



Your Neighborhood
Bartering App

DIG3811 FINAL
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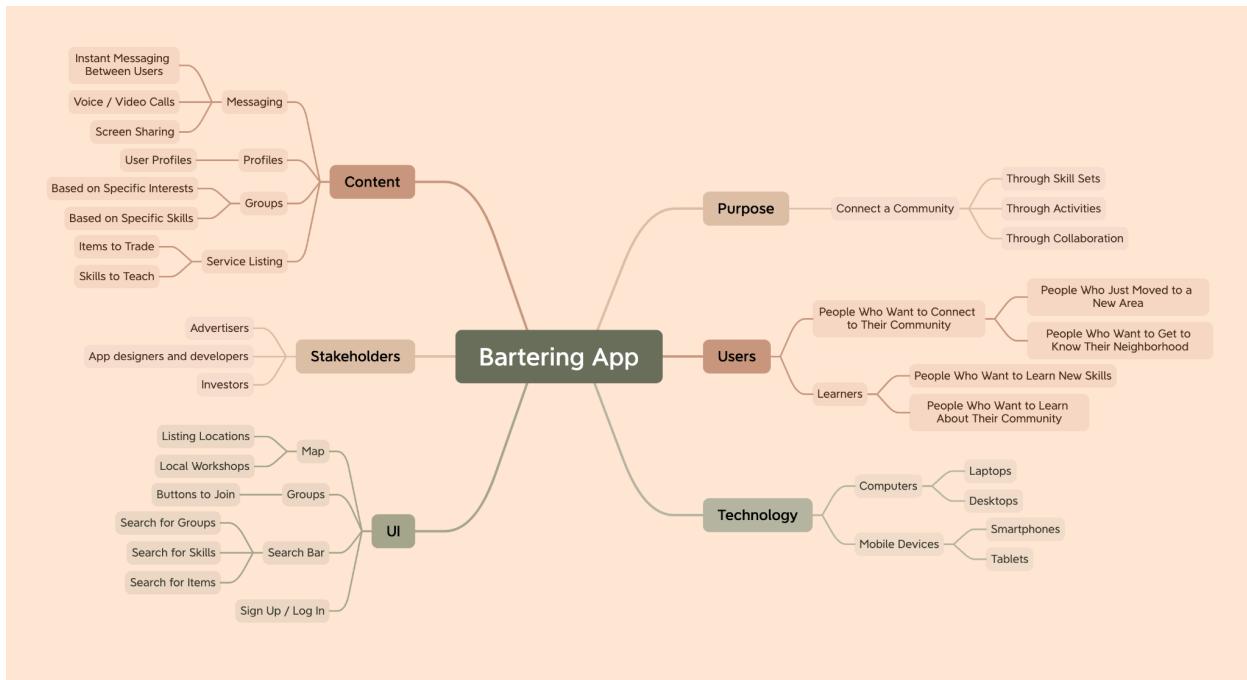
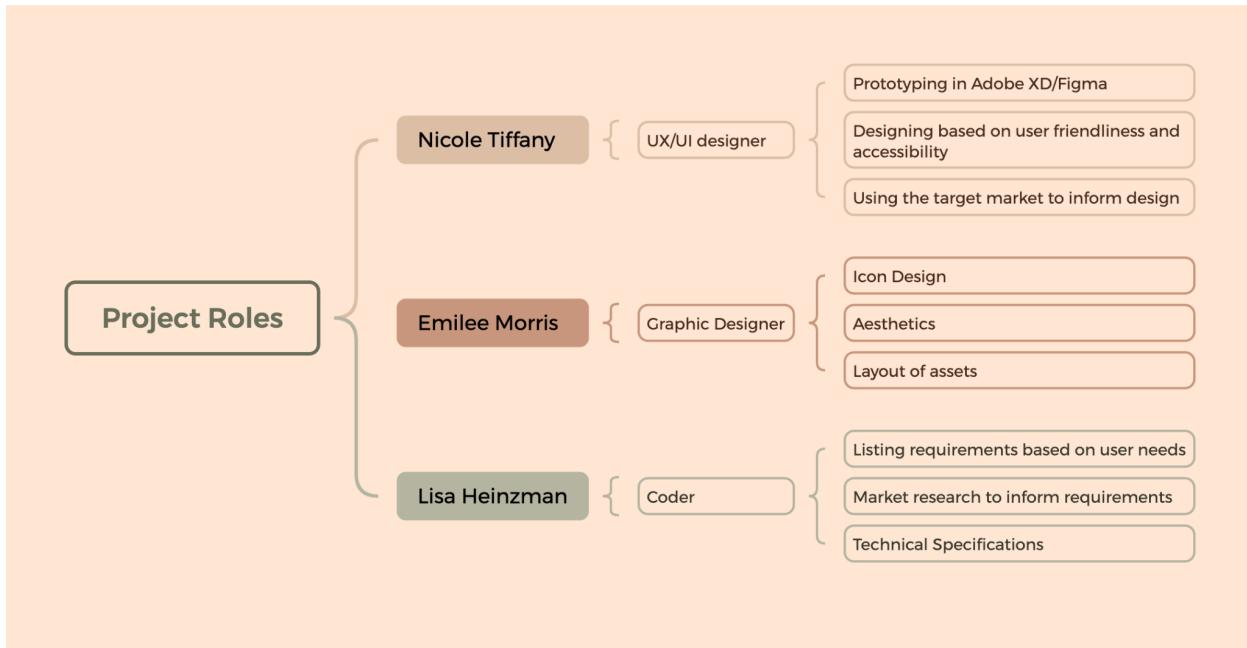
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Group Idea and Team Formation



Examples in the Marketplace

- Nookazon
- Nextdoor
- Bunz
- Facebook Marketplace
- Neighbors by Ring
- Buy Nothing
- Craigslist
- Naborly
- Have Need

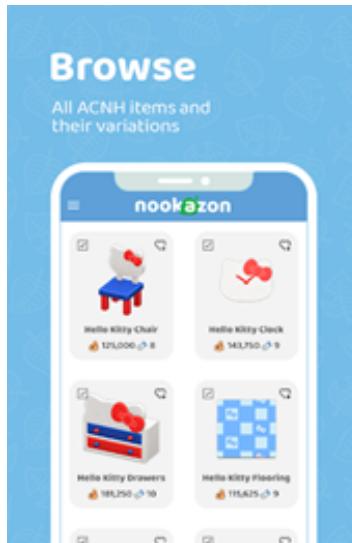
Evaluate and Critique

Nookazon

<https://nookazon.com/>

Nookazon is a website that allows its users to trade digital content and organize digital events in the game Animal Crossing.

Strengths	Weaknesses
<ul style="list-style-type: none">● Three categories for users (selling, auctions and looking for)● Allows or users to choose that type of currency they want to accept (bells, nook miles, other items etc)● Seller ratings displayed● Similar items are listed in a stack	<ul style="list-style-type: none">● Does not allow users to list specifically the payment or trade in amounts

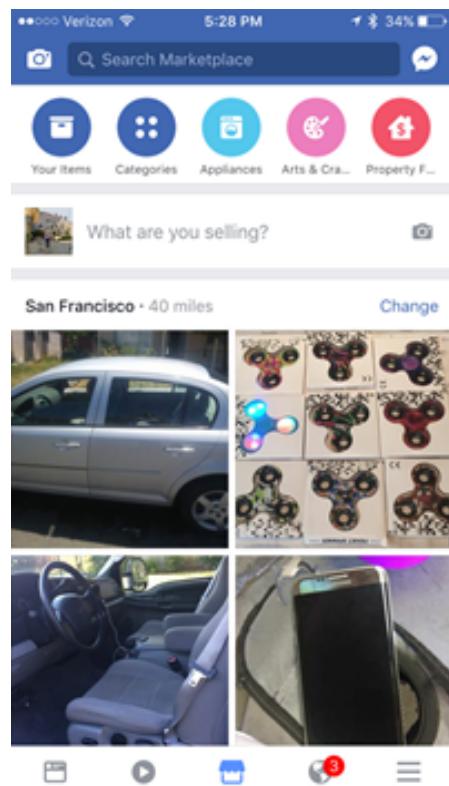


Facebook Marketplace

<https://www.facebook.com/marketplace>

Facebook Marketplace is a feature of Facebook that was first introduced in 2007, but failed to catch on at that time and was later reintroduced in 2014. It helps its users to list items and services for others to buy (although users are allowed to make listings for free).

Strengths	Weaknesses
<ul style="list-style-type: none">• In-app messaging• Allows multiple ways for seller to deliver goods (public meetup, drop off, shipping)• Allows users to list free items outside of the free category• Provides a map of general area where item could be found• Seller reviews available	<ul style="list-style-type: none">• Scams run rampant• Seller reviews not listed when viewing listings from a search result (must click on item)



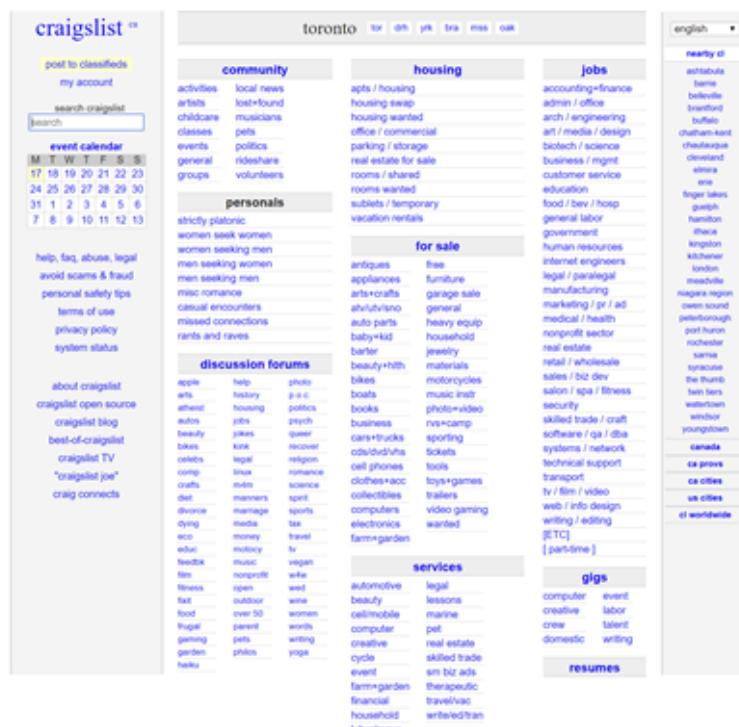
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Craigslist

<https://orlando.craigslist.org/>

Craigslist is a platform that allows its users to list advertisements based on their location. The platform launched as a website in 1996 after existing as an email distribution service of advertisements for one year.

Strengths	Weaknesses
<ul style="list-style-type: none">• Many categories• Many options to filter through listings• Allows users to favorite listings• Provides a map of general area where item could be found	<ul style="list-style-type: none">• Not enough moderation for user posted content• Site layout is overwhelming• Too many hyperlinks• Does not allow users to list items for free (unless in the free category)• No in-app messaging



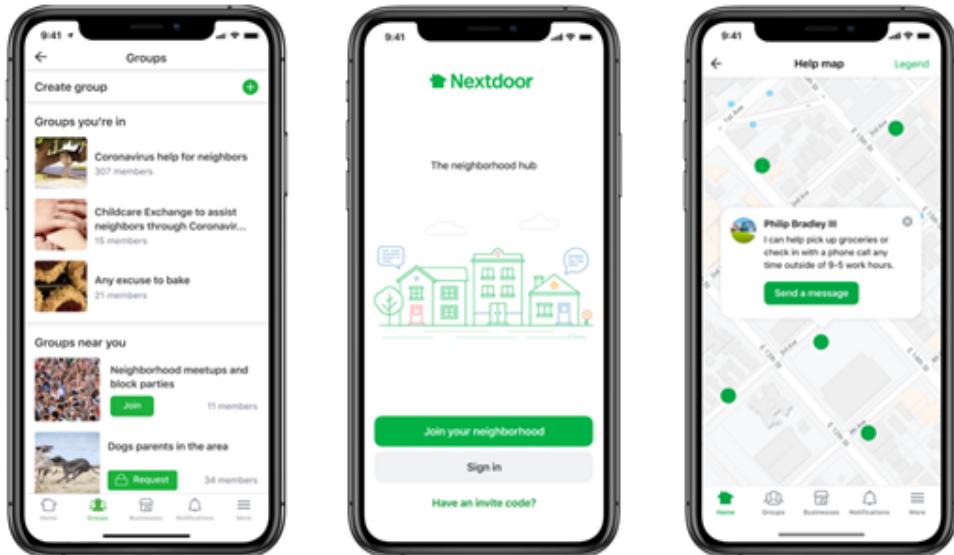
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Nextdoor

<https://about.nextdoor.com/>

Nextdoor is an app focused on connecting neighborhoods to “cultivate a kinder world” with a “neighborhood [people] can rely on.” Not only do they connect neighbors, but also businesses, nonprofits, public agencies, and large brands as well. They connect people who are close together all around the world.

Strengths	Weaknesses
<ul style="list-style-type: none">• Working website and app• Connects with businesses• Verifies Neighbors• Marketplace to buy and sell items• Tags on map to sort by different things such as events, giving help. etc• Instant messaging• Aesthetically pleasing app• Organized	<ul style="list-style-type: none">• No FAQ section on website• “Garage Sale” option redirects to marketplace• Really have to search to find actual garage sales• Ads disguised as posts• Only “verifies neighbors” by asking for an address. No other way to verify who you could be meeting with besides what the person enters into their information.

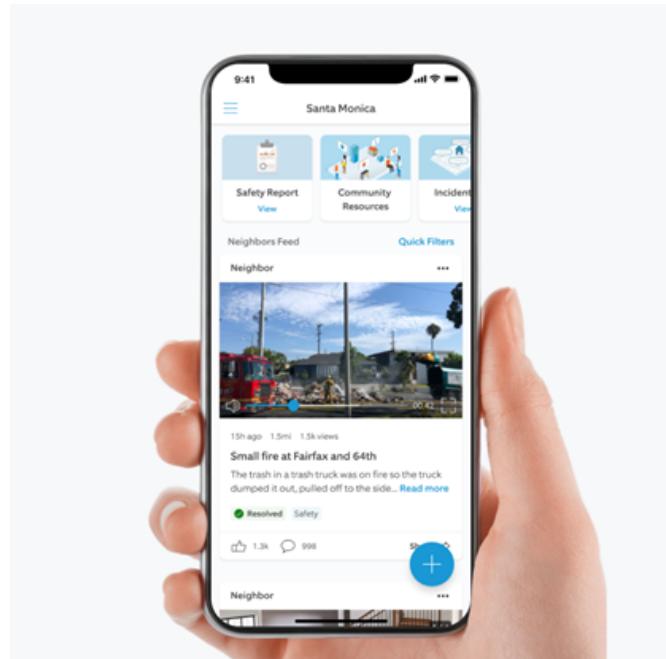


Neighbors by Ring

<https://ring.com/neighbors>

The Neighbors app was developed by Ring, the creator of the Ring doorbell. They advertise this app as a way to connect a community by alerting users of events happening in their area such as lost pets, crime, etc. They also encourage local public safety agencies to use it, as it could help keep the community close and aware. It is mainly a platform where people can post about things going on in their neighborhood, but not a bartering or selling app.

Strengths	Weaknesses
<ul style="list-style-type: none">• Working website and app• Multi-factor authentication and verification when logging onto the app• Connects a community• Don't have to have a Ring doorbell to use the app• Doesn't share unnecessary private information• Map with reported incidents	<ul style="list-style-type: none">• No bartering or buy/sell of items• Doesn't have a lot of customization options• No assistance requests, maybe because it is not advertised as a "helping" app



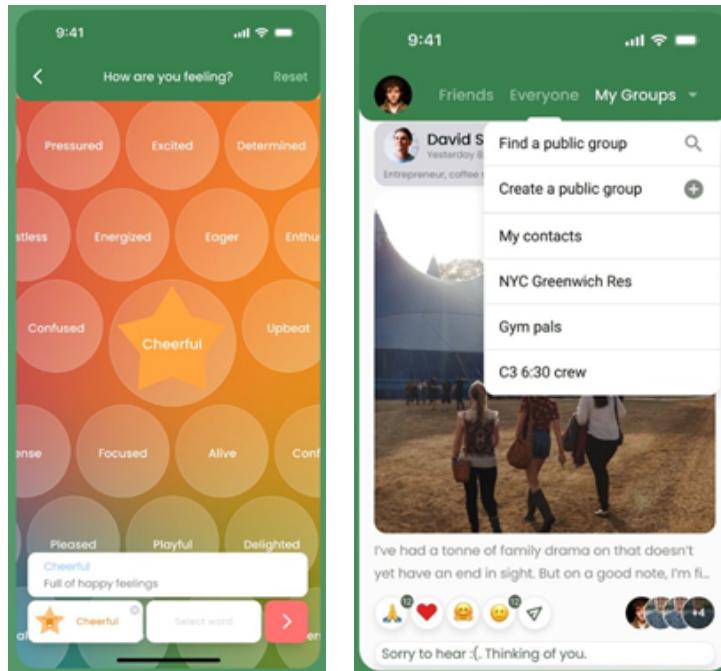
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Naborly

<https://www.nabor.ly/>

Naborly is an app dedicated to creating a “real” social media where users can check up on their family and friends, as well as share their own thoughts and emotions. On this app you can create your own neighborhood with your friends and family to keep up with one another. You can also connect with people all around the world with shared interests and life stages.

Strengths	Weaknesses
<ul style="list-style-type: none">• Working website and app• Instant messaging• Can connect with people	<ul style="list-style-type: none">• Not connecting with neighbors directly, mainly family and friends• Advertises for only connecting with family and friends, but can connect with anyone around the world• Have to make a post to see other people's posts• A Tinder-like feature to swipe to connect with people• Design seems a bit boring and immature, doesn't really focus on one aspect



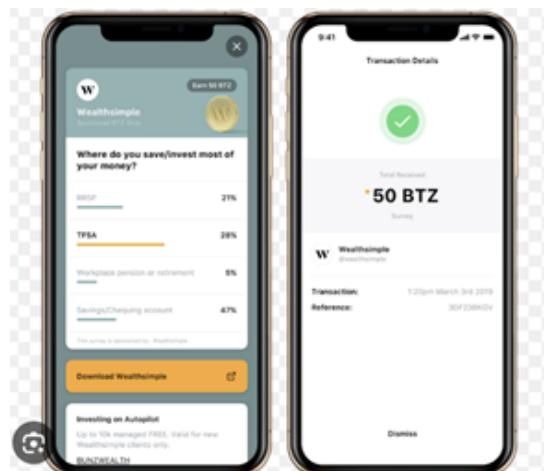
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Bunz

<https://bunz.com/>

Bunz is a mobile app and online community that specializes in facilitating local barter and trade. It was well-known for its community-driven approach, particularly in Canadian cities like Toronto. Users could list items and services they wanted to trade with others nearby, earning virtual "Bunz Points" for successful transactions. The platform emphasized community guidelines to ensure fair and respectful trading, and it expanded its offerings over time, introducing features like Bunz Protect for transaction insurance and Bunz Home for housing listings.

Strengths	Weaknesses
<ul style="list-style-type: none">• Working website and app• Direct messaging• Calendar for meet up times• GPS location software for meet ups• Community driven• Bartering focus• Local trading• Bunz Points encouraged trade and built trust• Safety features (Bunz Protect) which offered insurance for transactions• Had Bunz Home for housing listings	<ul style="list-style-type: none">• Not a very functional app anymore, many have left• Failed by trying to invent their own currency (BTZ)• Limited to big cities• Quality control• Relied very heavy on user participation• Mostly requires in person transactions



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The screenshot shows the Bunz mobile application interface. At the top, there is a navigation bar with icons for Home, Explore, Why Bunz, and a user profile for "nicole" with a notification count of 06. Below the navigation bar is a search bar with the placeholder "Search in Toronto, ON, Canada". The main content area displays a grid of ten items, each with a thumbnail image, the item name, and its location and distance from the user.

Item Image	Item Name	Location	Distance
	Homedics professional percussion massager	12.4km	50 ⚡
	Two smart touch switches for your lights	12.4km	
	Swim Goggles	12.4km	
	STEEL TIFFIN LUNCHBOX	21.1km	1 ⚡
	Mini massager sticker	12.4km	
	Garlic press	12.4km	
	Fiction Book - The Bone Clocks, by David Mitchell.	12.4km	
	1861 evening gown or dress	0.8km	
	Fiction Book - The Forgotten Garden, by Kat...	12.4km	
	Guerlain super aqua serum wrinkle plumper	4.9km	

Buy Nothing

<https://buynothingproject.org/>

The Buy Nothing Project is a grassroots, hyper-local, and community-driven initiative that encourages neighbors to give and receive items, services, and support within their own neighborhoods, all without involving money. This movement aims to foster a sense of community, reduce waste, and promote sustainability by facilitating the sharing of resources among neighbors. Participants use online groups or social media platforms to post offers of items they no longer need or requests for items they require. The project's core values emphasize generosity, community building, and a commitment to sustainability, making it a unique and impactful way for people to connect and share in their immediate local area.

Strengths	Weaknesses

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- | | |
|--|--|
| <ul style="list-style-type: none">• The options they have are to give away an item or service or ask for an item or service• No money involved• Community driven• You can start your own group or join a group• Reduces waste• Promotes generosity• Cost saving• Community building | <ul style="list-style-type: none">• Started on facebook, not very separate from• Limited availability (not in all areas)• Moderation challenges (can't control conflicts and disputes within groups)• Quality control |
|--|--|



HaveNeed

<https://www.haveneed.co/>

HaveNeed is a bartering app that is strictly about trading goods and services without money.

Strengths	Weaknesses
<ul style="list-style-type: none">• Functional app• The “Need Feed” where you can look for things you want• A “Have” list of things you can trade and a “Need” list of things you need• They provide barter options for certain listings (how many people have what you need)• Can join “loops” to see if the person providing the item will take your trade and vice versa	<ul style="list-style-type: none">• Website could use some work• Not very popular, so it is limited• Starting a group leads you to a google form, and it is not in-app• UI not very pleasing to the eye• Have a color code for haves, needs, and free items (could get confusing)• Confusing interface and long instructions for how to use it (not very user friendly)

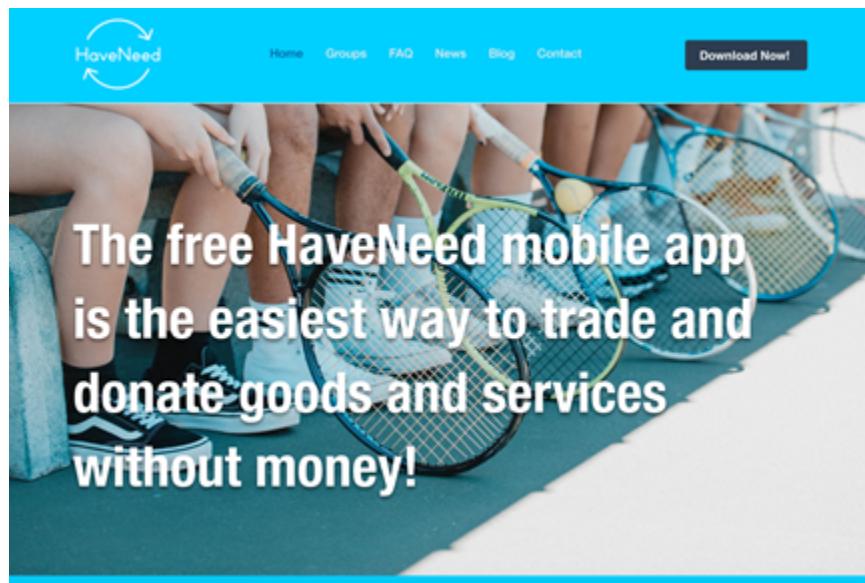


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Feature / Function Matrix

	Nookazon	Facebook Marketplace	Craigslist	NextDoor	Neighbors	Naborly	Bunz	Buy Nothing	Have Need	TOTAL	Percentage
'Seller' reviews	1	1	0	0	0	0	1	0	0	3	33%
Categories for items	1	1	1	1	0	0	1	0	0	5	55%
Direct Messaging	1	1	0	1	1	1	1	1	1	8	88%
Map for listings	0	1	1	1	0	0	0	0	0	3	33%
Search results stack similar/same listings	1	1	1	1	1	0	1	0	1	7	77%
Discussion Boards	0	0	0	1	1	1	0	1	0	4	44%
Trading function	1	0	0	1	0	0	1	0	1	4	44%
Ability to create and join groups	0	1	0	1	1	1	1	1	1	6	66%
Social Feed	1	1	0	1	1	1	1	1	1	8	88%
Users Profiles	1	1	0	1	1	1	1	1	1	8	88%
Rewards System	0	0	0	0	0	0	1	0	0	1	11%
Service listings	1	1	1	1	0	0	1	1	1	7	77%
Connect with local community	0	1	1	1	1	0	1	1	1	7	77%

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Involves no \$	0	0	0	0	1	1	1	1	1	5	55%
Images for listings	1	1	1	1	0	0	1	1	1	7	77%
Condition of item	0	1	1	0	0	0	1	1	0	4	44%
Ability to add friends	0	1	0	1	0	1	1	1	0	5	55%
Face to face meetups	0	1	1	1	0	0	1	1	1	6	66%
Auctions	1	0	0	0	0	0	0	0	0	1	11%
Special events	0	0	0	1	1	0	1	1	0	4	44%

User Profiles and Stakeholders

User Profiles

- Adults
 - Age Range: 18+
 - Occupation: none, entry-level, part-time, full-time, multiple jobs
 - Technology Used: Mobile Phones, Laptops, Tablets
 - Technology proficiency: Low - High
- Community Members
 - Age Range: 18+
 - Occupation: none, entry-level, part-time, full-time, multiple jobs
 - Time they have lived in their community: Any
 - People who just moved to a new community
 - People who want to be more involved in their community
- Gardeners
 - Age Range: 18+
 - Gardeners who want to get rid of produce that is about to go bad
 - Gardeners who would like to diversify produce that they have on hand by trading with others that have different crops
- Anti-Capitalists
 - Age Range: 18+
 - People who don't want to engage with capitalism

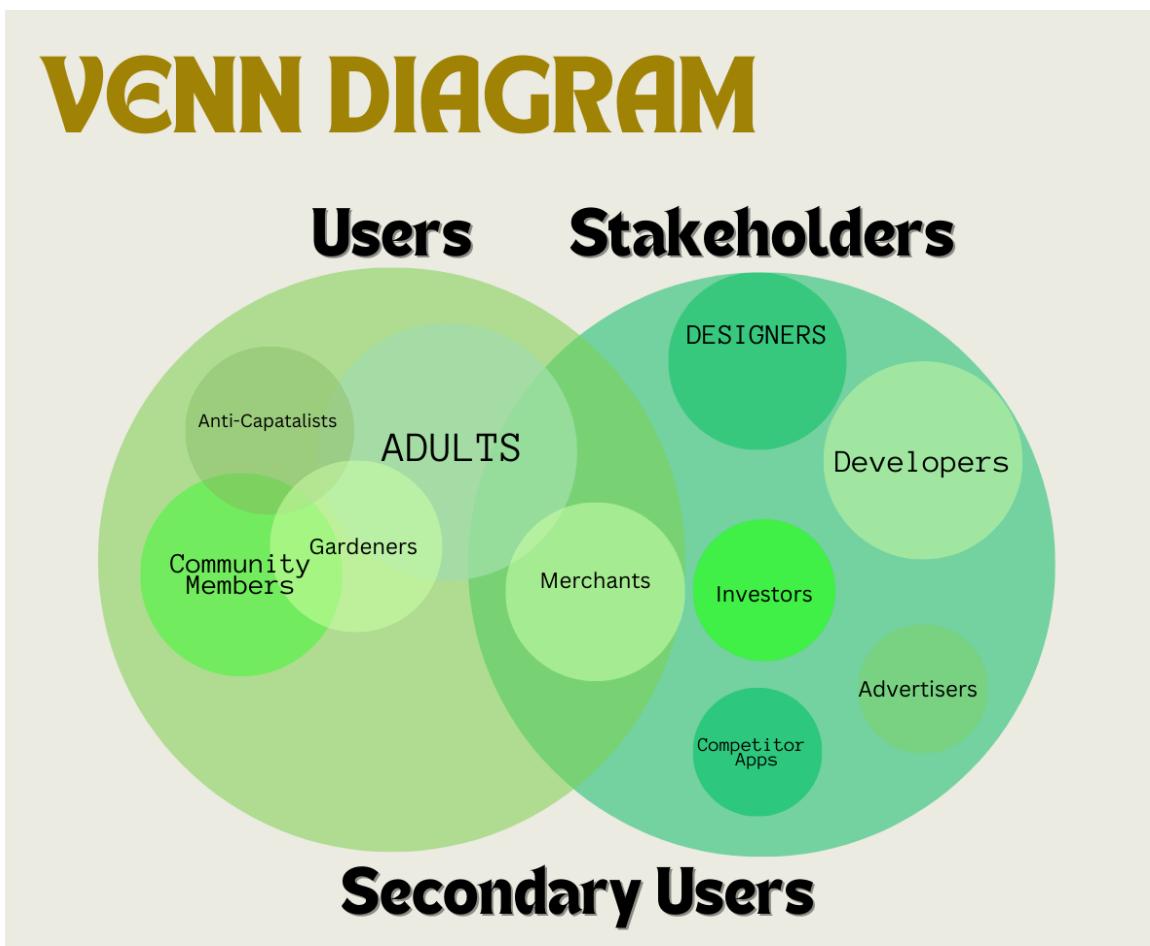
- Learners
 - Age Range: 18+
 - Occupation: none, entry-level, part-time, full-time, multiple jobs
 - People who want to learn new skills
 - People who want to learn about their community

Secondary Users

- Merchants
 - Age Range: 18+
 - People who own stores and sell things to people for money

Stakeholders

- Advertisers
 - Local restaurants looking to advertise their business
 - Small, local business looking to grow
- Investors
- App Designers and Developers
 - Develop the app (design, code, and maintain the app)



Survey and Interview Questions

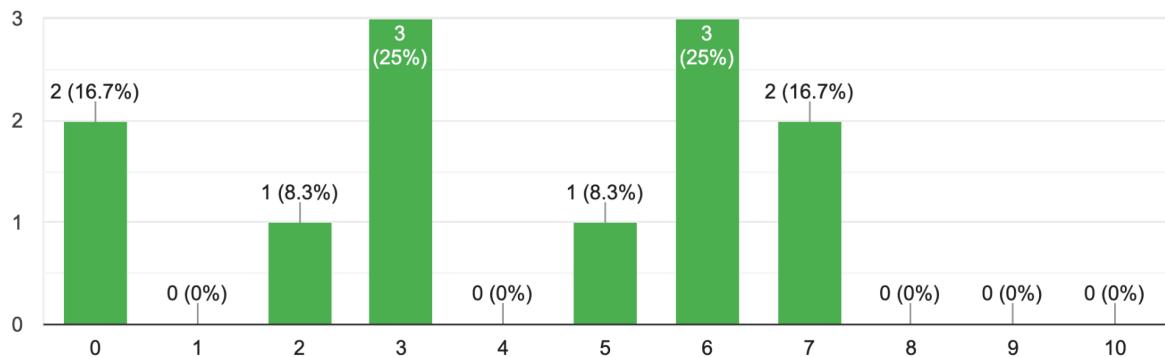
Survey Questions

User Survey Questions

1. How involved are you with your community? (0 - Not Involved at All, 10 - Very Involved)

How involved are you with your community?

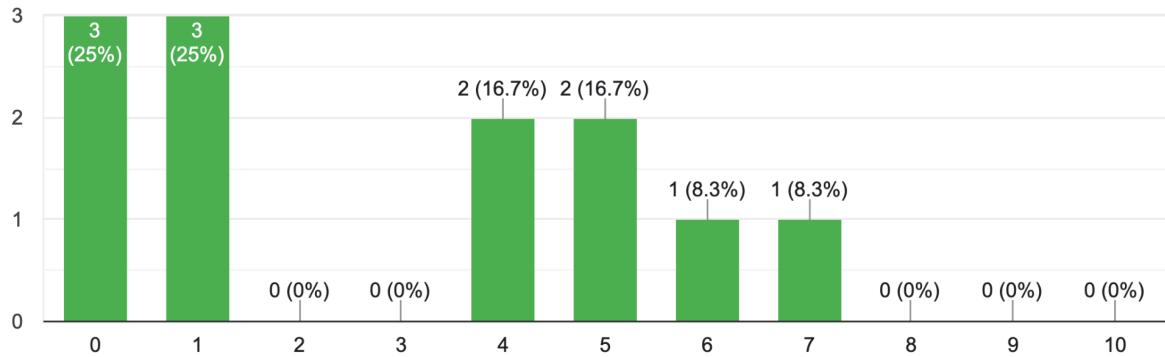
12 responses



2. How often do you attend community events? (0 - Never, 10 - All of the Time)

How often do you attend community events?

12 responses

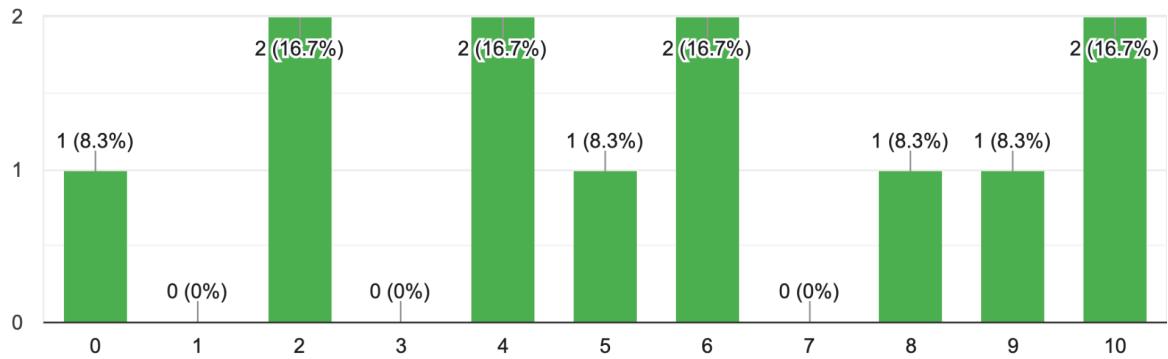


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3. How important to you is it to be involved in your community? (0 - Not Important at All, 10 - Very Important)

How important to you is it to be involved in your community?

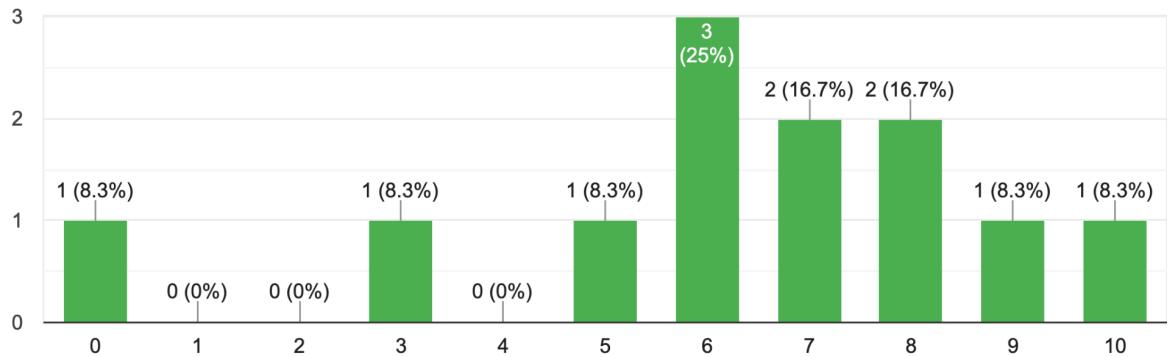
12 responses



4. How important to you is it to be connected with your neighbors? (0 - Not Important at All, 10 - Very Important)

How important to you is it to be connected with your neighbors?

12 responses

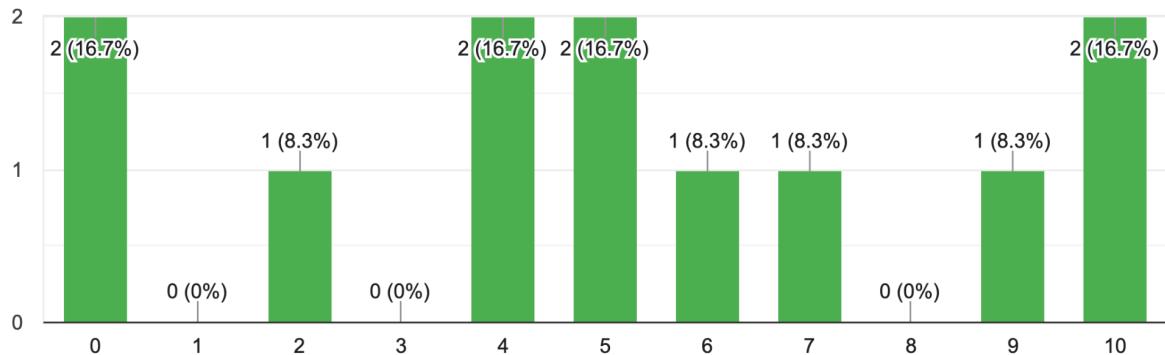


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5. How often are you watching out for your neighborhood? (0 - Never, 10 - Every Day)

How often are you watching out for your neighborhood?

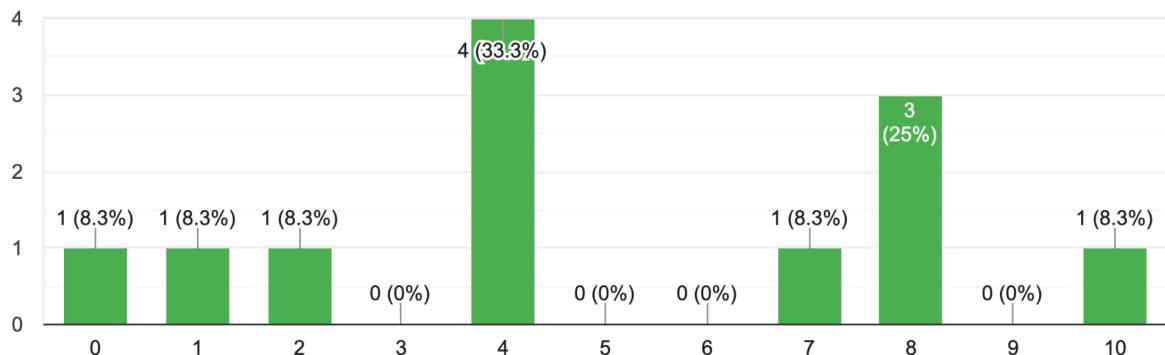
12 responses



6. How often do you trade items? Whether it be, family, friends, neighbors, etc. (0 - Never, 10 - All of the Time)

How often do you trade items? Whether it be, family, friends, neighbors, etc.

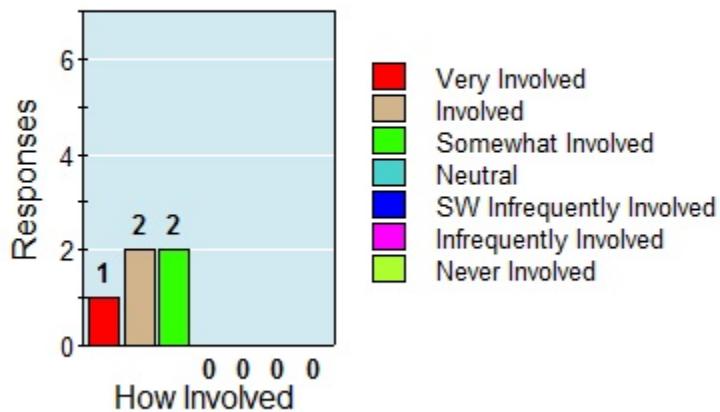
12 responses



Stakeholder Survey Questions

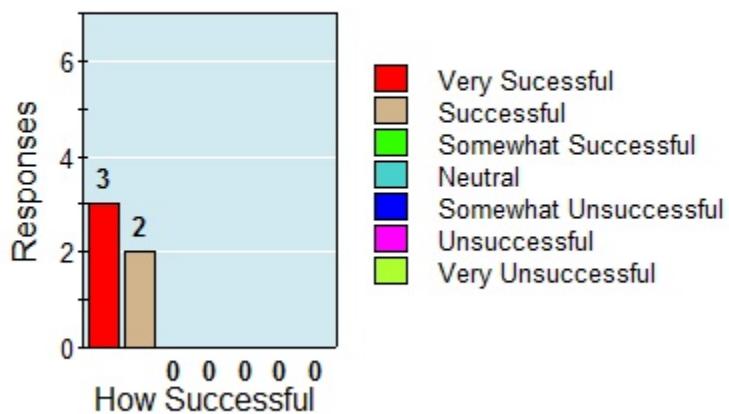
1. How important is it for you to be involved in the development process?

How important is it for you to be involved in the



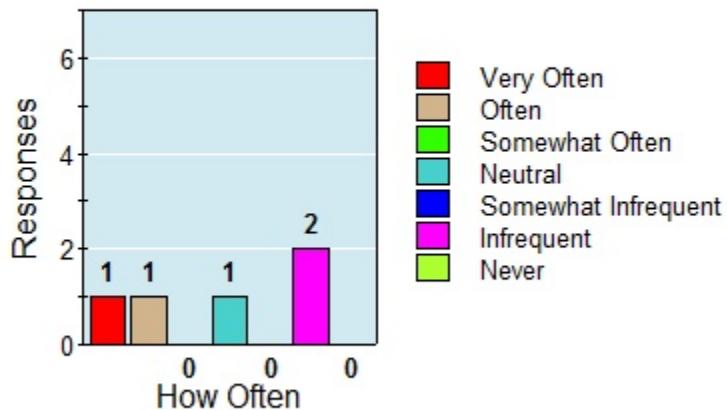
2. How successful do you think this app will be?

How successful do you think this app will be?



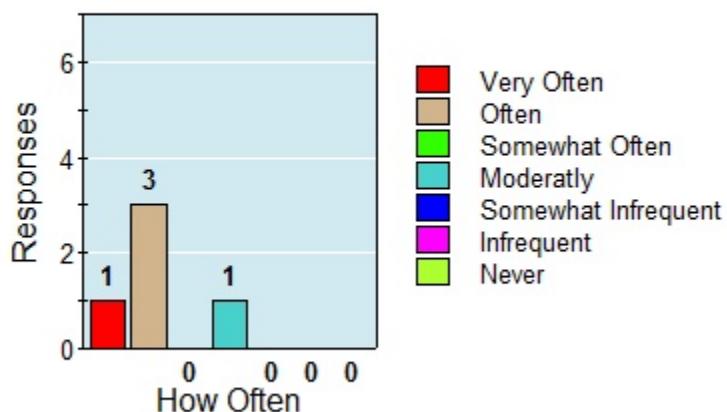
3. How often have you used a platform similar to Village?

How often have you used a platform similar to Village?



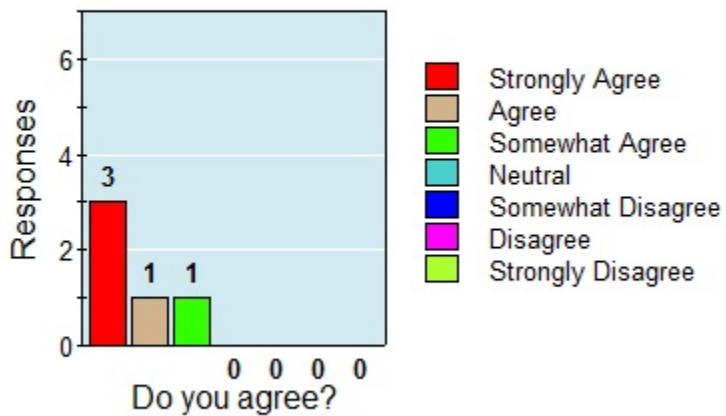
4. How often would you want to check in on the app?

How often would you want to check in on the app?



5. I have a passion for investing in projects that help further my community.

I have a passion for investing in projects that help further my community.



Interview Questions

User Interview Questions

1. Do you think it is important to be involved in your community? Why or why not?
 - “I think it's important but not to an overwhelming extent. I do find it valuable to know the people and places around where you live but it shouldn't be something you feel you have to commit a duty for acceptance.”
 - “Yes, because these are the people you live around your whole life so it is good to have connections and be friendly.”
 - “I think it can be important to know what is going on around us and being there to support your neighbors.”
 - “It isn't a community if no one is connected.”
 - “yes it's good to be involved with others especially those around you”
 - “Yes, it creates a safer and trusting environment.”
 - “Yes, to support your local businesses and friends.”
 - “Yes!”
 - “Why we should bc we need to think about other people then our self”
 - “Your community provides tons of free activities and services for kids. These are usually wholesome, high quality, and educational. We do kids events we can make it to because it builds well rounded kids.”
 - “Yes it takes a village to help people so why not me?”

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2. What would make you become more involved in your community?
 - “If there were more open come and go events happening here, I’m so bad with time and place management lol”
 - “Having more free time to go to events”
 - “Learning about it. I feel like if you do not have kids in a school district it is harder to know what is going on in the community”
 - “More people taking part.”
 - “knowing what’s happening in the community”
 - “If people hosted more events in my area, and the neighbors were around my age.”
 - “More events in proximity to where I live”
 - “More communication about events & details”
 - “By being known”
 - “More free time.”
 - “Community needs should be brought to Churches so everyone can join in verse hearing it on TV.”
3. Have you ever used a neighborhood app, such as Nextdoor? Why or why not?
 - “No, just have never thought it would add much value to my daily.”
 - “No, I don’t keep a lot of apps on my phone”
 - “No, have never heard about it. I have a ring camera that sometimes brings things up but that is more about missing animals and such.”
 - “Never heard of things like that.”
 - “no i didn’t know it was a thing”
 - “No, I hadn’t heard of it.”
 - “No, first time hearing of it”
 - “Yes, for neighborhood updates! I don’t currently use one though.”
 - “I have not”
 - “Yes, neighborhood watch groups on Facebook help us all answer if something is going on (good or bad) in the neighborhood”
 - “Yes I have Nextdoor!”
4. What are your favorite types of community events?
 - “Come and goes.”
 - “Seeing everyone socialize and have a sense of gathering”
 - “The ones raising money for someone or something in the community”
 - “Block parties for sure.”
 - “haven’t been to many”

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- “I’m not sure to be honest. A cookout is always fun.”
 - “Art, coffee, music”
 - “Nature cleanups of sorts”
 - “Parades , food truck”
 - “Free festivals, parades, markets”
 - “When you have to serve or bring items. I also like when you’re asked to plant trees or pick up trash.”
5. What types of features would you like to see in our neighborhood/community app?
- “Security like approval. Knowing that they are a certified events or people or services... just some sort of knowing what I’m looking at is safe.”
 - “I don’t know”
 - “N/a as I do not use it”
 - “Trade boards.”
 - “communication”
 - “Event listings and notifications of current events in my area.”
 - “Dates as well as how many are in attendance. Also a group messaging”
 - “Calender of events”
 - “Chick fil a”
 - “An ability to sort based on if it’s crime/pet/general question related”
 - “Items for sale or to give away. Group effort to help paint or restore someone’s home.”
6. Do you prefer to buy or trade items? Why?
- “Trade, I hate money being the reason people don’t get things they need or want if there is an equal trade of interest.”
 - “Buy[y] because people can abuse the objects and not let it be known.”
 - “Trade. It’s now what you know it’s who you know. If you know someone who does a trade such as plumbing and need assistance you can often ask them and trade a different service such as sewing. Etc”
 - “Depends on the item, but I like trading.”
 - “trade you give something to get something”
 - “Buy, it’s a little simpler and you know the value of what you’re getting.”
 - “Buy, don’t usually buy things I want to trade off”
 - “I haven’t really done much trading, but I do love shopping secondhand.”
 - “Buy”

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- “Buy - meeting with strangers somewhere and not knowing if it’s safe. Also the cost of the item is usually small compared to having to go out of your way to meet them.”
- “Both!!”

7. If any, what items do you trade with others the most?

- “Clothes or even acts of services”
- “Good”
- “When trading I prefer to trade knowledge. I previously stated trading of skills with a plumber and sewing. In my neighborhood growing up we had an electrician, plumber, mechanic and doctor all next door, we would be able to help each other out with the knowledge.”
- “Unused appliances (toasters, microwaves, etc.)”
- “cookies”
- “Video game items.”
- “None”
- “Pens , pencils”
- “None”
- “Flowers, tomatoes, eggs, and firewood”
- “Large furniture occasionally. Kids clothes with close friends.”

Stakeholder Interview Questions

1. Have you invested in developing an app before, and if so what kind?
 - “I haven’t.”
 - “No”
 - “No”
 - “I’ve invested in some developing trade/barter apps previously.”
 - “I have invested in another community app”
2. How long do you expect the design and development process of building this app to take?
 - “6-8 months”
 - “4-6 months”
 - “3 months”
 - “Approximately 6 months- 1 year”
 - “4 months”

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3. What is important to know when developing this app?
 - “Minimum Viable Product.”
 - “Making it easily accessible for users”
 - “How to develop apps”
 - “Something important would be to keep in mind would be trade values between neighbors.”
 - “It should be limited to adults only and age verification would help keep children safe.”
4. What would separate us from our competition?
 - “Personalization.”
 - “The look and format of the app”
 - “Marketplace curation”
 - “The sense of community this app would bring to neighborhoods all over.”
 - “To focus on a specific area of trading.”
5. What kinds of features would you like to see in Village?
 - “A personalized list of events or restaurants in the area.”
 - “A calendar with public events in the community”
 - “A peer to peer marketplace”
 - “I would like to see safety features put in place for this app.”
 - “I would like to see identity verification and the ability to review users”

User Goals, Task and Activity Required

User	Goals	Tasks	Activity Required
Adults	<ul style="list-style-type: none">● Connect with the local community● Trade items	<ul style="list-style-type: none">● Make connections in the community● Acquire and get rid of items	<ul style="list-style-type: none">● Take images of items to trade and list them● Engage in direct messaging in order to trade goods
Community Members	<ul style="list-style-type: none">● Connect with	<ul style="list-style-type: none">● Make	<ul style="list-style-type: none">● Take images

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	<ul style="list-style-type: none"> the local community Provide help to the local community Trade items 	<ul style="list-style-type: none"> connections in the community Find information about local community Acquire and get rid of items 	<ul style="list-style-type: none"> of items to trade and list them Engage in direct messaging in order to trade goods Post threads/ engage in discussions on the discussion boards
Gardeners	<ul style="list-style-type: none"> Trade produce Educate the community 	<ul style="list-style-type: none"> Acquire produce Get rid of produce Create educational content to instruct community on how to garden 	<ul style="list-style-type: none"> Grow produce Take images of produce to trade and list them Engage in direct messaging in order to trade produce Create threads on discussion boards to educate community on gardening
Anti-Capitalists	<ul style="list-style-type: none"> Acquire goods without the need for money 	<ul style="list-style-type: none"> Find listings of things they want to acquire Find things to list to trade with others 	<ul style="list-style-type: none"> Take images of items to trade and list them Engage in direct messaging in order to trade goods
Learners	<ul style="list-style-type: none"> Learn skills from the 	<ul style="list-style-type: none"> Find things worth 	<ul style="list-style-type: none"> Search through

	<ul style="list-style-type: none"> community Teach skills to the community 	learning about	<ul style="list-style-type: none"> listings to find what they want to learn Offer something in return (goods or service)
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Task Analysis

Think Aloud Protocol

Assigned Product: Have Need - <https://www.haveneed.co/>

Think Aloud Protocol: <https://youtu.be/RHJhUsjV2u8>

Hierarchical Task Analysis

Assigned User Task: "List an item for sale."

1. Open App
 - 1.1. Swipes through app introduction (**0:00-0:27**)
 - 1.1.1. Says "It seems like it is a little bit unnecessary just scrolling through everything, but it looks pretty thorough" (**0:25**)
 - 1.2. Sign up page (**0:36**)
 - 1.2.1. (**0:52**) **Surprised** by all the information she has to put in "Oh I have to enter these things... okay)"
 - 1.2.2. Chooses to type in her postal code and name but none of the other information (**0:52-1:02**)
 - 1.3. Saves changes (**1:10**)
 - 1.4. Confirms her location from her postal code (**1:14**)
 - 1.5. Is taken to the profile page (**1:23**) **Confusion** says "Just off of a first impression this looks like it's kind of confusing to navigate so far"
 - 1.6. **Error** swipes in multiple directions to see if it will take her off the profile page (**1:**)
 - 1.7. Clicks the Inbox icon (**1:26**)
 - 1.8. Clicks the Post icon (**1:31**)
 - 1.9. Clicks the Goods icon for "Add Haves" (**1:50**)
 - 1.9.1. Types what the good she is adding in the "Item Listing Title" which is a "Handheld Vacuum" (**1:52-2:05**)
 - 1.9.2. Clicks the categories tab and scrolls through the categories for her vacuum, chooses the "Health & Household" category (**2:06-2:31**)
 - 1.9.3. Clicks the subcategory tab and chooses "household supplies" (**2:33-2:43**)

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- 1.9.4. Confusion not sure what the brand is (2:49)
 - 1.9.5. Types in the description of the item (2:52-3:11)
 - 1.9.6. Confusion "I'm not sure if you need to upload the photo or not" chooses not to upload a picture (3:20)
 - 1.9.7. Specifies what kind of condition the item is in, she chose new
 - 1.9.8. Picks between local pickup or shipping (3:34)
 - 1.9.9. Error clicked next without filling out pickup type (3:48)
 - 1.10. Taken to Upload photo page and information review (4:06)
 - 1.10.1. Chooses not to publish a photo (4:10)
 - 1.10.2. Clicks publish (4:13)
 - 1.11. Pop up to confirm the Have she wants to publish (4:17)
 - 1.11.1. Confusion takes a while for her to understand what it is trying to tell her, which is if wants to post this (4:23)
 - 1.11.2. Confirmed she wants to post (4:39)
 - 1.12. Taken to a "Congratulations" page for posting her Have (4:45)
 - 1.13. Goes back to the home page to view listings (5:10)
 - 1.13.1. Confusion Says "It looks very overwhelming" (5:17)
 - 1.13.2. Understands the color coding concepts of the app (5:33)
 - 1.14. Goes to the "Loops" icon (5:52)
 - 1.14.1. Confusion "I'm not sure what this is to be quite honest" (5:55)
 - 1.15. Clicks the "Items" Icon (5:57)
 - 1.15.1. Clicks on her item that she just listed (6:05)
 - 1.15.2. Exits to "items" (6:15)
 - 1.15.3. Goes to the "Needs" tab (6:16)
 - 1.16. Clicks on the "inbox" tab (6:19)
 - 1.16.1. Selects "New Notifications" (6:20)
 - 1.17. Exits back to home page (6:55)
 - 1.17.1. Confusion "I definitely think that this open screen here is giving a lot, just a lot of information. And it does seem a little unnecessary." (6:50-7:02)
 - 1.17.2. Surprised to find out there is a "Do not show again" option for the opening introduction to the app that she didn't see in the beginning (7:02)
2. Close App (7:25)
-

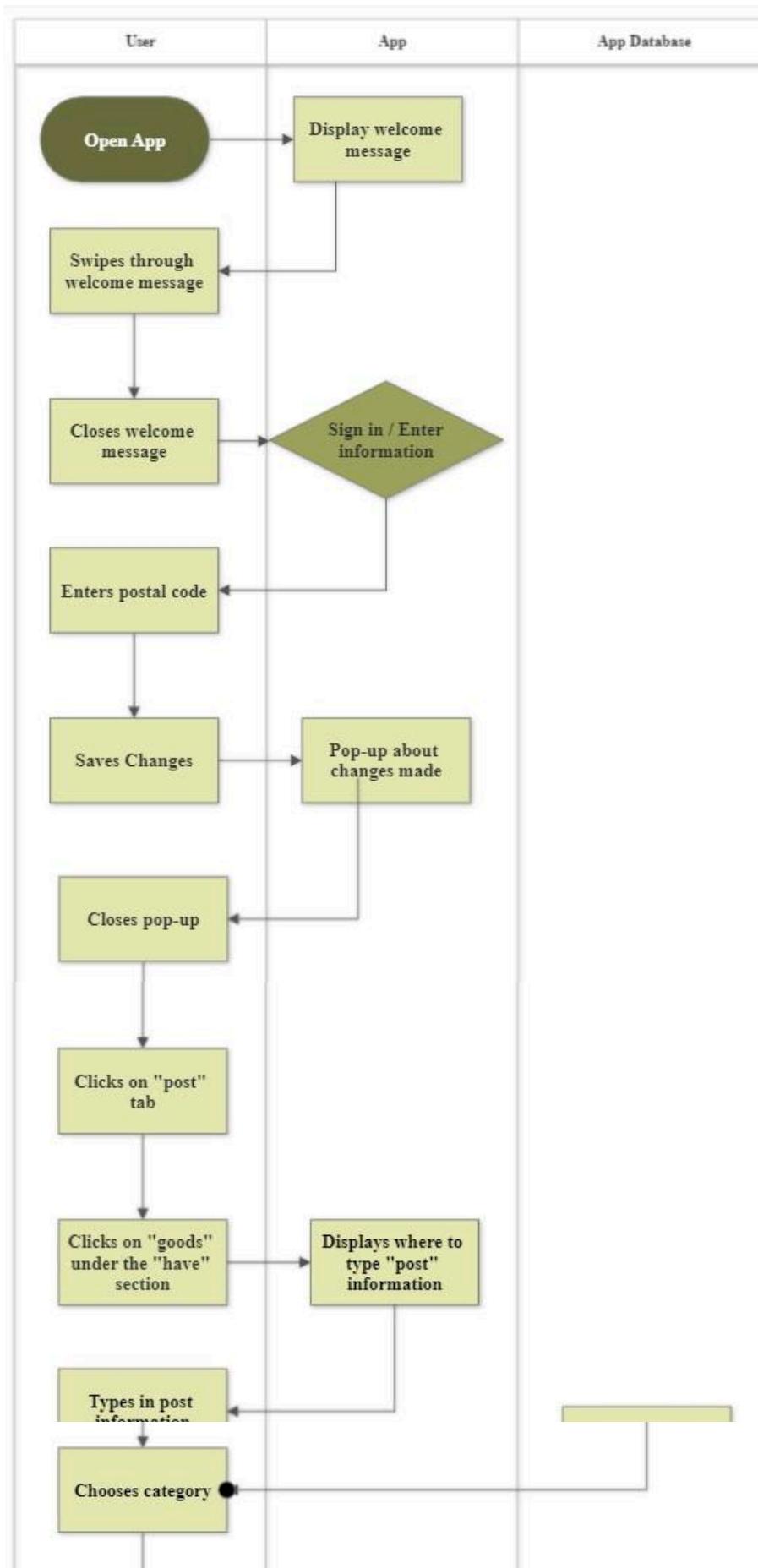
Error Count: 2

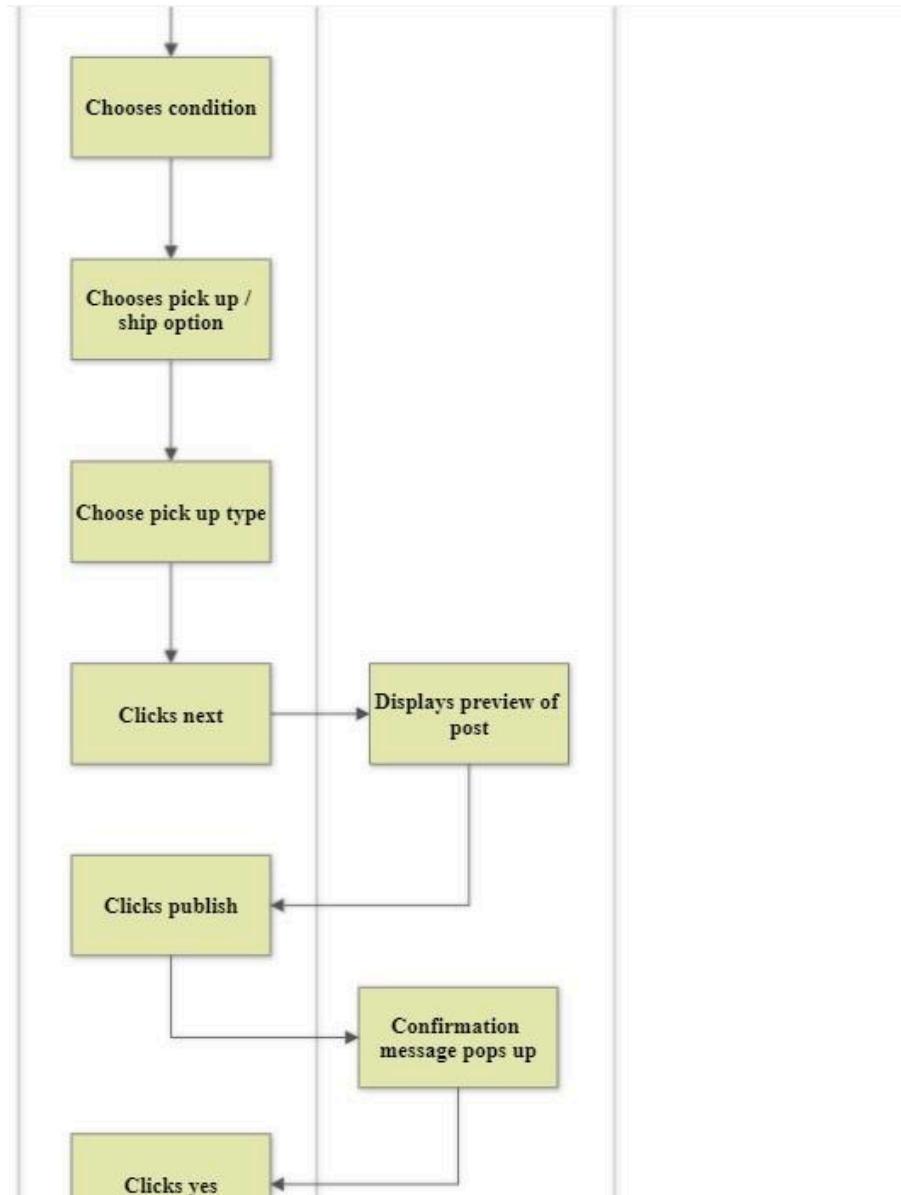
Confusion Count: 7

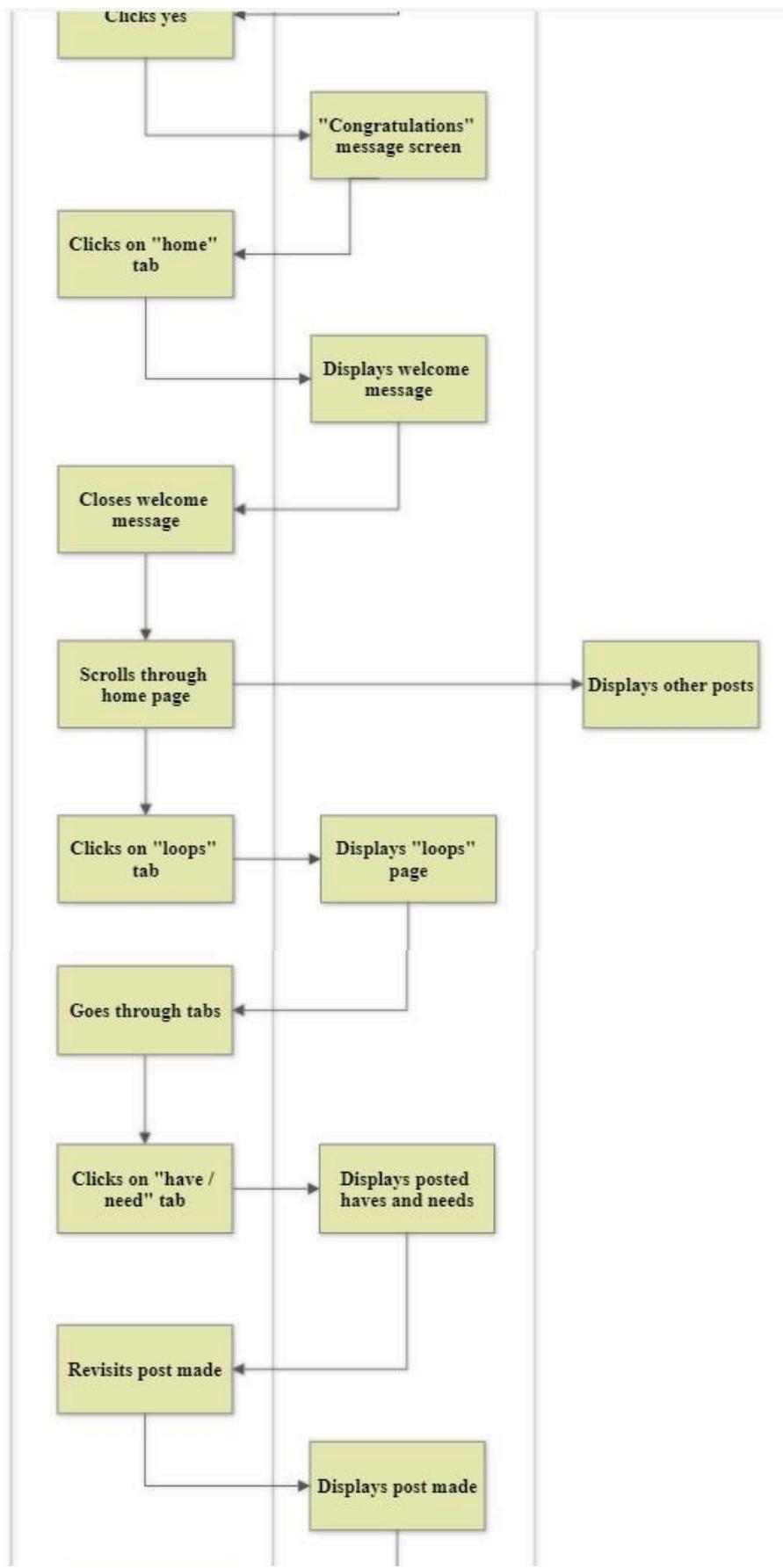
Surprised Count: 2

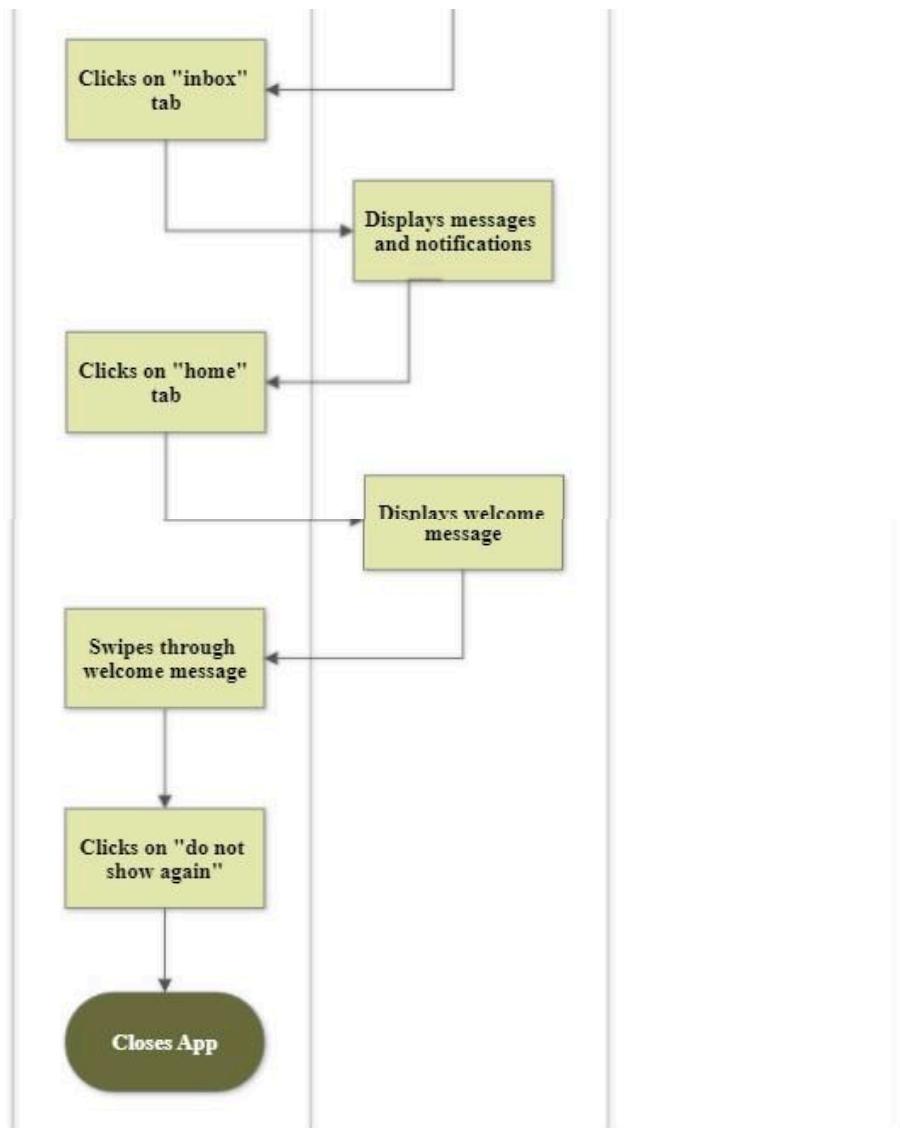
Total Task Duration: 7:27 minutes

Interaction Analysis









Village Information

Data Dictionary

Profile

- **Profile** - User account information
 - **Username** - User's set name of account
 - **Profile Picture** - User's set account photo
 - **Bio** - User's set self-description
 - **Zip Code** - User's set area code
- **Likes** - Shows list of users likes (ordered most recently to least recently liked)
- **My Posts** - Where a post made by the user will go
 - **Post Information** - Contains posted content from user
- **Settings** - Where the user can adjust their settings
 - **Screen Mode** - Where the user can adjust their screen mode (light mode, dark mode, etc.)
 - **Text Size** - Where the user can adjust the text size in the app
 - **Notifications** - Where the user can adjust their notification settings

Post

- **Post** - Where to make a post
 - **Title** - The title of the product / service being posted
 - **Image** - An image of the product / service being posted
 - **Category** - The category that the item belongs to
 - **Description** - The description of the product / service being posted
 - **Condition** - The condition of the product being posted
 - **Location** - The area in which the product / service is located
 - **Trade For** - What the user would like to trade their item for

Feed

- **Neighborhood Feed** - Shows content posted by other users in the area. Also where other users can post products
 - **@____'s Post** - A post made by another user of a product / service
- **Map** - Where to look for items in the area. Also where to see local events
- **Search** - Where users can perform a search to curate a list of results

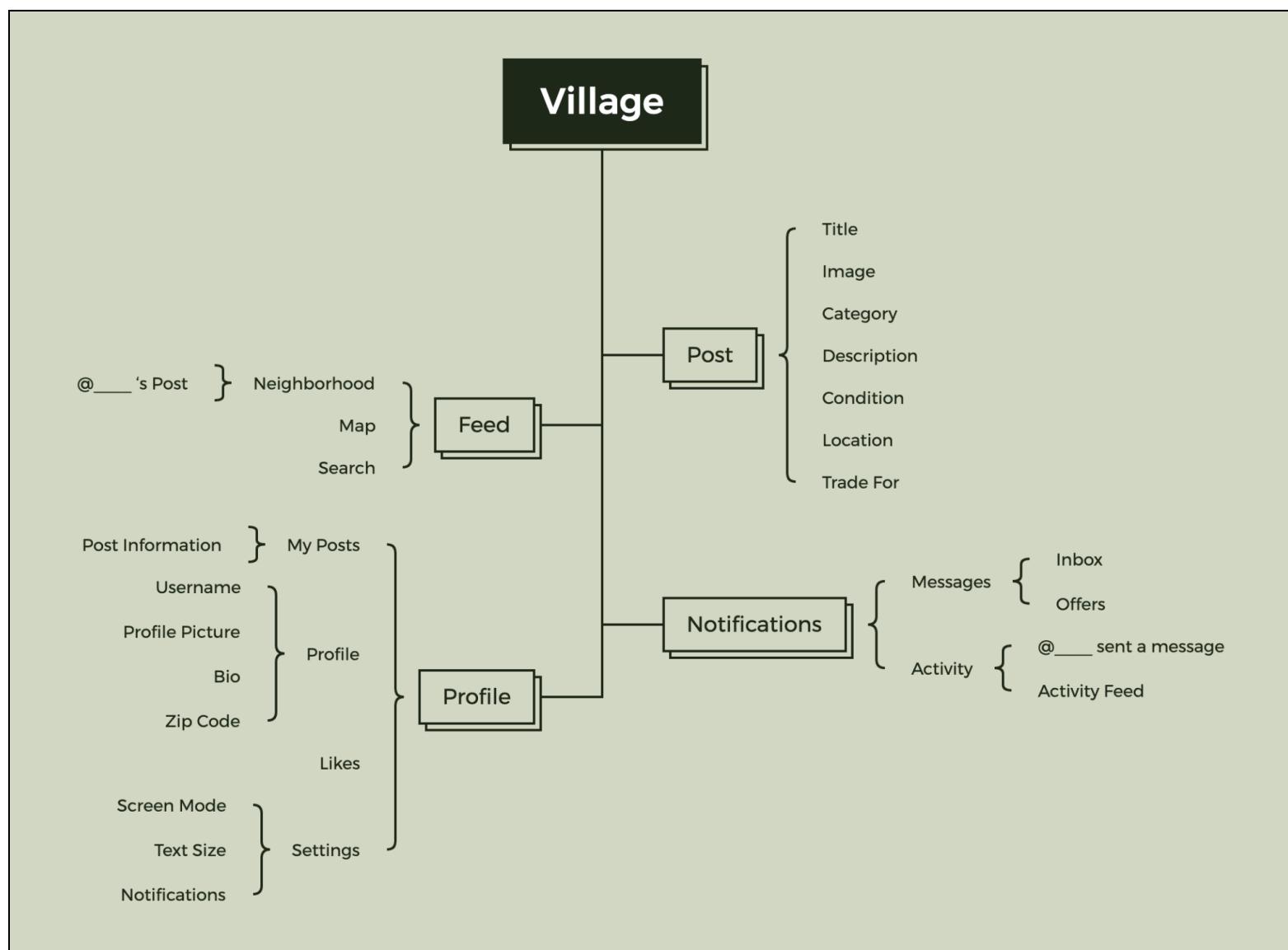
Notifications

- **Messages** - Direct messages between the user and others
 - **Inbox** - All messages / conversations between the user and others
 - **Offers** - Offers from other users on your posted items

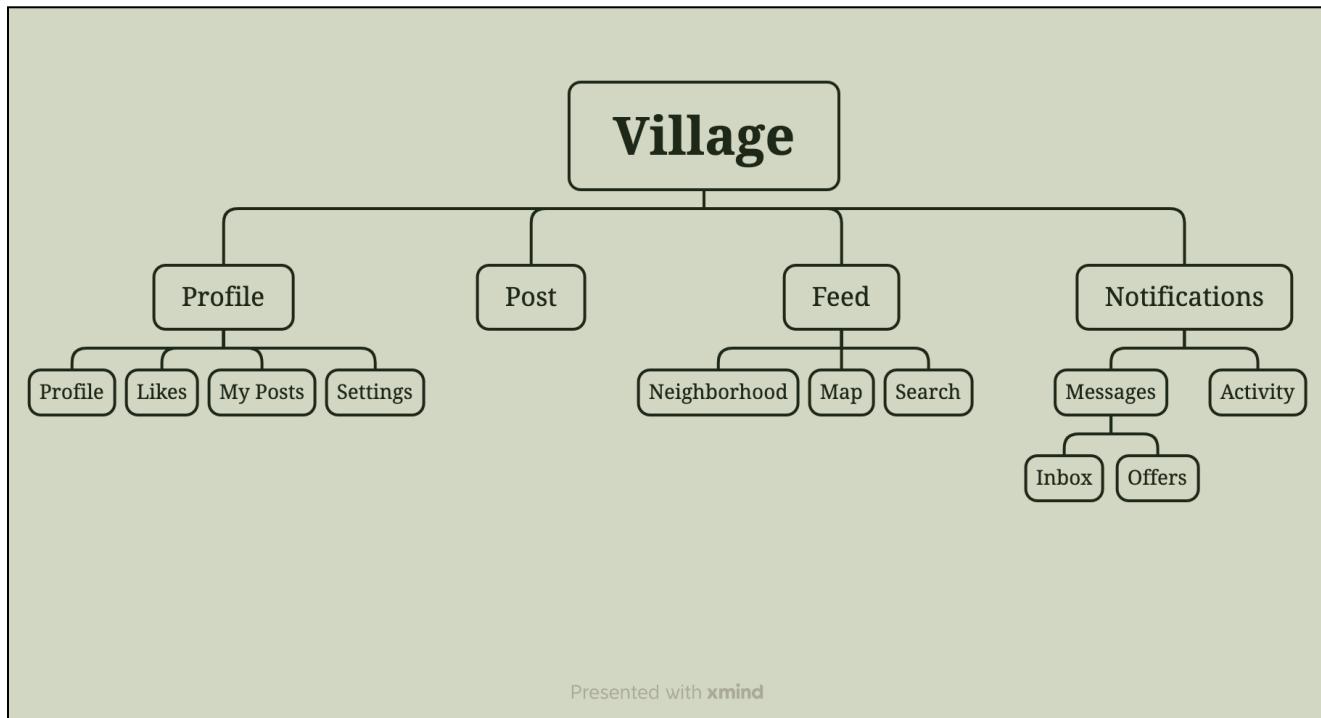
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- **Activity** - The user's interactions with other users
 - **@____ sent a message** - A notification when another user sends a message to the user
 - **Activity Feed**- Shows list of comments and likes on users posts
-

Information Architecture



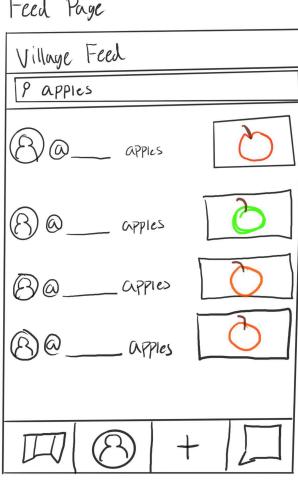
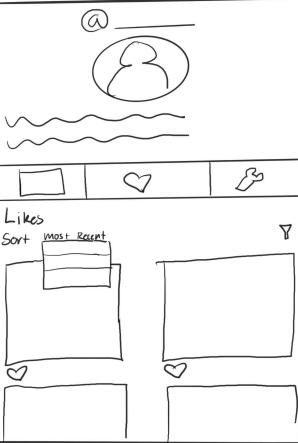
Navigation

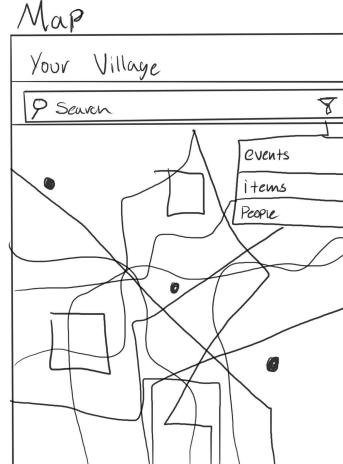


Navigation Wireflow



Search, Sort, and Retrieval Results

Search	<ul style="list-style-type: none">● Search for products in the village feed● Search for other users	
Sort	<ul style="list-style-type: none">● Sort your liked products & accounts● Sort for most recently added products● Sort for best condition items● Recommended	

Filter	<ul style="list-style-type: none"> ● Filter searched items ● Filter the map for items and events 	
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User-Centered Design

User Feedback	Design Improvement
Some of the icons are unclear.	Adjust icons to make them into more identifiable shapes.
Prefers settings cog icon rather than button.	Add settings cog that goes into a new page rather than a button.
No back buttons in certain features.	Add back button / arrow to pages within pages (ie. map back to home feed).
No “Edit Profile” button.	Add an “Edit Profile” button to the profile page.
Where I am on the map is a little small and blends in with other things on the map.	Add a more defined separation between the user’s location and other locations on the map.

The Target Technology Platform of Our Users

Hardware Requirements

A mobile device that is fewer than 5 years old is recommended, but not required.

- A camera
- Wireless Fidelity (WiFi)
- Processor - minimum of 1GHz, we recommend at least 2GHz
- Hard Drive - minimum of 32GB, we recommend at least 64GB
- Memory (RAM) - minimum of 6GB

OS Requirements

- Android version 12 or newer
- iOS version 11 or newer

Software Requirements

- Camera Hardware
- 6GB RAM or higher

Network Requirements

- Between 5Mbps and 40Mbps

Security Requirements

- Users understand the security risks and prevention methods
- Users' personal information / data will not be shared
- Only general location of user will be shared until the user themselves share their address for trading items / services
- Secure files and database
- Personal information and passwords not exposed through the interface

Economic / Payment Requirements

- App is free to download and use
- There is the bartering of products / services in the app between users

Legal Considerations and Issues About AI

- All of our work is our own and can be copyrighted as our intellectual property
- No AI work can be copyrighted as there was no contribution from us to make the work

What constraints and opportunities can our digital product realize or cost?

Our app provides the opportunity to get rid of unwanted items or provide services to others by trading other products or services. A constraint our users may experience is that there are no items or services they want to trade for their item or service.

Can our market pay the price of that service?

Since our app is free to download and use, any service fees we have will be paid for by the advertisements local businesses want to put on our app. Whether it be a discount or event they want to promote on Village, the advertisement rate we will charge will cover the service fees.

Can we cover our development and operational costs?

Our application is slated to be accessible through the Apple App Store, catering to iPhone users, as well as the Google Play Store, targeting Android users. To facilitate the presence of our application on the Apple App Store, an annual fee of \$99 is required, while the Google Play Store has a one-time payment of \$25 for publication. Additionally, both of these platforms impose a standard commission rate of 30% on all revenues generated through in-app purchases and advertisements. It is crucial for us to consider these platform-specific fees and revenue-sharing arrangements in our financial planning to ensure the sustainability and profitability of our project.

Design Choices We Have as a Result of the Hardware Constraints

A constraint that impacted the design of Village is that since it is a mobile app, the screen size is small compared to that of a computer screen. Due to this, we had to center our design around that of a standard mobile phone. We focused the main icons to be in reachable distance to both the right and left thumb. Another constraint that impacted our design choice is the amount of storage we have which is limited. Our solution was to optimize our assets and to compress and optimize image and multimedia files to reduce their size while maintaining acceptable quality. Tools like image compressors and minification libraries helped achieve this.

What do these constraints/opportunities allow/prevent in our design?

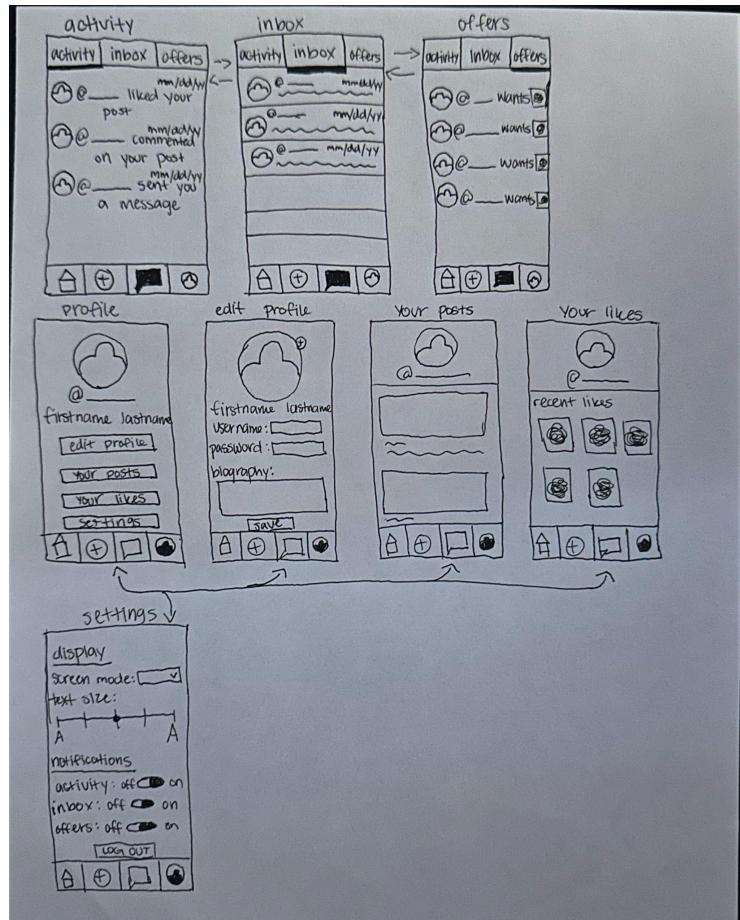
A constraint of our app is that the content is produced by the users. If users are not posting enough, the app will lack content and more users will decide not to log in. The app relies on community engagement, therefore it may be more difficult for users in less populated areas to participate. To overcome this we have added a filter feature within the search function that allows users to expand the mile radius of their search. Alternatively, we have also added a message seller feature that could allow users to arrange for shipping items.

In pursuit of finding ways to make our app more engaging, we created an opportunity for user retention in our feed feature. This allows users to scroll through listings tailored to their interests without the need of searching. Apps that provide this are much more likely for users to come back to the app daily as well as stay on for longer.

Our Goals and Outcomes

Our goal is to build an app to aid communities in becoming more self reliant and connected. The rising costs of goods and services make our dollars worth less, so we created an avenue to help people get the things they need by trading unwanted items that they already have. In order to meet these goals we need at least 1000 new users per month within the first year. Of these users we need fifty percent of them to make listings three times per week in order to create the content of our app. If these numbers are not met the app will not succeed.

Paper Prototype



Lo-Fi Prototype

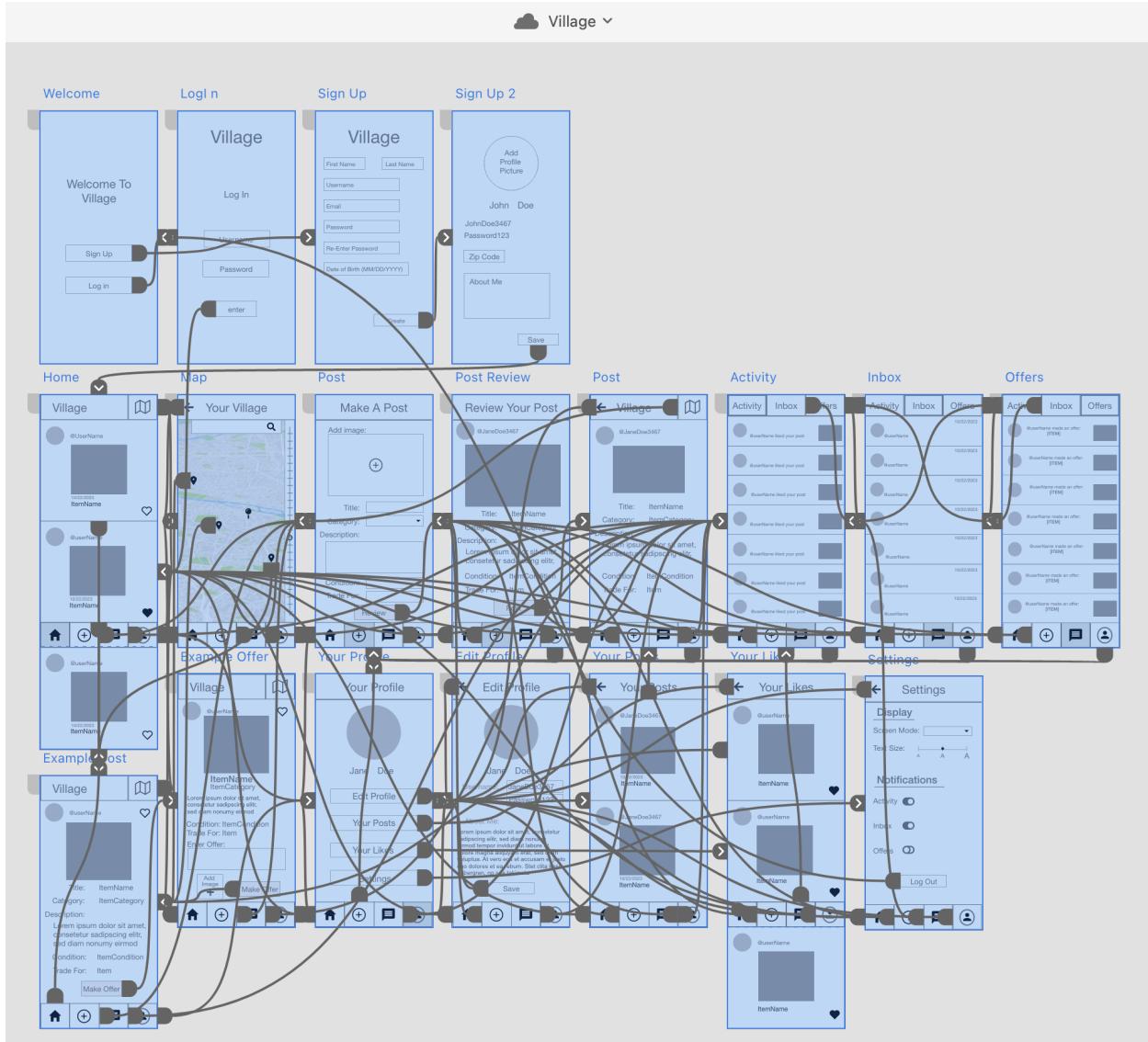
The Lo-Fi Prototype wireframe for the Village application displays a grid of 14 screens:

- Top Row:**
 - Welcome
 - Login
 - Sign Up
 - Sign Up 2
- Second Row:**
 - Home
 - Map
 - Post
 - Post Review
 - Post
 - Activity
 - Inbox
 - Offers
- Third Row:**
 - Example Post
 - Example Offer
 - Your Profile
 - Edit Profile
 - Your Posts
 - Your Likes
 - Settings
 - Display
- Fourth Row:**
 - Example Post
 - Example Offer
 - Your Profile
 - Edit Profile
 - Your Posts
 - Your Likes
 - Notifications
 - Log Out

Key UI Elements:

- Welcome:** Welcome To Village, Sign Up, Log in.
- Login:** Log In, Username, Password, enter.
- Sign Up:** First Name, Last Name, Username, Email, Password, Re-Enter Password, Date of Birth (MM/DD/YYYY), Zip Code, About Me, Save.
- Sign Up 2:** Add Profile Picture, John Doe, JohnDoe3467, Password123, Zip Code, About Me, Save.
- Home:** Village, @UserName, itemName, heart icon, navigation icons.
- Map:** Your Village, map, location markers, navigation icons.
- Post:** Make A Post, Add image, Title, Category, Description, Condition, Trade For, Review, navigation icons.
- Post Review:** Review Your Post, @JaneDoe3467, itemName, itemCategory, Description, Condition, Trade For, Post, navigation icons.
- Post:** Village, @JaneDoe3467, itemName, itemCategory, Description, Condition, Trade For, Item, Post, navigation icons.
- Activity:** Activity, Inbox, Offers, list of posts with timestamps.
- Inbox:** Activity, Inbox, Offers, list of offers with timestamps.
- Offers:** Activity, Inbox, Offers, list of offers with timestamps.
- Example Post:** Village, @UserName, itemName, itemCategory, Description, Condition, Trade For, Item, Make Offer, navigation icons.
- Example Offer:** Village, @UserName, itemName, itemCategory, Description, Condition, Trade For, Item, Enter Offer, Add Image, Make Offer, navigation icons.
- Your Profile:** Your Profile, Jane Doe, Edit Profile, Your Posts, Your Likes, Settings, navigation icons.
- Edit Profile:** Edit Profile, Jane Doe, Username: JaneDoe3467, Password: Password123, Save, About Me, navigation icons.
- Your Posts:** Your Posts, @JaneDoe3467, itemName, navigation icons.
- Your Likes:** Your Likes, @JaneDoe3467, itemName, navigation icons.
- Settings:** Settings, Display (Screen Mode dropdown, Text Size slider), Notifications (Activity, Inbox, Offers), Log Out, navigation icons.
- Display:** Screen Mode dropdown, Text Size slider.
- Log Out:** Log Out button.

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Think Aloud Protocol

Video Link: <https://youtu.be/7CngK42FzMc>

Goal: Explore the app and report any concerns

Task Analysis

Goal: Explore the app and report any concerns

1. User opens the app
 - 1.1. User chooses to Sign Up for an account (0:08)
2. Sign up page
 - 2.1. Gets **confused** that he can't interact with the app (0:15)
 - 2.2. Clicks "create" to create an account
3. Profile page (0:17)
 - 3.1. Looks over his profile
 - 3.2. Clicks "save" to save changes (0:26)
4. Village feed page (0:28)
 - 4.1. Scrolls though the feed
 - 4.2. Clicked on a @username to see a profile and offer
5. User profile
 - 5.1. **Surprised**: realises that he can make an offer (0:43)
6. Goes back to feed (0:46)
7. Map page (0:59)
 - 7.1. **Surprised** he has a map to see offers near him
8. Profile page (1:09)
9. Confused why "John Doe" changed to "Jane Doe" (1:14)
10. Feed page (1:15)
 - 10.1. **Surprised** that you can like the posts on the feed page
11. Profile page (1:19)
 - 11.1. Clicks "Settings" button
12. Settings page (1:21)
 - 12.1. Clicks inbox
13. Inbox page (1:28)
 - 13.1. Clicks activity
 - 13.2. Clicks inbox
 - 13.3. Clicks Offers (1:40)
 - 13.4. Clicks Make a Post
14. Post page(1:41)
 - 14.1. Overviews the information
 - 14.2. Clicks "review" post (1:52)
 - 14.3. Posts (1:58)
15. Village feed (1:58)
16. Profile page (2:01)
17. Map page (2:17)

- 17.1. Comments about software
18. User closes the app (3:00)

Error Count: 0

Confused Count: 1

Surprised Count: 3

Total Duration: (3:00)

Improving the Design

Based upon our think-aloud protocol and our task analysis we are able to tell that we have a good flow within our design and that it is easy to click through. The user liked being able to favorite posts as well as the map feature that would allow him to see offers nearby. He also commented on the software that we were using and that some things would not respond to what he was trying to click, such as some information pages not being interactive. To improve our design we can make the bottom navigation bar stay there permanently minus the welcome page. This would allow for easier navigation to every part of the app at any time that the user would want to navigate to a specific page.

Interview

After interviewing the user about our improved design, we can safely say that our design is well thought out with an easy to follow layout. Our user mentioned that changing the bottom navigation bar to permanently stay on every page would allow for easier use when switching between pages. Our user also mentioned that the app seems very user-friendly and is excited to see our final product.

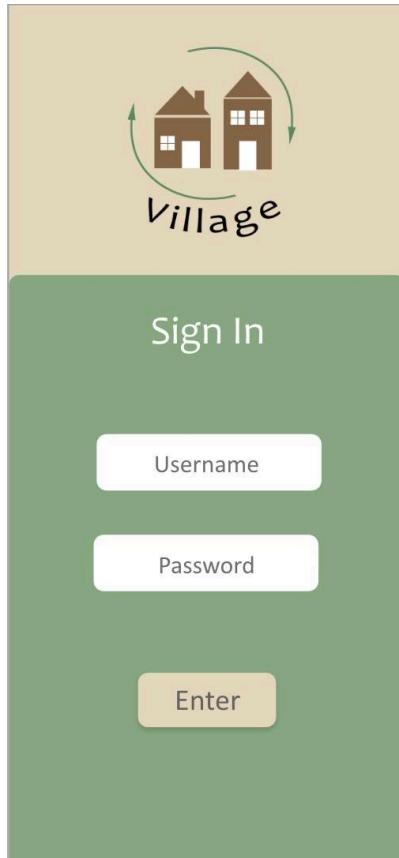
Village Design Choices and Decisions

3 High Fidelity Designs Options

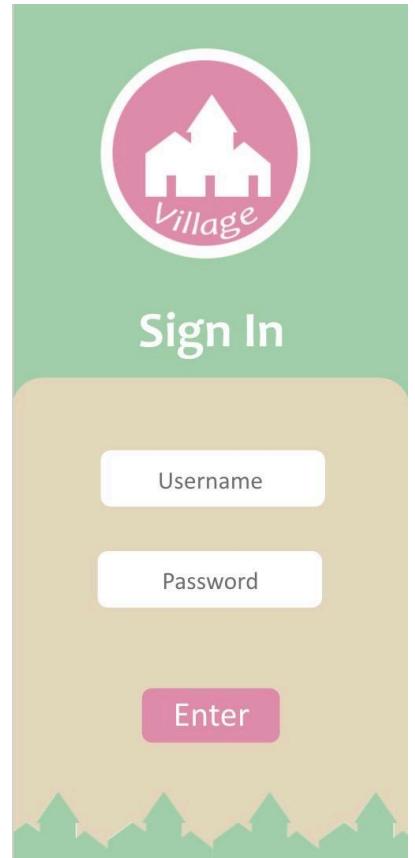
Conservative



Moderate



Wild



User Feedback

User 1

User 1 preferred the middle design's layout and color scheme. They stated that the design is more cohesive. They were most attracted to the moderate logo as they said that it is most recognizable and memorable. They stated that they were attracted to the pink accents in the wild option, however it did not pair with that specific green well. They liked the pattern located at the bottom of the wild option, however they stated that the green shade should be darkened. The conservative design works well, however it is not as memorable and attractive.

User 2

User 2 preferred the third design's color scheme the best. They stated that the bright pink was a nice touch and brought some pop into the design. They also stated that they liked the design at the bottom of the wild design, but said that the logo from the moderate design would look nicer because it would "look more like a neighborhood with the houses lined up." They also preferred the bolder font from the wild design.

User 3

User 3 preferred the first design's color scheme. They said there is a lot less going on in that design therefore the fields stand out better. In this person's opinion less = more. They also liked the colors associated with the logo and the houses represented a community which is what Village is built for. They did say that they liked the text to be as big as it is in the third design than the second.

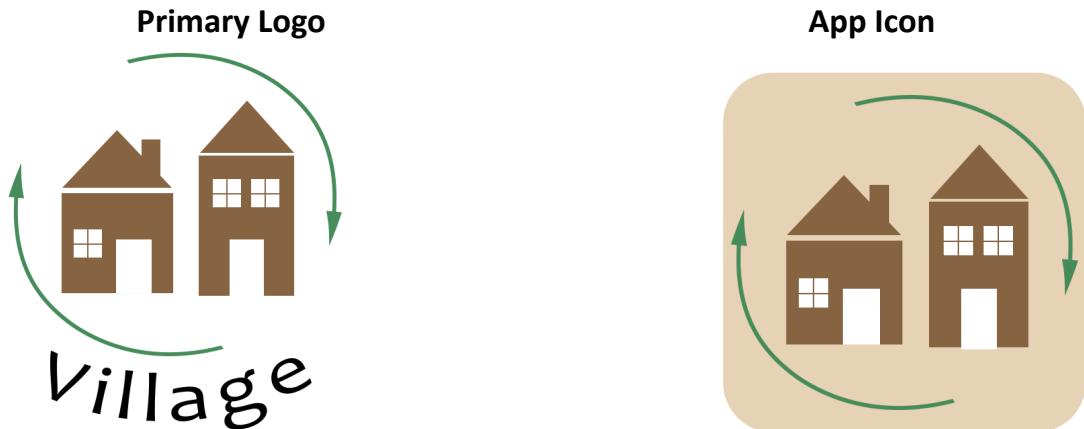
Style Guide

Logo & Identity

The logo consists of two brown houses with green arrows circling around them. This signifies trading between a community which is the purpose of our app. In our app icon, instead of the windows and doors being the same color as the background, we chose to keep them white to signify lights on in the house as if someone is home.



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Brand Colors

This color palette is mainly earth tones that include green, brown, and tans. We added pink, white, and grays as well for more depth. We chose these colors because earth tones are known to bring a sense of warmth and balance. Since our app is about bringing together a community, we thought that they fit well. We decided to add the pink for a pop of color that would brighten up the look and feel of the app.



Typography

Candara

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Calibri

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c e d f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

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Candara will be the primary font for larger text such as in the logos, headings, etc. Calibri will be the primary font for smaller text such as in body paragraphs and on labels. We chose these fonts because they are sans serif typeface fonts which means it will be easier to read on mobile devices. It is easy on the eyes and scales well.

Icons and Buttons

Icons:

The icons to the right are all of the icons in Village. They represent things such as the home page, adding a post, and our map feature. Their colors include, black (#000000), pink (#EE88AC), gray (#343434), and tan (#E7D6B8).



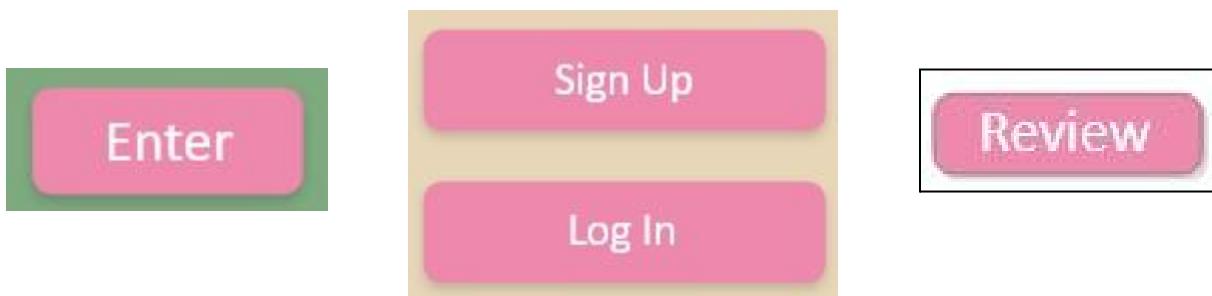
Navigation Bar:

Our navigation bar features these icons as shown. Our home page, make a post page, messages page, and profile page. The main color is tan (#E7D6B8) with the icons being black (#000000). If a tab is selected, the background color changes to a muted tan color (#C9C0AF).



Submission and Page Buttons:

All buttons are a pink (#EE88AC) color with white (#FFFFFF) text on them. They feature a drop shadow with measurements X:3, Y:3 and B:0. They have a roundness of 10.

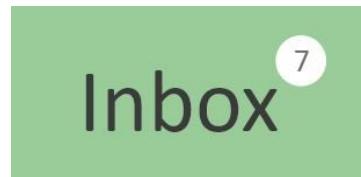


*Black outline around the third button for visual display only.

Notifications



The messages tab on the navigation bar as well as in the messages tab have the same look for notifications. A white (#FFFFFF) circle with a gray (#707070) number representing how many notifications the user has.



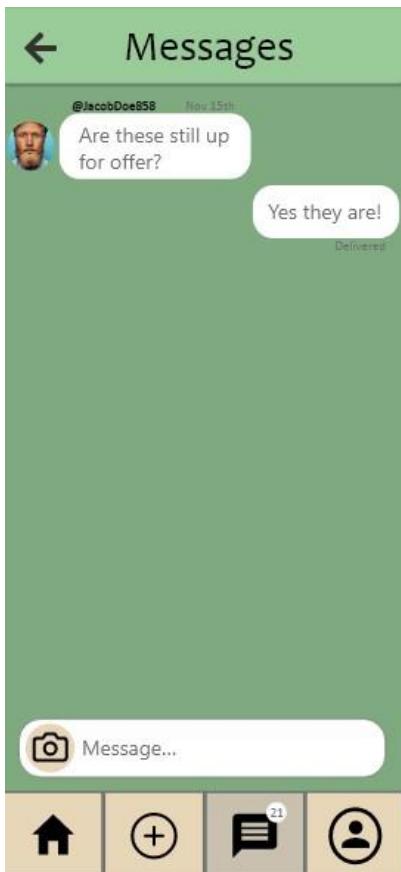
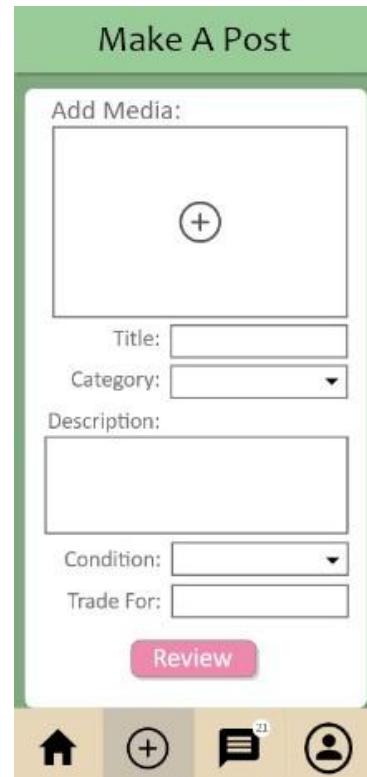
Notifications for specific messages are represented by a little green (#7FA97E) dot next to the other user's name.

Input Fields

This is an example of what our input fields look like. This is the user sign up page where they first create their account. The background is the darker green color (#7FA97E) and the input fields are white (#FFFFFF) with gray (#707070) text. They have a roundness of 10. The button is a pink color (#EE88AC) with a white text color. It also has a roundness of 10.

A screenshot of a user sign-up form. The background is a dark green color. It contains several white input fields with rounded corners and gray placeholder text ('First Name', 'Last Name', 'Username', 'Email', 'Password', 'Re-Enter Password', 'Date of Birth (MM/DD/YYYY)'). Below the input fields is a pink rectangular button with the word 'Create' in white text and rounded corners.

This is an example of the input fields to make a post. The main background color is dark green (#7FA97E) and the post background is white (#FFFFFF). The input fields themselves are also white with a dark gray (#707070) border and allow users to type in their information. The boxes have a height of 37 and a width of 193.



Messages

This is an example of messages between users. The top is a light green (#9ACC99) and the main background is a dark green (#7FA97E). The message bubble color is white (#FFFFFF) and the text color is gray (#707070). The message input area is also white with the gray text color.

Evaluate Design with User Testing

Think Aloud Protocol

Product: Village - <https://xd.adobe.com/view/d13ba371-feaf-4389-ba9d-0b01403f74eb-8468/>

Think Aloud Protocol:

https://us05web.zoom.us/clips/share/ebLANt2CkZOkOoMvmYzj_d4z3m6pfUx0PMF1BheDc1fBVdHeyllQ7t5HRQKP2o4mK2XH63wv5bdH5zK1t8o6bK4ahg.iLB65va18tkIBYkf

Hierarchical Task Analysis

Assigned User Task: “Create a post and post it to the feed”

1. Open App
 - 1.1. Presses the “Log In” button (0:17)
 - 1.2. Presses “Enter” (0:26)
 - 1.3. Feed Page (0:27)
 - 1.3.1. Scrolls through feed page (0:27-0:40)
 - 1.4. Make a post page (0:40)
 - 1.4.1. Presses the “review” button
 - 1.5. Review your post page (0:57)
 - 1.5.1. Presses “post” (1:03)
 - 1.6. Activity page (1:10)
 - 1.7. Profile page (1:18)
 - 1.7.1. Edit profile (1:20)
 - 1.7.1.1. Save changes (1:26)
 - 1.7.2. Your post page (1:27)
 - 1.7.3. Your likes page (1:30)
 - 1.7.4. Settings (1:33)
 - 1.7.4.1. Log out (1:34)
2. Close App (1:42)

Error Count: 0

Confusion Count: 0

Surprised Count: 0

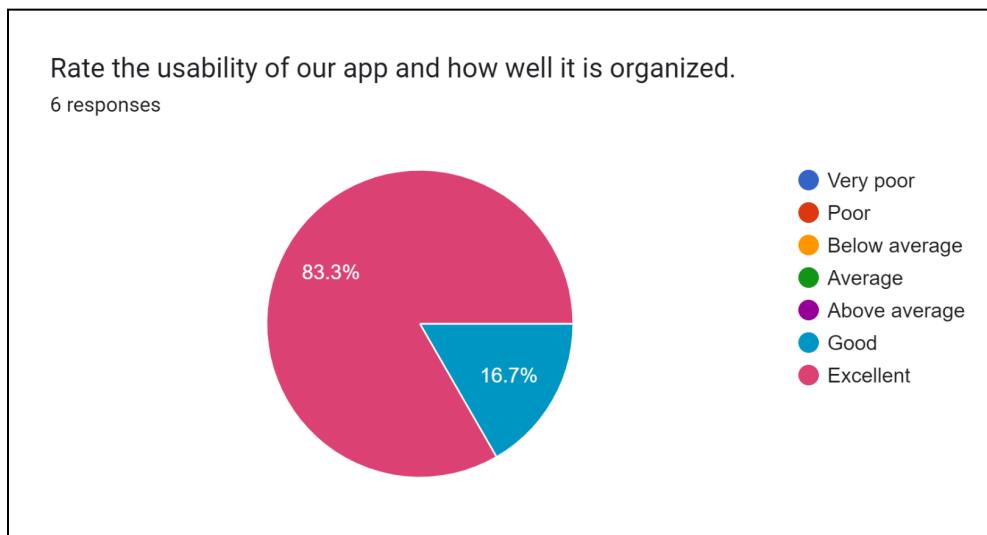
Total Task Duration: 1:42

Post-Experience Survey

1. What was your first impression of the app?

- a. Super cute
- b. simple design and easy to navigate
- c. I thought it was easy to navigate and it looked very clean and well put together.
- d. it is visually pleasing and easy to navigate
- e. simplistic and easy to use
- f. I thought the idea of it was really unique

2. Rate the usability of our app and how well it is organized.



3. What was your favorite part about the app?

- a. Seeing all the different people who are “on the app”
- b. the ability to go back and look at your own likes
- c. I like that you can see messages from people in one category and offers in a separate one. It makes it more organized.
- d. i liked the map feature that showed the location of sellers in close proximity. i also liked that i could click on the location pins and see what people were selling
- e. The concept is a really great idea
- f. I like that there is a social media aspect to it

Village - Lisa Heinzman, Emilee Morris, & Nicole Tiffany

4. What was your least favorite part about the app?

- a. N/A
- b. the activity page
- c. N/A
- d. N/A
- e. I think more color options would be better.
- f. The sign in page was a little plain

5. What was the most frustrating part about using the app?

- a. learning how to work it at first
- b. when on the homepage, the menu options at the bottom would not appear
- c. N/A
- d. i don't think any of it was frustrating , i just wanted to be able to perform more actions but alas it is just a little demo
- e. It wasn't frustrating, it was easy to navigate
- f. I never felt frustrated

6. What is one feature that you wish was implemented into the app that isn't already implemented?

- a. More color
- b. displaying the condition of the items from the main homepage so you can see it while scrolling
- c. Push notifications or if users could have the option to be verified so you know if it's real.
- d. maybe some sort of thing where you can see what other people have offered for certain items
- e. An option to comment on posts
- f. Ability to post videos

7. What do you think sets us apart from competing apps?

- a. effort put into this
- b. the amount of detail you can add to the posts
- c. I think that it is more organized than other apps that involve selling. I also like that it's trading and not just buying.
- d. the easy to use and unique set up
- e. the bartering aspect
- f. That there is no money involved

8. How satisfied were you with the app's features / functions?

- a. very satisfied
- b. 10/10
- c. very satisfied
- d. I loved the app! I think that it is a very unique app!
- e. very satisfied
- f. very satisfied

9. Is there anything you would change about the app?

- a. N/A
- b. no
- c. No.
- d. the font of the text
- e. No
- f. no

10. How would you rate your overall experience and why?

- a. Good! Could sit for hours going through this
- b. 10/10, the app is straightforward and easy to use for people of all ages
- c. I thought it was fun to tap around in. I think that it was entertaining to see what other people were posting and the map function was easy to navigate.
- d. 8/10. it's very impressive for a school project and seems like an app that could be very useful if it really existed
- e. I would give it a 10, it was user friendly
- f. 10

Expert Evaluation

What worked and didn't work and why?

The user was able to use the navigation menu and then successfully review and post their item. This was made easier due to the standard icons used in the navigation bar located at the bottom. The simplistic design makes it easy for users to learn quickly, however it was noted that the design seemed dated.

What error(s) happened and why?

No errors occurred during the think aloud protocol. However, they gave very good insights into our design and what to improve.

Future Improvement Recommendations

What We Learned From Our End Users

We learned from our users that the Village app is easy to navigate and can be improved by adding a few small features to better meet the needs of our users. We also learned that we need to improve the design of our app to be more updated and visually pleasing.

What They Taught Us About the Usability of Our Design

Our users taught us that the app is easy to use due to the simple and straightforward nature of it. They also taught us that it is okay to add more styling to our design as some of them noted that it was a little plain.

What Surprised Us The Most

What surprised us the most was that no one had complaints about how to navigate the app. The survey gave very good reviews and our user for the think aloud protocol had no errors while performing their task.

How We Would Change Our Design to Take Into Account User Needs

Our design could be improved if we added more information to be available when previewing a list of posts. We could implement the item condition and what the creator of each post is wanting to trade for. This would improve our user experience as they can scroll through the feed longer while getting more information for each post. We could also add a “User Verification” that would take in the user’s personal information when creating an account. This gives other users the piece of mind that they are talking to real people. We could also add in some more color to add that pop that the users want.

Final Changes

Final Hi-Fi Prototype:

<https://xd.adobe.com/view/4fa5dee5-ab45-4ae6-85d0-681bf8fc4db9-1af6/?fullscreen>