

# The Brief

Community and peer to peer sharing platforms are becoming more popular in the current climate. Kala are a new digital startup business that offer skill sharing via a downloadable application from google and apple storefronts.

Kala want to create a skill sharing economy that will allow people to join and share their skills for free, where the only currency used is time. The business model will allow people to share skills such as learning to play a musical instrument or teach yoga in return for someone else sharing their skills, whether a teachable skill or performing a service, e.g. painting or gardening.

Kala values empowering people to breakdown financial barriers, sharing, time, getting to know your community and skill sharing in a safe environment. The app uses a skill sharing system for payment where the currency is time. Members begin with a credit of 2 hours and more hours can be earned when you share your skills with another member.

The target audience is both males and females in the 18-55 age range and open to the sharing economy. The target audience are expected to value being part of a community, feeling valued, empowerment around financial restrictions. Changers, people wanting to make a difference and who value social change and helping others. You must include Onboarding screens.

## Deliverables:

- Competitor Analysis
- User Persona
- Navigation Map
- Wireframe Prototype
- Style Guide
- Full Colour Prototype

# Competitor Analysis

The Client has chosen you to design a prototype for the app. They require you to do some initial planning.

Download from google play store / apple app store the following apps: BarterchainLinks to an external site.

KeseroLinks to an external site. (this is a web app)

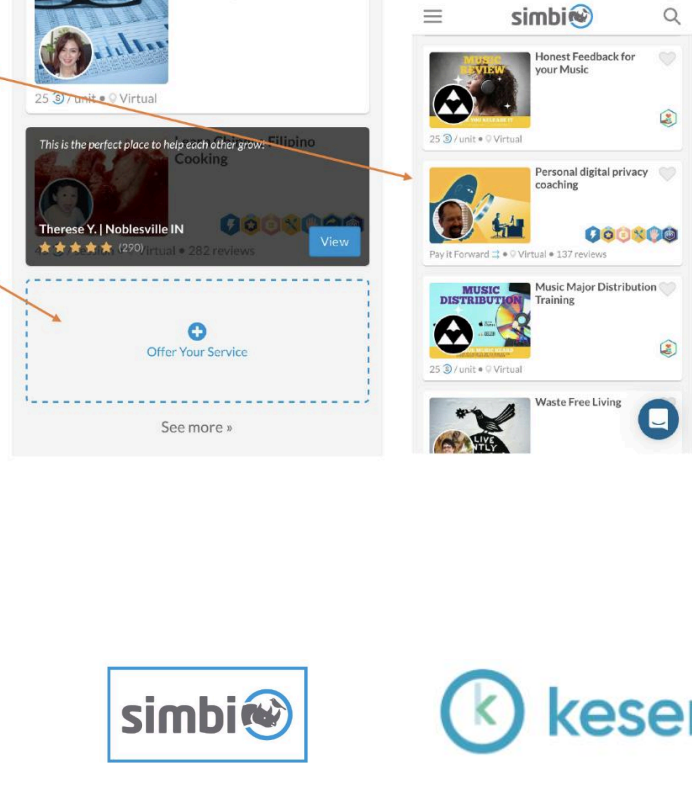
You are then going to do some UX analysis of each app and write down your findings.



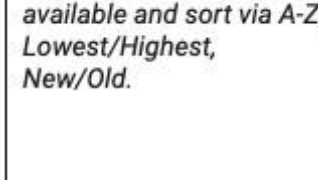
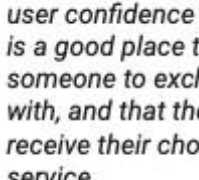
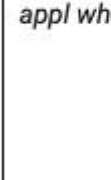
## Simbi App

What works well in this app?

- The large variety of skills and experiences users can explore, learn and share
- The ability to share skills and exchange skills with other users
- That its free for anyone to use
- The app allows users to exchange skills regardless of their financial situation

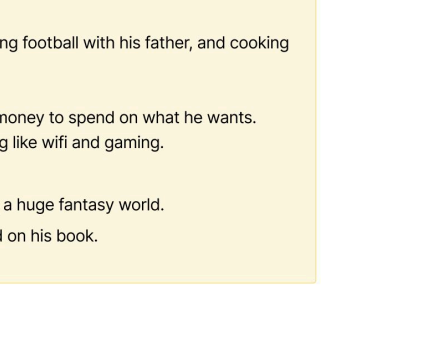
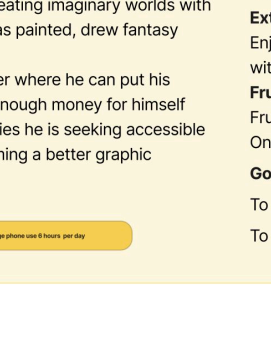
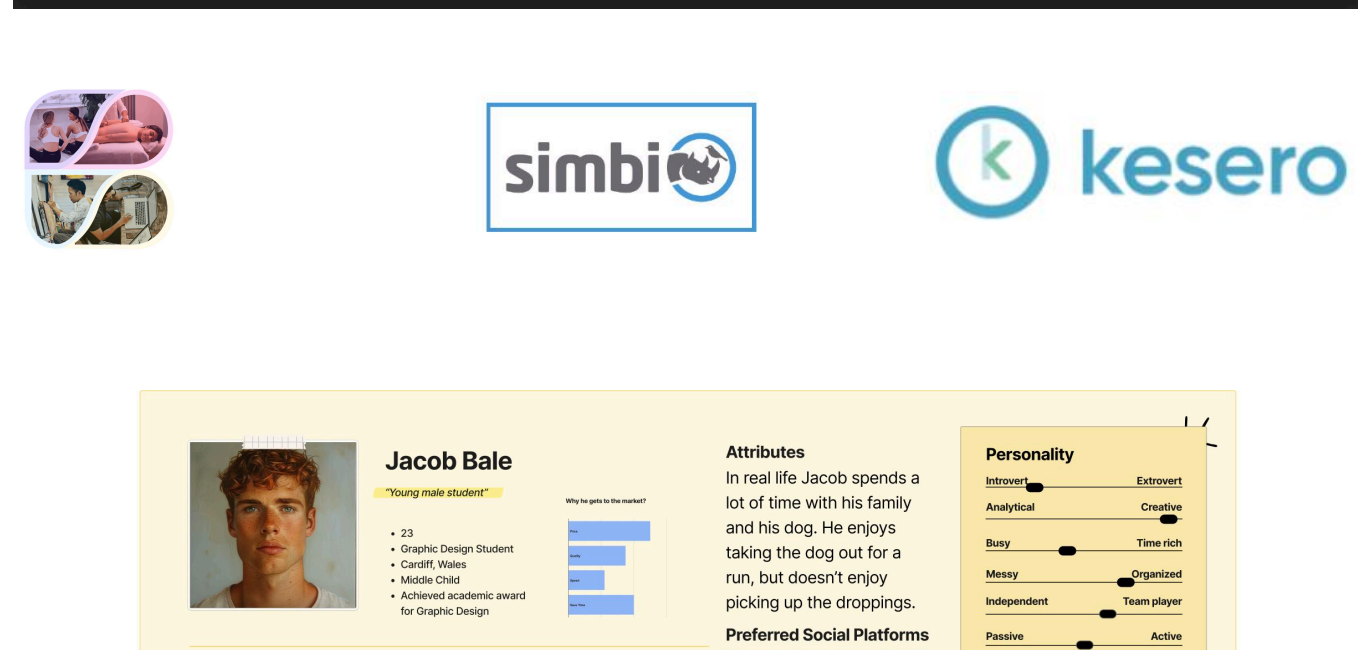


## Collected Data



App Name	Barterchain	Simbi	Kesero
Feature 1	Onboarding	Activity Section	Discovery
Function	Allows the user to communicate with the app what they desire.	Shows others are using the service and give the user confidence that this is a good place to find someone to exchange with, and that they will receive their chosen service.	Allows the user to browse the range of skills available and sort via A-Z, Lowest/Highest, New/Old.
Feature 2	Tinder Swipe	Community Request	Bookings
Function	This is an interactive way to allow users to browse services to exchange.	Provides the ability to create a unique request and send it out to all other users.	Quickly locate the details of any bookings made.
Feature 3	Inbox	Browse All Services	Favourites
Function	Once a match is made you're ready to contact the other user to organise a meeting.	This not only helps give the user the scope of the services available, but also conjures ideas for what service they can provide.	Browse people and skills you've favoured while using the app.
Feature 4	Profile	Leaderboard	Reviews
Function	Edit your profile details and offers to the public.	Adds credibility to faithful users, and drive others to use the app more often and climb the ranks.	View users documented reviews and ratings.

# Competitive Analysis Presentation



**Jacob Bale**  
"Young Male Student"

- 22
- Graphic Design Student
- Cardiff Wales
- MAHSA CMAI
- Awarded academic award for Graphic Design

**Attributes**  
In real life Jacob spends a lot of time with his family and his dog. He enjoys taking the dog out for a run, but doesn't enjoy picking up the droppings.

**Preferred Social Platforms**  
Youtube, Instagram, Reddit

**Brand Influences**  
The North Face, Apple

**Extra Life activities**  
Enjoys playing and watching football with his father, and cooking with his mum.

**Frustrations**  
Frustrated by not having money to spend on what he wants. On technology not working like wifi and gaming.

**Goals**  
To write a novel capturing a huge fantasy world. To have a tv show created on his book.

**Personality**

Introvert  Extrovert

Analytical  Creative

Serious  Time rich

Messy  Organised

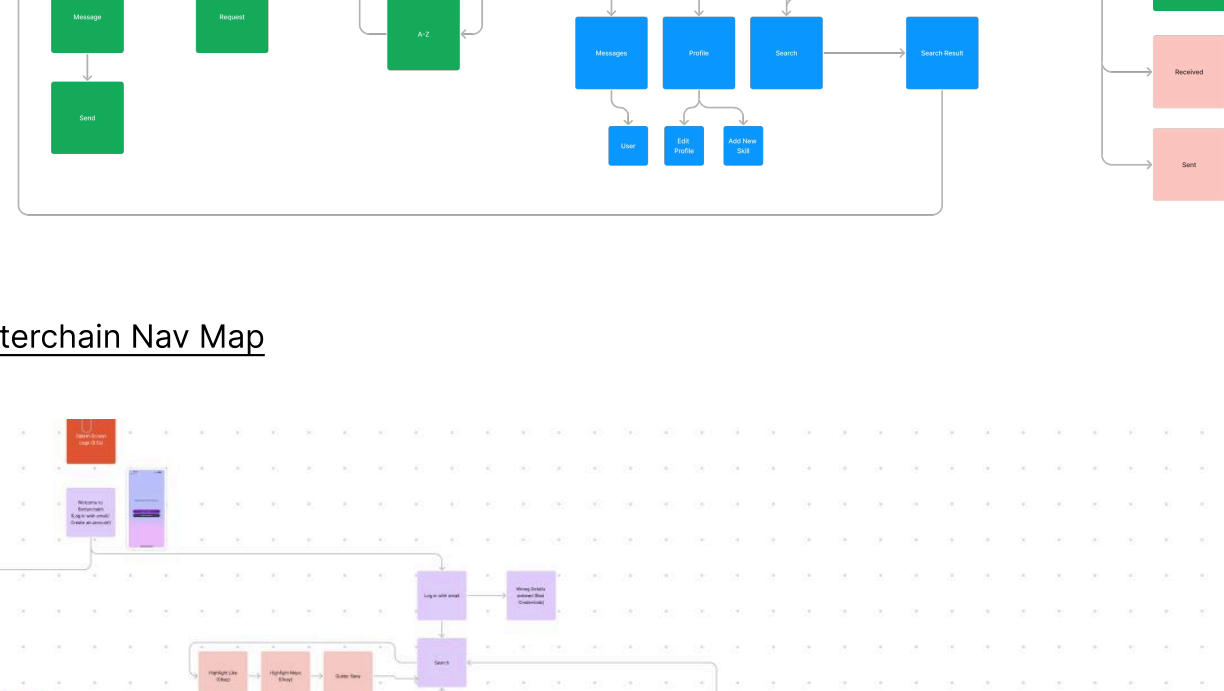
Independent  Team player

Passive  Active

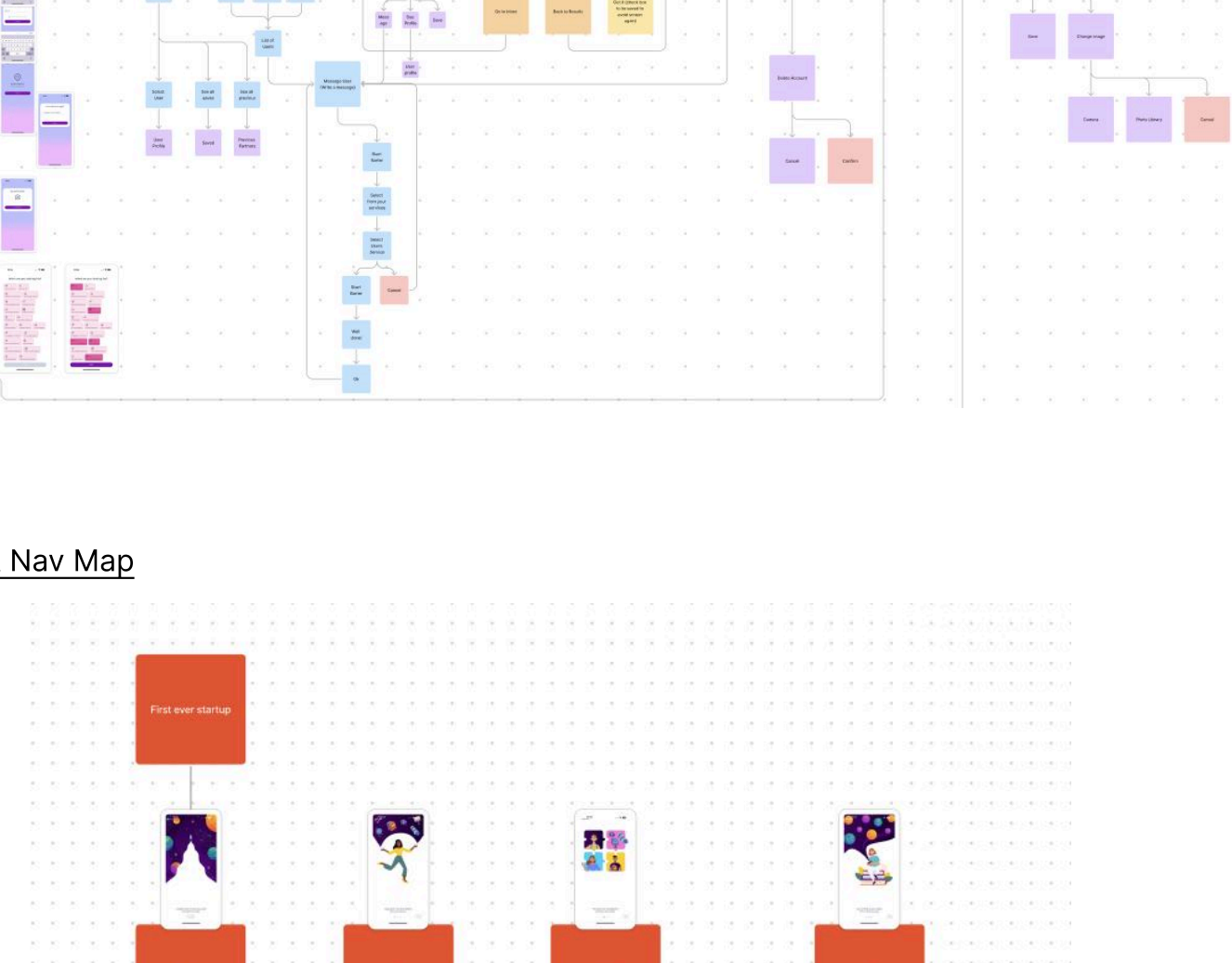
Safe  Risky

# Navigation Maps

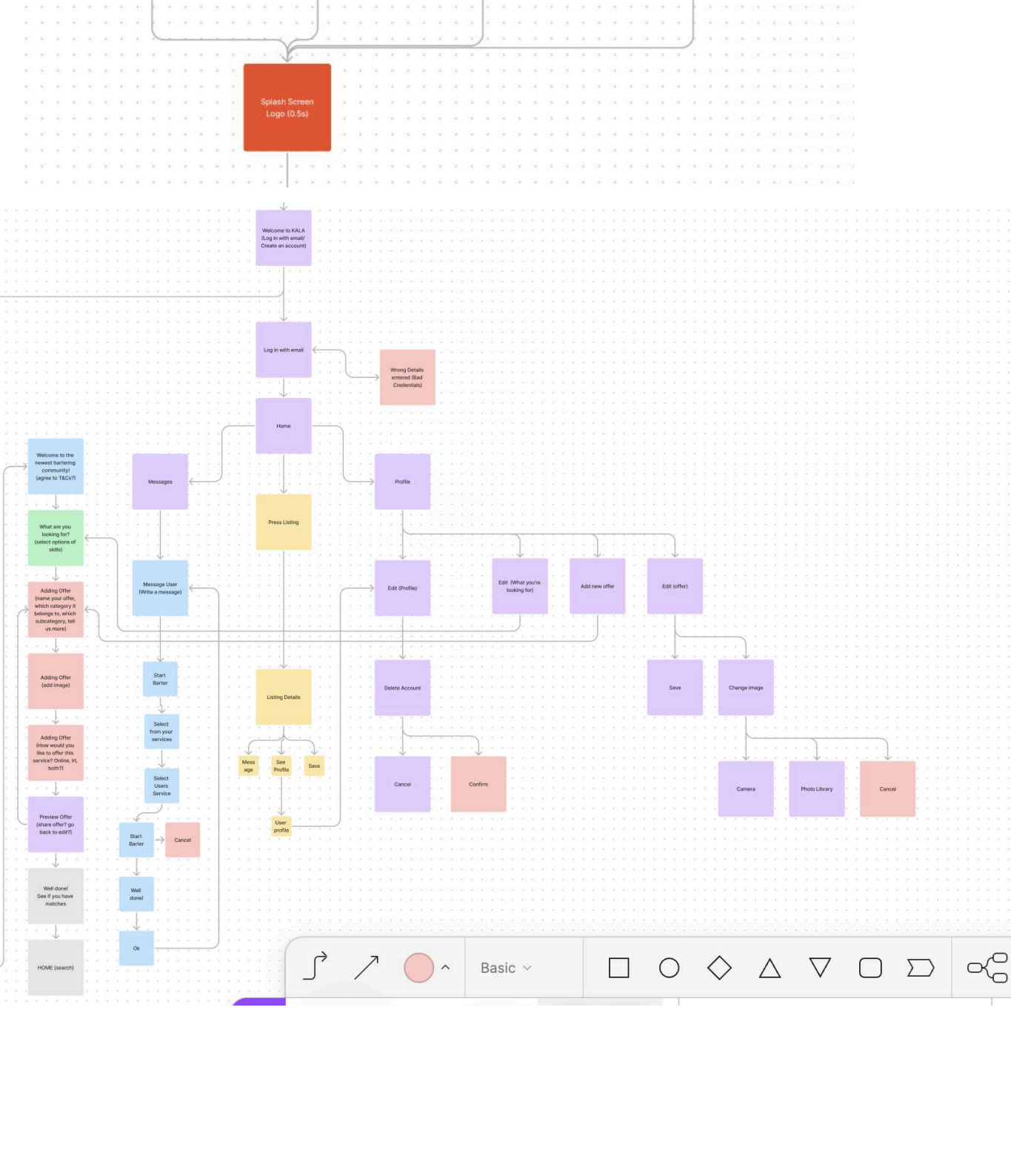
## Kesero Nav Map



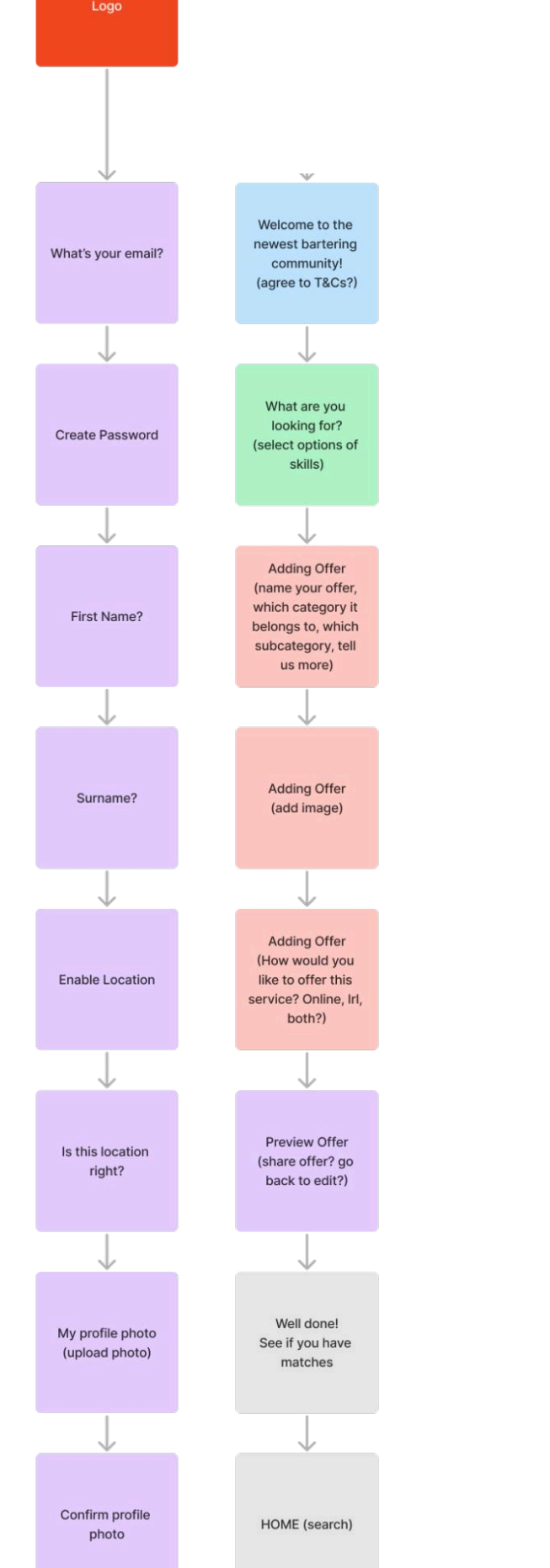
## Barterchain Nav Map



## KALA Nav Map



## Barterchain Onboarding



## KALA Onboarding

