

Problem statement

Our users need a way to find and contact suitable artisans in their region in different ways, **because** they are in need of advice for a specific problem regarding an artisan's work in the house, e.g. water connection of washing machine, laying a wooden floor, setting tiles on the wall or even want to engage a professional worker. Our user will want to know if the providers are capable of doing the work or not.

We will know this to be true when we see how many users are using our app to find regional artisans / providers every time they need advice.

Research goals

1. Demographic infos and daily routine about my participants (age, gender, family status, occupation/professional status)
2. Experiences with experts-apps
3. Motivation and goals of using an artisan's works
4. Needs of using an artisan's service app & pain points
5. Collect data from needs, goals and motivation

1. Survey

Basic facts about the survey

| | |
|-----------------------------|------------------|
| Survey platform: | Instagram survey |
| Evaluation tool: | Excel |
| Chart tool: | Excel |
| Quantity of participants: | 19 |
| Number of questions in sum: | 12 |
| - Open questions: | 3 |
| - Closed questions: | 3 |
| - Multiple choice: | 4 |
| - Rating questions: | 2 |

Survey questions

1. What's your age?
2. What's your gender?
3. What's your family status?
4. Do You have children? If so how many?
5. What do You do for a living?
6. How big is the city You're living in?
7. Did You ever need help with any artisan's work? If so, in which field?
8. How did You do your research for finding an artisan?
9. Did You ever think about using an App/Online Service to find suitable Assistance?
10. How important is it to You to pay a fair price for excellent work on a scale from 1-5 – orientate on the scale beneath:
 - 1 - The price I accept is the littlest
 - 2 - The price doesn't have to be the highest
 - 3 - The price has to be in the middle field
 - 4 - The price must be justified
 - 5 - The price guarantees excellent work
11. Which features would seem helpful to You in an app which is offering assistance in artisan's work?
12. On a scale from 1 – 10: how important is it to you that the ordered artisan is
 - certified
 - experienced
 - high rated

The Results

Demographics:

19 people were participating on my survey. **4** of them are between 18 and 24, **7** between 25 and 34 and **8** between 35 and 44. nearly the half of the participants (9) are female, **12** are married, **7** single, **8** of them have children. More than the half are employees, 4 workers, 2 self employed and 3 students. Nearly the half live in a metropolis with more than 1 mio residents, 4 in large towns, 3 in small towns and 3 in provincial towns with less than 10.000 residents.

Product related results:

95% of the participants needed help from an artisan once or more than once in their lifetime. The highest specification were relocations and plumbers, but also tilers, gardeners, electricians, mechanics, painters, cabinetmakers were founded in the answers.

More than a half already are using online services to look for providers, 4 are asking friends & family, 4 rather trust the local provider.

Thinking about using an online service were 16, which comes up to **84%**.

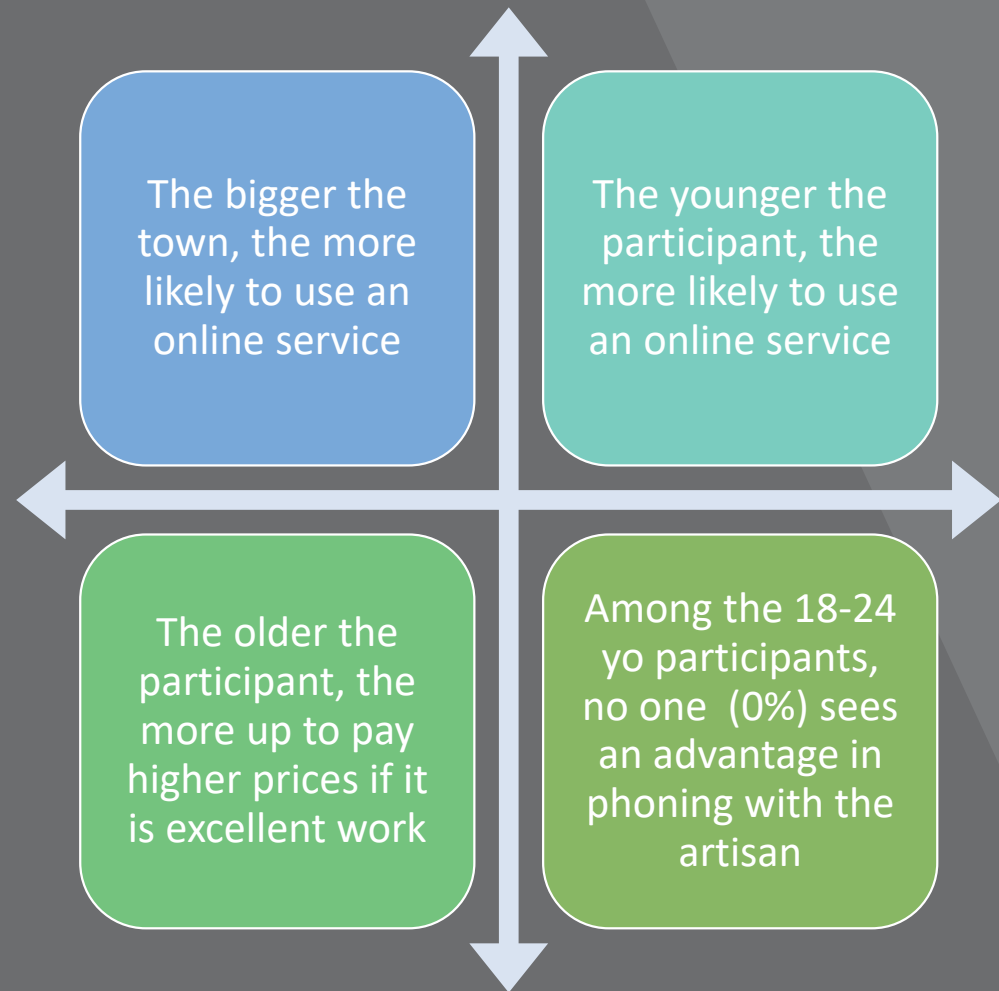
The average importance or emphasis of the price was rated with 4,4 by 5. **63%** say „Price is an indicator for excellent work“

21% are of the opinion that the price has to be justified.

The suggested features were average rated with **89%** to be helpfully, only **60%** (11 participants) wanted to talk to an expert on the phone.

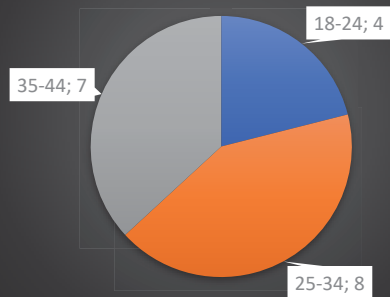
Most important for our potential users are the ratings of the providers with average **9,1 of 10** points followed by „experienced“ (**8,8/10**), „certified“ was rated with **8,1/10** of importance.

Interesting correlations

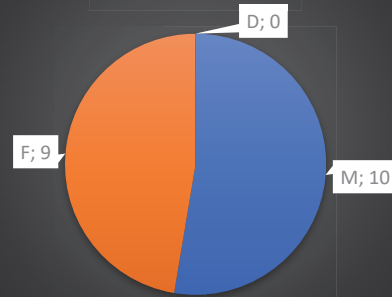


Results - demographics

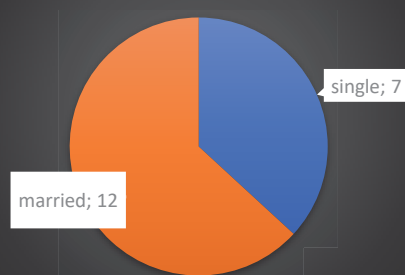
1. Age range



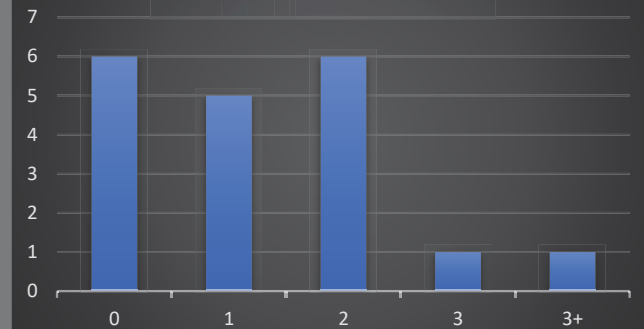
2 Gender



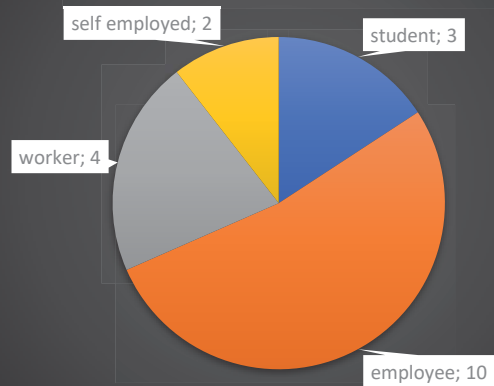
3. Family status



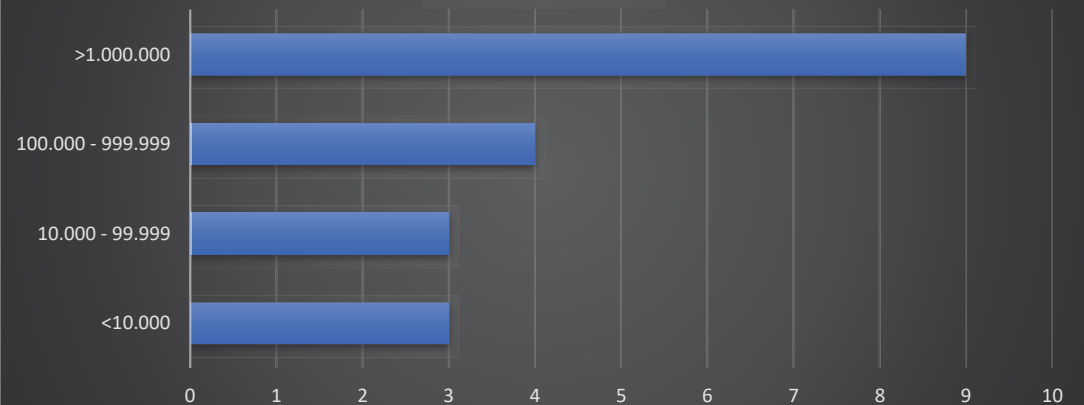
4. N° of Children



5. professional status

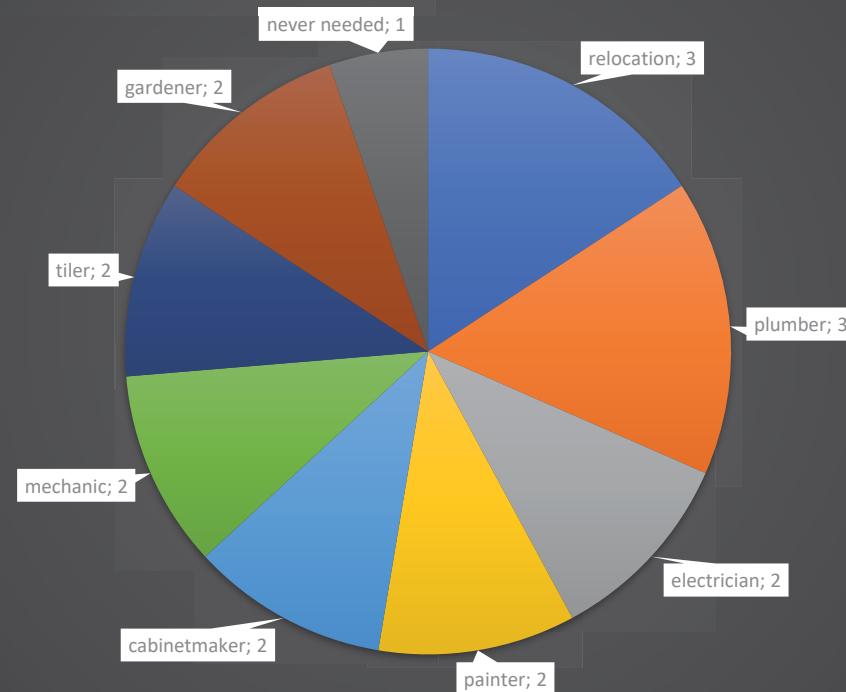


6. City size



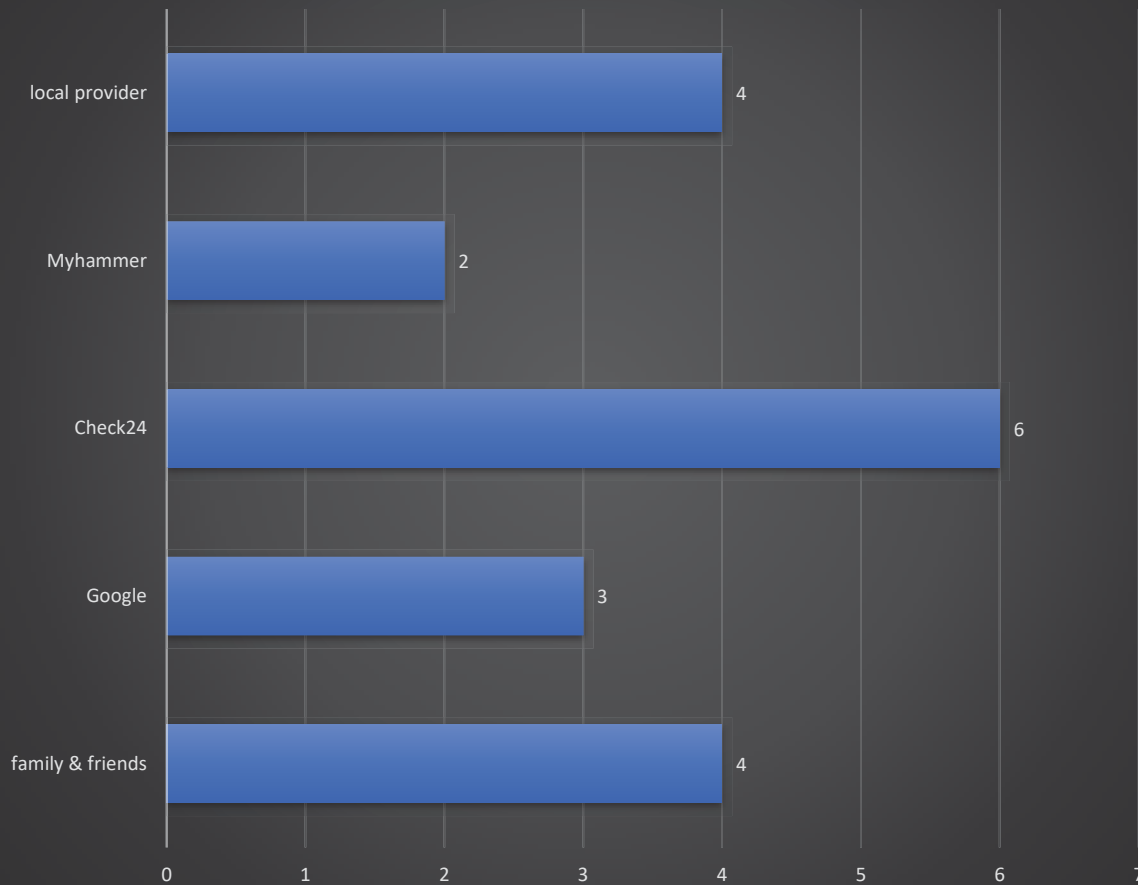
Results – product-specific

7. Ever needed help and in which field?

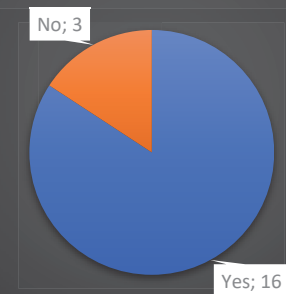


Results – product-specific

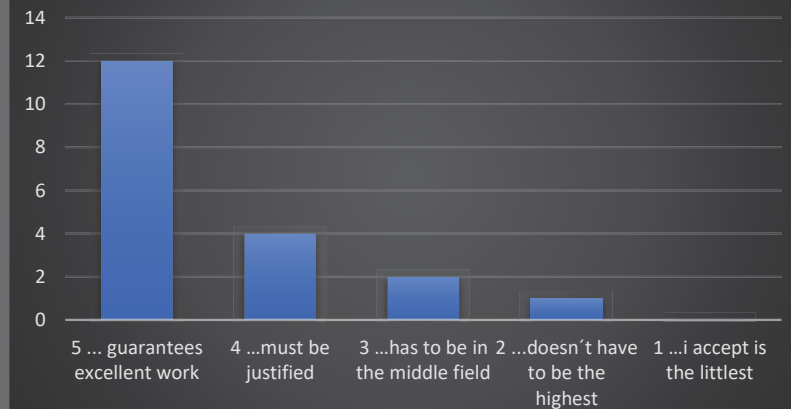
8 How did You do your research?



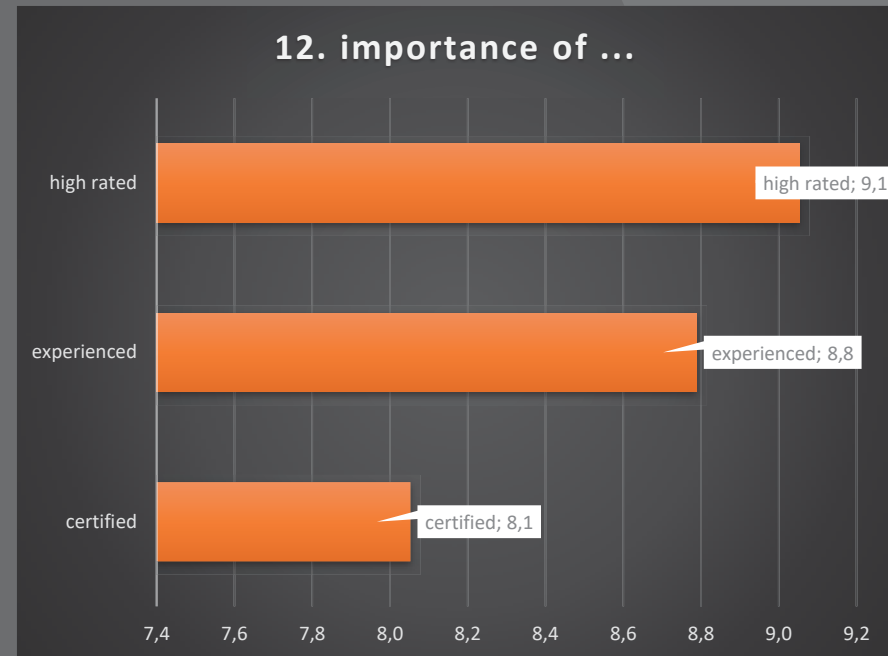
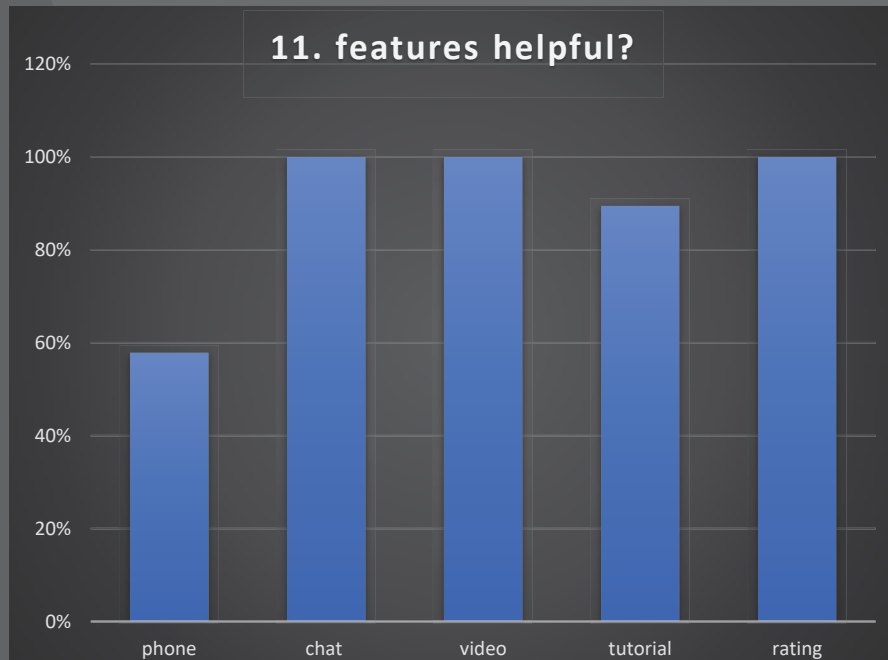
9. Ever thought about using an online service?



10. The price...



Results – product-specific



2. User Interview

Basic facts about the interviews



Alex, 47 food industry



Bettina, 50, life coach



Ralf, 45, head accountant

| | |
|-----------------------------|---------------|
| Interview site: | at home |
| Duration: | 15-20 minutes |
| Number of interviewees | 3 |
| Number of questions in sum: | 10 |

Interview Script:

Hello, name is Philipp. I will be guiding you through this 15-20 minute interview.

First thing I want to make clear right away is that this is not a test. You can't do or say anything wrong here. In fact, this is probably the one place today, where you don't have to worry about making mistakes. If you have any questions as we go along, just ask them. And if you need to take a break at any point, just let me know.

OK, let's get started. I'd like to ask you just a few quick questions for a project I am working on. I am working on a responsive web-app that gives you the ability to contact an artisan by phone, chat or videochat to ask questions and get help with your problem. Also You are able to watch tutorials if you want to check if You are capable to solve the problem on your own or book an artisan to visit you at your place to solve the problem.

The questions:

1. Please tell me something about You, How old are You, what's your family status? What do you do for a living?
2. How big is the city You're living in?
3. Did You ever need help with an artisan topic and if so, regarding which specific field?
4. How did You do your research?
5. What was the main problem in your eyes?
6. Did You ever think about using an app-service for taking an expert advice?
7. Have you experiences with other providers of artisan's work? What worked well? What did not?
8. Which specific features would help you to find a suitable provider?
9. What is important for you personally to interact with an artisan?
10. Which emphasis is taking the price you are paying for a service you engaged?

1. Please tell me something about You, how old are You, what's your family status? What do you do for a living?

Hi, I'm Alex, I am 46 yrs old, I'm married and I'm father of 3, Mia is 3, Theresa 2 and Leon 1. I am working in the food industry.

2. How big is the city You're living in?

We still live in Wasserburg, but we're moving to a little village in the suburban side now, Reitmehring, which belongs to Wasserburg, here live 12.500.

3. Did You ever need help with an artisan topic and if so, regarding which specific field?

As I mentioned, we're relocating at the moment, the flat is too small with three kids. So we need permanent help, carrying, painting, kitchenbuilder and our floor has to be grinded by the moment we moved out. Also in the new house there is sth. wrong with the heating installation...

4. How did You do your research?

Very differently, for carrying I ask you as my brother, I have a carpenter for the kitchen, our hirer is asking his colleague for the heating, painting I do myself. Skilled personnel I was looking for in google. And as you told me CHECK24 got a new service „Profis“

5. What was the main problem in your eyes?

Erm, a big problem is to ask family and friends. Nobody is yelling hurray... Also a relocation with three kids is pure stress, they want to help but actual they are standing in the way... another problem is to organize all the appointments and I'm afraid the carpenter is taking too much money for the alteration of the kitchen. My wife is off by caring for the kids and I have to take vacation days for the relocation.

6. Did You ever think about using an app-service for taking an expert advice?

Yes of course, but time runs by and I'm not able to search for specific apps between building children's furniture and all the other stuff. I was testing CHECK24 app, I was stunned of the offer, for every problem there is an expert I could order immediately, then one of my daughters hurt herself, I was distracted -gone

7. Have you experiences with other providers of artisan's work? What worked well? What did not?

I remember that in the flat we're still living, the hirer renovated also the floor. It looked great, as we moved in. In the first week we discovered, that the artisan only grinded and varnished the floor without sealing. That annoyed us, everything that dropped to the floor made a scratch in it and with three kids it's a lot that's dropping... and as we moved in, the baseboards weren't installed...sloppy work!

8. Which specific features in an app would help you to find a suitable provider?

1. Time /availability, 2. money, with 3 kids our budget is narrow, 3. I must rely on and trust in that person, please no unskilled personnel, those would increase our problems... reworks should be included in the price, regarding heating, kitchen, water, electricity I'd wish a guarantee.

9. What is important for you personally to communicate with an artisan?

For some problems I need a personal contact, explaining the kitchen measures on the telephone is not very efficient, helpers for carrying don't need a personal briefing. From heatings e. g. I don't understand anything, I can show him the room in the basement, that's it. Here I must rely to 100%.

10. Which emphasis is taking the price you are paying for a service you engaged?

I think it depends on the work which has to be done. The carriers get a meal and beverages for free, because they are friends and family, the plumber for the heating installation is very important, we need warm water and heating and of course it plays a roll, if the artisan is for our own house or for a flat for rent. For our own house I am up to dig deep into my pocket.

1. Please tell me something about You, how old are You, what's your family status? What do you do for a living?

Hi, I'm Bettina, I am 50 yrs old, I'm married and have 3 daughters. I am working as a life coach.

2. How big is the city You're living in?

Burghausen now has about 19.000 residents.

3. Did You ever need help with an artisan topic and if so, regarding which specific field?

Oh yes of course, we're owning a house and here is always anything to do, whether cutting the hedge or exchange a tile in the bathroom, last week a water pipeline burst in the first floor, such things we cannot do on our own, at most turn off the main water line. Then we searched for a plumber.

4. How did You do your research?

I was looking in the yellow pages, it is important for me that a local artisan is doing this job as we can reach him in the case of rework.

5. What was the main problem in your eyes?

Hmmm...the first problem at all was, that all plumbers in our town were booked up, we had the chance for an appointment in april – but how shall we manage that? No bathroom for 4 – 6 weeks? So I wided my „radar“ and was looking in a wider area, then the whole county. After several days I found somebody who was able to do the work for a acceptable price. Many providers were way too expensive and didn't make a good first impression.

6. Did You ever think about using an app-service for taking an expert advice?

I have a smartphone since like a year now and I am stunned, how this device is making life simpler. My daughters have apps for like anything, bank, local public transport, getting in touch with student colleagues... I'm a little newbie in this field. But if there is a service to order the gardener, the tiler, or even a plumber – why not?

7. Have you experiences with other providers of artisan's work? What worked well? What did not?

Several years ago there was a website I think it was named myhammer – I don't know if it still exists. Several friends told me about. They told horrible stories. It was like an auction and the provider who offered the lowest price got the tender. So far so good, but then.... The artisans who came... they were not able to speak or understand german or english, they were particularly not experienced and not certified to do the job, the delivered work was really really bad and then they had quarreling with these people. For tiles which has been layed lopsided nobody is agreed to pay the stipulated price. One friend gave this worker 20€ when he saw the first few tiles on the wall und asked him to go and never come back. Also there is no kind of any contract, from this site (myhammer) mainly came moonlighting/black labor... it was not acceptable at all.

8. Which specific features in an app would help you to find a suitable provider?

It is important to communicate to the person on a common language level, this is basic. I need to tell him/her my imagination. Then time is a matter. In case of a emergency I need quick help, things like garden topics I can plan several months in advance. I'd like to speak personally to the person to get a feeling about his approach, if he is reliable and first of all capable to do the work - does he know what he's doing?

9. What is important for you personally to communicate with an artisan?

It should be a most likely personal way, I find it difficult to explain a problem on the phone, but it's also difficult to get a personal consultancy at home. Maybe something like a videoconference with the provider.

10. Which emphasis is taking the price you are paying for a service you engaged?

When I have the feeling this guy knows exactly what he is doing and is not delivering flub only to make the quick money, i am ready to pay a higher price. I also want to have the feeling that this man can live from his work and is able to feed his family and I am not exploiting somebody.

1. Please tell me something about You, how old are You, what's your family status? What do you do for a living?

Hello, I'm Ralf, I am 45 yrs old, I'm living in a relationship since 11 yrs now. I'm head accountant at CHECK24.

2. How big is the city You're living in?

We're living in Munich, which is increasing rapidly, I think we have 1.5 mio residents soon.

3. Did You ever need help with an artisan topic and if so, regarding which specific field?

Several years ago, when I lived in an apartment, there was a wasp's nest on the balcony. I didn't know what to do. Another time I had a flood in the bathroom because of the washing machine, when the flexible tube burst - horrific. And I need a tailor several times for adapting trousers or sewing a button on a leather jacket.

4. How did You do your research?

With the wasp's nest I first called the police, they told me to call the animal welfare, they came and removed the nest with the habitants. And for the flood I ordered a plumber-service on CHECK24-profis. He impoldered the floor and installed a new tube with a water stop.

5. What was the main problem in your eyes?

First time i was calling the animal welfare ,they told me to try „to live with the animals“ – not so funny by having an allergy for wasp's poison. It was a unsatisfying advice for me and my needs. With CHECK24 there was no problem at all, also the tailor was really quick with the button, the trousers last a week maybe.

6. Did You ever think about using an app-service for taking an expert advice?

I would use CHECK24 everytime again, in the past I used myhammer, but from there always untrained people came and did a bad job, I wanted to have a new sink installed and that guy destroyed the tiles on the wall, so I needed another artisan for new tiles, then an expert for installing the sink.

7. Have you experiences with other providers of artisan's work? What worked well? What did not?

My mother (75) was refurbishing her house, new doors & frames, new floor, new ceiling, new bathroom, new windows, new furniture. I asked her who did the job? She told me it was local providers – it's a small village with 4.000 residents near Göttingen, really top work but don't ask for the money she spent. On the other hand, who saves money, spends twice.

8. Which specific features in an app would help you to find a suitable provider?

When I think of an app which is providing artisans work , I think of an easy way to make appointments, like videochat, chat or other things You mentioned at the beginning, I would never make my hands dirty, also I do have two left hands, so a tutorial wouldn't be helpful for me, but of course an artisan isn't available all the time, usually he works, but a callback function would be nice, also a mailbox, where I can leave a voice message and the request to call back. For emergency cases an emergency service. But when I think of lock and key services, there are also black sheeps and scammers, herefor an appointed charge should be offered, which is not price gouging. Also of course a rating system is significant. I always first watch the ratings of artisans before ordering due to making bad experiences in the past.

9. What is important for you personally to communicate with an artisan?

- See above -

10. Which emphasis is taking the price you are paying for a service you engaged?

By running short of artisans (skilled labor shortage) the price must be fair, the occupation sector got problems with offspring and I think we really have a big problem, when sometime nobody does that work or is skilled enough to deliver good work.