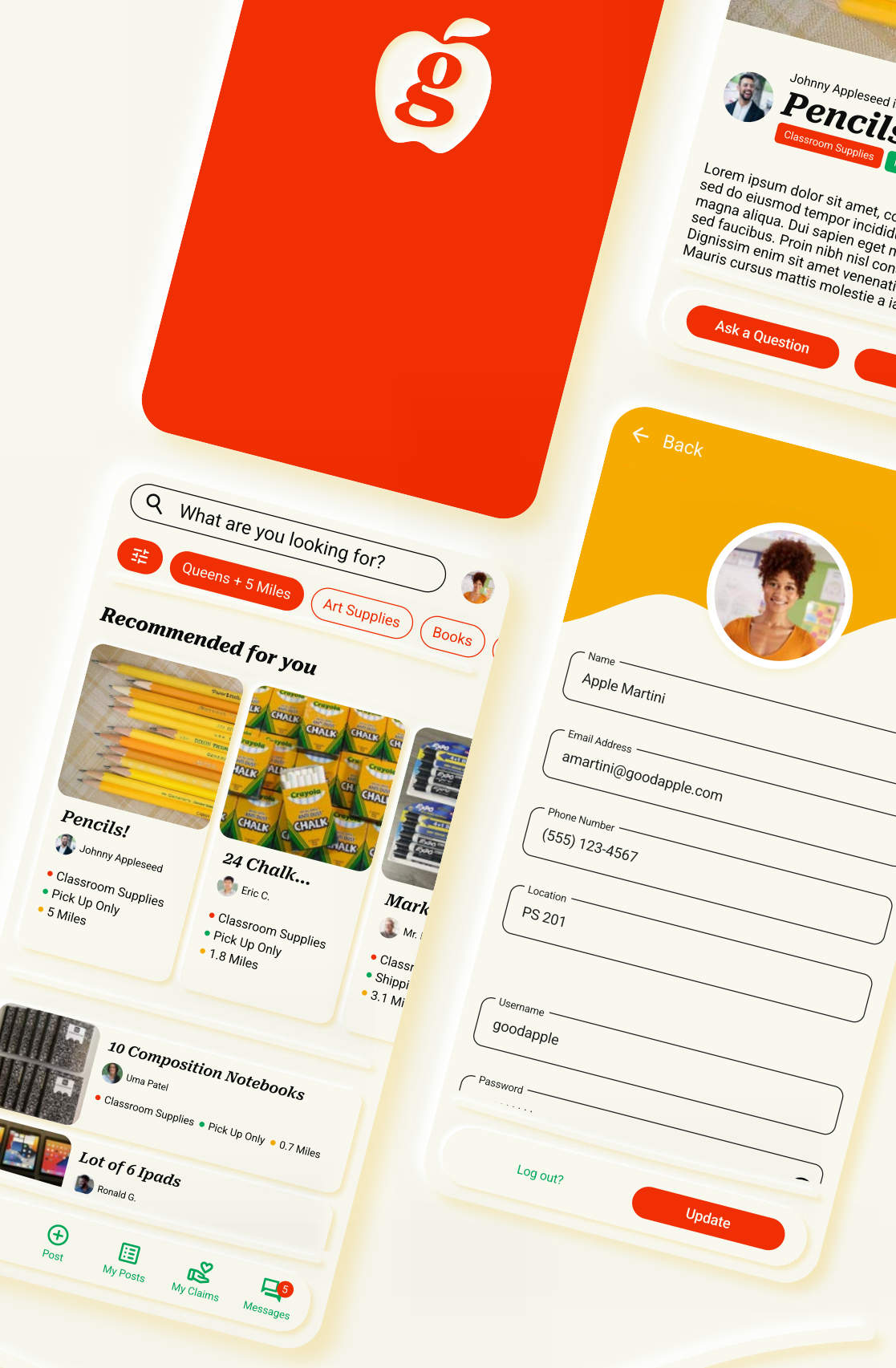
UI/UX
CASE STUDY

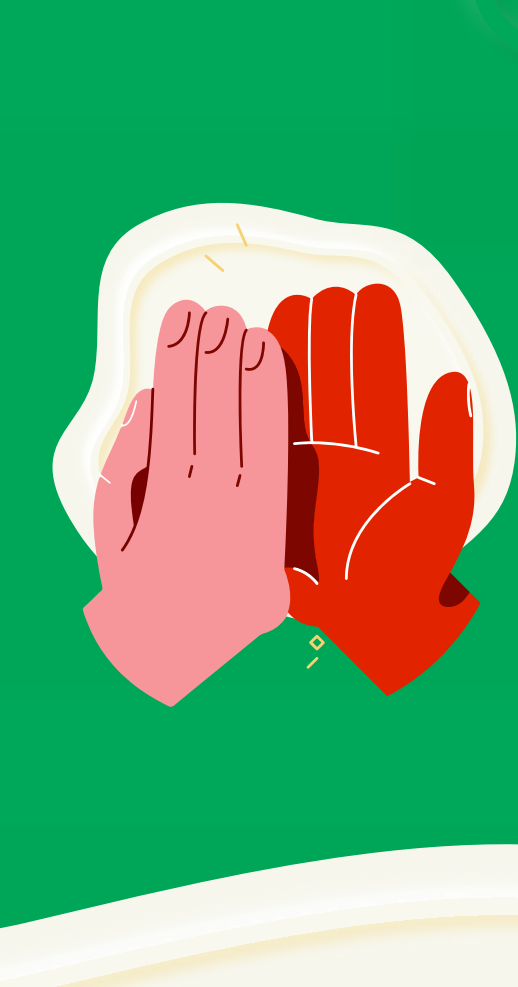
good apple

We are building a **community**, connecting **teachers** and allowing them to **support** each other's classrooms.



The Problem

Chronic underfunding of public schools have left teachers carrying the financial burden of effectively equipping their students for success.

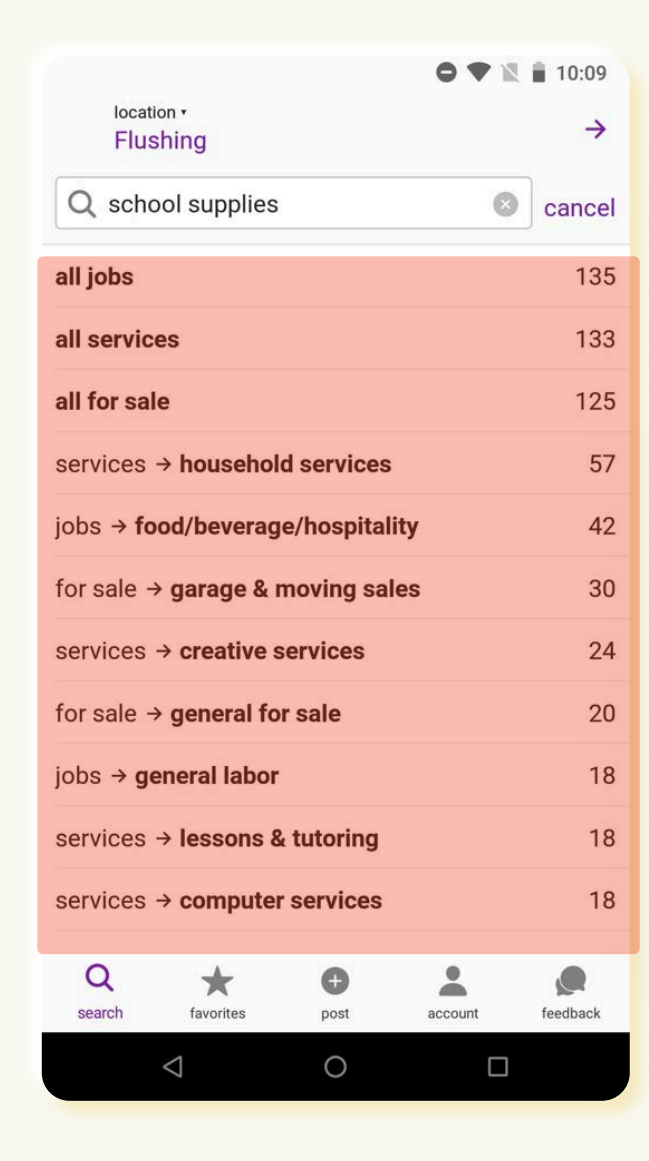


Our Solution

Good Apple is empowering educators to support each other's classrooms. Through our platform, teachers can swap and share surplus school supplies and find the resources they need.

Competitve Analysis

craigslist

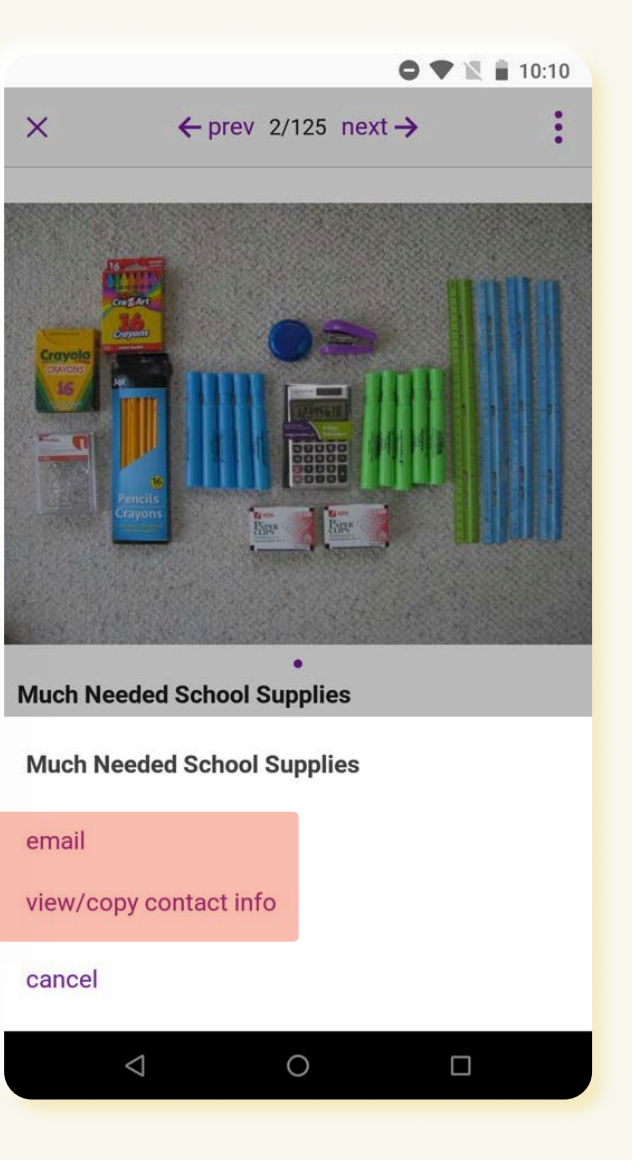


location • Flushing

school supplies cancel

all jobs	135
all services	133
all for sale	125
services → household services	57
jobs → food/beverage/hospitality	42
for sale → garage & moving sales	30
services → creative services	24
for sale → general for sale	20
jobs → general labor	18
services → lessons & tutoring	18
services → computer services	18

- Very Dense
- Too Many Categories
- Can Feel a Little Sketchy



prev 2/125 next

Much Needed School Supplies

Much Needed School Supplies

email

view/copy contact info

cancel

- No In-App Messaging Functionality
- Email Button Redirects to the Default Email App

User Journey: Posting An Item

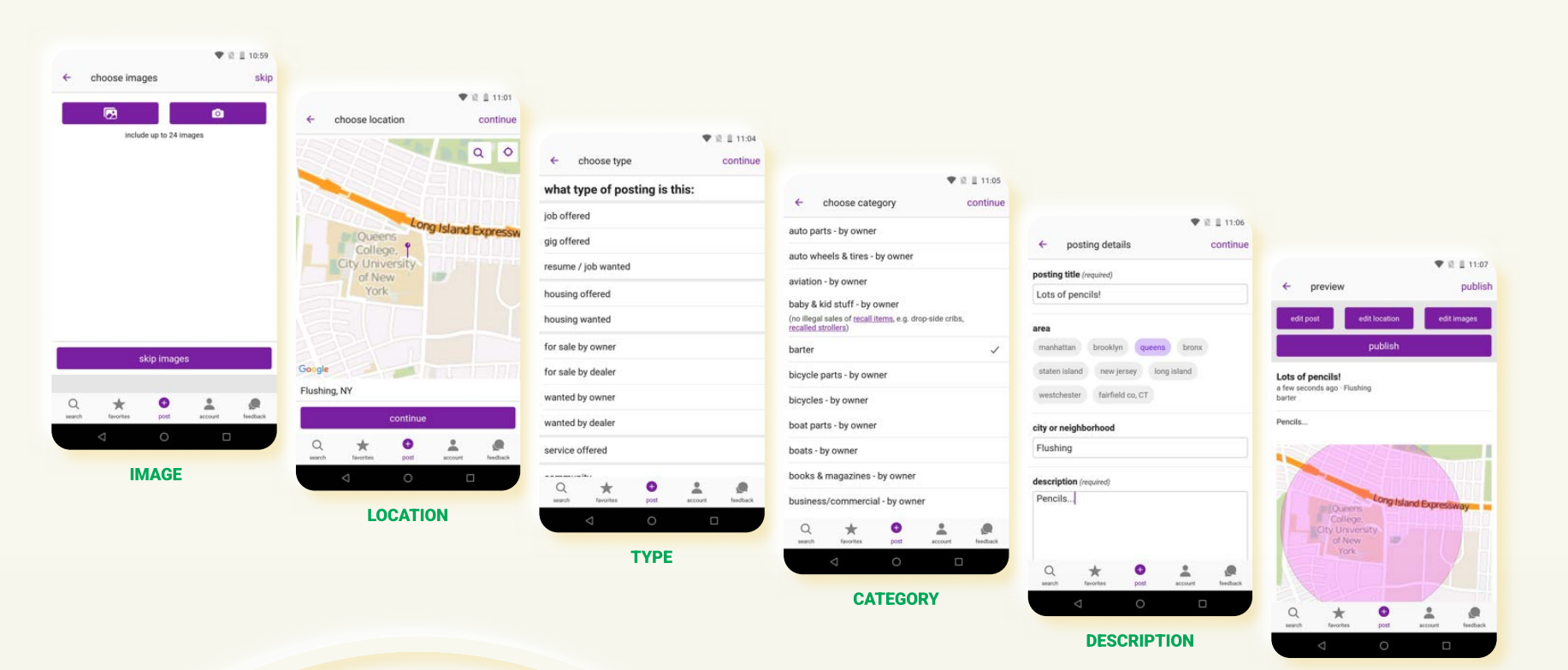


IMAGE
LOCATION
TYPE
CATEGORY
DESCRIPTION
POST

User Persona

JOHN PRINCIPAL

35, Married, 2 Kids, High School Principal

BIO

John is a newly hired principal of a high school. This is his first time managing a school and he wants to do a good job. He wants to use technology and innovative thinking to upend the educational system.

GOALS

Wants to modernize the educational system.

PAIN POINTS

Chronic underfunding has shrunk the school's budget year after year and he has to do more with less.

WANTS

Expand the STEM program offered at school.

Empathy Map

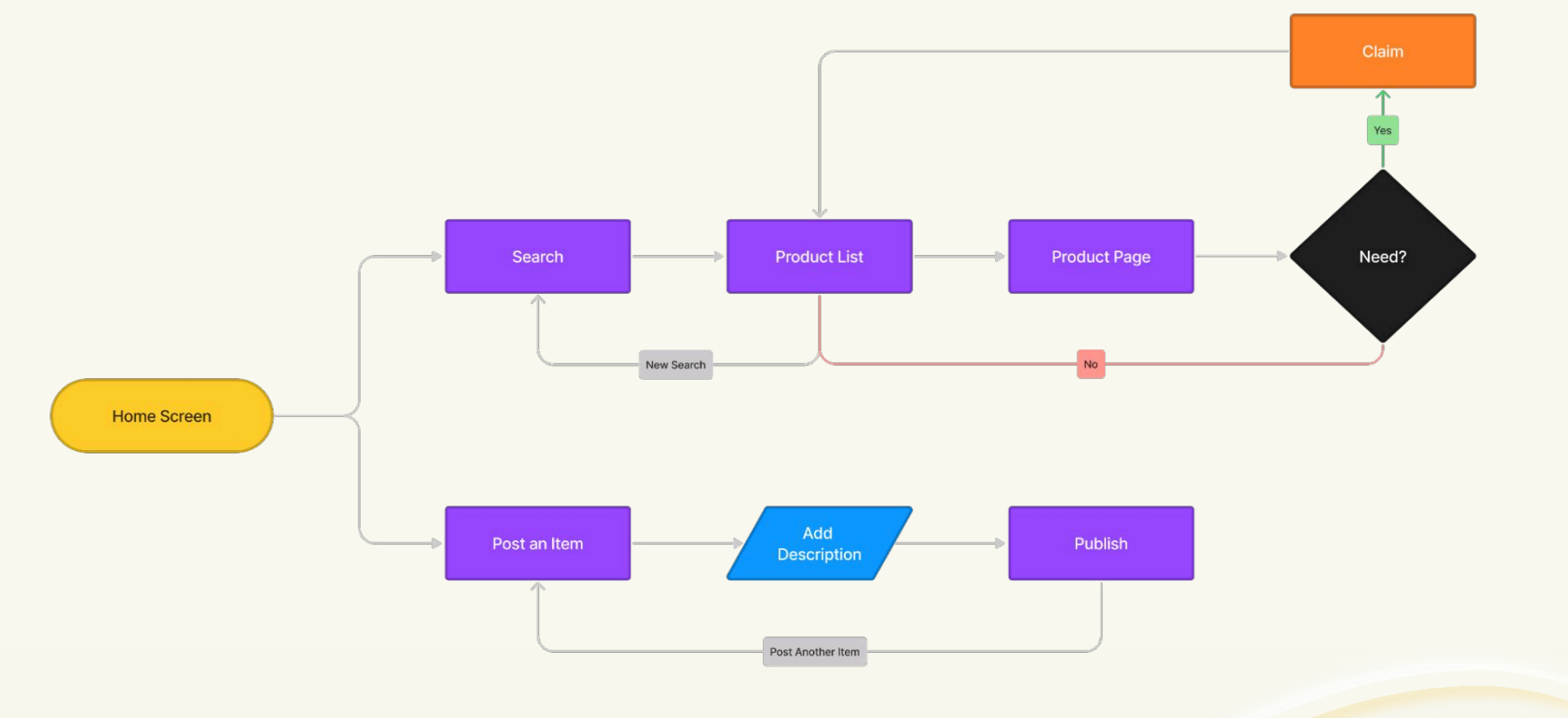
SAYS	THINKS
Is there a better way to do that?	Worried about his kids' educational future
That's a creative solution!	Can't let the school down

DOES	FEELS
Reads the latest news on pedagogy	Excited Overwhelmed Hopeful

Key Features

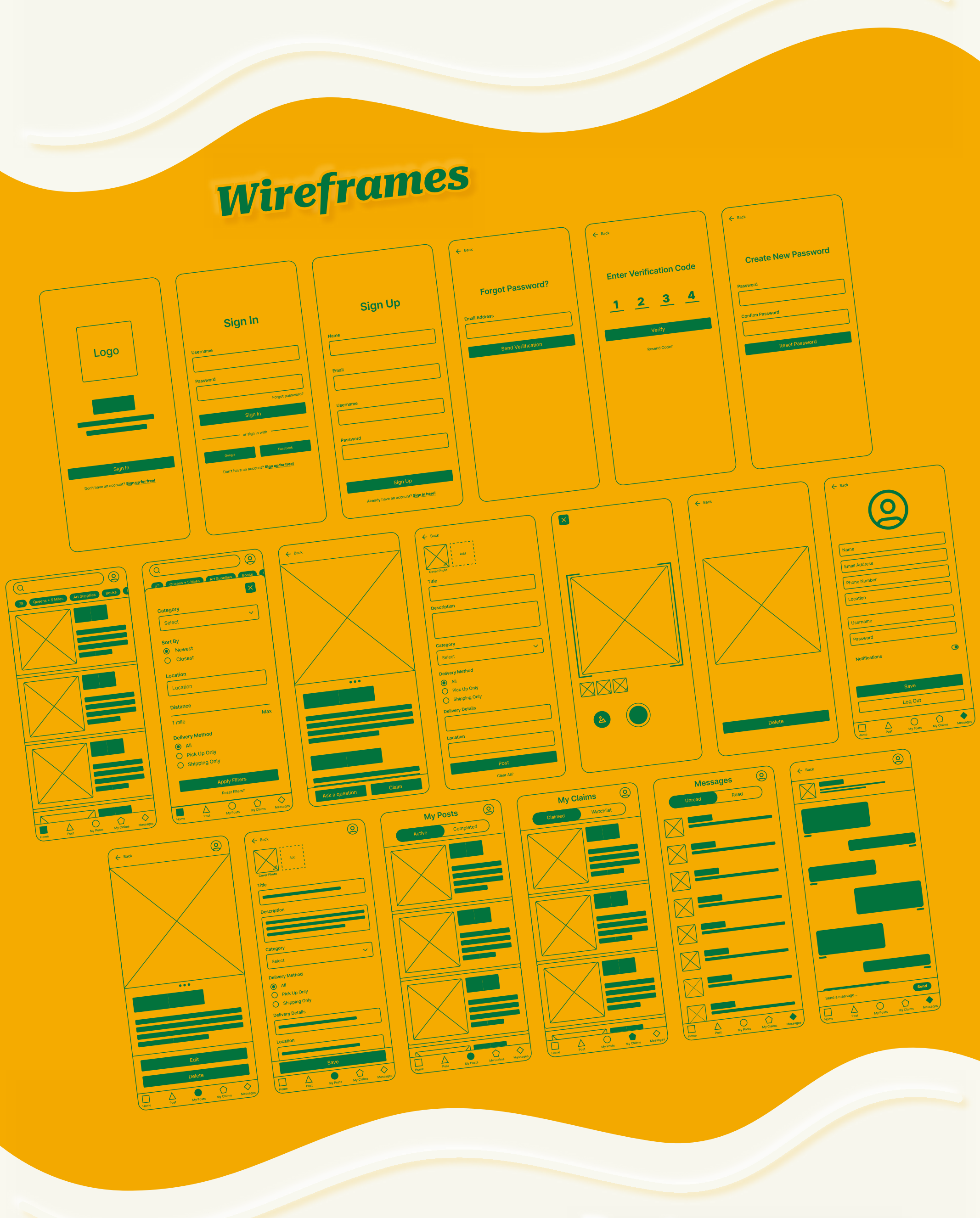
- Users Can Upload Surplus School Supplies to the Platform
- Users Can Search for Supplies Listed on the Platform
- Users Can Arrange a Supply Swap with Another User

User Flow



Home Screen
Search
Post an Item
Product List
Product Page
Need?
Claim
Add Description
Publish

Wireframes



Login
Sign In
Sign Up
Forgot Password?
Enter Verification Code
Create New Password
My Posts
My Claims

Design System

good apple
good apple
good apple
good apple
good apple
good apple
good apple
good apple

Color Palette

Warm colors are used to convey a sense of fun and playfulness. Red and green are chosen to invoke "appleliness." Cream is used as a base to complement the bold colors within the palette.

🟥 #F23005 | 🟩 #00A859 | 🟨 #F5AB00 | ⬜ #F9F8F0

#D9D9D9 | #BCBCBC | #737373 | #262626 | #0D0D0D

Typography

Roboto Serif is used for display text and CTAs. Its curved letterforms invoke warmth and brings some levity to a serious topic. Roboto is used as the main system font. It is easy to read on mobile screens and complements Roboto Serif.

Roboto Serif

Ag

Light
Regular
Semi Bold
Bold
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

good apple
good apple
good apple
good apple
good apple
good apple
good apple
good apple
good apple

Roboto

Ag

Light
Regular
Semi Bold
Bold
Black

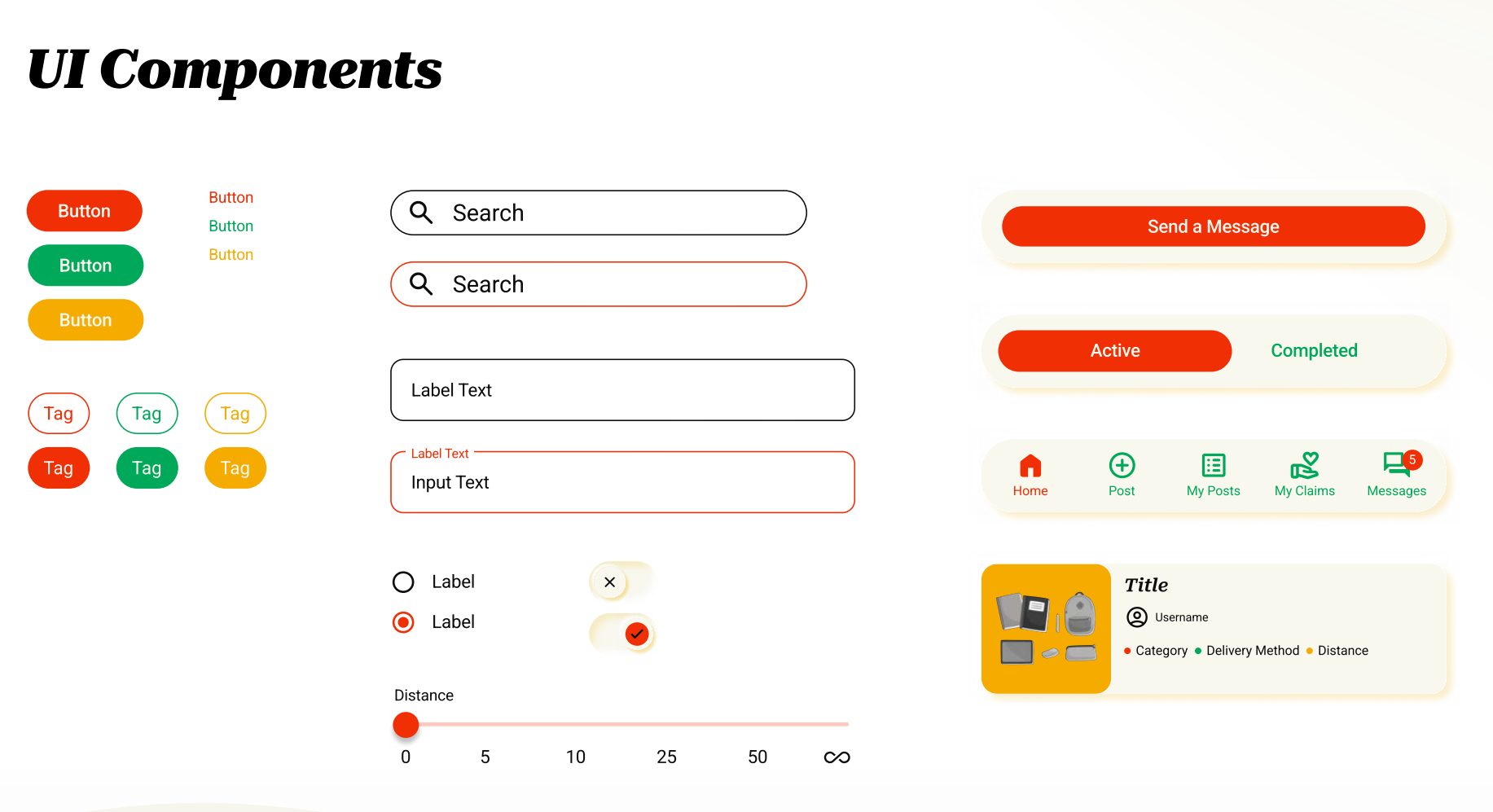
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

good apple
good apple
good apple
good apple
good apple
good apple
good apple
good apple
good apple

Logo

good apple

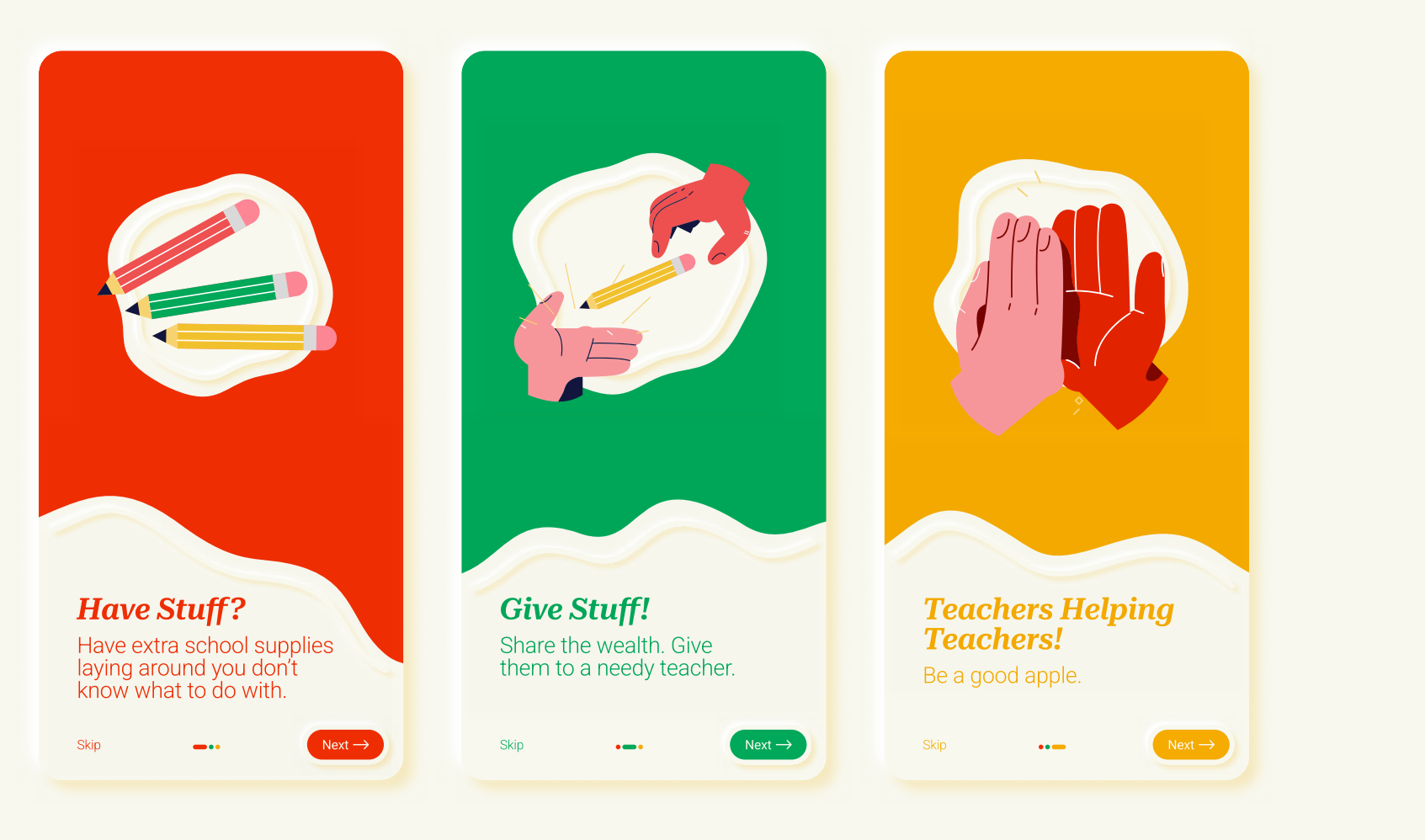
UI Components



Button
Button
Button
Tag
Search
Search
Label Text
Input Text
Label
Label
Distance
0
5
10
25
50
∞
Send a Message
Active
Completed
Home
Post
My Posts
My Claims
Messages
Title
Username
Category • Delivery Method • Distance

App Screens

Onboarding

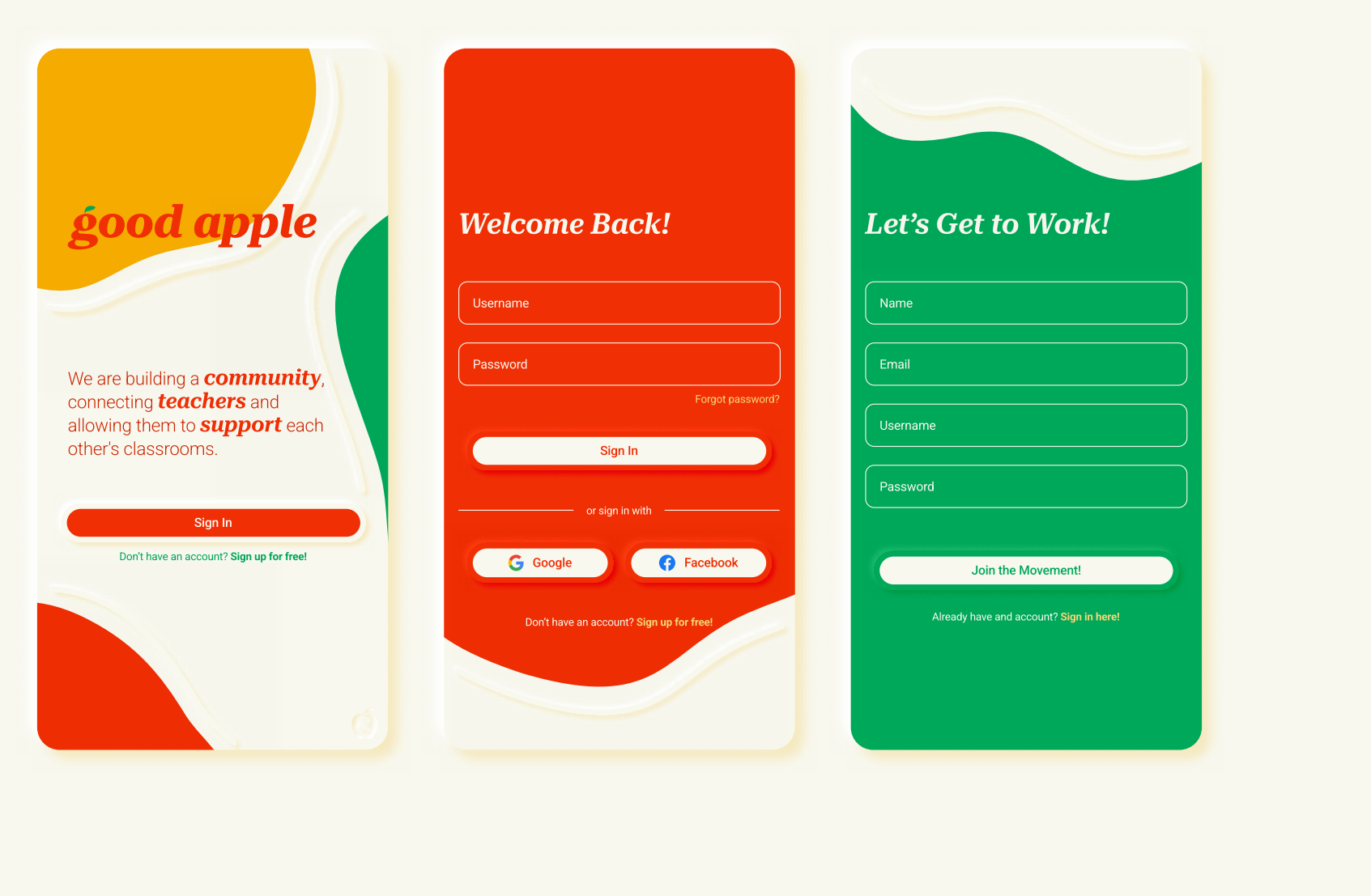


Have Stuff?
Have extra school supplies laying around you don't know what to do with.

Give Stuff!
Share the wealth. Give them to a needy teacher.

Teachers Helping Teachers!
Be a good apple.

Login

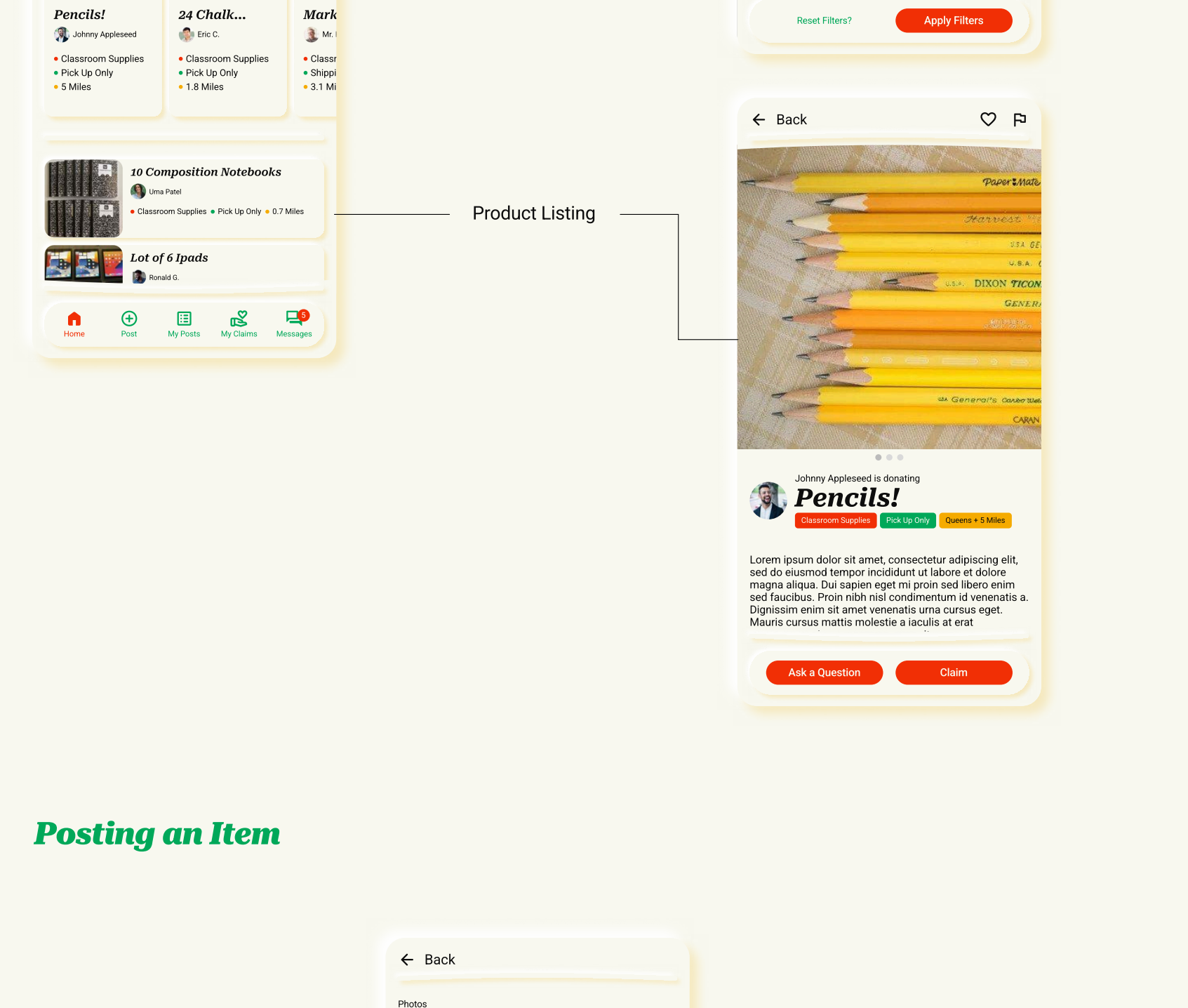


good apple
We are building a **community** connecting **teachers** and allowing them to **support** each other's classrooms.

Welcome Back!

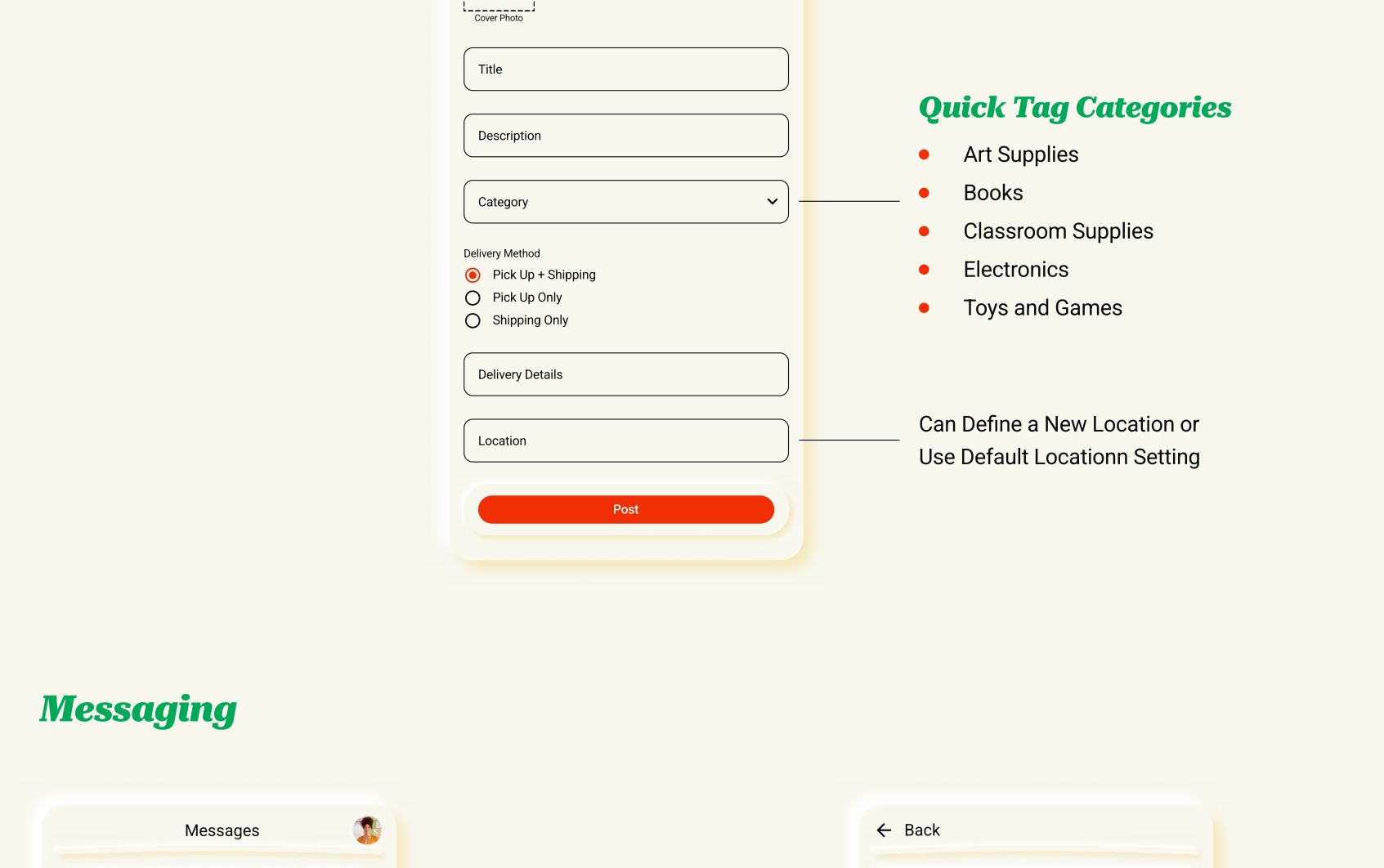
Let's Get to Work!

Browsing



Search & Quick Filters
Product Listing
What are you looking for?
Recommended for you
Pencils!
24 Chalk...
24 Composition Notebooks
Lot of 6 Spools
Pencils!
Ask a Question
Claim

Posting an Item



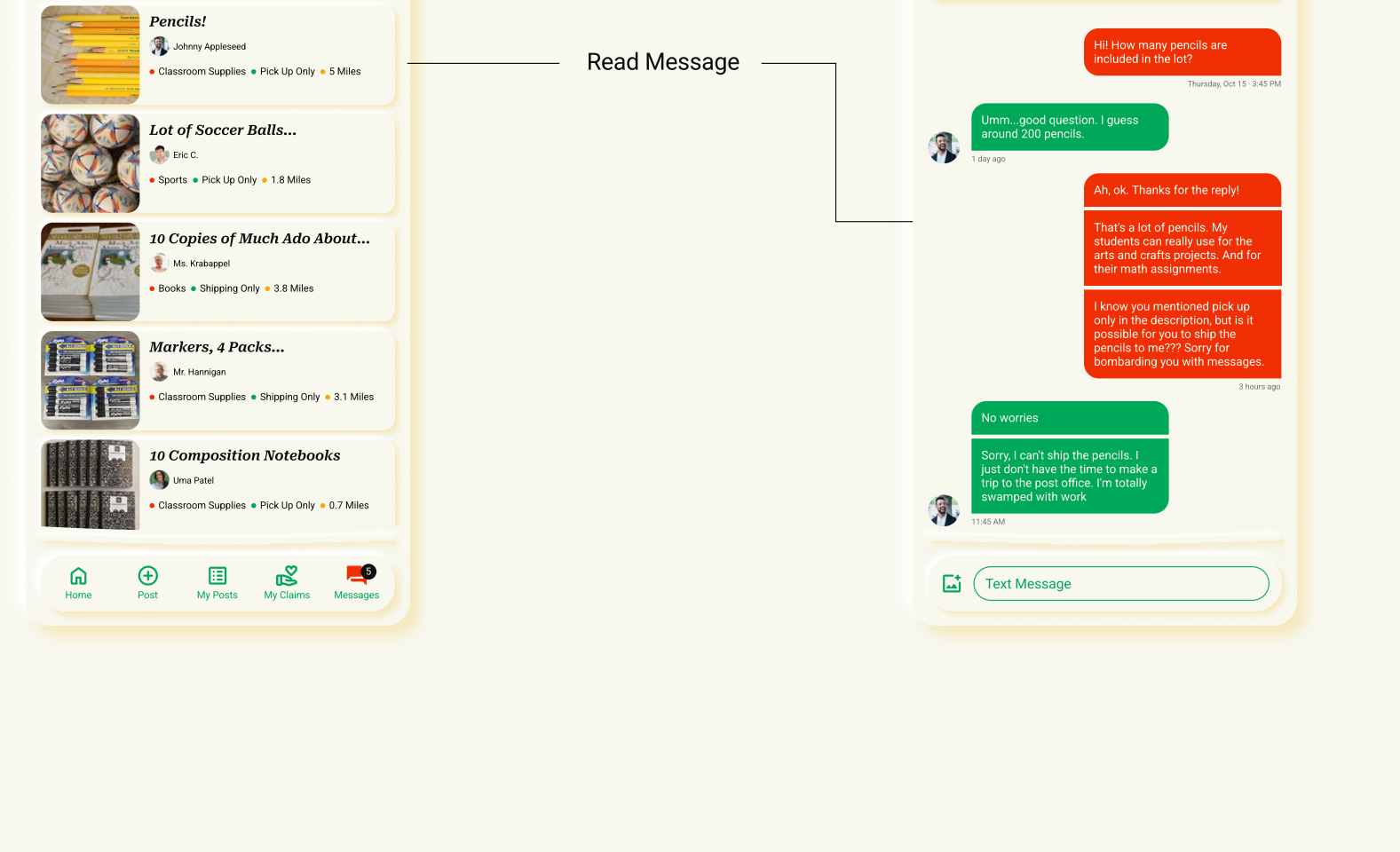
Add Photos
Add up to 10 images
Title
Description
Category
Delivery Method
Pick Up + Shipping
Pick Up Only
Shipping Only
Delivery Details
Location
Post

Quick Tag Categories

- Art Supplies
- Books
- Classroom Supplies
- Electronics
- Toys and Games

Can Define a New Location or Use Default Locationn Setting

Messaging



Read Message
Messages
Unread
Read
Pencils!
Lot of Soccer Balls...
10 Copies of Much Ado About...
Markers, 4 Packs...
24 Composition Notebooks
Back
Text Message

Figma Prototype

https://www.figma.com/proto/47fZeRMnhIdf0Rixx2YdBw/app-prototype-final?node-id=0%3A1&scaling=min-zoom&starting-point-node-id=1%3A1208

THANK YOU!