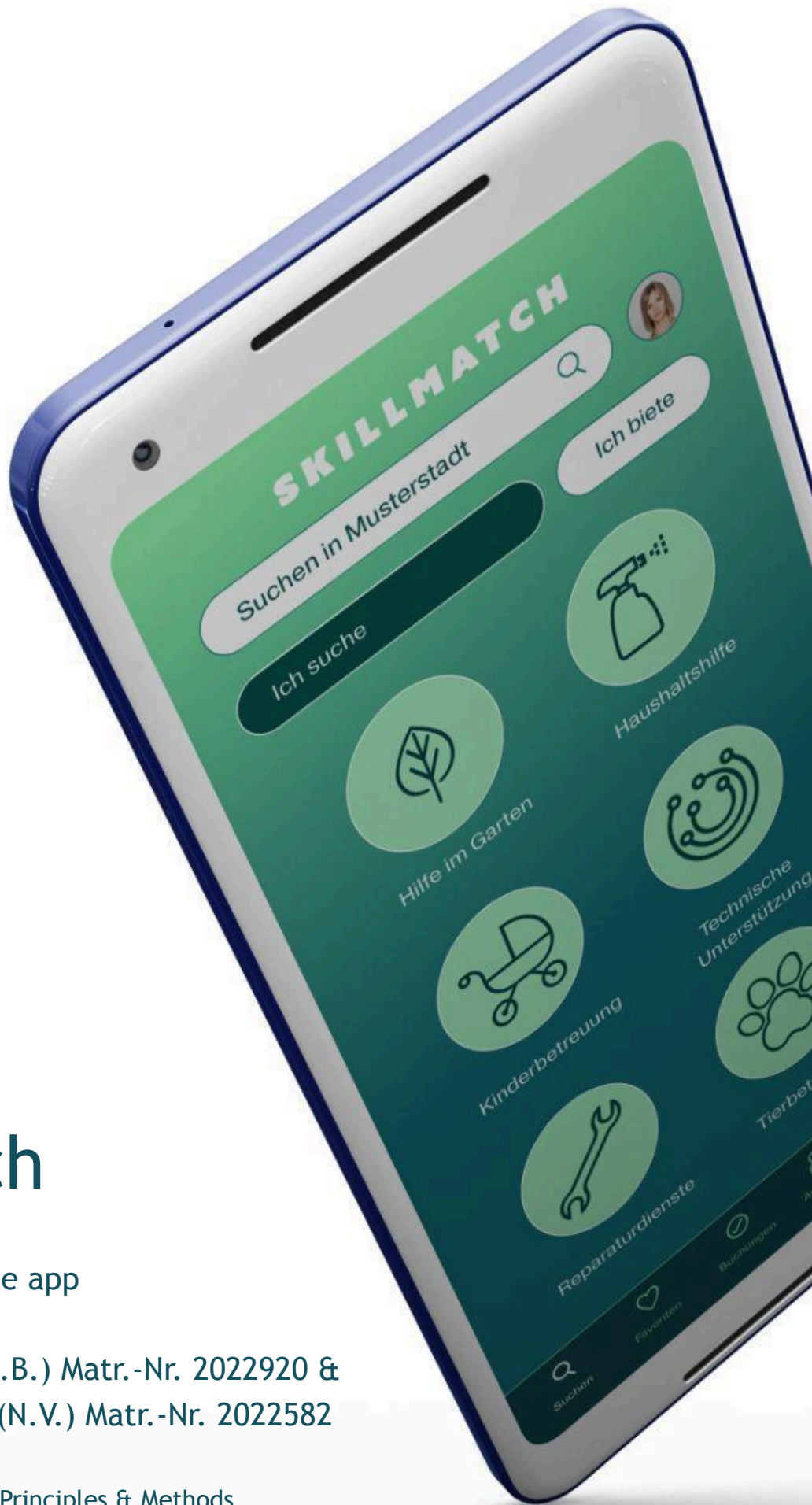


SkillMatch

Development of a
user-centered service app

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User Experience Design - Principles & Methods
Task A



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TABLE OF CONTENTS

1. Introduction	3
1.1 Project description	3
1.2 Target group analysis	4
1.3 Competitive analysis	5
2. Concept and preparation	
2.1 Process choice	8
2.2 Summary of the chosen process	10
3. Market research and requirements analysis	
3.1 Description of the empathy phase	11
3.1.1 Introduction of stakeholders & interviews	12
4. Feature definition and prioritization	30
4.1 Card sorting	33
4.2 Defined features of the app	34
5. Information architecture and user flows	38
5.1 User flows - booking a service	38
5.2 User flows - offering a service	39
6. Prototyping	
6.1 Navigation system	40
6.2 UI design	42
6.2.1 Color scheme and typography	43
6.2.2 Layout and structure	45
6.2.3 Interaction design	45
6.2.4 Icons und Symbole	46
6.2.5. Call-to-action and user guidance	46
6.3 Prototype/usability testing	46
7. Conclusion	48

0. Introduction

The advancing digitalization and the increasing use of technologies have fundamentally changed nearly all aspects of social and economic life in recent decades. Detailed observations of the environment and a thorough understanding of daily requirements show that there is a growing need to quickly and easily provide support for specific groups of people. In particular, elderly individuals living alone or working professionals with limited time often need reliable help with everyday tasks.

1.1 Project description

The planned app "SkillMatch" aims to fill a much-needed gap in the everyday lives of many people. In our fast-paced society, many feel overwhelmed due to age restrictions, complex life situations, or lack of time when it comes to managing daily tasks. "SkillMatch" is being developed as a response to a careful analysis of personal and social needs and is intended to provide a tailored digital solution that specifically addresses the individual requirements of its users.

The platform will provide an intuitive, direct, and secure interface through which users can quickly access local services. The planned service offerings of "SkillMatch" include household assistance, gardening, and technical support, specifically tailored to the needs of elderly individuals, busy professionals, and those living alone. By providing a wide range of services, from handyman tasks to everyday assistance, the app aims to deliver timely and efficient support to users.

The primary goals of this app are multifaceted and ambitious. On one hand, "SkillMatch" aims to improve the quality of life for its users through direct and effective supports. On the other hand, it seeks to enhance accessibility and user-friendliness to ensure that everyone, regardless of technical understanding or personal circumstances, can benefit from the app. Additionally, there will be a particular focus on promoting the local economy and labor market integration by involving local service providers and craftsmen in the platform. This integration is intended not only to create and sustain jobs but also to strengthen the local economy.

Another central goal of "SkillMatch" is to build a trusted and engaged community. By creating such a community where users and service providers can support each other and

benefit from transparent ratings and recommendations, "SkillMatch" will foster a sense of belonging and trust.

Finally, the platform is designed to be flexible in responding to changing users need. In a world where personal and societal requirements change rapidly, it is crucial that solutions like "SkillMatch" remain adaptable and evolve to continuously provide the best possible service to users. "SkillMatch" is intended to become a support system aimed at significantly easing and improving the daily lives of many people. This version reflects the development status of the app and emphasizes the planned features and goals.

1.2 Target group analysis

1. **Small business owners** often look for reliable and efficient help in specialized areas such as technical support and minor repairs. These services allow them to focus on their core business without wasting valuable time on smaller yet time-consuming tasks. The availability of such support services through "SkillMatch" can help increase productivity and optimize operations.
2. **Single individuals** often face the challenge of having to manage everyday tasks on their own, which can be particularly difficult when it comes to technical issues or minor repairs around the house. "SkillMatch" offers them reliable assistance to tackle such challenges without the need to possess their own expertise or hire expensive external service providers. This enables singles to focus on their personal and professional priorities while the app connects them with trusted service providers.
3. **Professionals with little time** need support with everyday tasks such as household help and babysitting to find a balance between work and personal life and create space for relaxation and family.
4. **Retirees** benefit from services such as gardening, pet sitting, and transportation to medical appointments, which help them maintain their independence and stay active in their community.
5. **Travelers** look for trusted local services that provide reliable pet sitting or assistance with everyday tasks, such as gardening and similar activities, to ensure a worry-free travel experience.



1.3 Competitive analysis

To gain a comprehensive understanding of market dynamics and develop effective differentiation strategies for "SkillMatch," we conducted a detailed competitive analysis. This investigation allows us to identify the strengths and weaknesses of existing providers and uncover market gaps that we can address with our app. Below, we present an overview of the key players in the service brokerage sector who offer similar services to "SkillMatch":

- **TaskRabbit**

TaskRabbit is a platform that connects users with local service providers for various tasks such as furniture assembly, moving, cleaning, and minor repairs.

- **Strengths:**
 - TaskRabbit offers a wide range of services that appeal to a broad user base.
 - TaskRabbit is a well-known brand with a good reputation for reliability and quality.
 - The platform is user-friendly and features an intuitive interface.
- **Weaknesses:**
 - Services on TaskRabbit can be more expensive, which may deter some users.
 - TaskRabbit targets a broad audience and does not offer tailored solutions for elderly individuals or busy professionals.
- **Helping**

Helping is a platform that specializes in cleaning services, connecting users with professional cleaners.

 - **Strengths:**
 - Helping offers specialized services that ensure high quality and reliability.
 - The platform provides a user-friendly booking and payment process.
 - **Weaknesses:**
 - Helping focuses exclusively on cleaning services and does not provide support for other everyday tasks.
 - Users needing assistance with other tasks must turn to different platforms.
- **Care.com**

Care.com offers caregiving solutions for children, seniors, pets, and household tasks.

 - **Strengths:**
 - Care.com addresses a variety of caregiving needs, making it a versatile platform.
 - The platform places a strong emphasis on user safety and trust.

- **Weaknesses:**
 - Services on Care.com can be expensive, which may deter some users.
 - Care.com does not provide comprehensive solutions for technical or handyman tasks.

- **MyHammer**

MyHammer connects users with craftsmen and service providers for construction, renovation, and repair work.

 - **Strengths:**
 - MyHammer offers a comprehensive database of craftsmen and service providers.
 - Users can rely on reviews and recommendations to find the best service providers.

 - **Weaknesses:**
 - MyHammer is more focused on larger construction and renovation projects and less on everyday tasks.
 - Users needing quick assistance with smaller tasks may prefer other platforms.

- **HomeAdvisor**

HomeAdvisor connects users with professional service providers for home repairs, renovations, and maintenance work.

 - **Strengths:**
 - HomeAdvisor offers a wide selection of professional service providers.
 - Users can view detailed reviews and estimates to make informed decisions.

 - **Weaknesses:**
 - HomeAdvisor is more focused on larger projects and less on everyday tasks.
 - Users needing quick assistance with smaller tasks may prefer other platforms.

The competitive analysis for the "SkillMatch" app was crucial for understanding market positioning and developing effective differentiation strategies. Our investigation showed that while there are various providers for specific services, there is no comprehensive solution that addresses all the needs of our target groups.

"SkillMatch" aims to fill this market gap by offering a wide range of services specifically tailored to the needs of elderly individuals, busy professionals, and singles. Unlike specialized platforms like Helpling or Care.com, which focus on individual areas such as cleaning or caregiving, "SkillMatch" covers a comprehensive range of services—from household assistance and gardening to technical support.

This holistic approach, combined with a user-friendly interface and a focus on building trust within the community, could position "SkillMatch" as an innovative and user-centered solution in the growing market for everyday support.

2. Concept and Preparation

2.1 Process Choice - Comparison between Design Thinking and Double Diamond

Choosing the right design process is crucial for the success and efficiency of developing a user-centered app like "SkillMatch." In UX/UI design practice, various methods have been established, each offering specific strengths for different project requirements. For our project, we closely examined two leading approaches: Design Thinking and the Double Diamond process.

Both methods share the overarching goal of developing innovative and user-centered solutions, but they differ in their structure, focus, and approach to the design process. The decision between these approaches has far-reaching implications for how we capture user needs, define problems, develop solutions, and iteratively improve them.

In the following sections, we will analyze the core characteristics of both processes, weigh their advantages and disadvantages in the context of our "SkillMatch" project, and ultimately justify the choice of the approach most suitable for our endeavor. This decision will take into account the specific requirements of our diverse target groups, the complexity of the app to be developed, and our project goals. The aim of this analysis is to select a process that allows us to optimally understand our users' needs, develop

creative and effective solutions, and continuously improve them to create an app that offers real value to its users.

Design Thinking

Design Thinking is an iterative, user-centered approach aimed at developing creative and innovative solutions. The process consists of five phases: Empathize, Define, Ideate, Prototype, and Test. The focus is on gaining a deep understanding of user needs and continuously improving prototypes based on user feedback. Design Thinking encourages interdisciplinary collaboration and creative thinking to develop user-centered solutions.¹

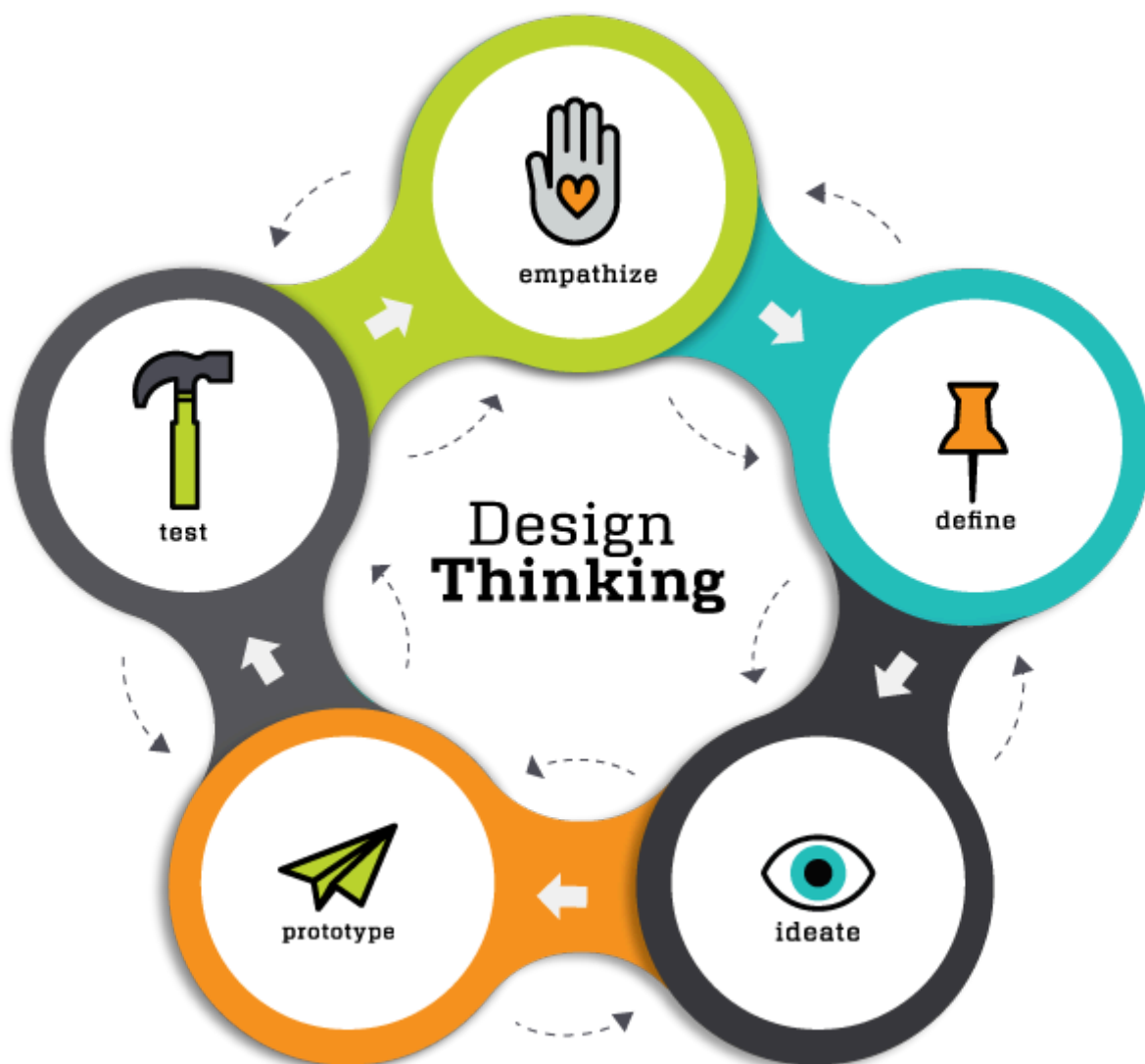


Image source: Personify. (n.d.). Design Thinking – 5 Steps to Capitalizing on Unmet Member Needs. Personify. Abgerufen am 30. Juli 2024, von <https://personifycorp.com/blog/design-thinking/>

Double Diamond

¹ Personify. (n.d.). Design Thinking – 5 Steps to Capitalizing on Unmet Member Needs. Personify. Abgerufen am 29. Juli 2024, von <https://personifycorp.com/blog/design-thinking/>

The Double Diamond process was developed by the British Design Council in 2005 and consists of four phases divided into two diamonds: Discover, Define, Develop, and Deliver.² The first diamond focuses on problem definition through divergent thinking (Discover) and convergent thinking (Define), while the second diamond focuses on solution development through divergent thinking (Develop) and convergent thinking (Deliver). The Double Diamond process is visually structured and provides a clear roadmap, which is particularly useful for communication and management of design projects.³

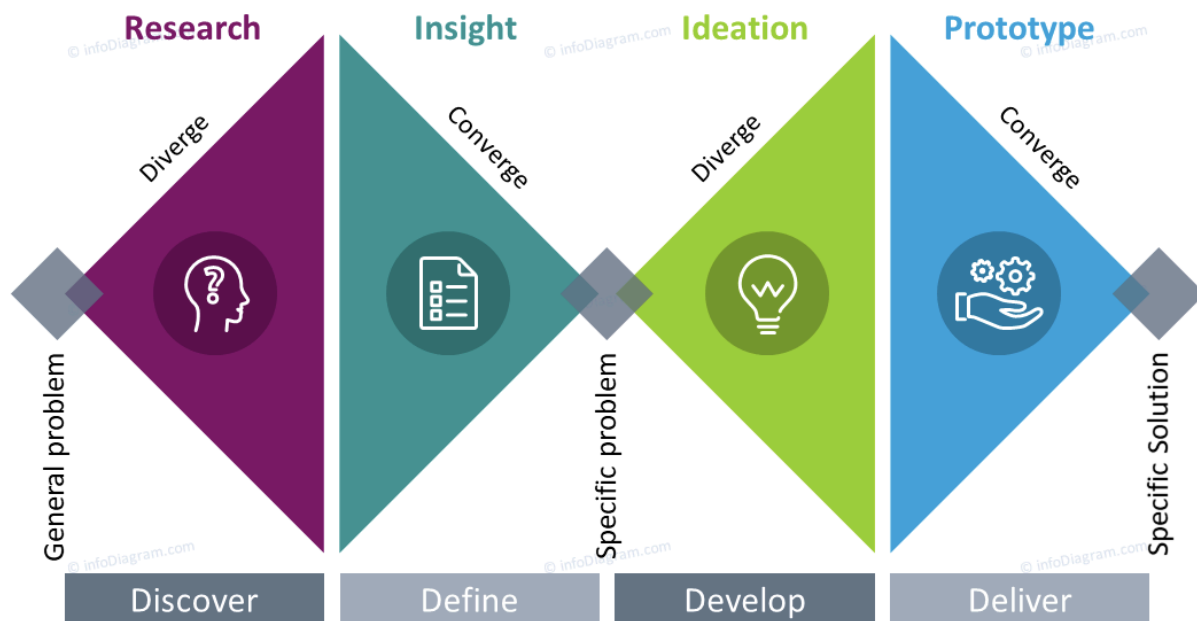


Image source: Freeman, A. (n.d.). The Double Diamond design process. LinkedIn. Abgerufen am 30. Juli 2024, von <https://www.linkedin.com/pulse/double-diamond-design-process-alex-freeman>

2.2 Decision for Design Thinking Process

For the development of our app "SkillMatch," we have chosen the Design Thinking process. This process helps us develop creative and user-centered solutions by placing the needs of our users at the forefront.

The process consists of five phases:

² TestingTime. (n.d.). Wie du mit dem Double Diamond Prozess lernst, nutzerzentriert zu arbeiten. TestingTime. Retrieved July 29, 2024, from <https://www.testingtime.com/blog/double-diamond-design-prozess/>

³ HubSpot. (n.d.). Double Diamond im Design Thinking: Die 4 Phasen erklärt. HubSpot. Abgerufen am 29. Juli 2024, von <https://blog.hubspot.de/service/double-diamond>

1. **Empathy:** First, we engage deeply with our users. We conduct interviews and observe to understand their problems and needs accurately.
2. **Definition:** We use the insights gathered to clearly articulate the central problems. This forms the foundation for our further steps.
3. **Ideation:** In this phase, we develop various ideas to solve the identified problems, collecting as many creative approaches as possible.
4. **Prototyping:** We turn the most promising ideas into simple prototypes. These initial designs help us make the solutions tangible and testable.
5. **Testing:** Finally, we test our prototypes with real users. We use the feedback to further improve and adjust our solution.

Our project follows this clear structure: First, we gather in-depth insights into the needs of our users to gain a solid understanding. Building on this, we define the core problems that we want to solve with the app. Next, we develop various solution ideas and select the best ones to turn into prototypes. These prototypes are then thoroughly tested. Finally, we use the feedback gained to iteratively improve our solution. Through this step-by-step, iterative approach, we ensure that our app "SkillMatch" is optimally tailored to the needs of users and continuously developed.

3. Market Research and Requirements Analysis

3.1 Empathy Phase

The empathy phase in the Design Thinking process for the development of the "SkillMatch" app aims to develop a deep understanding of the users and their problems. This involves direct interactions with potential users from various target groups we have already defined, including small business owners, single individuals, busy professionals, retirees, and travelers. Various research methods are employed to gain insights, such as structured interviews and observations. The focus is on understanding users' daily challenges, specific needs, experiences with similar apps or services, technological capabilities, and factors that influence trust and long-term usage.

In the structured interviews we conducted, detailed information was gathered through targeted questions. These questions ranged from personal background and living situation to typical daily routines, challenges with everyday tasks, and desires and requirements for an app like "SkillMatch." Potential concerns and obstacles regarding app usage were also

addressed. The overarching goal of the empathy phase is to gain genuine insights into user needs, create a solid foundation for developing tailored solutions, and ensure that the app addresses various needs while serving as a versatile tool for a broad user group.

The insights formed the basis for the further development of "SkillMatch," providing a profound understanding of user needs and challenges. The findings directly feed into the next phases of the Design Thinking process, enabling the development of an app that is genuinely tailored to the needs and expectations of the target groups.

3.1.1 Presentation of Stakeholders & Interviews

For the development of the "SkillMatch" app, a total of 19 individuals were interviewed to gain an understanding of the users and their problems. We specifically targeted a diverse group of people to establish an average profile. These interviews included direct interactions with potential users such as small business owners, single individuals, busy professionals, families, and retirees.

Our Target Audience Representatives:

- Robin Wawriza, 41 years old, Small Business Owner
 - **Background:** Owner of a driving school at two locations. He is single and has two school-age children whom he has every other weekend and half of the holidays. Due to his business and personal commitments, he has little time for everyday tasks.
 - **Need:** Robin needs reliable and efficient help with technical issues, minor repairs, and household tasks so he can focus on growing his business and have enough time for his children.
 - **Challenges:** Lack of time and the need to find trustworthy service providers who can assist him quickly and reliably.
 - **Wishes:** A user-friendly platform that quickly connects him with qualified service providers who understand his specific needs.

- Julian Gebert, 27 years old, web developer/programmer
 - **Background:** Julian works as a web developer/programmer at an advertising agency. He is engaged but does not live with his partner yet. Because of his demanding job, he has little time for family or hobbies.
 - **Need:** Julian needs help with home renovations to have more time for his relationship and personal interests. He is also looking for efficient solutions for cleaning and shopping.
 - **Challenges:** He faces time shortages due to long working hours and struggles to find a healthy work-life balance. He has trouble finding reliable and flexible service providers that he can afford.
 - **Wishes:** An intuitive and time-saving platform that quickly connects him with qualified and flexible service providers for various everyday tasks. The app should allow for easy appointment scheduling and provide the option to save preferred service providers for regular tasks.
- Julia Mairose, 38 years old, Lawyer
 - **Background:** Julia is a successful lawyer working at a large law firm. She is married and has two small children. Due to her demanding job, she has a very long and stressful workday. Without the support of her grandparents, it would be nearly impossible for Julia and her husband to manage childcare.
 - **Need:** Julia needs reliable support for childcare to better cope with her stressful work life.
 - **Challenges:** Lack of time and constant pressure to fulfill both professional and family obligations. The challenge of finding trustworthy and flexible service providers.
 - **Wishes:** A user-friendly platform that quickly connects her with qualified and flexible service providers for childcare and household tasks. The app should allow for easy appointment scheduling and secure payment, as well as provide the option to save preferred service providers for regular tasks.

- **Stephanie Becker, 36 years old, Kitchen Assistant**
 - **Background:** Stephanie works as a kitchen assistant in a restaurant. She is married, and her husband is at home due to an illness. The couple has children, and her husband handles childcare and household tasks, which is challenging for him given his health situation.
 - **Need:** Stephanie needs support with household management and childcare to relieve her husband. She is looking for ways to reduce the burden on him while ensuring that all family responsibilities are taken care of.
 - **Challenges:** The dual burden of work and family commitments, combined with her husband's health condition. It is difficult to find affordable and flexible support that aligns with her work hours and the special circumstances of their family.
 - **Wishes:** A reliable app that connects her with help for various household tasks and childcare. The app should offer flexible booking options, be affordable, and connect her with service providers who have experience working with families in special situations.
- **Charlotte Schmidt, 31 years old, Administrative Clerk in Public Service for a Municipality**
 - **Background:** Charlotte works as an administrative clerk in public service for a municipality. She is married and has children, whom she drives to school and daycare in the mornings. After managing the family's morning routine, she goes to work, where she coordinates the organization of all janitorial and cleaning service providers. In the afternoons, she cares for her children and manages the household. Charlotte and her family often go on outings with friends. However, she suffers from depression, which sometimes affects her ability to manage her daily life.
 - **Need:** Support with childcare and household management to better cope with her stressful daily life. She is looking for solutions that help her find more time for herself and her family while also reducing the burden caused by her depression.
 - **Challenges:** Lack of time and difficulty finding a healthy work-life balance. Her depression poses an additional challenge as it impacts her energy and

motivation. It is difficult to find reliable and flexible service providers who can adapt to her changing needs and work hours.

- **Wishes:** A platform that connects her with childcare and household assistance services.
- **Erwin Spangenberg, 43 years old, System Administrator**
 - **Background:** Erwin is a 43-year-old system administrator working in a medium-sized company. He lives alone and has a stressful work life that often involves long hours. Due to his professional commitments, he has little time for personal interests or social activities.
 - **Need:** Support with everyday tasks to better cope with his stressful daily routine. He is looking for solutions that help him save time and allow him to focus on his professional challenges while ensuring that everyday tasks are completed efficiently.
 - **Challenges:** Erwin struggles to find a healthy work-life balance. The high work pressure and associated stress mean he often has no time for leisure activities or social contacts. Additionally, it is challenging for him to find reliable service providers who can adapt flexibly to his work hours.
 - **Wishes:** A user-friendly platform that quickly and easily connects him with reliable service providers for everyday tasks, such as cleaning, laundry, or technical support. The app should offer flexible booking options and enable him to use services as needed without requiring much time for organization.
- **Michael Körber, 43 years old, web developer/programmer**
 - **Background:** Michael is a 43-year-old programmer/software developer working at a company. He is married and has a child who is in preschool. His daily routine is well-organized and includes both work and family responsibilities.
 - **Need:** Right now, he doesn't have specific needs for outside help because he can manage his daily tasks efficiently on his own. He is able to balance his job and family requirements.

- **Challenges:** although he doesn't need help, he might occasionally face a lack of time, especially on days when unexpected tasks come up. However, his well-structured routine helps him stay on top of things and meet his commitments.
- **Wishes:** Even though he doesn't currently need help, he might be interested in an app that could offer support in the future if his needs change. He would appreciate a user-friendly platform that allows him to quickly access services when needed, without spending much time organizing them.
- **Katharina Wurm, 41 years old, Receptionist**
 - **Background:** Katharina is a 41-year-old receptionist who works at a hotel. She is married and has children that she needs to take care of regularly. Her workday is stressful because she has to balance both work responsibilities and family tasks.
 - **Need:** Katharina needs help organizing her daily life, especially with childcare and household management. She is looking for solutions that can help her reduce stress and gain more time for her family.
 - **Challenges:** She has a long and stressful workday, making it hard for her to find enough time for her children and household. Often, she feels overwhelmed and struggles to manage everything, leading to feelings of exhaustion.
 - **Wishes:** She wants a user-friendly platform that quickly and easily offers support with everyday tasks. She hopes to have access to reliable service providers for childcare, cleaning, and other household services to make her daily life more efficient and gain more time for her family.
- **Sven Denning, 41 years old, Graphic Designer**
 - **Background:** Sven is a 41-year-old graphic designer who works at a university hospital. He is married and has children that he needs to take care of regularly. His daily life is filled with work responsibilities and family obligations.
 - **Need:** Sven needs help organizing his daily life, especially with childcare and home renovations. He is looking for ways to reduce stress and gain more

time for his family.

- **Challenges:** Balancing work, childcare, and household tasks is challenging, and he often feels like he doesn't have enough time to manage everything.
- **Wishes:** He wants a user-friendly platform that quickly and easily offers support with everyday tasks.
- **Vera Woronin, 64 years old, Self-Employed General Practitioner**
 - **Background:** Vera Woronin is a 64-year-old self-employed general practitioner who runs her own practice. Her day starts early in the morning and is filled with appointments and tasks. She treats patients in the morning and afternoon, diagnoses illnesses, and does a lot of paperwork. Despite her busy work schedule, she takes only a short break for lunch. After work, she spends valuable but tiring time with her grandchildren in the garden, helping them with homework and playing. Her husband is a great help at home; he takes care of the garden, cooks dinner, and handles many tasks that Vera would not manage alone. Without her husband's help, her daily life would be very hard, as his support allows her to run her practice, be there for her grandchildren, and still have some time for herself.
 - **Need:** Vera needs support to manage her demanding daily life better and find more time for relaxation. Her husband's help at home is essential to reduce the burden of work.
 - **Challenges:** Balancing running a practice and caring for her grandchildren is a big challenge. Vera wants to successfully continue her practice, be there for her grandchildren, and still find some time for herself.
 - **Wishes:** A user-friendly platform that gives her access to services that take care of household tasks, such as ironing, laundry, and mowing the lawn. During vacations, it would be good to have someone to water the flowers in the garden.
- **Alexander Woronin, 63 years old, Office Worker in the Medical Practice**
 - **Background:** Alexander was originally an engineer, a job that required frequent travel and long absences from home. Due to the increasing stress of aging and the need to provide more support to his wife, he decided to

change his career and work as an office worker in his wife's medical practice, allowing him to spend more time at home.

- **Need:** Alexander needs a job that allows him to stay close to his family while also supporting his wife in her practice. He is looking for a good work-life balance that provides him with more stability and less stress.
- **Challenges:** The switch from engineer to office worker was a significant adjustment, as adapting to the new job requirements and supporting his wife in the practice and at home required a reorientation of his professional skills.
- **Wishes:** The "SkillMatch" app should include a delivery service that allows users to have everyday tasks covered. This service could handle various time-consuming tasks that often prevent users from focusing on more important activities.
- **Uschi Pietsch, 59 years old, Elderly Caregiver**
 - **Background:** Uschi works as an elderly caregiver in a demanding job that requires shift work. Despite her age, she continues to work to support herself. Selling her home and moving into a rental apartment were strategic decisions to simplify her daily life and reduce stress.
 - **Need:** She needs support to manage her stressful work life and find more time for relaxation. The help of her husband at home is essential to reduce the burden of work.
 - **Challenges:** Shift work is physically and emotionally demanding, and balancing her job with household duties can be overwhelming. The lack of time and decreasing energy makes it difficult to handle all tasks alone.
 - **Wishes:** A platform like "SkillMatch" could help her organize everyday tasks more efficiently by providing access to services that relieve household burdens. This could give her more space for relaxation and personal time.

- Frank Becker, 55 years old, Service Technician for Heating
 - **Background:** Frank is a 55-year-old service technician who specializes in heating systems. He is married and has a very scheduled daily routine. His workday starts early with customer visits, repairs, and maintenance. Every hour is planned precisely, and he is constantly on the move to meet his customers' needs.
 - **Need:** Frank needs efficient tools and systems to better organize and manage his daily tasks. He is looking for ways to use his time effectively to complete all jobs on time while reducing his workload.
 - **Challenges:** The high work pressure and constant mobility mean that Frank often comes home exhausted. Scheduling and coordinating customer visits are challenging, especially when unexpected problems arise.
 - **Wishes:** A user-friendly platform that helps him plan and manage his appointments and customer visits efficiently. The app should offer features that assist him in optimizing his routes and managing spare parts to simplify his workflows and save time.
- Barbara Otte, 68 years old, Planning Engineer Retired
 - **Background:** Barbara is a 68-year-old planning engineer who is technically retired. However, due to financial needs, she cannot afford to completely stop working. She continues to work to make ends meet.
 - **Need:** She is looking for ways to manage her work responsibilities more efficiently while also getting help with everyday tasks to improve her quality of life.
 - **Challenges:** Balancing her work obligations with the desire for more rest is a significant challenge.
 - **Wishes:** A user-friendly platform that helps her delegate everyday tasks, such as shopping and housekeeping. The app should allow her to quickly and easily access local services that can help lighten her daily load and give her more time for herself.

- Maria Witkowski, 74 years old, Retired Teacher
 - **Background:** Maria is a 74-year-old retired teacher who spends a lot of time with her six grandchildren. Her days are often filled with caring for her grandchildren, which brings her great joy but can also be tiring. Due to her commitments, her garden and housework often get neglected. Maria does not have a driver's license, which means she relies on others to run errands or get around.
 - **Need:** Maria needs help with house and garden work that she can no longer do physically. She is looking for ways to improve her mobility to be more independent and manage her daily tasks better.
 - **Challenges:** Lack of mobility and the physical demands of house and garden work present challenges. Maria has to rely on others for her daily obligations, which limits her independence.
 - **Wishes:** A platform that helps her find support for house and garden work. The app could also offer services that improve her mobility, such as transportation services or shopping assistance, to enhance her independence.
- Conny Iohn, 60 years old, Midwife
 - **Background:** Conny is a midwife whose life is marked by a chaotic and unpredictable work routine. Her job requires spontaneous shifts and long hours, often in the middle of the night. Despite these challenges, she loves supporting expectant mothers and bringing new lives into the world.
 - **Need:** Conny needs help with tasks she cannot handle herself. She is looking for affordable options for repairs around her house.
 - **Challenges:** The unpredictability and intensity of her work pose a significant challenge. Spontaneous shifts and long hours can lead to exhaustion and make it difficult to find a balanced work-life situation.
 - **Wishes:** A platform that helps her find support for home and garden tasks.

- Stefan Pappenberg, 46 years old, Media Designer/Design & Planning
 - **Background:** He lives in a domestic partnership. His daily life is filled with work commitments, but he also has time for personal interests.
 - **Need:** Stefan needs a balanced work-life situation that allows him to pursue his hobbies, such as jogging, hiking, cooking, and praying, alongside his job.
 - **Challenges:** The challenge is finding enough time for his personal interests while fulfilling his work responsibilities.
 - **Wishes:** A platform that helps him find support for work and daily tasks.
- Anja Bergner, 46 years old, Self-employed Caregiver
 - **Background:** Anja is a 46-year-old self-employed caregiver who shows great commitment in her job. She lives alone and has a stressful daily life, often shaped by the needs of her clients. In the evenings, she enjoys a glass of wine to help her unwind from the stress of the day.
 - **Need:** She is looking for ways to better use her free time and to relax regularly.
 - **Challenges:** The demands of her work as a caregiver can be very stressful, making it hard for her to find time for herself. There is often little room for personal interests or social activities, which can lead to feelings of exhaustion.
 - **Wishes:** An app that allows her to book services for household help or personal relief so she can have more time for herself and her hobbies.
- Kristin Siepert, 39 years old, Medical Assistant
 - **Background:** Kristin's job requires constant attention and organization, as one appointment follows another. In addition to her work, she breeds horses and currently has 15, which adds extra pressure.
 - **Need:** She is looking for ways to better use her free time and to relax regularly.

- **Challenges:** Kristin needs support on the farm to reduce stress and find more time for herself. She is looking for solutions that help her reduce her commitments without hiring someone, as that is not financially feasible.
- **Wishes:** The app could include features that allow her to book pet care services to lighten her daily responsibilities.

Question 1: What challenges or difficulties do you often encounter when managing your daily tasks?

- **Time constraints and work-life balance**
 - 78.9% (15 out of 19) of the respondents indicated that they have too little time.
 - 57.9% (11 out of 19) have difficulties balancing work and personal life.
 - 42.1% (8 out of 19) wish for more time for social contacts.
- **Mobility and independence**
 - 42.1% (8 out of 19) have trouble moving freely and handling shopping or medical appointments on their own.
- **Services and Household Care**
 - 36.8% (7 out of 19) desire reliable and affordable services for daily tasks.
 - 36.8% (7 out of 19) have difficulties with garden maintenance.
 - 31.6% (6 out of 19) struggle with the upkeep of their home or apartment.
 - 26.3% (5 out of 19) find it hard to manage household tasks on their own.
 - 15.8% (3 out of 19) see challenges in household management, including cleaning and maintenance.
- **Technical Issues**
 - 26.3% (5 out of 19) reported frequently experiencing technical problems.
- **Care Support**
 - 21.1% (4 out of 19) wish for flexible pet care during vacation or due to work situations.
 - 15.8% (3 out of 19) desire reliable and flexible childcare.

- **Safety and Independence**
 - 5.3% (1 out of 19) are concerned about their safety.
 - 5.3% (1 out of 19) would not seek assistance.

The survey shows that time constraints and the difficulty of balancing work and personal life are the most common challenges. Many respondents also struggle with managing household tasks, gardening, and maintenance. Mobility limitations and the desire for reliable, affordable services are also significant issues. The results indicate a need for support in various areas of life, from household assistance to flexible care options and technical support.

Question 2: Have you used similar apps or services to address these challenges? If so, which ones?

- **Low Usage of Specialized Apps**
 - Only 15.8% (3 out of 19) of respondents reported having used an app for services.
 - 84.2% (16 out of 19) are unaware of any app that would meet their needs.
- **Experiences with Specific Apps**
 - MyHammer
 - Used for building a fence
 - Positive: Quick order placement
 - Negative: Complicated processing
- **Google Maps and OpenStreetMap-based Apps**
 - Used for traffic information and route planning
 - Google Maps: Accurate traffic data thanks to many Android devices
 - OpenStreetMap: Better display of available routes, especially for cyclists
- **Trello**
 - Used for improved project management.
 - Advantage: Central collection of various project information and data.

There is a significant gap between the everyday challenges faced by respondents and the available app solutions. The few apps used only cover very specific areas, such as finding

tradespeople, navigation, and project management. This indicates that there is a potential market for a more comprehensive app that addresses various daily challenges.

User-friendliness and straightforward processes should be prioritized in the development of new apps, as complexity is perceived as a barrier. The integration of traffic data and route planning could be valuable for many users, especially if alternative routes for different modes of transportation are offered. An app that combines project management features with everyday tasks may also generate interest.

These results suggest a need for a user-friendly, versatile app that addresses various daily challenges while combining the benefits of the few apps currently used, such as easy order placement, accurate traffic data, and centralized information collection.

Question 3: What specific features would you like to see in an app like SkillMatch?

- The following statements were made:
 - Easy Operation and User-Friendliness

The app should provide a simple and logical user interface that allows users to navigate easily. An overview of ongoing orders and a calendar view for better planning are essential. The operation should be designed so that even users without technical knowledge can use the app without any problems.
 - Quick Responses and Reliability

High reliability and quick scheduling are crucial factors. The app should ensure that inquiries and bookings are processed promptly. A reminder system for deadlines and organizational support could further relieve users.
 - Solution-Oriented and Local

The app should work in a solution-oriented manner, offering help nearby the user. A simple filtering function allows users to select services by type and view the credibility of providers based on ratings and awards.
 - Uncomplicated Processes and Modular Functionality

Uncomplicated processes and the ability to switch quickly between different modules and functions are important. The app should provide interconnected functions to offer users a seamless experience.

- **Authentic Reviews and Provider Credibility**

Users should have the option to view authentic reviews and awards of providers to make informed decisions. This increases the trustworthiness and transparency of the offered services.

- **Physical Location Change and Additional Features**

Some users expressed a desire for innovative features like an instant physical location change over several kilometers at the push of a button, as well as a portable soft ice cream dispenser without quantity limits. These wishes indicate the need for creative and unique solutions.

- **Word of Mouth and Personal Recommendations**

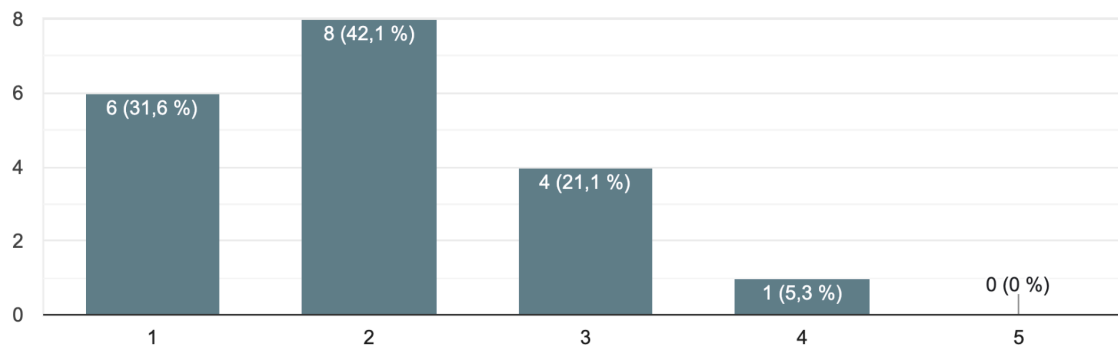
Many users rely on word of mouth and personal recommendations when searching for or needing a service. Therefore, the app should also provide the option to view recommendations and ratings from other users.

- **Improvement of Life and Work**

The app should aim to make users' lives easier and facilitate their work. This includes both organizational support and the provision of reliable and prompt services.

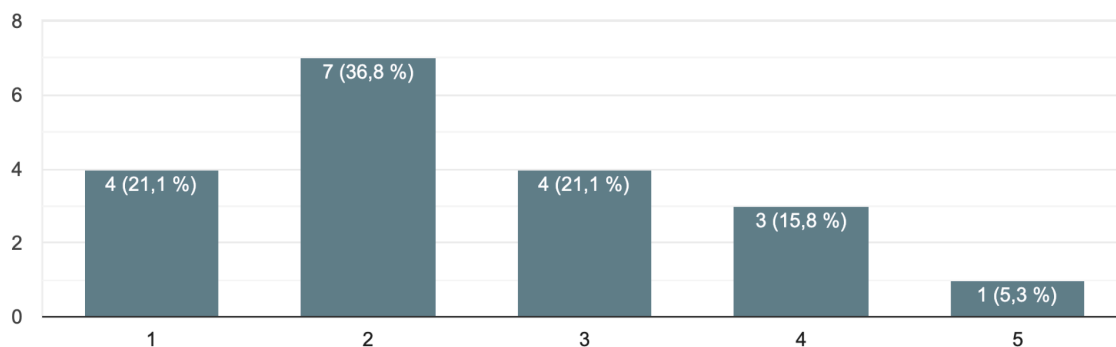
The survey shows that users want an app that is easy to use, reliable, and solution-oriented. The app should provide quick responses, enable local services, and support uncomplicated processes. Authentic reviews and a high degree of interconnected functions are also important to gain users' trust and optimally meet their needs.

Question 4: How important is the speed of service delivery through such an app for you?



It shows that for the majority of respondents, quick processing and delivery of services are of great importance. Users value prompt responses and efficient implementation of their requests, as time is often a critical factor in their daily lives. This finding emphasizes the need to ensure high speed and efficiency in the app's processes during development to meet user needs and enhance their satisfaction.

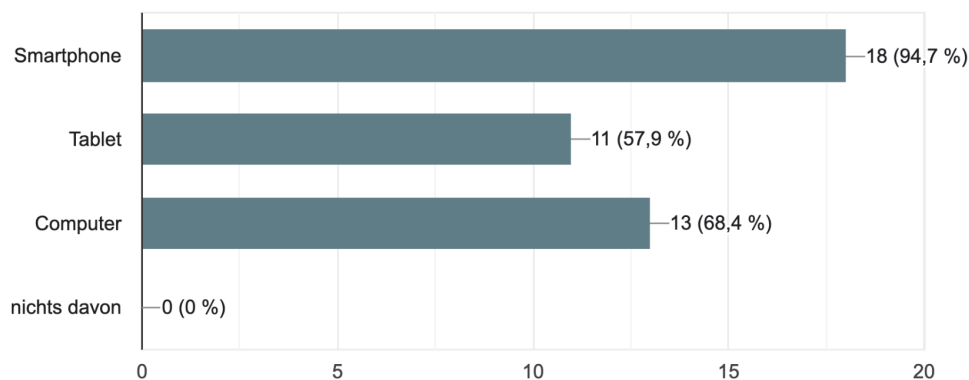
Question 5: How important is the speed of service delivery through such an app to you?



The survey results reveal a clear correlation between age and technological proficiency. Younger participants predominantly describe their skills in using apps and technologies as good to very good. They have grown up with digital solutions and feel confident in their usage. In contrast, older participants more frequently report difficulties in handling new technologies.

This age dependence on technological competence underscores the necessity of considering various user groups during the app's development. While younger users may be able to navigate more complex features, it is essential to emphasize an intuitive, easy-to-use interface for older users.

Question 6: What devices do you use regularly?



These data highlight that smartphones are the most frequently used devices, followed by computers and tablets. The high usage of smartphones reflects the trend of mobile devices increasingly replacing traditional computers, especially for everyday applications and services. The combination of these devices enables users to work flexibly and efficiently, access information, and communicate with others.

Question 7: What could prevent you from regularly using a new app?

- The following criteria were mentioned:
 - **Complex user interface**

57.9% (11 out of 19) of respondents indicated that a complex user interface could prevent them from using the app regularly. This suggests that an intuitive and user-friendly design is crucial for the app's acceptance.
 - **Technical issues**

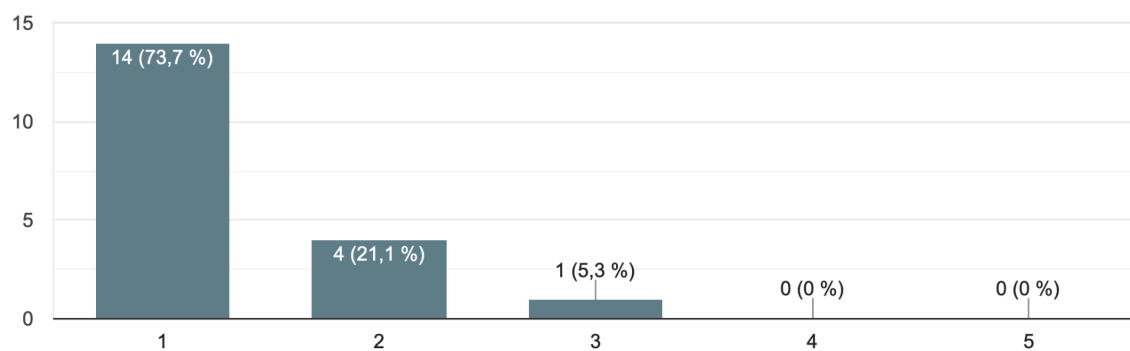
26.3% (5 out of 19) of respondents expressed that technical problems could deter them from using the app regularly. This highlights the importance of ensuring a stable and reliable platform to maintain user engagement.
 - **High battery or data consumption**

52.6% (10 out of 19) of respondents expressed concerns about high battery usage or data consumption.

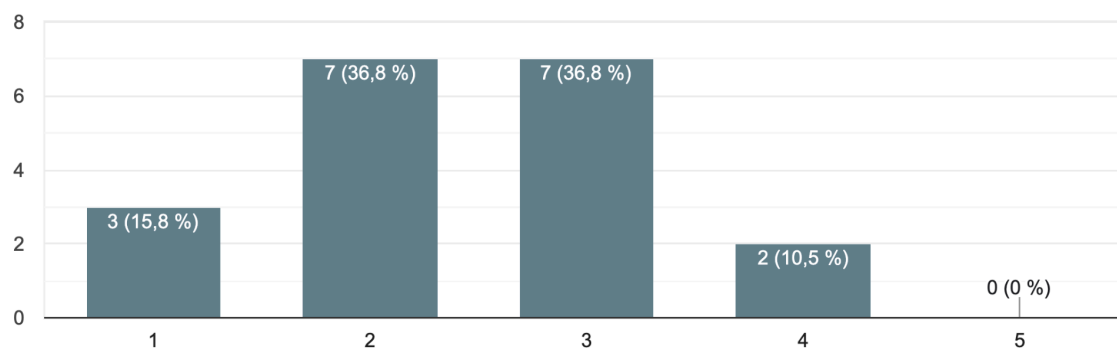
- **Data Privacy Concerns**
42.1% (8 out of 19) of respondents indicated that concerns about data privacy could prevent them from using the app. In an era where data protection is increasingly in focus, this is an important aspect.
- **Security Vulnerabilities**
63.2% (12 out of 19) of participants expressed concerns about potential security vulnerabilities. This shows that users place a high value on the security of their personal data.
- **Lack of Added Value**
57.9% (11 out of 19) of respondents would not use the app regularly if it does not offer clear added value. The app must provide users with a tangible advantage compared to existing solutions.
- **Irrelevant Features**
57.9% (11 out of 19) of participants stated that irrelevant features could prevent them from using the app. A clear focus on the users' needs is crucial.
- **Cost Factor/Hidden Costs**
84.2% (16 out of 19) of respondents mentioned the cost factor or hidden costs as a potential barrier. Transparent pricing models are important to gain users' trust.
- **Excessive Advertising**
Excessive Advertising
- **Cluttered User Interfaces**
36.8% (7 out of 19) of respondents stated that cluttered user interfaces could be a hindrance. A clear and concise design is necessary to avoid overwhelming users.
- **Preference for Alternatives**
None of the respondents expressed a preference for alternative apps, indicating that there is a market for a new solution that addresses the mentioned issues.

The survey results clearly show that a variety of factors can influence the regular use of a new app. The most common barriers include complex user interfaces, technical issues, high battery or data consumption, as well as concerns about data privacy and security. Additionally, the cost factor, the amount of advertising, and the lack of added value play a crucial role. To develop a successful app, it is important to consider these challenges and offer a user-friendly, secure, and valuable solution that meets the needs of users.

Question 8: How important are trust and security to you when booking services through an app?



Question 9: How often could you imagine using an app like "SkillMatch"?



These results indicate that there is significant interest in the app, particularly among those considering frequent use. However, to ensure that the app is regularly used by consumers, it is essential to focus on the needs and expectations of the users during the development process. Providing a user-friendly, efficient, and valuable solution that noticeably simplifies the daily lives of users and offers a clear advantage over existing alternatives is crucial. By considering user feedback and continuously improving app functionalities, acceptance and regular usage can be further enhanced.

4. Feature Definition and Prioritization

In the definition phase of the design thinking process, we focus on analyzing the insights gathered during the empathy phase and turning them into a clear understanding of the problem. This phase is crucial for setting the direction for the upcoming creative and prototyping work.

Core Problem

Based on our insights, we can define the core problem for “SkillMatch” as follows: "How can we create a flexible, easily accessible platform that helps small business owners, single people, busy professionals, retirees, and vacationers find reliable and cost-effective support for everyday tasks and technical problems?"

- Central User Needs:
 - Simple and Intuitive User Interface
Users want a platform that is easy to understand and simple to use, regardless of their technical knowledge.
 - Quick Responses and Reliable Services
Users expect fast response times and dependable service providers to efficiently manage their everyday tasks.
 - Local Assistance
There is a strong need for locally available services to ensure quick and cost-effective solutions.
 - Transparent Costs Without Hidden Fees
Users highly value clear pricing structures and the avoidance of unexpected costs.
 - Sicherheit und Datenschutz
Trust in the platform is crucial, so security measures and data protection protocols are very important.
- Technical Requirements
 - Low Battery and Data Usage
The app should operate resource-efficiently to optimize usage on mobile devices.

- **Stable Functionality Without Technical Issues**
Reliable and error-free functionality is essential to gain and maintain users' trust.
- **Compatibility with Various Devices**
The app must work well on smartphones, tablets, and computers alike.
- **Functional Aspects**
 - **Clear Overview of Available Services and Providers**
Users need a well-structured overview to quickly find the desired services and providers.
 - **Easy Booking and Rating System**
A user-friendly system for booking services and leaving ratings is essential.
 - **Flexible Scheduling and Calendar Synchronization**
The ability to schedule appointments flexibly and synchronize with personal calendars is an important added value.
 - **Secure Payment Processing**
A secure and trustworthy payment process is necessary to gain users' confidence.
- **User Benefits**
 - **Time Savings in Finding Service Providers**
The app should help users quickly and efficiently find suitable service providers, saving them valuable time.
 - **Access to Trustworthy Reviews**
Users can rely on the reviews and recommendations of others to make informed decisions.
 - **Solutions for Various Everyday Problems on One Platform**
The app provides a central point of contact for a variety of services, simplifying the user experience.

- Challenges

- Building a Sufficient User Base

- It's important to attract enough service providers and customers to create a functioning ecosystem.

- Ensuring the Quality and Reliability of Offered Services

- Quality assurance of services is crucial to maintain users' trust.

- Establishing Trust in the Platform and Its Security Measures

- Users must be able to trust that their data is secure and that the platform is reliable.

- Potential Solutions

- Implementation of an Intuitive Design with a Clear Navigation Structure

- A user-friendly design helps simplify app usage and increase user satisfaction.

- Integration of Verification Mechanisms for Service Providers

- Verification processes ensure that only qualified and trustworthy service providers are active on the platform.

- Development of a Transparent Rating System

- An open and honest rating system helps ensure service quality and build trust..

- Provision of Various Communication Channels Between Users and Service Providers

- Effective communication options facilitate interaction and coordination between users and service providers.

- Implementation of Privacy and Security Protocols

- Strict security measures and privacy policies are necessary to gain and maintain users' trust.

Through this structured definition of the problem and the associated aspects, we lay the groundwork for developing "SkillMatch" as a user-centered app tailored to the specific needs and challenges of our diverse target groups. As previously mentioned, the focus is

on user-friendliness, reliability, and trust-building to achieve sustainable user retention while promoting the local economy and creating flexible job opportunities.

4.1 Card Sorting



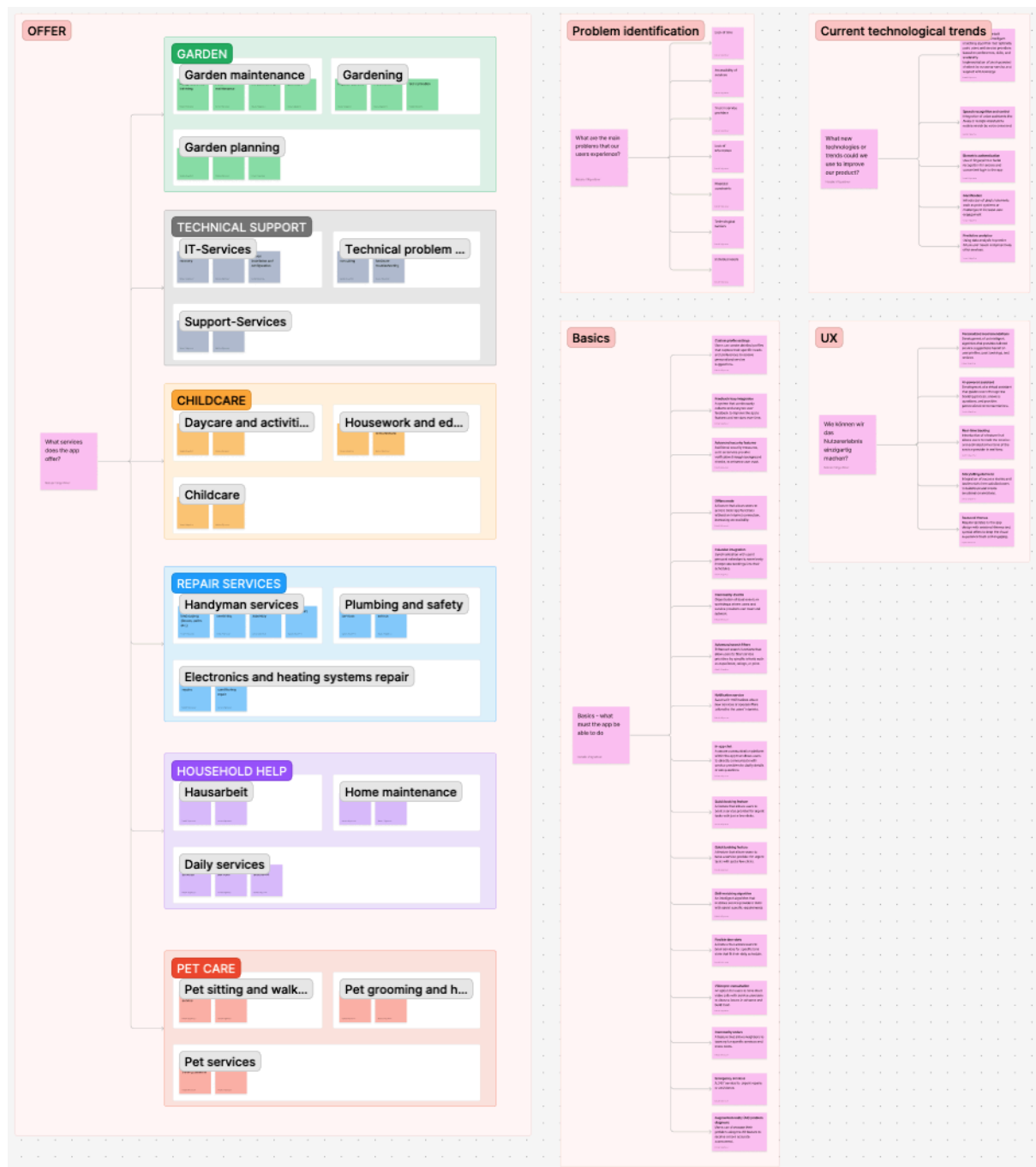
In the ideation phase, which we conducted with several people from our environment, our focus was on developing a variety of creative and innovative solutions for the already identified user needs. This phase was crucial in laying the foundation for later prototype development and testing.

We employed various creativity techniques such as brainstorming and mind mapping to maximize the flow of ideas. We fostered an open and collaborative atmosphere where all team members were encouraged to express their thoughts freely, without immediate judgments or constraints. This allowed us to generate a wide range of ideas, encompassing both conventional and unconventional approaches.

A key aspect of our work was the inclusion of diverse perspectives from our surroundings. By involving people with different backgrounds and experiences in the process, we ensured that our pool of ideas was both interesting and comprehensive. We documented the results of this creative process in a mind map, which is accessible online. You can find it at the following link:

<https://www.figma.com/board/sqVuCmQHyrAFveTZztRCNg/Taschengeld-App?node-id=0-1&t=KR5QLZPXEjjRWodr-1>

This visual representation provides a clear overview of the various concepts and approaches we are considering for "SkillMatch."



4.2 Defined Features of the App

Among the most promising ideas that emerged from this process are:

- **Custom Profile Settings**
Users can create detailed profiles that capture their specific needs and preferences

to receive personalized service suggestions.

- **Feedback Loop Integration**

A system that continuously collects and analyzes user feedback to improve the app's features and services.

- **Eco-Friendly Options**

A selection of eco-friendly service providers or sustainable service options offered to users.

- **Advanced Security Features**

Additional security measures, such as provider verification through background checks, to strengthen user trust.

- **Offline Mode**

A feature that allows users to access basic app functions even without an internet connection, enhancing accessibility.

- **Calendar Integration**

Synchronization with users' personal calendars to seamlessly integrate bookings into their schedules.

- **Community Events**

Organization of local events or workshops where users and service providers can connect and network.

- **Advanced Search Filters**

Enhanced search functions that allow users to filter service providers based on specific criteria such as experience, ratings, or price.

- **Notification Service**

Automatic notifications about new services or special offers tailored to user interests.

- **In-App Chat**

A secure communication platform within the app that enables users to communicate directly with service providers to clarify details or ask questions.

- **Quick Booking Feature**
A function that allows users to book a service provider for urgent tasks with just a few clicks.
- **Skill-Matching Algorithm**
An intelligent algorithm that matches service providers' skills with users' specific requirements.
- **Flexible Time Slots**
A feature that allows users to book services for specific time slots that fit their daily schedules.
- **Video Pre-Consultation**
An option for users to have short video calls with service providers to discuss issues beforehand and build trust.
- **Community Orders**
A feature that allows neighbors to team up for specific services and share costs.
- **Emergency Services**
A 24/7 service for urgent repairs or assistance.
- **Augmented Reality (AR) Problem Diagnosis**
Users can show their problems through AR features for a more accurate assessment.
- **Loyalty Program**
A points system that rewards users for regular bookings and positive reviews.
- **Artificial Intelligence (AI) and Machine Learning**
An intelligent matching algorithm could optimally pair users and service providers based on individual preferences and availability, increasing efficiency and user satisfaction. An AI-powered chatbot could provide 24/7 support and simplify the booking process.
- **Internet of Things (IoT)**
The integration of smart home devices could enable automated recommendations for services. For example, the app could suggest a cleaning service if sensors

detect increased dust levels.

- **Voice Recognition and Control**

By connecting to voice assistants like Alexa or Google Assistant, users could easily make bookings via voice command, significantly improving usability.

- **Biometric Authentication**

Using fingerprint or facial recognition would allow secure and user-friendly sign-in to the app, enhancing user trust.

- **Gamification**

The introduction of playful elements, such as point systems or challenges, could increase user engagement and foster interaction with the app.

- **Predictive Analytics**

By utilizing data analysis, we could predict future user needs and proactively offer services, increasing the app's relevance.

To make the user experience of "SkillMatch" unique, we could hypothetically consider several innovative approaches. A personalized onboarding process could be developed to capture each user's individual needs and preferences, allowing for a tailored experience from the start. Additionally, a reward system could be implemented that rewards users for regular activity and positive reviews with exclusive benefits or discounts to promote user engagement and encourage active participation. The integration of a community aspect, where users can share experiences and support one another, could enhance the sense of belonging and create a network of mutual assistance. An AI-powered recommendation feature could provide tailored service suggestions based on past interactions and preferences, improving the relevance of offerings for each individual user. The app interface could be designed with seasonal themes and local events to provide variety and establish a stronger connection to the real world, making the app usage more interesting and current. Finally, the implementation of intuitive voice control could simplify operation for all user groups and make the experience more interactive, increasing the accessibility and user-friendliness of the app. Together, these hypothetical features could create a unique and personalized user experience that sets "SkillMatch" apart from other service apps and tailors it to the specific needs of target audiences.

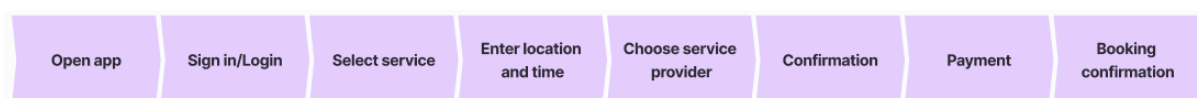
5. Information architecture and user flows

User flows help us visualize the steps a user goes through within the app to achieve a specific goal. This allows us to clearly structure the user experience and ensure that the processes in the app are simple and understandable. In "SkillMatch," user flows illustrate how users—whether clients or service providers—perform specific actions, such as booking or offering a service.

Our goal with these user flows is to make navigation in the app straightforward and to identify potential obstacles or complicated steps early on. This way, we can ensure that using the app is as smooth as possible for everyone. A well-designed user flow ensures that users can reach their goal without getting lost in unnecessary or confusing steps.

Below, we present two typical user flows for "SkillMatch": the first shows how a client books a service, and the second illustrates how a service provider offers their services in the app. These flows highlight how users interact with the app and the steps involved.

5.1 User flow - booking a service



Steps:

1. **Open the app**
The user starts the "SkillMatch" app on their smartphone.
2. **Sign up/login:**
The user signs up or logs into their existing account.
3. **Select service:**
On the homepage, the user searches for the desired service and selects it.
4. **Enter location and time:**
The user inputs the address for the service as well as the desired date and time.
5. **Select service provider:**
The app displays a list of available service providers, including ratings, prices, and availability. The user selects the appropriate service provider.

6. **Review and confirm booking:**

The user sees a summary of the booking, reviews all details, and confirms the selection.

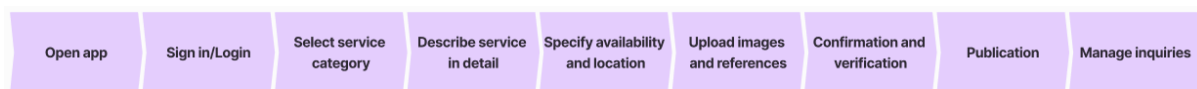
7. **Payment:**

The user selects a payment method (e.g., credit card, PayPal, invoice) and completes the payment.

8. **Booking confirmation:**

The user receives a confirmation via email and can view the booking in their personal dashboard.

5.2 User flow - offering a service



Steps:

1. **Open the app and log in:**

The service provider starts the "SkillMatch" app and logs into their account.

2. **Navigate to profile:**

In the profile section, the provider clicks on "Offer a Service."

3. **Select category:**

The provider selects the appropriate category, such as "House Cleaning," "Gardening," or "Technical Help."

4. **Describe the service:**

A detailed description of the service is entered, including price, scope, and availability (e.g., "House cleaning for apartments up to 100 m²").

5. **Set availability and location:**

The provider specifies the days, times, and geographical area where they offer their services.

6. Upload photos and references:

Optionally, images of previous work or references can be uploaded to make the profile more appealing.

7. Review and confirm:

All entered information is reviewed, and the provider clicks "Confirm" to submit.

8. Publish service:

The service is published and made visible to customers. The provider receives a notification when a request comes in.

9. Manage requests:

The provider sees all incoming requests in their dashboard, can manage bookings, and communicate directly with customers.

Finally, this structured user flow ensures that service providers can easily and efficiently list their offers in the "SkillMatch" app, allowing them to quickly connect with potential customers and successfully market their services.

6. Prototyping

6.1 Navigation System

The navigation of an app is a key component of the user experience and significantly contributes to the success of a product. In developing the navigation structure for "SkillMatch," we focused on creating an intuitive and user-friendly interface that meets user needs while simplifying access to the app's most important features. The navigation was developed iteratively and continuously adapted based on user feedback.

User-Centered Navigation

Our navigation structure is based on insights from the empathy phase of the Design Thinking process. During this phase, we identified the specific needs of our main target groups: older adults, busy professionals, single individuals, small business owners, and vacationers. Each of these groups requires tailored user guidance. For example, older users need a clear and easily understandable structure, while busy professionals value efficiency and speed in accessing frequently used functions.

Design Decisions

To meet these requirements, we developed a clearly structured main navigation implemented through a bottom navigation menu. This decision is based on common UX standards that enable easy thumb operation, making it ideal for mobile devices. The main navigation includes five central categories:

1. [Search](#)

Here, users can specifically search for services or providers. The search bar offers a quick way to find the right service provider using keywords or filter functions. The intuitive search function is particularly valuable for busy users and those with little time.

2. [Favorites](#)

With a single click, users can save their preferred service providers. This allows for quick access to favorite offers without having to start a new search each time. For regularly booked services, the favorites feature provides added convenience, especially for users who frequently use the same services.

3. [Bookings](#)

This section provides an overview of all current, past, and planned bookings. Users can view the status, manage bookings, and even cancel them here. Managing bookings ensures transparency and control over the entire process. It was important for us to provide users with the ability to change appointments afterward or to make direct inquiries to the service provider.

4. [Messages](#)

Direct communication between the service provider and the customer takes place in this area. Users can make specific arrangements regarding the service and payment terms. The messaging function significantly contributes to building a trustworthy community. Additionally, it is crucial for handling legal aspects, such as issuing invoices that can be processed through the app.

5. [Account \(Profile\)](#)

In the profile area, users and service providers can manage their personal information. Service providers can describe their services in detail, set availabilities, and specify prices. For users, personal preferences, payment information, and notification management are available here. This flexibility in profile management is especially valuable for small business owners and professionals who need to regularly adjust or manage their services.

Homepage and Quick Access

On the homepage, we opted for a simple and clear presentation of the most important offers. Large icons represent the six predefined categories, complemented by a prominent search bar for users who want to search directly for a specific service. This layout ensures quick and easy access to frequently used services, allowing especially older users to navigate easily. Busy users and those with little time benefit from the clearly structured, fast navigation.

Testing and Optimizing

During the prototyping process, we repeatedly tested the navigation structure to ensure it was intuitive, efficient, and easily accessible for all target groups. Usability tests with real users showed that the structure is also easily understandable for less tech-savvy audiences. Regular feedback and testing in each iteration ensured that the navigation was continuously optimized.

The navigation of "SkillMatch" has been deliberately designed to meet the needs of different user groups. It combines a clear, logical structure with quick access to important functions. Our focus was on creating a user-friendly, efficient, and customizable interface that simplifies the entire booking process and helps users achieve their goals quickly and without frustration.

To view the prototype:

<https://xd.adobe.com/view/b07d3765-4224-413a-8a77-98bd8a9cbbe7-e52e/>

6.2 UI-Design

The UI design of "SkillMatch" was developed with the goal of creating a clear and intuitive user interface that provides users with a pleasant and simple experience. In the design, we placed special emphasis on clarity, easy navigation, and a consistent visual language that highlights the core messages of the app. Below, we describe the key UI design elements based on the prototype, which can be viewed under this link: [Prototyp einsehen](#).



6.2.1 Color scheme and typography

The app's color scheme features pleasant and inviting teal tones that convey both professionalism and trust.

The combination of blue and green in a design carries various psychological associations and meanings that can positively influence the user experience and perception of an app like "SkillMatch."

Blue

- Trust and security

Blue is often associated with reliability, safety, and professionalism. It is a calming color that fosters trust, which is especially important in an app where services are booked and paid for.

- Seriousness and competence

Many companies and platforms that want to convey security and seriousness rely on blue as their main color. In the "SkillMatch" app, blue underscores the professionalism of the service providers and builds trust with the users.

- **Calmness and stability**

Blue has a calming effect, ensuring that users feel comfortable navigating through the app and are not overwhelmed.

Green

- **Freshness and naturalness**

Green symbolizes growth, nature, and renewal. This color can promote feelings of refreshment and positive change, which is especially important when considering services that enhance home life or daily routines (e.g., gardening, housekeeping).

- **Harmony and balance**

Green radiates balance and harmony, providing a calming effect. In the "SkillMatch" app, it ensures that the user interface appears inviting and pleasant.

- **Health and sustainability**

Green is often associated with health and sustainability, aligning well with a platform that offers services related to home, garden, and caregiving. It conveys the idea that the services provided are sustainable and trustworthy.

Combination of blue and green

- **Trust and naturalness**

The combination of blue and green creates a balanced blend of reliability and freshness. In the "SkillMatch" app, it gives users the feeling that they are in a professional yet friendly and natural environment.

- **Reliability and renewal**

Together, these two colors represent stability while also symbolizing growth and positive change. This aligns well with a platform that aims to build trust while providing flexible and helpful solutions for everyday life.

- **Overall, the blue-green color scheme in "SkillMatch" promotes a user experience that is both trustworthy and inviting, making the choice of these colors in the UI design highly appropriate.**

Font Pragmatica

The Pragmatica font is a modern, sans-serif typeface characterized by its clear, minimalist design. With its geometric structure and well-readable letters, it is ideal for digital applications. The font conveys a sense of professionalism and modernity, making it particularly suitable for user interfaces and app designs.

A standout feature of Pragmatica is its high readability, allowing users to grasp text effortlessly. This quality is crucial for the user experience, especially in an app like "SkillMatch," where information needs to be conveyed quickly and accurately.

Pragmatica offers various font weights, including Regular, Bold, and Italic, allowing for flexible typography. This is particularly useful for highlighting important information and creating a clear visual hierarchy. The versatility of the font allows it to be used for both headings and body text, resulting in a consistent and appealing design.

In addition to its functionality, Pragmatica brings a modern aesthetic to the UI design. The font is attractive and contemporary, contributing to the overall perception of the app. Users feel comfortable in an environment that is clearly structured and visually harmonious.

6.2.2 Layout and structure

The structure of the app is focused on clarity and efficiency. Large, well-placed icons and buttons make it easy for users to navigate and interact with the app. On the homepage, there are large, easily recognizable symbols for the main categories, which is particularly beneficial for users with less technical experience.

The bottom navigation allows quick access to central functions such as Search, Favorites, Bookings, Messages, and Account. This structure is intuitive and enables users to reach frequently used features with a single click, without having to search for a long time.

6.2.3 Interaction design

The interactions within the app are designed for speed and simplicity. Clear visual feedback (e.g., color changes on pressed buttons) signals to users that their inputs have been successfully processed. Pop-ups and modal windows are used sparingly to avoid

overwhelming users, appearing only where necessary to confirm information or provide feedback.

6.2.4 Icons und symbole

The icons used are clear and minimalist to allow for quick recognition of functions. Each category on the homepage is represented by an icon that makes it immediately understandable what service is behind it (e.g., household help, gardening assistance, etc.). The symbols in the bottom navigation are also self-explanatory, supporting smooth navigation.

6.2.5. Call-to-action and user guidance

Important call-to-action buttons, such as "Book Service" or "Send Message," are clearly highlighted to guide users through the app. These buttons are easy to find due to their prominent color design, encouraging interaction. This ensures that users can quickly perform the desired actions without confusion or unnecessary steps.

6.3 Video Prototyp/Usability Testing

In the video prototype, the usage and interactions of users were recorded as they completed specific tasks. This method allowed us to observe user behavior and reactions in real-time while they navigated through the "SkillMatch" app.

Users received clear instructions to complete specific tasks, such as booking a service or saving a provider to their favorites. By recording their interactions, we gained valuable insights into their thought processes, challenges, and positive experiences.

These observations were crucial for evaluating the app's usability and determining whether users could utilize the desired features without difficulty. Feedback from these tests helped us identify potential issues and make adjustments to further optimize the app before it moved into final programming.

At the same time, the design of the "SkillMatch" app was presented. This presentation allowed test users to not only experience the app's functions but also develop a visual understanding of the user interface and layout. By combining design with user interaction, we were able to observe how users reacted to visual elements and whether they found the design appealing and intuitive.

Link to video:

https://drive.google.com/file/d/17viPifXmMM7eb_1l7l4tOPrs3Oc7M6db/view?usp=drive_link

7. Conclusion

This work comprehensively presented the development process of the "SkillMatch" app, with a particular focus on user-centered design and user experience. By applying the design thinking process, we were able to precisely identify the needs of our target groups and translate them into a user-friendly app structure.

The clearly designed navigation structure, well-organized categories, and thoughtful features such as favorites, bookings, and messages help users quickly and easily access the services they need. Additionally, the choice of colors and the font Pragmatica create a pleasant user experience that conveys both trust and professionalism.

Intensive research and user feedback during the prototyping process allowed us to continuously optimize the app and tailor it to the specific needs of our target groups. This ensures not only high usability but also a positive perception of "SkillMatch" as a platform that provides high-quality services.

Overall, this work demonstrates that a well-founded, user-centered approach in app development is crucial for the success of a product. "SkillMatch" has the potential to be a valuable resource for users seeking reliable services and provides a solid foundation for future developments and expansions. By combining intuitive design and functionality, we create an app that meets user requirements and exceeds their expectations.

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