

Hood
Hub

PROJECT PROPOSAL

INSPIRATION

In an environment where sometimes basic necessities could be scarce, a need has presented itself for a platform that would allow those who have a little extra to give to put that out there. But also for those who have a need to reach out to neighbors in a way to communicate that need without judgement or expectation.

USERS

People from all socioeconomic tiers, but initially targeted to those without access to a wider safety net when needs arise. Users will be geofenced based on predetermined neighborhood geographic areas.

DESCRIPTION

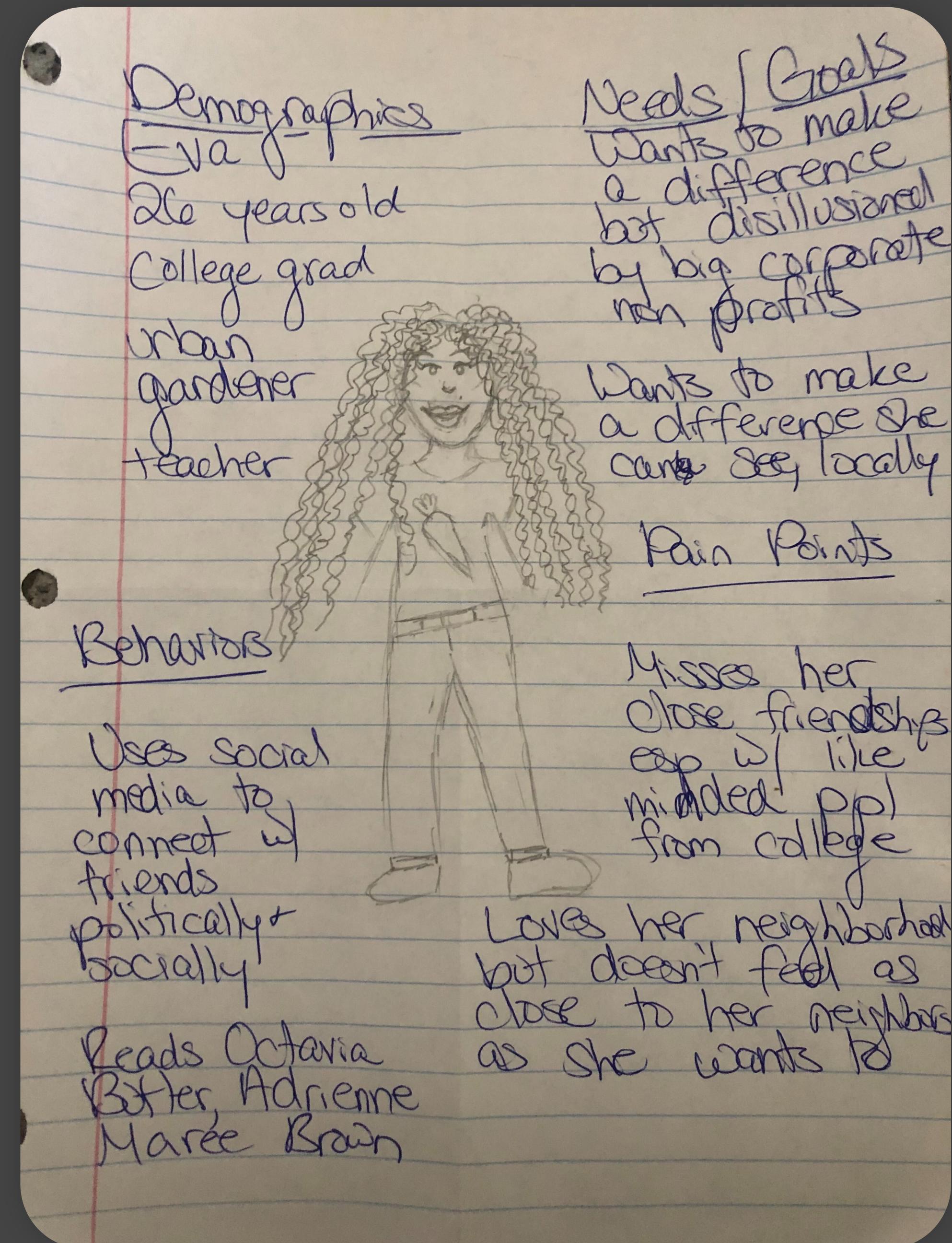
The goal of this project is to develop a mobile application that enables users in a close geographic community to offer and request resources from within the community.

UX HYPOTHESIS

We believe building a tool for neighborhood communication will help homeowners achieve the advent of local communication they desire, and unite small communities across our nation.

PROTO PERSONA

Based on connections with local community organizers, our proto persona is a way to visualize what our demographic might be, before we do any research. This way, once our research is done, we can compare our proto persona with our user persona. This gives us the best view of who our users are.



USER JOURNEY MAP

This exercise shows why our proto user might need to use the app, and how it could help her reach her goals.



COMPETITOR ANALYSIS

Competitor Analysis was fun for this project. There were a number of direct and indirect competitors to take note of. Ranging from the widely known NextDoor to a niche website with the Mutual Aid Hub. We were most surprised to learn about “My Nabes.” They seem to be a direct competitor who were first to the marketplace with a mutual aid focused mobile app.

| | Feature Analysis | Competitive Advantage | Customer Reviews | General Notes |
|---|--|---|--|---|
| DIRECT COMPETITORS | | | | |
| Facebook Groups | The ultimate online destination for assembling as a neighborhood or a group of other parameters. If a group is private, you have to be invited or approved by an admin to join. | Massive Marketshare, Brand Trust, Ease of Use | People are worried about Facebook Privacy. The demographic tends to skew a little older when compared to other online communities. | Facebook Groups is a free for all in terms of subject matter and the composition of users in a group. Our app will be much more streamlined to accomplish the mission of the app and will only engage with appropriate users. |
| NextDoor | A neighborhood meeting place app that allows neighbors to share information about trash pickup, lost pets, crime. Nextdoor makes it safe to share online the kinds of things you share with your neighbors in person. Every neighbor must verify their address in the neighborhood. Every neighbor must use their real name. Nextdoor is securely encrypted using the HTTPS Internet protocol. | They have the technology in place to filter potential users by verified address. Most NextDoor neighborhoods already have community leaders engaged inside the app. | People worry about privacy on NextDoor. | Again, this app covers the gamut in terms of topics of conversation. We have an opportunity to focus on community building and sharing. |
| My Nabes | The application puts you in direct contact with your neighbors. You can ask or offer a hand, share or sell your items and all with confidence. | They are established and are first in the marketplace. They have lots of categories of functionality. | | |
| Mutual Aid Hub | A national network for mutual aid opportunities. Organizers curate and filter groups doing relevant, valuable work in their communities | Launched by the recognized Town Hall Project organization. | | |
| INDIRECT COMPETITORS | | | | |
| https://www.gigworkerscollective.org/covid-19-resources/map | This is a very basic Google Forms and mapping combo that was born of the recent COVID-19 crisis. People can log on and list their needs. | They are getting some good press in the tech community. | This is super new, so there aren't any reviews currently. | This site was the primary starting point for the brainstorming that resulted in our idea. It will be interesting to see how we will refine the concept. |

RESEARCH METHODOLOGY

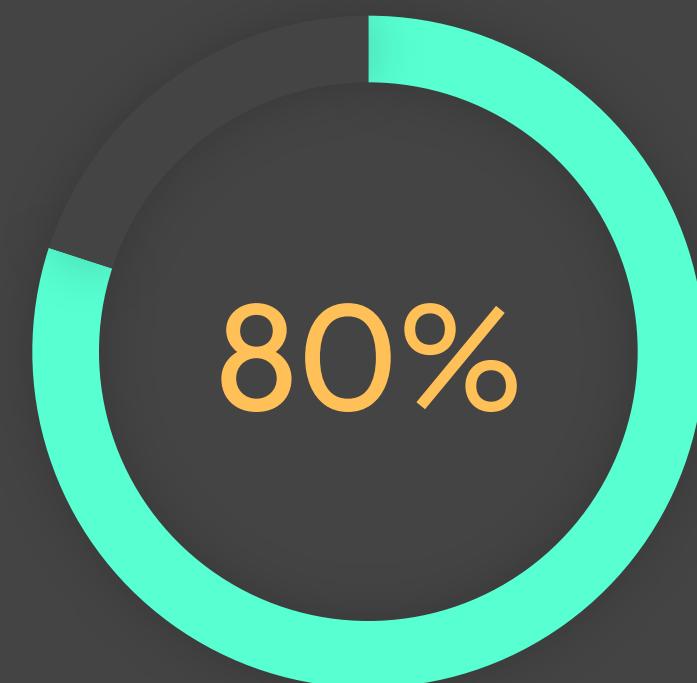
IN PERSON INTERVIEWS

We conducted 5 quarantine-friendly in-person interviews, with active members of neighborhood Facebook groups as well as people actively engaged in mutual aid.

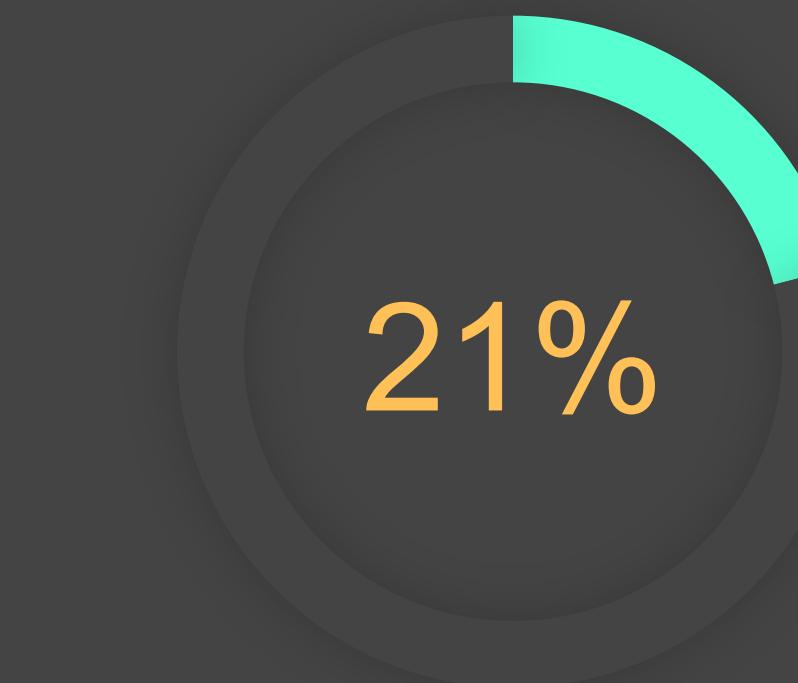
ANONYMOUS ONLINE SURVEY

We had 18 respondents to our survey, posted to social media channels. This survey was delivered across our social media channels, including mutual aid groups on Facebook and in private Slack channels.

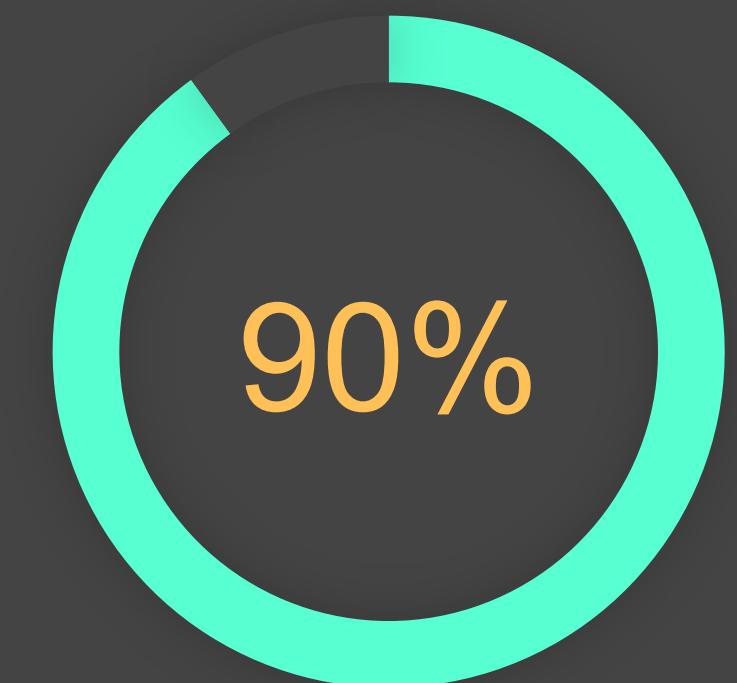
RESEARCH



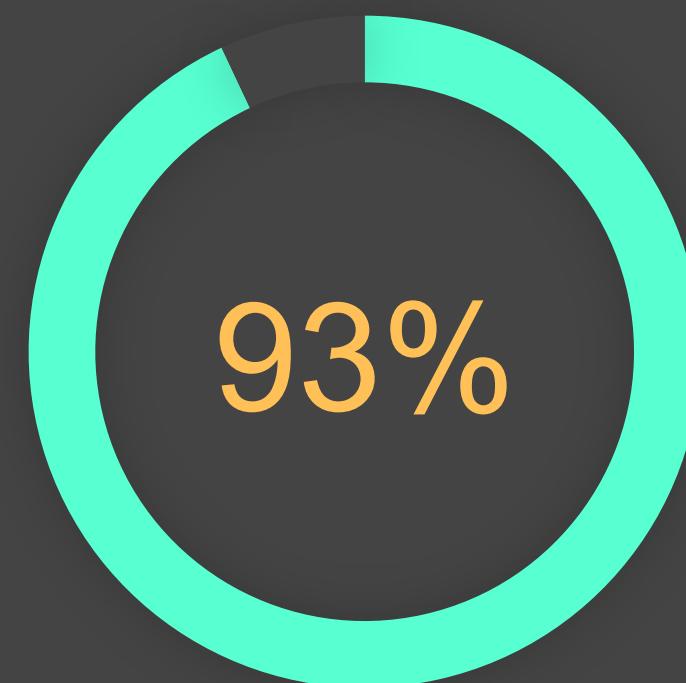
Want to feel connected to like-minded individuals in their larger communities.



Feel well connected to others in their neighborhoods.



Want to feel connected to others in their neighborhoods.



Have had help with meds or food when they were in need.

INTERVIEW QUESTIONS

https://docs.google.com/document/d/12GW6xSdT2GcMBT8eF8kJ_DwxAkVIErnn7891FzKHOWs/edit?usp=sharing

SURVEY QUESTIONS

<https://docs.google.com/document/d/1MizqzAzTpSTfk6XB3MsIDbVbFf6IOWVMwR7HDrUkPOQ/edit?usp=sharing>

USER INSIGHT

We discovered that people want to have and benefit from a strong connection to their neighbors and community. Unfortunately, according to our data, most people don't currently feel that they have that connection.

PROBLEM STATEMENT

We have found that people of all socioeconomic backgrounds crave the feeling of being connected with their communities, but don't currently feel as connected as they'd like. We propose that developing an application that allows people to become engaged with others in their area, with enhanced features like skillshares, bartering, sharing, and marketplace will help enhance the lives of those who feel like something is missing.

VALUE PROPOSITION

We are developing a mutual aid app to help people of all socioeconomic backgrounds feel more connected to those in their community. We help neighbors share actionable support, creating solidarity in action, not just theory, with enhanced features like skillshares, bartering, sharing, and marketplace.

BRAINSTORMING FUNCTIONALITY

MUST HAVE

Skillshares

Bartering

Messaging

Merit Badges

Playful Tone

SHOULD HAVE

Avatars

Privacy Policy

Encryption

Fundraising

Events

WOULD HAVE

Marketplace

Project Management

Money Transfer

Inter-Hood Collaboration

Hood Customization

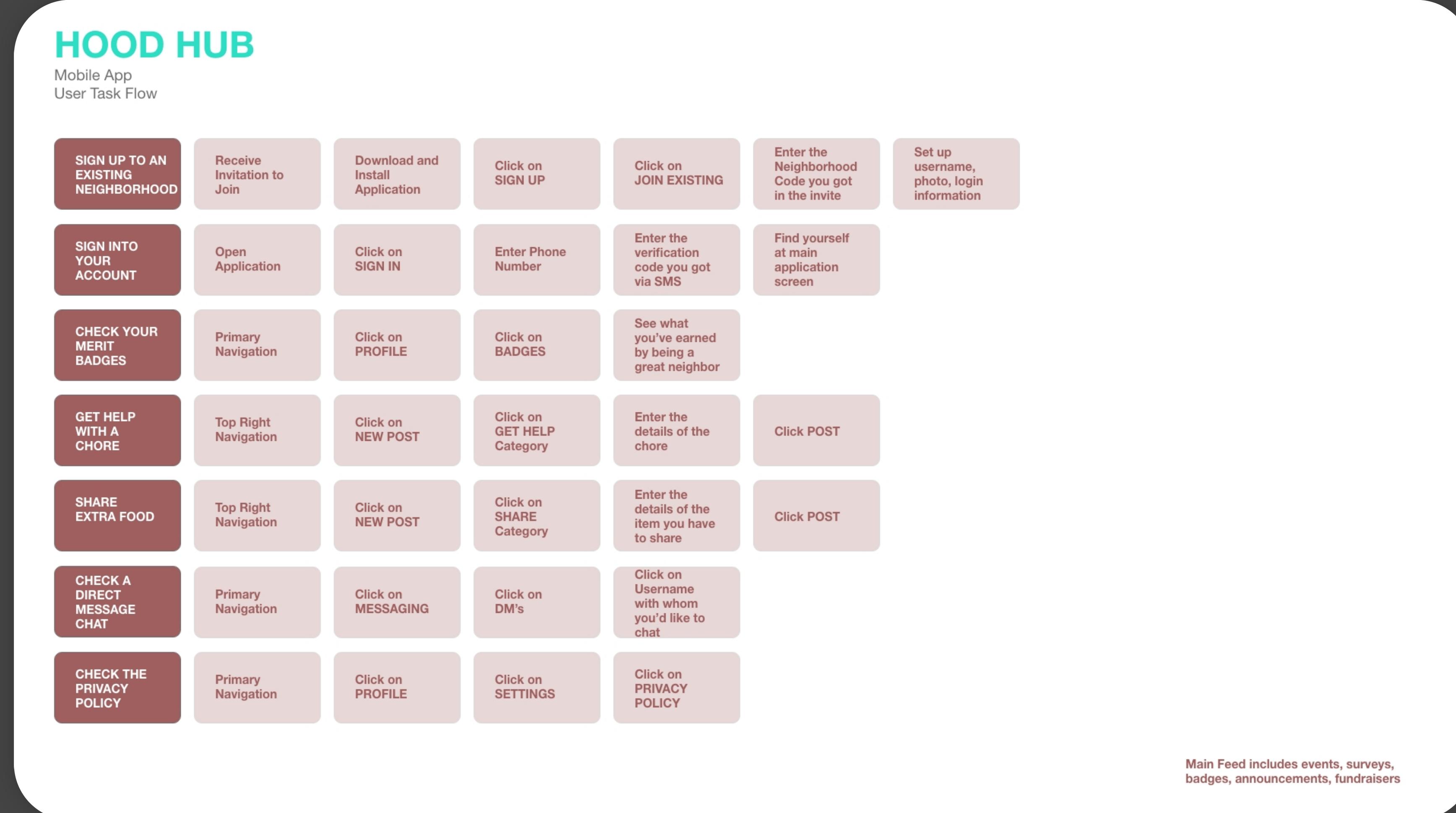
COULD HAVE

Mental Health Features

Disability Justice

Dog Locator

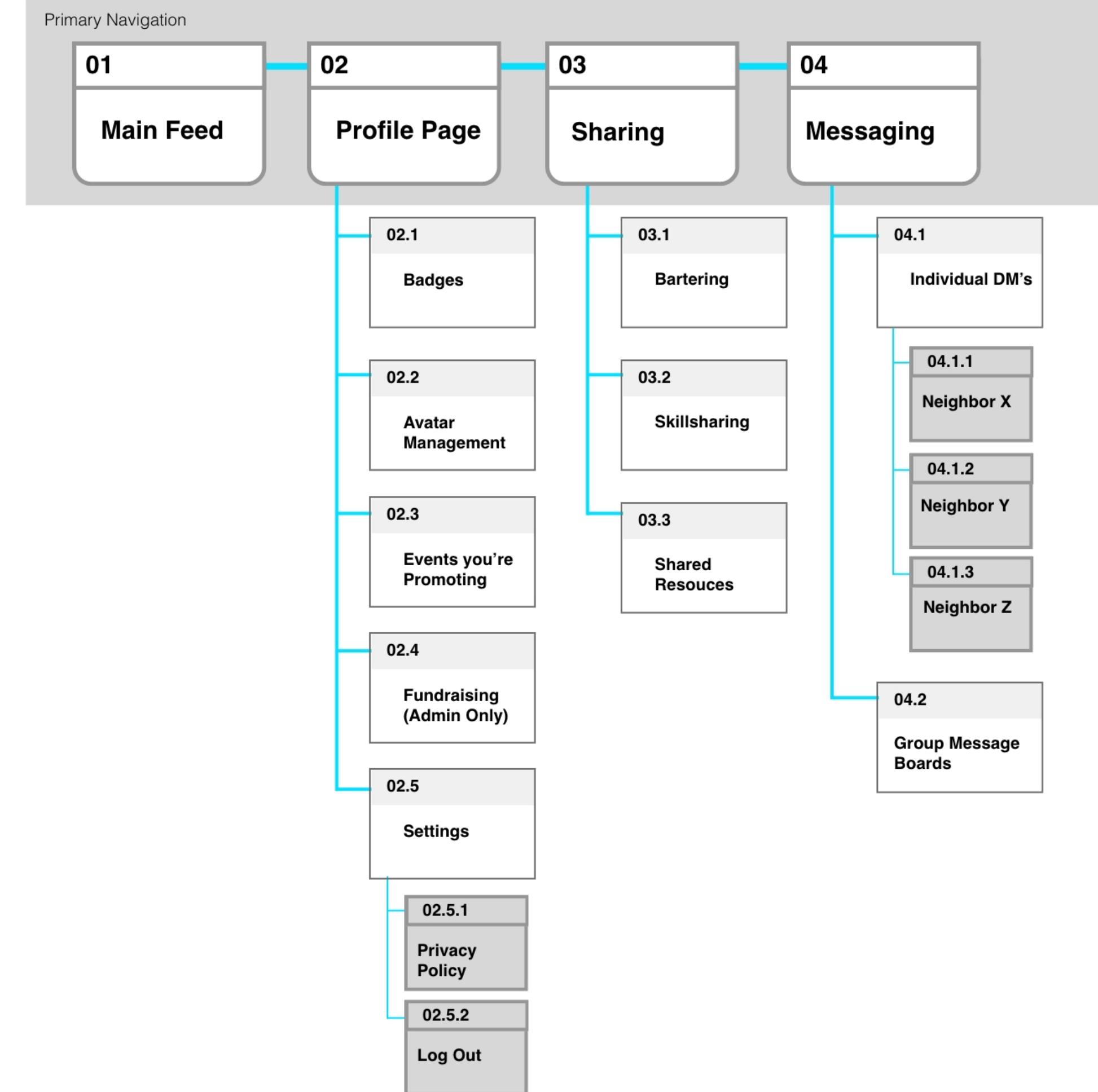
TASKFLOW



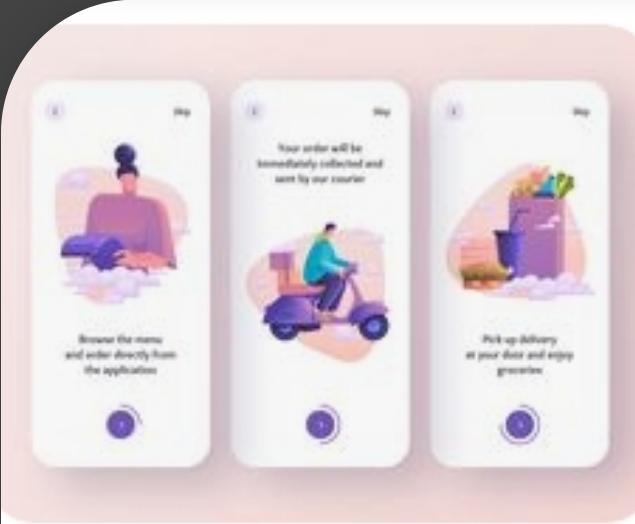
SITEMAP

HOOD HUB

Mobile App
Sitemap

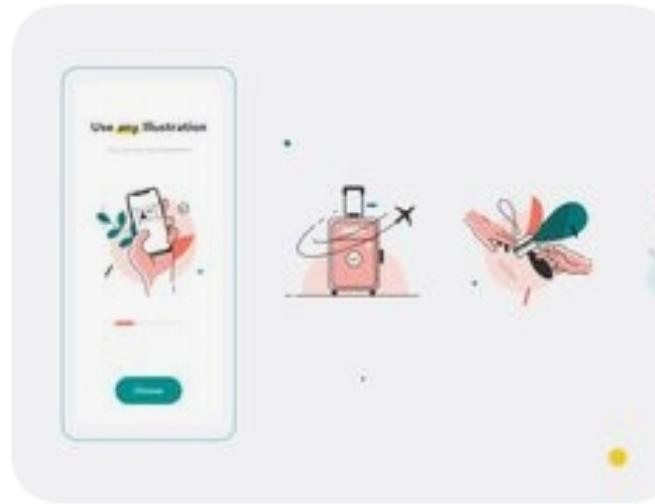


MOODBOARD



Food Delivery - Mobile App

s Food Delivery - Mobile App by Anastasia



House Booking interaction mobile KIT onboarding...

s House Booking interaction mobile KIT onboarding...



INvestment app (Firststep)

s INvestment app (Firststep) by Prakhar Neel Sharma



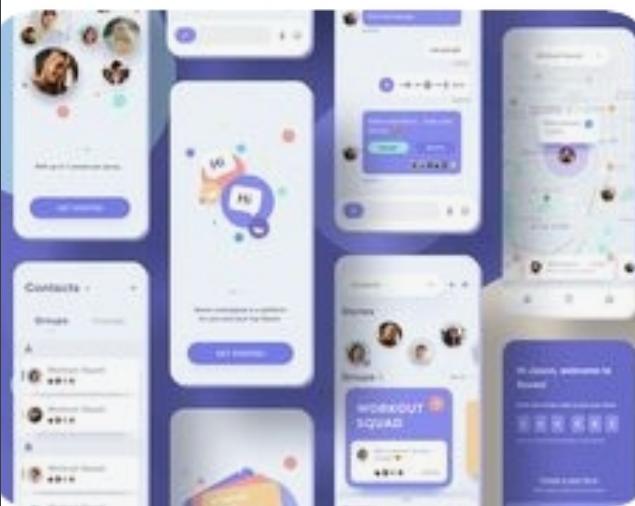
Land of Dreams

s Land of Dreams by Moatasem Abbas Kharraz



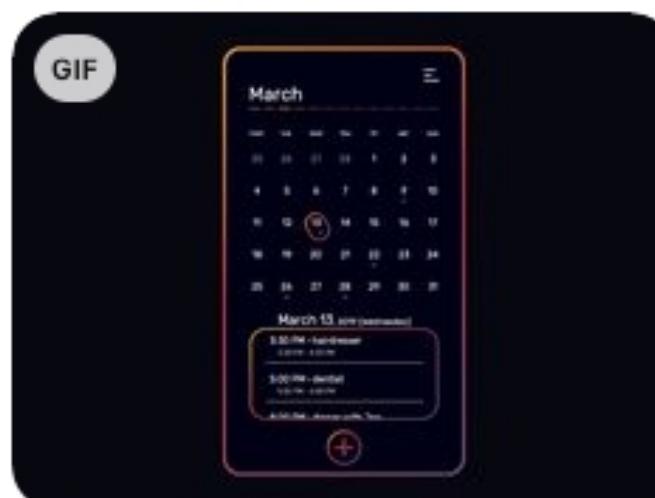
TimeNote - Landing Page 🌙

s TimeNote - Landing Page 🌙 by Filip Legierski



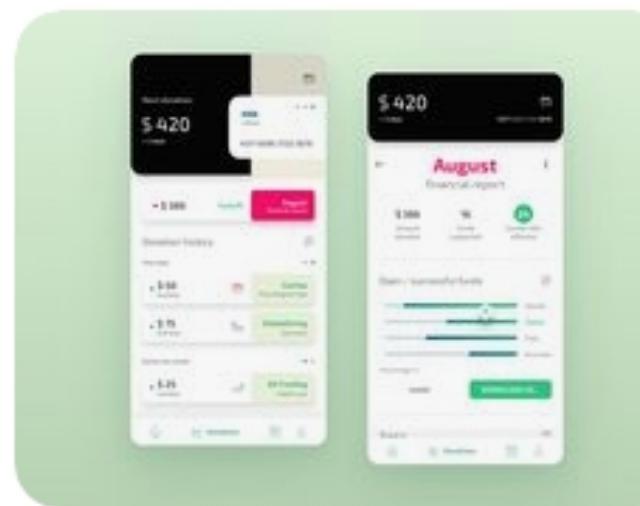
Seven Messaging App

s Seven Messaging App by Dannniel



Calendar app UI

s Calendar app UI on Behance



Charity Fund - Donations

s Charity Fund - Donations by Lasha Tsomaia

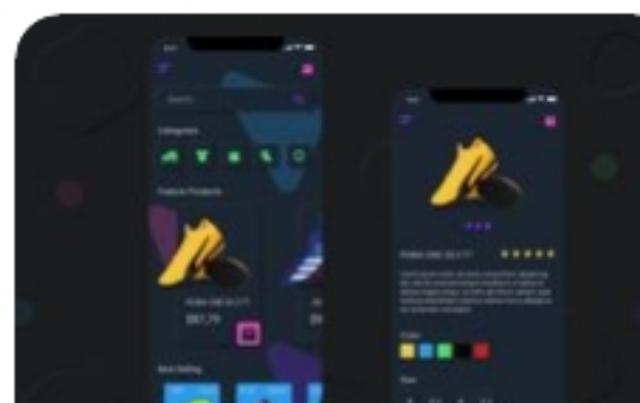


Charity Fund - Events

s Charity Fund - Events by Lasha Tsomaia

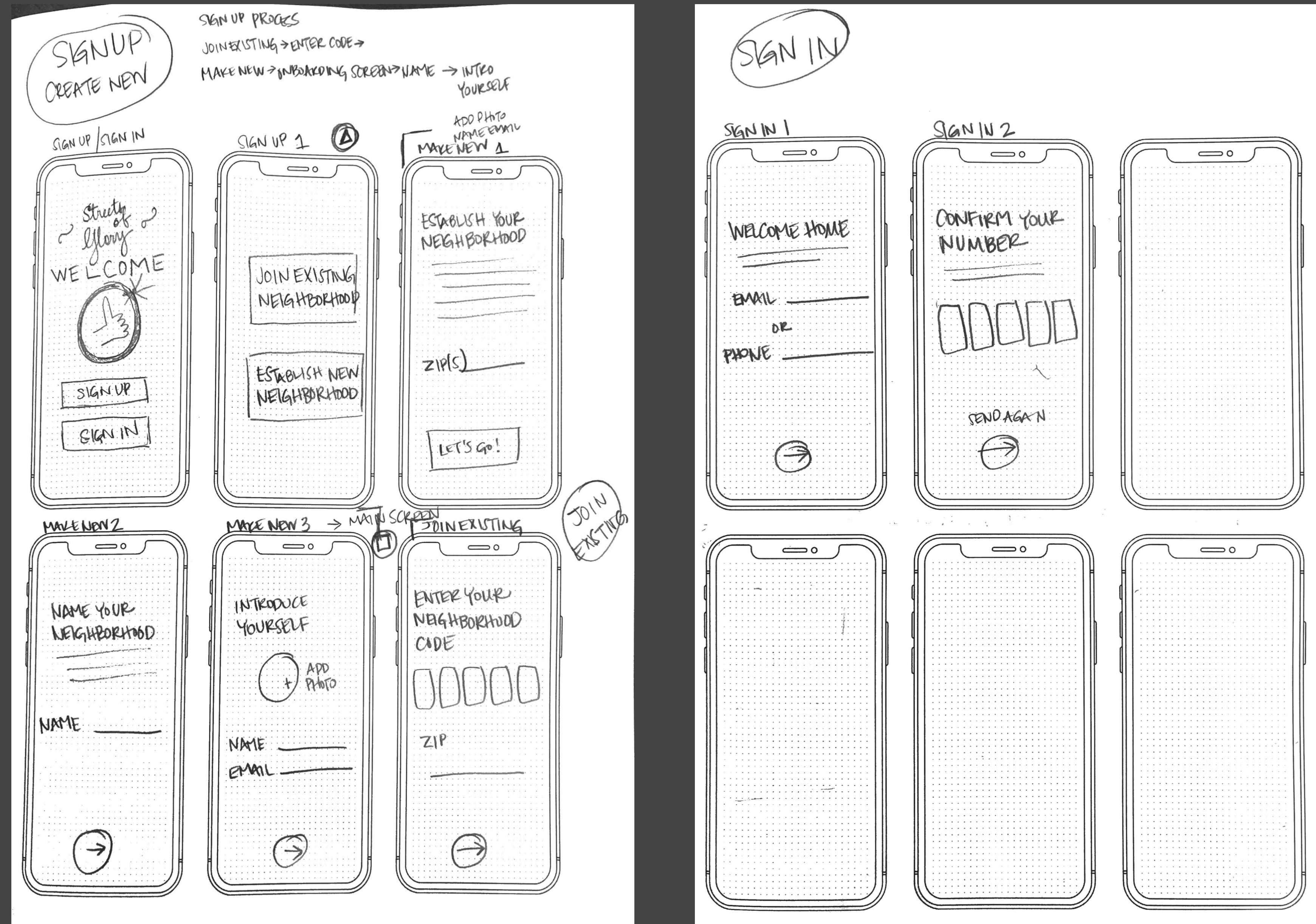


https://www.pinterest.com/pallasdesignstrategy/hoodhub/?invite_code=3f12e1c7ec6d490eb57426c53a990c18&sender=684617718263044258



SKETCHES

These are very early sketches that we made while thinking about the onboarding process. There's nothing here that reinvents the wheel, but even in early phases, we felt it was important to keep the design clean and straightforward.



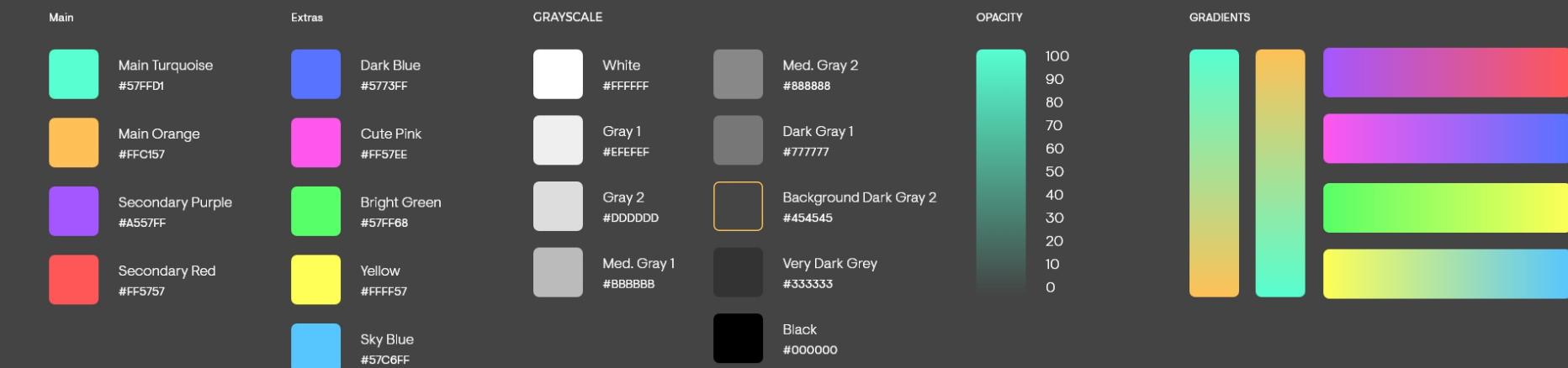
STYLE GUIDE

<https://drive.google.com/file/d/1PcueC6fTG01f5ijoq5yNUi1Ch8rHghFw/view?usp=sharing>

Hood Hub Style Guide

Color

Our color palette is very bright and playful, to contrast the dark mode we will be designing in. While bright colors can be staggering on white backgrounds, used in small doses on dark backgrounds can be a true delight, creating a much more fun and joyful user experience. All of the colors we chose are slightly lightened from their 255 counterparts, to ease the harshness and bring a sense of maturity to the otherwise jarring look. This palette is varied quite strongly, with the main colors primarily being the main turquoise and orange, while the rest are only a supporting cast, to be used as theme rewards for in app challenges.



Typography

Our chosen font face is Visuelt Pro, because of its friendliness and legibility. Its facile lettering is clean, easy to read, and light-hearted, which are all desirable characteristics for the app we are creating.

Font Styles

AaBbCc

Visuelt Pro

```
ABODEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~%<@#$%^&*-+=
[]{}(){}<>`~,.;?!
```

| HEADINGS | BODY COPY | TEXT ALIGN |
|--------------------------------------|---|----------------------------------|
| HEADING 1 Visuelt Pro Bold Italic 35 | Lorem ipsum dolor sit amet, vel accusam liberuisse ex, ea nec elaboraret interpretaris, sed dicere concidaturque no. Vener habemus sea ut. His nich seripta in. In sea vocibus facilis. Sed | Lorem ipsum dolor Left-aligned |
| HEADING 2 Visuelt Pro Medium 30 | Visuelt Pro Regular - #ffffff - 14pt | Lorem ipsum dolor Center-aligned |
| HEADING 3 Visuelt Pro Regular 24 | Lorem ipsum dolor sit amet, vel accusam liberuisse ex, ea nec elaboraret interpretaris, sed dicere concidaturque no. Vener habemus sea ut. His nich seripta in. In sea | Lorem ipsum dolor Right-aligned |
| HEADING 4 Visuelt Pro Regular 18 | Quotation Visuelt Pro Italic - #ffffff - 14pt | |
| HEADING 5 Visuelt Pro Regular 14 | | |
| HEADING 6 Visuelt Pro Regular 12 | | |

Iconography

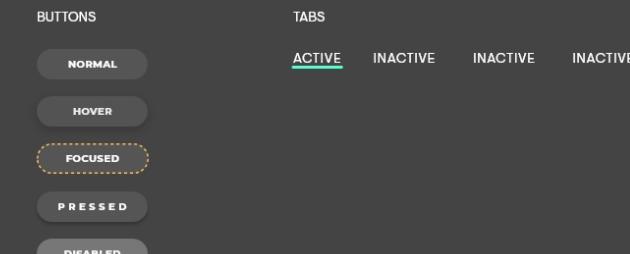
As of this moment we have kept the icons as default, but will be adding more icons and styling them as the prototype takes shape.

System Icons



Controls

We included our logo, and the rest of these controls have been adapted to our color scheme and font family.



Checkboxes

- I am not checked
- I am checked!
- I am also checked!
- I can't make up my mind

Radio Buttons

- I'm the only one!
- jealous>
- jealous>

Toggles

- Off
- On

Sliders



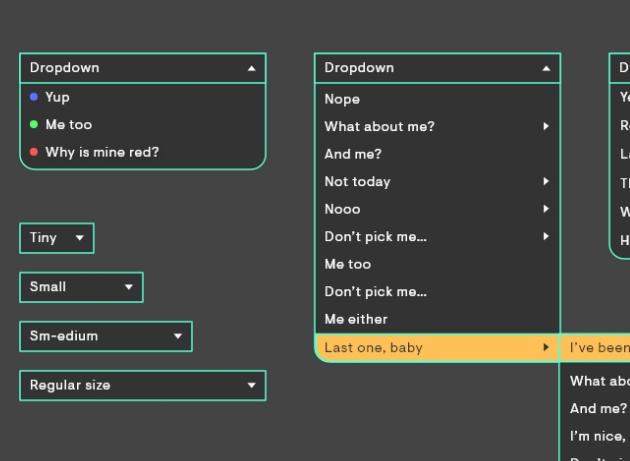
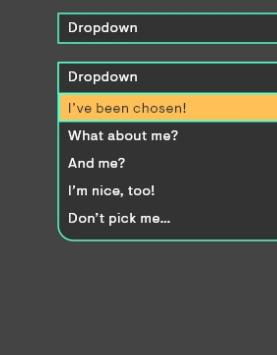
Progress Bar



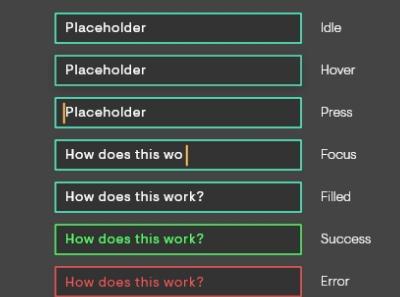
Alerts



Dropdowns



Input



PROTOTYPE

ONBOARDING

Establish Your Neighborhood

Setting up a neighborhood is super easy. Just enter your Zip Code and Neighborhood Name.

Neighborhood Name

Zip Code

CONTINUE

Introduce Yourself

ADD A PHOTO

Hood Hub Username

Email Address

CONTINUE

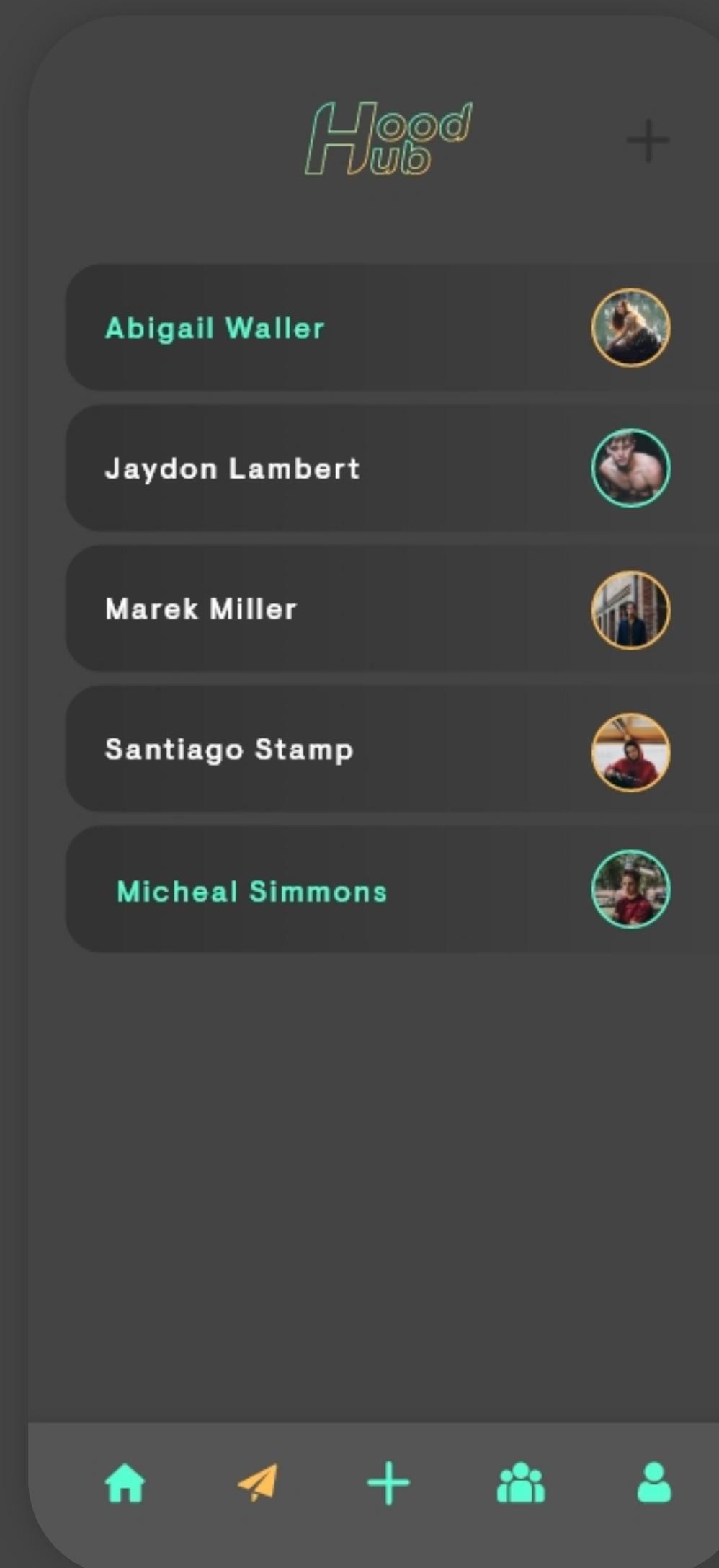
Enter Your Neighborhood Code

Enter the 5-digit code that you got in the invitation to join.

send again.

CONTINUE

PROTOTYPE



PROTOTYPE



FUTURE OPPORTUNITIES

Given more time to work on this project, and there weren't a pandemic, we'd do extensive testing and continue to iterate our design and add wish-list functionality.

Our user research revealed an interest in mutual aid as a framework to solve more complex issues such as mental health, disability justice, and housing justice. Another future opportunity would be to re-start user research and design features to address these issues.