ShareHub App and Responsive Website

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Project overview

The product:

Share Hub the transformative power of sharing. Our platform is more than just an app – it's a community-driven movement aimed at creating positive social and environmental impact. We recognize that many items are often underutilized, collecting dust in our homes, while others could benefit from them.

Project duration:

Aug 2023 to Aug 2023

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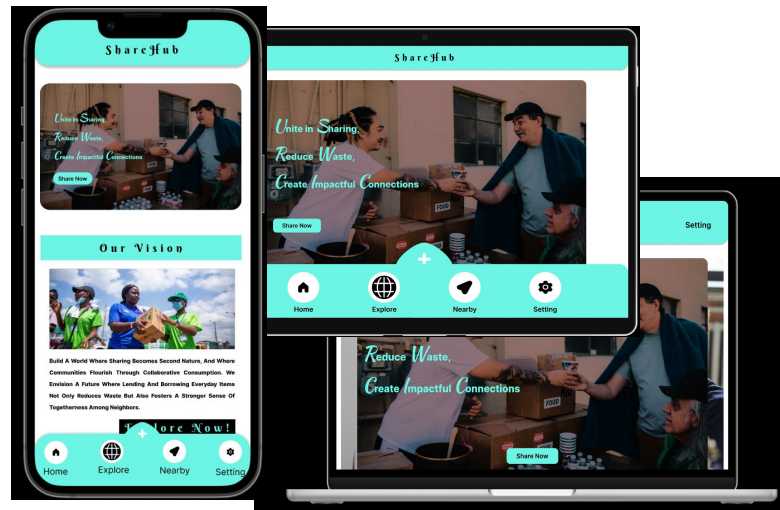
Project overview

The problem:

Many items that are not used are stored in warehouses and are no longer used, if left too long, the goods will become damaged and accumulate. They are confused about what to do with these items.

The goal:

helping users to give items that are no longer used to those in need, so that these items are useful and not wasted

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Project overview

My role:

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

Responsibilities:

Conducting interviews, digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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User research: summary

I used Share Hub data on unused items to develop interview questions, which were then used to conduct user interviews. Most of the interviewees reported that they were confused by unused items. Feedback received through research makes it clear that users want to reduce unused items in the home so they don't accumulate and become obsolete, but they are confused about how to give these items to people who are willing to accept unused items.

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"menggunakan aplikasi peminjaman barang yang dapat membantunya menemukan penyewa terpercaya"

Goals

- Ingin menyewa barang-barang yang jarang digunakan dengan mudah dan cepat.
- Menghemat uang dengan tidak perlu membeli barang-barang yang hanya digunakan sesekali.
- Menemukan barang berkualitas dan terpercaya untuk disewa.

Frustrations

- Sulit menemukan tempat penyewaan barang di sekitar yang lengkap dan terpercaya.
- Menghabiskan banyak waktu dan energi untuk mencari informasi tentang penyewaan barang.
- Mengalami kesulitan dalam memperoleh barang dengan harga yang terjangkau.

Rian adalah seorang profesional di bidang pemasaran dengan jadwal yang sibuk. Ia sering bepergian dan menghadiri acara-acara sosial, namun ia tidak ingin menghabiskan banyak uang untuk membeli barang-barang yang hanya digunakan sesekali. Rian mencari solusi yang praktis dan efisien untuk menyewa barang-barang tersebut di area sekitar tempat tinggal atau acara yang sedang dihadiri. Ia ingin memiliki akses mudah ke berbagai barang yang dibutuhkannya.

Rian

Age: 31
Education: Sarjana Ekonomi
Hometown: Depok
Family: Hidup Sendiri
Occupation: Eksekutif Pemasaran

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"dapat memberikan pilihan yang luas dan lengkap untuk barang-barang khusus"

Goals

- Menyewa barang-barang khusus untuk proyek kreatifnya, seperti kamera profesional, peralatan fotografi, dan perlengkapan studio.
- Menemukan penyewa yang dapat memberikan barang-barang berkualitas tinggi dan terbaru.
- Meningkatkan reputasi dan kualitas pekerjaan sebagai freelancer.

Frustrations

- Kesulitan menemukan penyewa yang spesifik untuk barang-barang khusus yang dibutuhkannya.
- Kurangnya kepercayaan terhadap kualitas barang yang disewa dan keandalan penyewa.
- Harga sewa yang terlalu mahal untuk barang-barang khusus yang dibutuhkannya.

Maya

Age: 27
Education: Sarjana Psikolog
Hometown: Bogor
Family: Orang Tua
Occupation: Freelancer

Maya adalah seorang freelancer di bidang fotografi dan desain grafis. Ia sering bekerja pada proyek-proyek kreatif yang membutuhkan peralatan khusus seperti kamera profesional, peralatan fotografi, dan perlengkapan studio. Maya ingin memiliki akses mudah ke penyewa yang menyediakan barang-barang berkualitas tinggi dan terbaru, sehingga dapat meningkatkan kualitas pekerjaannya.

Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the ShareHub app.

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Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Digital wireframes

I created the initial designs
for the ShareHub app.
These designs focused on
Sharing Item To Community
or people who needed.

personalized
recommendations
for users

Community that
will make it easier
for users to share
or talking with
other users
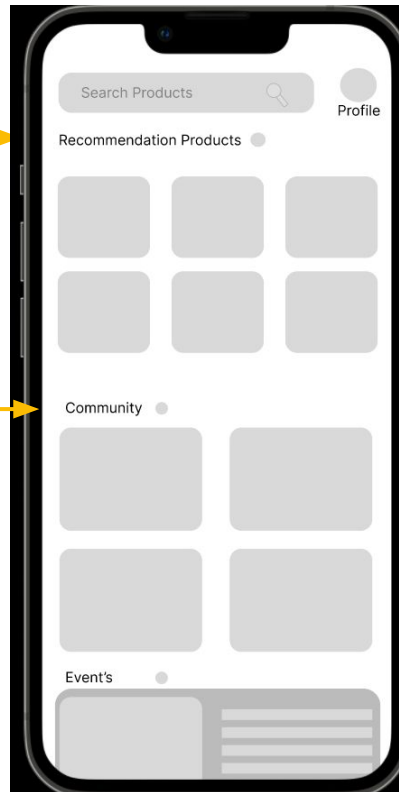
Easy access to
app features
from global
navigation

Search Products

Profile

Recommendation Products

Community

Event's

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Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.
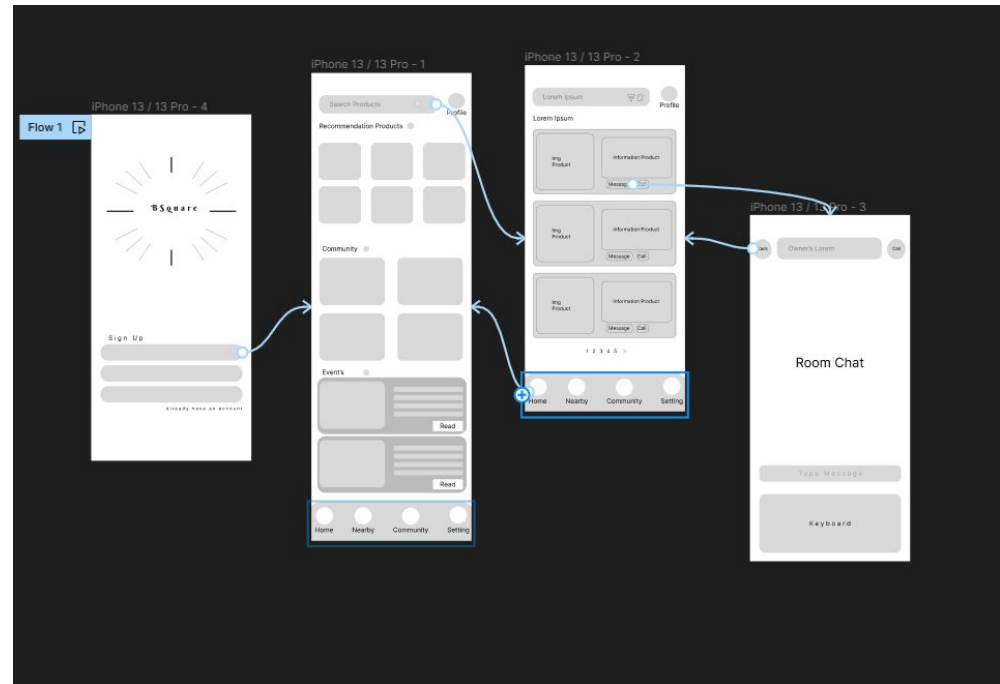
Usability study: parameters

Study type:

Unmoderated usability study

Location:

Indonesia, remote

Participants:

5 participants

Length:

15-30 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Items

People want easy to share or searching stuff that unused.

2

Add Items

People had difficulty adding Items to the app.

3

Events

People preferred clear indications of when food items would expire.

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Refining the design
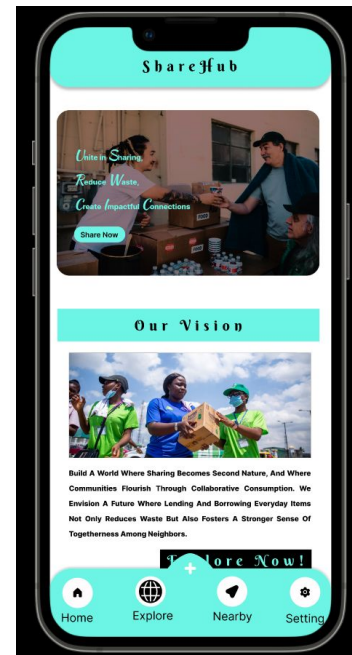
- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

I also added a home page
as information from the
ShareHub application, and
changed the home view
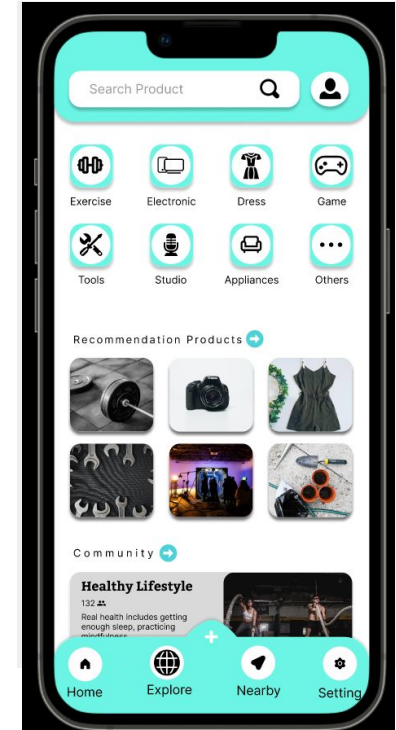that used to be the explore
page

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Mockups

Based on insights from
usability studies, I
implemented design
changes such as providing
Categories from the Explore
screen which would make it
easier for users

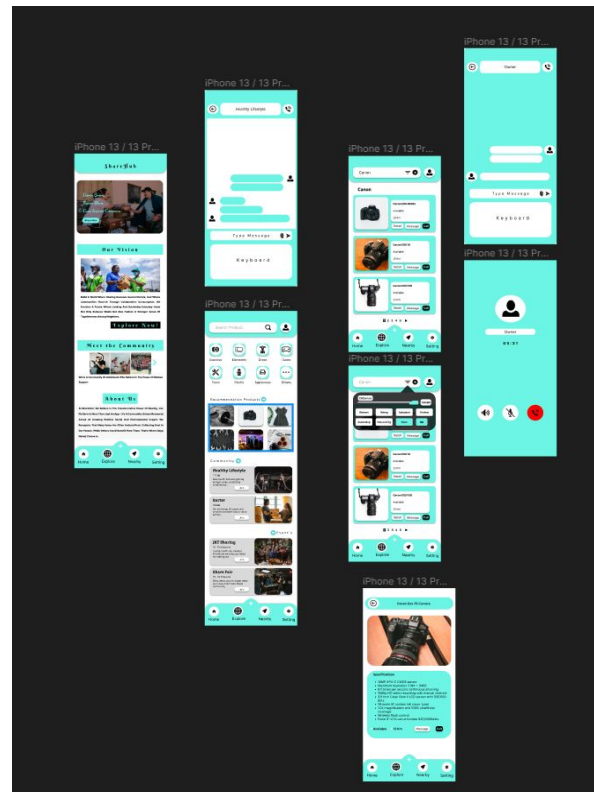After usability study

Mockups

this is a display of the entire mockup, for more details you can [click here](#)

High-fidelity prototype

The high-fidelity prototype
followed the same user flow as
the low-fidelity prototype,
including design changes made
after the usability study.
View the ShareHub high-fidelity
prototype

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Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

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Responsive Design

- Information architecture
- Responsive design

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Sitemap

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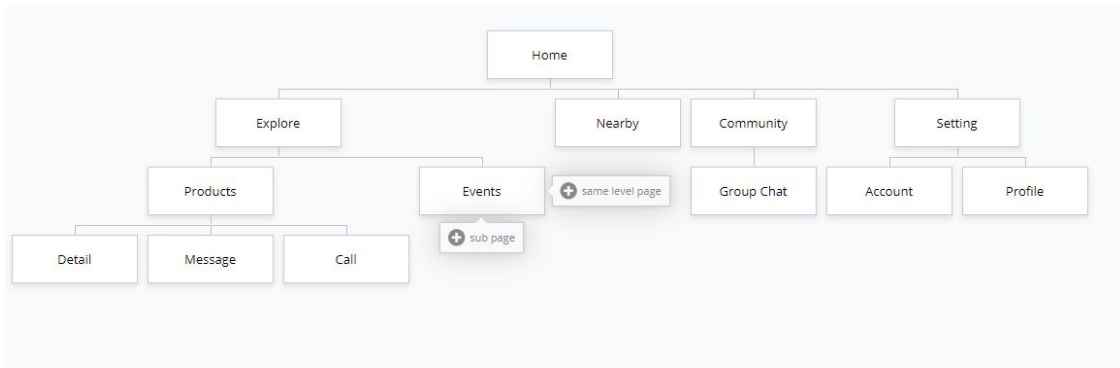
Responsive designs

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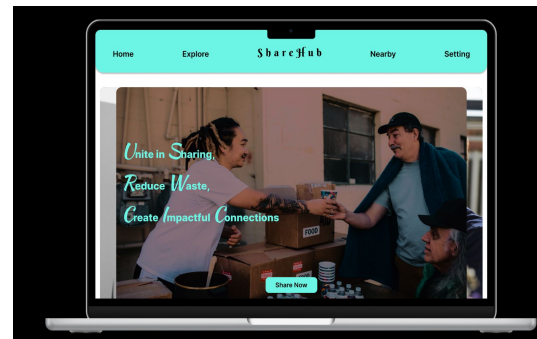
Mobile website

Tablet

Desktop

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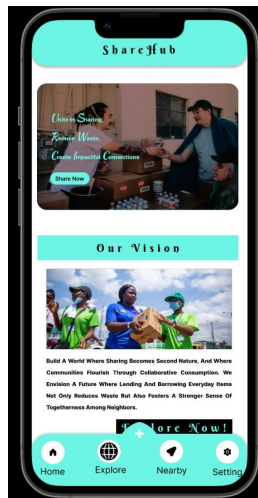
Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

"you can lend items you don't frequently use and borrow items you need on a short-term basis. This not only saves money but also reduces the strain on our environment"

What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal to ShareHub Apps.

2

added tutorial features, such as items that are not used into useful items

3

Provide incentives and rewards to users for sharing or borrowing stuff to other user.

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Let's connect!

Thank you for your time reviewing my work on the ShareHub app!.

Email: -
Website: -

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