

Preparing a Case Study and High-Fidelity Mockups for the Designed Mobile App



1. Project Overview

- **ZeroWaste Home** is a community marketplace that lets people rent or exchange unused household items. It helps reduce waste, save money, and promote eco-friendly living through simple and convenient sharing.

❑ Purpose :

- To reduce household waste by enabling people to easily rent or exchange unused items within their local community, promoting sustainable and cost-effective living.

❑ Goal :

- To create a simple and user-friendly platform that encourages sharing of household items, reduces waste, and supports sustainable community living.



ZeroWaste Home case study Cover Page

ZeroWaste Home - UI/UX Case Study



Share More, Waste Less



Mayuri Dodiya



Case Study Overview



Project Overview

ZeroWaste Home is a sustainable digital platform designed to help people rent, lend, or exchange unused household items within their community. The platform not only reduces waste but also saves money, builds community connections, and supports eco-friendly living habits.



Problem Statement

People often buy household items they use only once, leading to waste, high expenses, and storage clutter. There is no simple, trusted platform that helps communities rent or exchange unused items easily.



The solution

To create an easy-to-use marketplace that allows people to rent, borrow, or exchange household items in order to reduce waste, promote sustainability, save money, and build community sharing habits.

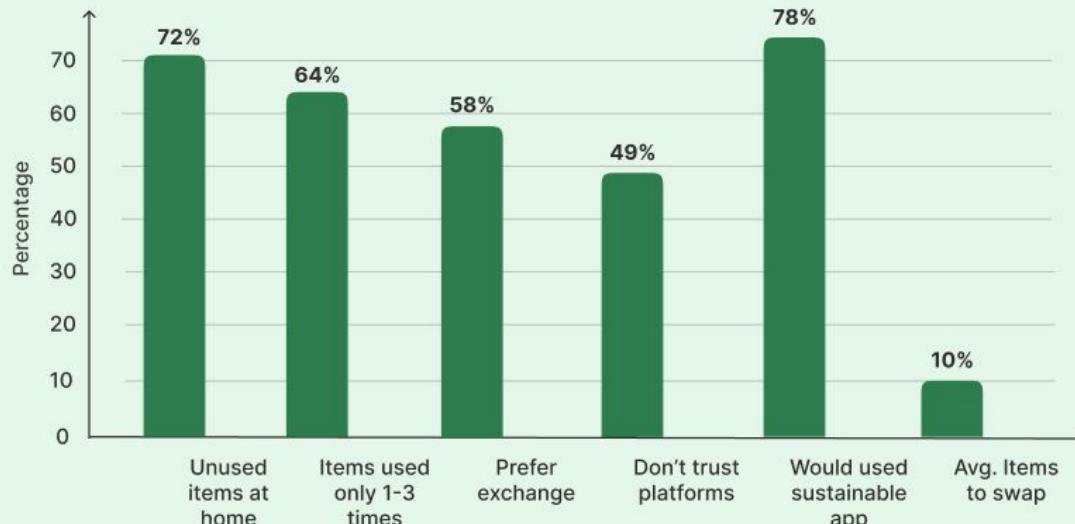
Discover Phase

- In this phase, the goal is to deeply understand users—their behaviors, frustrations, motivations, and daily context.

Quantitative Research

To measure user behavior, usage frequency, and market demand for a household-item exchange platform.

Key Findings



Insights Derived from Data

- High availability of unused items = **strong supply** for the marketplace.
- Strong user interest in saving money = **high adoption potential**.
- Trust and safety are major concerns = **need verified profiles + secure chat**.
- Many users buy items for short-term needs = **rental/exchange model is relevant**.



Competitor Research

- ZeroWaste Home marketplaces that let individuals share, rent, or exchange items directly with each other rather than buying new ones.

Competitive Analysis

Competitive analysis helps understand what similar platforms are doing well or poorly so we can identify gaps, opportunities, and features that will give HomeSwap a stronger market advantage.

Insights Derived from Data

Users struggle	Our solution
Unsafe transactions	Verified users
Lack of item verification	Dedicated "Rent" pathways
No easy rental flow	Quality checks
Poor communication & trust issues	Transparent pricing





Qualitative Research: To understand user behavior, motivations, emotions & pain points.



Interview

1. Can you describe how you manage unused household items at home?
2. What stops you from selling or giving away items you don't use?
3. Have you ever exchanged or borrowed an item from someone? What was the experience like?
4. What concerns do you have when dealing with strangers online?
5. What features would make you trust an exchange or borrowing platform?
6. What motivates you to choose sustainable options (rent, reuse, exchange)?



I want to give away unused items, but I don't trust people on random apps.



Selling small items feels like too much work for too little return.



I get confused by cluttered apps full of ads.

- ❑ **Define Phase :** Understanding what problem needs to be solved and for whom.
- ❑ **User Personas :** Personas help design teams empathize with users, and typically include details like demographics, goals, needs, pain points, and behaviors, to ensure a product is user-centered.

The Eco-Friendly Urban Renter



Riya Shah

Age: 28, Ux Researcher
Lives in Pune

Goals

- Save money on items used occasionally
- Reduce carbon footprint
- Access trusted rental/exchange options

Behaviors

- Uses OLX & Instagram Marketplace
- Reads reviews before decisions
- Prefers verified user profiles

Pain Points

- Hard to trust strangers online
- No proper rental flows in current apps
- Misleading product photos

Motivations

- Sustainability
- Minimalistic lifestyle
- Community-driven sharing



Amit Verma

Mechanical Engineer
Age: 35, Ahmedabad

Goals

- Quickly find items nearby
- Avoid buying products he'll use only once
- Reliable pickup/delivery options

Behaviors

- Compares prices before any transaction
- Browses Facebook Marketplace
- Prefers simple, fast processes

Pain Points

- Time-consuming search
- Lack of transparent pricing
- Risk of fake sellers or low-quality items

Motivations

- Convenience
- Affordability
- Time-saving

❑ Empathy Map :

- **Empathy in UI/UX design is the ability to understand and share the feelings, needs, and perspectives of users to create more intuitive and satisfying experiences.**

› Says

- I don't want to buy items I'll use only once.
- Trust is important when dealing with strangers online.
- I want affordable & eco-friendly options.

› Thinks

- Worried about product quality and safety.
- Wonders if the renter/exchanger is reliable.
- Thinks renting is smarter than owning unwanted items.



› Does

- Compares prices across platforms.
- Reads reviews and checks profiles.
- Contacts multiple sellers before deciding.

› Feels

- Frustrated by fake listings and unclear pricing.
- Happy when they find a sustainable, affordable option.
- Concerned about meeting unknown people.

User Journey Map :

- A user journey map is a visual representation of a user's experience interacting with a product to achieve a specific goal, highlighting their actions, emotions, and pain points along the way.

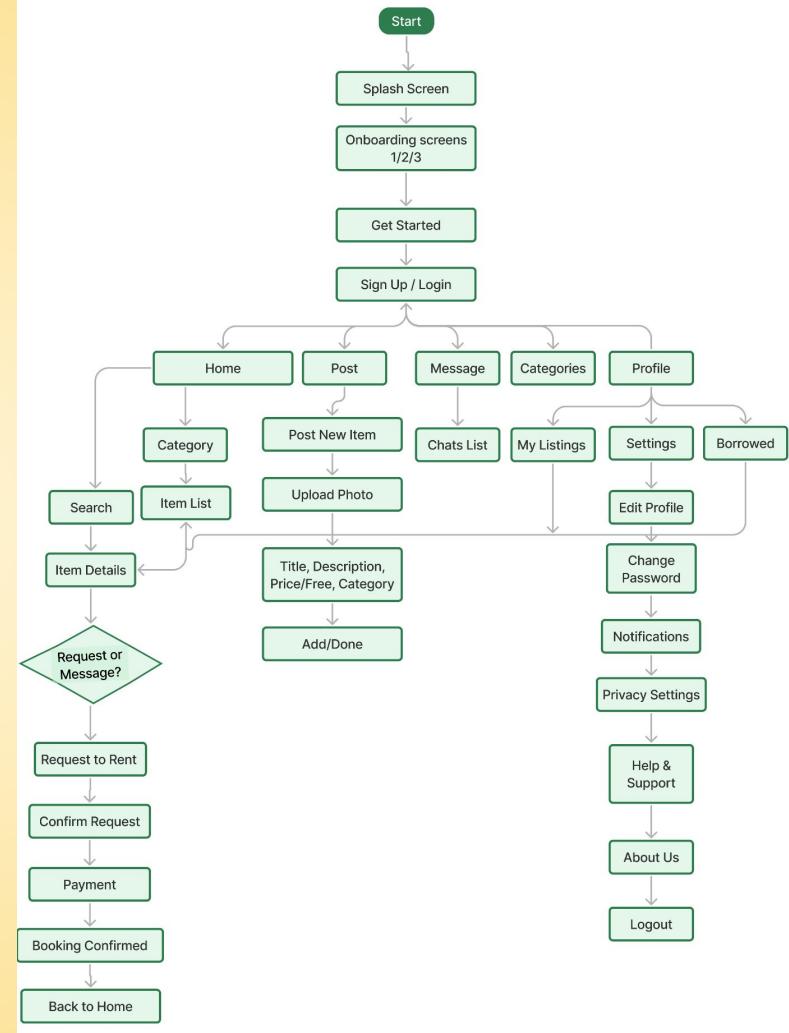
Stages	Awareness	Consideration	Onboarding	Connect & Decide	Transaction
User Action	Searches online for renting/exchanging items.	Compares platforms (OLX, Marketplace, HomeSwap)	Signs up on HomeSwap.	Chats with owner, checks price, negotiates	Confirms booking/exchange
Thoughts	There must be a cheaper, eco-friendly option	Can I trust the person I'm renting from?	This should be quick and simple.	Will this person respond quickly	Hope this goes smoothly
Feelings	Hopeful	Cautious	Positive	Relieved	Confident
Opportunities	Sustainability messaging.	Secure process, real reviews.	Simple signup, familiar UI	Fast messaging	Clear steps, secure payment

❑ Ideate Phase :

- This phase focuses on generating as many relevant ideas as possible.

❑ User Flow :

- It explains where the user starts, what actions they take, and where they end.

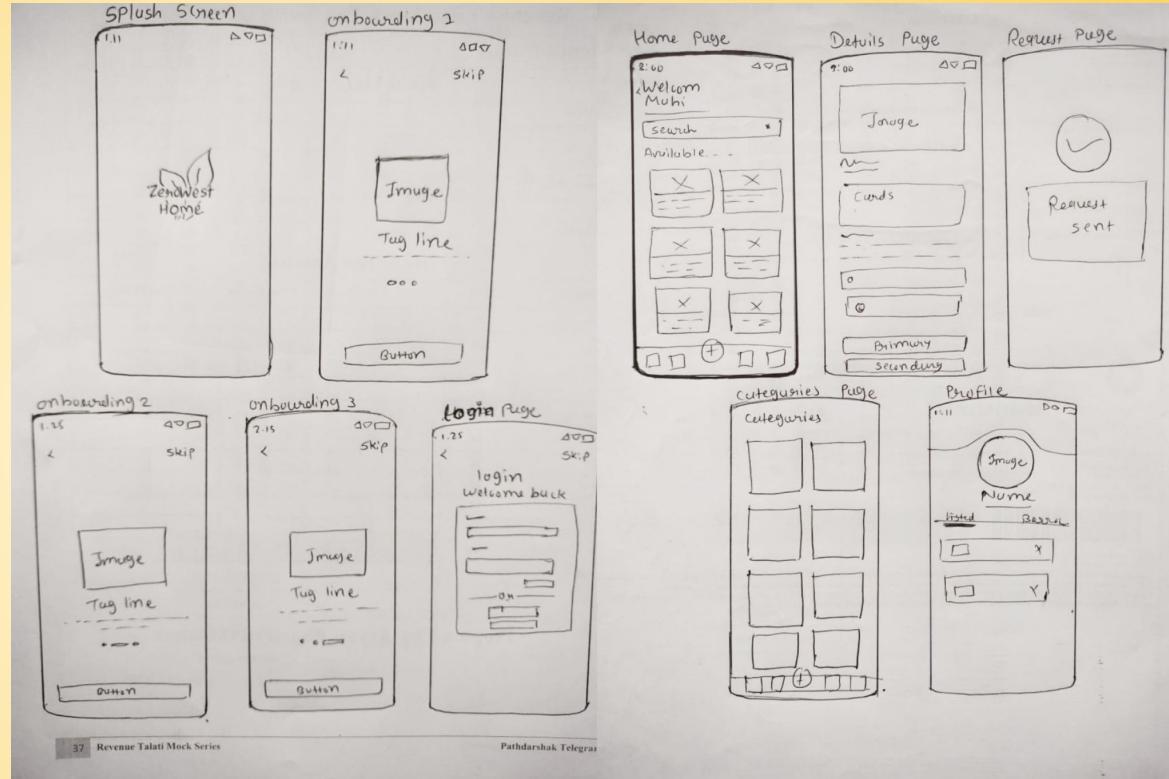


❑ Design Phase :

- The design phase focuses on converting research insights into visual and interactive solutions.

❑ Low Fidelity Wireframe

- Iterated quickly based on usability and clarity.





Style Guide : It includes everything from typography to iconography to color palettes and beyond.

Color

Primary #2E7D4F

Text #2E2E2E

Gradient green #FAD5E6

Alert #EB4335

Typography

Name	Font size	Name	Font size
Heading 1/Semi bold	32 px	Large Text Bold	20 px
Heading 2/Bold	24 px	Medium Text Bold	18 px
Heading 3/Medium	20 px	Normal Text Bold	16 px
Heading 4/Regular	20 px	Normal Text Regular	16 px
Heading 5/Bold	16 px	Small Text Bold	14 px
Heading 6/Semi bold	16 px	Small Text Regular	14 px

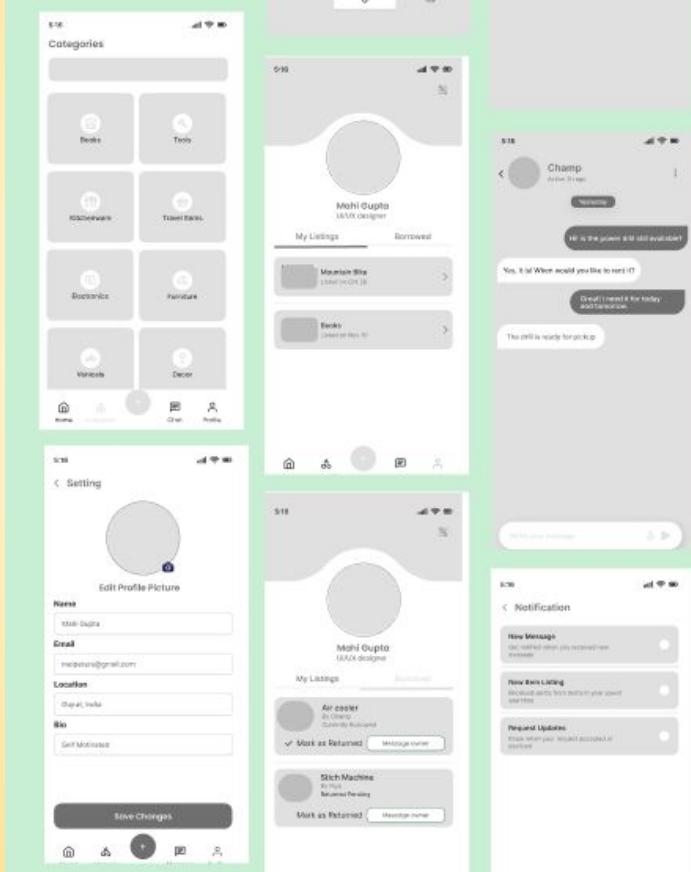
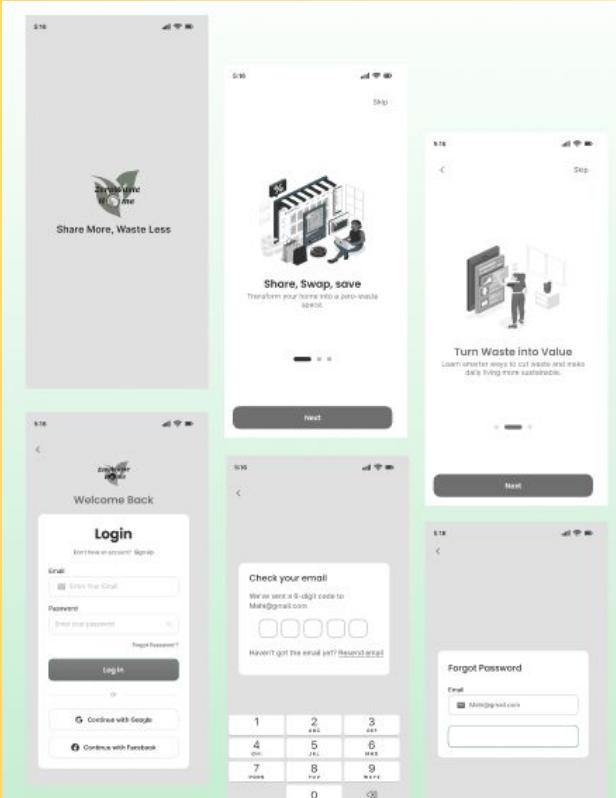
Iconography

Outline Icons

Fill Icons

❑ High Fidelity Wireframe

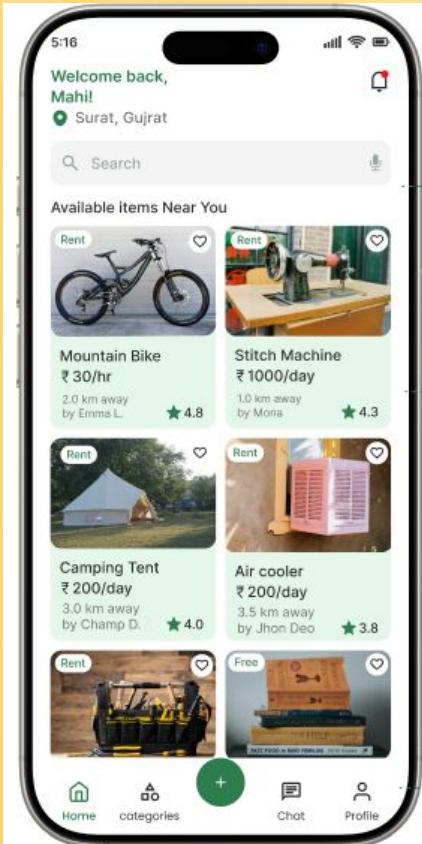
- Glimpses of the high-fidelity wireframes highlighting the final UI and user experience.





Visual Design :

- Clean, eco-friendly visual design focused on simplicity, clarity, and sustainability.



Notification

It will notify about important updates, news super deals, discount coupon and orders.

Search

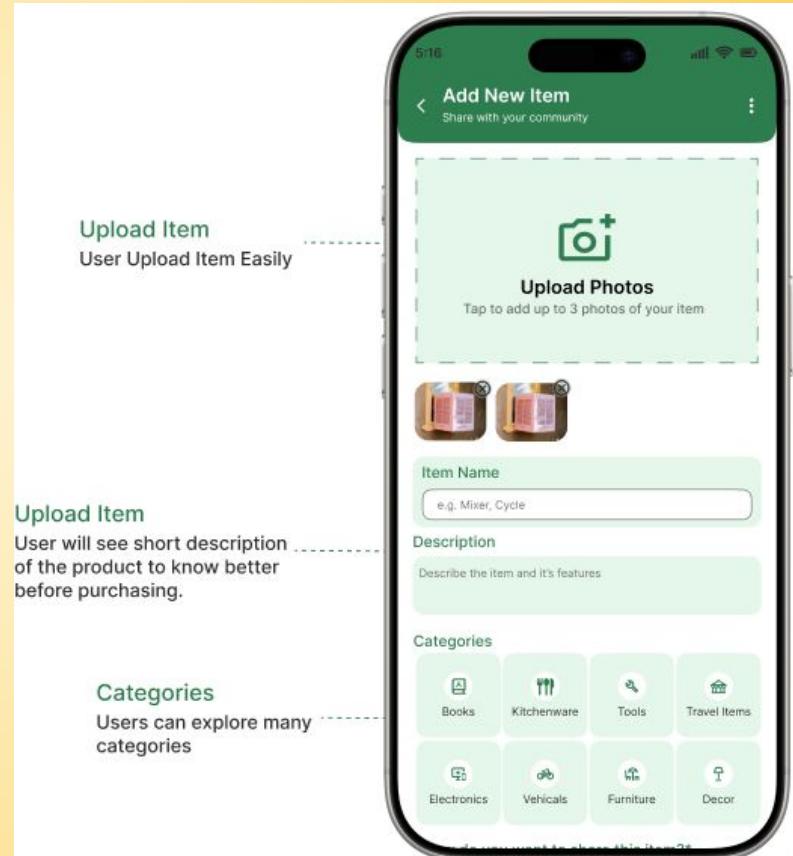
User will search easily all items

Features

This app will provide Rent And Exchange services also for monthly or yearly.

Navigation bar

User can access Home page, Material page, Search page, Hiring page and calculator page.



Upload Item

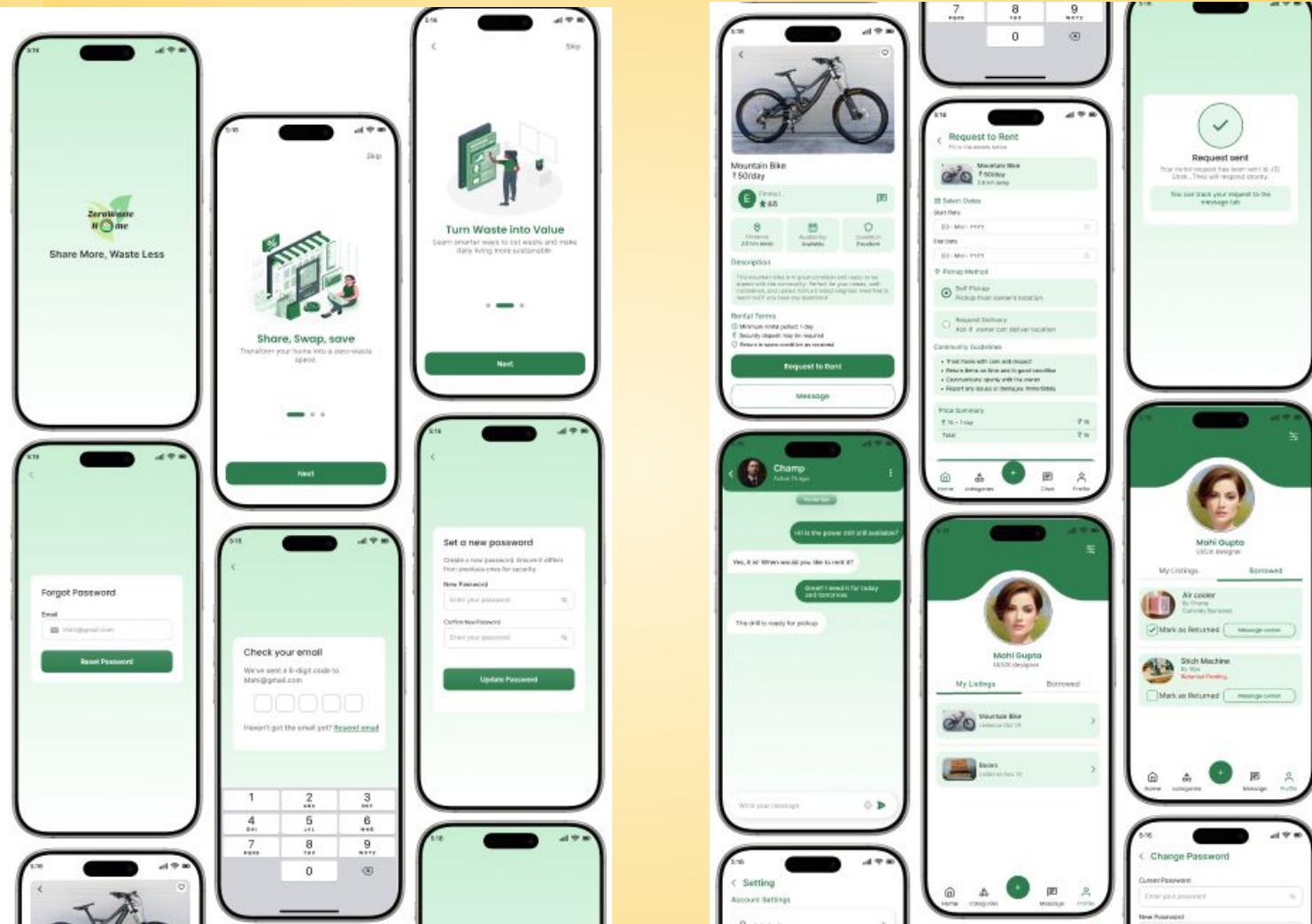
User Upload Item Easily

Upload Item

User will see short description of the product to know better before purchasing.

Categories

Users can explore many categories



❑ Usability Testing

- Evaluate how easily users can browse, rent, exchange, and list items in the ZeroWaste Home app.

01 Purpose of User Testing

- To understand how easily users can browse, rent, and exchange items and to identify usability issues in early prototypes.

02 Participants

- 5 users (ages 20-40)
- Mix of students, homemakers, and young professionals
- All familiar with mobile apps & online shopping

03 Tasks Given

- Search for an item (e.g., a drill machine)
- Rent the item for 2 days
- Request an exchange for a home decor item
- Add an item to their listing
- Navigate to profile and view past rentals

04 User Feedback

What users Liked

- "Feels clean and easy to use."
- "Love the idea of exchanging items instead of buying."
- "Colors give a sustainable vibe."

What users Disliked

- "Rent and exchange look similar—hard to decide."
- "Calendar should open automatically."
- "Profile page looks a little busy."

Key Insights

What Worked Well

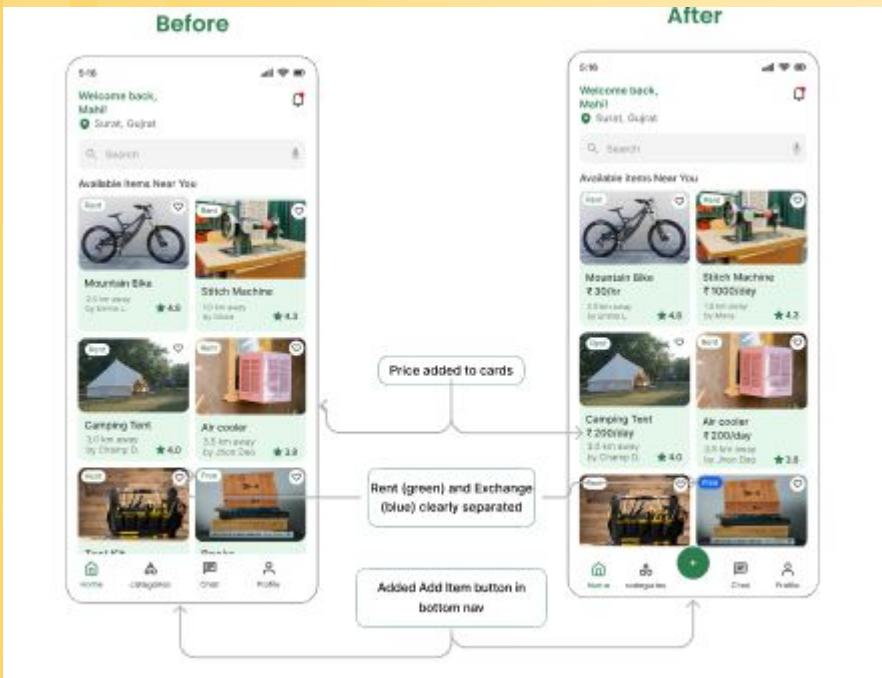
- Simple, clean interface
- Easy navigation
- Sustainable color palette appreciated
- Categories helped in quick browsing

Pain Points

- Add Item button was hard to find
- Rent vs Exchange buttons confusing
- Price missing on item cards
- Chat button not noticeable
- Date picker felt long



❑ Improvements Made



- I have provided the Figma link to review the complete case study.

Thank you...