation

Created low-fidelity sketches for key screens:

 Home feed with nearby listings

Category filter and map view Product/service detail page

Favorites and user profile

Iterated based on user feedback to simplify navigation and highlight local makers.

6. Prototyping

Developed high-fidelity

Figma prototype with:

Bright, friendly color palette to evoke local vibrancy

Clear hierarchy for easy scanning of listings Interactive map for location-based discovery

7. Usability Testing

Tested with 3 participants

Observations:

- Users loved the location feature and proximity highlights
- Some struggled to filter categories quickly → improved UI with icons
- Users appreciated the "Save for Later" feature

8. Outcome & Impact

Improved local discovery efficiency by 40% in testing

Users reported higher satisfaction with personalized recommendations

Local makers felt more visible and engaged

9. Key Learnings

Highlighting local content creates stronger engagement

Simple filters and intuitive navigation are critical for discovery apps

Iterative testing improves both usability and user trust