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December 2022

L.O.E

Last One Earth

L.O.E Mobile Application Case Study

Make Your Voice Heard and Take Action to
Protect the Planet

[Overview](#)



Overview

- **Project**

The LOE project is an environmental application offering users various features. This application combines social media and e-commerce, allowing users to post content in multiple categories and buy and sell goods and services through the platform's marketplace.

- **Goal**

Making an application that covers the features needed by environmental activists for their effective activities.

Our Process



1. Empathy

Stakeholder Interview

User Interview

Persona

Empathy Map



2. Define

Drive Insights

Problem Statement

User Types



3. Ideate

Userflow

Information Architecture

Wireframes



4. Prototype

Style Guide

Client UI Design

Admin Panel UI Design

Prototype

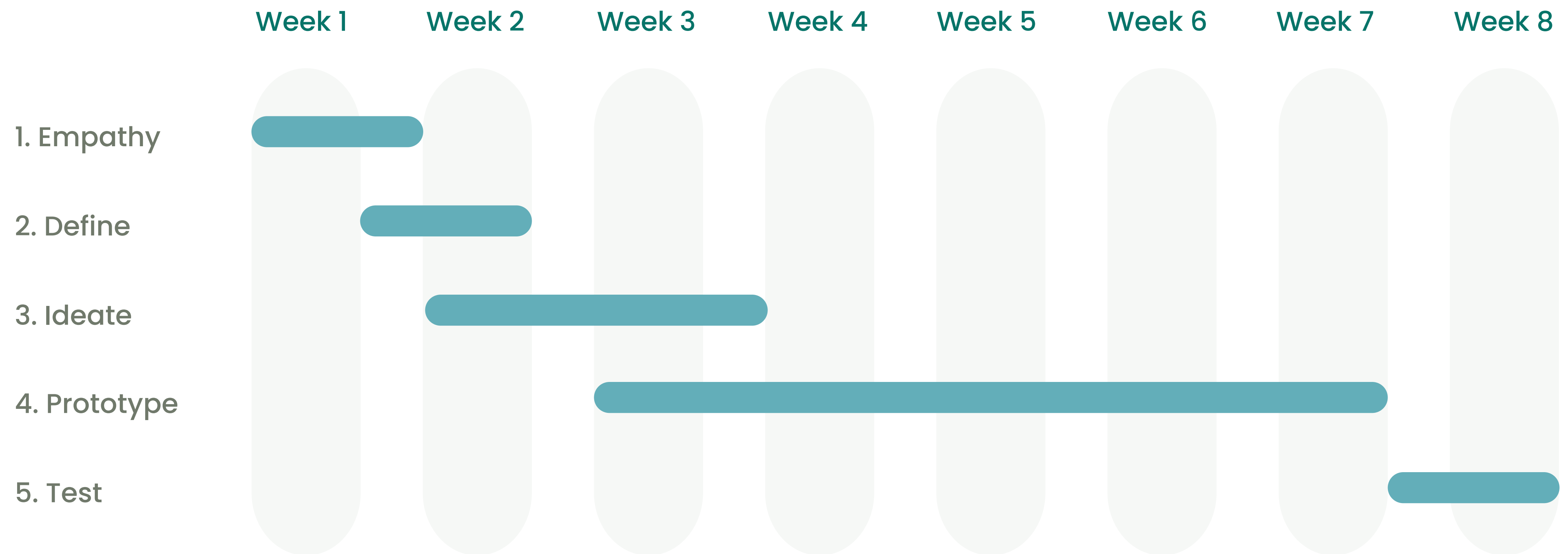


5. Test

QA Test

Usability Test

Duration



Stakeholders Interview

The initial phase of this project involved conducting interviews with the stakeholders to gain a thorough understanding of their expectations and needs. This step was crucial in defining the scope and parameters of the project, as well as mitigating potential challenges and ambiguities that may arise in the future.

Benefits of Conducting Stakeholders Interview

01 Clarify
Scope & Wants

02 Discuss the
Business Aspects

03 Determine
Timing & Budget

Users Interviews

We selected five individuals from our target audience and arranged online interviews using Google Meet. During these interviews, we asked each participant a set of five questions and then summarized their responses. The following are the questions we asked:

- 1 What are the biggest challenges you face when trying to find and attend environmental events and initiatives?
- 2 How do you typically find and purchase products that align with your environmental values?
- 3 Have you used any online platforms or apps specifically geared towards environmental activism? If so, can you describe your experience with them?
- 4 How important is it to you to be able to share information about events and initiatives with your friends and colleagues?
- 5 When you're looking for environmental events or initiatives to attend, what factors are most important to you?

Empathy Map

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Says	connect with other activists and find out about events in my area	I worry that our actions won't make a difference in the grand scheme of things.	I'm frustrated with the lack of political will to address environmental issues.	I like to support causes I care about by donating or buying eco-friendly products.	I'm interested in learning more about the science behind environmental issues.
Thinks	I'm not doing enough to make a difference.	I hope future generations will be able to enjoy a healthy planet.	I wish more people would take environmental issues seriously.	I want to support local businesses that are committed to sustainability.	I'm not sure what actions I can take to make a real impact.
Does	Attends local events and protests, shares news and updates on social media.	Recycles, reduces energy consumption, donates to environmental organizations.	Contacts elected officials, writes letters to the editor, attends climate rallies.	Buys eco-friendly products, supports local sustainable businesses.	Reads articles about environmental science & climate change.
Feels	Connected to a community, passionate about the cause.	Anxious about the future, committed to making a difference.	Frustrated by lack of progress, motivated to take action.	Empowered by making sustainable choices, proud to support causes.	Curious and interested in learning more, hopeful for positive change.

Persona



Sloane Carlisle

Age	28
Work	Work
Status	Enviromentalist
Location	Netherland

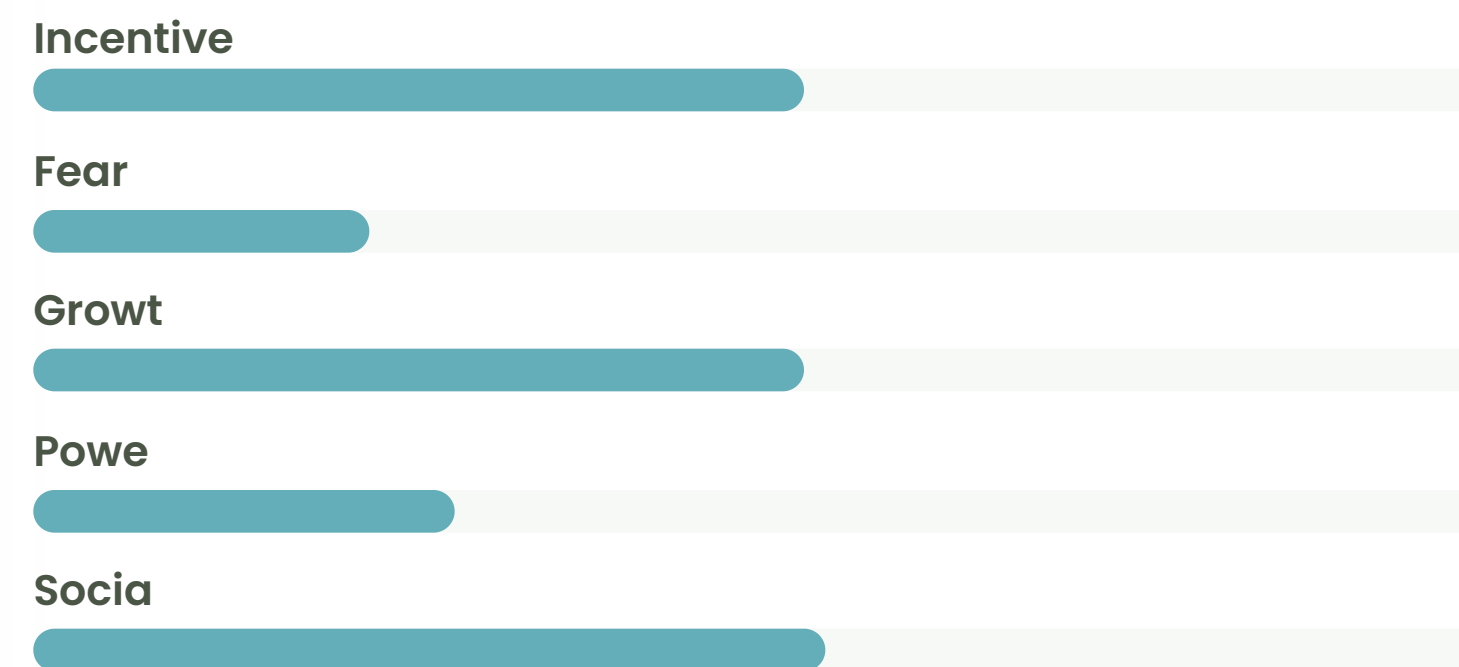
About

She is an environmental activist who writes various articles on aquatic conservation. she is also interested in diving and photographing underwater creatures.

Goals

- Protect aquatic life
- Help clean the sea and ocean
- Share her experiences with articles and photo

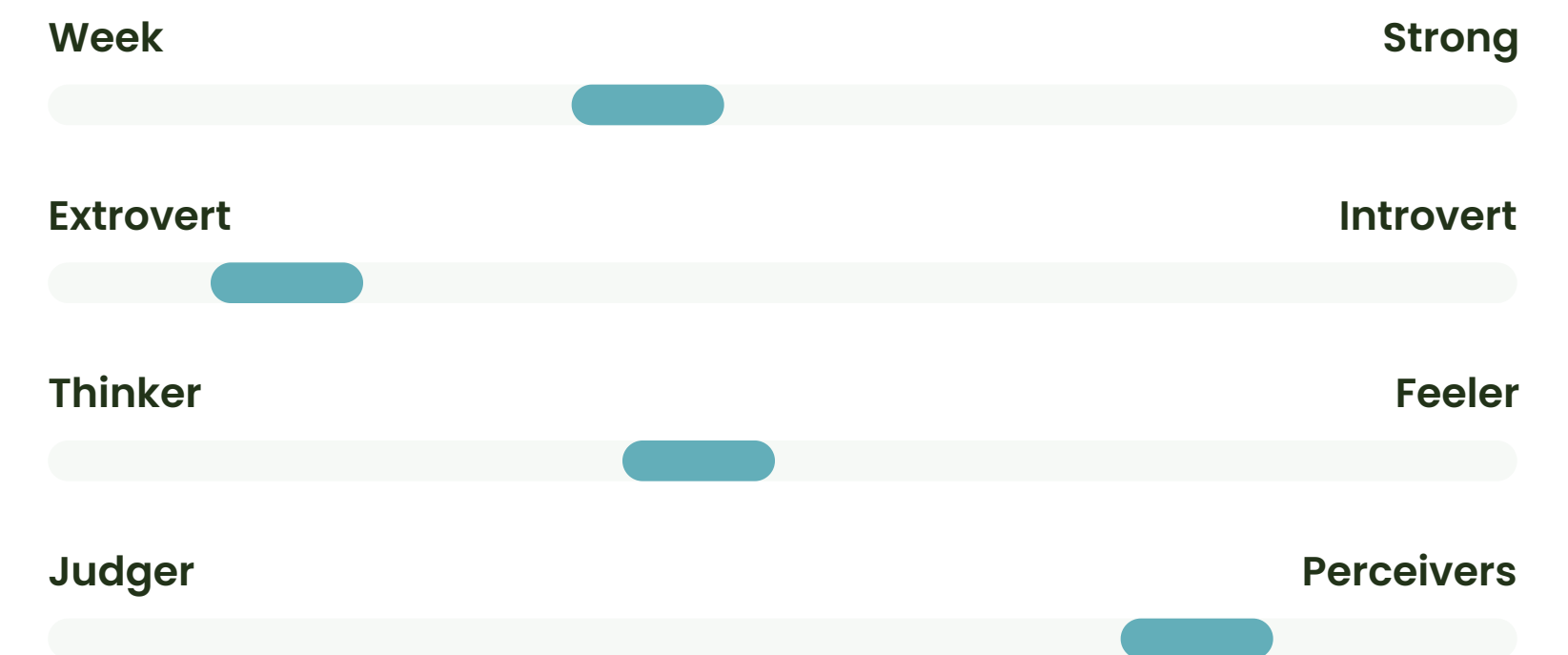
Motivations



Frustrations

- People underestimate her efforts
- Awareness of pollution is low
- The government and big companies don't take action to protect the enviroment

Personality





Insights

1

Creating a specialized and focused space for publishing content in different categories.

2

The possibility of planning and creating different events with facilities such as reservation, ticket sales, donation and petition.

3

Creating marketplace for the sale of various goods and services by users.

Problem Statement

Environmental activists lack a user-friendly and comprehensive platform that meets their specific needs for event sharing, ticket sales, product selling, and donations. A new app is needed to serve as a hub for environmental activism.



User Types

Taking into account the commercial aspects of the project, we decided to implement a revenue model by offering certain features to users for a fee. There are three types of users in total.

1

Free user who has access to the application's basic features.

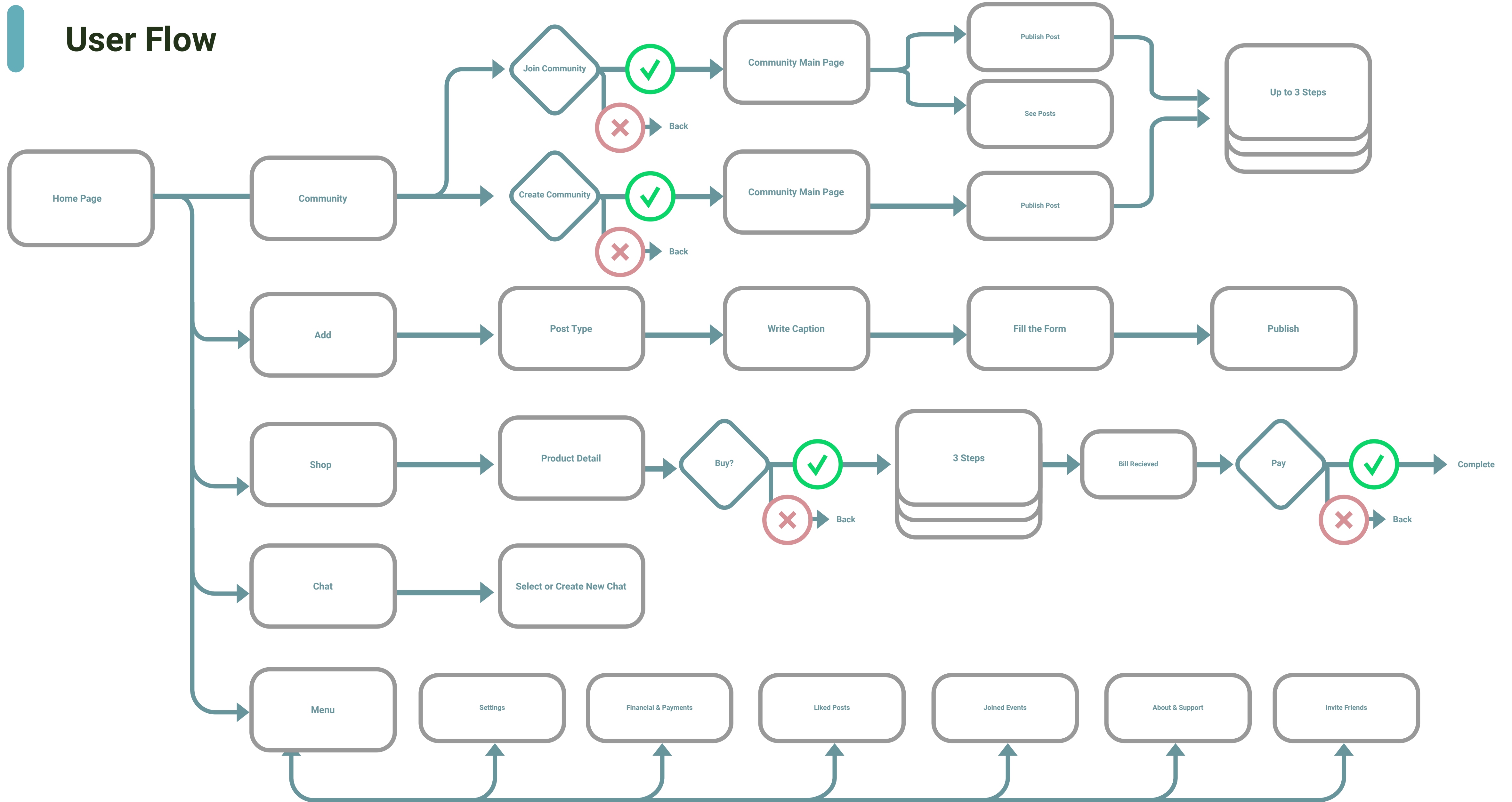
2

Premium user who has more facilities at his disposal.

3

Admin who manages the application.

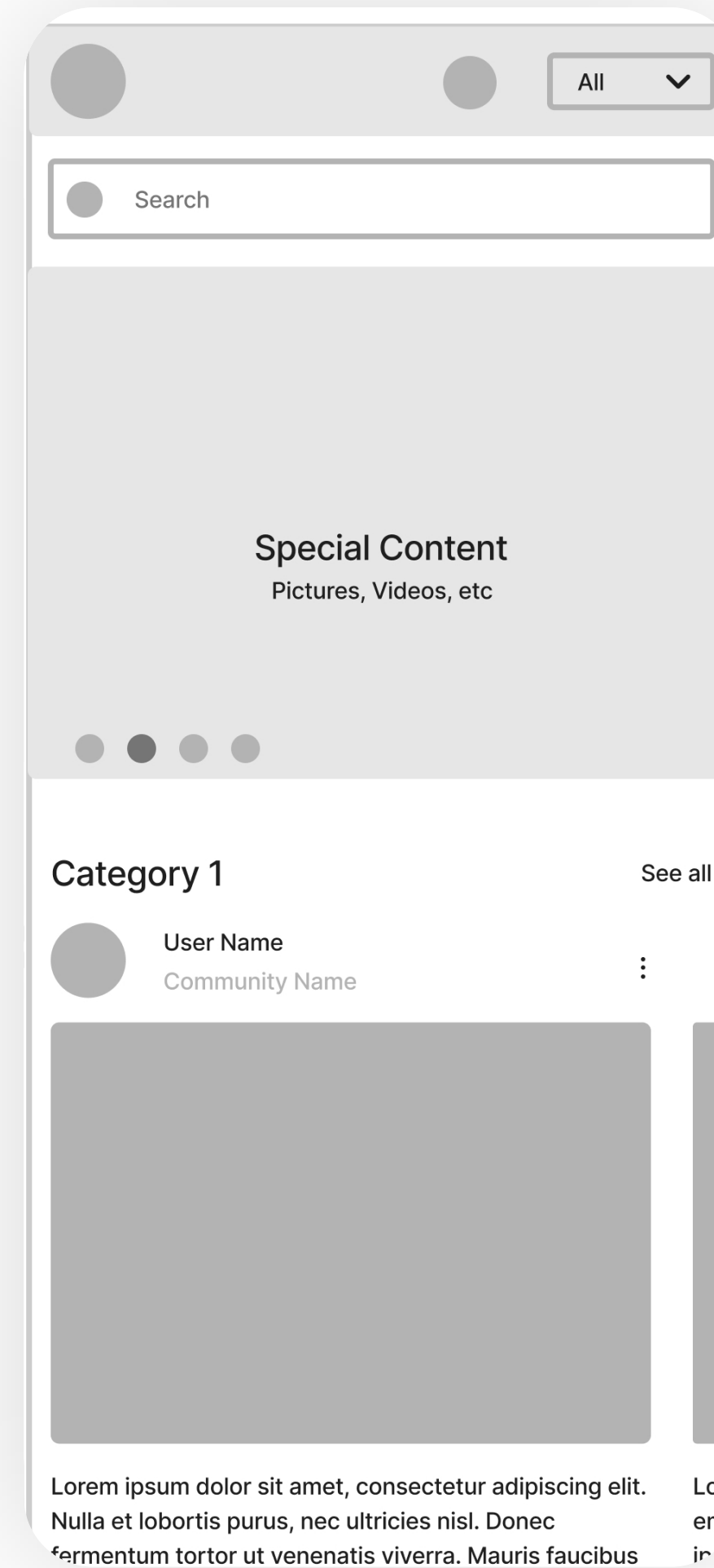
User Flow



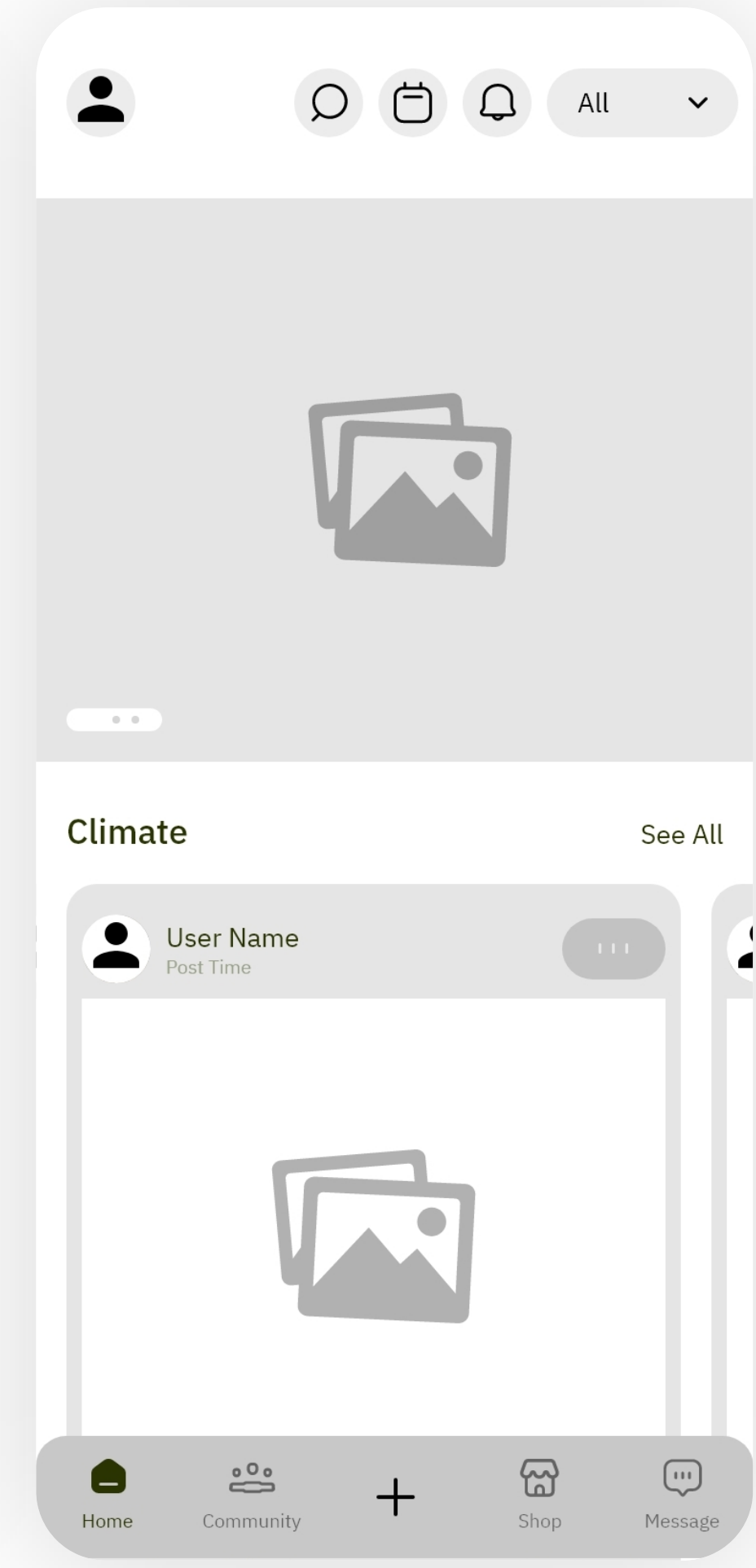
Wireframes

Considering the various solutions available to us, we decided to present stakeholders, developers, and other team members with wireframes of the project. These wireframes, totaling over two hundred pages, were created to solicit feedback and input from all parties involved.

Low Fidelity

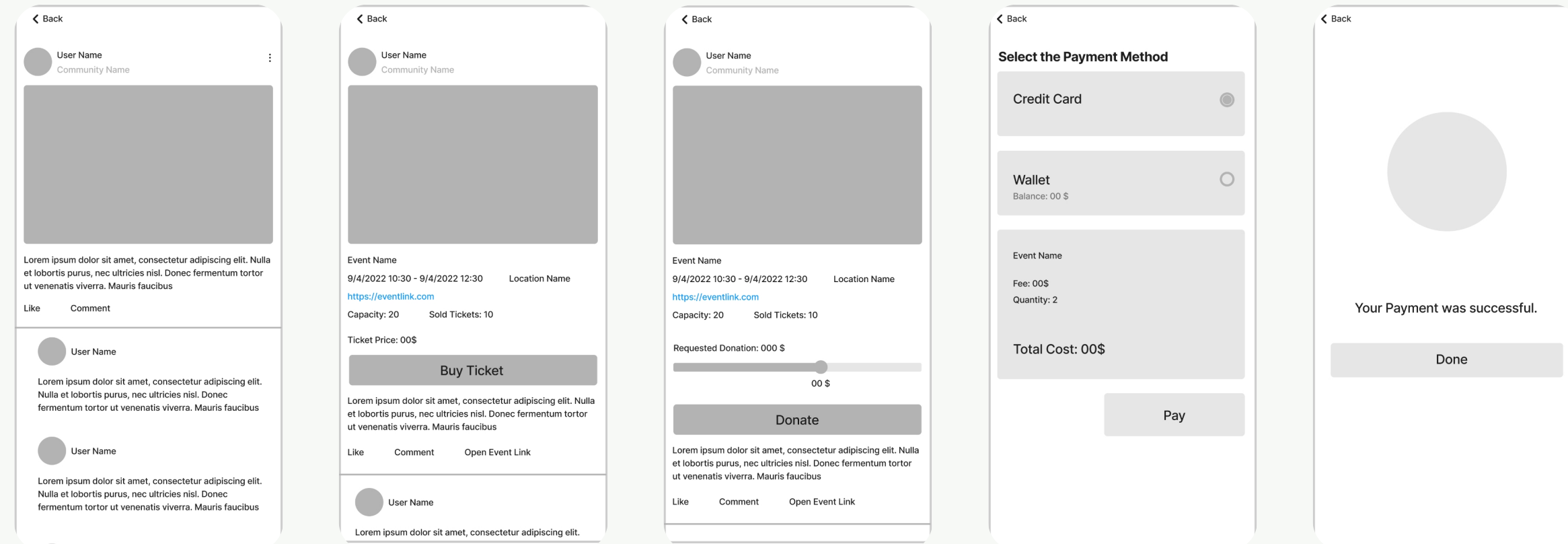


High Fidelity

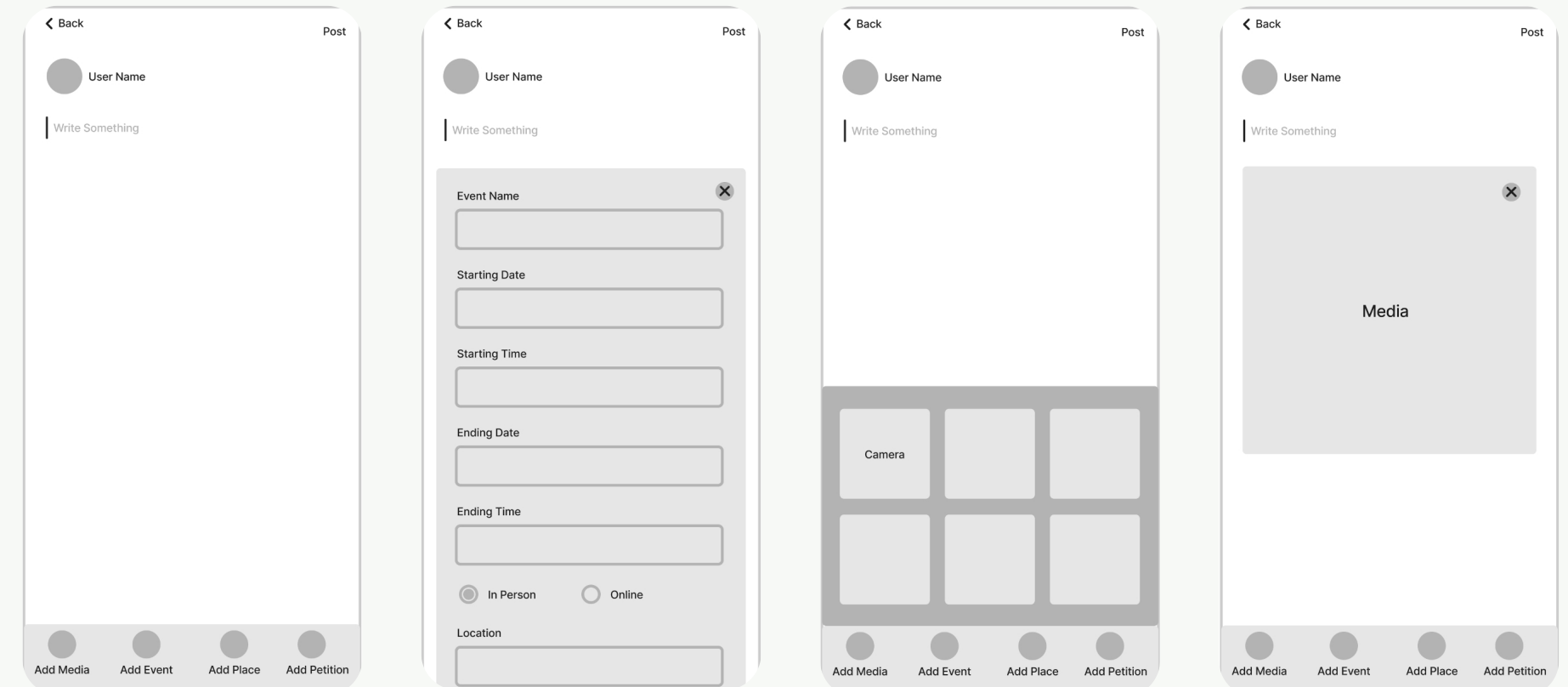


Some other Pages

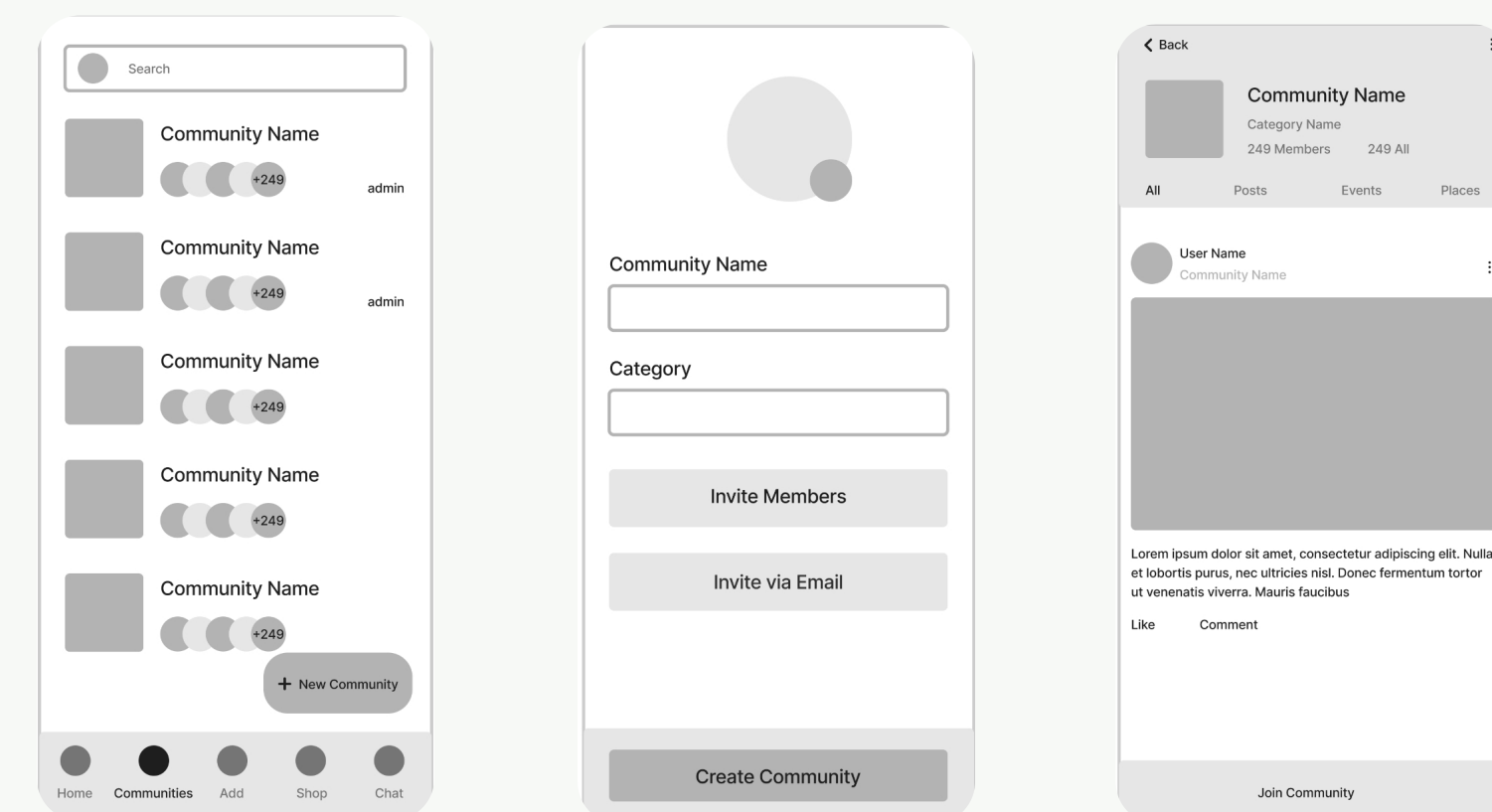
Posts with Payment



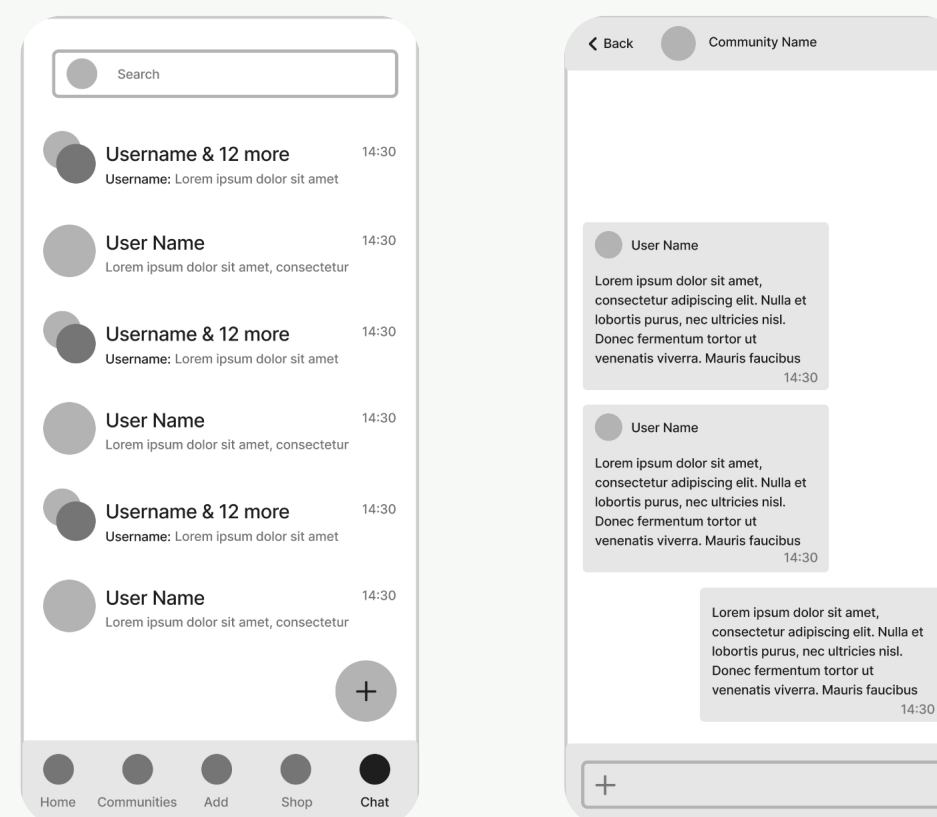
Add Posts



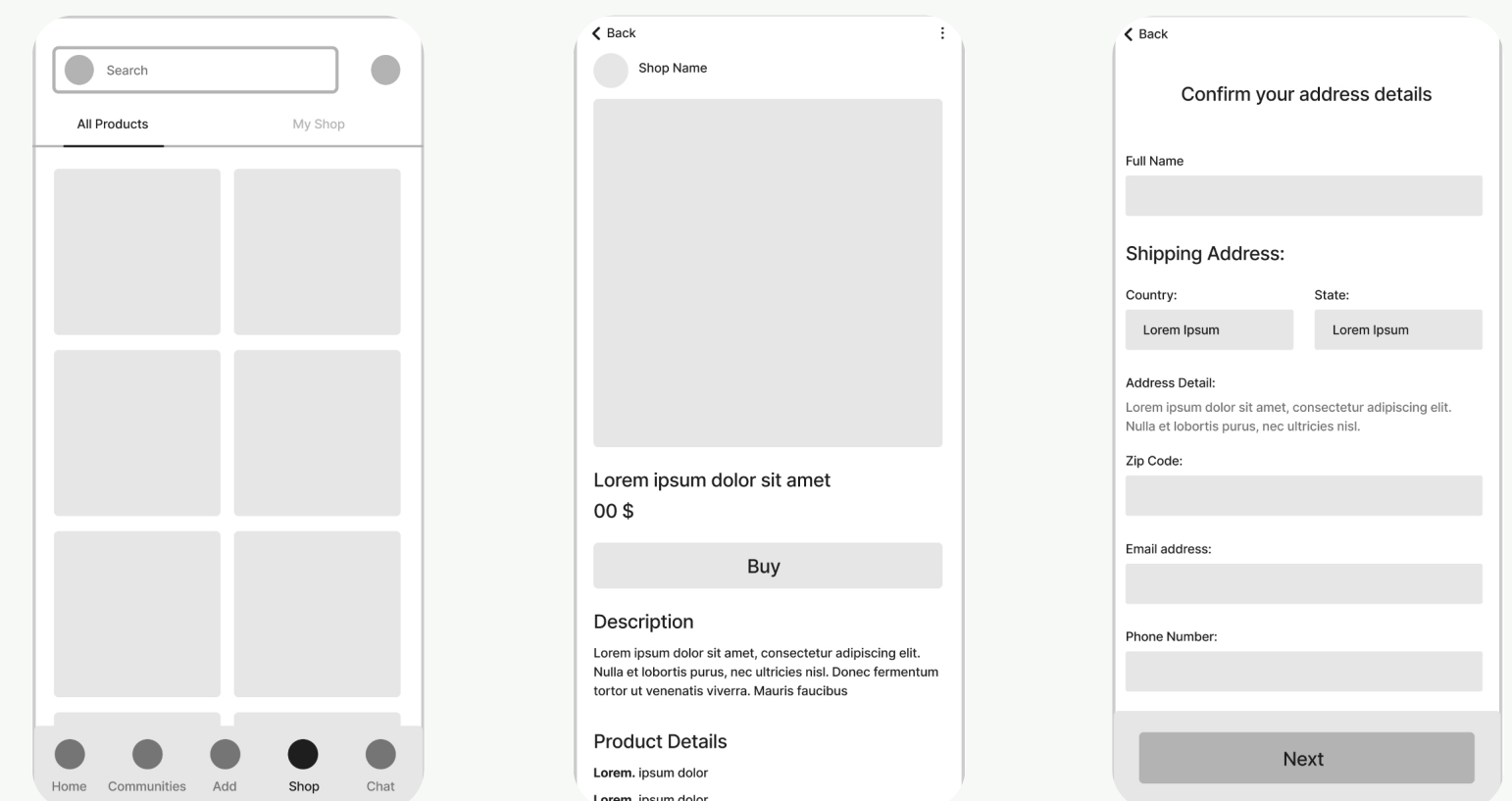
Community



Chat



Shop



Style Guide

Color Style

Main Colors



Primar
#0DC77

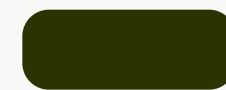


Secondar
#008AE7



Tetiary
#9536F

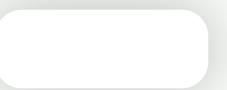
Black Colors



Title
#293402

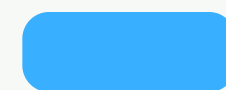


Text
#9AA28



White
#FFFFFF

State



Info
#2F80ED



Succes
#27AE6

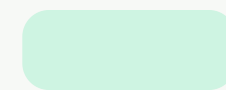


Warnin
#E2B93B



Erro
#D32F2

Light Colors



Light 1
#B9DFC



Light 2
#E1C0C

Typography

Google Fonts

IBM Plex Sans

Name	Weight	Size
Heading 1	Semibold	18 pt
Heading 2	Medium	16 pt
Body	Regular	14 pt
Body Small	Regular	12 pt

Style Guide

Grids



MOBILE

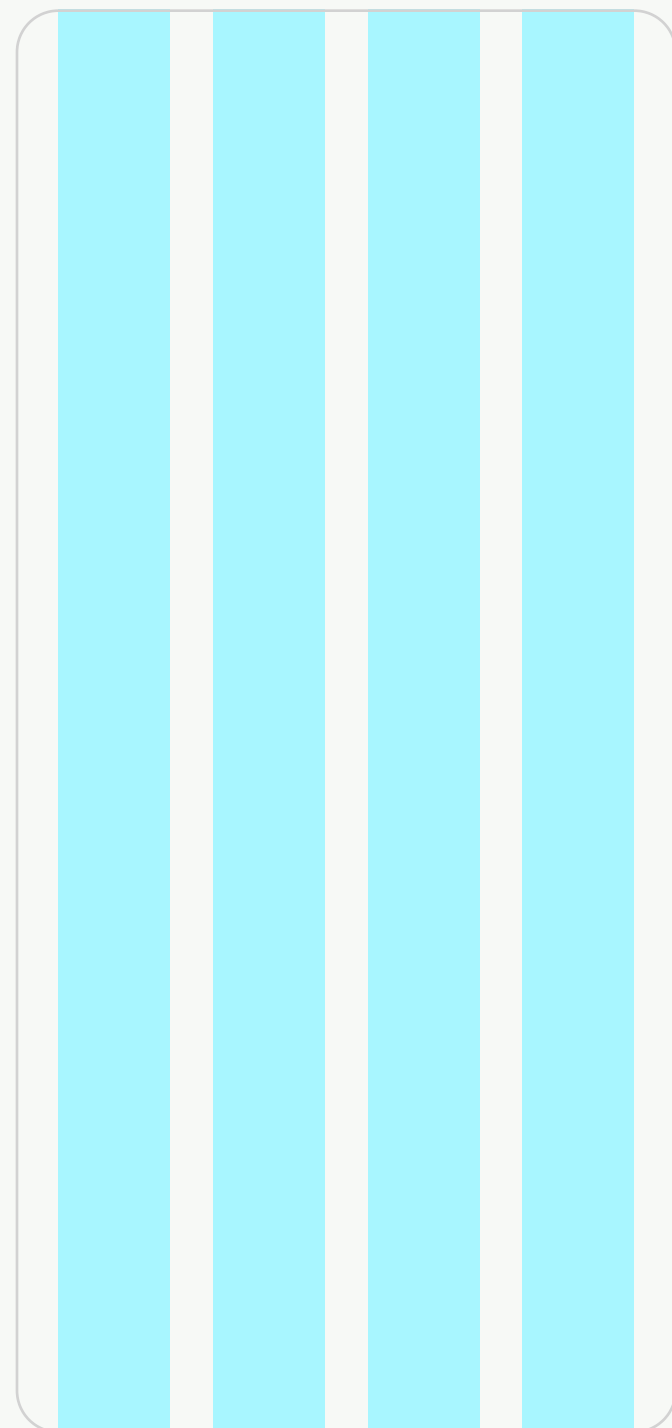
Grid Options

Frame:
Mobile 375

Number of columns:
4

Column width:
74 px

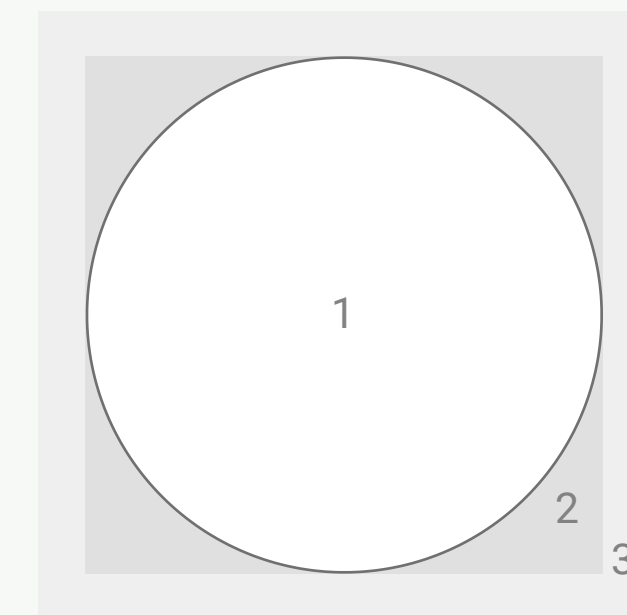
Gutter width:
16 px



Spacing



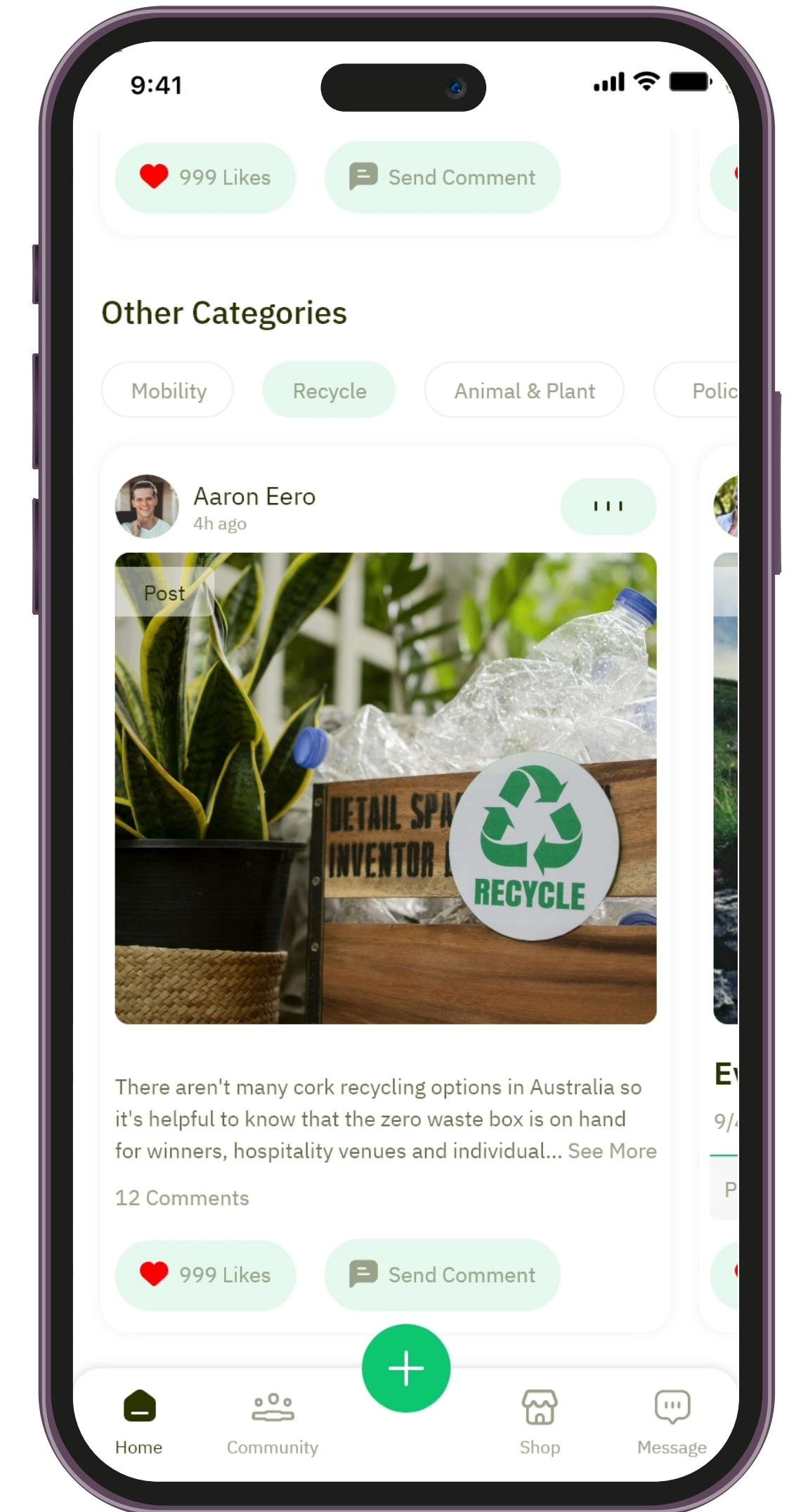
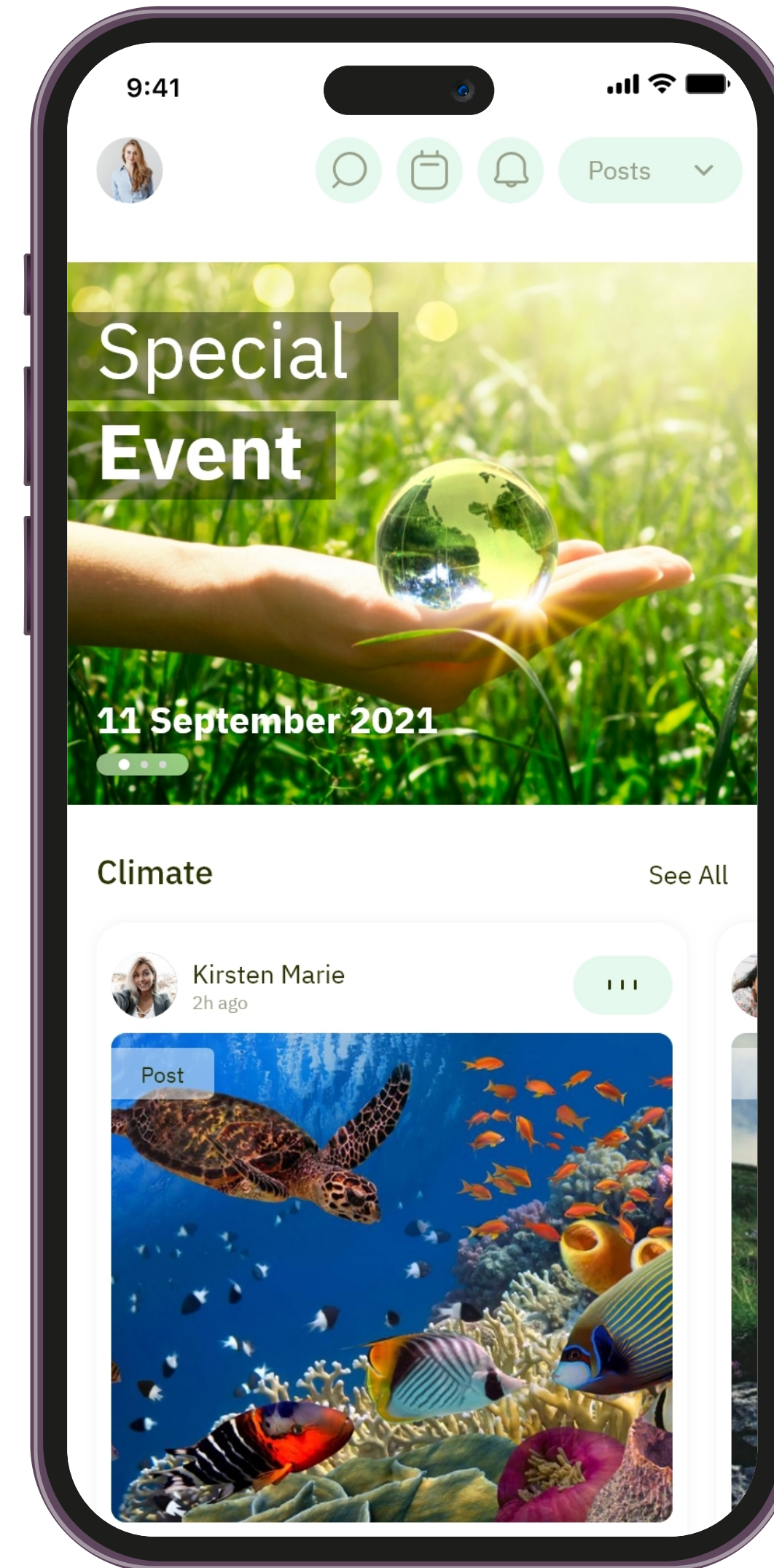
Icon

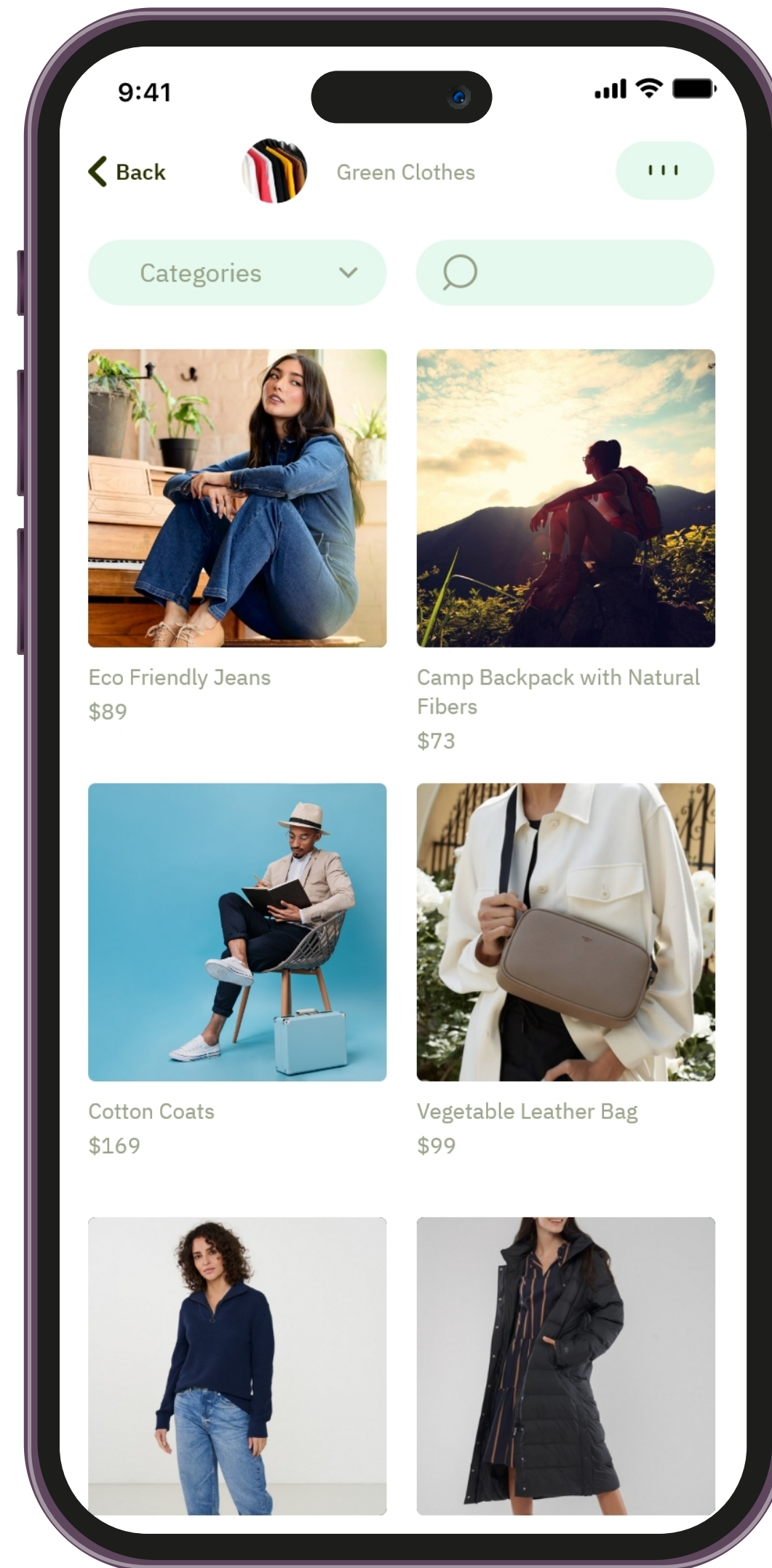
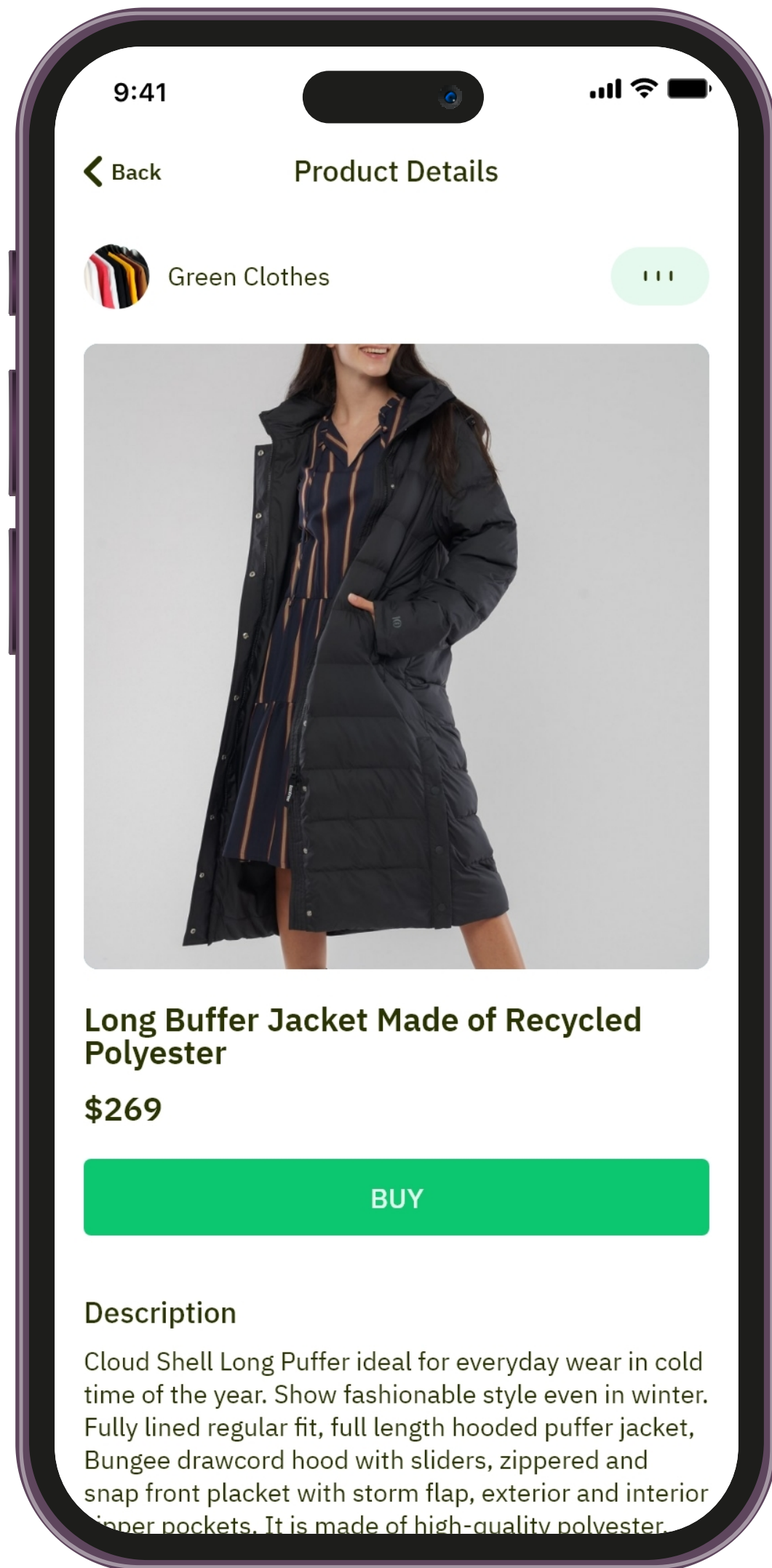


- 1. Live area **20 px**
- 2. Save area **2 px**
- 3. Full size **24 px**

Homepage

The app featured various types of content, including posts, free events, paid events, donations, petitions, advertisements, and blogs, which could be organized into multiple categories. The design aimed to provide users with a clear overview of this diverse content when opening the app.



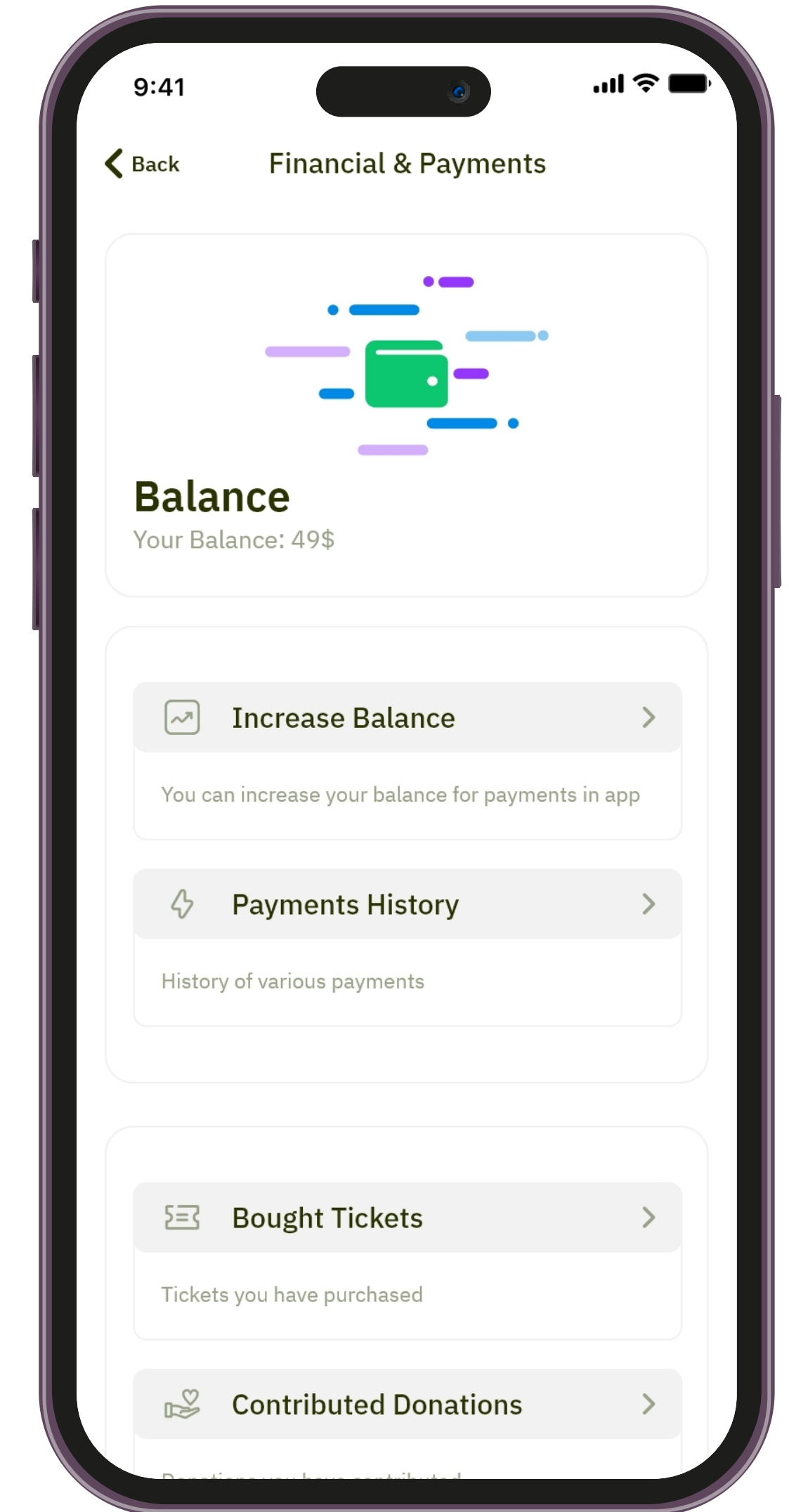
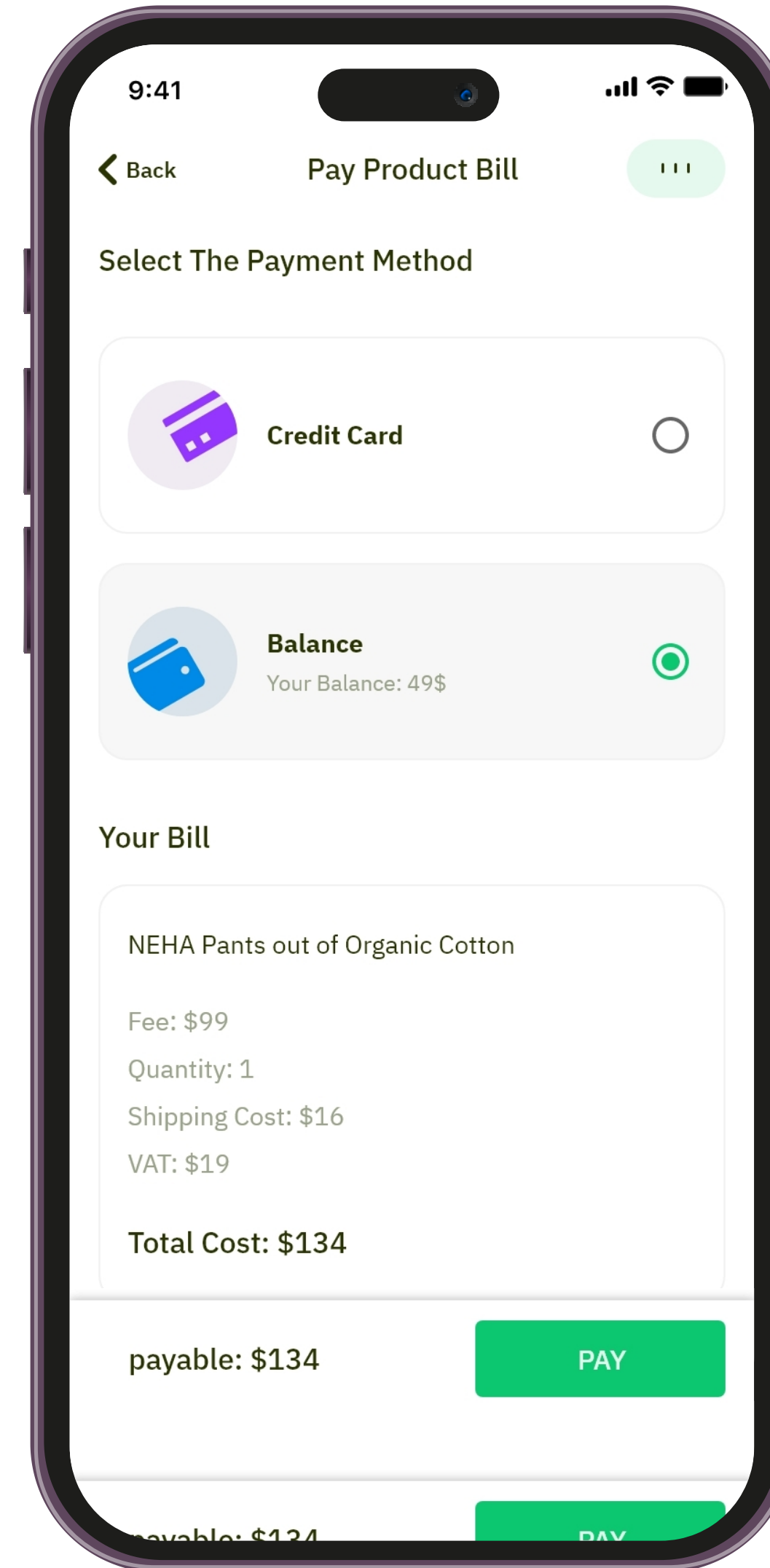


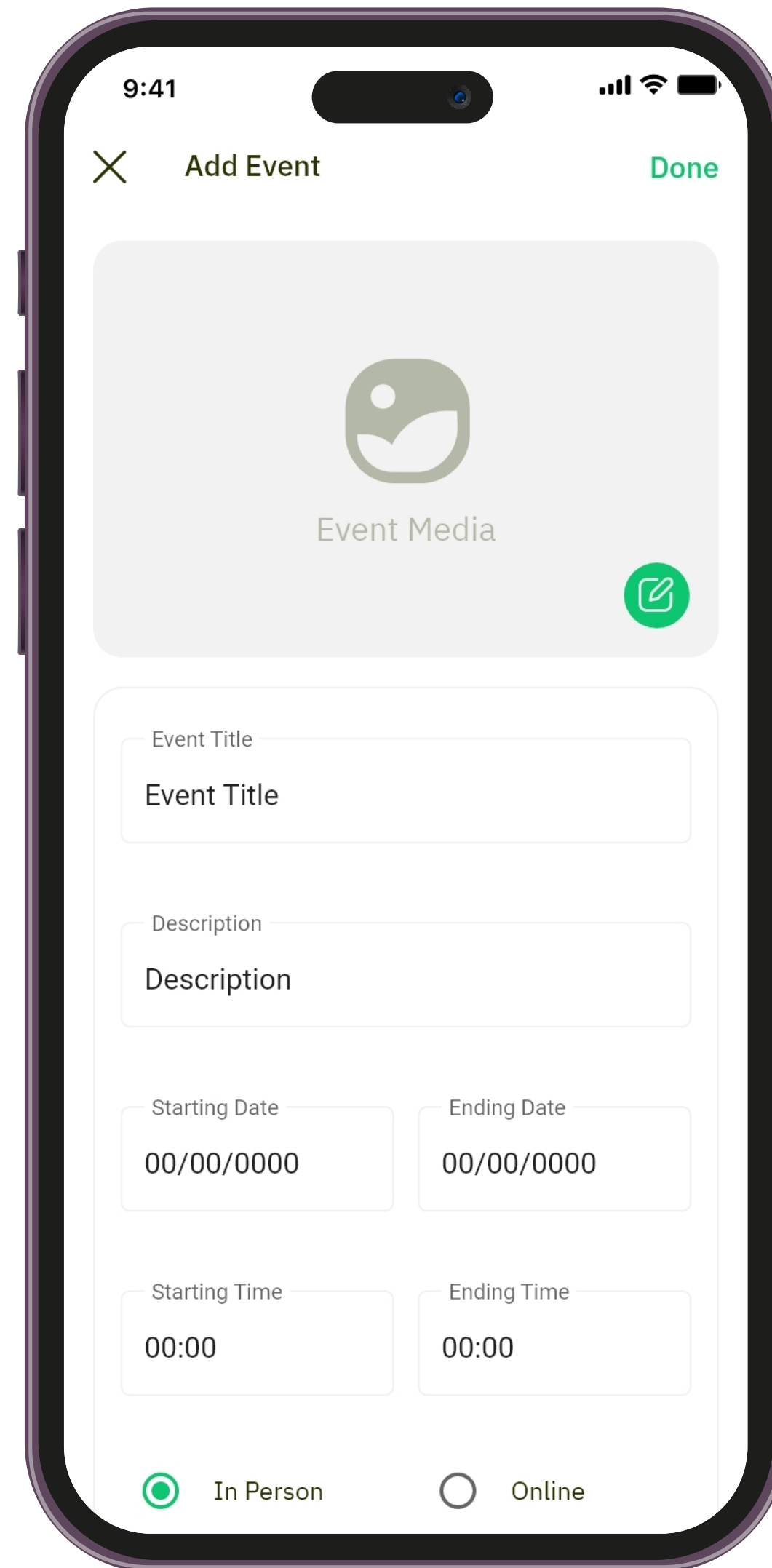
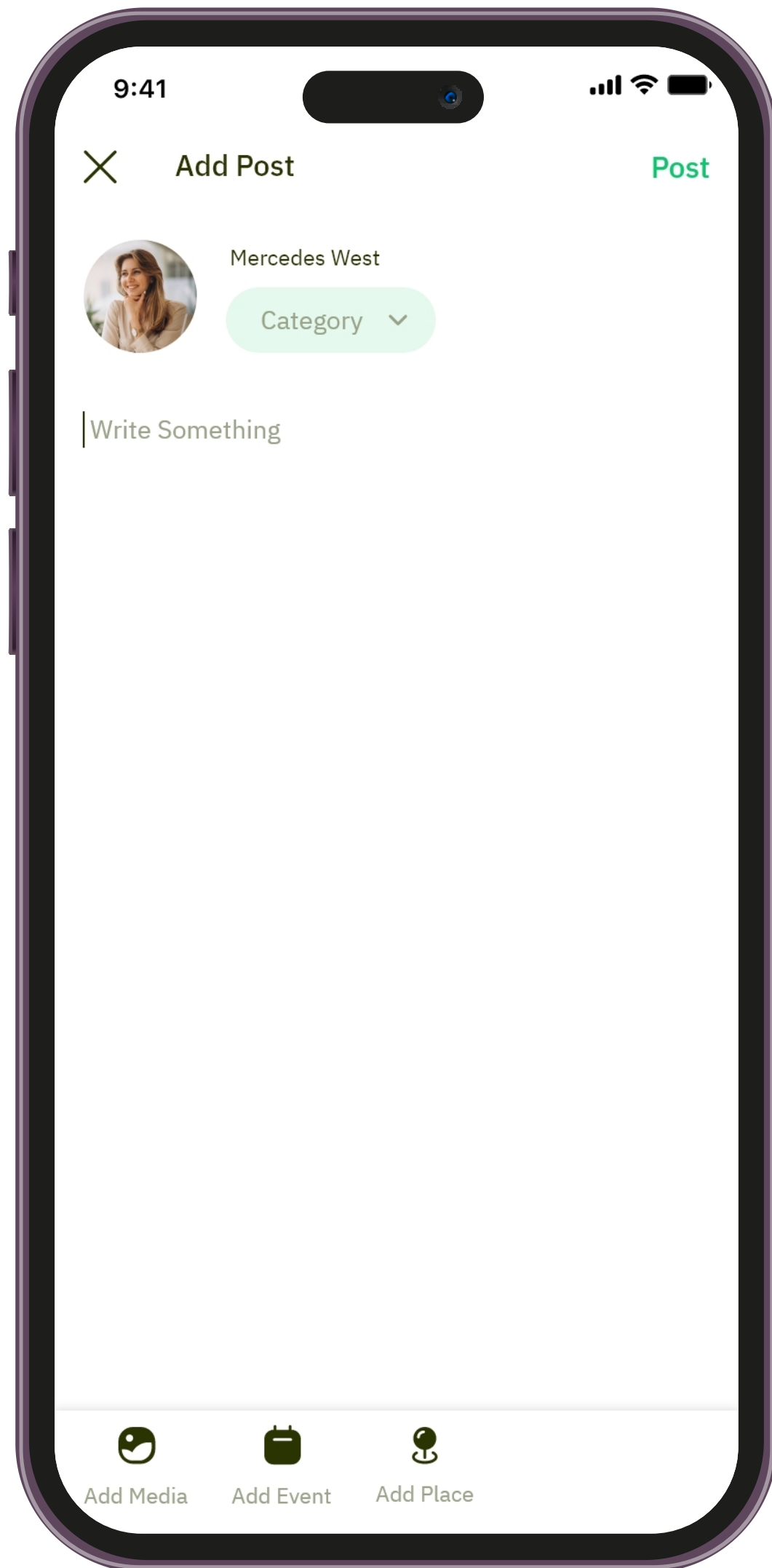
Marketplace

Given that many of these users may not have their e-commerce sites, we prioritized the development of a comprehensive and streamlined sales flow within our application. We made a conscious effort to keep the features of this section as simple as possible.

Payments

After consulting with our technical team and evaluating other payment platforms we determined that the Stripe platform would be the most suitable option for managing these payments.



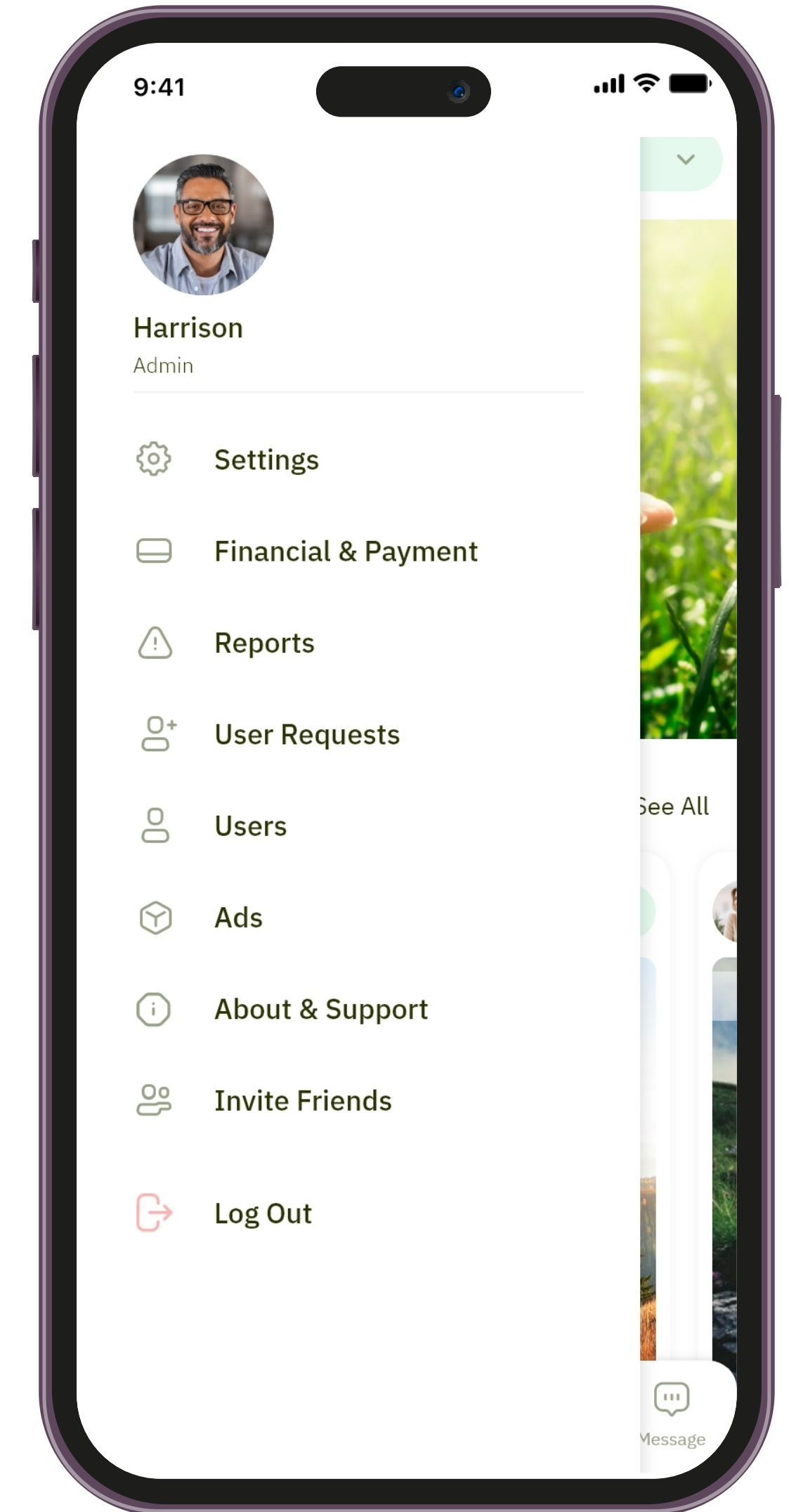
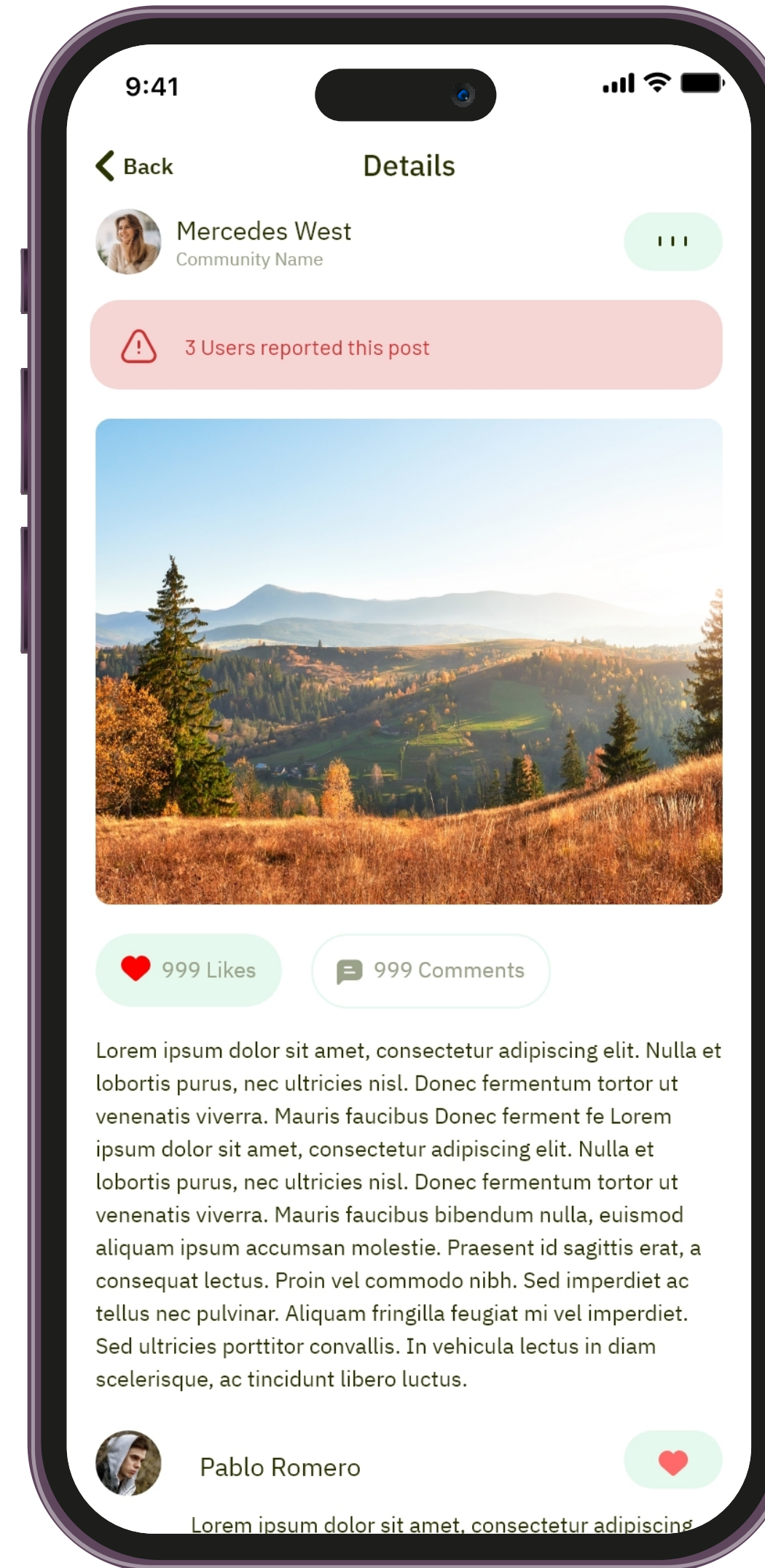


Add Post

One of the design challenges we faced was implementing the feature of adding posts, considering the variety of posts and the unique characteristics of each. After considering various ideas, we arrived at a final design for this section.

Admin Panel

As the administrator, one has access to various tools for managing the platform's social network and marketplace aspects. These tools include the ability to address user reports and requests and other relevant tasks such as moderating content.





Test

The prototype for the project was subjected to two rounds of testing to verify that all features and processes were adequately implemented and functioning as intended.

QA Test

The QA expert thoroughly tested all pages and flows to verify that everything had been designed correctly and to check the proper connection of various components and data.

Usability Test

To ensure the smooth functioning of the application, usability testing was conducted with a diverse group of users. This enabled us to identify potential issues in the flow and confirm that completing various tasks were straightforward for all users.

Conclusion

The design of this application was ultimately geared towards achieving its intended purpose and providing solutions to identified issues. Upon the design phase's completion, the application's initial version was passed on to the development team. Maintaining a close working relationship between the designers and developers was essential to ensure that all necessary elements were adequately implemented. Once development was complete, the application was published on both the App Store and Google Play store for widespread distribution.

