

Rochester Greenovation Application

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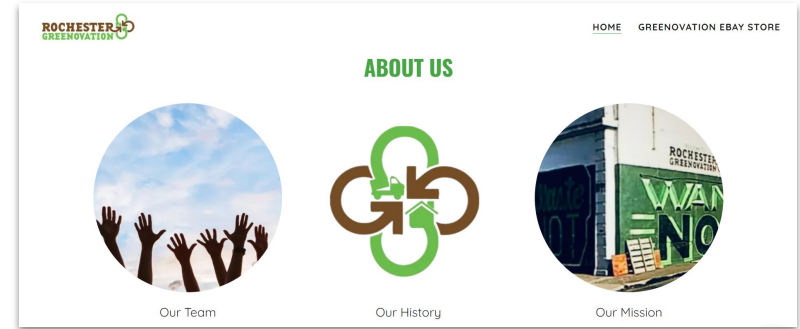


Goals

- Create a new browsing experience for customers that allows them to search all items in stock and connect more with the organization.
- Improve the volunteer experience by making it easier to receive announcements and help customers in the store.
- Build a community where store volunteers and customers can post and review merchandise on a common platform.
- We created a Figma prototype to showcase the functionality of the app.

Research and Ideation

- Contacting sponsors to see what they would like from this application
- Seeing where elements from the Greenovation website can be incorporated
- Looking into other organizations such as the Salvation Army, Upcycle That, and Goodwill to create a new, comprehensive set of codes to catalog items
- Looking into the current Greenovation social media streams

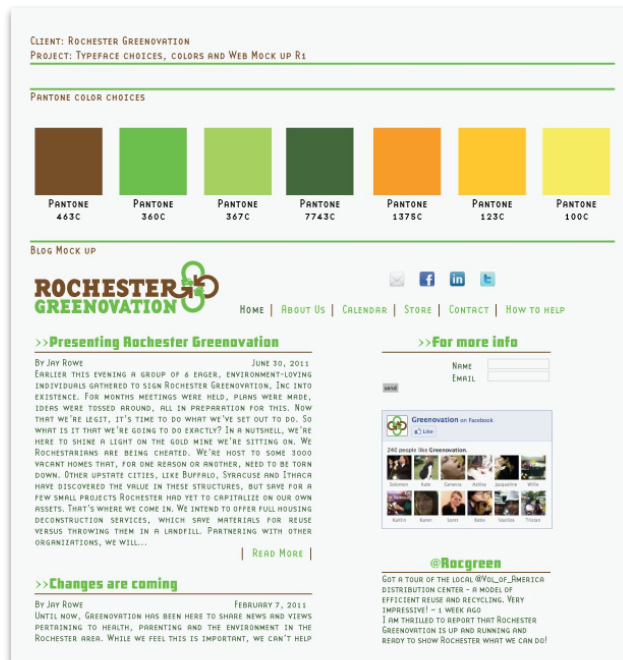
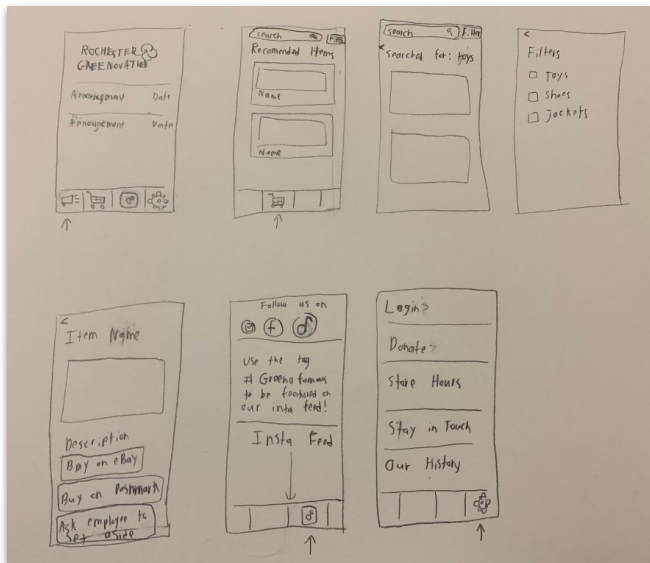


The screenshot shows the 'WAYS WE HELP' section of the website. It features a dark navigation bar with 'WAYS WE HELP', 'WAYS YOU CAN HELP', and 'ABOUT US'. A search bar and a 'DONATE' button are on the right. Below the navigation bar is a horizontal menu with categories: APPLIANCES, AUTOMOBILES, CHILDREN'S CLOTHING, FURNITURE, HOUSEHOLD GOODS, MEN'S CLOTHING, MISCELLANEOUS, and WOMEN'S CLOTHING. The 'FURNITURE' category is selected, indicated by a red circle icon. Below this is a table listing furniture items with their low and high prices.

Item	Low	High
Bed (full, queen, king)	\$52.00	\$176.00
Bed (single)	\$36.00	\$104.00
Bedroom Set (complete)	\$259.00	\$1,037.00
Chair (upholstered)	\$26.00	\$104.00
Chest	\$26.00	\$99.00
China Cabinet	\$89.00	\$311.00
Clothes Closet	\$16.00	\$52.00

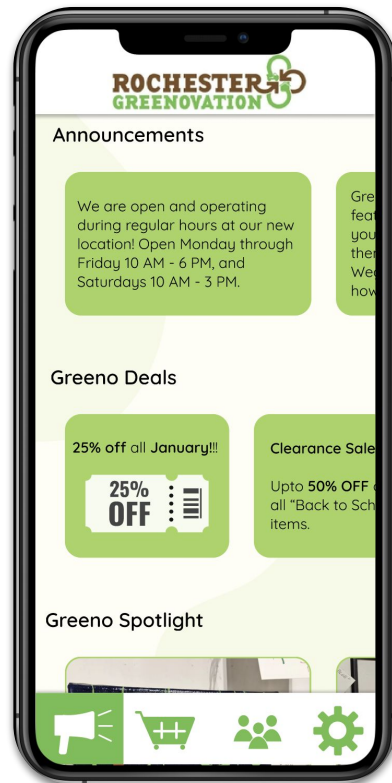
Research

- Creating wireframes
- Finalizing color schemes and typography



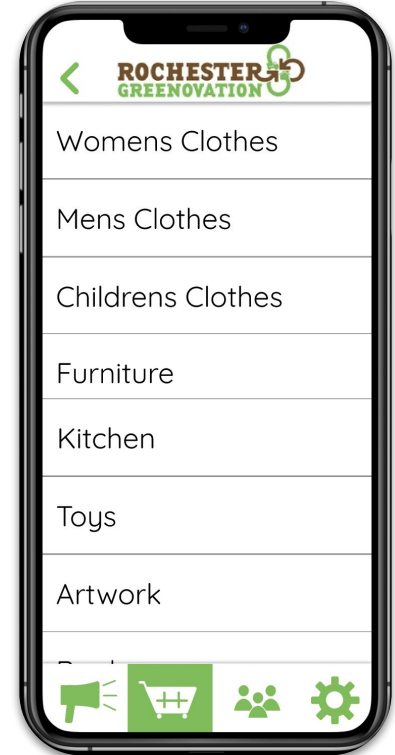
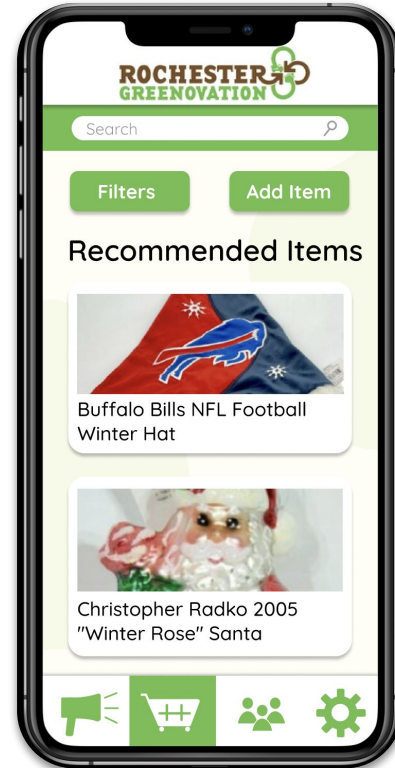
Announcements Page

- This page will be used to inform customers and volunteers of important information such as store closures
- Role-based logins
- If a volunteer signs in, they would get messages meant only for workers in this page
- A customer will see information about store announcements, current promotions and deals
- A spotlight section to promote artists/vendors, and unique items in the store
- Store managers/volunteers will have the ability to update this page



Inventory Page and Filters

- An inventory page with recommended items based on past searches
- Volunteers are able to add and catalog new items in this section
- Customers can search or use filters to look for specific items, a list of [item codes](#) was created to organize items more efficiently



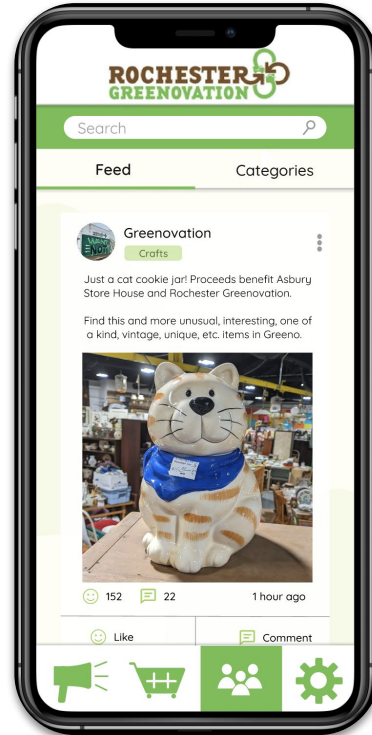
Inventory Page and Filters

- Important information on items such as location in store and price
- Links out to eBay and Poshmark store to purchase items online
- Functionality to tell volunteers to set an item aside for a customer



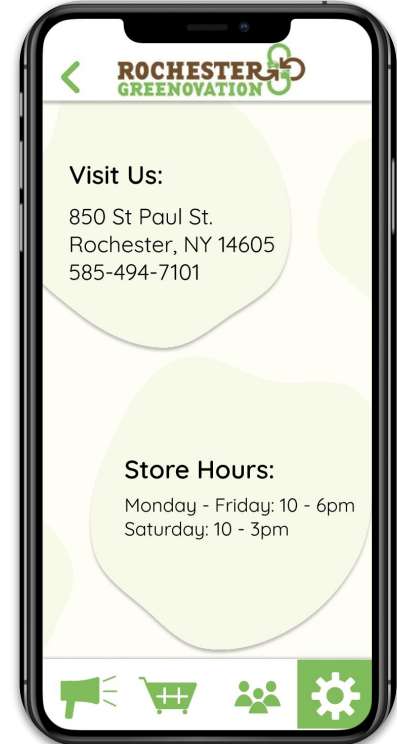
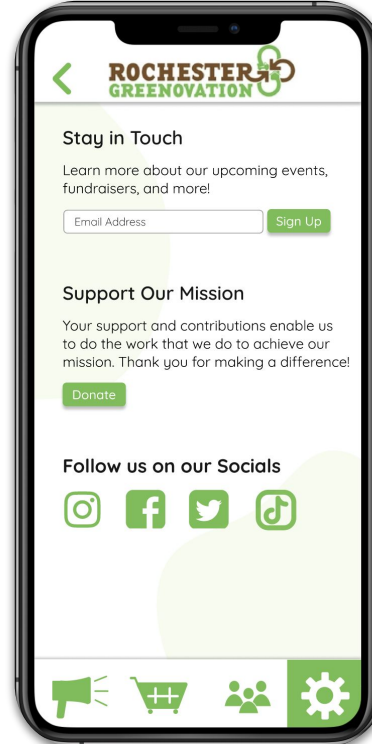
Community Page

- Build a community of upcyclers!
- Instead of promoting items in the store on different social media platforms, store volunteers and customers can use just this page to update/view promoted inventory and customer reviews
- Main feed that curates and lists posts with the most traction, someone who prefers to browse through items/reviews can use this option
- Categories will list posts tagged for specific categories, those who are looking for specific items/reviews can use this option
- Greenovation can directly engage with their patrons here



Settings Page

- Login area for volunteer
- General store details and how to donate
- Important features from website including how to donate and the organization's history and mission



Figma Demo

Prototype Link:

<https://www.figma.com/proto/7MdNiqTvvh1Q0U41z8bU1R/Ideation?node-id=74%3A866&scaling=scale-down&page-id=37%3A13&starting-point-node-id=74%3A866>

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Future Work

- Filling out the prototype with more pages in areas such as Settings
- Creating the system for a volunteer to add an item the the Inventory
- A section to suggest/promote DIYs & ideas on how to upcycle different categories of items.
- Badges for customers based on their level of engagement with the app and purchases.
Customers could be rewarded with special discounts, spotlights as upcycling ambassadors, etc.

Questions?

Thank you!