

Activity 3: Exploration of Design Alternatives



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01

Storyboard





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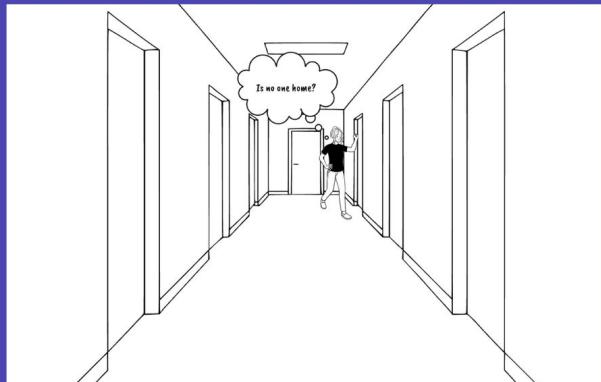
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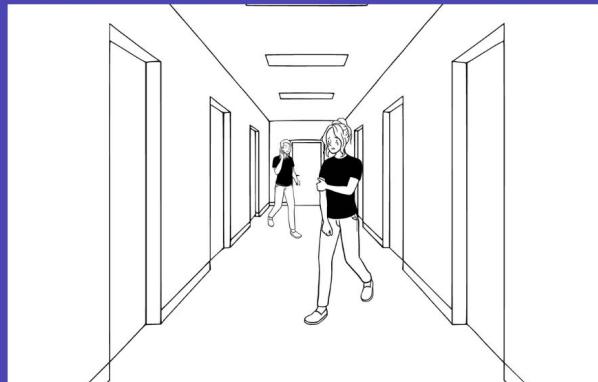
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02

Good designs



1st Good Design

Features of this design include:

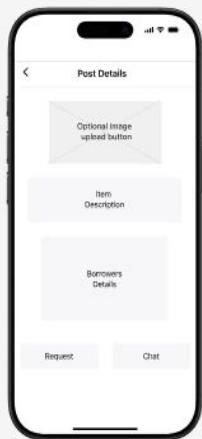
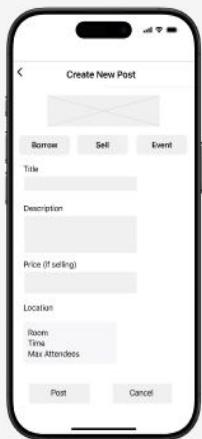
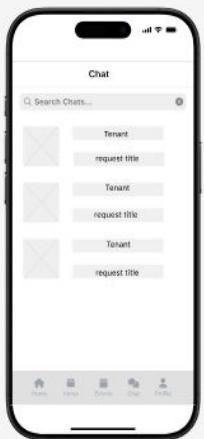
- **Login/Register Screen** - Access point with login and register buttons for users to enter the app
- **Saved Items Functionality** - Integrated into user profile for bookmarking posts of interest
- **Preferences Settings** - Customize experience and manage notification preferences
- **Account Management** - Control personal information and individual settings
- **Welcome Page Dashboard** - Quick overview entry point with key information
- **"My Items" Quick Access** - Immediate view of user's posted items from welcome page
- **"Upcoming Events" Preview** - See upcoming events directly from welcome page
- **Bottom Navigation Bar** - Smooth movement between pages throughout the app
- **Notification Button** - Prominently displayed for transaction updates and reminders
- **Items Section Filters** - Detailed filtering for enhanced discoverability
- **"For Sale" Category** - View all items available for purchase



- **"For Free" Category** - Browse items offered at no cost
- **"My Items" View** - See all personally posted items in one place
- **Plus Button (Items)** - Quick post creation for new item listings
- **Events Organization** - Smart categorization of all event types
- **"Upcoming Events" Filter** - View events happening soon
- **"My Events" Filter** - See events user has created or is attending
- **"Past Events" Archive** - Access history of previous events
- **Plus Button (Events)** - Quick event creation
- **Customized Post Creation Layouts** - Different forms for sell/borrow/event posts
- **Comprehensive Chat System** - Group chats and personal chats for communication
- **Detailed Post Description Pages** - Complete information for confident decision-making



1st Good Design



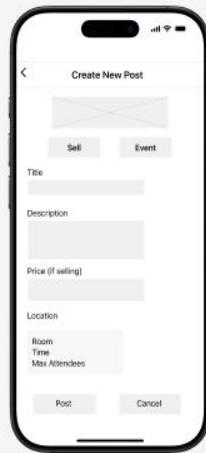
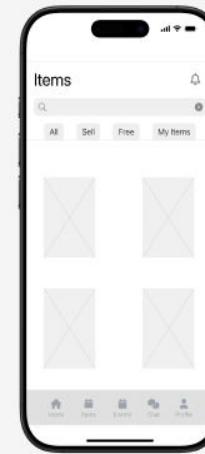
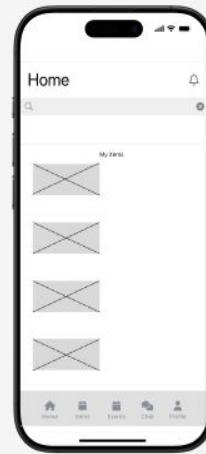
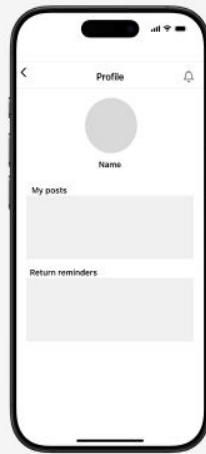


2nd Good Design

Features of this design include:

- **Login/Register Screen** - Access point with login and register buttons for users to enter the app
- **User Profile Page** - Display current profile picture and personal information with back navigation
- **Account Management** - Basic profile control and personal information
- **Home Page Dashboard** - List of items published by other members for selling, borrowing, or buying
- **"My Items" Quick Access** - View personally posted items from welcome page
- **Bottom Navigation Bar** - Smooth movement between pages throughout the app
- **Items Section Filters** - Basic filtering for browsing items (For Sale, For Free, My Items)
- **Plus Button** - Quick post creation for new item listings
- **Create New Post Screen** - Form requesting Title, Description, Price (if selling), Location with Post/Cancel buttons
- **Events Page** - Browse upcoming events and view user-created events
- **Events Organization** - Categorization of event types (Upcoming Events, My Events)
- **Chat Page** - Communicate with other tenants, request items, and propose selling options
- **Post Details Page** - View item description and borrower's details with back navigation
- **Minimalistic Post Description Pages** - Simplified information display
- **Past Items History** - List of all items user has sold or lent in the past

2nd Good Design



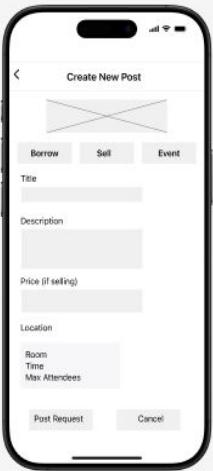
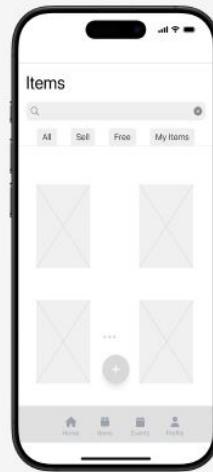
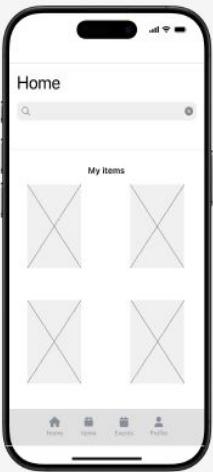
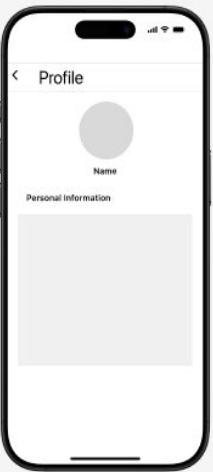


3rd Good Design

Features of this design include:

- **Login/Register Screen** - Greeting message with login and register buttons for app access
- **User Profile Page** - Personal information section only with previous page navigation
- **Account Management** - Basic profile control and personal information
- **Home Page Dashboard** - List of items user previously published with bottom navigation bar
- **"My Items" Quick Access** - View personally posted items from home page
- **Bottom Navigation Bar** - Smooth page switching throughout the app
- **Items Page** - Shows all available items for borrowing, buying, and selling
- **Items Section Filters** - Basic filtering for browsing items (For Sale, For Free, My Items)
- **Past Items History** - List of all items user has sold or lent in the past
- **Plus Button** - Create new post button at the bottom
- **Events Page** - View upcoming events and my events options
- **Events Organization** - Categorization of event types (Upcoming Events, My Events)
- **Post Details Page** - Shows item description and borrower's details with back navigation

3rd Good Design



03

Bad design





Bad Design

Features of the design:

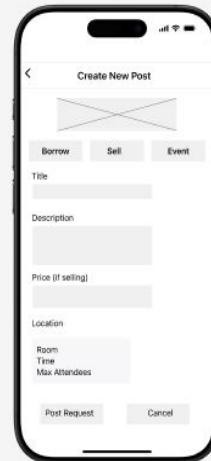
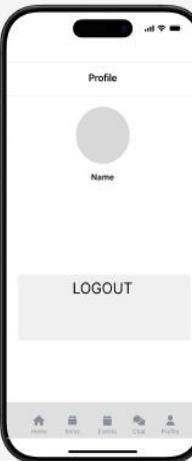
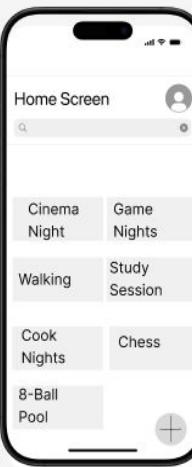
The design is a deliberate breach of the principles of usability to establish a clearly bad user experience to be compared with each other. The elimination of fundamental social elements, in conjunction with crammed design schemes and the lack of uniformity in design trends, makes sure that users experience as much friction as possible with each interaction.

1. **Too many things on the Home Screen** - There are too many different types of content (Cinema Night, Game Nights, Study Session, Chess) put into one scrollable feed with no visual differentiation or clear hierarchy, resulting in instant cognitive overload.
2. **Unstructured Information Layout**- The functions have no obvious titles, no description or any visual cues of what they are, and are presented in form of vague, context free cards (e.g., Game nights).
3. **Inconsistent Color System** - Buttons of a similar color are applied to completely different actions (e.g., "Create New Post," "Post Request," and possibly even navigation elements), without clear affordances, and tempting the user to make an error.
4. **Inconsistent Icon System** - The icons of the categories (Items, Events, Profile) do not have a consistent style, scale or semantic meaning which makes them harder to recognise and creates noise in the interface.
5. **Hidden Navigation Bar** - The main navigation (Home, Items, Events, Profile) is reduced to a bottom-line with abstract icons and no labels, which leaves a user with an option to guess what each tab does.



1. **None of Visual Feedback** - Important interactive components such as the Create New Post button or the Post Request action have no loading effects, success effects, or state transitions upon being tapped.
2. **None of the Textual Feedback** - Once a post or a request is submitted, the system does not provide any confirmation message so the users are unsure whether their action was completed successfully or not.
3. **Lack of Chat** - Since it is a community-based application, it lacks an inbuilt chat, which means that users have to organize their communication outside the app, which is a contradiction to the essence of the application.
4. **Lacking Notification System** - There is no bell icon, badge, or alert system that can notify users of the new messages, updates of an event, or interaction with a post.
5. **Weak Visual Contrast** - Minimal contrast in text, buttons and background across various screens makes reading and accessing information more difficult.
6. **Inconsistent Typography Font style**-, weights, and sizes vary at will between screens (e.g., Create New Post vs. Post Details), which disrupts visual cohesion.
7. **Irrational Button Placement Buttons** such as "Post request" and "Cancel" are not consistently placed, in certain flows, action buttons are not visible at all or are even off the screen.
8. **Uncoordinated Navigation Flow** - There is no logical grouping of features (e.g. social events, marketplace items, and user actions are mixed up).
9. **Hard to Find Feature Discovery** - It has hard to find important actions like creating a post, filtering items, or checking booked rooms, and they are therefore discovered only with trial-and-error.
10. **No Saved Items Feature** - There is no ability to bookmark or save posts of interest, and one has to keep in mind or search repeatedly.

Bad design



04

Design Selection





The **first design** is selected to be **the final design** as it provides the most comprehensive and user-centered features. It includes then critical functionalities that are missing in options 2 and 3 such as favorite items, preferences settings, notification button for reminders and updates, and most importantly the chat system. Moreover, the post description and information are sufficiently detailed in option 1 to help users make confident decisions. In summary, option 1 builds not only a more seamless communication and transaction platform for all user types, but also trust - one of the most important pillars of any digital community.