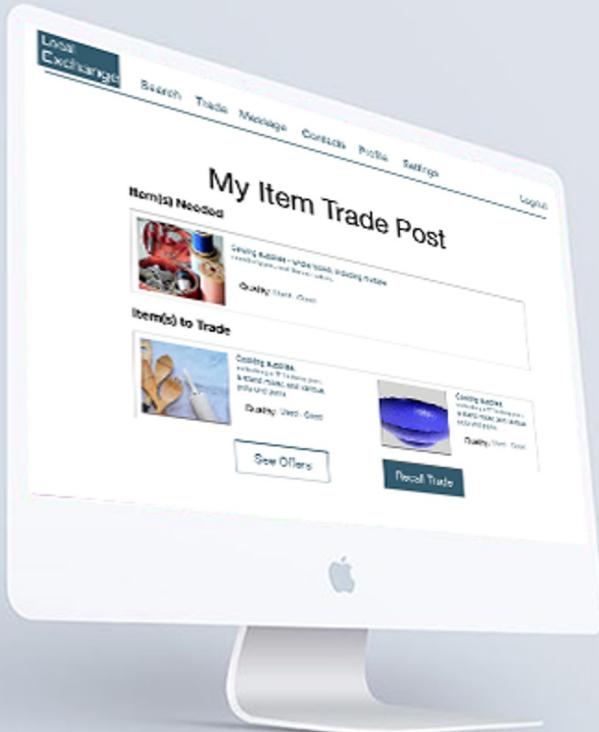
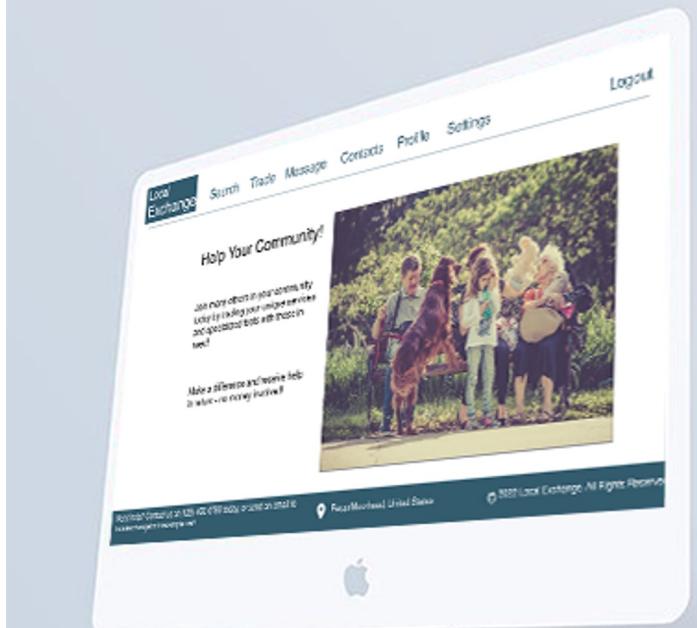

Local Exchange

— By Tanessa Skadberg
and Amelia Walker —



Introduction

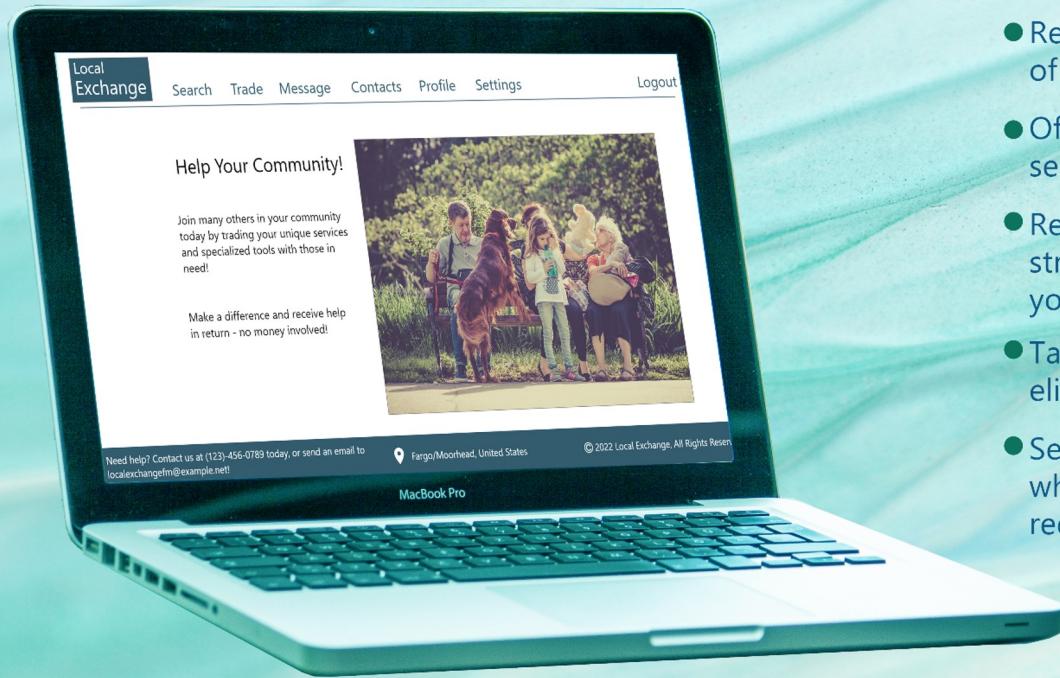
We are a senior graphic design student and a graduate architecture student taking a UI/UX course at NDSU. For this project, we were tasked with the creation of a website that encourages community participation, such as social outreach.

Together we decided to create a website that connects the Fargo/Moorhead community and gives members the opportunity to assist each other. Users can exchange or borrow useful items - such as kitchen supplies or gardening tools - or specialized tasks - such as design work or cooking - with no money involved.



Local Exchange

Fargo/Moorhead Community Item and Service Swap



- Reach out to your community and become part of something bigger!
- Offer up your unique tools and talents in the service of others!
- Receive help with tasks you find yourself struggling with, or borrow specialized tools as you need them!
- Take the stress out of online exchanges by eliminating money!
- Search through profiles and requests to find what you can help with, or make your own request!

User Research

User Survey

For this project, we created an anonymous survey and asked people who lived in the Fargo/Moorhead area to take it.

We received a total of 26 responses, and from there we used the data gathered in order to create our website and its features.

What kinds of specialized tools would you be interested in borrowing?

Baking Dishes/Mixer, Generel Toolset, Ladder

Normally I only need things like screwdrivers, scissors, and tweezers

Whatever i may need at the time

Powered wood working tools

A better lawnmower, snowblower

What sort of amenities or features would you want included in a site that e...

A clear communication between parties, an accessible interface that is straight forward and easy to understand

some sort of collateral depending on the tool, some way to approximate value of time or service

Unsure

Ability to search for/request items, easy communication with lender/borrower, possible compensation agreement between lender/borrower

Categories for people's requests maybe? That way it's easier to find what you're looking for

User Research

Affinity Diagram

Going through the survey responses, we narrowed down the amenities people would want for the site itself, the concerns they may have, and the actual tools and services they would like to exchange.



User Research

Katie Harmen



Age: 29

Occupation: English Teacher

Hometown: Fargo, ND

Family: Two children, ages 2 and 3

“Effective and clear communication is important for all walks of life.”

About

Katie is a single mother with two children born and raised in Fargo, ND. She works full time as an English teacher to try to provide for her children. Despite all her hard work, she doesn't always have the time to cook a healthy meal or clean or take care of household chores. She would be happy to tutor or help students with English assignments in exchange for either a meal or some chores.

Goals

- She wants to give her children home-cooked meals.
- She wants to have a clean house.
- She doesn't want to give up her job in order to take care of her family.

Frustrations

- She doesn't want strangers in her home both for the safety of her and her children.
- She would like to be able to find the best people who could take care of her family's needs.
- She wants to have clear communication with other users.

User Research



"I love cooking for people! I have decades of experience and love to share what I make with my community."

Age 72 years old

Family Adult family out-of-state

Location Moorhead, Minnesota

Occupation Retired chef

Lucy Ashe

Goals

Lucy's goal is to share her cooking skills with her community and receive help with more physically demanding tasks around her home.

Frustrations

Lucy struggles with tasks that require her to use manual labor, and while she owns a computer, she needs web design to be simple and clear in order to use it.

Biography

Lucy is a retired chef who lives alone in Moorhead, Minnesota. She has children and grandchildren, but they all live out of state and cannot visit very often. Lucy is an extremely talented cook, but struggles with physically demanding tasks such as maintenance and yard work. She would be happy to exchange her services as a chef or her specialized cooking tools or even teach others to cook in exchange for help with mowing her lawn and fixing things around her house. She often donates food to bake sales and to shelters.

User Research



"I'm a master at woodworking! I can make just about anything."

Age

39 years old

Family

Wife and two teenage children

Location

Fargo, North Dakota

Occupation

Carpenter

Glen Fuller

Goals

Glen would like to receive help with tutoring for his teenagers as well as home cooked meals, and would be happy to offer help with house maintenance and fixing things as well as his tools.

Frustrations

Glen wants to be sure that anyone who tutors his kids are safe and reliable, and that his tools are treated well.

Biography

Glen is a hardworking father who specializes in carpentry, but also takes construction jobs as well. He is very skilled with his hands, but both he and his wife work, and while his kids are old enough to be left home alone and do household chores, Glen and his family could use help with things like tutoring services for his teenagers as well as home cooked meals. Glen would be happy to offer house maintenance services in return, and he has a plethora of handy tools to exchange as well.

User Research

Journey Maps: Katie

ACTION	Look for a restaurant	Order a meal	Bring meal home	Serve
TASK LIST	<ol style="list-style-type: none">1. Open Google2. Search for restaurants nearby	<ol style="list-style-type: none">1. Look at the menu2. Choose something from the menu	<ol style="list-style-type: none">1. Drive to restaurant2. Pick up meal3. Bring meal home	<ol style="list-style-type: none">1. Unpack meal2. Dish up plates3. Give to children
FEELING OBJECTIVE	<ul style="list-style-type: none">- Overwhelmed- Lost- Hopeful	<ul style="list-style-type: none">- Overwhelmed- Frustrated- Concerned- Hopeful	<ul style="list-style-type: none">- Tired- Annoyed	<ul style="list-style-type: none">- Satisfied
IMPROVEMENT OPPORTUNITIES	Making searching easy and not needing so many words in order to get what you're looking for.	List health ratings (including allergies) on menu items.	Don't require people to drive to and from just to get food.	Being able to have healthy home cooked meals would make it easier to help my children grow healthy and strong.

User Research

Journey Maps: Lucy

ACTION	Search for local services	Set up appointment with local service	Wait while technician/worker comes to Lucy's home	Pay the local service	Repeat with other local services
TASK LIST	Take out the Yellowbook Pages Flip through for local companies that can fulfill her current need Open her internet browser Search for local companies Ask friends and family for recommendations for companies Check each companies prices	1. Pull up the contact information from the decided company 2. Open email or take out phone 3. Write and send email or dial number and call 4. Have a conversation with the company about the issue 5. Decide on a time 6. Hang up or end email conversation	1. Wait at home for possible hours during the given time slot (usually things like 'from 9am to 2pm) 2. Welcome the technician in 3. Direct them to the issue 4. Explain the issue 5. Wait while it is fixed	1. Agree upon a payment method - cash, check, or card 2. Pay with money	1. Search for local services 2. Set up appointment 3. Wait for the technician 4. Pay 5. Repeat
FEELING OBJECTIVE	- Unsure - Overwhelmed - Concerned	- Hopeful - Worried	- Nervous - Bored - Hopeful	- Worried - Resigned - Helpless	- Overwhelmed - Stressed - Concerned - Impoverished
IMPROVEMENT OPPORTUNITIES	Have a singular website to search for people who offer these services with all their reviews and requirements included	Have a messaging system already in place so there's no searching for contact info and past messages are easy to find and recall	Have a review system so that people receiving help are not worried about the worker's competence, have a personal messaging system/contact so that the receiver and the giver are clear about times and other crucial info	Have a barter system in place so that money is not a concern	Have an easy one-stop website for local services and exchanges where a person can exchange what they can easily offer for what they need

User Research

Journey Maps: Glen

Action	Search for local tutors	Set up tutoring sessions	Pay tutors	Search for food online	Order food
Task List	1. Open internet browser 2. Search for local services 3. Ask school for recommendations for companies 4. Ask friends and family 5. Check each services prices 6. Check for reviews	1. Pull up the contact information from the decided tutor 2. Open email or take out phone 3. Write and send email or dial number and call 4. Have a conversation with the tutor 5. Decide on a time 6. Hang up or end email conversation	1. Agree upon a payment method - cash, check, or card 2. Pay with money	1. Open internet browser 2. Search for local restaurants 3. Decide on a restaurant. 4. Open menu 5. Decide on food 6. Check prices	1. Pull up the contact information from the decided restaurant 2. Fill out online requirements or call on phone 3. Pay a lot of money for food, delivery, service fees, and tips 4 Wait a long time for an unhealthy, small meal
Feeling Objective	- Nervous - Hopeful - Overwhelmed	- Concerned - Hopeful - Curious	- Worried - Resigned - Impoverished	- Overwhelmed - Concerned for health - Resigned	- Upset - Unhealthy - Tired
Improvement Opportunities	Have a singular website to search for people who offer these services with all their reviews and requirements included	Have a messaging system already in place so there's no searching for contact info and past messages are easy to find and recall	Have a barter system in place so that money is not a concern, instead one offers what they can easily give to receive what they need	Have a singular website to search for meal opportunities that include home cooked, healthy meals	Have a way to exchange meals for services that are easily provided, have home cooked meals that are healthy and filling

Ideation

App Features Comparison

Only Our Website

Tool Trade

No Money Exchanged

Service Trade

Other Sites -
Fiverr, Facebook
Marketplace, Ebay

No Starting Cost

Tool Selling

Review System

Listing Function

Service Selling

Search Function

User Profiles

Identity Verification

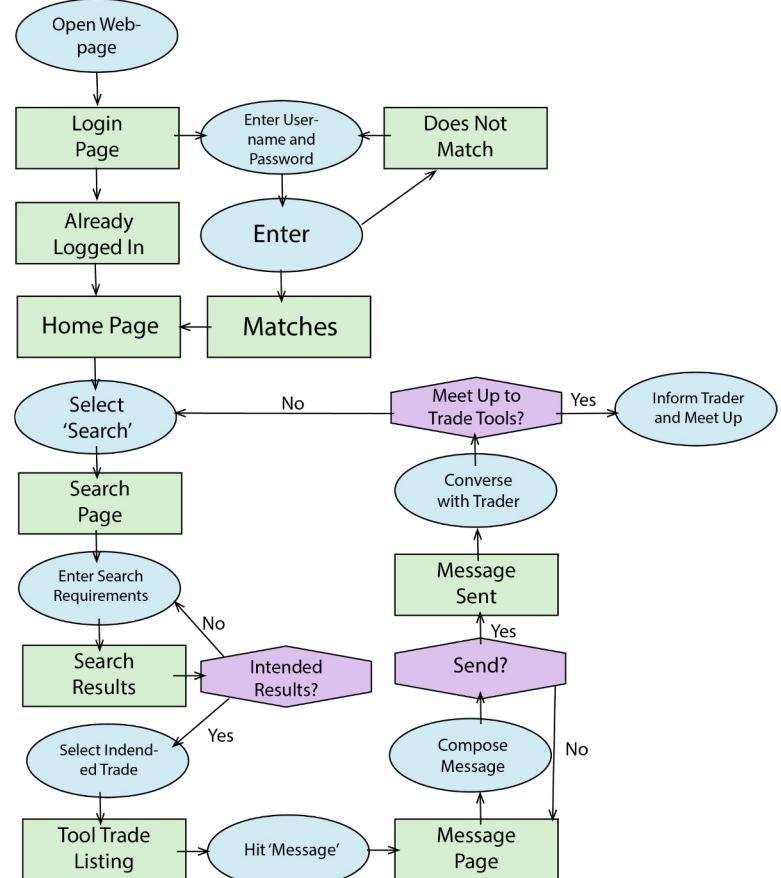
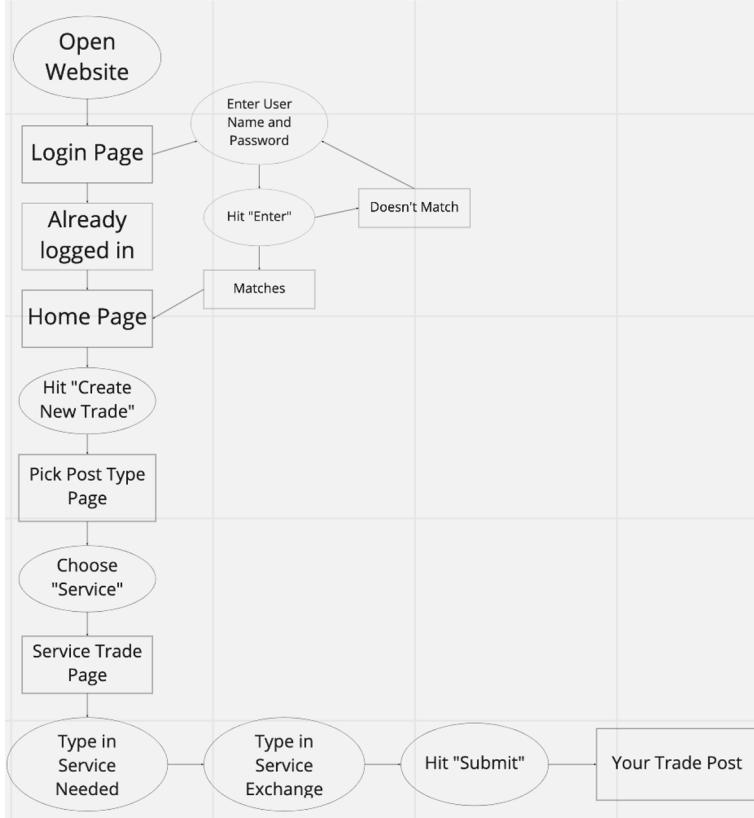
Accessible Web Design

Messaging System

Profile Tags

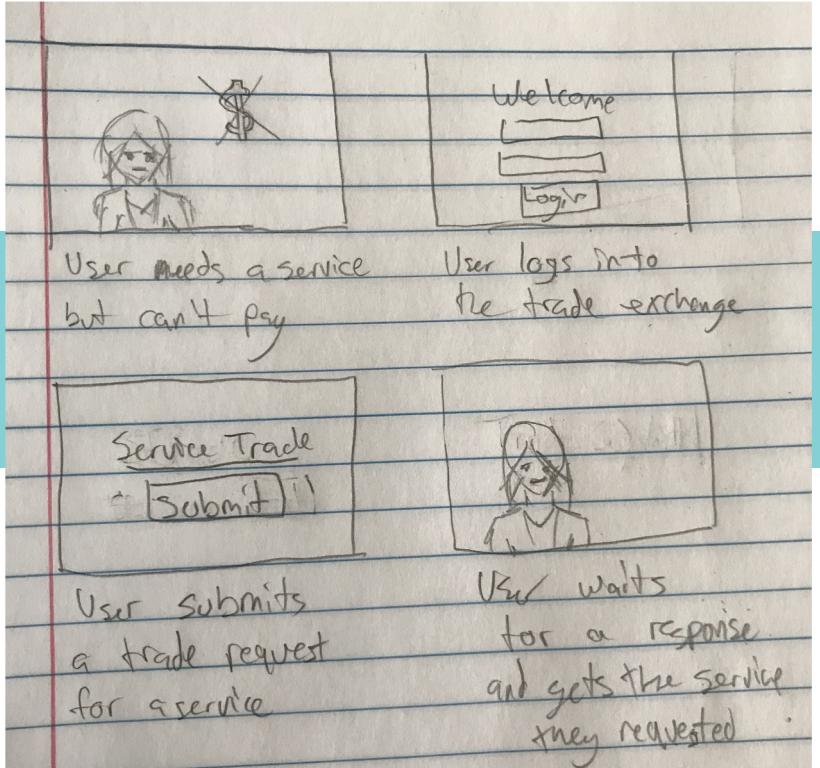
Ideation

User Flow



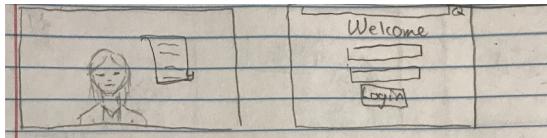
Ideation

Big Picture Storyboards



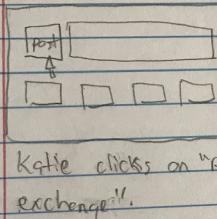
Ideation

Up-Close Storyboards



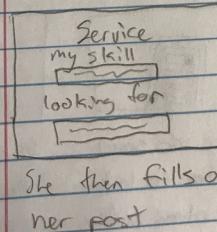
Katie Wants to submit
a service exchange

Katie logs into
the Trade Exchange
Website



Katie clicks on "post
exchange!"

She chooses between
Service or tool

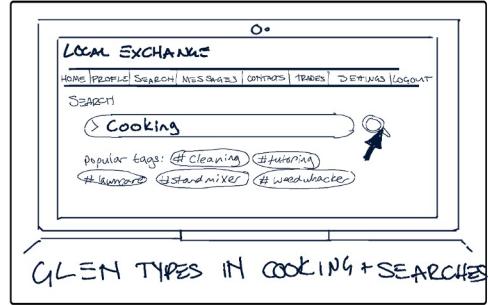


She then fills out
her post

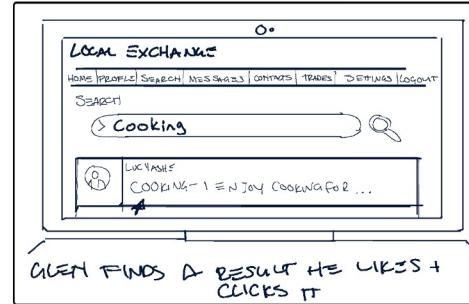
She then submits
and waits for a
response



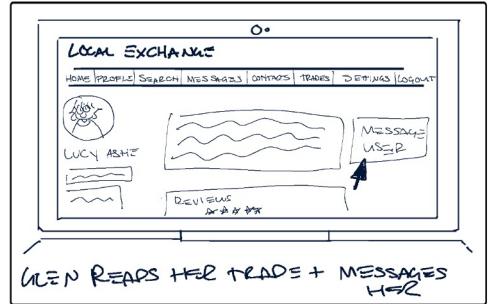
GLEN LOGS IN TO THE SITE.



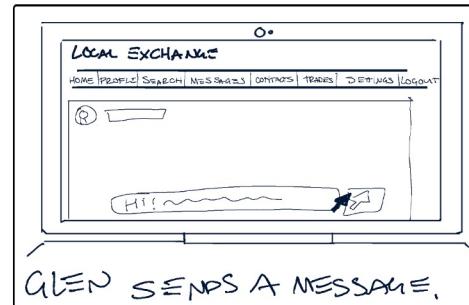
GLEN TYPES IN COOKING + SEARCHES



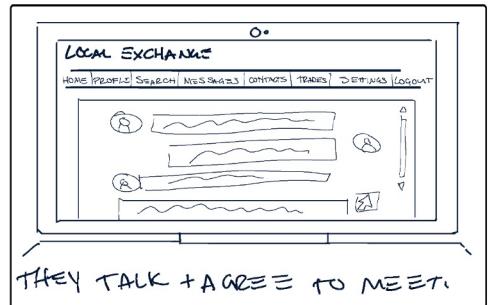
GLEN FINDS A RESULT HE LIKES +
CLICKS IT



GLEN READS HER TRADE + MESSAGES
HERE



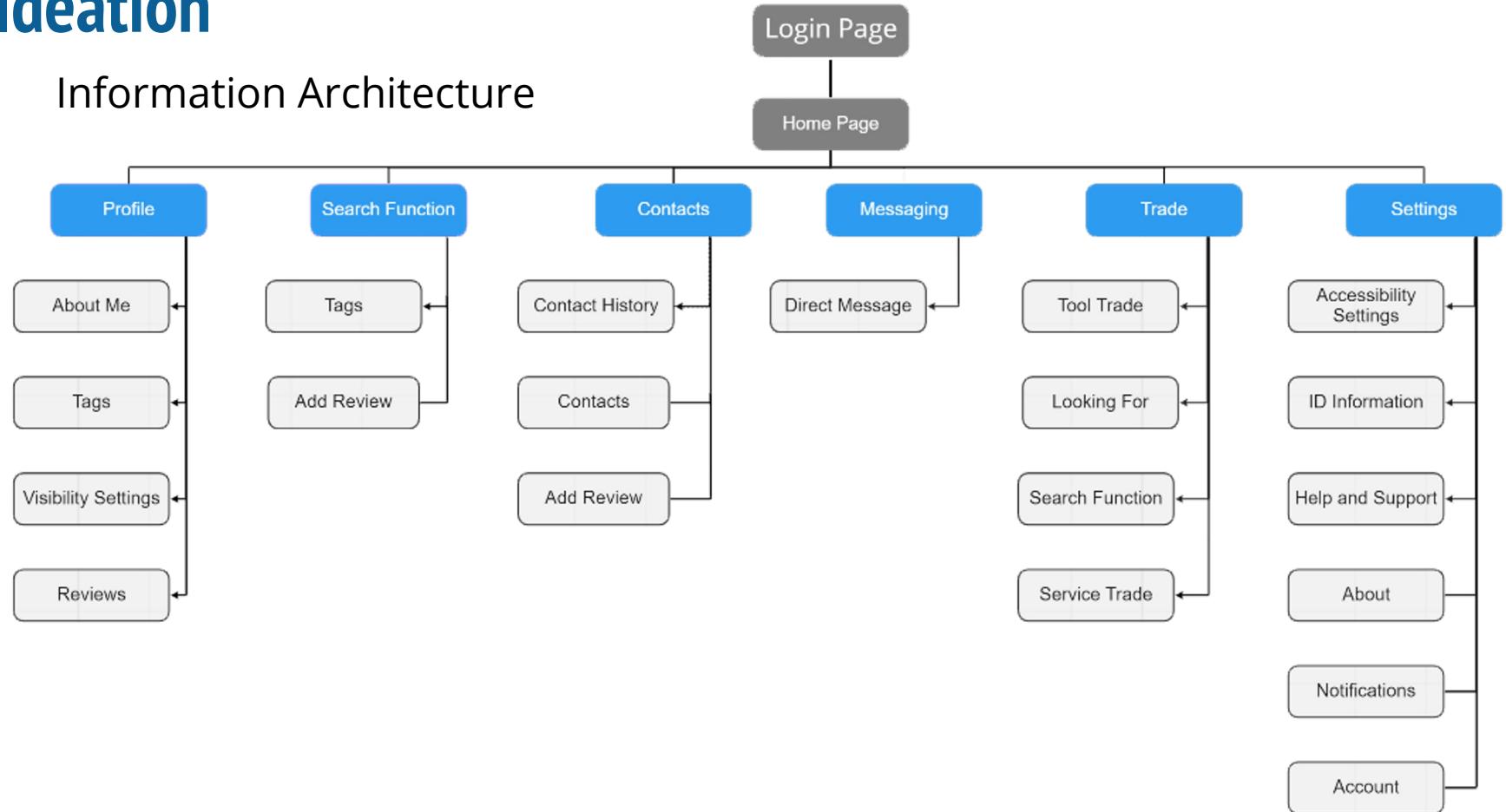
GLEN SENDS A MESSAGE.



THEY TALK + AGREE TO MEET.

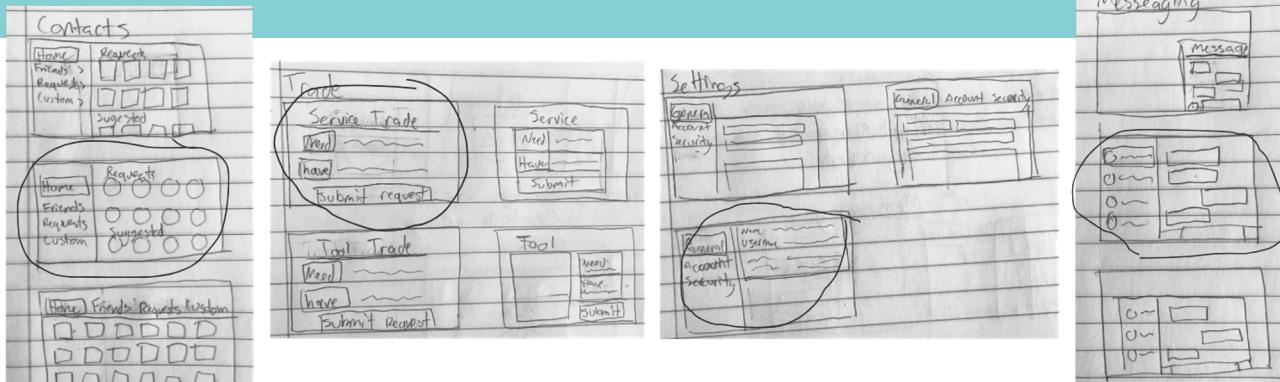
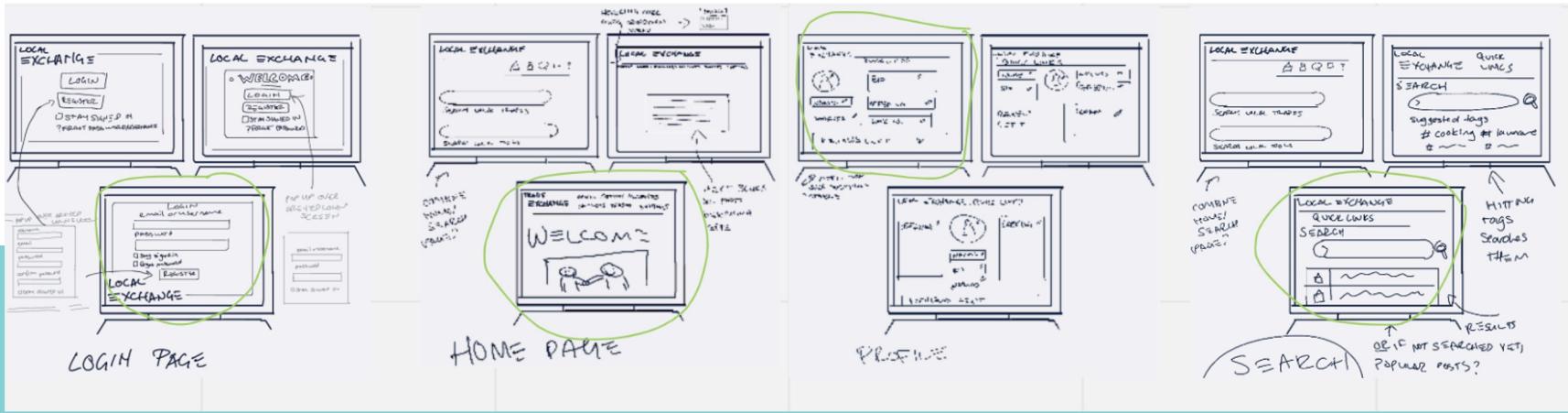
Ideation

Information Architecture



Ideation

Wire frames



Prototype and Testing

Prototype Design:

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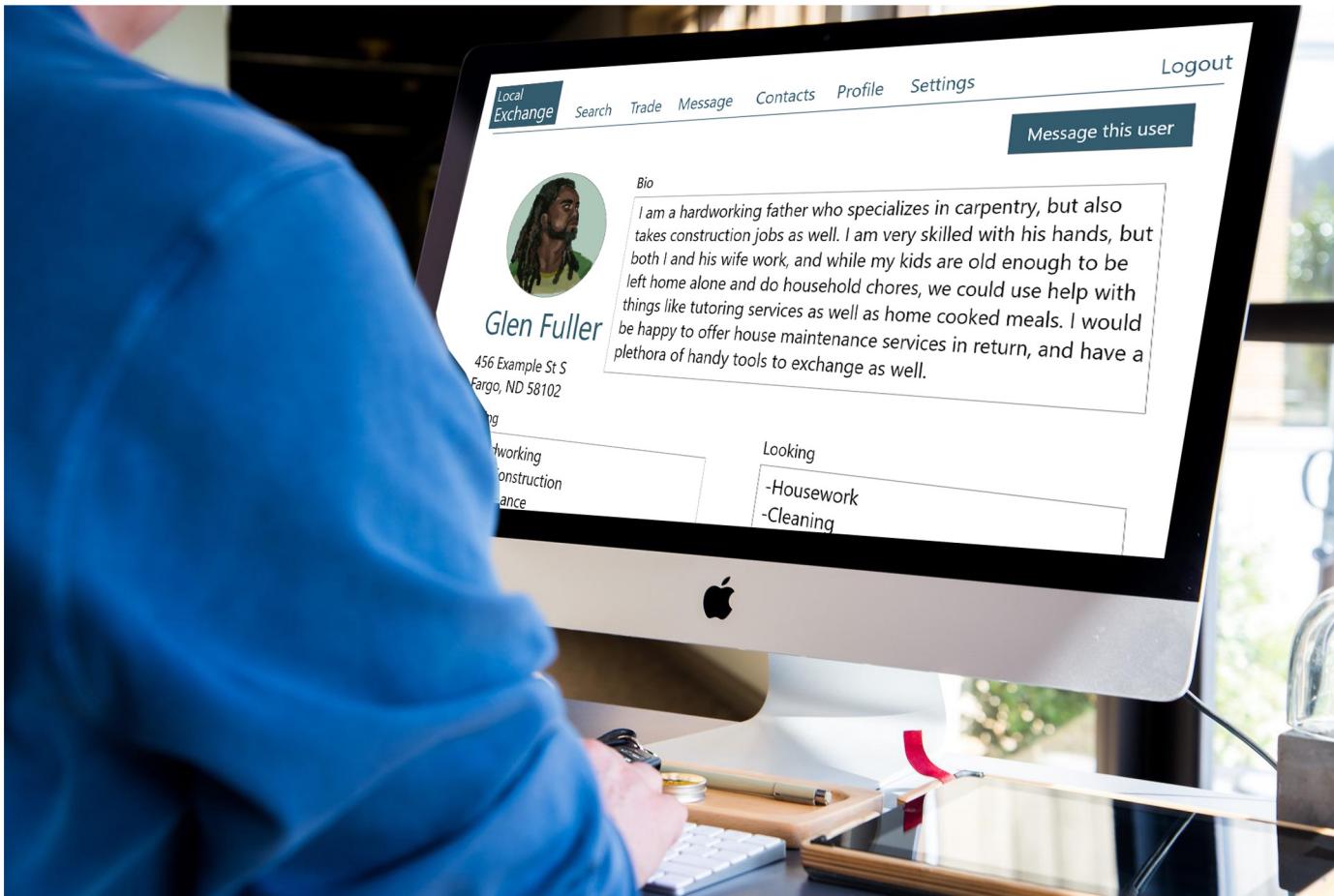
Visual Design



Visual Design



Visual Design



Visual Design

Hifi Design:

<https://xd.adobe.com/view/a03c4437-b1dc-4958-87c0-fe671fa632cb-f56f/screen/71ffbf3f-2b6b-4c2a-9c53-956f06b4f0f5?fullscreen>