

Barter

COMMUNITY TRADING APP

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Phase 1

Overview/Background

Have you ever impulsively bought something you didn't need or want, watched it take up space in your home, only to getting rid of it a year later?

Are you short on cash, but have lots of stuff you don't use?

Is it hard for you to let go of things because you want them to go to a good home?

Barter is a trading app that helps people save money by trading things they don't use anymore. You can accept, deny, or counter offers to make sure that you both get a fair deal. As you keep trading, you'll be able to see how many pounds of goods were kept out of landfills because of your trades! Users with a lot of trades are eligible for rewards.

Target Audience

Primary Persona - Janet

About: Janet is a 34 year old mother of 3 who works part-time. She is constantly buying clothing for her growing kids and wishes she had an easy way to send the things her family no longer uses to a good home.

Characteristics: Tired, wants the best for her family, hard-working

Motivations: Efficiency/ease of use, more space, help provide for family

Obstacles/Frustrations: Messy house, unused items taking up space, sporadic unnecessary purchases

Secondary Persona – *Emma*

About: Emma is a 21 year old college student with little to no income who wants to do big things one day. She enjoys thrifting and keeping up with fashion trends.

Characteristics: Trendy, cheap, tech-savvy, millennial, wants to make a big impact

Motivations: Saving money, looking fashionable

Obstacles/Frustrations: High price tag on trendy clothes, wasted time thrifting, excess clothes that are no longer in style.

Brand Mission and Vision:

Barter's main mission is to facilitate a trading network that gives people freedom from their stuff in a way that promotes resourcefulness, community, and sustainability.

Our vision is that Barter would help people become more intentional in their buying habits and bring communities together.

Competitors:

BarterOnly

<https://www.barteronly.com>

- Post your items or services.
- Search the ad posts and ‘What’s Wanted’ on to find something you could trade for and make an offer
- Similar to EBay, but with trades
- No tagline, no aesthetic

FreeCycle Network

<https://www.freecycle.org>

- Everything is free
- Members post offers or make ‘wanted’ posts
- How do you prevent one person from exploiting and taking all the offers?
- Grassroots nonprofit
- Awesome vision, but outdated website
- Over 9 Million global members
- Tagline – “Changing the world one gift at a time”

Trade Made

<http://www.trademade-app.com>

- Save Money, reduce waste, lower footprint, meet awesome people
- Accept, reject, or counter offer, chat and meet up
- Carbon Badge: shows carbon footprint savings to incentivize trade
- Great website and aesthetic
- Tagline – “Get what you want with what you have”

Organization Objectives:

- Meet needs in the community
- Help people simplify and save money
- Promote reuse
- Keep usable items out of landfills

Compelling Offerings:

- Platform to trade unused items with others in your local community
- Limitless combinations of items when creating deals. Offer an external hard drive and a pair of Ariat boots in exchange for a classical guitar!
- Custom user profile to view landfill stats, completed transactions, and user preferences
- Chat room to make and receive offers as well as foster community building
- View landfill impact statistics by user, community, and country (represented in pounds of materials kept out of landfills)
- Users can choose to accept, decline, or counter offers made to them
- Filter listings by category, value, location, and Barter type
- Individuals with high interaction are eligible for prizes and discounts from partners
- Need Feed: Provides a direct way for people to meet needs in their community by giving freely to others

Supporting Data:

- The average American throws away 65lbs of clothing and textiles per year

https://www.epa.gov/sites/production/files/2018-07/documents/2015_smm_msw_factsheet_07242018_fnl_508_002.pdf

- 12–15 % of Americans shop at consignment or resale stores. Once bought, an estimated 21% of annual clothing purchases stay in the home

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1964887/>

- Over the course of our lifetime, we will spend a total of 3,680 hours or 153 days searching for misplaced items. The research found we lose up to nine items every day—or 198,743 in a lifetime. Phones, keys, sunglasses, and paperwork top the list

<https://www.dailymail.co.uk/news/article-2117987/Lost-today-Misplaced-items-cost-minutes-day.html>

- Americans spend \$1.2 trillion annually on nonessential goods—in other words, items they do not need

<https://blogs.wsj.com/economics/2011/04/23/number-of-the-week-americans-buy-more-stuff-they-dont-need/>

Choices of Touchpoint Mediums

Mobile App

Available on Android and iOS, this app will serve as Barter's platform for trading and community building. It will employ a sleek and intuitive interface that integrates with the brand.

Landing Page

This webpage will expand on Barter's mission and detail the functionality of the app. Its purpose will be to showcase the app to potential customers as well as rally support for the movement towards a simpler way of life.

Promotional Poster Series

An advertising campaign will result in a set of posters to promote Barter. Designed for both digital and print use, these will have a uniform theme that conveys Barter's vision to potential users.

Timeline

Phase 1 - 7 Weeks

Several sprints will be executed to complete the following items:

- Brand identity package
- App sketches, wireframes, and prototypes
- Promotional poster series
- Web landing page

Phase 2 – approx. 18 weeks

Developers will be contracted to complete the app. App prototypes, logos, content will be handed off. During development, advertising campaigns will be executed to gain momentum for the app's upcoming launch.

Turnaround time from project launch to app deployment will be approximately 6 months. App maintenance will be ongoing.

Budget

App Costs:

Development: \$20,000

(App design and prototyping will be taken care of by Barter, considerably reducing outsourcing app development costs)

*Additional maintenance and debugging costs as necessary

Website Costs:

Development: \$0 (This will be done by Barter)

Hosting: \$100 annually

Domain Name: \$14 annually

Poster Series Costs:

\$500 printing budget (estimate for approx. 10,000 8.5x11 100lb. paper gloss prints from <https://www.uprinting.com/bulk-poster-printing.html>)

Advertising Costs:

Instagram Sponsored Ad Budget: \$2,000

*With highly targeted ads, the CPM (cost per thousand impressions) is around \$5

<https://www.wordstream.com/blog/ws/2017/06/05/instagram-ads-cost>

Total:

Minimum of \$23,500 up front + \$114 in annual costs (excluding app maintenance costs)

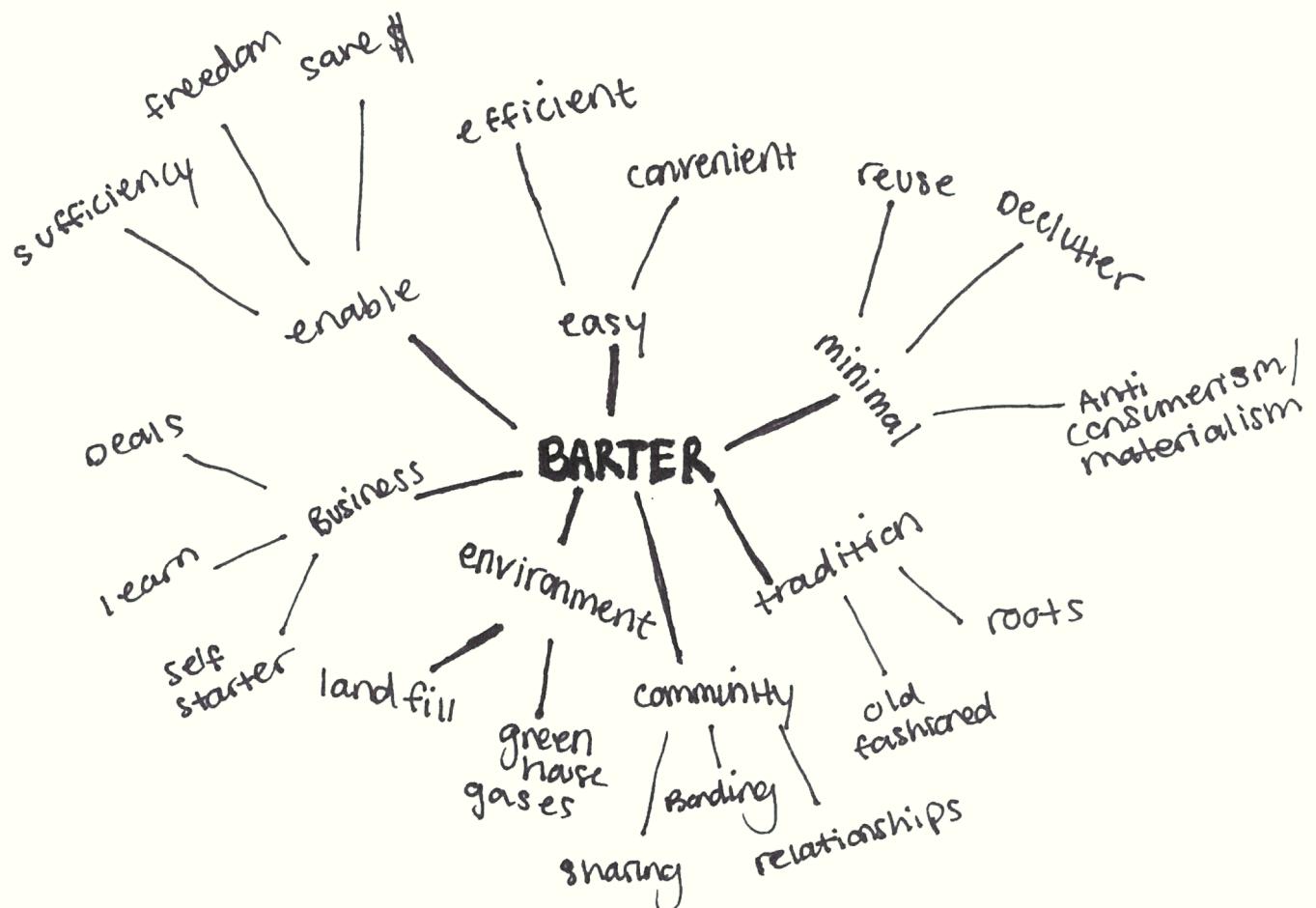
Tactics:

- Reach out to influential environmental philanthropists to receive support
- Establish partnerships with likeminded organizations for low-cost, cross-promotional marketing
- Take advantage of University advertising opportunities

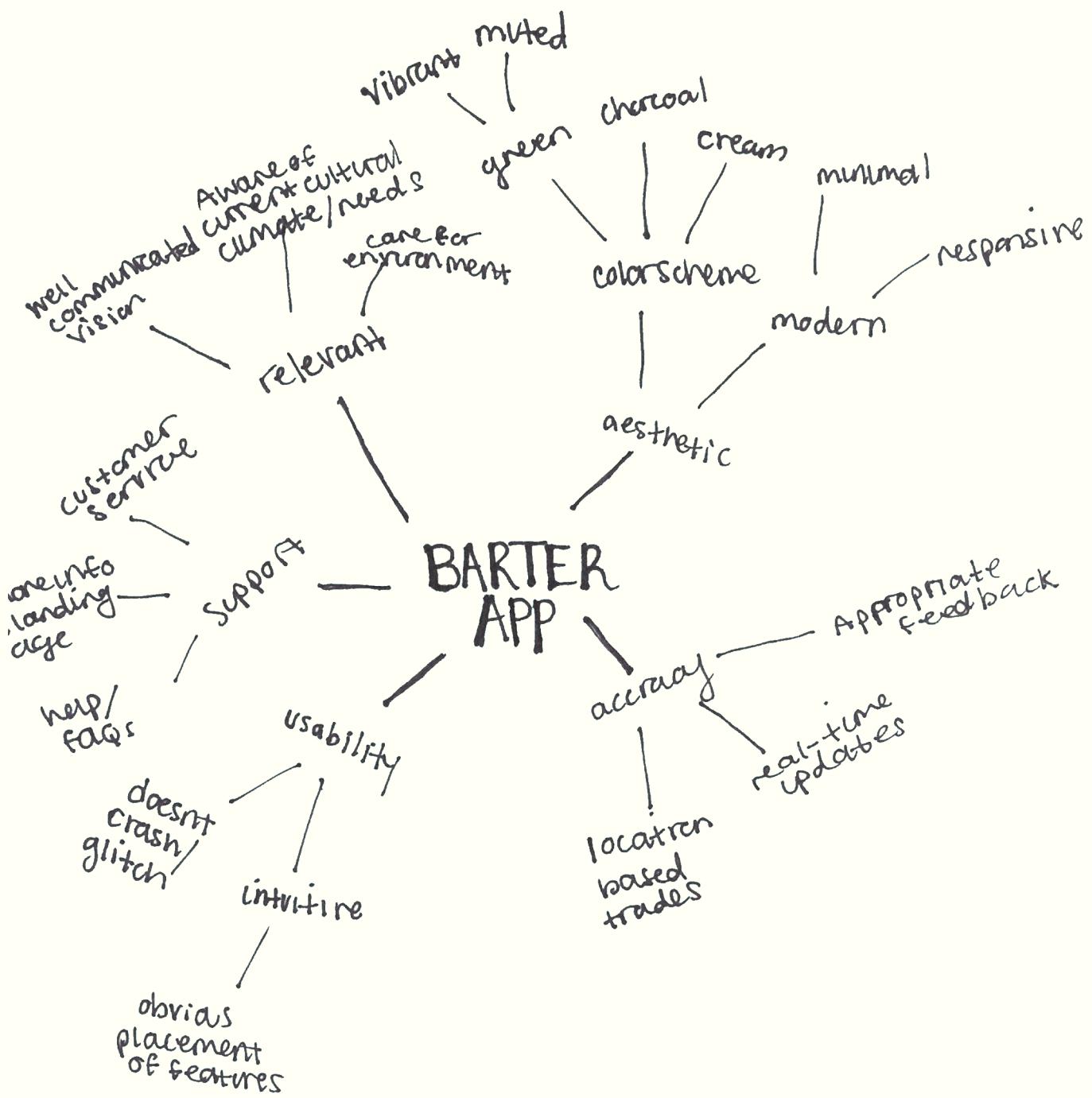
Phase 2

BRAINSTORMING

Mind Mapping - Brand



Mind Mapping - App



What If Analysis

? ? ?

WHAT IF?

No national currency? Wealth redistribution normalize,
Widespread contentment? All digital (No physical) transactions?

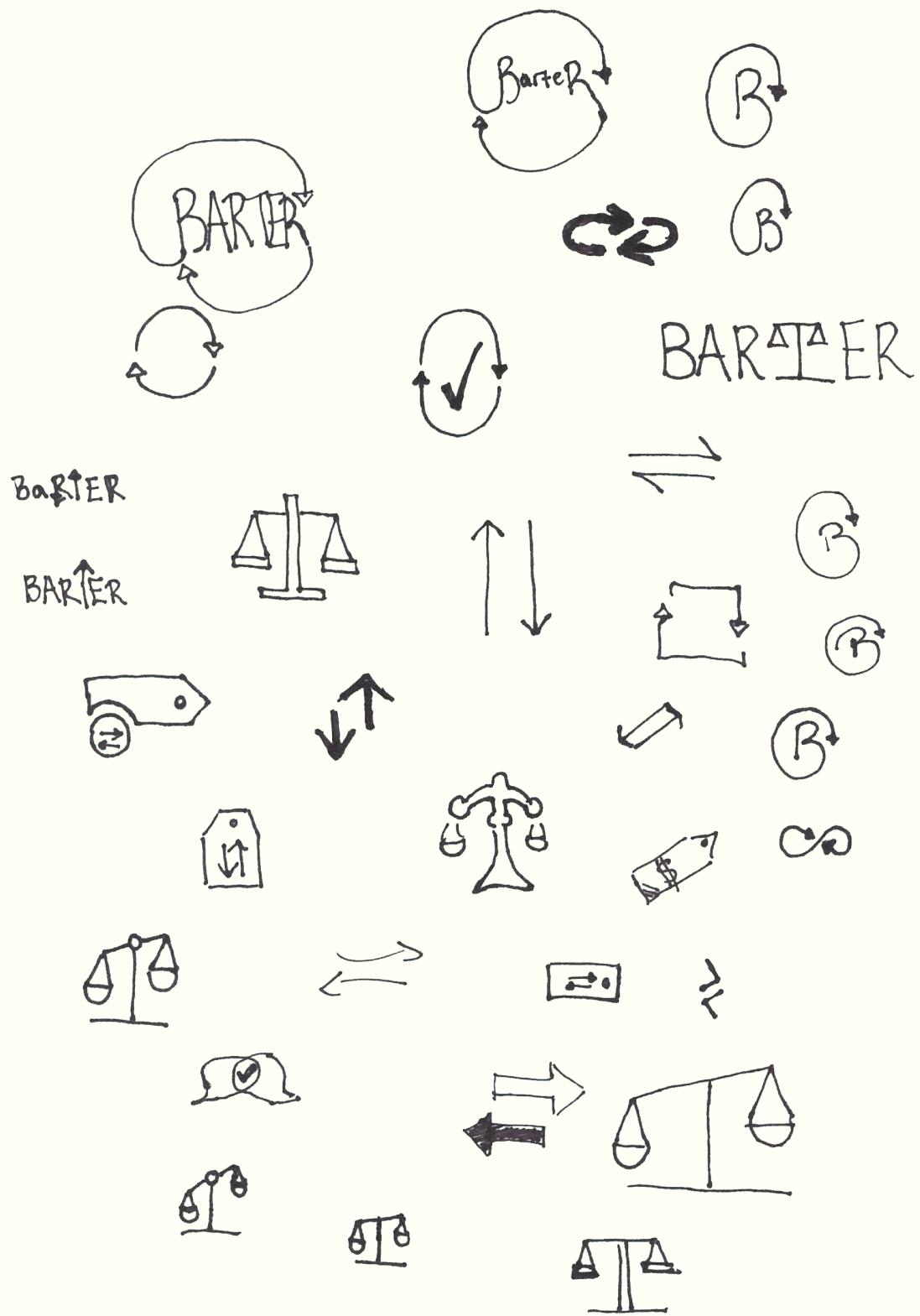
Eliminate "keeping up w/ the Jones' mentality?
Increased awareness of advertising manipulation?
Decreased consumption? Increased giving? Sharing was a
Eliminate Poverty? Realization of our wealth?

ACTUALLY LOVE OUR NEIGHBOR?

Word Association

tree
redistribution
FREE
DOM
green
local
TRADE
CHEAP
BARTER
Transfer
green grass roots
CREATIVE
AWARNESS
COMMUNAL
SUSTAINABLE
FRIENDLY
SIMPLIFIED
SAFE

CONCEPT STUDIES



DESIGN STUDIES

Typography

MONTSERRAT FONT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	
a	b	c	d	e	f	g	h	i
j	k	l	m	n	o	p	q	r
s	t	u	v	w	x	y	z	
0	1	2	3	4	5	6	7	8
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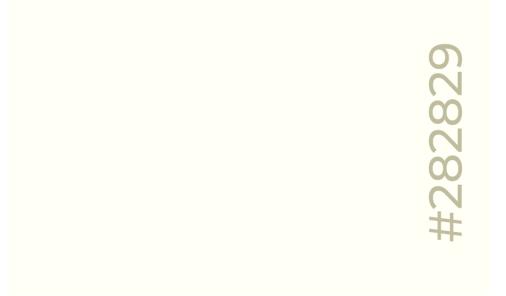
Aa

Aa

MONTSERRAT LIGHT

MONTSERRAT BOLD

Colors



#282829



#282829



#282829



#282829

Textures



Images



Phase 3

DIGITAL DEVELOPMENT

Dark/Light Logo Variations



App Icon Options



Logo Minimal

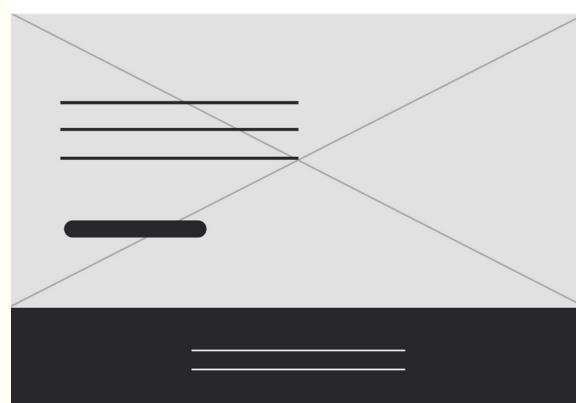
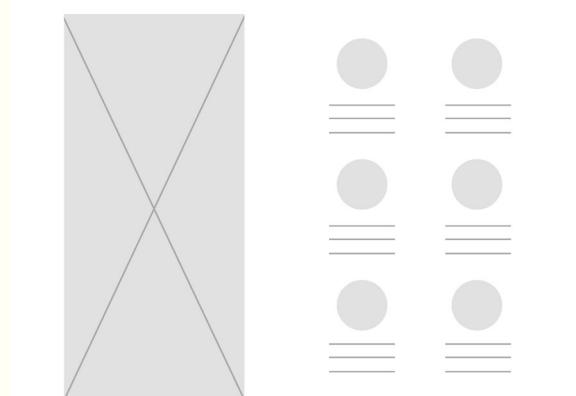
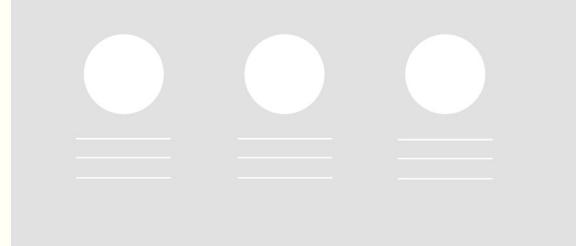


Accent Element

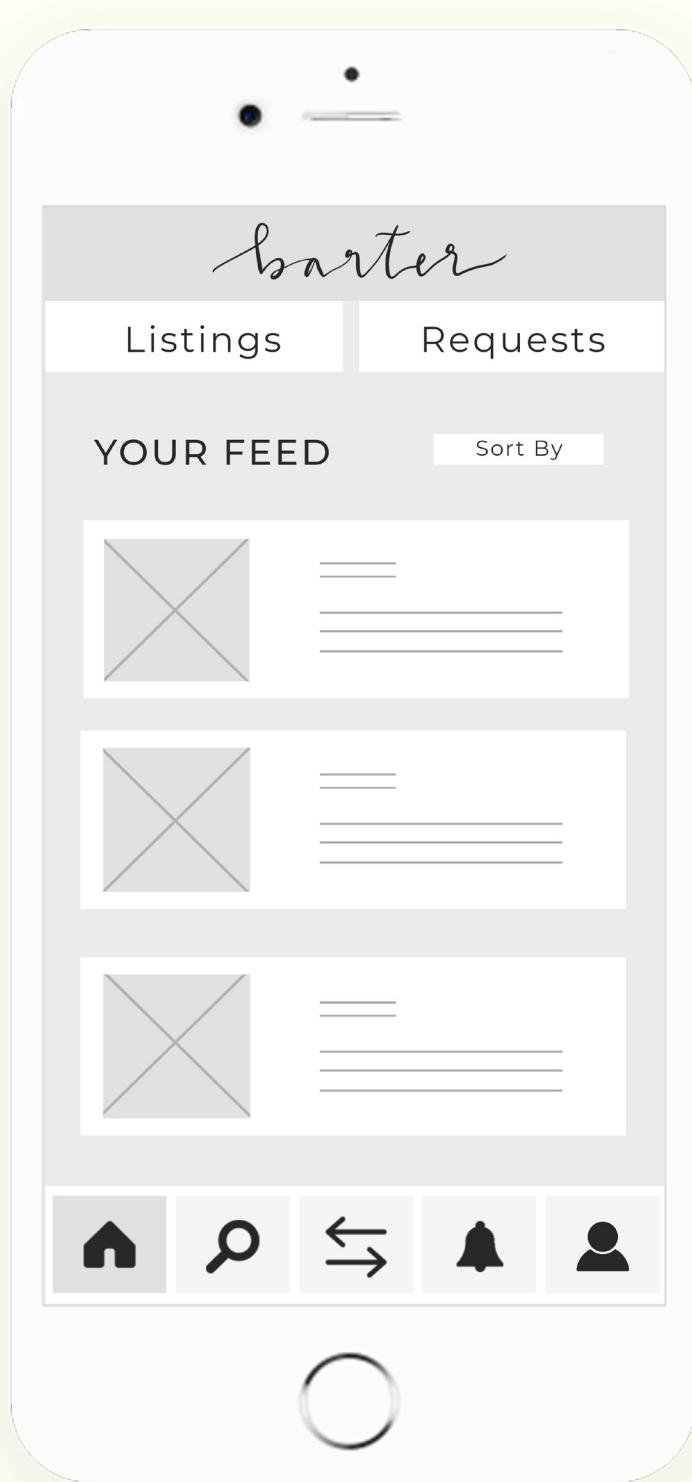


MOCKUPS

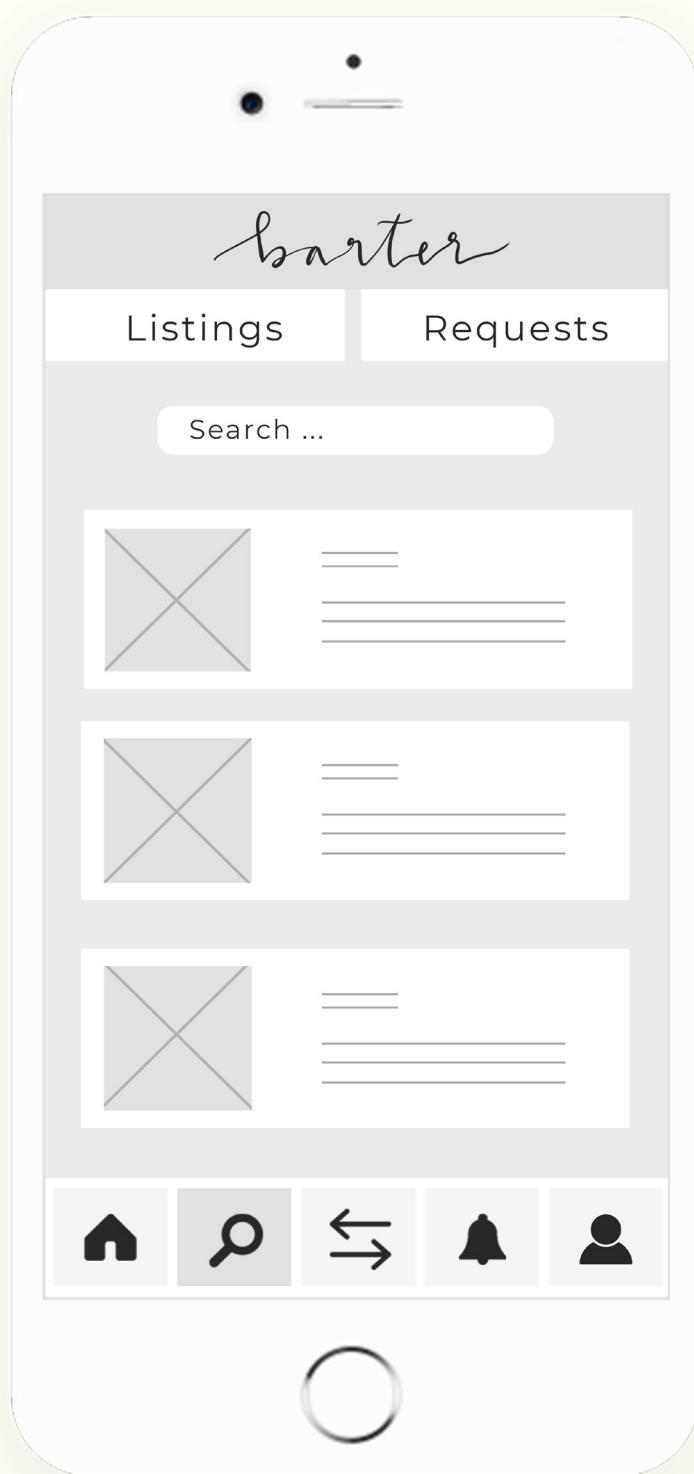
Website



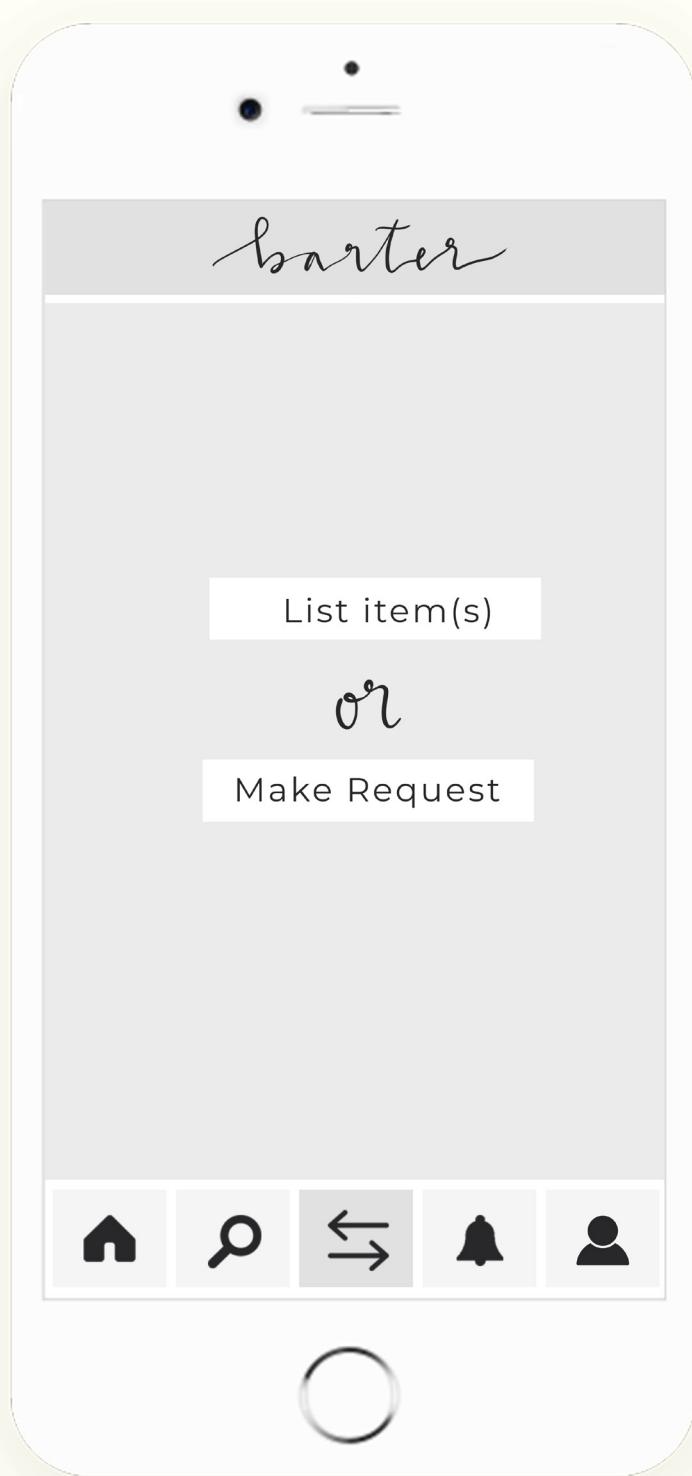
App - View 1: Home



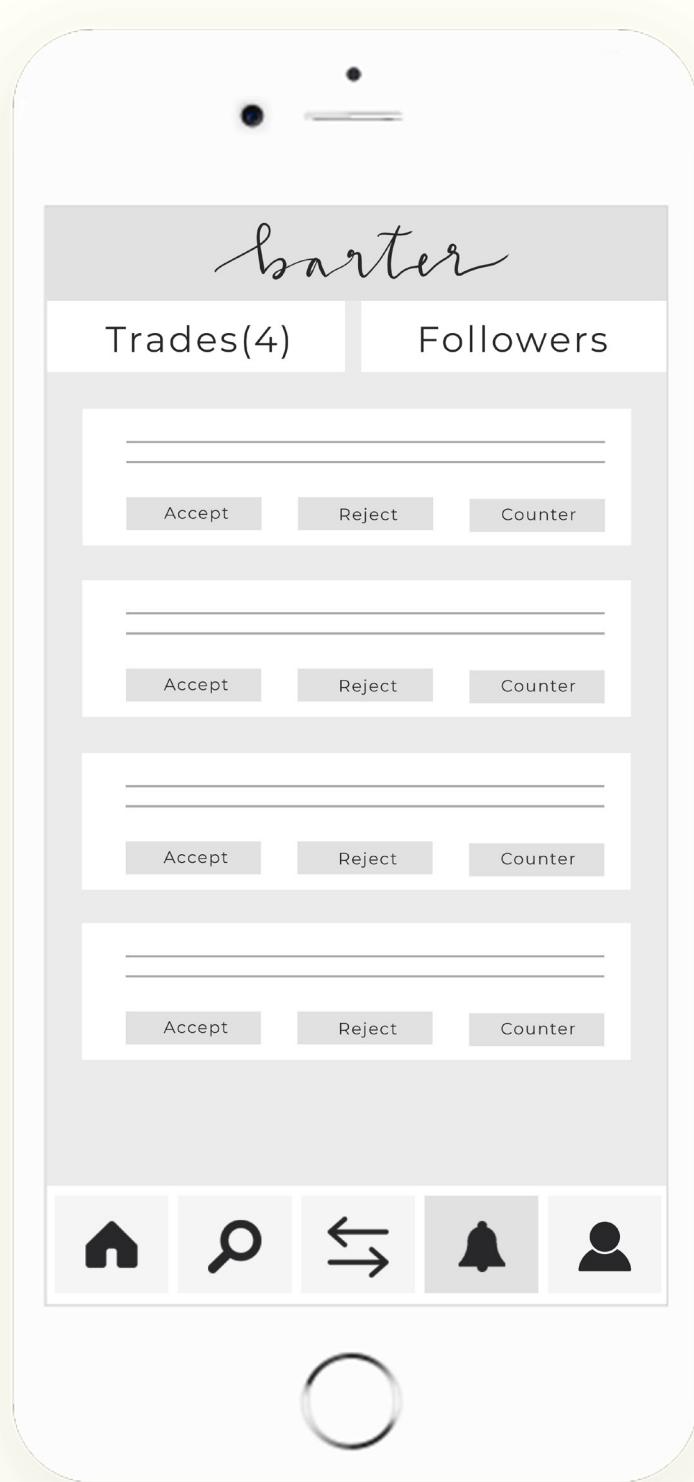
App - View 2: Search



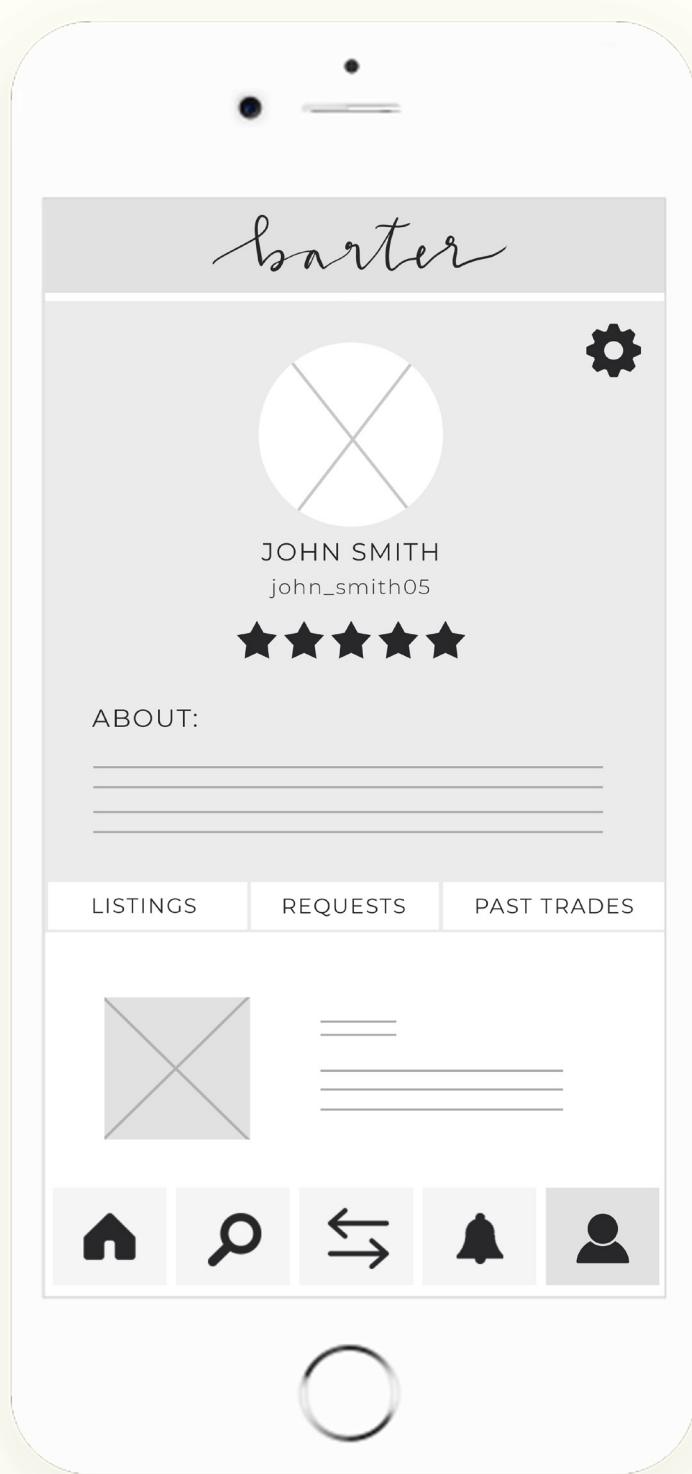
App - View 3: Trades



App - View 4: Notifications



App - View 5: Profile



OBSERVATIONS

Branding

- I like the white letter against the green gradient background best for the app icon
- Use the accent element sparingly, not part of logo but incorporate into website and app
- Make sure 'Barter' script is readable in all settings (not too thin)
- Use light or dark logo version depending on context

Website

- Tie in missions and vision
- Use app mockups as images in site
- Provide 'link' to app store
- Features: free download, accept/reject/counter offers, build community, make requests, send unwanted items to a good home

App

- Add Chat feature so that people can arrange meetups for trades
- Rating system will incentivize better trades
- Home feed is populated by listings from followers
- Sort home page items by most recent, most relevant, and distance
- Add a settings page that allows you to choose distance away and other user options
- About section will detail what kinds of items each user is looking to get rid of or gain

Terms

Listing: Users posts items that they want to get rid of
Request: User requests an item that they need

À

FINAL DESIGN SOLUTIONS

Poster (1/2)

The poster features a large white text area on the left side with the following text:
WANNA
SEE A
MAGIC
TRICK?
TURN THIS GUITAR
INTO A NEW CAMERA

On the right side, there is a black and white photograph of an acoustic guitar leaning against a dark wooden door. The guitar's body is light-colored wood, and its neck extends upwards. The door has vertical planks and a visible handle. At the bottom of the poster, there is a logo for 'barter' and the text 'COMMUNITY TRADING APP'.

Poster (2/2)

SHORT ON CASH?



GET WHAT YOU NEED
WITH WHAT YOU HAVE!

barter
COMMUNITY TRADING APP

Landing Page

The landing page for Barter features a dark header with the title "Barter | COMMUNITY TRADING APP". Below the header is a large image of a smartphone displaying the Barter app's interface, which includes a "Listings" screen with various items and a "Requests" section. To the left of the phone, there is a text overlay: "Barter is a community trading app that lets you get what you need with what you already have!" followed by a "DOWNLOAD FOR FREE!" button.

The main body of the page has a green background. It features the text "Save money while building community." and a note that "Barter is available on any mobile device! Download now to get started!" Below this are download links for "GET IT ON Google Play" and "Download on the App Store".

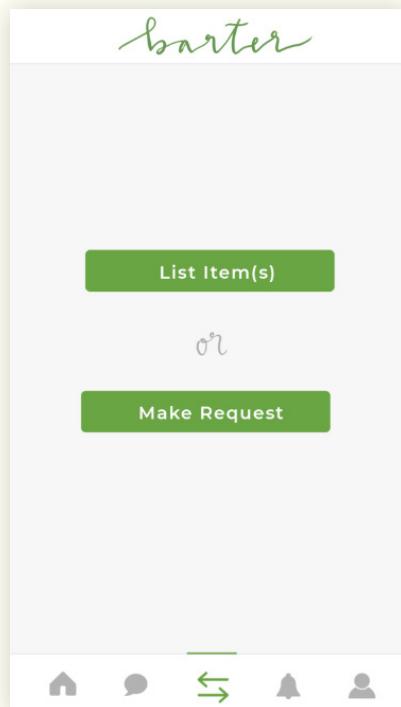
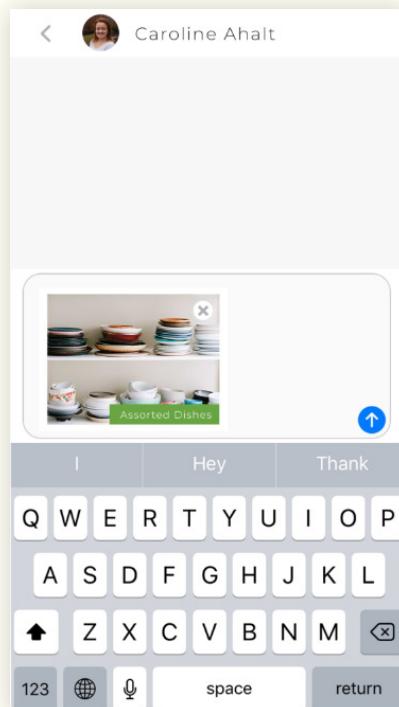
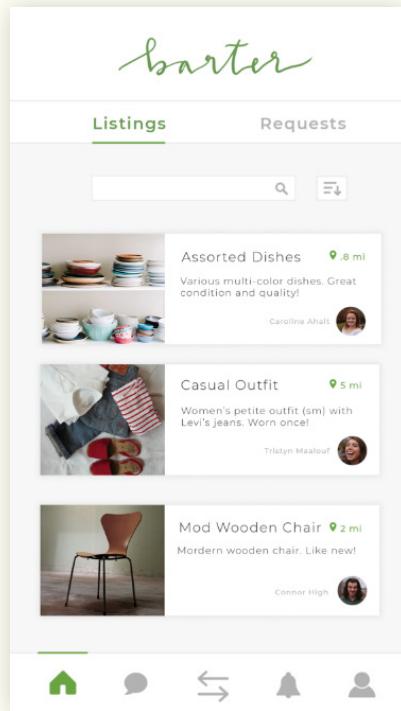
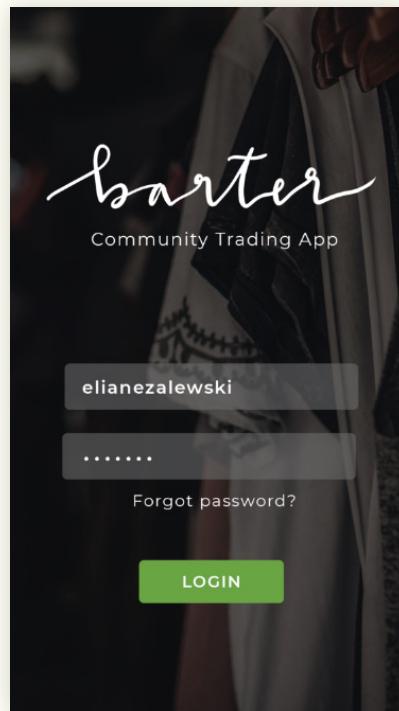
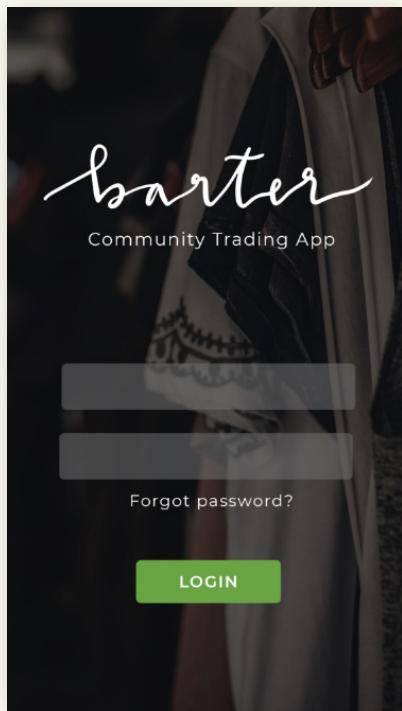
The next section, titled "List Items and Make Requests", shows a smartphone displaying a listing for "Assorted Dishes". It includes a description: "Description: Various multi-color stoneware, glass, and ceramic pieces. Accepting: Clothing size 24mo, cleaning supplies, and baby items." Below this are four feature cards:

- Declutter**: Send things you don't use anymore to a new home!
- Trade**: Make offers on other people's items based on what you have!
- Personalize**: Let others what you're accepting so people can make you sweet offers!
- Meet Up**: Meet up with people near you to swap items!

The final section at the bottom features a person holding a smartphone displaying the Barter app's home screen. The text "Start Trading Today!" is overlaid on the image, along with a "LET'S GET STARTED!" button.

App Prototype

App Artboards



Barter | COMMUNITY TRADING APP

CREATE LISTING

Title	
Description	
Accepting	

 Upload Photos

Post Listing

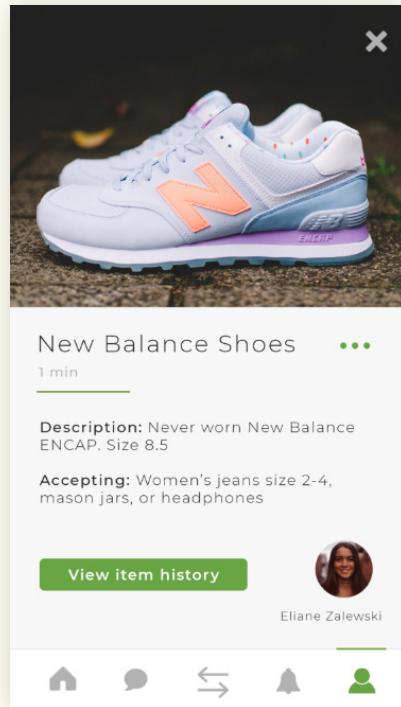
CREATE LISTING

Title	New Balance Shoes
Description	Never worn New Balance ENCAP. Size 8.5
Accepting	Women's jeans size 2-4, mason jars, or headphones



Post Listing



barter

35 Trades



ELIANE ZALEWSKI
el_zalewski


Accepting: Women's clothing (size 2-4) esp Altar'd State, Levi's, and Madewell. Also interested in home decor and kitchen items

Listings **Requests** **Past Trades**



New Balance Shoes
1 min
Never worn New Balance ENCAP. Size 8.5

NOTIFICATIONS



 Tristyn Maalouf made you an offer. 1 min 
 Caroline Ahalt countered your offer. 30 min 
 Tristyn Maalouf started following you. 1.5 hr
 Caroline Ahalt started following you. 3 hr
 Connor High started following you. 1 day
 Maddy Miller accepted your offer. 1 day 
 Sarah Theilen denied your offer. 2 days 