



# Youth4Planet

Project Case Study

## About Project

Youth4Planet is providing a framework for engaging young minds in the complex process of cooperative filmmaking – in schools, colleges, workplaces or youth organisations.

## Project Duties

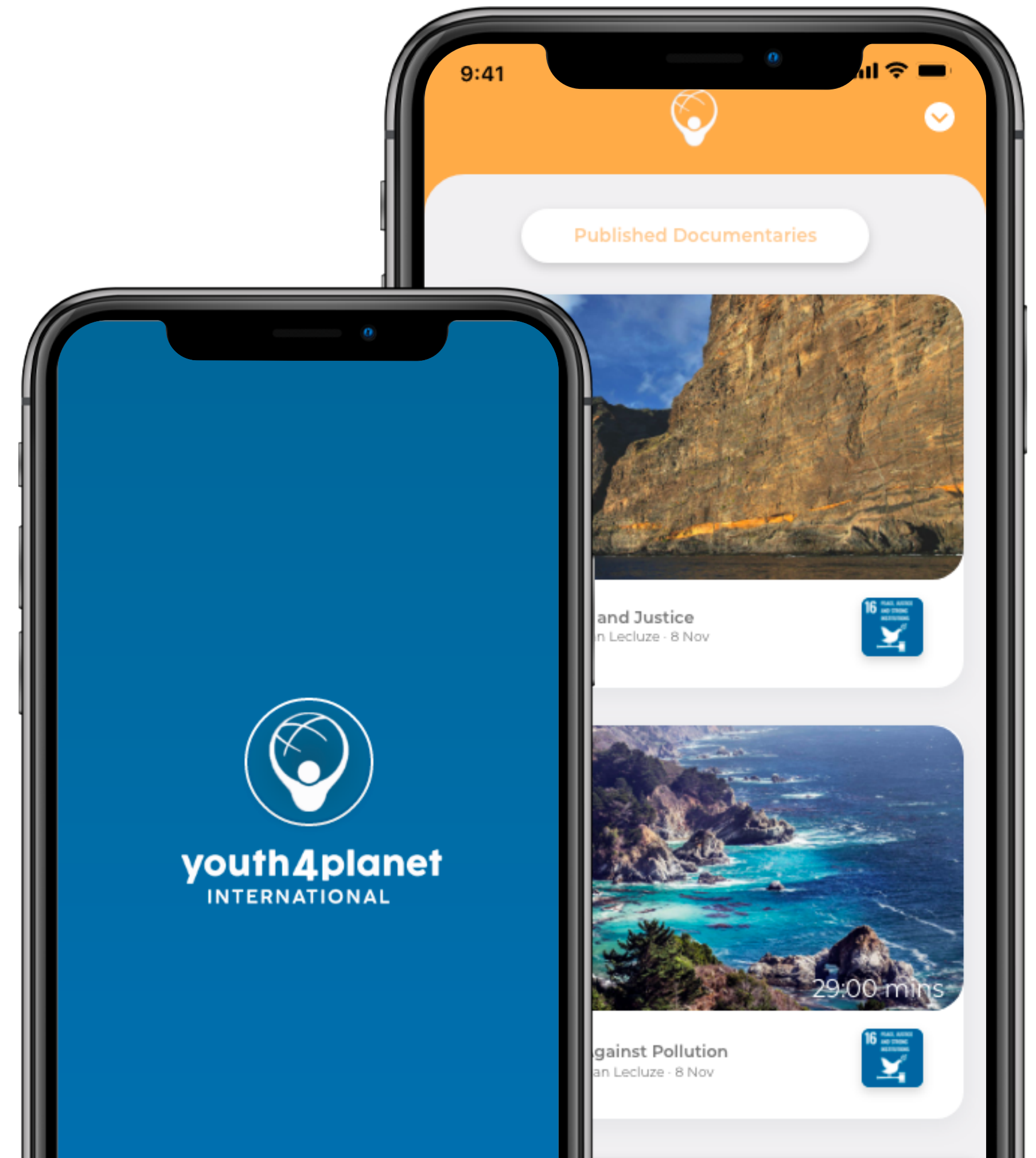
- Full User Experience Design Creation
- User Interface Design
- Branding Implementation
- **Blockchain Integration / E2E Platform Development**

## Problem Statement

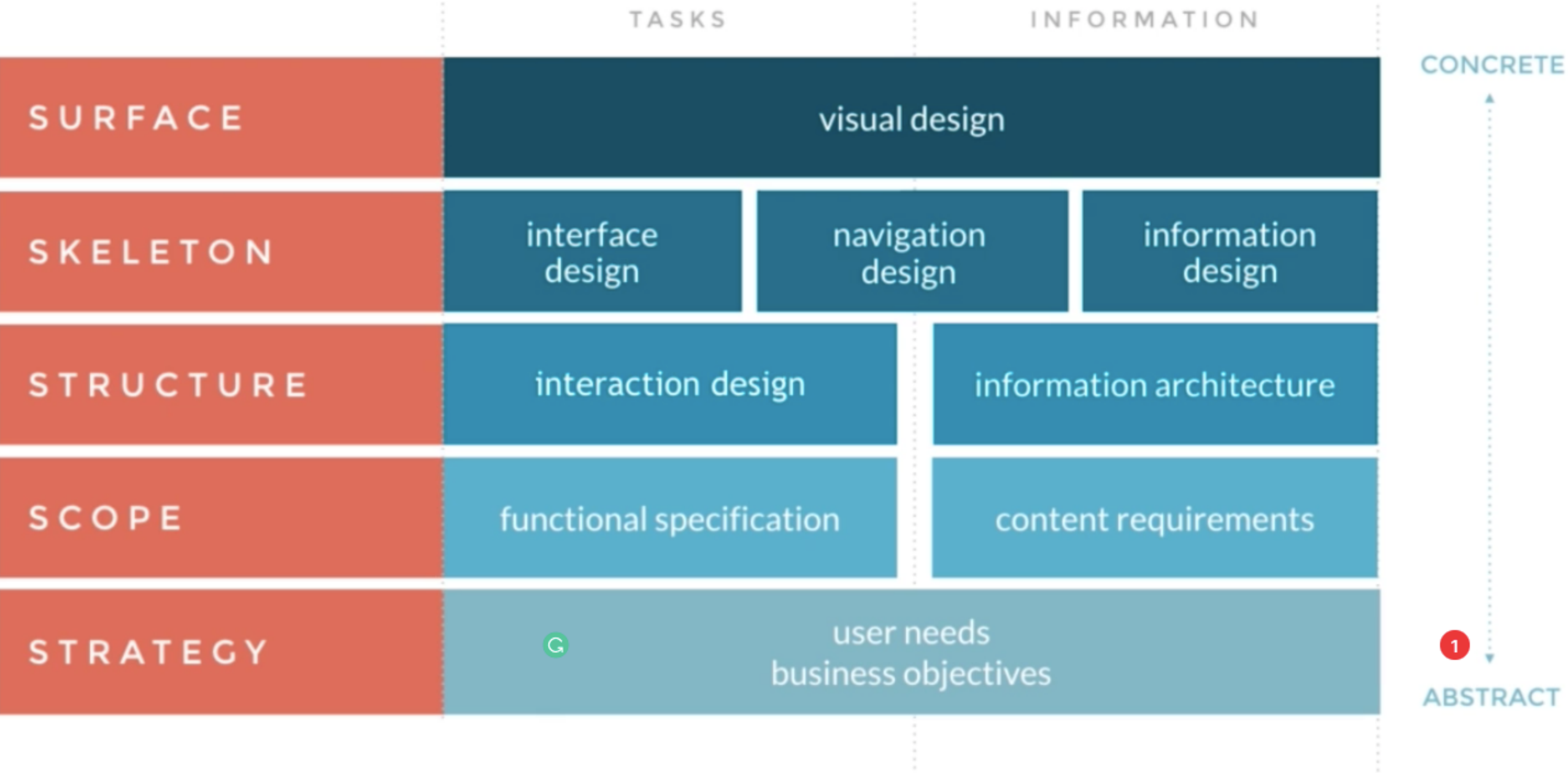
A lot of groups and students found it difficult to express their storytelling regarding sustainable development goals, Where other digital products focus more on any genre of media films that are not designed to focus on building a blueprint to achieve a better and more sustainable future for all.

## Solution

We designed a platform where students can upload/exhibit their stories , documentaries, campaign, and inspirational content related to SDGs and sustainable future which can create awareness about SDGs and future goals



Platform Design Process



## User Research Summary

During our strategy, we interviewed 10 users of different communities and age groups to understand their needs.

How regularly do you think an app is required to make you aware about the Sustainable development and your future in this environment.



What is the proportion of digital content you consume on regular basis?



Would you like to develop your storytelling skills and collaborate with other people with the same ideas?



Do you know anything about sustainable development goals?



Do you find it necessary to express your ideas about SDGs to other people?



Would you recommend a platform that provides a unique action, learning and storytelling concept for the digital world. Teams, seminars, interest groups, or organizations – everybody can join in?



# Multi-Product Portfolio Turnaround

## By the Numbers

- \$500K total budget
- 3-month duration
- 15+ Member Team

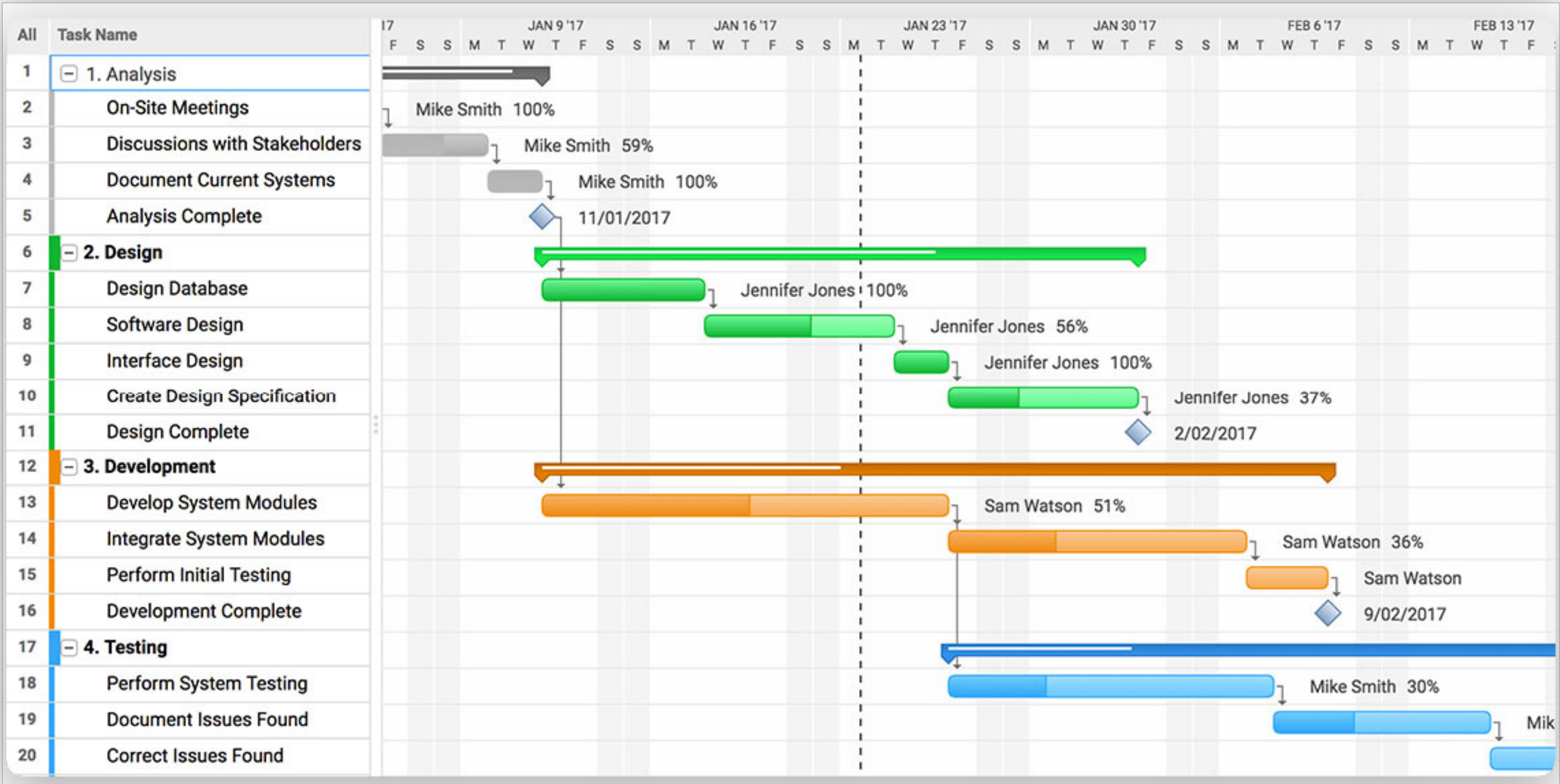
## Project Scope

75+

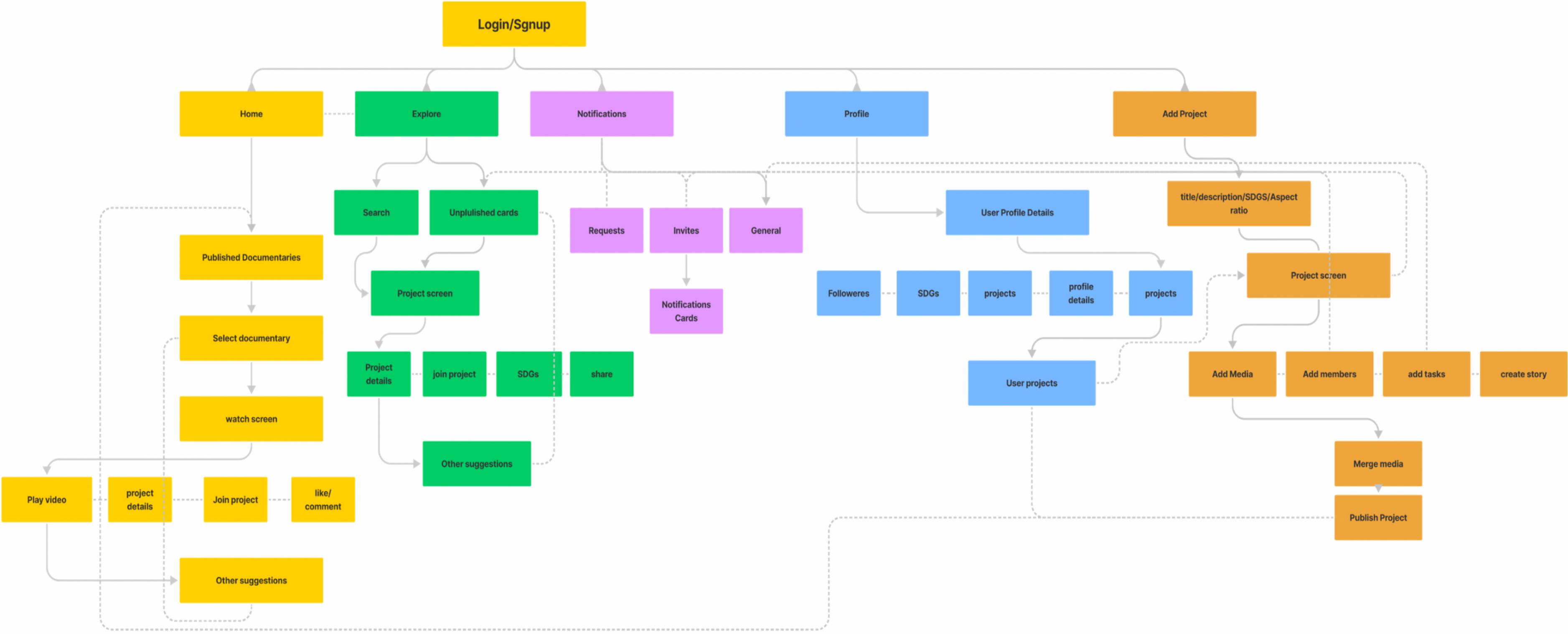
New Features to be developed for 5 Subsystems

## Overview

- Hard deadline dictated that all projects launch concurrently
- First-Ever Blockchain-based Video Streaming App
- Worked with design, engineering, and QA simultaneously to reduce elapsed time without cutting scope or quality
- All projects launched on internationally at COP24



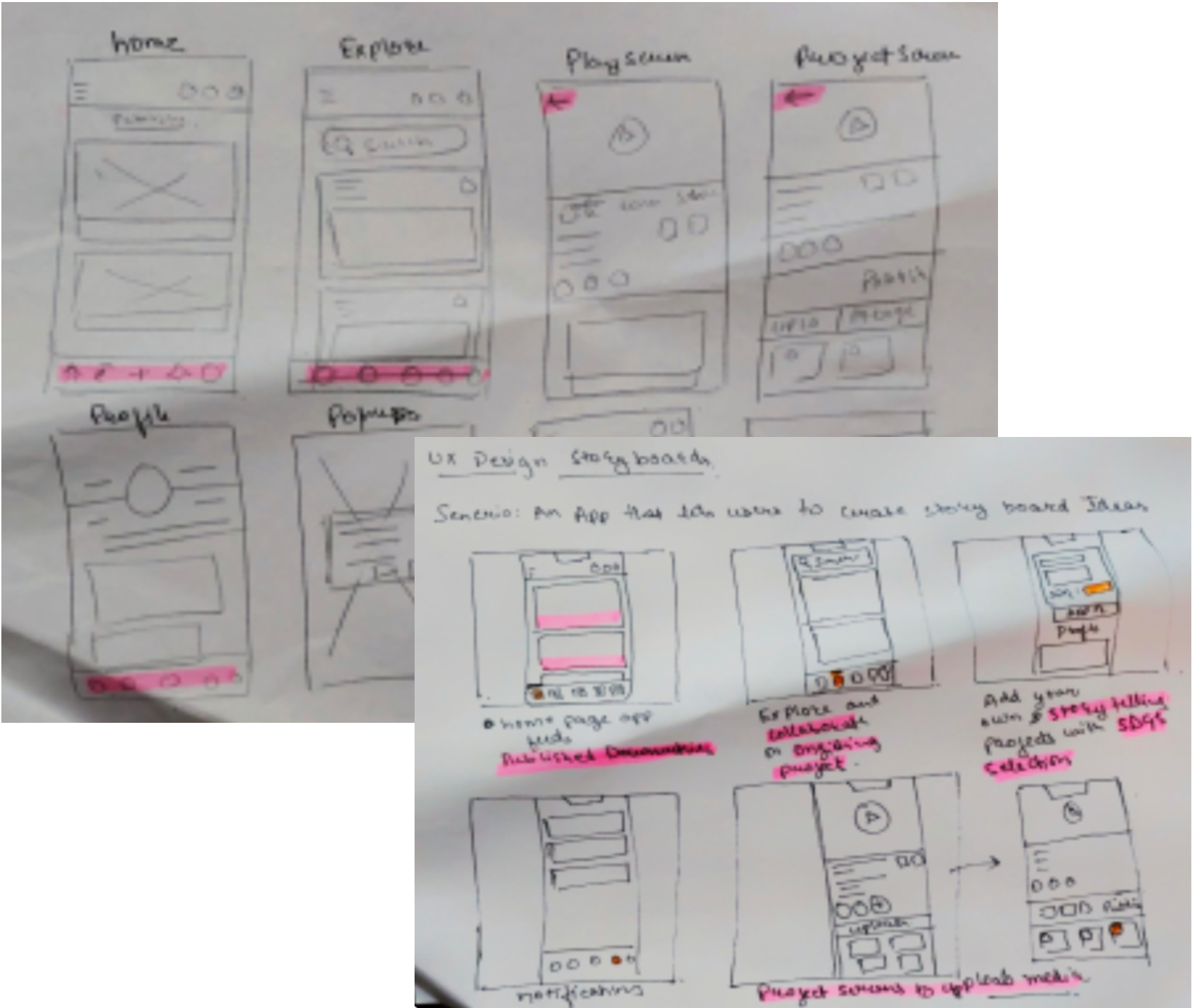
Step 3:  
Designing User Journey Map



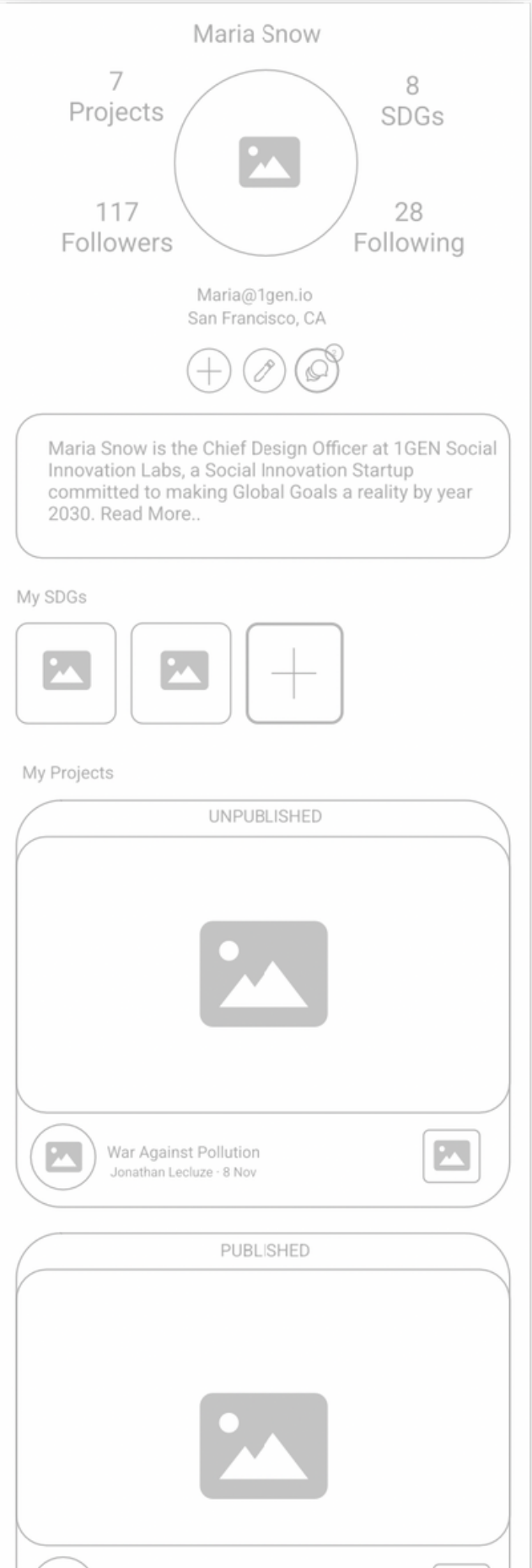
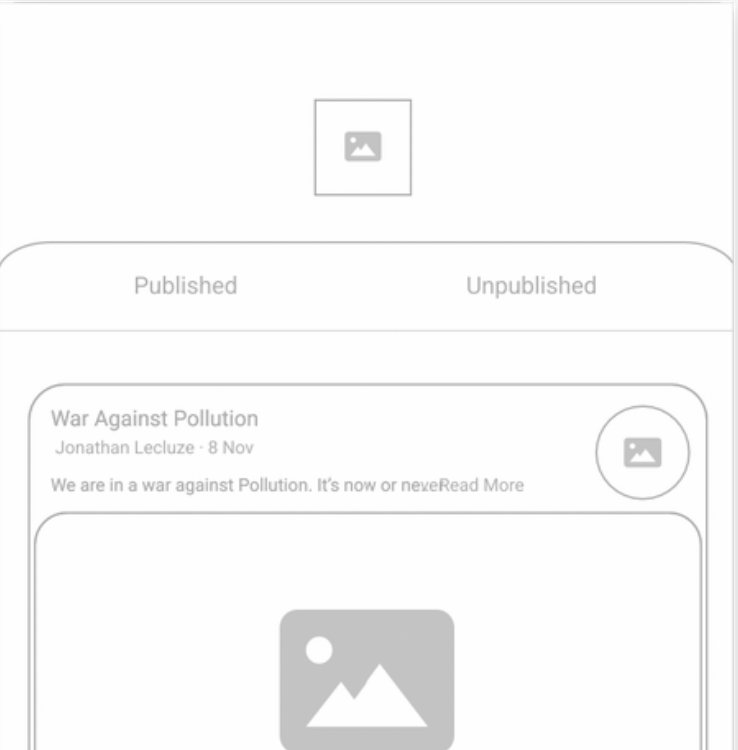
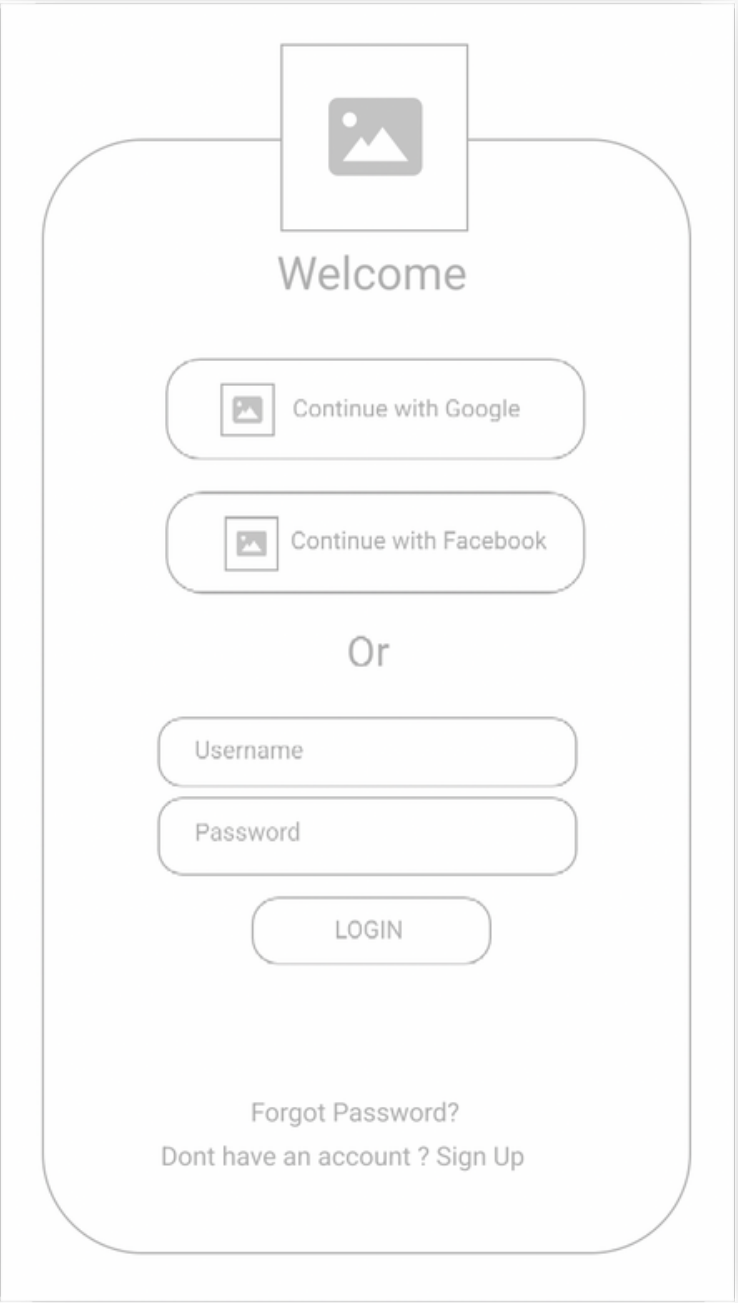
# Behind the Scenes:

## Low Fidelity Wireframes

Using the structure of user flow, I drew out sketches of the app’s main features first on paper. For best approval, I drew 5 sketches for each screen and highlight the parts from these sketches that is going to apply in digital wireframes.



## High Fidelity Wireframes



Final Result: How the App looked like

