

ShareHub App and Responsive Website

Achmad Ramadhan

Project overview



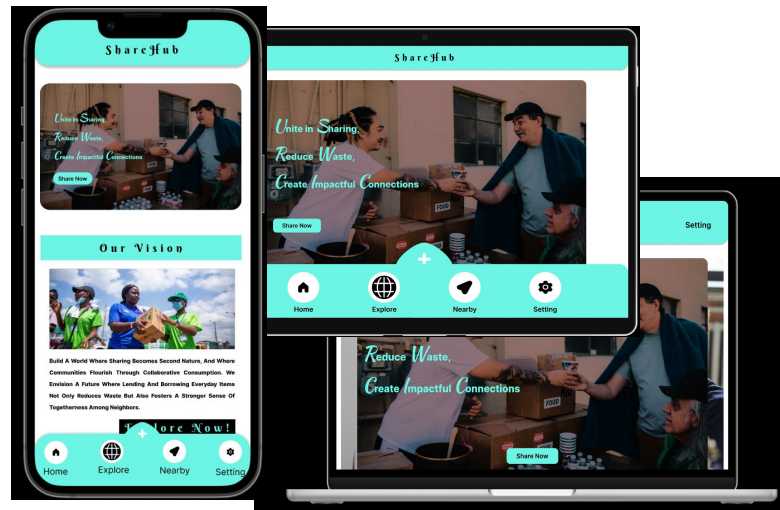
The product:

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



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

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.

Understanding the user

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

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.



Rian

Age: 31

Education: Sarjana Ekonomi

Hometown: Depok

Family: Hidup Sendiri

Occupation: Eksekutif
Pemasaran

“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.



Maya

Age: 27

Education: Sarjana Psikolog

Hometown: Bogor

Family: Orang Tua

Occupation: Freelancer

“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 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.

	A	B	C	D	E	F	G	H	I	J	K
1	Competitive audit	Competitive audit goal									
2		General information								First impressions	
3		Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
5	RentItNow	Indirect	Indonesia	berbagai barang	\$	RentItNow.rent	Medium	berbagai segmen pengguna	ketersediaan barang yang lengkap dan layanan pengiriman cepat	Needs Work • tampilan kurang menarik • sedikit kompleks	Needs Work • antarmuka terlihat kuno • navigasi terlalu kompleks
6	TakeNow	Indirect	Indonesia	peralatan fotografi dan	\$\$\$\$	TakeNow.take	Large	fotografer pro, desainer grafis, dan individu yang memiliki minat dalam fotografi	peralatan fotografi serta pelayanan pengiriman cepat dan responsif, adanya komunitas yang memberikan saran dan dukungan bagi pengguna	Good • Modern dan Menarik • beberapa halaman loading lambat	Outstanding • modern dan berfungsi dengan baik • pengalaman yang lebih mulus
7	TechGearRent	Indirect	Indonesia	fokus pada kebutuhan	\$\$\$\$	TechGearRent.gearrent	Large	individu atau profesional yang membutuhkan perangkat elektronik untuk sementara	ketersediaan peralatan elektronik dan berkualitas tinggi, adanya sistem peringkat dan ulasan yang membantu pengguna	Outstanding • menarik dan profesional • navigasi terasa mudah dan lancar	Outstanding • Modern dan mudah digunakan • responsif dan lancar

1	Competitive audit										
2		UX (rated: needs work, okay, good, or outstanding)									
3		First impressions		Interaction				Visual design		Content	
4		Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Content	Description
5	RentItNow	Needs Work • tampilan kurang menarik • sedikit kompleks	Needs Work • antarmuka terlihat kuno • navigasi terlalu kompleks	Good • Fitur Pencarian • Fitur Komunikasi Langsung	Okay • Mudah digunakan • tidak sepenuhnya dioptimalkan	Needs Work • kurang terstruktur • kompleks saat pemesanan	Needs Work • beberapa dan intuitif • beberapa menu terlihat membingungkan	RATING visual design kurang konsisten	aplikasi terlalu formal	Outstanding • deskripsi • menu	Outstanding
6	TakeNow	Good • Modern dan Menarik • beberapa halaman loading lambat	Outstanding • modern dan berfungsi dengan baik • pengalaman yang lebih mulus	Good • Notifikasi status • terlalu banyak notifikasi yang akan muncul	Good • fitur pembaca layar • kontras warna terlalu tinggi	Outstanding • lebih intuitif dan mudah dipahami	Good • fitur dan informasi yang dibutuhkan mudah	Outstanding • visual yang konsisten sesuai dengan identitas	konten terasa lebih ramah dan personal	Good • deskripsi • informasi	Good
7	TechGearRent	Outstanding • menarik dan profesional • navigasi terasa mudah dan lancar	Outstanding • Modern dan mudah digunakan • responsif dan lancar	Outstanding • fitur chat, rekomendasi dan fitur kemudahan memperpanjang waktu penyewaan	Good • fitur pembaca layar dan kontras warna yang tinggi	Good • mudah menemukan dan menggunakan fitur-fitur yang tersedia	Needs Work • beberapa navigasi terlihat membingungkan	Outstanding • menarik dan memiliki desain visual yang menu membuat pengguna merasa dihargai	lebih ramah dan ada sentuhan empati yang	Good • deskripsi	Good

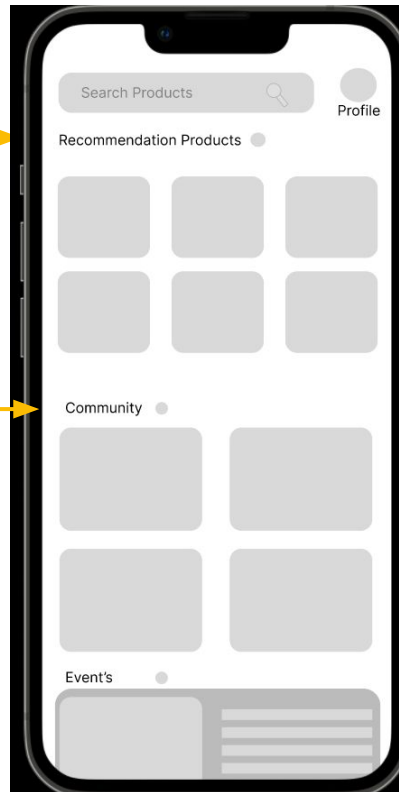
Click to view the full [competitive audit](#) and [audit report](#)

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

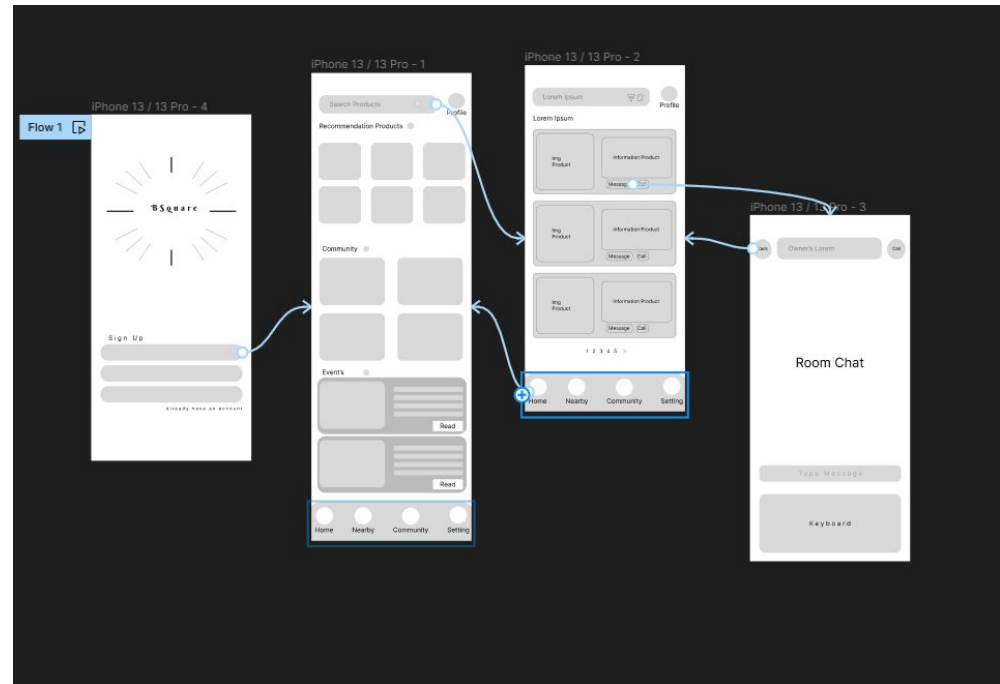
Community that will make it easier for users to share or talking with other users



Easy access to app features from global navigation

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

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.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

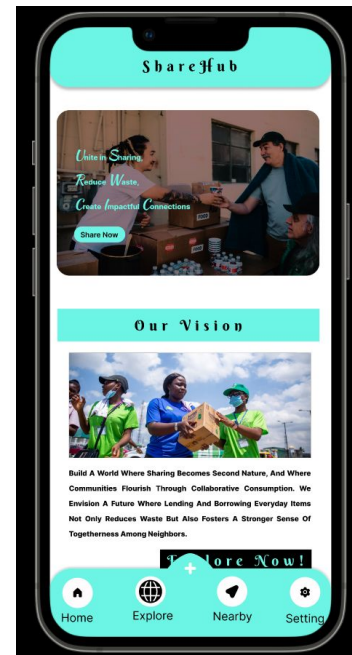
Mockups

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

Before usability study



After usability study



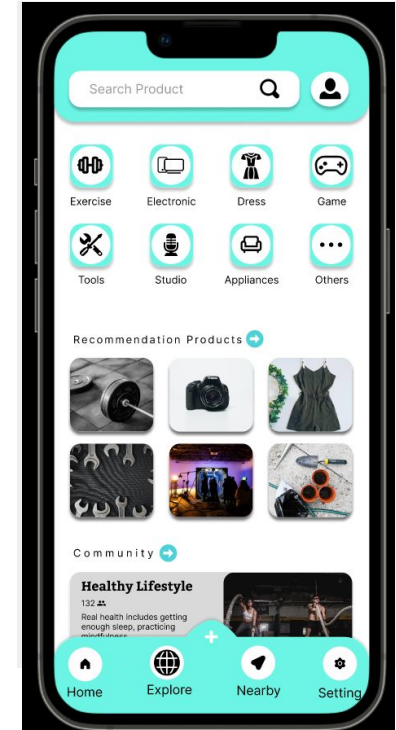
Mockups

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

Before usability study

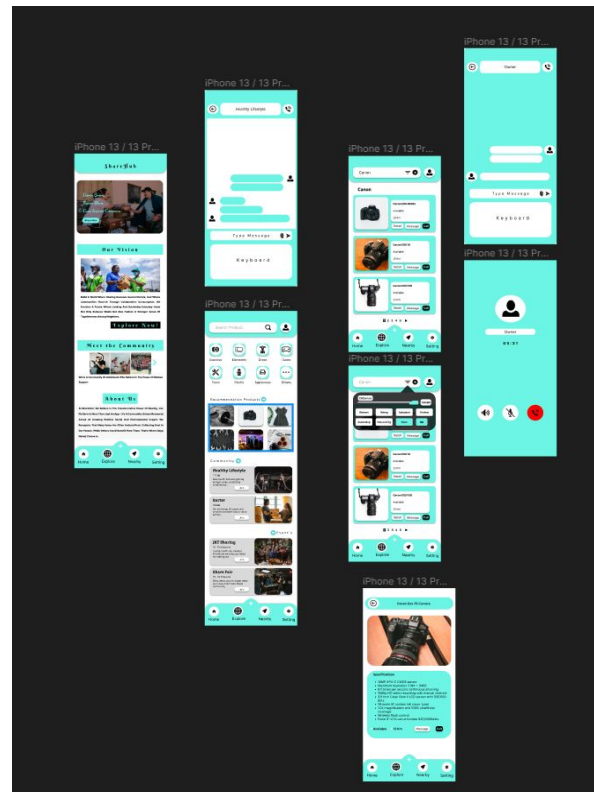


After usability study



Mockups

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



Accessibility considerations

1

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

2

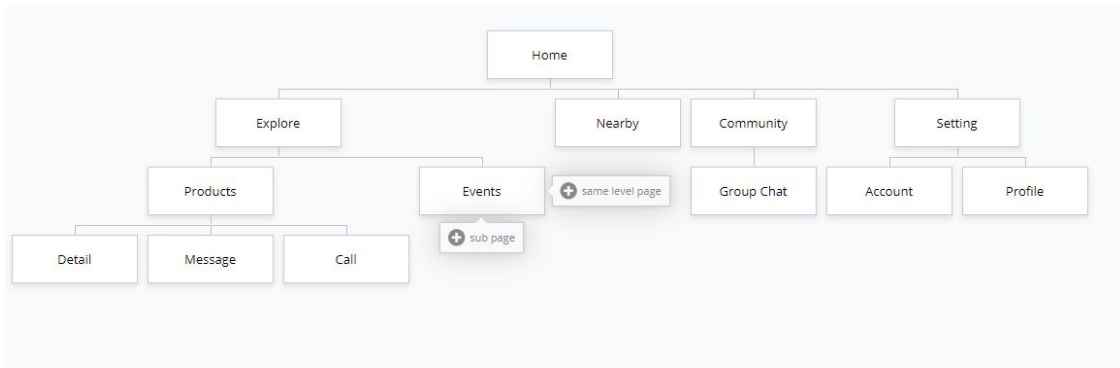
Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

Sitemap

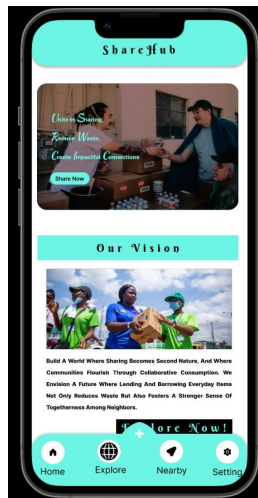
With the app designs completed, I started work on designing the responsive website. I used the ShareHub sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



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.

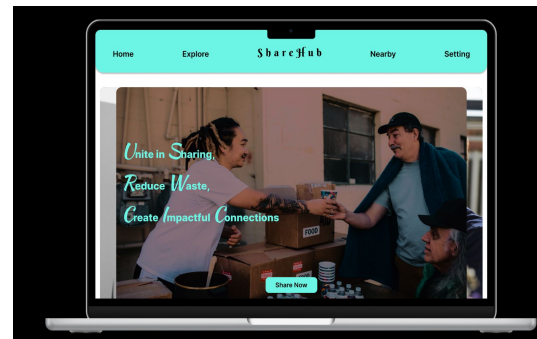
Mobile website



Tablet



Desktop



Going forward

- Takeaways
- Next steps

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.

Let's connect!



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

Email: [_](#)
Website: [_](#)