What role do you think your
users could play in building
an active community?

How could different user
groups benefit from and
interact with one another?

What do you believe most motivates your users to join your platform?

What concerns or barriers might users face when considering joining your platform?

How do you envision the relationship between your platform and the community it serves?

How could user feedback
be integrated into the
ongoing development of
your platform?

What aspects of your
community culture do
you think would be most
attractive to new users?

How would you describe
the personality of your
brand in three words?

How do you want users
to feel when they engage
with your platform?

What values or principles
are most important for your
brand to communicate?

How does your platform differentiate itself from other sharing economy services?

What is the story behind
your brand, and how could
it be shared with users?

How do you envision
your brand evolving as
your platform grows?

In what ways could your
brand foster trust and
loyalty among users?

What do you think
users expect when they
first visit your platform?

Take Safe
Routes

Which actions do you hope
users will intuitively take when
interacting with your service?

What key features do you believe should be most accessible to users?

What information do you think is essential for users to feel safe using your platform?

How could you make
your terms of service
more approachable and
understandable?

How do you plan to
address and mitigate
users' concerns regarding
privacy and security?

What steps could you take
to make your platform's
operations more transparent
to users?

How can trust-building elements be integrated into both the design and communication of your platform?

What visual style do you think best represents your platform's mission and values?

How should the design of
your platform guide users
toward key actions?

What emotions do you
want your platform's visual
design to evoke in users?

How could the design of your platform reflect the values of sharing and collaboration?

What types of visual cues
could help users understand
how to use your platform
more easily?

What types of visual cues
could help users understand
how to use your platform
more easily?

How could accessibility
features be integrated
without compromising the
aesthetics of your platform?

In what ways could the design create a sense of community and belonging?

How do you envision gathering feedback from users during the testing phase?

What aspects of your platform
do you believe require the most
testing before launch?

What metrics or indicators would
you use to evaluate the success
of your platform's design?

How often do you plan to
iterate and improve your
platform after launch?

How will you determine
whether your platform is
meeting the needs of its
users over time?