

Introduction

The mobile application will be designed to address the issue of food waste and encourage giving in the African market. With a similar approach to Olio, this app will provide a platform for users to share their surplus food and non-food items with others in their community. By creating a user-friendly interface and implementing innovative features, it is aimed at making reducing waste and sharing resources a seamless and enjoyable experience for all. It will focus on the African market and be driven by a desire to address the unique challenges faced by communities in the region, while also harnessing the opportunities for growth and impact in this area.

Objectives

Reduce Food Waste: The primary objective of this app is to reduce food waste by providing a platform for users to share surplus food with others in their community. This will help decrease the amount of food that is thrown away, reducing the environmental impact and promoting sustainability.

Encourage Giving: This app also aims to encourage giving by providing a platform for users to share non-food items, such as clothing and household items, with others in their community. This will help to promote a culture of sharing and reduce waste in other areas beyond just food.

Foster Community: This app aims to foster a sense of community by connecting users with others in their area who share similar interests in reducing waste and giving back to their community. This will help to build social connections and create a stronger sense of belonging.

Promote Convenience: This app aims to promote convenience by making it easy for users to share items with others in their community. By providing a user-friendly

interface and implementing innovative features such as pickup instructions, we aim to make the process of sharing items as seamless and efficient as possible.

Support Social Impact: This app aims to support social impact by addressing the unique challenges faced by communities in the African market. By focusing on this region, we aim to make a positive impact on issues such as poverty, inequality, and environmental sustainability.

Feasibility Analysis

With respect to the last conversation we had and the competitors' app you shared, the mobile application interface is 98% feasible.

Cost and Deliverables

1. Brand identity	#30,000
2. Information Architecture	#50,000
3. UX	#60,000
4. UI	#100,000

Brand identity: This involves designing the branding and visual identity of the app, including the logo, color scheme, typography, icons, and other visual elements.

Information architecture: In an app, information architecture typically involves creating a navigation system that allows users to move between different screens and features. This navigation system should be consistent throughout the app and should be designed to make it easy for users to find what they need. Information architecture also involves designing the layout and structure of individual screens within the app. This includes deciding what information should be included on each screen, how it should be arranged, and what actions users should be able to take on each screen.

UX : The UX (User Experience) part of the app is a crucial aspect of its design, as it determines how easy and enjoyable the app is for users to use. UX design involves creating an app that is intuitive, user-friendly, and meets the needs of its target audience. It encompasses everything from the app's layout and navigation, to the way that users interact with the app's features.

Key considerations in UX design include:

- **User research:** Conducting research to understand the needs and behaviors of the app's target audience. This research can inform decisions about the app's design and functionality.
- **Wireframing and prototyping:** Creating wireframes and prototypes to visualize the app's layout and functionality, and to test how users interact with the app.
- **Information architecture:** Creating a logical and intuitive hierarchy of information, so that users can easily find what they are looking for.
- **Usability testing:** Testing the app with real users to identify any usability issues and make improvements.
- **Iteration:** Continually iterating on the app's design and functionality based on user feedback and data.

UI (User Interface) design: is another important aspect of app design, as it focuses on the app's visual and interactive elements. The UI includes all the visual elements that users see on their screens when they use the app, such as buttons, icons, text, images, and animations.

Key considerations in UI design include:

- **Consistency:** Ensuring that all visual elements are consistent throughout the app, such as color schemes, typography, and icons.
- **Accessibility:** Designing the app with accessibility in mind, such as using appropriate contrast ratios for text and ensuring that the app is easy to use for people with disabilities.

- **Visual hierarchy:** Creating a visual hierarchy of information so that users can easily navigate through the app and find what they need.
- **Navigation:** Designing an intuitive and easy-to-use navigation system that allows users to move through the app and access its features.
- **Interaction design:** Designing how users interact with the app's features, such as buttons, menus, and animations.

Project Management

The deliverables will be sent progressively upon approval and according to the stipulated time frame. The project would be tracked using any platform recommended by the client, reports would be communicated informally via various instant messaging channels and official communication channels approved by the client, consequently, virtual meetings would be held once a week to communicate updates and challenges, after which a weekly progress report would be sent before the commencement of a new week.

Duration

The duration depends on the deliverables and will be discussed before project commencement with the client.