

Rochester Greenovation App

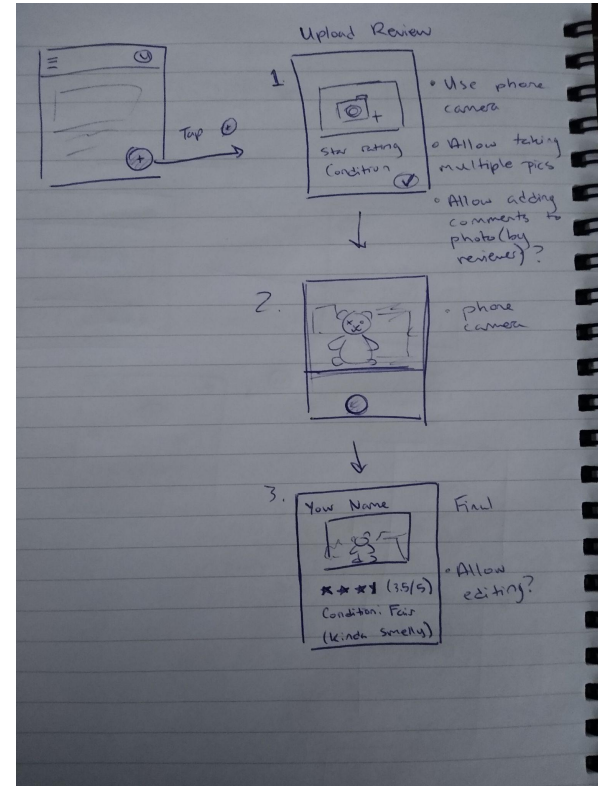
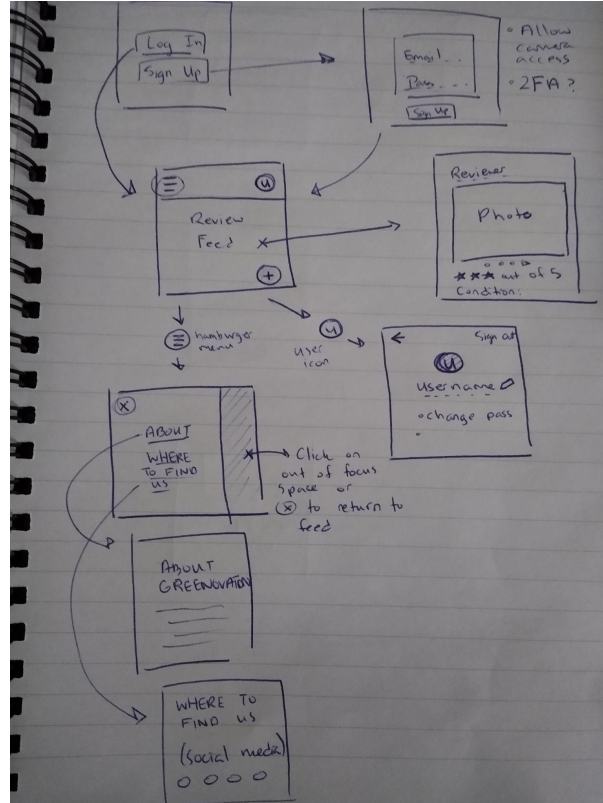
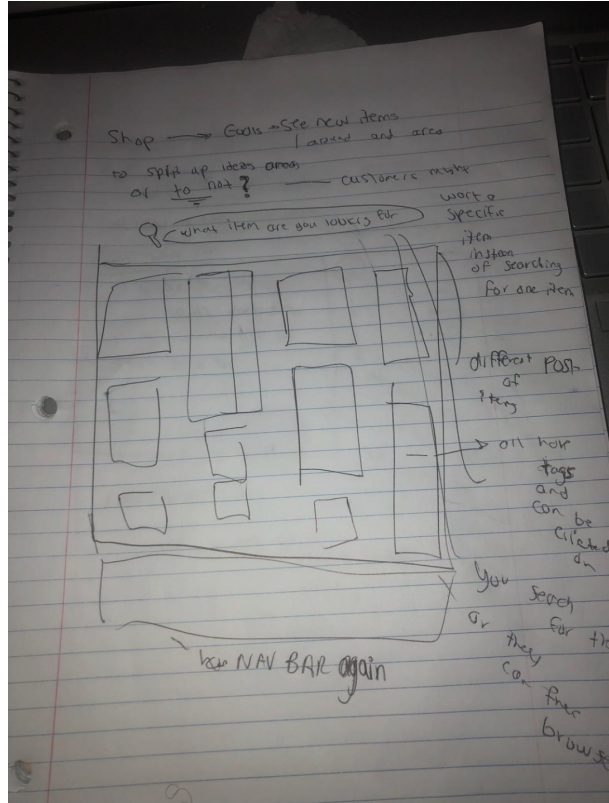


Amanual Mekonen, Catherine Nemechek

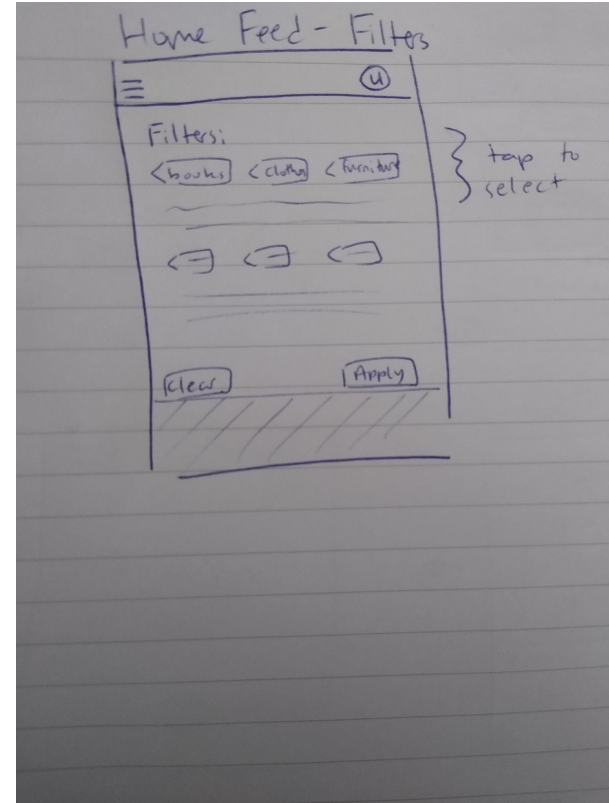
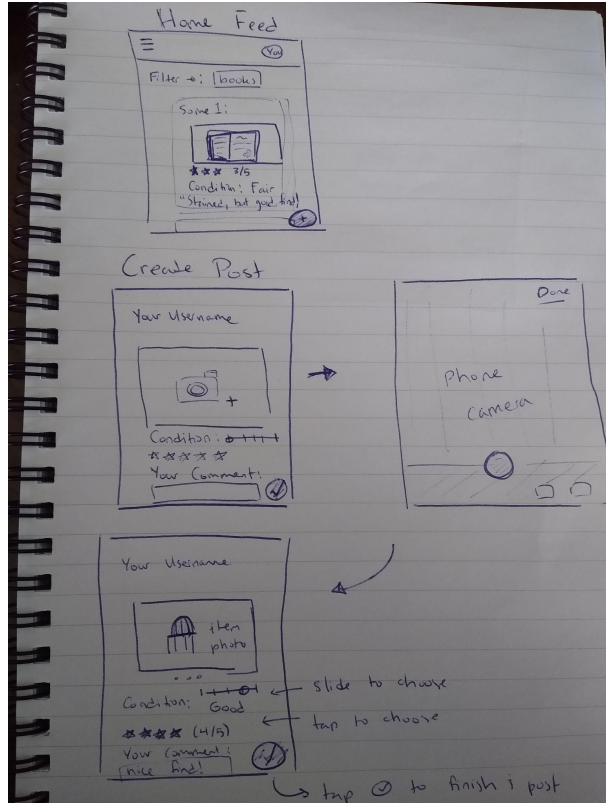
Design Considerations

1. Simple for novice users
2. Have one place to link to all of Greenovation's social media accounts
3. Photo-focused
4. Limited functions for minimal moderation

Sketches



Sketches Cont'd



User Testing

Testing was conducted with two participants:

1. Liked the simplicity
2. Concerned about spam and app misuse
3. Suggestions: reward system for users

Demo Time!