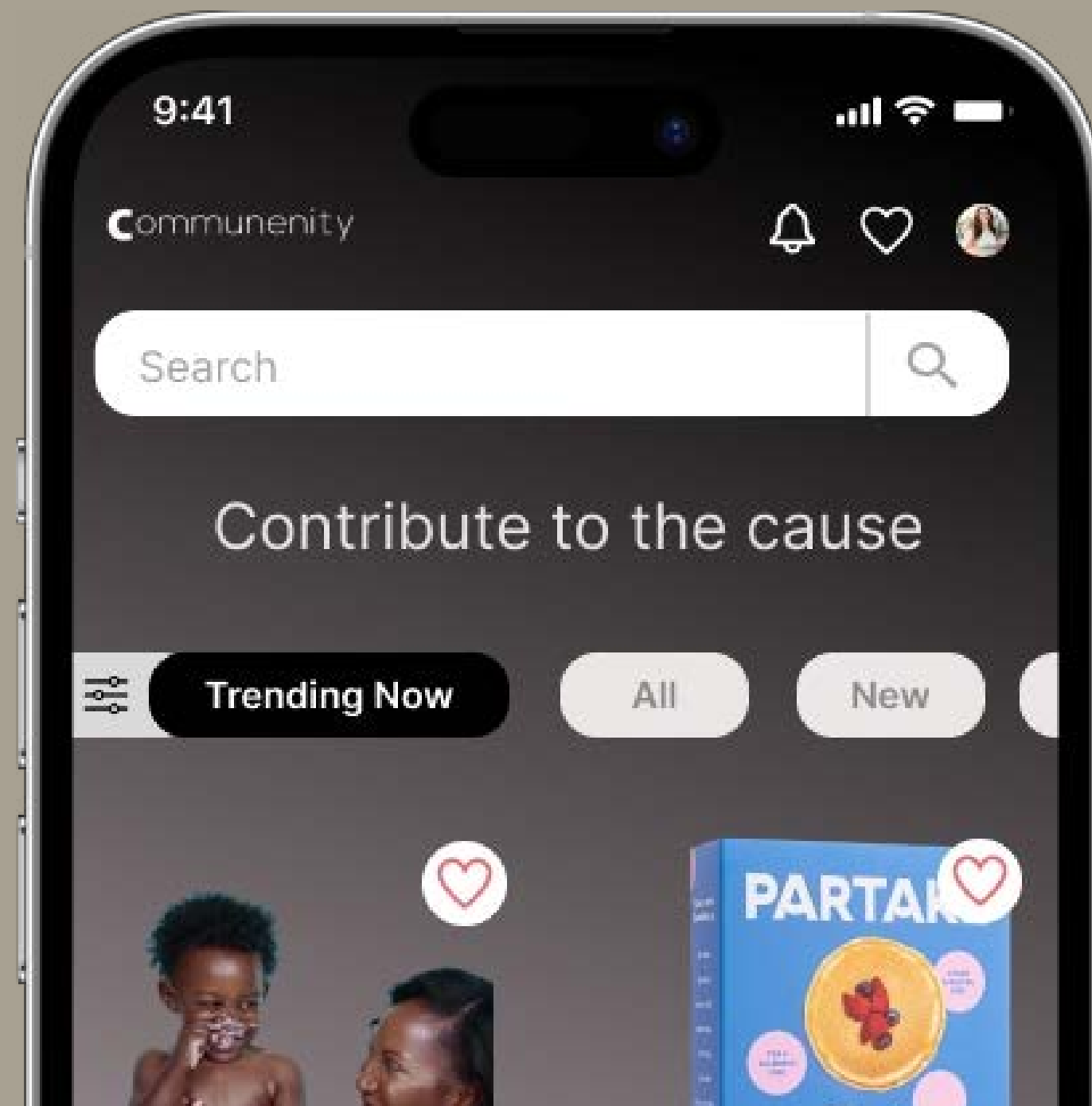Support local business through

Communenity

By: Justice Ndukwu

Hi Everyone!

I'm Justice Ndukwu

Full-time undergraduate student at NYC College of Technology studying game design and interactive media.



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Table of contents

Project Overview

01 The "**Communenity app**" empowers and helps local businesses in selling and marketing their products and services.

02 Ensures your products are promoted with well-thought-out layouts, compliance and in good shape.

03 Communenity provides a centralized point of communication for **customers/business owners/drivers**, as well as efficient working techniques and effective compliance engagement.

04 Communenity will be available on the **ios store** soon.

Shedding light on adversity
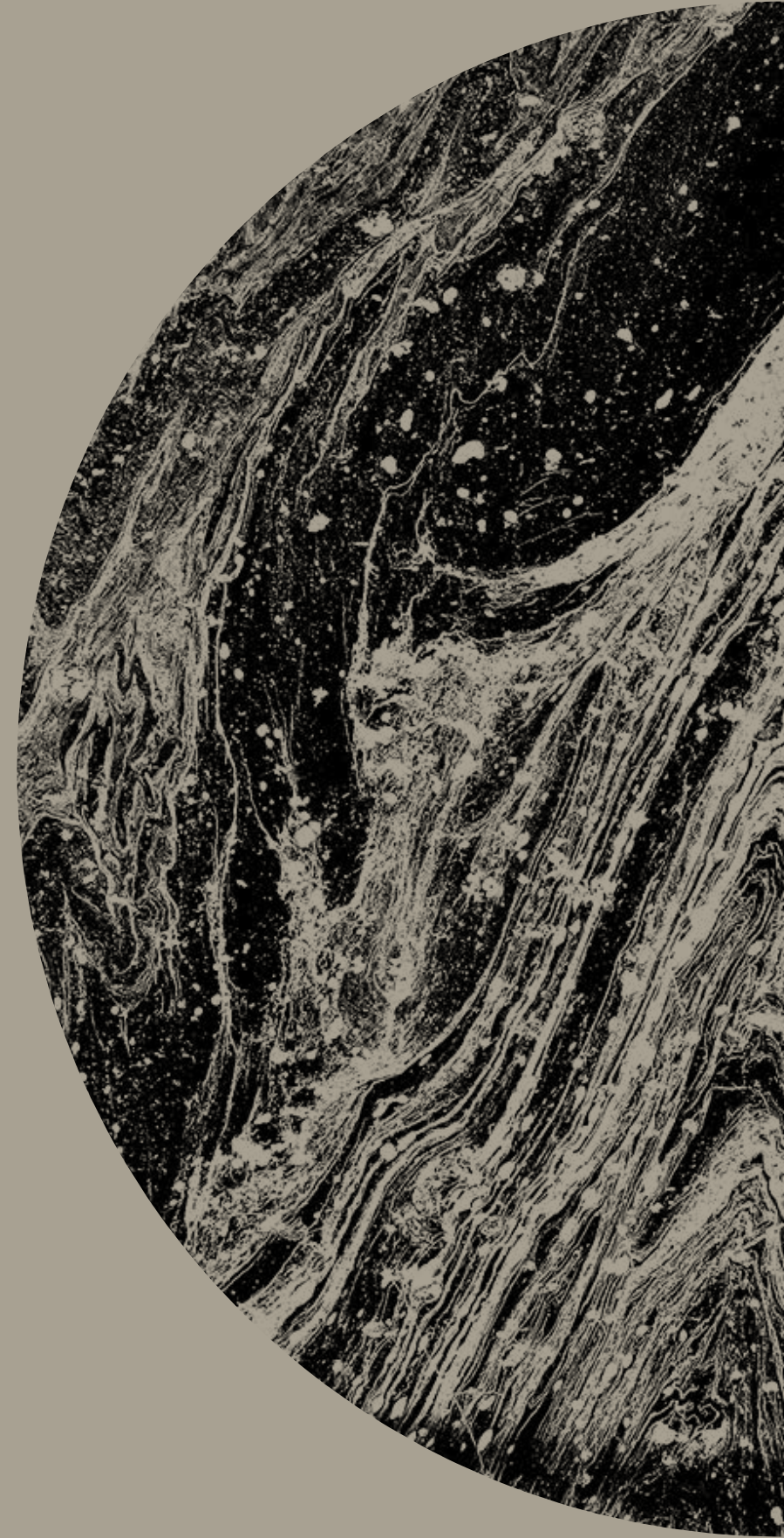
Shedding light on adversity

Strategy

UX

Business

User Testing

Community

Gentrification is a widely discussed topic in my neighborhood. The pandemic, starting in 2020, has led to the closure of numerous black-owned businesses due to insufficient support and ineffective bank loans.

A significant number of small black enterprises are facing challenges in obtaining loans from banks, as they are perceived as unlikely to repay.

This has exacerbated the economic struggles within the community.

Before
2013

BRANDS FOR LES

CLOSING STORE 60%
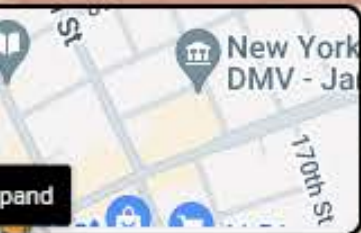
CLOSING STORE 60

Burlington
LADIES · MENS · KIDS · BABY · HOME · COATS

H&M

After
2021

Coliseum Block
Well known as the "Colly block"

Coliseum Block (Contnd)

Well known as the "Colly block"
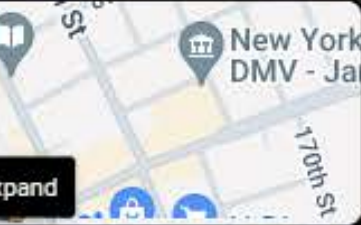
Coliseum Block (Contnd)
Well known as the "Colly block"
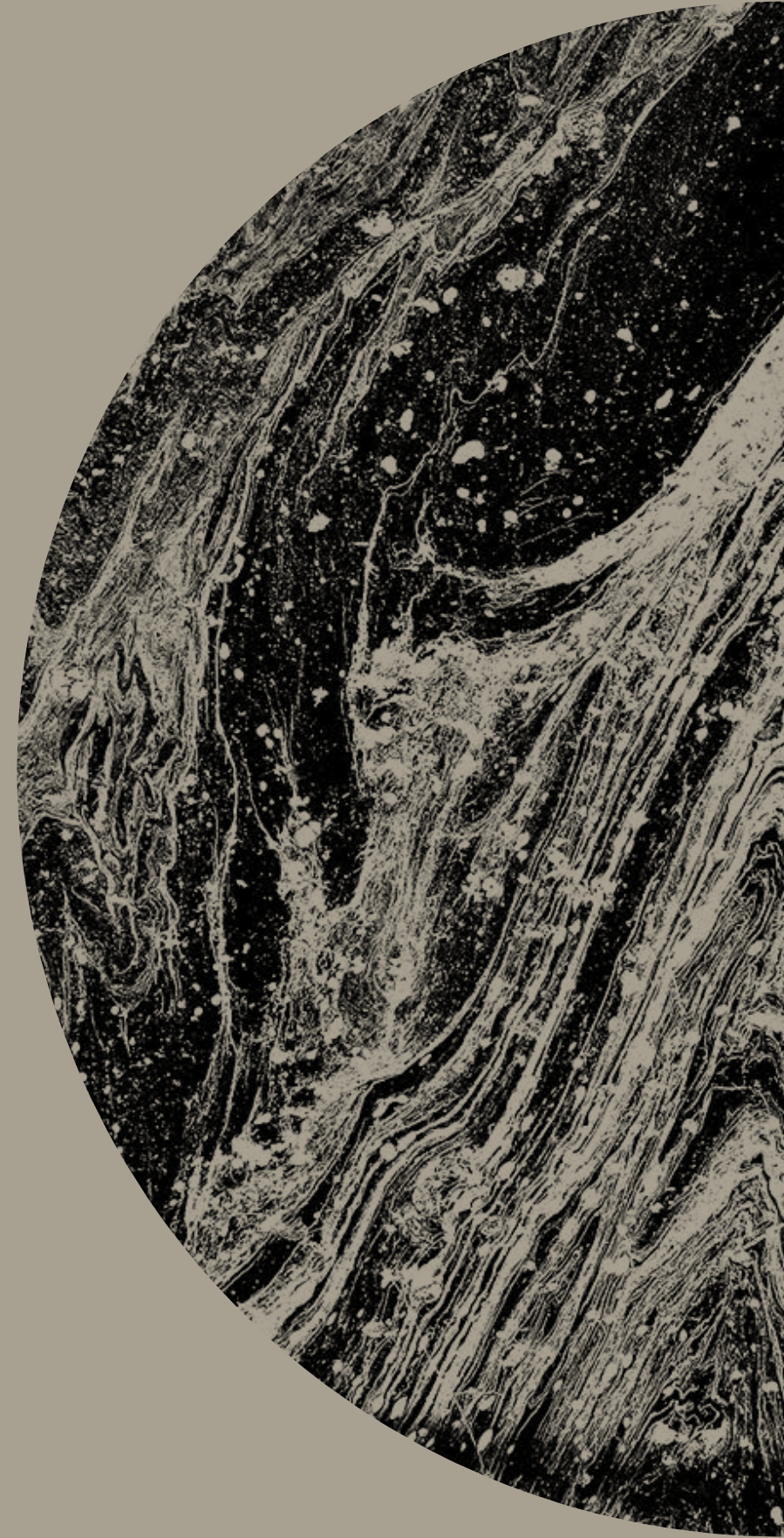
Coliseum Block (Now)

Well known as the "Colly block"

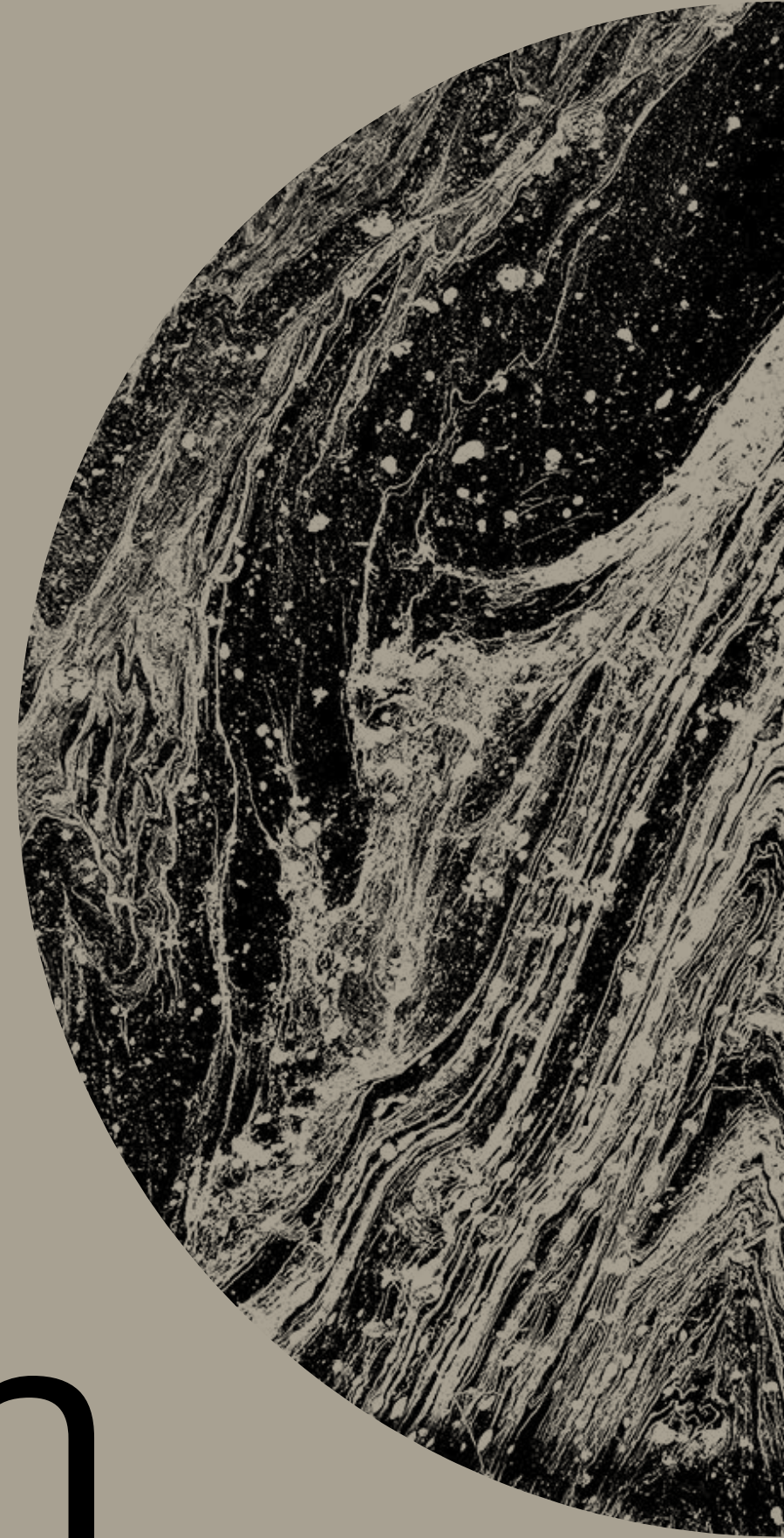# Addressing the challenges of adversity

Addressing the challenges of adversity

Addressing these issues requires a multifaceted approach involving community engagement, policy changes, and collaborative efforts between government, businesses, and local organizations.

Fostering Creative Ideation

Design goals

User freindly flow

- A user-friendly flow ensures that users can navigate the app **effortlessly** and complete tasks without frustration.

Marketing and Promotions

- Empower local businesses to offer **targeted promotions**, fostering community, and boosting **customer loyalty**.

Customer Reviews and Ratings

- Introduce a review system for **customer feedback**, building credibility with positive reviews and guiding improvements through constructive feedback.

Competitive Analysis for Business Success
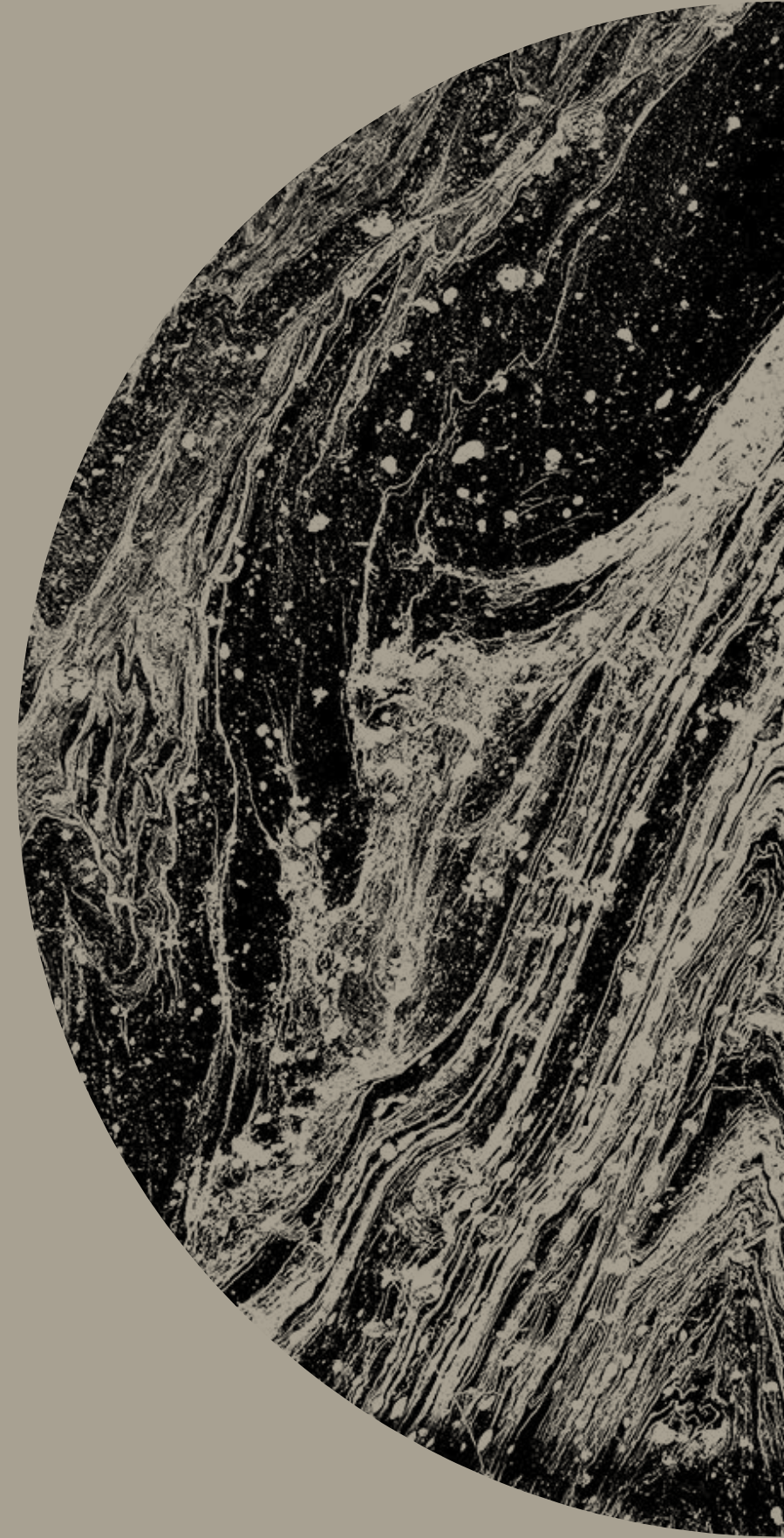
Competitive analysis

Studying competitors helps designers understand user expectations within a specific industry or niche.

01

TO FAR OF A COMMUTE AND EXTENDS BEYOND A REASONABLE DISTANCE

Like other e-commerce platforms, there are concerns about the authenticity of some product reviews, so users should exercise caution and seek information from multiple sources.

02

THIS APPLICATION COMES WITH A HIGH PRICE

Concerns arise about online courses and lessons being costly; while this may not appear to be a problem, it made me anxious and prompted me to look for alternative resources.

03

USER INTERFACE COMPLEXITY

Some users nd the app's interface to be cluttered and complex, especially for those who are new to online shopping or prefer simpler designs.
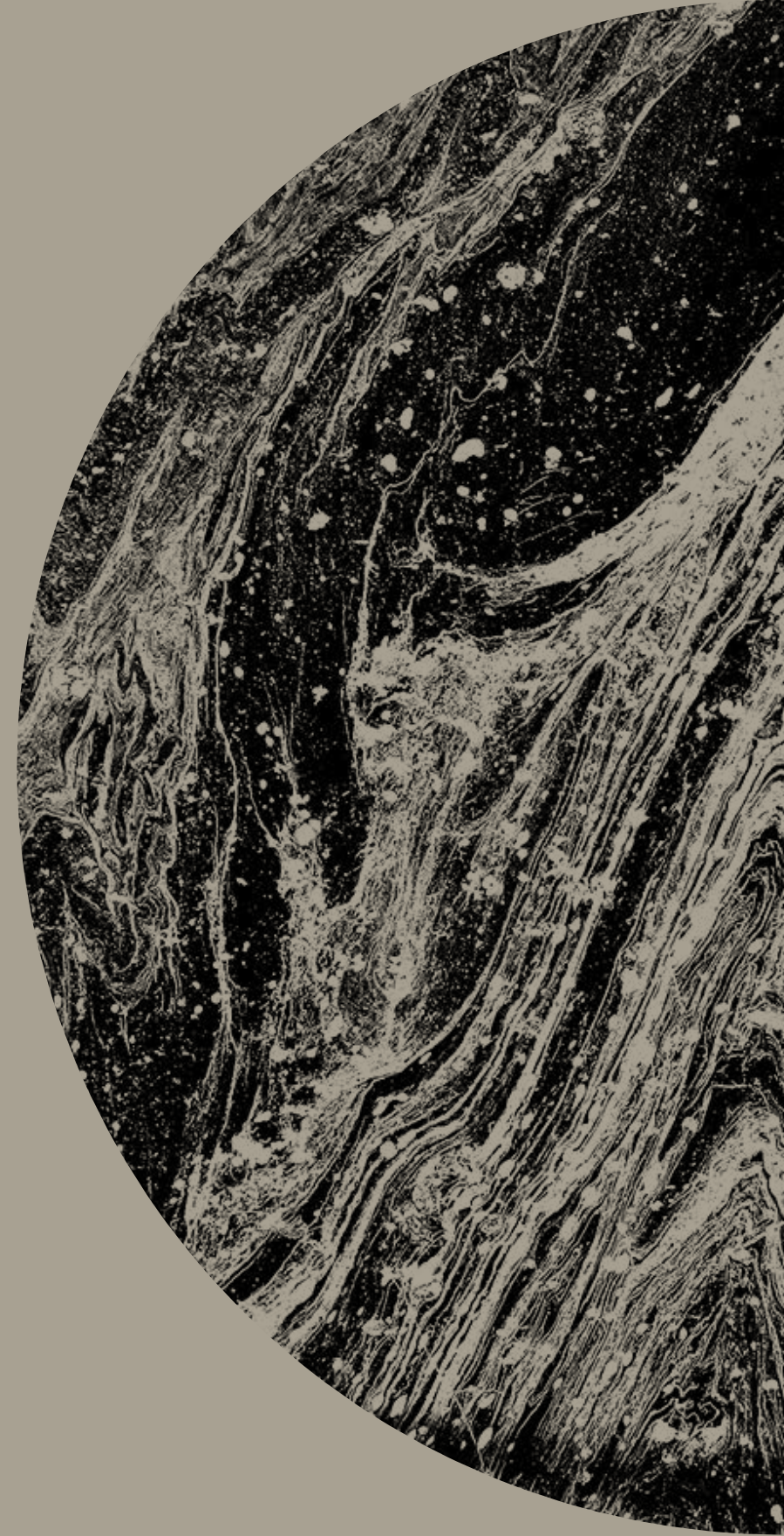
04

NAVIGATING THE INITIAL LEARNING CURVE

New users, especially those with limited technical expertise, may initially nd Shopify's interface and features challenging to navigate.
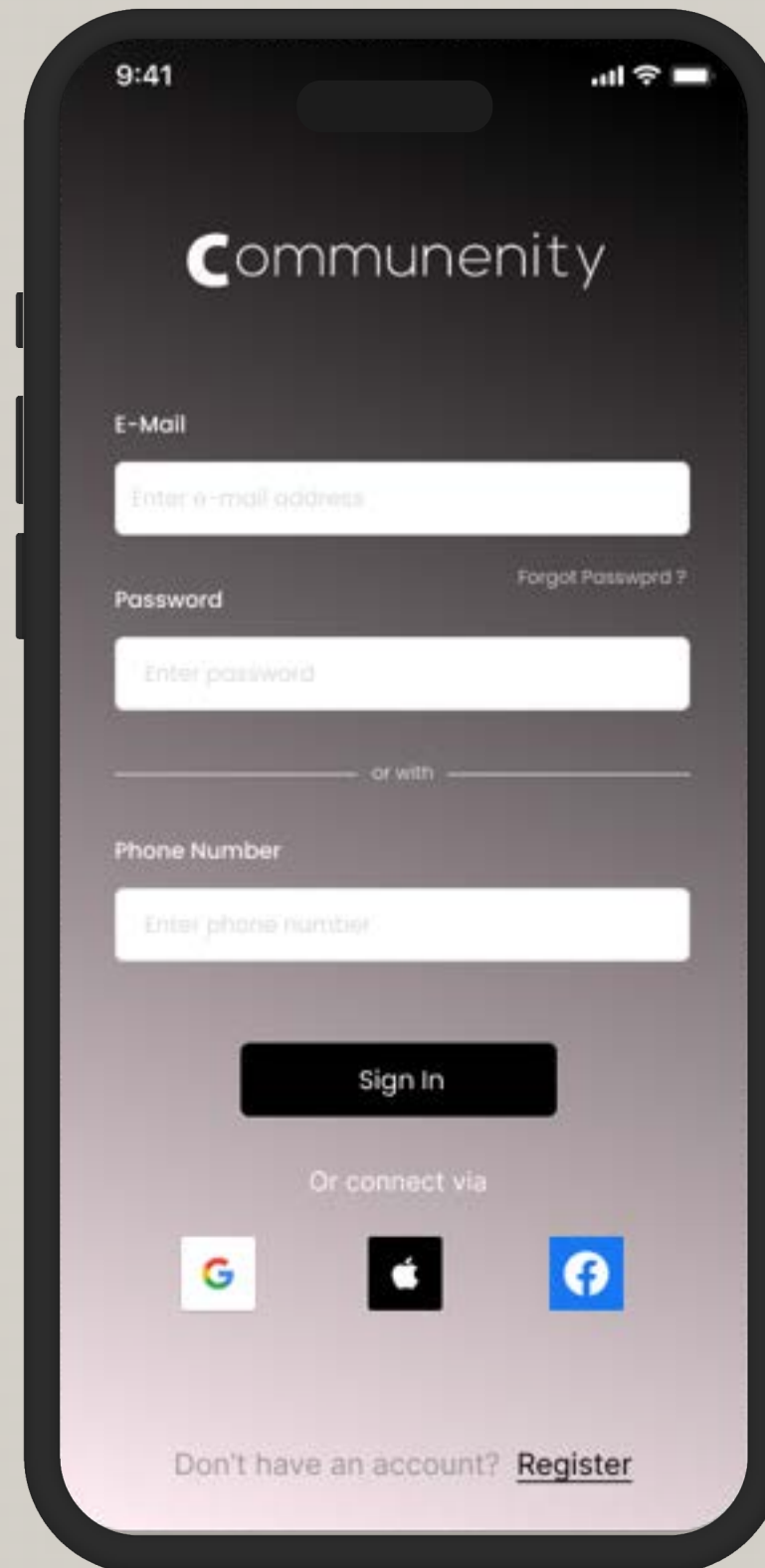
13

Final solution

Design audit
Existing tool

App logo

The logo is fully displayed on top of the login credentials.

Forgot password
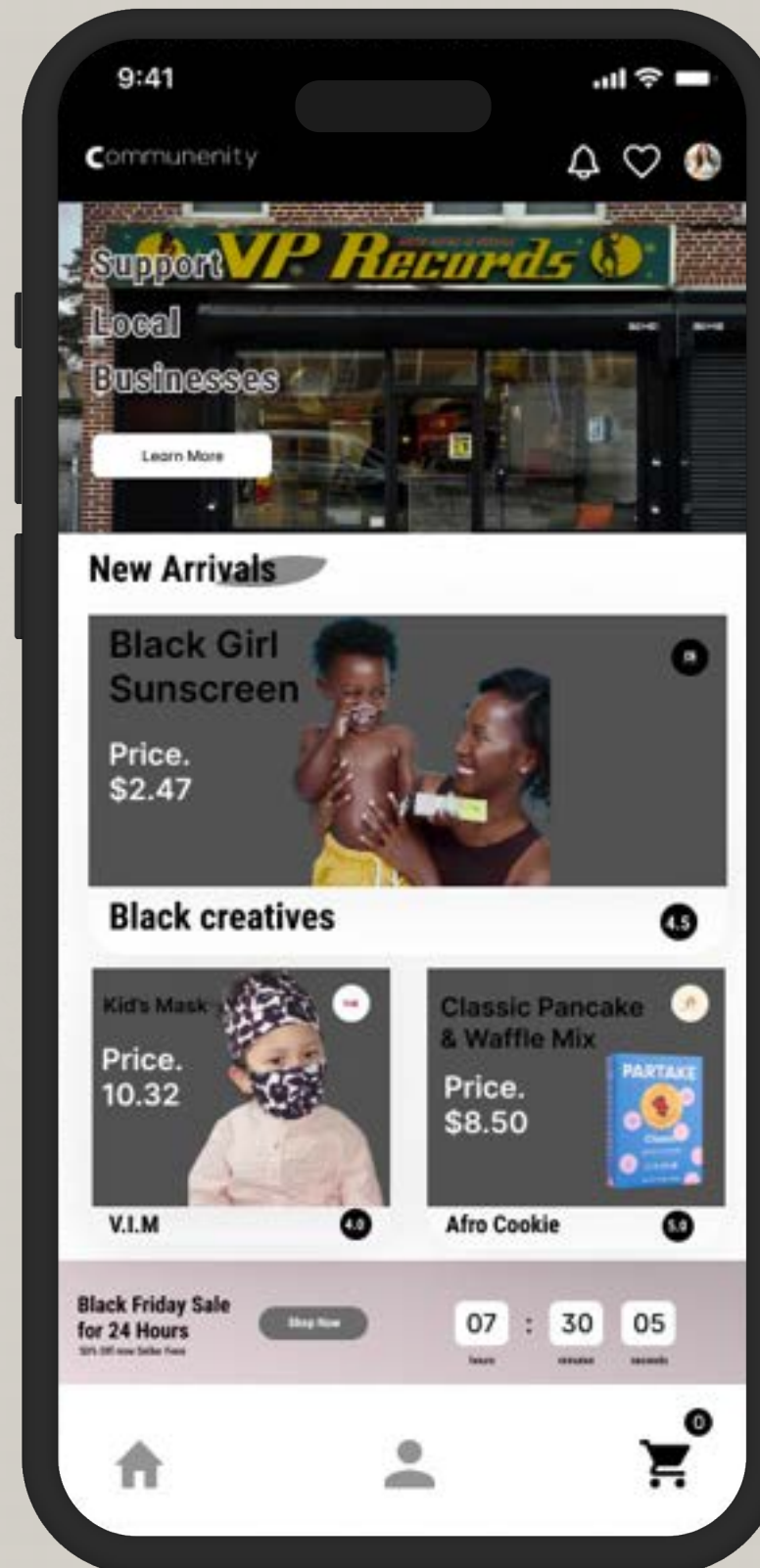
Users have the option to get a password change.

Login options

Other primary accounts could be used to sign in automatically to the app to reduce login times.

15

Design audit
Existing tool

Business of the week

Spotlights selected local businesses every week.

New Arrivals

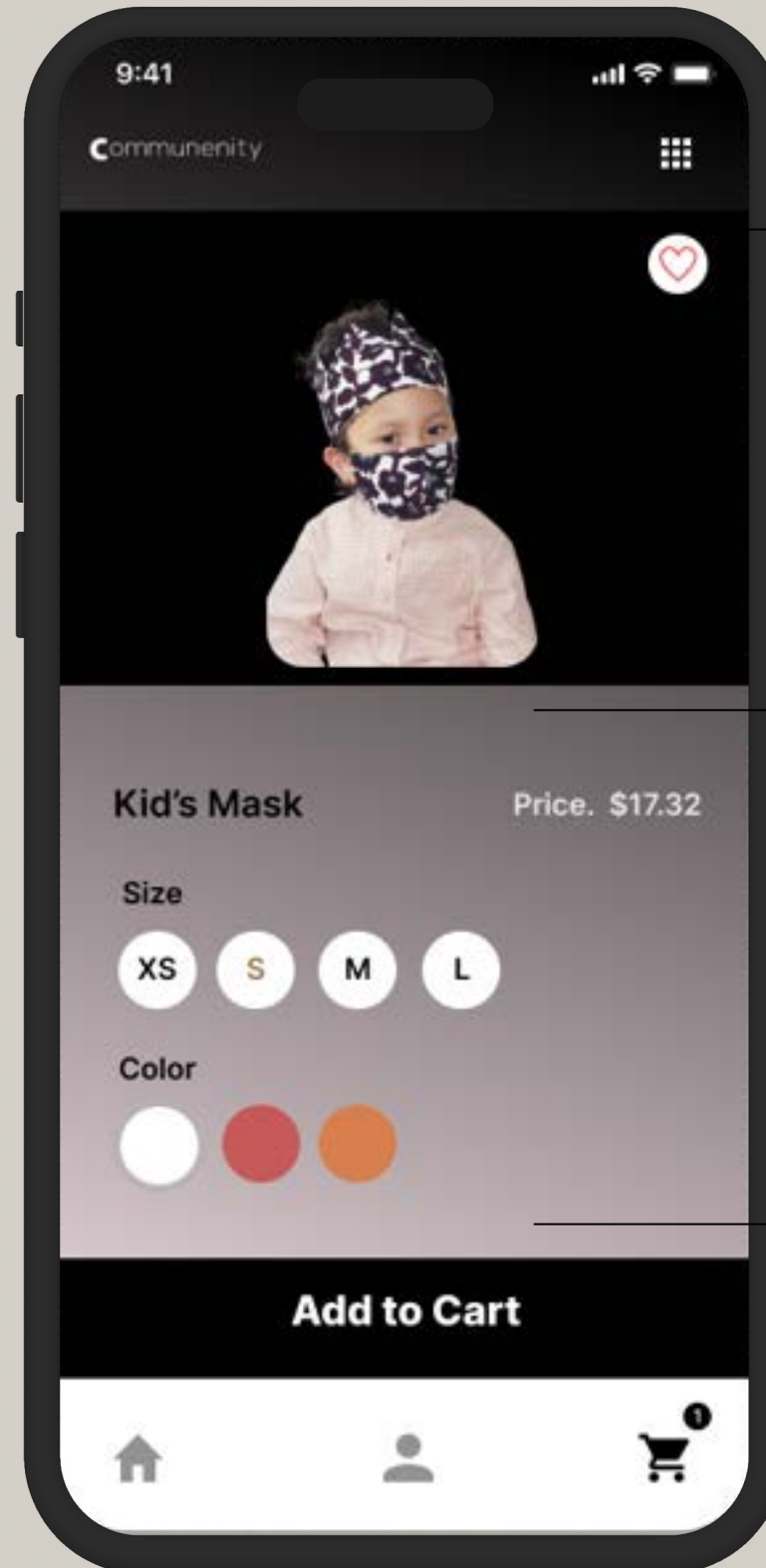Users are greeted with different products from businesses every week.

Customer reviews

Customers can share their opinions and experiences with products they have purchased through videos, words, and ratings.

Design audit
Existing tool

Save an item

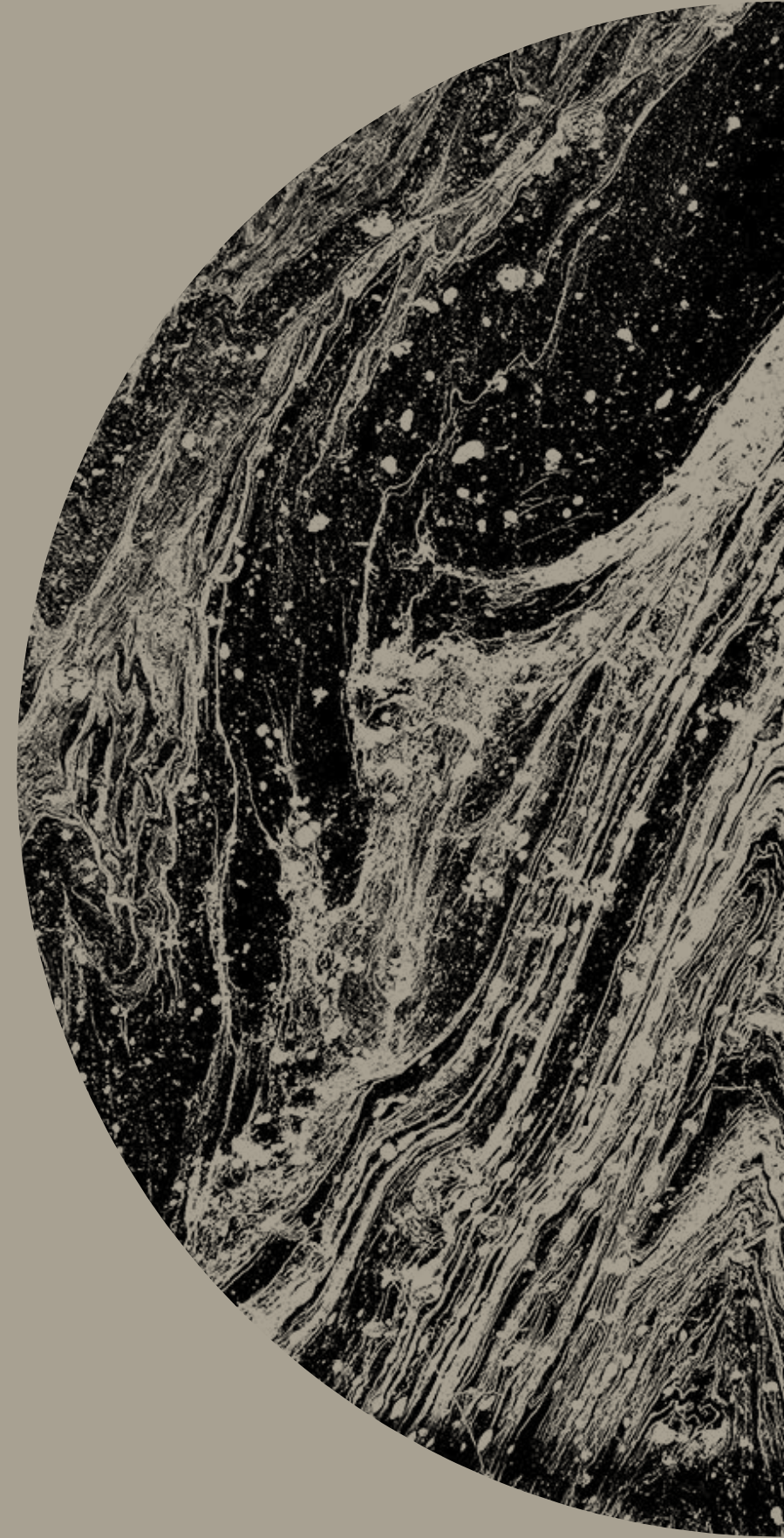The heart icon is used to save items you might like for later.

Swipe left

Users who swipe left will land on the previous section.

Alternatives

Having multiple alternatives to choose from if you find something you might not like is our top priority.

Reflection

Learnings

- Design with purpose

- Question everything

- Do the extraordinary

Next steps

- Fully complete the finalized designs of the app

- Carry out user testing

- Conduct more interviews

Thank you