WELCOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Already have an account? Log in

Start trip!

available **professionals**

Jessica Alba
cosmetics
10 £/hour

Stan Lee
accessories
30 £/hour

Joh
book
15 £/h

Calvin Klein
clothes
35 £/hour

Roy R.
clothes
22 £/hour

Dou
book
20 £/

Show all →

PROFESSIONAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Already have an account? Log in

App for proper shopping

An application for finding helpers in shopping. Here you can find people who specialize in shopping, right decisions, people who will help you make a right choice!

Analysis of the market and similar solutions
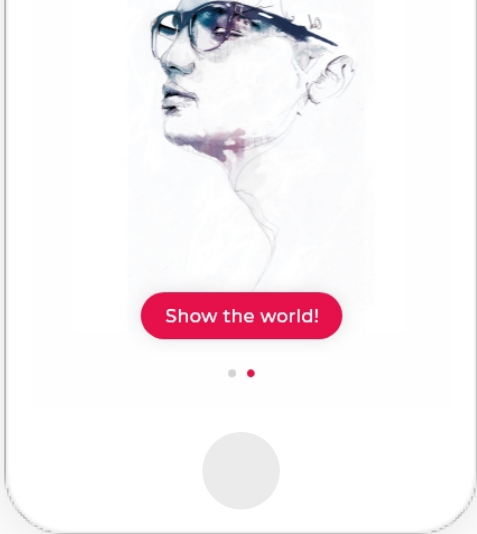
UX research

UI app design

Monetization

User Flow

Analysis of the market
and similar solutions

At the moment there are some solutions for online shopping or applications that can "help" with shopping, but there are almost no solutions that could realize the interaction of a professional and a person who needs help in this matter.

The application that I had to do reminds a freelance exchange for shopping professionals, where the task creation phase is removed - instead, the user is invited to directly contact the selected "performer".

The target audience

British, 18-35 years old (as indicated in the task)

Predictable audience

Potential users of this application are businessmen, models, actors and people with incomes above average.
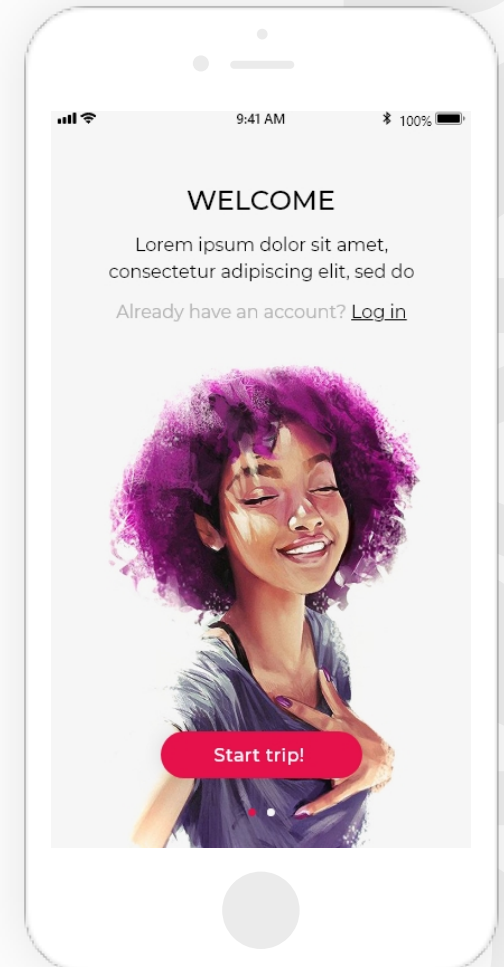
Competitors

The main competitors are programs that offer assistance with online shopping. There are no direct competitors.

Analogs

There are no direct analogues at the moment, but one can consider freelance exchanges - as applications with similar functionality.

For the successful implementation of the application on the market it is necessary to create an association that would allow to trust the performers. It is necessary to focus on the predicted audience: the main factors in the behavior of this segment are either "time is money" or getting "pleasure" from shopping - I suggest creating conditional "frames" using which we can attract users and professionals to use this application (based on the Kaneman theory "Rational choice, values, frames").

9:41 AM 100%

WELCOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Already have an account? Log in

Start trip!

—

UX Research

I paid attention to the problems and finding solutions to ensure maximum ease of use and perception.

Choosing the right style for the application.

Research

Comparison of statistics of the most downloaded applications of Britain to determine the overall style:

| android	android	iOS	android & iOS	
statista	SimilarWeb	SimilarWeb	INDEPENDENT	
1. WhatsApp	1. WhatsApp	1. WhatsApp	1. Facebook	6. F. Messenger
2. F. Messenger	2. Google Chrome	2. Instagram	2. WhatsApp	7. Twitter
3. Youtube Music	3. Facebook	3. Facebook	3. Gmail	8. YouTube
4. Wish	4. Youtube	4. Snapchat	4. Instagram	9. Google Maps
5. Instagram	5. Instagram	5. F. Messenger	5. Google Chrome	10. Ebay

Choosing the right style for the application.

Show the world!

In sum

Based on these trusted sites, we can identify the top three "players" in the market: **WhatsApp**, **Facebook**, **Instagram** - minimalistic style, providing only basic information.   The menu is located at the bottom, the main navigation elements are displayed in it, based on user needs relative to the application.

Solution

It is necessary to use minimalism. The elements of the application should not load the attention of users. Decision-making should be provided by the "Autopilot" (Subconscious). The menu should contain only the main elements, all the "internal functions" should be located on the appropriate pages.

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9:41 AM   100%

WELCOME
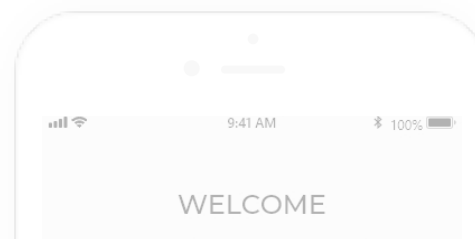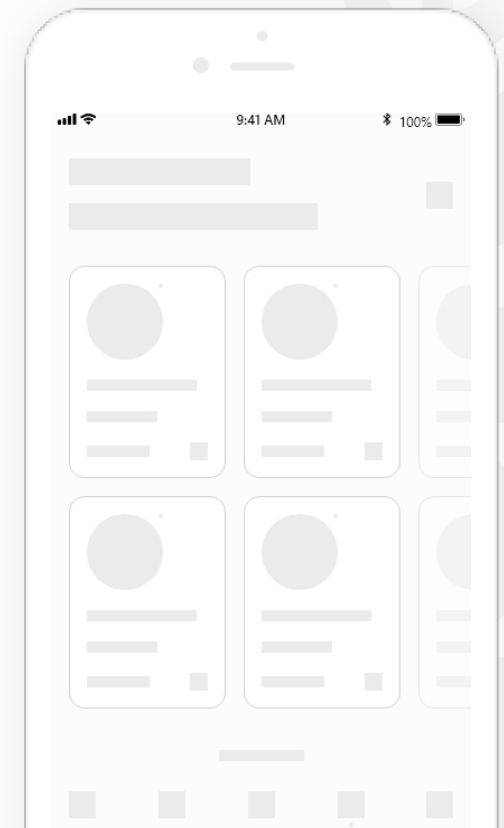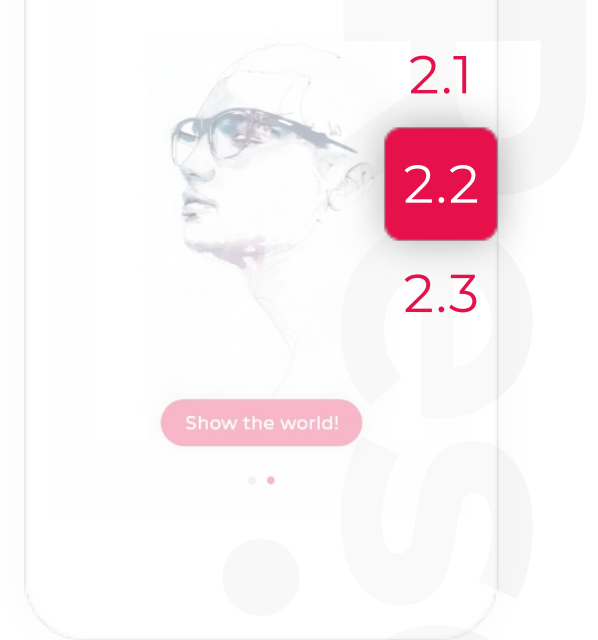
Selecting the type of account to login and register.

Research

We have to divide all users into two groups: "Customer" and "Contractor" - it is
important to do the interaction with the application at the first stages.
Since this application is a lot like a freelance exchange - I noticed 3 popular:

fiver.com -separation into groups occurs after registration, initially each user is a
"freelancer".

upwork.com - separation occurs during registration.

freelancer.com - separation takes place "from the first steps" - the exchange
offers to choose a "role" and be registered on the basis of this.

In sum

A common factor is the division itself - it is introduced as quickly as possible in
order to immediately determine the role of the user and give him suggestions
(membership, account setup, etc.). They try not to make this division "painful" so
that the groups do not feel any inconvenience in comparisons.

Selecting the type of account to login and register.

Solution

It is necessary to immediately enable the user to choose a role and make it as easy as possible.

I placed the selection screens on the start of the application + instead of focusing on the "roles" I showed this opportunity with the help of the "carousel" for everyone who downloads this application initially associates itself with a certain role.

Just swipe for select a role.
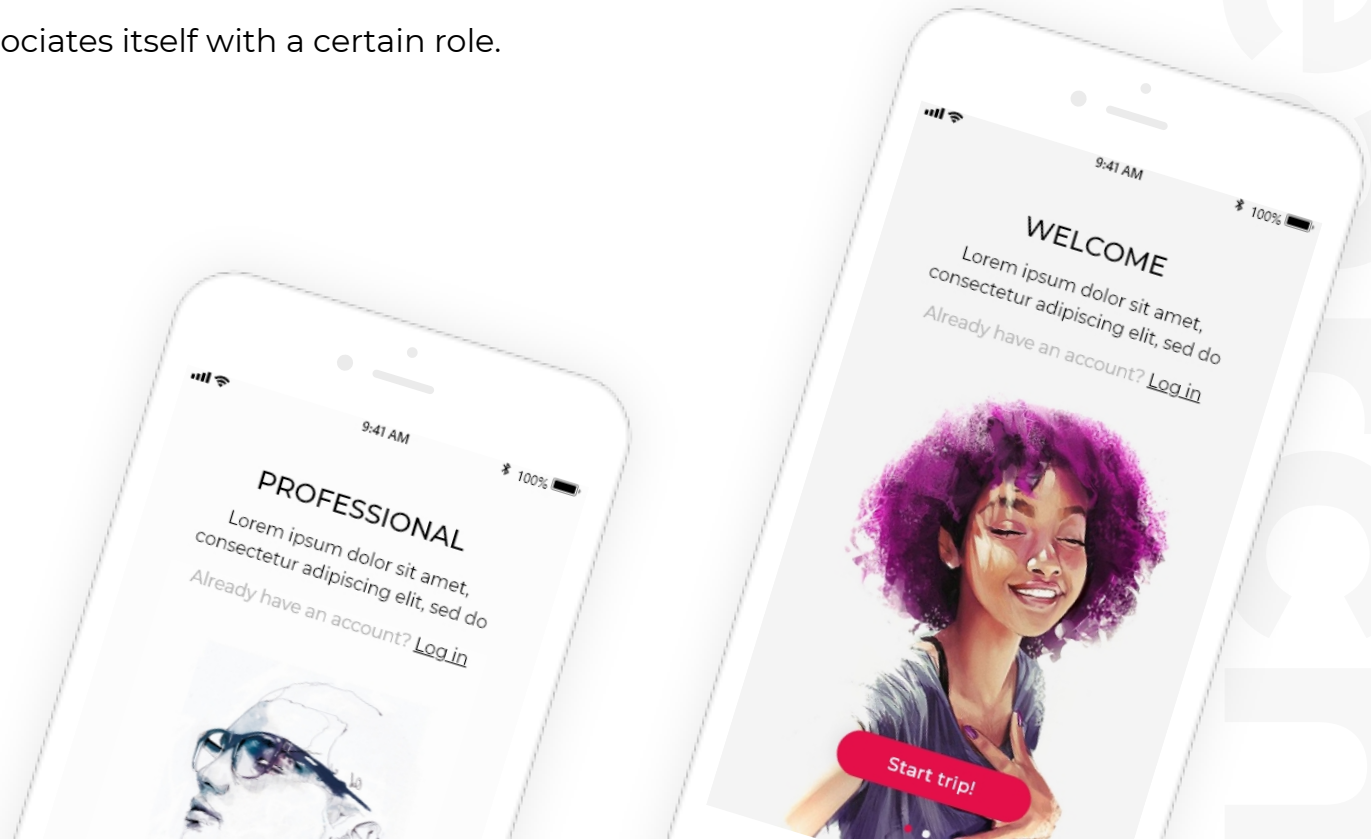
As statistics and practice show, it is more difficult for a beginner to get an order than to a person with a large number of reviews and a reputation.

Research

Many exchanges highlight a "special area" for displaying newbies, or for some time they are the first to appear in the list of performers.

In sum

It is necessary to allow new users to earn money, even in the absence of a rating and reviews.

Solution

I propose to remove rating indicators, reviews and other similar identifiers from the dashboard page so that the "customer" can read the full profile description from the "first clicks" and make a choice based on this (and not based on the fact that there are people on the first screen with a higher rating, despite the fact that their professional component is rather weak) - based on statistics from fiver.com, freelancer.com, upwork.com exchanges and Amos Tversky research.

Communication outside the program is possible (directly, between the user and the professional).

Research

Applications that provide exclusively internal communication do not allow to show social networks or contact details - the opportunity to communicate is provided only through the application itself. Our application has a social component and I drew attention to applications from the social field, which have a bias for communication:

1. Instagram   2. Tinder   3. Snapchat

In sum

It is necessary to minimize the possibility of communication outside of the app.

Solution

Ability to exchange messages within the application, the ability to exchange contact information only after the approval of the transaction.

Correct arrangement of items in the main menu.

Research

It is necessary to pay attention to the most used areas of the application, which can ensure the simplest possible interaction between the "Customer" and "Contractor" (it is necessary to take into account the possibility of communication, search and control).

Customer ➜ searching for a professional ➜ choosing the professional ➜ communication ➜ booking ➜ tracking

In sum

The user needs to be able to switch quickly between searching for professionals, professionals themselves, communicating with them and controlling meetings, their account.

Solution

I suggest to bring "dashboard" or "home", "Favorites", "meetings" (for time management), messages (for communication) and "account" to the main menu.

Monetization

I propose ways to implement earnings for the application.

Explicit

For professionals

1. Limited number of accepted applications;
2. Limited number of messages per day;
3. Limited number of uploaded photos;
4. The opportunity to get into the "favorites";
5. The opportunity to participate in the "weekly tops";
6. Tags "free today", "busy" or "partly busy".

For users

1. Limited number of appeals per day;
2. Limited number of messages per day;
3. Ability to add professionals to your "favorites";
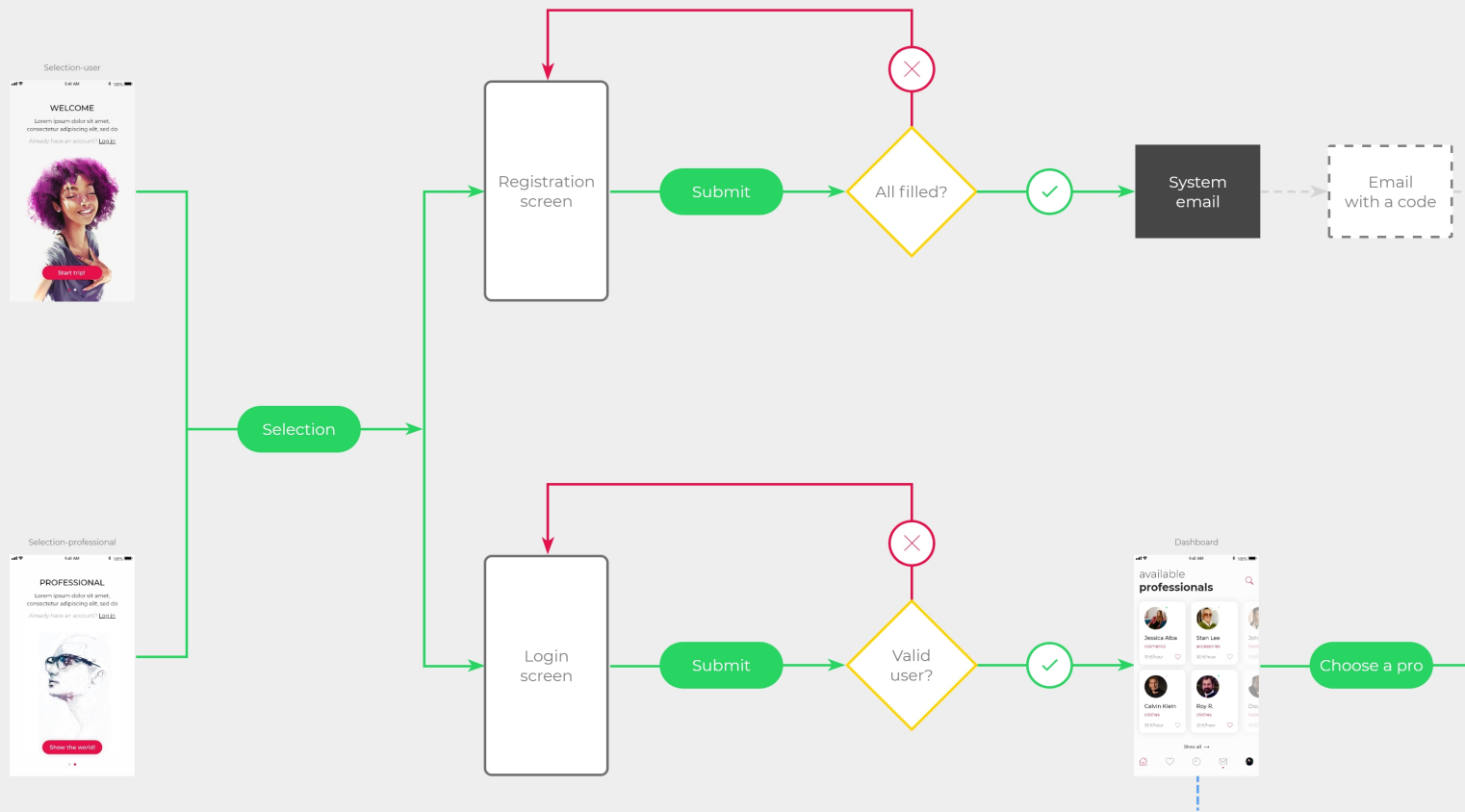4. Ability to contact the professionals in "TOPs";

Implicit

For both professionals and users, I propose to introduce only a commission for withdrawal of funds. This is an ordinary commission, everyone is used to it.
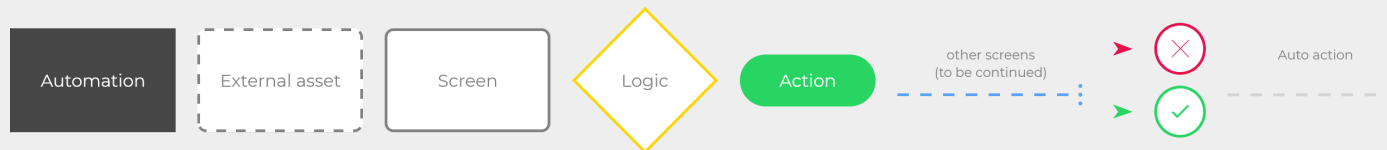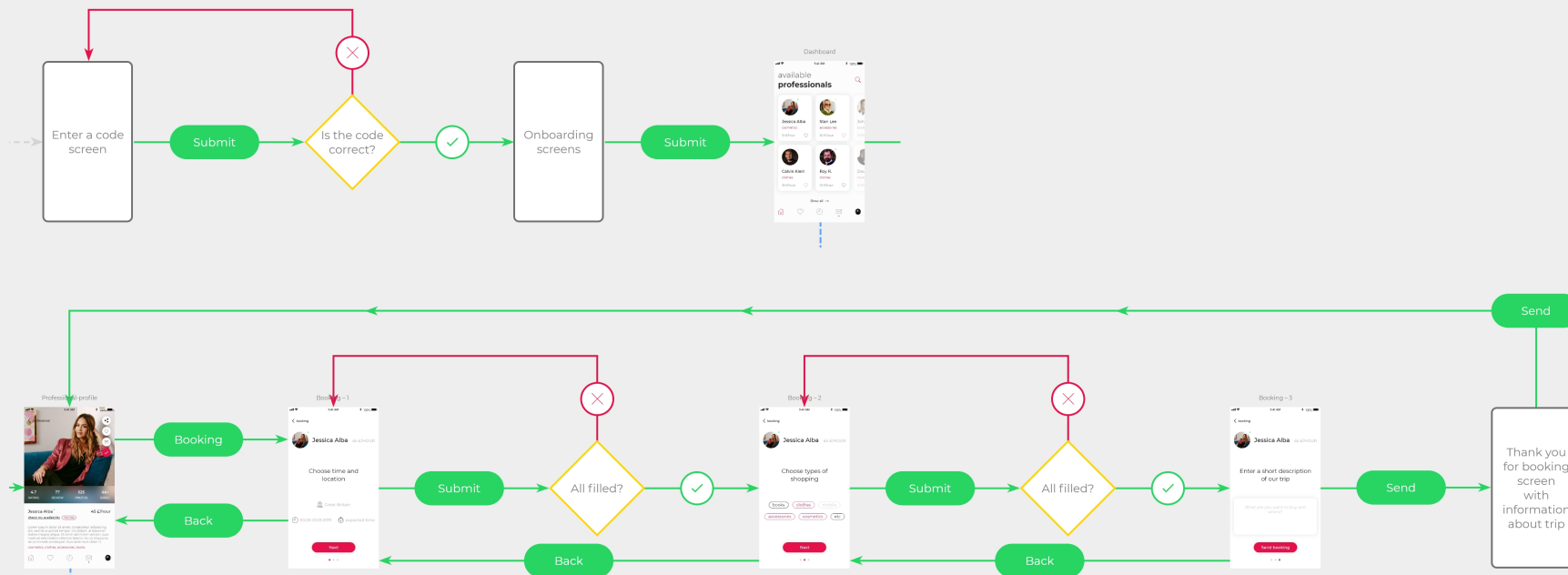
User flow

The conditional "path" of the user in the application, taking into account the internal functions and forks.
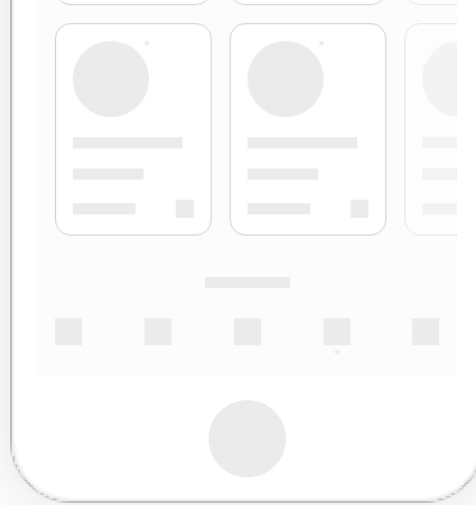

Watch continue on the next page.

Full image "user flow" will be provided separately.
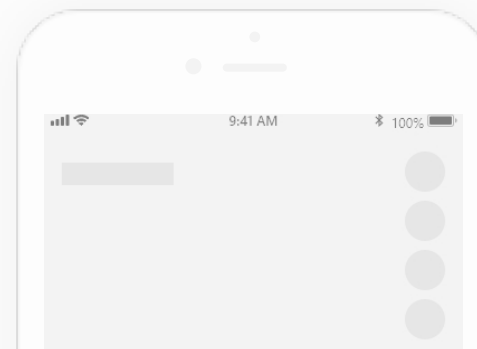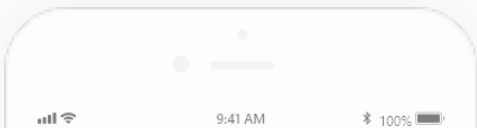

Enter a code screen — Submit — Is the code correct? — Onboarding screens — Submit — Dashboard / available professionals

Professional profile — Booking / Back — Booking - 1 / Choose time and location — Submit — All filled? — Booking - 2 / Choose types of shopping — Submit — All filled? — Booking - 3 / Enter a short description of our trip — Send — Thank you for booking screen with information about trip — Send

Back — Back

Automation | External asset | Screen | Logic | Action | other screens (to be continued) | Auto action
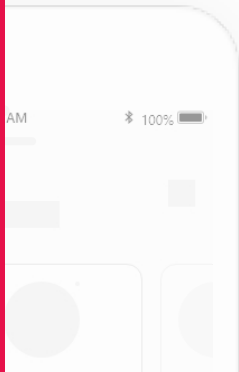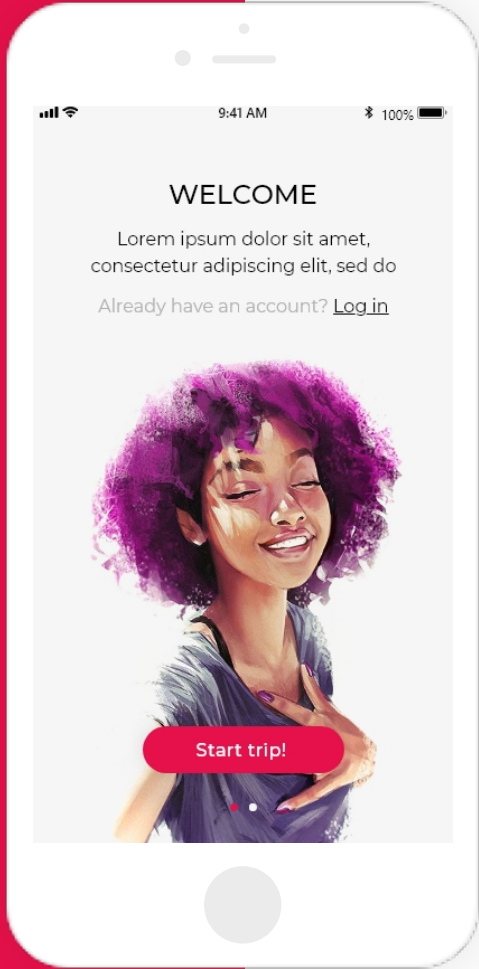
iOS

UI - app design

The design of the first screens of the application is shown here - based on iOS
guidelines. In this work, I was based on actual trends and popular applications on
the UK market (see the research above).

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9:41 AM   100%

iOS

Selection screens

PROFESSIONAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Already have an account? Log in

Show the world!

WELCOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Already have an account? Log in

Start trip!

iOS

5.1
5.2
5.3

Dashboard & Professional's profile

available
professionals

Jessica Alba
cosmetics
10 £/hour

Stan Lee
accessories
30 £/hour

Joh
book
15 £/h

Calvin Klein
clothes
35 £/hour

Roy R.
clothes
22 £/hour

Dou
book
20 £/

Show all →

4.7 RATING
77 REVIEW
525 PHOTOS
4k+ SUBSC.

Jessica Alba   45 £/hour
check my availability free today

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in.
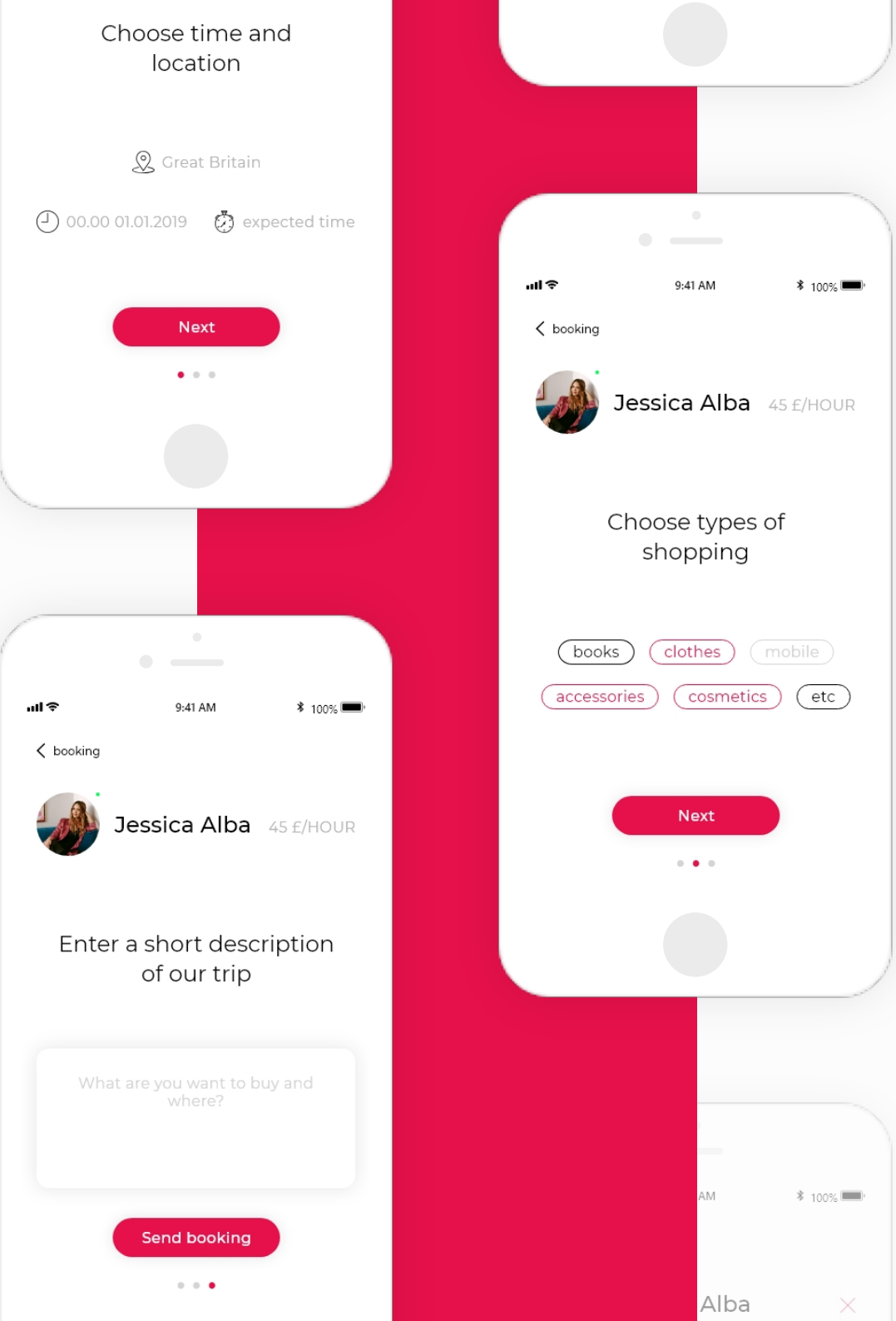
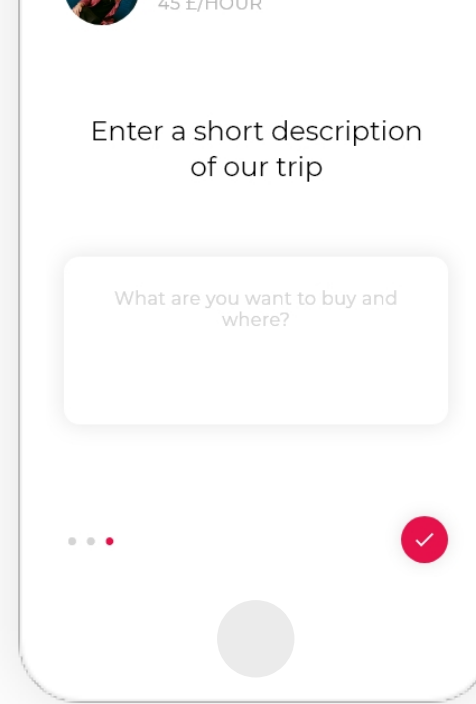cosmetics, clothes, accessories, books

< professional

< booking

Jessica

iOS

To reduce the psychological burden and perception of this process in the role of "another" routine, I divided the booking into 3 steps.
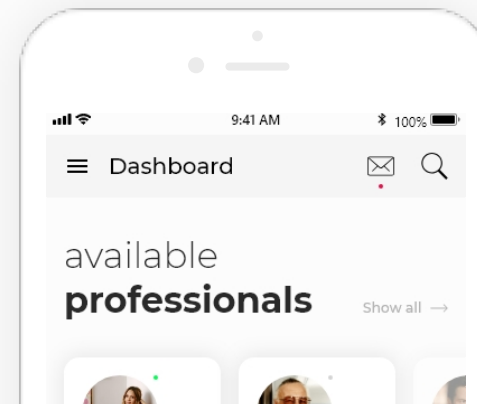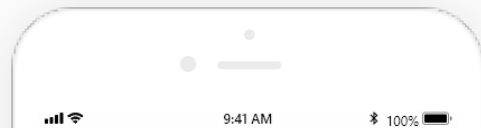
Choose time and location

📍 Great Britain

🕐 00.00 01.01.2019   ⏱ expected time

Next

━━━

9:41 AM   100%

‹ booking

Jessica Alba 45 £/HOUR

Choose types of shopping

(books) (clothes) (mobile)

(accessories) (cosmetics) (etc)

Next

● ● ●

9:41 AM   100%

‹ booking

Jessica Alba 45 £/HOUR

Enter a short description of our trip

What are you want to buy and where?

Send booking

● ● ●

Alba ✕

custom UI

Enter a short description
of our trip

What are you want to buy and
where?

UI - app design

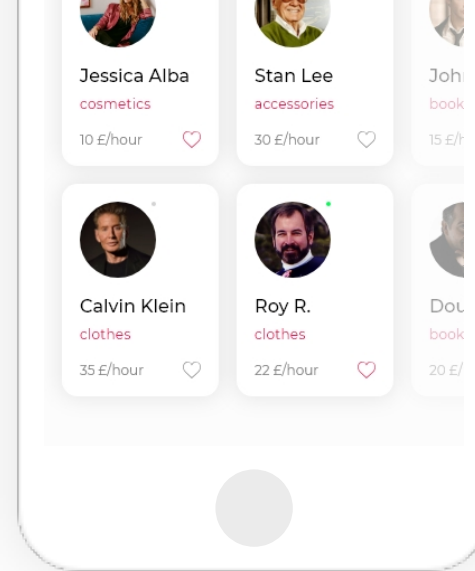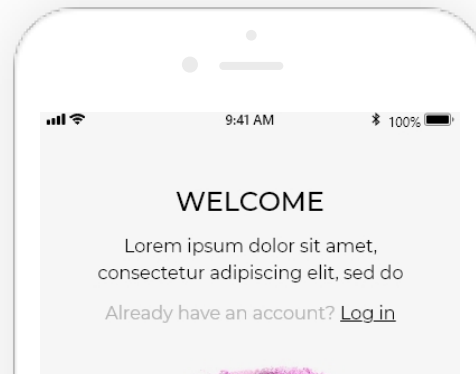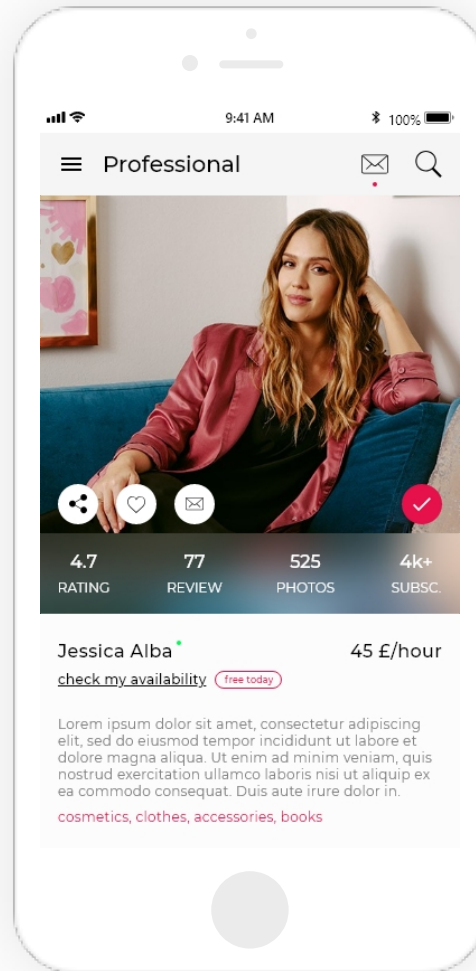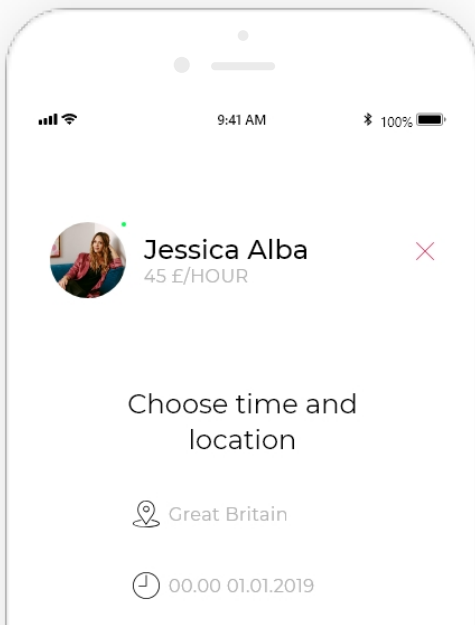The design of the first screens of the application is shown here - based on **general** guidelines. In this work, I was based on actual trends and popular applications on the UK market (see the research above).
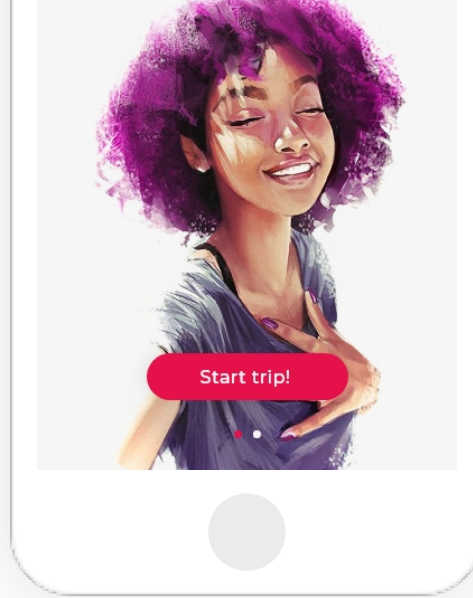
Dashboard

available
professionals   Show all →

custom UI

All screens

Professional

4.7 RATING   77 REVIEW   525 PHOTOS   4k+ SUBSC.

Jessica Alba   45 £/hour
check my availability   free today

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in.

cosmetics, clothes, accessories, books

Jessica Alba
cosmetics
10 £/hour

Stan Lee
accessories
30 £/hour

Joh
book
15 £/

Calvin Klein
clothes
35 £/hour

Roy R.
clothes
22 £/hour

Dou
book
20 £/

Jessica Alba
45 £/HOUR

Choose types of shopping

books   clothes   mobile
accessories   cosmetics   etc

Jessica Alba
45 £/HOUR

Choose time and location

Great Britain

00.00 01.01.2019

WELCOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Already have an account? Log in

Start trip!

7.0

Thank you

Montserrat Regulart   Montserrat Medium   **Montserrat Bold**