(ICONS in nav bar website)

They are partly redundant to the links in the menu, but as they are representing key functions that will be used the most, incorporating quick access to them into the navigation bar will be helpful to

(MOBILE NAV, different approach than web)

As space is limited, it is not feasible to have all kinds of navigation options visible in every single screen. many users.

(letting people browse & search without being signed in)

Offering people this kind of early insight will be a crucial factor in acquiring new users – people are often afraid of the unknown and even if they like the idea, they will be much more hesitant to sign up for something if they have no clear notion of what to expect from it.

(MOBILE start screen)

Assuming that people who download the mobile application might already know a little bit about the system and perhaps already have created their account on the website,

(create account – only first name)

This is intended to add a certain feeling of personality and trustworthiness to the community and their members.

(non disclosing address)

Especially people who are less familiar with the online world are often wary about giving away personal data, thus letting them keep their full address to themselves if they wish to do so might take away their initial hesitation of signing up. Afterall,

This is intended to add a certain feeling of personality and trustworthiness to the community and their members. Upon signing up, users are also not required to disclose their full address. Especially people who are less familiar with the online world are often wary about giving away personal data, thus letting them keep their full address to themselves if they wish to do so might take away their initial hesitation of signing up. Afterall, location data is only required in very specific scenarios, for example when people want to post offers or requests that should be performed in their home or make a search for listings in a certain radius around a specific address.

(create listing)

In order not to overwhelm users with all the different parameters required for creating a new listing, t

(no map-view on mobile)

as this would be too small to be displayed in a useful way

While the additional verification features are completely optional, they will give users the option to increase the trust that the community puts into them. Users who are very precautious about interacting with virtual strangers in real-life situations may choose to only engage in deals with verified members, so users will have a clear advantage if they agree to having their identity verified.

However, the platform's most powerful and reliable trust mechanic is the review system. Reviews can only made after two users engaged in a deal, so members viewing somebody's profile page can be sure that the reviews they see on that page are real and trustworthy. As the review system is crucial to building trust within the community, users who forgot to leave a review for previous deal partners will be constantly reminded to do so on their start page.