

→ SHARING WITH NEIGHBOUR

SHARETOWN

Resource sharing
Finding new friends
Announcement of important dates

Problem

From several research we found that the relationship between neighbours changed over the centuries. With the increase of settlements from villages to towns and cities, people became more mobile, and the relationship became alienated. Australian statistics show that just only about 30% people in suburbs consider their neighbours friends and only slightly higher in apartment blocks with around 44% considering their neighbours friends (Stevens, 2015). According to the result of our online survey, more than half (56%) of the participants do not know any of their neighbours by name. 42% of the participants do not want to have further interaction, such as sharing items or information, with their neighbours because they do not know them. It seems like there is an endless loop: no understanding, no interacting, vice versa, unless we can create an opportunity for people to know each other.

Solution



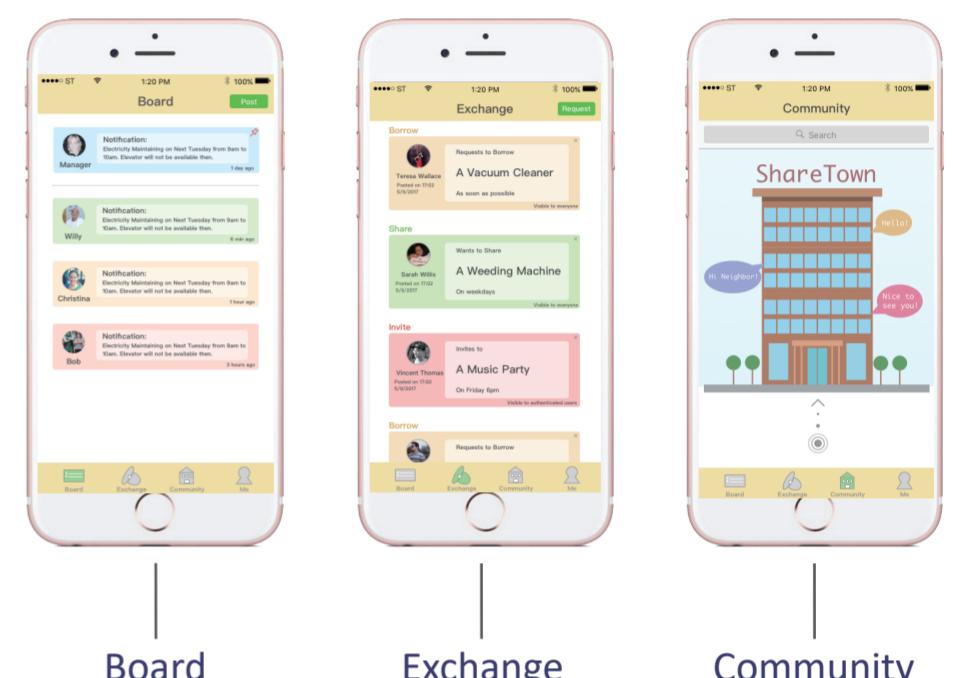
Design a social mobile platform for the apartment residents who live in the high density housing to effectively share information and items with their neighbors in order to boost the neighbourhood relationship.

ShareTown is a social mobile application that allows the residents to share information or items with neighbours via posting messages on the platform. Also, it provides an opportunity for users to receive up-to-date community messages, contact their neighbours or seek help when needed.

Domain

We have been presented dozens of great ideas within three specific domains, and active community is the one that we decide to work on.

Form



- Board allows users to post a message or notification regarding their apartment or surroundings.
- Exchange allows user to borrow or share items from/to their neighbors through posting a request.
- Community allows user to keep contact with other people who lived in the same apartment by searching their name.

Design Process

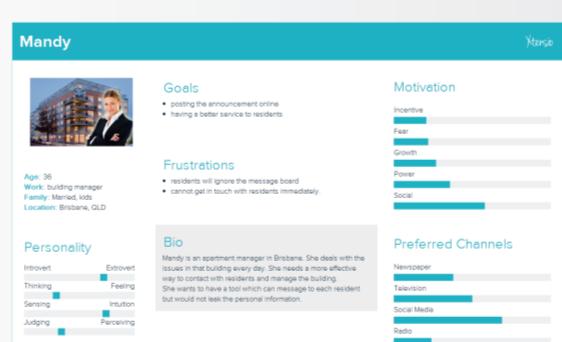
Research

Using information we acquired from an online survey, site observation, and some literature reviews, we gathered the requirements from our target users and understood their problems.

- 1 **The relationship between neighbours in an apartment is icy**
56% of the participants don't know any of their neighbours by name.
- 2 **Some residents are not willing to share information to their neighbours**
Only 50% of the participants are willing to share information with their neighbours.
- 3 **Miss the apartment announcement frequently**
only 11% people will never miss any announcement of the apartment.

Define the problem

Based on our research results, we explored and focused to the design space to define the problem and target users. We generated several personas to represent the details of our target users in order to better understand their behaviours and characteristics.



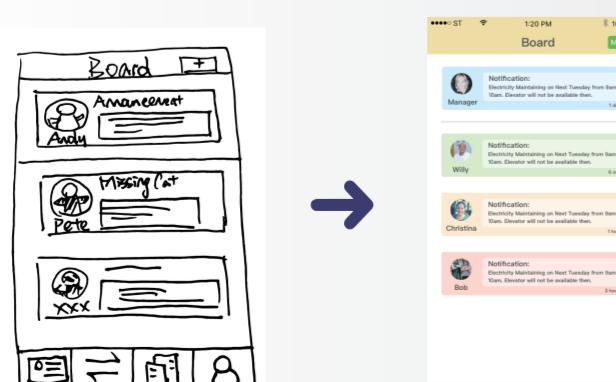
Ideation

We came up with several ideas based on our problem statement. The final concept was selected from the ideas we generated and we decided to develop ShareTown based on these criteria:

- Connect the people who live in the same apartment
- Let people share information and items efficiently with neighbours
- Be mobile that the users can use it anywhere.
- Be “an upgraded” message board.

Prototyping

The process of building our prototypes started off with one team member working on interface design and interactive design. Once finished the visual design, other team members helped building on the front-end and back-end construction. The process of building prototype was iterative and the prototype would be refined based on the feedback received.



User Evaluation

After developed each phase of prototype (paper, low-fidelity digital, high-fidelity digital), we tested the prototype with our target users. The feedback received from the user testing was used to make changes in the interface design, content displayed and interaction ways. This stage is iterative with prototyping stage in order to ensure optimal usability.

