🌿 About Viable Community

This project is currently under development and is being shared via Google Docs as a temporary reference. Once the product is launched, a fully designed and functional page showcasing the outcomes will be available.

VIABLE
COMMUNITY

Viable Community exists to solve a double-sided systems problem:

- Environmental degradation (climate change, soil depletion, biodiversity loss)
- Human disempowerment (lack of access to tools, knowledge, and governance in sustainability)

The organization recognizes that centralized solutions are too slow or inaccessible. Instead, it creates bottom-up, community-driven infrastructures to take real action — locally and globally. It's not just activism, it's system building.

Viable Community serves:

- Volunteers and changemakers looking for ways to contribute meaningfully.
- Communities affected by environmental degradation.
- Funders and partners wanting impact without bureaucracy.
- People who want to live sustainably but don’t know where to start.
- Tech-savvy or Web3-interested users interested in governance and alt-finance
- Educators, students, and researchers in sustainability or decentralized governance.

Viable in numbers:

- 65 volunteers across the world;
- 13 projects involving nature preservation;
- 11 alliances with like-minded organizations;

👉 Overview

Design Projects

- **WEBSITE**

  Redesign | Started in March 2025 | Status: Wireframes
- **MARKETPLACE**

  E-commerce | Started in April 2025 | Status: Development
- **VOLUNTEER PORTAL**

  Dashboard | Started in June 2025 | Status: Hand off

Teams involved

- **UX DESIGN**

  Talita Collares - Coordinator

  Preety Naveen - Designer (Research)

  Izabela Bak - Designer

  Sarah Bousselet - Designer

  Julie Espinosa - Designer (UI)

  Hourieh Qodratnama - Designer (Research)

  Nataliia Bazaka - Graphic Designer
- **WEB DEVELOPERS**

  Afekade - Front end

  Andrea - Back end

  Bernice - Full stack
- **DIGITAL MARKETING**

  Lishan - Outreach Communication

  Oksana Alksnina - Digital Advertising & Paid-Media Specialist
- **CONTENT CREATION**

  Shelly Tsui

Tools

Figma, GitHub, and ClickUp

The problem

The problem

THE USER PROBLEMS

- No clear way to take meaningful, local action against ecological collapse.
- Frustration with extractive systems: finance, energy, food, governance.
- Lack of transparency and trust in institutions—people want alternatives.
- Sustainability is confusing, expensive, or inaccessible.
- Volunteers feel disconnected or underutilized in many impact organizations.

HOW IS IT IMPACTING THEIR LIVES

Right now, people feel overwhelmed, helpless, or cynical. Existing systems don't offer clear, tangible, or community-based routes to take action. Even within the sustainability movement, many efforts are too corporate, academic, or superficial.

The lack of structure and continuity makes it hard for volunteers to grow or feel ownership. Without defined roles, feedback loops, or visibility into impact, contributors feel their time is wasted.

HOW VIABLE HELPS

Viable Community solves this by creating:

- A system, not a one-off project. It builds infrastructure for action: education, marketplaces, governance, and tools.
- A space for co-creation. Projects like AgriPV, workshops, and the Marketplace let people collaborate instead of just donating.
- Transparency & trust. Open source governance, clear documentation, and token-based systems give users agency.
- Accessible tools. Web3 without the hype. Learning and applying sustainability through hands-on, real-world applications.
- Community ownership. Volunteers help shape decisions and own part of the ecosystem.

Marketplace Problem Statement

Problem Statement – Marketplace

CONTEXT

The Viable Community aims to build a regenerative, sustainable future by enabling community-led initiatives that protect and restore nature. While public interest in sustainability is growing, individuals still face barriers to acting on their values in day-to-day consumption.

THE PROBLEM

There is currently no accessible, transparent, and trust-based digital space that empowers individuals to buy, sell, or exchange sustainable goods and services in a way that directly supports real environmental impact and regenerative projects.

USER NEEDS

• People want to make conscious consumption choices but lack clear, verifiable platforms that reflect their ecological values.
• Sellers of eco-friendly products and services need a decentralized, low-barrier way to reach a like-minded audience.
• Both need a system that ensures transparency, trust, and value exchange aligned with sustainability goals.

WHY IT MATTERS

Without a system that connects consumption directly to environmental action, people feel disempowered, and impactful grassroots initiatives remain underfunded. Traditional marketplaces are extractive; we need one that is regenerative.

POTENTIAL SOLUTIONS

Create a Web3-based community marketplace integrated with smart wallets and VIA tokens to:
• Facilitate transparent, sustainable transactions.
• Support nature-positive projects via transaction fees and token value.
• Allow individuals to contribute, learn, and grow through participation in a values-driven economy.

IMPACT GOALS

• Foster a circular economy rooted in regeneration, not just sustainability.
• Drive measurable funding and engagement toward environmental and community

initiatives.

- Enable individuals to act as changemakers through every transaction.

🎯 Bussines Requirements

Business Requirements – Marketplace

Business Requirements Overview

The Viable Community Marketplace is a sustainable commerce platform where users exchange eco-friendly products and services using VIA tokens. The product's business requirements were defined prior to my involvement by the Product Owner, focusing on a mission-driven MVP that enables community participation, regenerative impact, and financial transparency. Key functional goals included seamless access via social login, smart wallet integration, token-based transactions, clear sustainability labels, and a buyer-seller toggle system, all designed to support Viable's broader vision of environmental restoration through decentralized, community-led action.

My Role in the Requirements Phase

As UX Designer for the Viable Community Marketplace, I collaborated closely with the Product Owner, who had previously defined the MVP to **translate business goals into user-centered design solutions**. I reviewed the BRD and strategic documents to extract key business requirements and ensure design decisions aligned with:

- Viable's environmental mission
- Token-based payment flows
- Smart wallet integration
- Accessibility and trust in the buying/selling process

My role involved **identifying user flows, prioritizing MVP features from a UX perspective**, and preparing the foundation for usability testing and future iterations. I helped bridge the gap between a product vision centered on sustainability and a seamless, engaging user experience.

Personas Research

User Research

Revisiting User Personas

Findings

- Users couldn't explain Viable's purpose (62.5% unclear mission perception)
- Dense menu, weak CTA clarity, low visual hierarchy
- Volunteers lacked entry points into action

Sources: Brand Survey, SWOT Heuristics, UX Feedback, and User interviews.

Insights

- Mission not understood → Story must be told in 10 seconds
- Actions unclear → Redesign CTA system
- Structure overwhelms → Flatten nav, prioritize scannability

Sources: Brand survey, ToC input, Heuristics, and User interviews.

Sources

Surveys, reports, documentation, and interviews.

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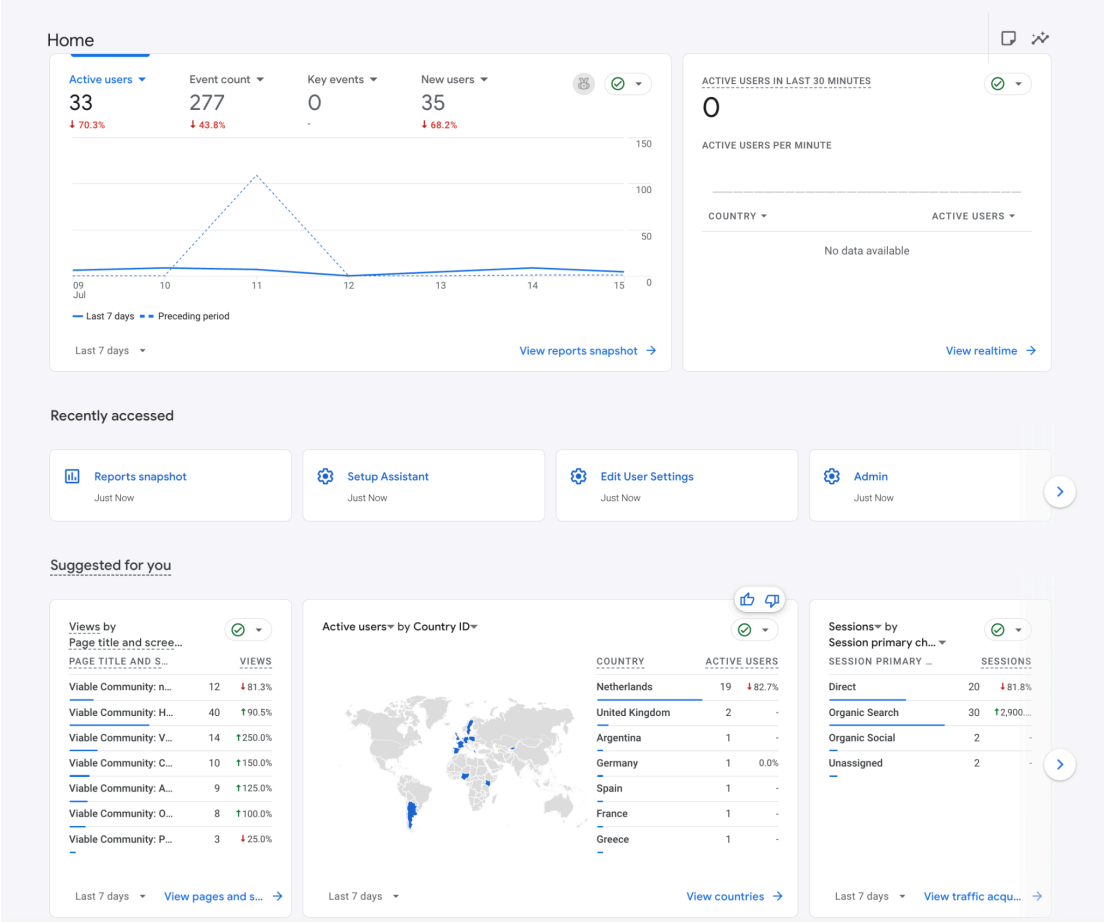
Website data



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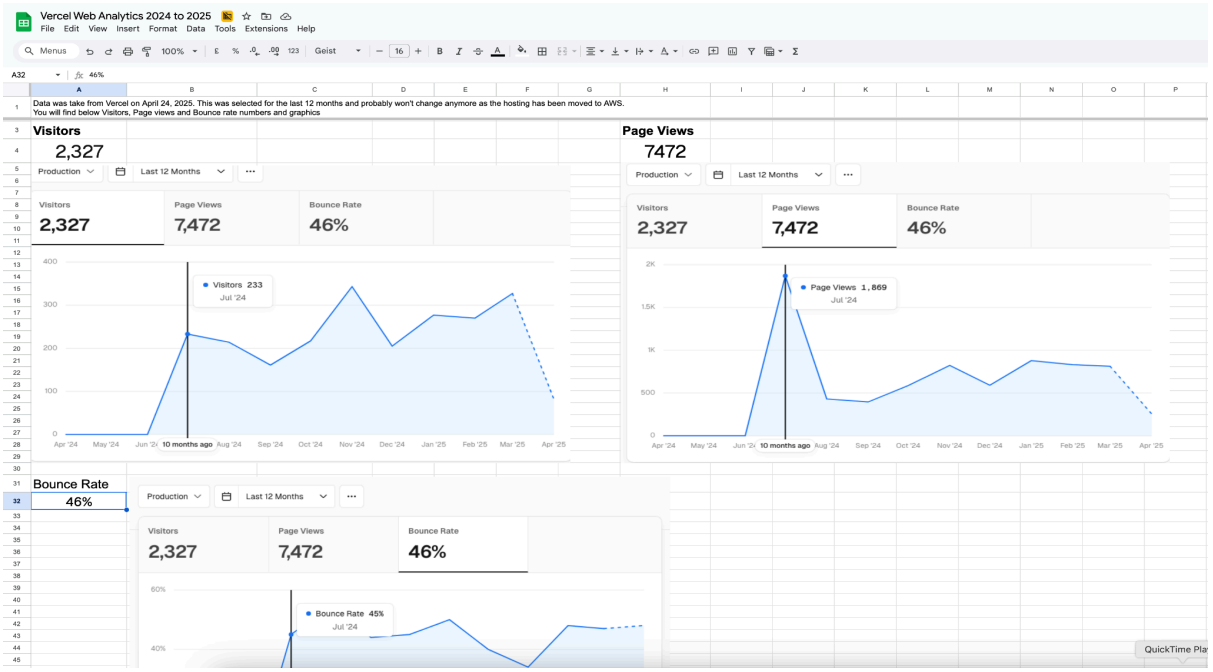
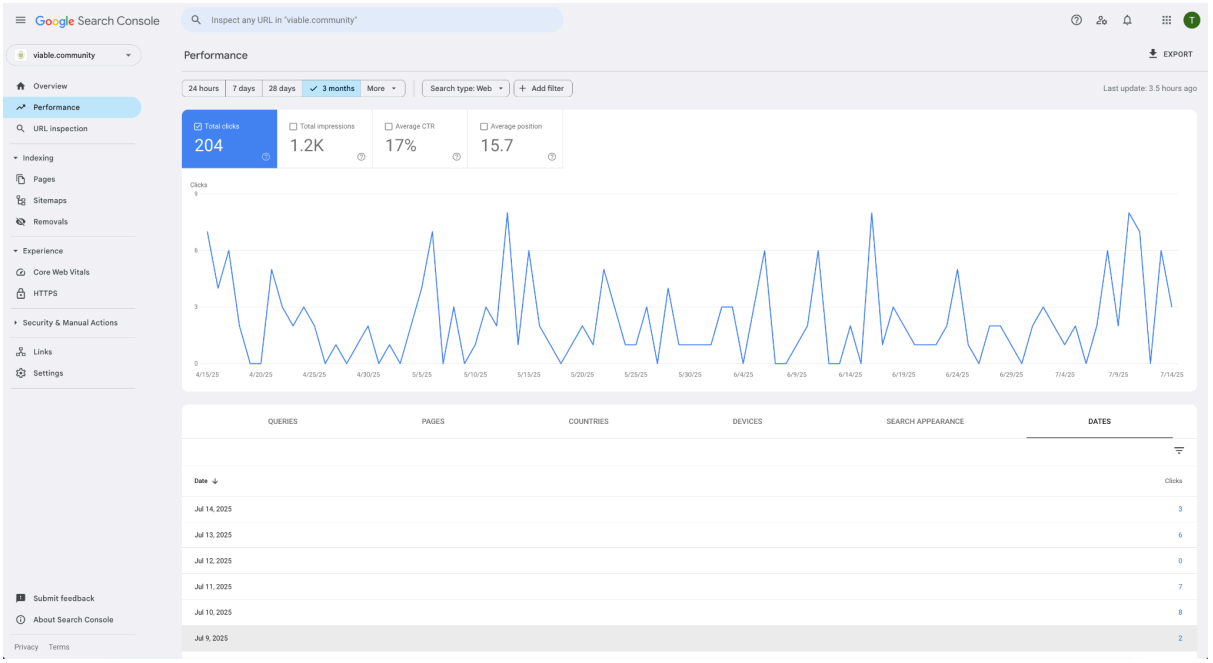
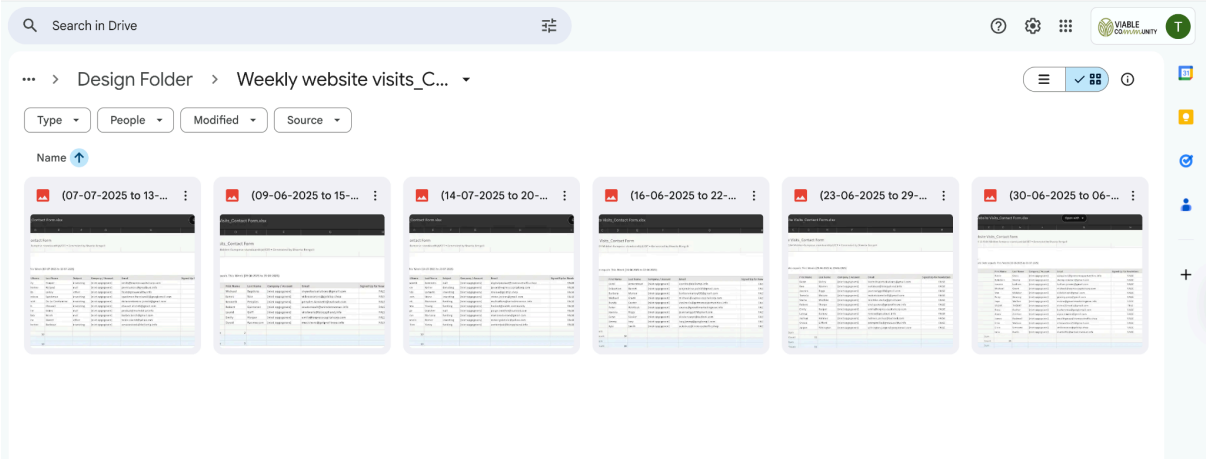


Vercel



Google Search Console



Weekly website visitors

💡 Personas | Flows | Strategy

Proto-personas; User Flows; Strategy

Elaborated based on: VC internal documents, Vercel Data, Google Analytics, Google Search Console, and Volunteer surveys and interviews.

na	Goals/Needs	Touch Points	User Flow (Website)	Strategy
onscious Volunteer *ontribute my time and skills to ntal causes, which brings a sense of nd co-ownership.*	Contribute time and skills toward meaningful projects / Values alignment, and a sense of purpose.	Volunteer Portal, Circle Descriptions, Handbook, Slack, Figma	1. Lands on homepage → 2. Clicks “Join” or “Volunteer” → 3. Signs in via Google → 4. Access the Volunteer Portal → 5. View tasks/circles → 6. Uses Slack & Figma → 7. Shares feedback or joins an event.	**UX:** Reduce friction, boost motiv make task discovery intuitiv --- **Content:** Inspire action and provide c tasks. - Slack - Instagram - Volunteer Portal - Newsletter --- **Marketing:** Drive sign-ups and task act through organic social and email.
: Investor or Donor	Invest in projects with	Viable Equity, Impact	1. Visits homepage →	**UX:**

  pose-aligned investment opportunities urable impact.	measurable ecological and social returns / Detailed project impact data, team expertise, and financial summaries.	Report, ReFi DAO node, investor decks.	2. Clicks “Our Projects” or “Impact Report” → 3. Reviews SDG alignment & metrics → 4. Clicks “Viable Equity” or “Support Us” → 5. Fills out the contact form.	Build credibility, show impac fast, and streamline contact **Content:** Build trust, show measurab and position Viable as a vis - LinkedIn - Website “Impact” & “Supp pages - Webinars **Marketing:** Use SEO + paid campaigns high-quality leads to donati equity project funnels.
rcher or Student	Explore project collaborations or case studies for field research / Project documentation, and collaborative case studies.	Handbook PDFs, Research partnership pages, Project Folders.	1. Lands via referral or search → 2. Opens “Projects” → 3. Filters by theme or region → 4. Reads impact summaries → 5. Downloads reports or contacts leads.	**UX:** Showcase thought leadersh rich documentation, and en collaboration. **Content:** Encourage collaboration, sh knowledge, and position Via field resource. - LinkedIn

 hing for collaborative data-driven work land, energy, and SDGs.				- Website “Projects” & “Libra --- **Marketing:** Build authority and inbound through SEO, partnerships, research content.
nability-Minded Citizen *sted in green living, light engagement,*	Learn and engage in regenerative practices locally or remotely / Educational content, social media, events, and easy actions to get involved.	Homepage, "Get Involved", social media links, and Volunteer Portal.	1. Discovers Viable via social post → 2. Opens newsletter or Green Hacks → 3. Reads, shares, and subscribes → 4. Registers for an event → 5. May donate or volunteer casually.	**UX:** Make content fun, mobile-fi easy to share or act on. --- **Content:** Educate, simplify impact, ar casual engagement - Instagram - Facebook - Newsletter - Events calendar --- **Marketing:** Use viral loops +

g positive change.				influencer/ambassador mar boost visibility and casual d

Marketplace Personas

personas	Goals/Needs	User Flow	Strategy
ous Consumer Carla ***on:*** *Urban Designer* *ustainability, transparency, ethical* ***fort:*** *Moderate* *y sustainable products and support projects* ***ts:*** *Greenwashing, unclear impact, ed payments*	Support meaningful causes while shopping; Quick checkout, visible impact, trustworthy sellers.	Home → Browse Products → Filter by “Viable Recommended” → View Product → Add to Cart → Checkout → Token Payment → Order Confirmation → Track Delivery	Use **impact icons** and **progress meters** showing how purchases support sustainability projects.
eful Seller Sam	Monetize sustainable work; Easy upload process, token transparency, buyer communication.	Home → Switch to Seller Mode → Upload Product → Add Image/Price/Labels → Publish	Guided onboarding for sellers with tooltips, **drag-and-drop upload**, and **inventory analytics** in dashboard.

  on: *Local Farmer & Crafter* *air trade, eco-practices, community nt* ***fort:*** *Low to moderate* *ll handmade or organic goods easily, okens* ***ts:*** *Technical upload barriers, trust in ricing competition*		Product → Manage Orders → Mark as Shipped → Receive VIA Tokens	
s Visitor Vee 	Explore and potentially join; Clear introduction, no-login browsing, smooth onboarding.	Home → Browse Products → Read Marketplace Introduction → View Product Details → Click “Register” → Google SSO → Smart Wallet Created → Explore Account	Provide **onboarding tooltips**, engaging animations, and **optional sign-up prompts** after browsing.

on: *Student or Volunteer* *xploration, social impact* ***fort:*** *High* *owse, learn, maybe buy or volunteer* ***ts:*** *Registration barriers, unclear value* *, lack of onboarding*			

🔎 Competitor Analysis

Competitive Benchmarking

SWOT - Website

Organization	Strengths	Weaknesses	Opportunities	Threats
Ashoka	Clean, modern design Strong storytelling Clear navigation structure	Dense menus Weak CTA clarity for new users	Improve user onboarding and visual hierarchy for calls to action	Risk of alienating casual users with jargon or deep navigational structures
Milieudefensie	Activist energy Direct CTAs Local relevance and campaign urgency	Cluttered UI Poor visual balance Accessibility gaps (e.g., contrast)	Redesign homepage for clarity Add multilingual support Use visuals to guide action	Fatigue from aggressive messaging could discourage long-term engagement
The Nature Conservancy	Strong emotional storytelling Excellent mobile experience Engaging content segmentation	Donation flows dominate over educational UX Some global content lacks localization clarity	Use dynamic maps and visuals to enhance environmental transparency	A highly polished design may feel corporate and less grassroots to some environmental audiences

Elaborated based on: Usability heuristics, Visual design principles, Navigation patterns, Accessibility guidelines, User behavior patterns, Fogg Behavior Model, Jakob’s Law, and Cognitive Load.

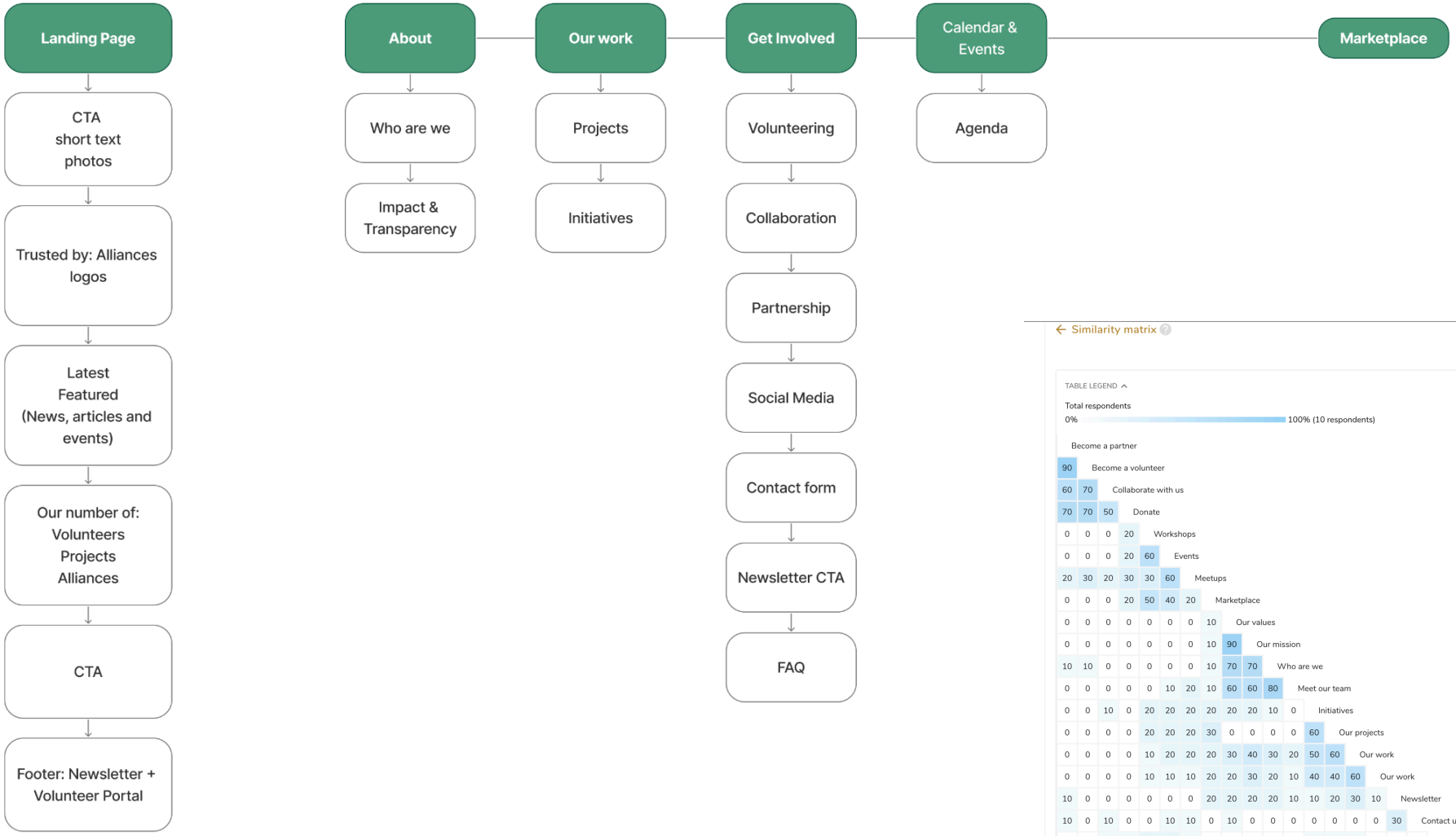
SWOT - Marketplace

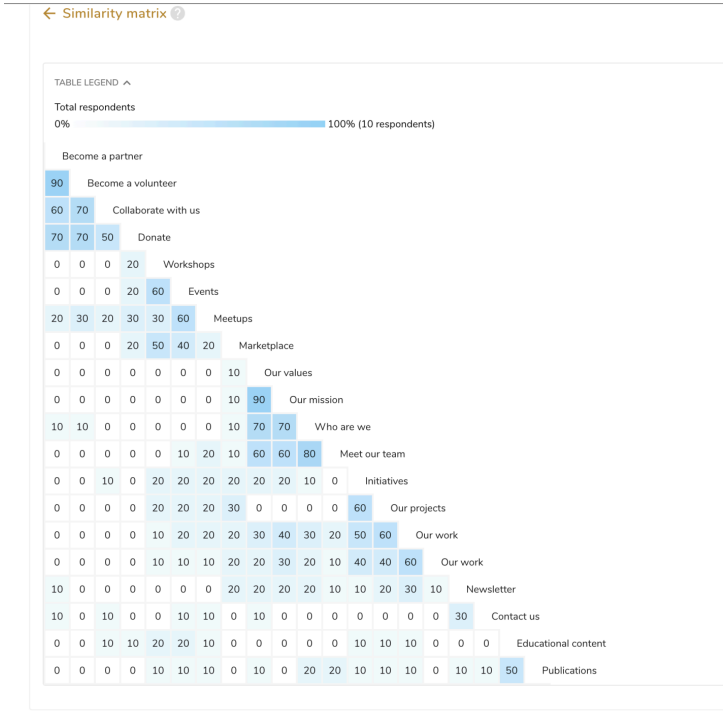
Organization	Strengths	Weaknesses	Opportunities	Threats
Wallapop Peer-to-peer local marketplace for used items - ***https://uk.wallapop.com/wall***	Excellent mobile-first UX Large user base Strong geolocation features	No sustainability labels Lacks environmental transparency No tokenization or Web3	Add ecological impact per product Introduce a circular economy token layer	Established players expanding in green resale (e.g., Vinted, Back Market)
Green Goose Eco-gift boxes and sustainable corporate gifts - ***https://green-goose.be/***	Strong brand & visual storytelling Eco-conscious product curation Corporate gift focus	Not a marketplace Limited product interaction No community or token features	Scale into peer-to-peer gifting Add a token-based reward system	Zero-waste lifestyle brands are growing fast (e.g., Package Free Shop)
Earthy Community-led land ownership and restoration - ***https://earthy-landing-66a2f7d6e967e70cca1b071d.webflow.io/***	Powerful regenerative narrative DAO-oriented mission Clear co-ownership messaging	Lacks shopping/e-commerce functionality Weak onboarding Few actionable CTAs	Blend storytelling with token-based trade Partner with green land projects	DAO concepts may confuse non-crypto users • Tech sustainability barriers
Carbify Carbon offset via NFTs and real-world tree planting - ***https://carbify.io/***	NFT-based CO_2 tracking Strong gamification layer Real-world carbon	Overly technical UX Complex navigation Limited onboarding for non-crypto users	Simplify UX for mass adoption Add a physical product layer	Web3 regulation uncertainty Competition from more user-friendly eco apps

	offset integration			

🌐 Website new structure

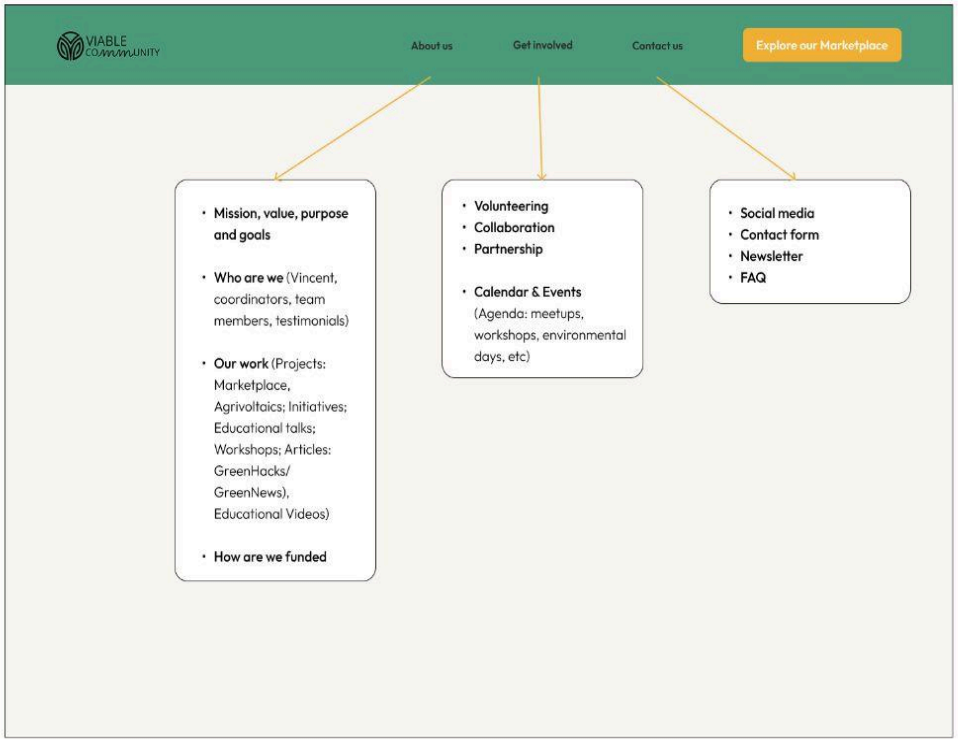
New website structure elaborated after Card Sorting.





Navigation Bar Preference Test.

1



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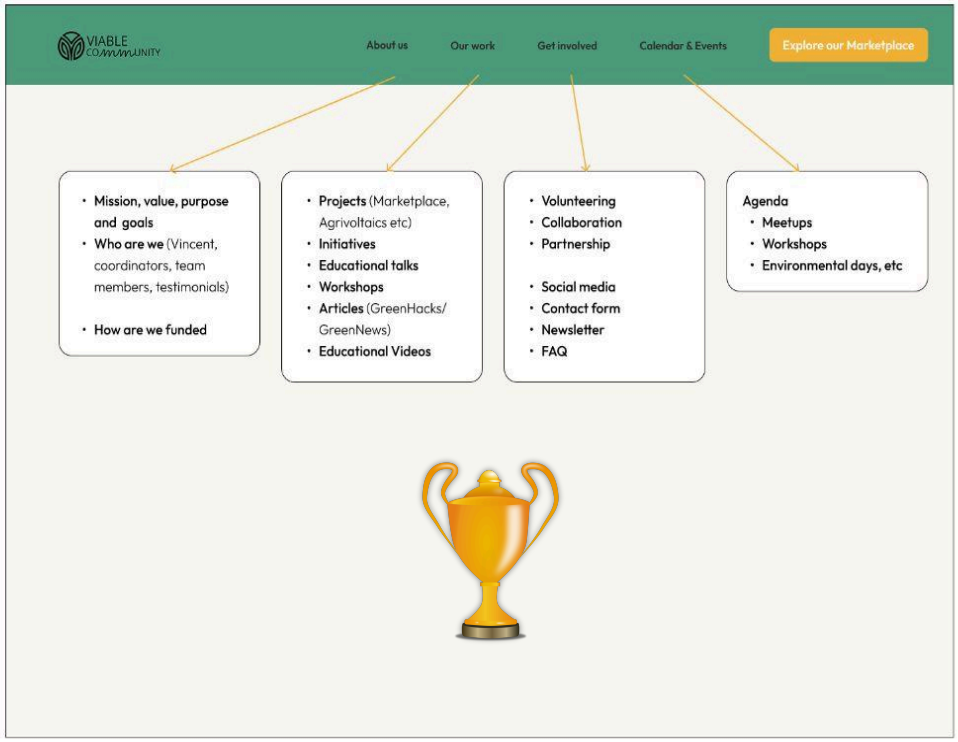


📝 Content + Navigation

ntent Architecture

ing Page (Talita)

ut Page (Talita)

Who We Are – Overview of Viable Community, purpose, and history.
Our Mission Statement outlines goals and impact.
Our Values – Principles guiding our work and culture.
Meet Our Team – Bios and photos of key members.

Work Page (Talita)

Our Projects – Detailed overview of flagship projects.
Initiatives – Long-term programs or strategic areas.
Explore Marketplace – A platform to browse, exchange, or connect.

nvolved Page (Sarah)

Become a Volunteer – How to join the movement.
Collaborate: Become a befriended organization
Collaborate: Academic collab

Navigation Microcopy

About

Learn who we are, what we stand for, and how we create change.

Who We Are

We are a nonprofit rooted in co-ownership and collective action. Meet the commu
regenerating ecosystems across Europe and beyond.

Meet Our Team

Get to know the passionate volunteers, coordinators, and visionaries behind Vial
Community.

Our Mission

We exist to preserve and regenerate ecosystems through collaboration, innovati
and community-managed solutions.

Our Values

From transparency to co-creation, explore the principles that guide everything w

What We Do

Discover our regenerative projects, collaborative ecosystem, and sustainable initiatives.

Our Projects

Partnership With Us – needs context.
Donate – Ways to give and support.

ts Page (Izabela)

Upcoming Events – Calendar and highlights.
Meetups – Informal or regional community gatherings.
Workshops – Hands-on training and collaborative events.

nect / Stay Updated (…)

Newsletter – Sign up for updates and insights.
Contact Us – Reach out with questions or ideas.
Follow Our Work – Stay updated on channels and progress.

(Persistent)

Explore Marketplace – Always accessible from the top navigation.

Explore how we restore ecosystems, fight desertification, and build regenerative farms.

Initiatives
See our long-term programs driving change, from education to tokenized impact funding.

Explore Marketplace
A curated ecosystem of tools, services, and products for sustainable living.
Co-owned, community-powered, and planet-positive.

Learn

> ***Grow your knowledge and join a culture of shared learning and transparency.***

Educational Content
Practical guides, videos, and articles will help you live sustainably and understar our systems approach.

Publications
In-depth reports and research that shape our strategies and reflect our impact.

Workshops
Hands-on experiences and collaborative sessions to skill up and connect with ot

Events

> ***Connect with nature and each other through meaningful events and meetups.***

Upcoming Events
Talks, tours, and online sessions—where people and ideas regenerate together.

Meetups
Informal gatherings that build solidarity, share stories, and spark collaboration.

Workshops
Learn regenerative practices in action.

Get Involved

Join our movement. Whether you have time, talent, or resources, the
a place for you.

Become a Volunteer
Lend your skills to help preserve nature, grow our community, or support operati

Become a Partner
Join forces with Viable to launch impact projects, fund initiatives, or innovate together.

Collaborate With Us
Pitch an idea, lead a workshop, or co-create something bold. We're listening.

Donate
Every contribution nurtures land, knowledge, and resilient communities.

Connect

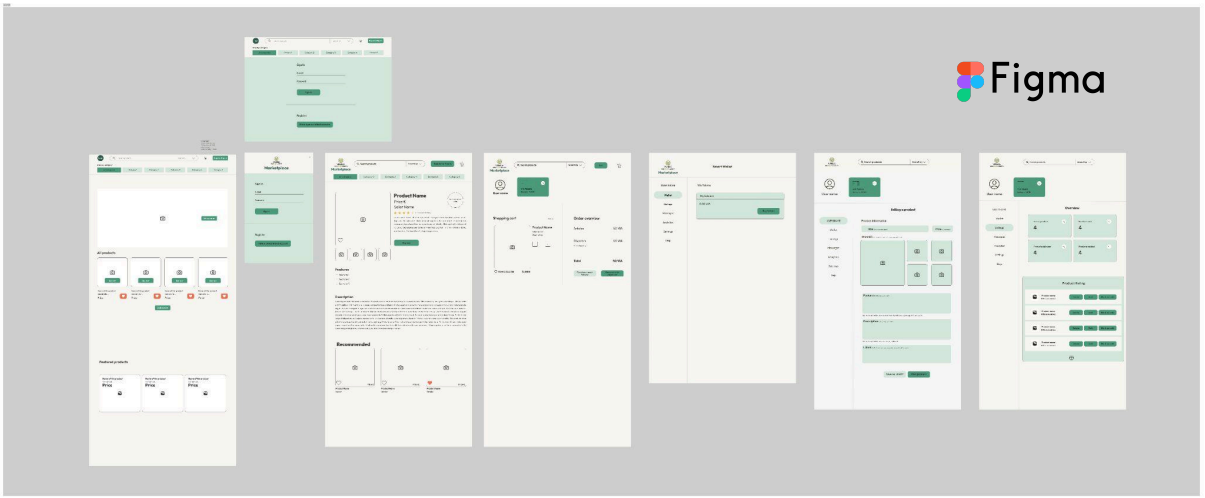
Stay in the loop, reach out, or just say hi.

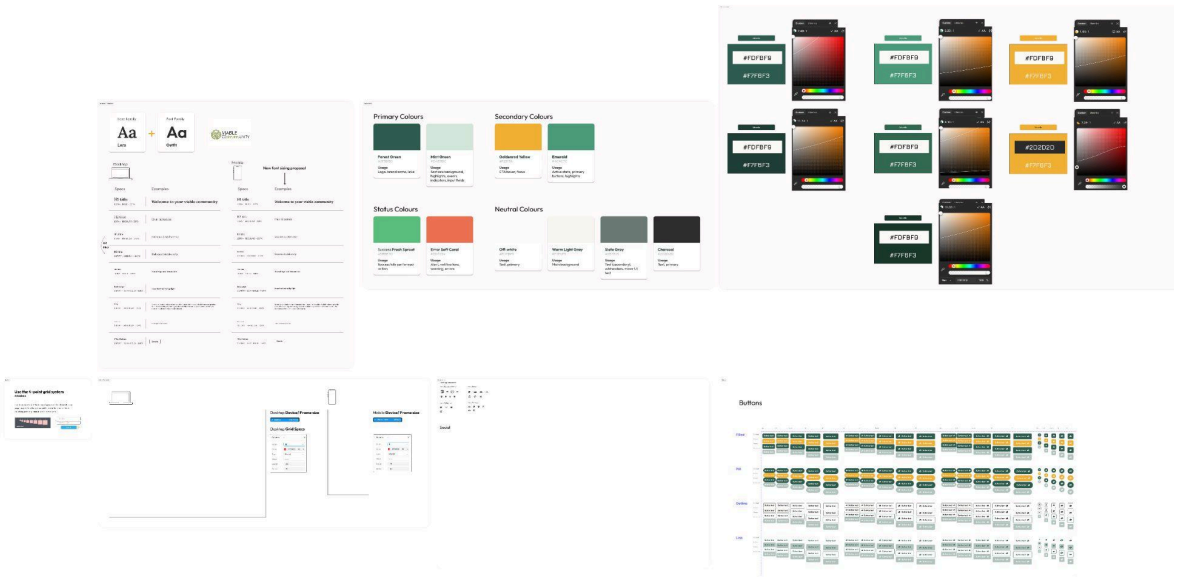
	Newsletter Insights, stories, and opportunities are delivered monthly. Sign up and stay connected. **Contact Us** Have questions, ideas, or need help? Let’s talk. **Follow Our Work** See how we’re building a future of co-ownership and ecological balance. **Persistent CTA** ***Accessible across all pages.*** **Explore Marketplace** Enter our regenerative marketplace where every action supports a thriving plane

Design System

Design System – Establishing Visual & Functional Consistency

New Identity, Branding book, and Design System Coming Soon.





Picture 1: Marketplace initial wireframes (in progress)
Picture 2: Design System (in progress)