

How?
User Experience 22

Goal
Reduce complexity

#needs
#triggers
#audience request

Recommendation


Proactively identify needs of the audience, use them to trigger exchanges



Above 30% of sharing transactions happen as an answer to a request

Example

Neighborgoods

 Borrow This

Join NeighborGoods or login to your account to borrow this item.

Have a similar item?

I have one!

I need one!