

SKILLZILLA

INTRODUCTION

What is a sharing economy? While people have always shared things, the changes in technology today are making it easier than ever to connect with others and create communities out of these meaningful connections.

San Francisco's Lisa Gansky, author of *The Mesh: Why the Future of Business is Sharing* says "We're in a moment in which access to goods, services, and talent is going to triumph over the ownership of them. All these things we historically imagine owning—homes and cars and bikes and tools—can be put on a network that makes them accessible to others when you aren't going to use them for periods of time."

The idea for Skillzilla champions this idea and brings it into the realm of skills, or rather—the sharing and exchanging of skills.

HOW IT WORKS

I'd like to learn how to speak Korean. I don't really have the extra cash to take private lessons, nor do I have a schedule that permits taking classes at school. I don't have any friends who speak Korean either. So I put my request to learn Korean up on Skillzilla. I create a profile with a list of some of my skills that I could teach as well. Through the network of Skillzilla, I am able to learn a skill I've been wanting to try, and in return, I am able to teach someone in the network a skill of my own.

If for some reason I do not possess a skill that my Korean teacher may be seeking, it's okay, because each lesson taught is rewarded with a "skillbill," which is a virtual currency for the Skillzilla site. This virtual currency can then be redeemed for a lesson from a different person in the network. With the exchanging of "skillbills," we are able to expand our skill sharing network to all participants that are involved.

RESEARCH

The Bay Area is a pioneer of the sharing economy and collaborative consumption. Populated by tech-savvy individuals, it seems that ideas are our most valuable commodity here.

With early web-sharing platforms such as eBay, Craigslist, and iTunes (all created in the Bay Area) we are perfectly poised to understand, accept and excel at working in and with this sharing economy we are all helping to create. Not only is the sharing economy highly beneficial to communities, but it is a sustainable approach to commerce as well.

TARGET MARKET

- People of the Bay Area
- Both men and women
- Teens to adults
- Lower to mid income
- Collaborative consumption enthusiasts
- Sustainability enthusiasts
- Tech-savvy individuals
- Students

The idea surrounding collaborative consumption is that everyone can get involved. The target market for such a service is expansive and incredibly inclusive to all kinds of individuals from many socio-economic backgrounds and walks of life. Skillzilla is narrowed down by it being a P2P service for people in the Bay Area.

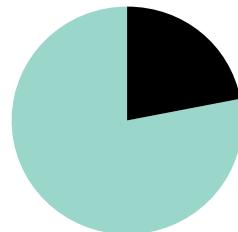
Mainly, the target market for Skillzilla is aimed toward individuals who have a thirst for knowledge. Skillzilla is for those who are interested in being interesting, passionate about sharing, and committed to contributing to their communities and beyond.

Skillzillas are seekers, thinkers, movers and shakers.

MORE INFO

COMMUNITY

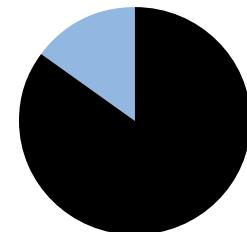
78%



of car sharing participants felt that their interactions with people online have made them more open to the idea of sharing with strangers.

TECHNOLOGY

85%



of car sharing participants believe that Web and mobile technologies will play a critical role in building large scale sharing communities and environments.

ENVIRONMENT



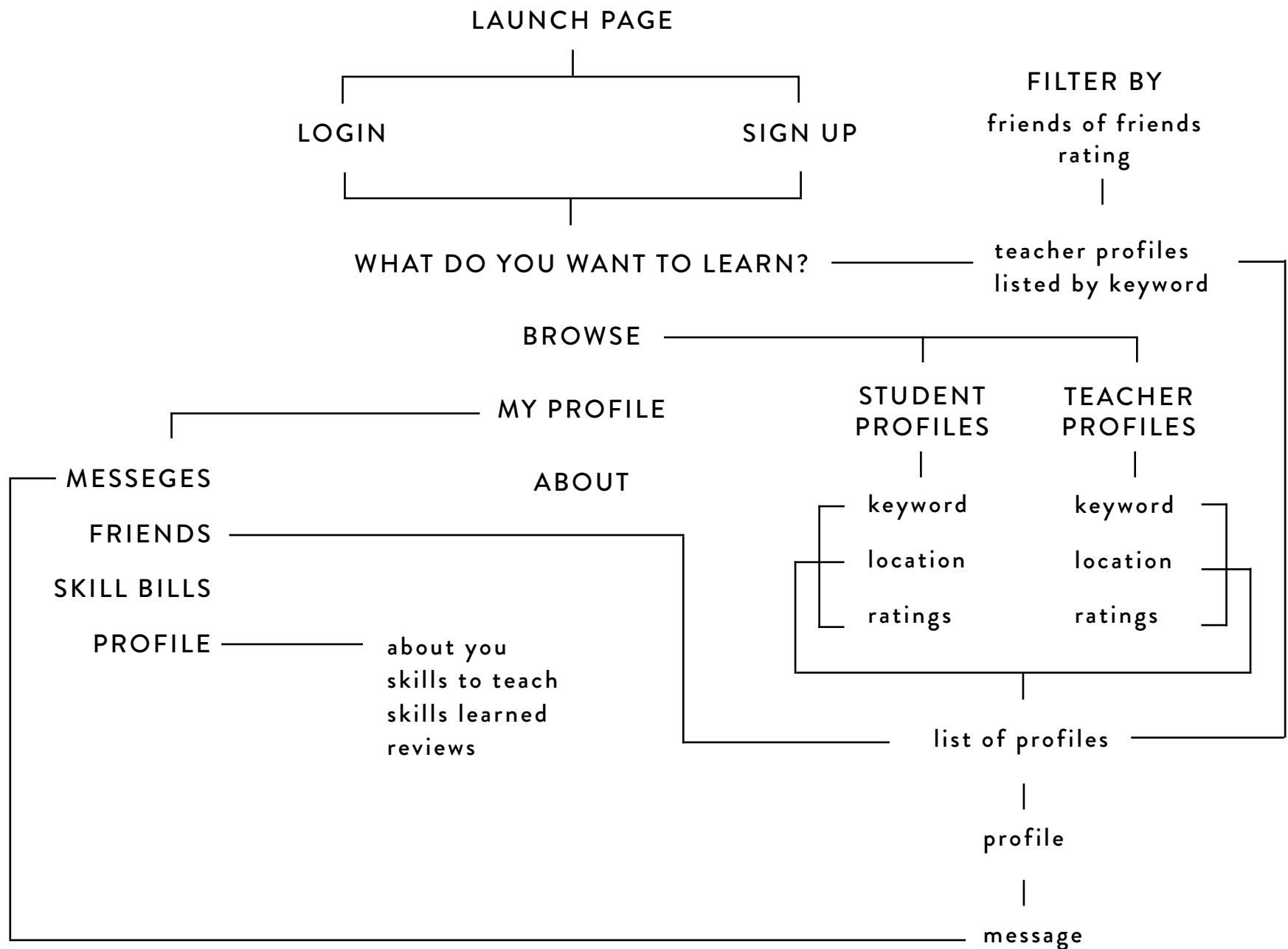
More than 3 in 5 car sharing participants made the connection between sharing and sustainability.



3 out of 4

participants in the sharing economy currently share personal or informational content through social media platforms.

APP IA MAP

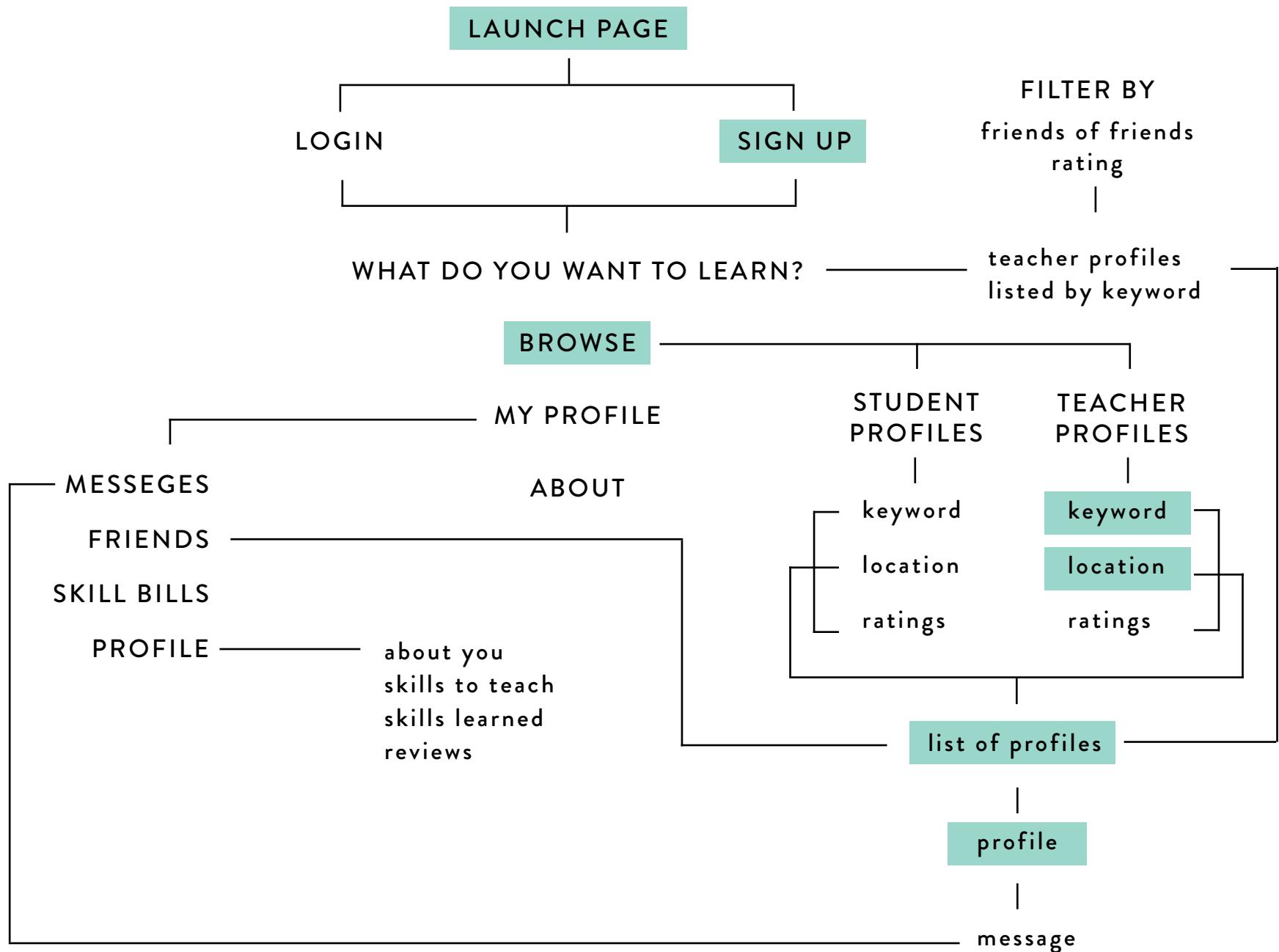


CLIENT PERSONA



Jason 27 years old and lives in San Francisco, Ca. He graduated from college 3 years ago and is really beginning to settle into his new lifestyle in the city. A person of many interests and talents, Jason lives a comfortable life within a budget. Because he has his school loans to pay back and high rent prices to deal with, he doesn't have much extra income to bank roll the one-on-one Spanish language lessons that he had hoped to take on his free time during the weekends.

JASON'S IA MAP

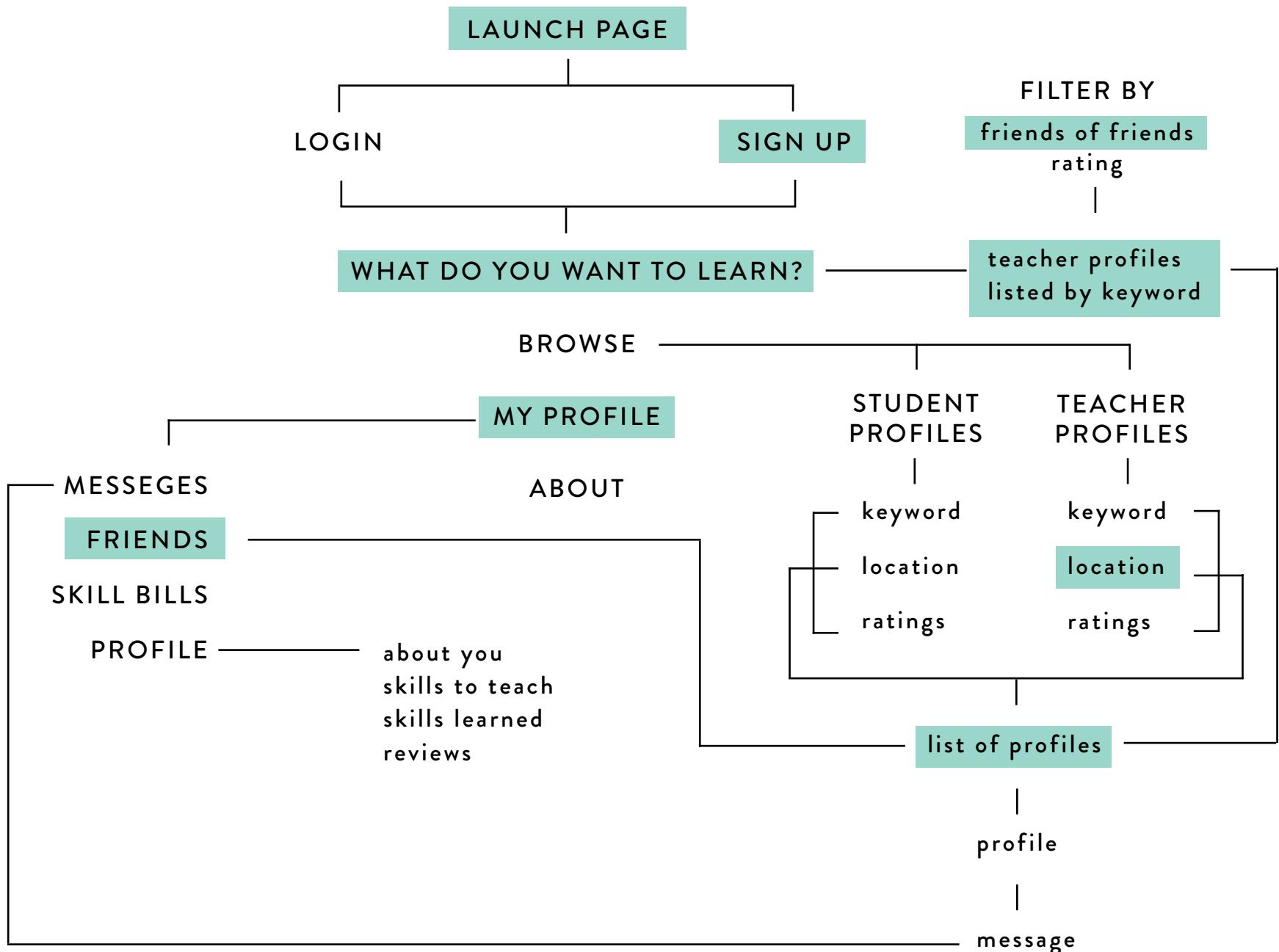


CLIENT PERSONA



Susan is 45 years old and living in the Lake Merritt district in Oakland. She is a personal chef to various affluent families in the Oakland Hills and has a passion for fresh, local produce. While her income is modest, she is content to be able to have a flexible schedule and a job that surrounds her passions. Susan has recently begun to expand her business and is wanting to learn how social media works, but would like to work with someone locally or who is perhaps already in her social circle.

SUSAN'S IA MAP

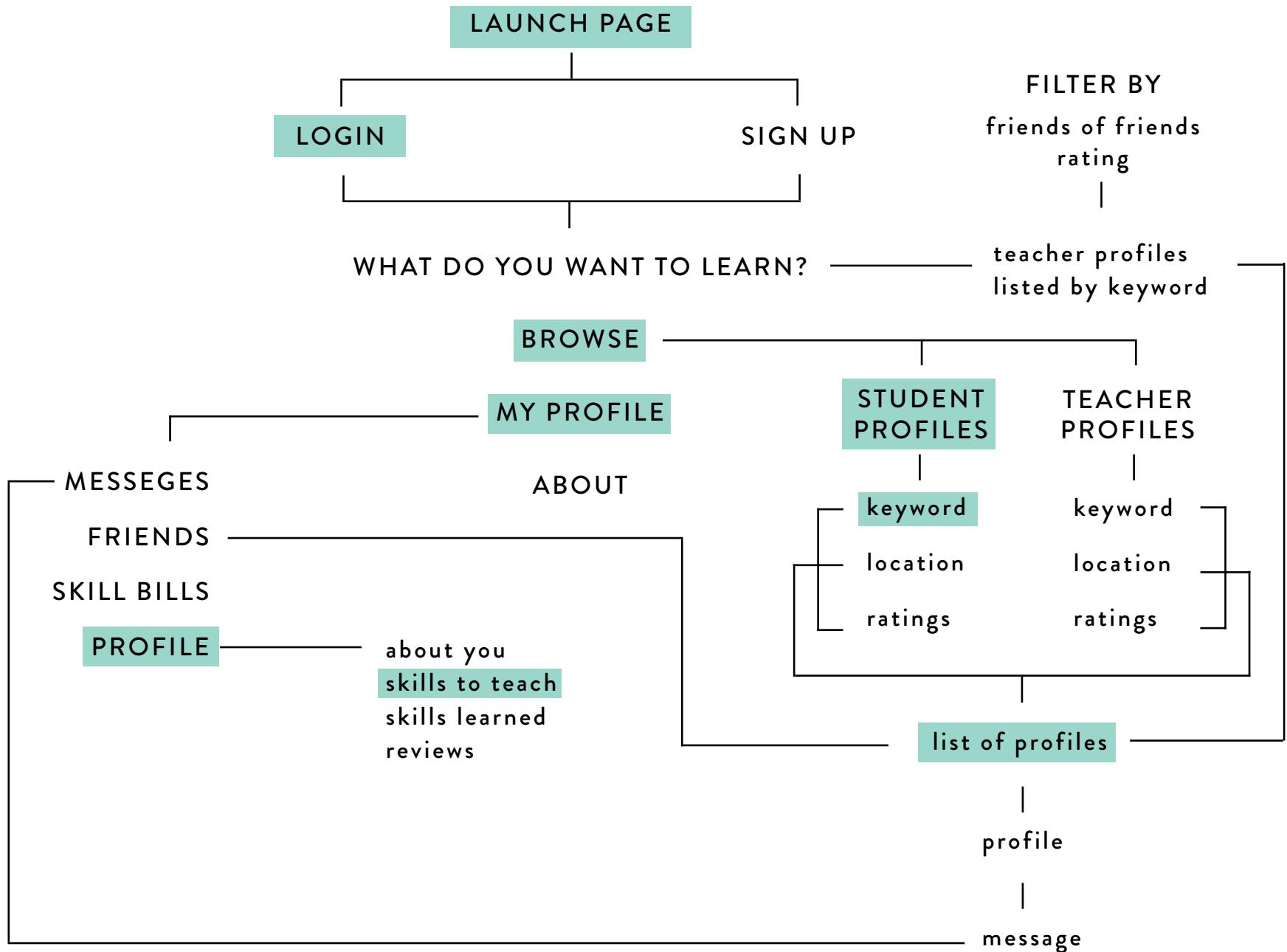


CLIENT PERSONA

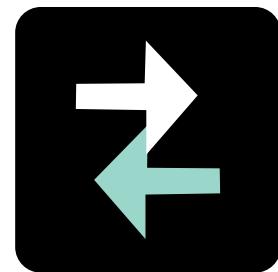


Rochelle is 23 years old and living in San Francisco, Ca. She's just moved back home from traveling in China and is still making the adjustment to being back in the States. On her travels, she got really into playing the Chinese version of checkers, called "Go." Upon returning home, she found there weren't many people her age or demographic that knew how to play this particular game. She decided to join Skillzilla and is currently looking to teach others the game, and in return will have new opponents to enjoy Go with.

ROCHELLE'S IA MAP



FINAL LOGO



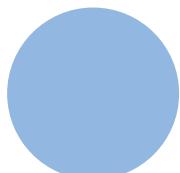
SKILL[⇄]ILLA

COLOR PALETTE



GIVING GREY

C= 0 M= 0 Y= 0 K= 0
R= 209 G= 211 B= 212



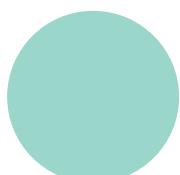
DO BLUE

C= 41.36 M= 18.26 Y= 0 K= 0
R= 142 G= 184 B= 238



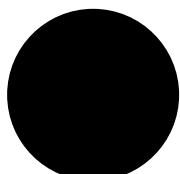
SUNNY DAY YELLOW

C= 9.92 M= 0 Y= 86.12 K= 0
R= 239 G= 235 B= 62



TEAL APPEAL

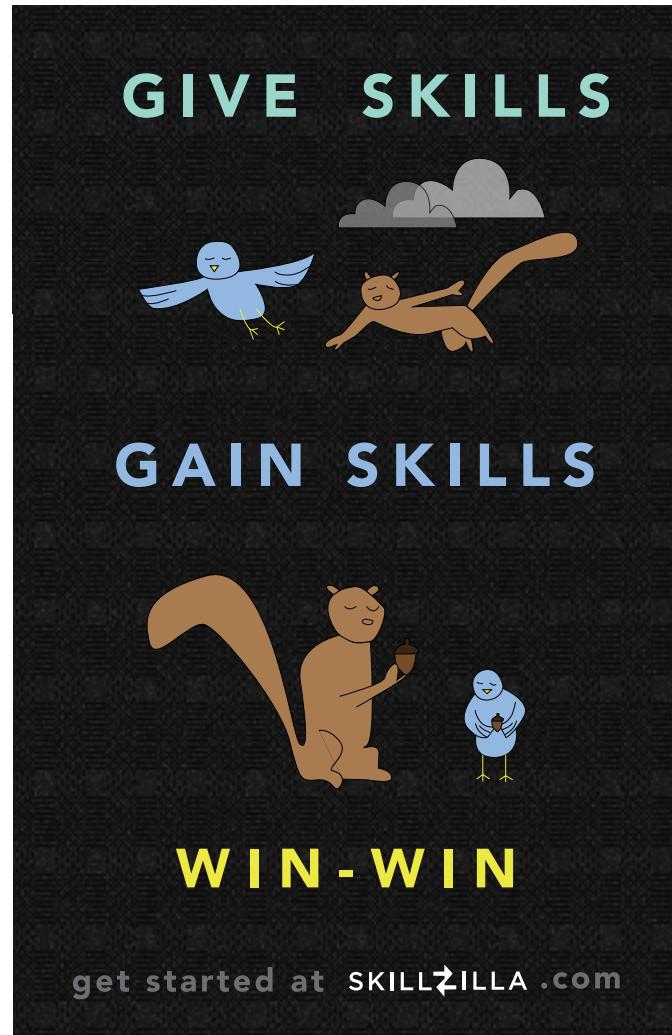
C= 38.64 M= 0 Y= 23.46 K= 0
R= 144 G= 231 B= 212



BETTER BLACK

C= 100 M= 100 Y= 100 K= 100
R= 0 G= 0 B= 0

ADVERTISEMENT



AD MOCK UP



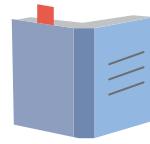
ICONOGRAPHY



MAIL



TEACH



LEARN



FRIENDS

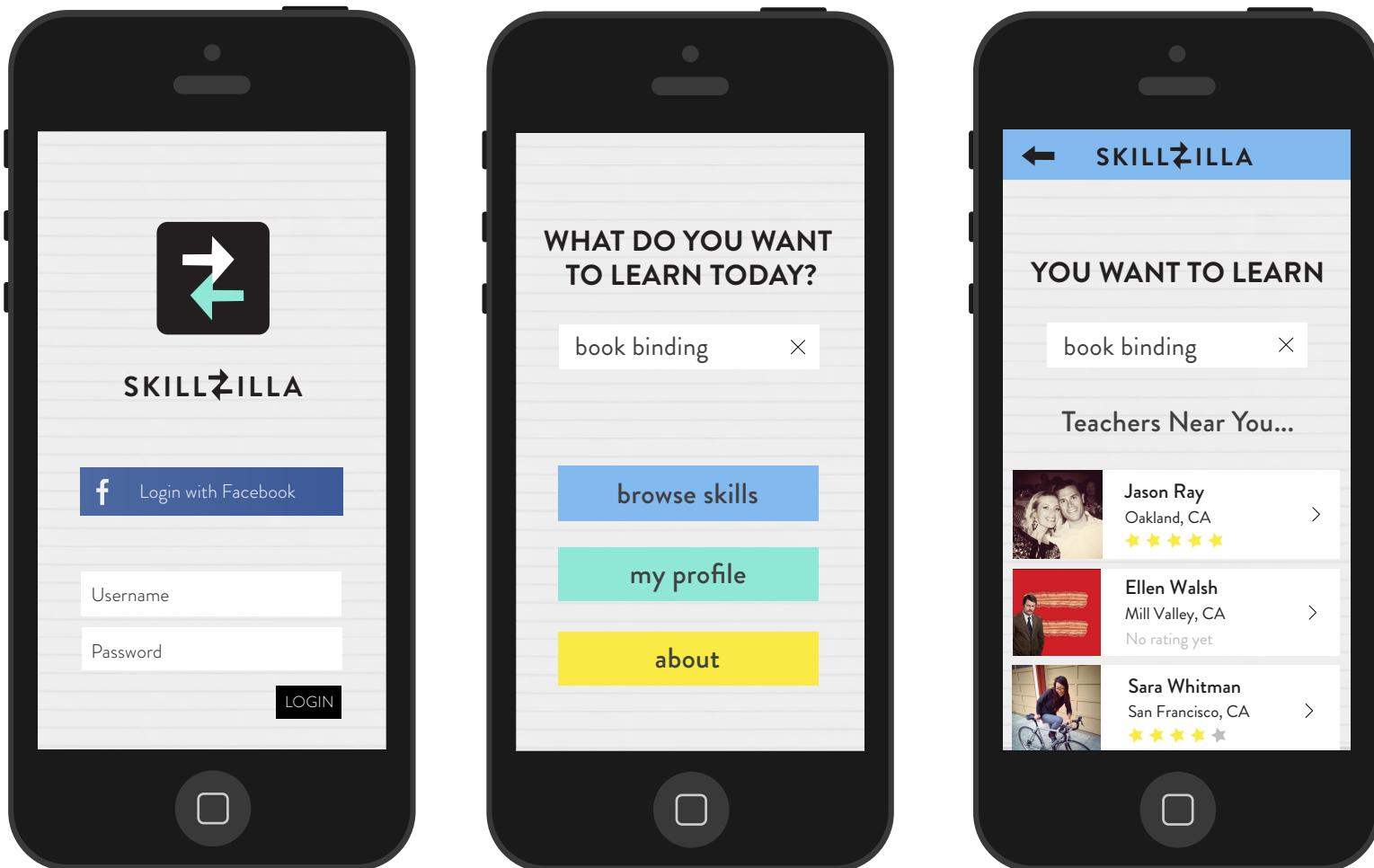


LOCATION

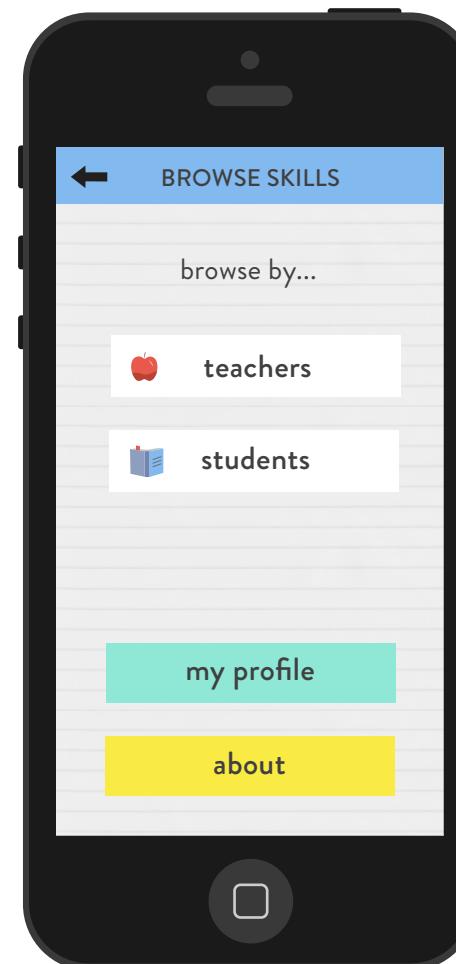
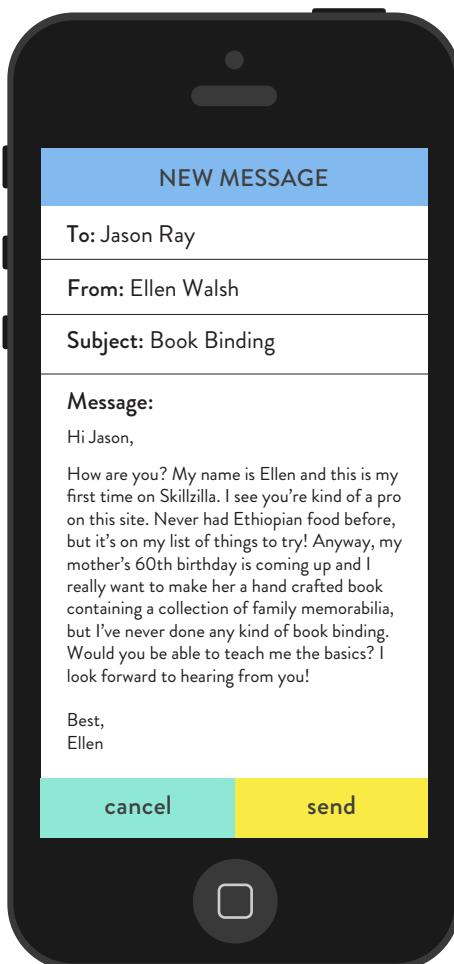
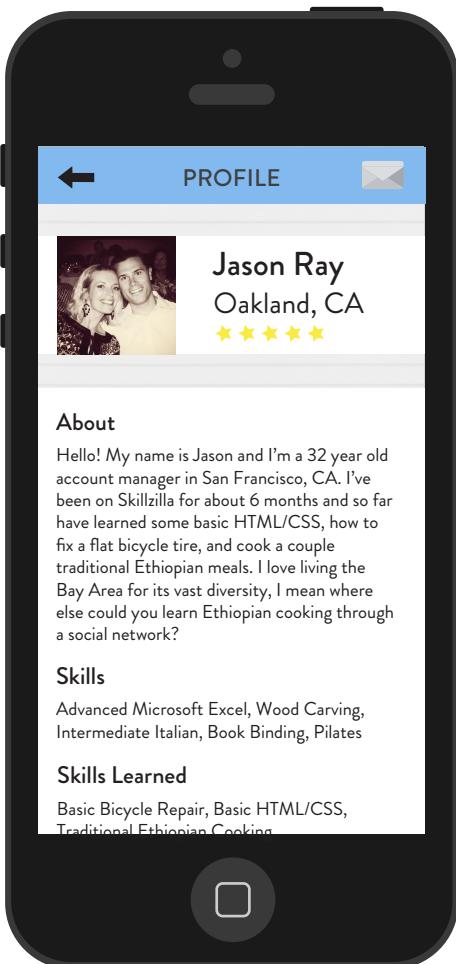


RATING

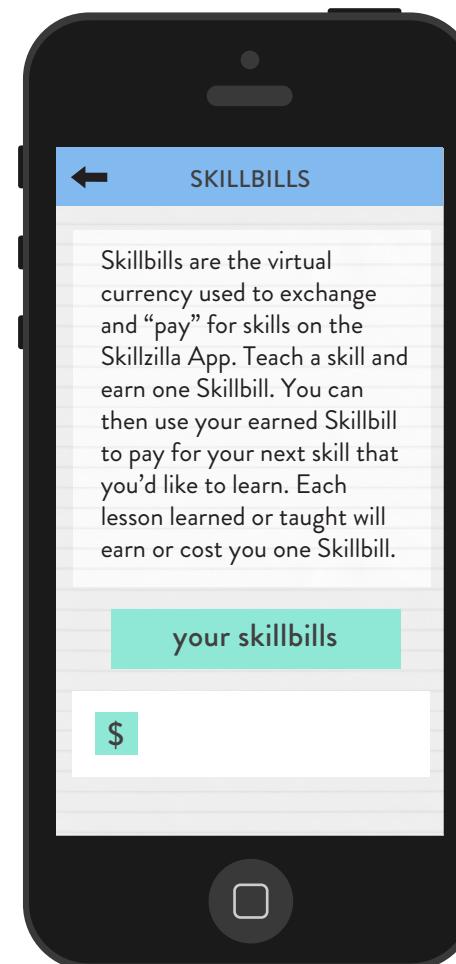
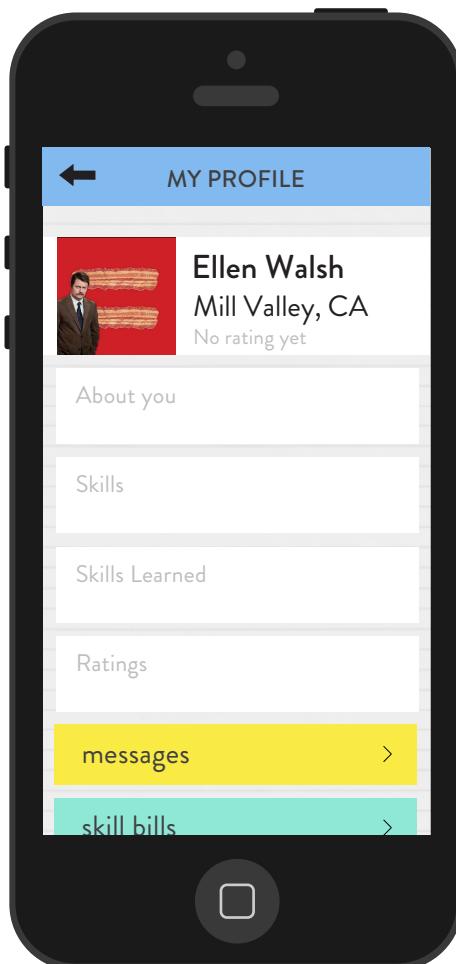
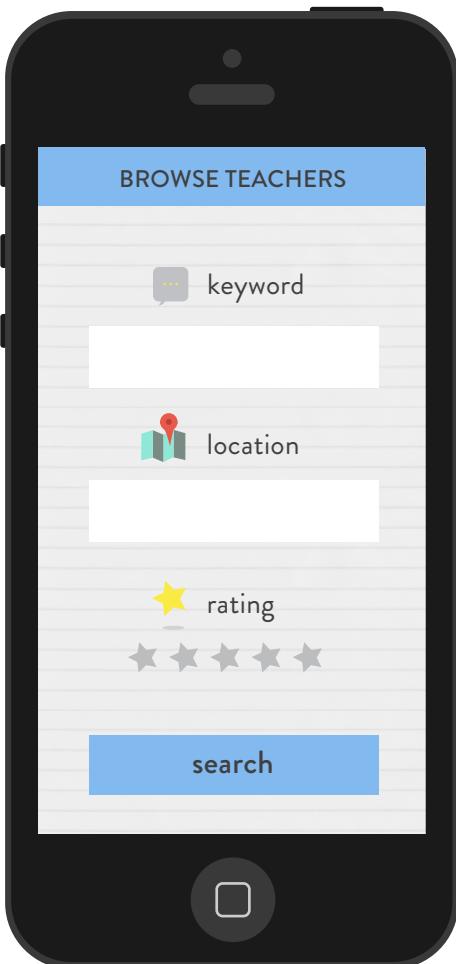
APP DESIGN



APP DESIGN



APP DESIGN



WEBSITE

