Ambiente Servizi

Effective Simplification: a new perspective for the Ambiente Servizi's Urban Waste Collection App

My roles:
UX designer
UI designer

Project overview

THE CHALLENGE

This project focuses on the redesign and improvement of an urban waste collection app. The existing app faced several challenges, including complex navigation, outdated design, and a lack of user-friendly interactive features. The goal was to enhance the user experience by addressing these pain points and creating a more intuitive and user-friendly app. The goal was to provide users with a seamless and efficient waste management experience. The case study highlights the challenges faced by the app and the strategies used to address the identified issues in terms of improved usability and user satisfaction.

- **Inefficient information organization;**
- **Excessive complexity;**
- **Lack of intuiveness**

Project goals

THE SOLUTIONS

To address the challenges of the project I worked around two keys areas.

Improving Information Architecture The first area involves enhancing the app's information architecture. The focus is on streamlining the navigation, simplifying the menu structure, and ensuring logical and intuitive information flow.

Improve UX Improve user flow and reorganized all the information within the app. The redesign conducting a thorough content audit, eliminating unnecessary information, and prioritizing key tasks and information for accessibility and ease, and presenting the information in a clear and concise manner.

Design Process

HOME PAGE

My work began with the homepage, where I aimed to enhance the user experience by overwhelming number of entries that were presented together without clear organization. The initial design was cluttered with text, directly highlighting the upcoming waste collections, organized them under relevant categories or placed them in collapsible menus.

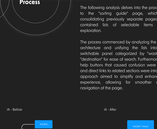
During the wireframing phase, I emphasized these sections by enclosing them in instantly distinct boxes arranged in two columns, as opposed to the previous three-column layout. Additionally, I implemented a bottom bar that provides users with clear navigation cues, allowing them to effortlessly track their current location within the app and seamlessly transition between different sections.

Design Process

SORTING GUIDE

The following analysis delves into the process applied to the "sorting guide" page, which involved consolidating previously separate pages that each contained bits of tangential information, for better exploration.

The process commenced by analyzing the information architecture and unifying the bits into a single, switchable panel categorized by "waste types" or "classification" for ease of search. Furthermore, increase help buttons that caused confusion were eliminated, and the UI was refined for improved clarity. This approach aimed to simplify and enhance the user experience, allowing for smoother and faster navigation of the page.


2k - Before
2k - After
Sorting Guide
Sorting Guide
Sorting Guide