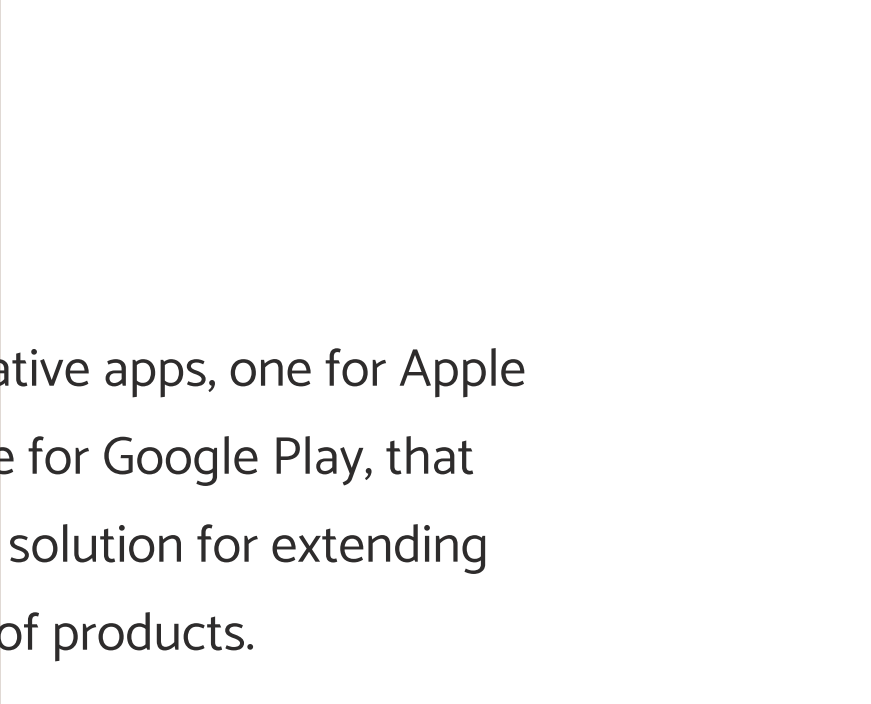


# Upcycling

Thrill of discovery and doing a good deed

After taking part in the hackthon "Code4Green", Berlin 2018, and working on an idea that didn't have a strong business ground, in my opinion, I began exploring a new solution for prolonging the life cycle of objects.

Imagine you have something you don't want anymore or that is broken - a phone, a laptop, a fridge, a couch. What can you do with it? Just throw it away? The garbage pile will grow bigger. Leave it on the street for somebody to pick it up? It looks messy. Store it? Could work for a while, but it will be obsolete and completely useless by the time you have no more space in the basement, and you need to consider what to do with it.

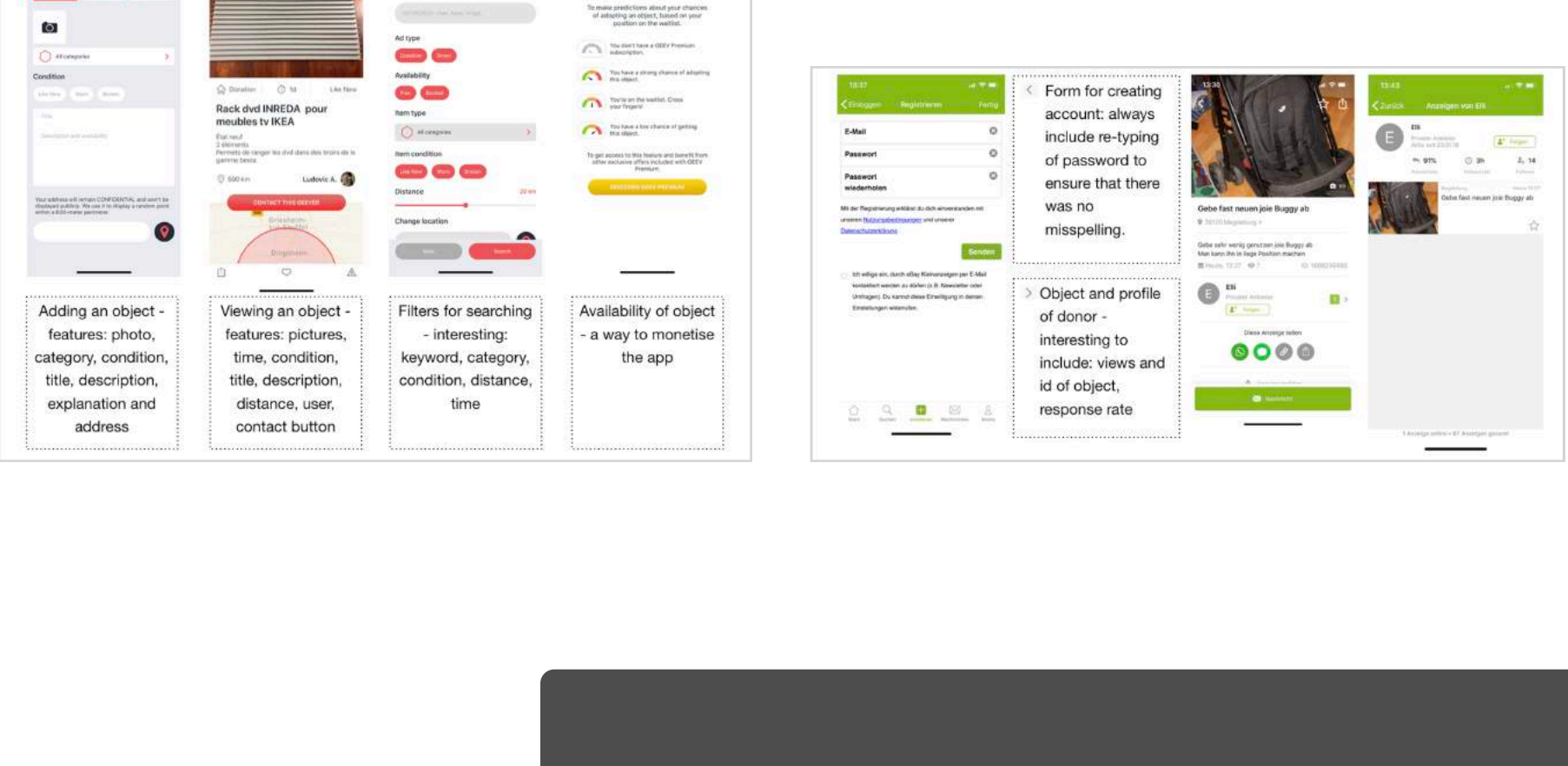


## Challenge

Create two native apps, one for Apple Store and one for Google Play, that offer a better solution for extending the life cycle of products.

Next I started to look at what other apps are offering. Studying the competition revealed that people can sell or donate used products on eBay, find repair shops or recycling facilities on Google maps, use Gev or GiveNow to donate stuff that they don't need or find ideas for repurposing on Pinterest.

So, what if all these options would be available in one place? Would this make things easier when people want to get rid of something? I tested the concept with a few friends and they all supported the idea.



Next I looked more closely at what others were doing.



## Solution

In order to extend the life cycle of a product, the app will intermediate connection. Users can choose to donate an object to somebody who needs it (reaching out to more than just friends) or they can choose to repair or upgrade it, if it's the case, and find a store or a person who offers this service. They can also choose to repurpose it, when, for example, it has a sentimental value, or exchange it for a new thing from a store (buy back).

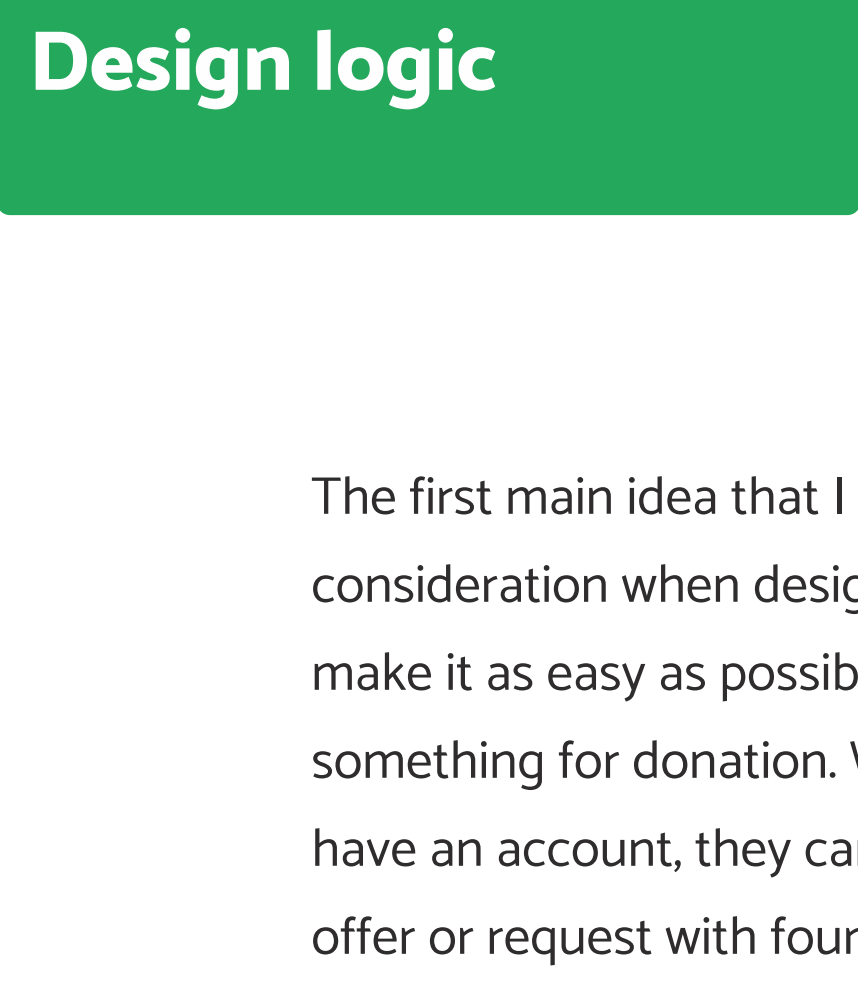
The monetization of the app will involve a fee paid by stores that advertise their buy back options and by those who offer repair services. Moreover, a premium membership option will give the possibility to connect with offers that haven't been matched with our request by the system and to receive notifications when something the users are looking for becomes available. For the first 20% of the users of an area this membership is free. Contacting businesses will remain free.

In terms of rewards that come randomly to hook the users to open the app, the repurposing section will provide a platform for showing creativity and will be a source of new content generated by the users.

MVP	User Story	Requirements
<b>Login/Sign up</b> Users can look at posts without an account, but they will need to sign in when they want to interact with anybody else or for the offer.	<ul style="list-style-type: none"><li>I want to sign up/sign in so that I can be able to post an object for donation</li></ul>	<ul style="list-style-type: none"><li>Sign up for an account with email</li><li>Login to existing account with email</li><li>Sign up using Google or Facebook to reduce the clutter of lots of accounts and passwords</li></ul>
<b>Verified user profile</b> User profiles have to be verified in order to create a sense of security and trust for each interaction.	<ul style="list-style-type: none"><li>I want to create a verified profile to increase safety</li></ul>	<ul style="list-style-type: none"><li>Use face/thumbprint/email verification</li></ul>
<b>Location Services</b> The distance for those who interact on the platform is an important factor	<ul style="list-style-type: none"><li>I want to use location services to find others nearby</li></ul>	<ul style="list-style-type: none"><li>Enable location services</li></ul>
<b>Select location</b> The users can select the location they are interested in for trading offers.	<ul style="list-style-type: none"><li>I want to choose the location they are interested in (nearby or far)</li></ul>	<ul style="list-style-type: none"><li>Choose location</li></ul>
<b>Add offer</b> Users have to be able to input their offer with the minimum number of clicks or actions.	<ul style="list-style-type: none"><li>I want to add a donation, a request, an exchange, an idea to repurpose an object or a service to repair/upgrade an object</li></ul>	<ul style="list-style-type: none"><li>Add pictures</li><li>Add a short video</li><li>Personalized list of items to donate, request, exchange, repurpose, repair, upgrade</li><li>Filter to structure results based on location, category, condition, availability, sorting (best match, relevance, time)</li></ul>
<b>New listings with filters</b> Users will be matched automatically after their offer is verified. However, in the mean time they can view the listings.	<ul style="list-style-type: none"><li>I want to see what people are requesting, offering (and of course other stuff that I don't use)</li></ul>	<ul style="list-style-type: none"><li>Real time</li><li>Filter to structure results based on location, category, condition, availability, sorting (best match, relevance, time)</li></ul>
<b>Contact</b> Users must be able to contact other offers to discuss their offer and establish the rest of the details.	<ul style="list-style-type: none"><li>I want to contact another user</li></ul>	<ul style="list-style-type: none"><li>Write messages</li><li>Receive messages</li><li>List of conversations</li></ul>
<b>Bookmark</b> Users can save their preferred posts to check later about the object.	<ul style="list-style-type: none"><li>I want to save a post for later</li></ul>	<ul style="list-style-type: none"><li>Bookmark a post</li><li>List of saved posts</li></ul>
<b>Share</b> Users can share their findings so that the app can gain traction.	<ul style="list-style-type: none"><li>I want to share a post with my friends so that I know needs a help</li></ul>	<ul style="list-style-type: none"><li>Share with a contact from the address book via email or message or email or share on social media</li></ul>

To better grasp the needs of users I created four personas: Mark who is going to study in another city, Cindy who will move with his partner next week, John who wants a bigger fridge and Sophie who bought a swimming suit that is too big and forgot to send it back.

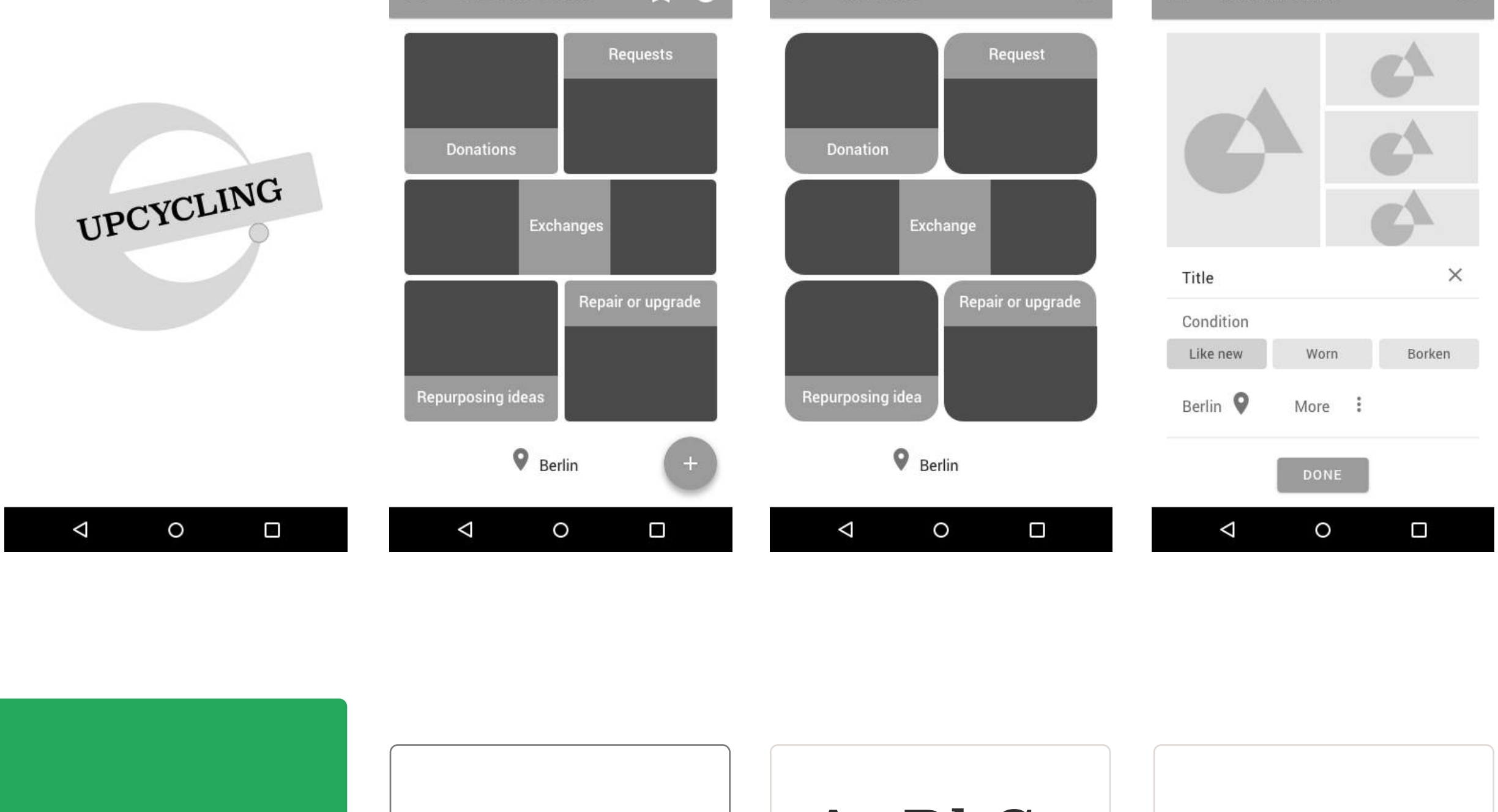
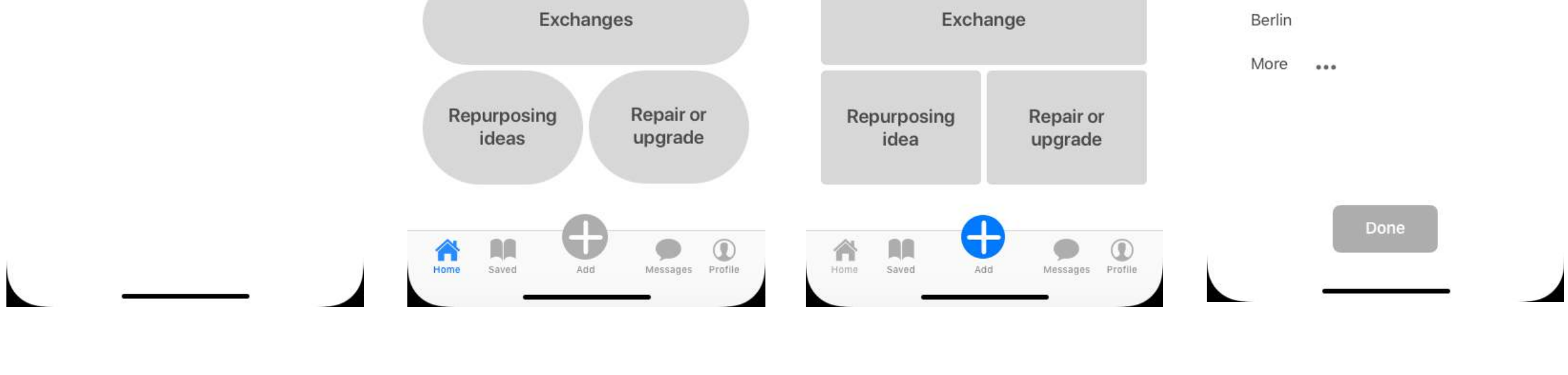
Next, the minimum lovable product and user flow focused the first low fidelity wireframes.



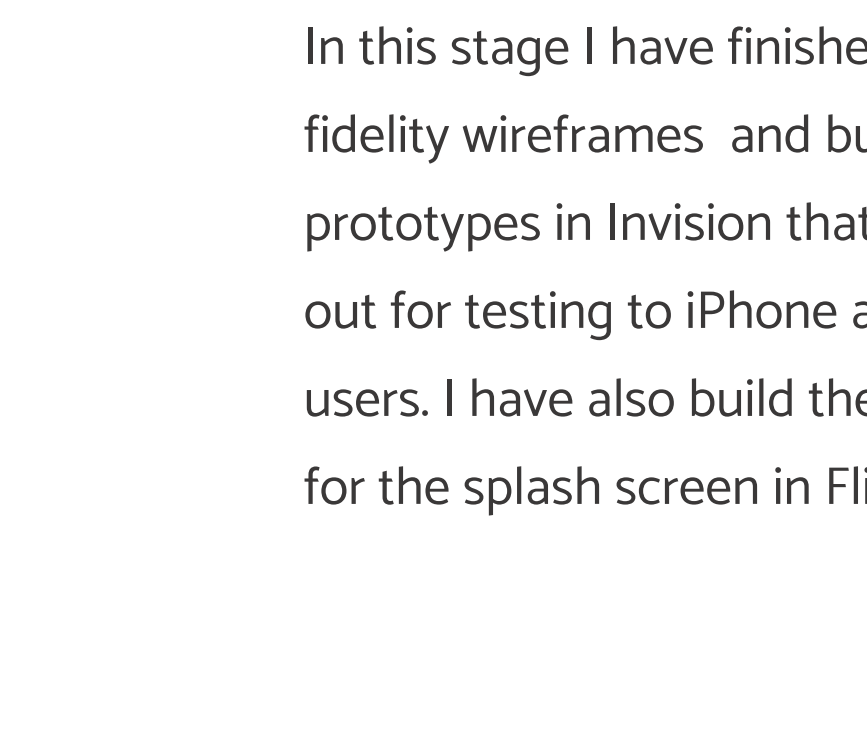
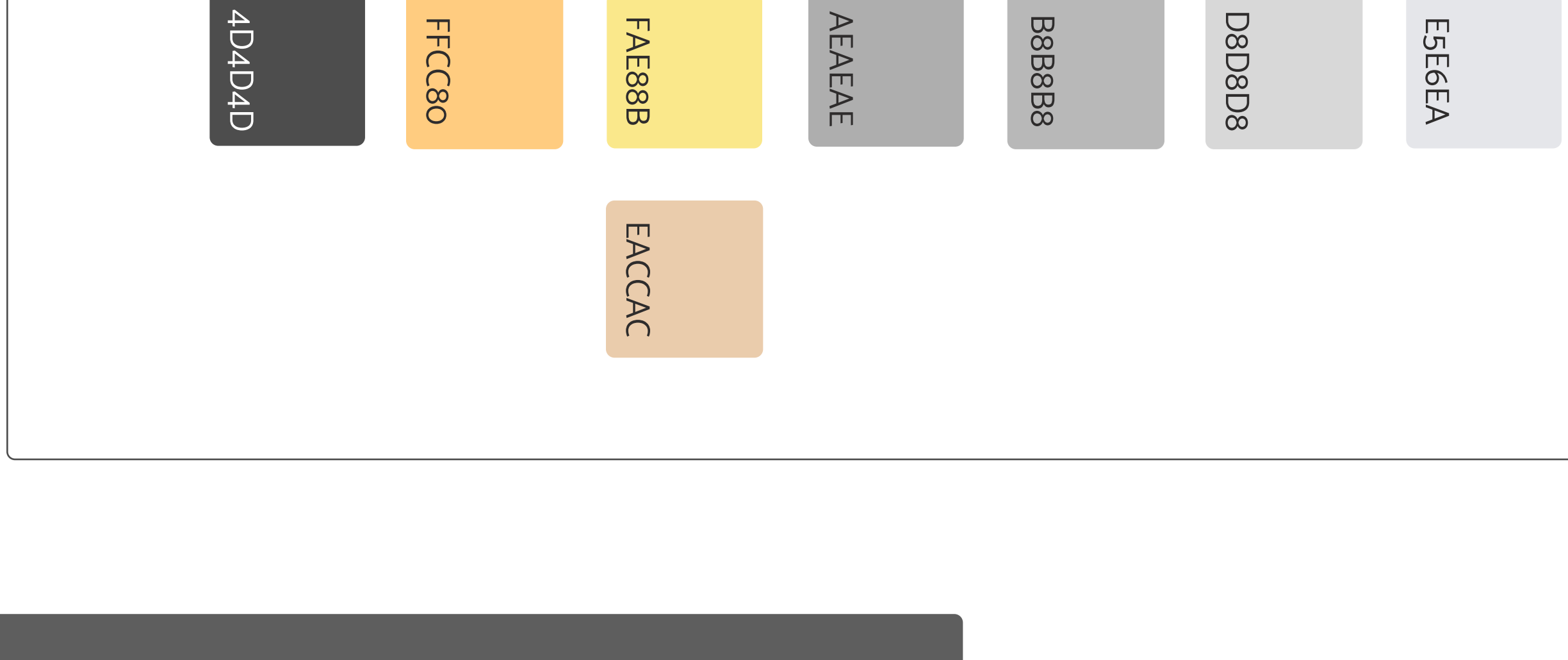
The first main idea that I took into consideration when designing was to make it as easy as possible to add something for donation. When users have an account, they can add a basic offer or request with four clicks.

Secondly, the Add screen that allows users to add a donation, a request, an exchange offer, an idea or a repair request has the same layout as the Home screen that allows discovery in those categories, the underlying concept being that users are familiar and orientation takes a lot less.

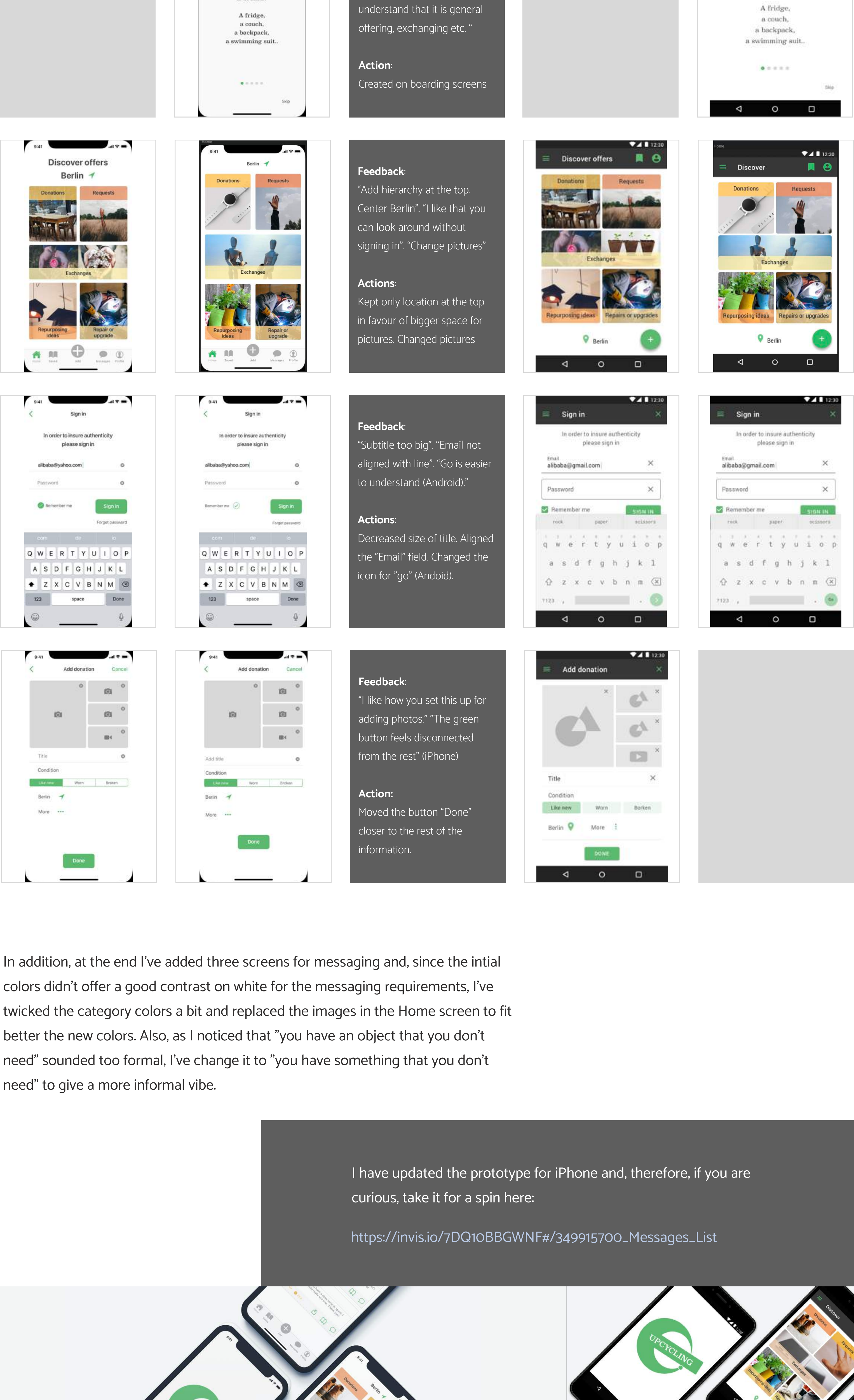
The third concept that I applied refers to the growing attention given to video as a medium for transmitting information. A short 1 minute video of the offer will give a better impression of the object in question.



Typography	Brand	AaBbCc Superclaredon Regular, 32	AaBbCc Superclaredon Light, 17
iPhone	AaBbCc SF Display SemiBold, 20	AaBbCc SF Pro Text SemiBold, 17	AaBbCc SF Pro Text Regular, 17
AaBbCc SF Pro Text Regular, 15	AaBbCc SF Pro Text Regular, 13	Android	AaBbCc Roboto Medium, 20
AaBbCc Roboto Regular, 16	AaBbCc Roboto Medium, 14	AaBbCc Roboto Regular, 14	AaBbCc Roboto Regular, 12



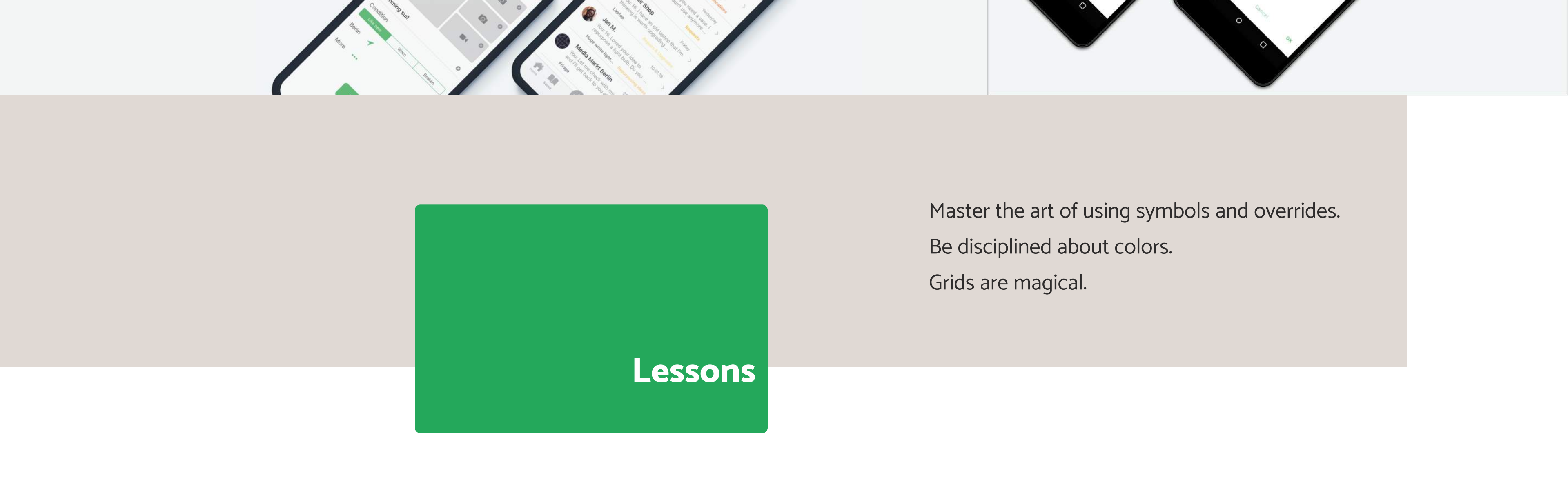
In this stage I have finished the high fidelity wireframes and build two prototypes in Invision that I have sent out for testing to iPhone and Android users. I have also build the animation for the splash screen in Flinto.



In addition, at the end I've added three screens for messaging and, since the initial colors didn't offer a good contrast on white for the messaging requirements, I've tweaked the category colors a bit and replaced the images in the Home screen to fit better the new colors. Also, as I noticed that "you have an object that you don't need" sounded too formal, I've changed it to "you have something that you don't need" to give a more informal vibe.

I have updated the prototype for iPhone and, therefore, if you are curious, take it for a spin here:

[https://invis.io/7DQ10B8W9NF#/349915700\\_Messages\\_List](https://invis.io/7DQ10B8W9NF#/349915700_Messages_List)



Master the art of using symbols and overrides. Be disciplined about colors. Grids are magical.

## Lessons