Content

The user flow: Send a recession about the enlisted artisan

Create an account

Account existing? —YES —NO— SIGN UP

SIGN UP with N°, E-Mail, facebook or Google

Add creditcard n° or „Ask later"

LOGIN

HOME

Onboarding process

ENTRY → Account

My Experts

Choose the artisan out from the list of your last enlisted experts

Choose „Rate your Kapazoonda"

Write a review   Rate by stars   Upload fotos of result

Answer some short questions of reliability, timliness, kindness, professionality, ratio price/performance

ALEXANDER

Age: 46

Educations: BACHELOR

Family: married, father of 3

Occupation: food industry

Location: Wasserburg

USER STORY

I've done an appointment with the heating engineer. He found the problem, changed an element, now the heating works. I want to rate the provider now and share my experiences with other users.
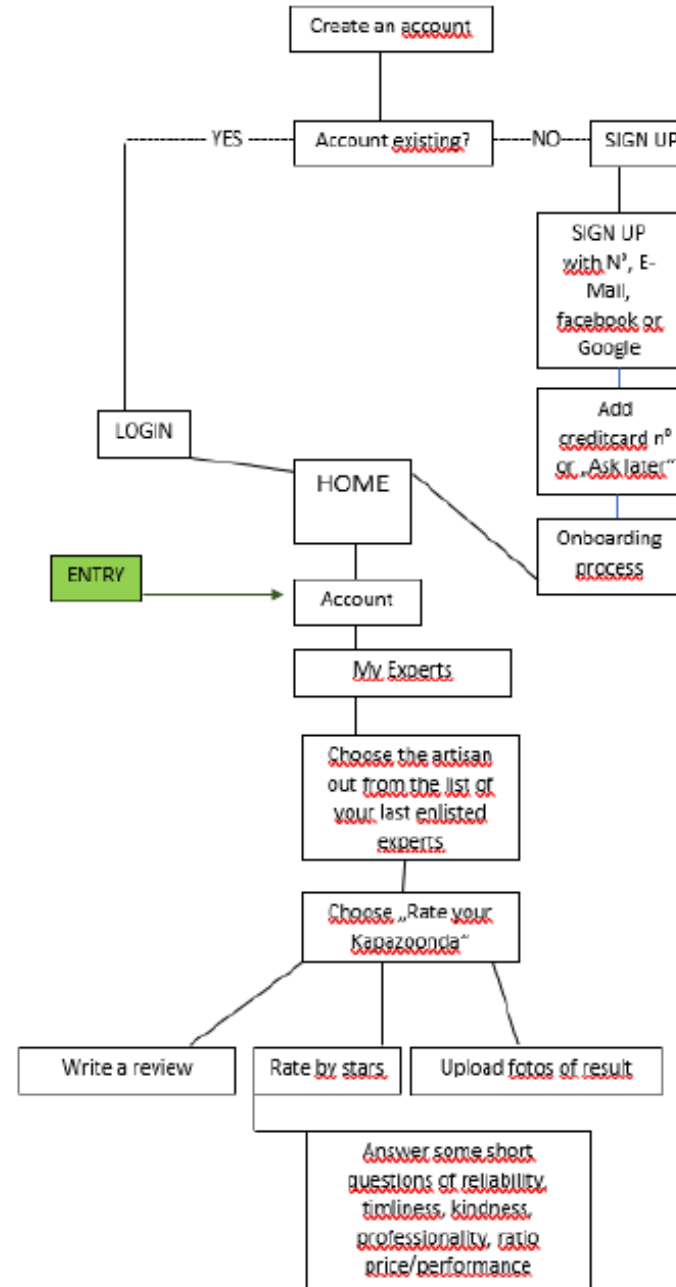
ENTRY POINT

Account

SUCCESS CRITERIA
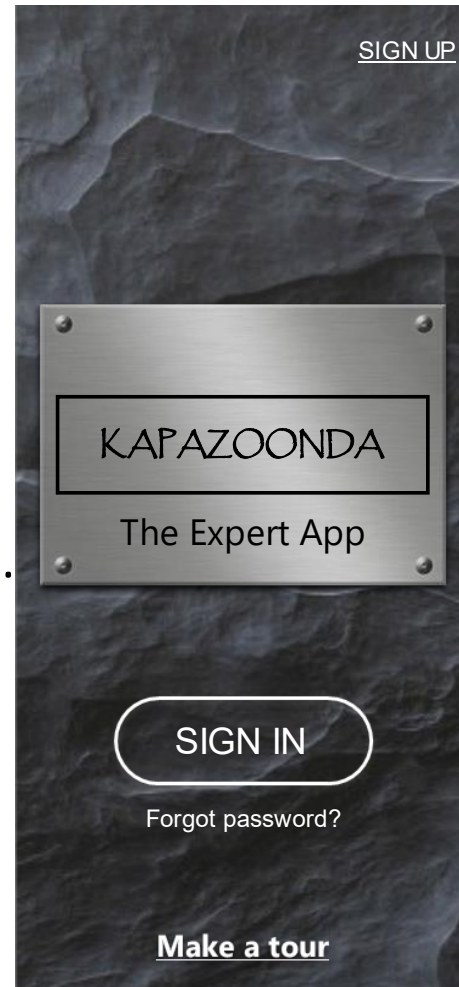
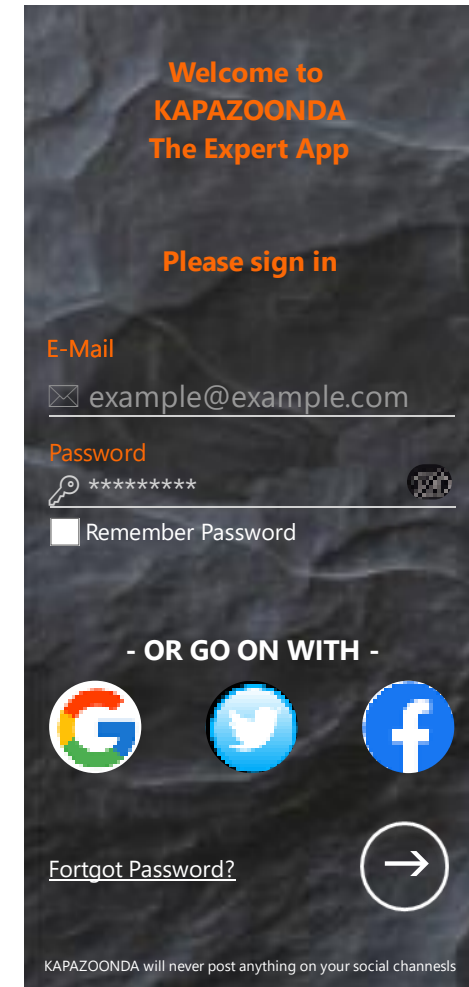Send a recession about the enlisted artisan

Account existing → Log In

By clicking the SIGN IN button
The user is asked to enter his E-Mail-Adress
and password to log in.
-   Show or hide password.
Additionally the users have the opportunity
to log in with social media accounts with a
good recognizability.
The arrow in a circle is on the right down
corner of the screen to tap it the the thumb.

Also the screen contains a
„Fortgot Password" line.

KAPAZOONDA

SIGN UP

KAPAZOONDA

The Expert App

SIGN IN

Forgot password?

Make a tour

Welcome to
KAPAZOONDA
The Expert App

Please sign in

E-Mail

✉ example@example.com

Password

🔑 *********

☐ Remember Password

- OR GO ON WITH -

Fortgot Password?

→

KAPAZOONDA will never post anything on your social channesls

Home Screen / Search

The following screen is the Home Screen which is
a search screen at the same time which is one of
material.io´s recommendations.
The search bar is the most upper element which is like in
Material.io a common practice.
Further down you see other elements, the recently
searched topics. The icon for searching is a magnifier to
understand where to search, inside the search bar a text
explains what to do.
The tabbar contains both, icons aswell as text explainations.

Message received

In the next step the user gets a message, wherein he is asked to rate his enlisted artisan. Therefor he press the message button on the bottom and opens the received message.

Part of the message is the link to the rating center, which directly connects to the rating screen for the enlisted artisan.
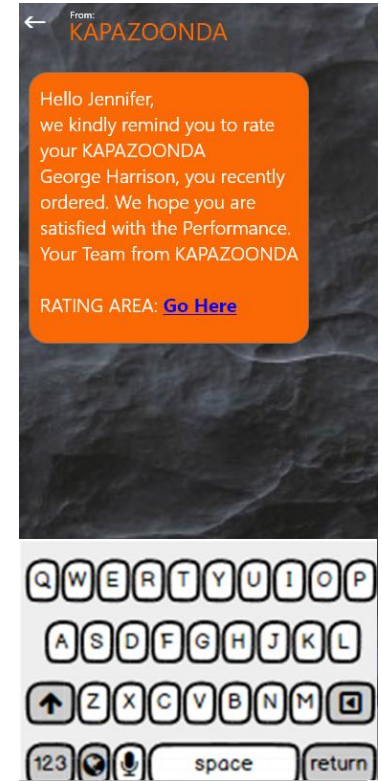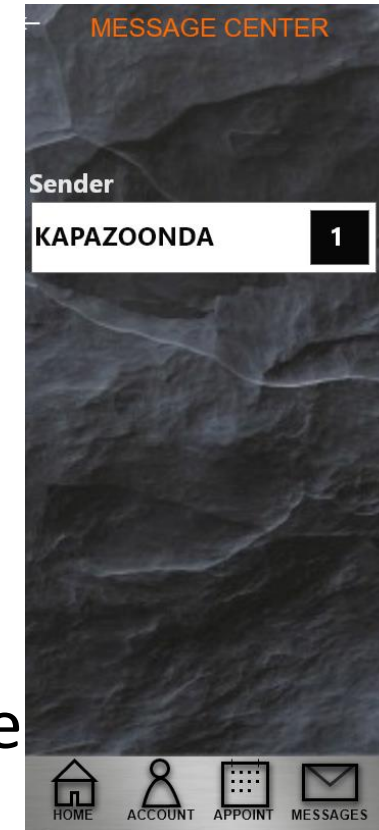
Rating center

By clicking „Go here" in the message the user
received from KAPAZOONDA he will be redirected
to the rating center. Here he sees the main infos
of the artisan he enlisted and is asked how he would
rate the performance. Also the users have the
opportunity to write a personal review and / or
upload photos.
By clicking SAVE the user gets the confirmation, that he
rated his KAPAZOONDA successfully.

Confirmation

The last screen of this user flow is the
Confirmation, where the user sees by an angle
That he successfully rated the enlisted artisan.
Also the information about when the
performance was conducted and the name of
the artisan.

Onboarding

Material.io recommends to not show UI elements on the Onboarding screens before getting any knowledge/valuable information about the app. Better is to show common known and recognizable illustrations.

Logo

The Expert App

Screen Background

Tabbar Background

Input fields

Q Search — Searchbar

☺ Type. . . 📎📷 — Whatsapp

Write a review (Optional)

Rating Area

Upload photos (Optional) 📷

Colors

Primary

#FB6806	#FFFFFF	#979797	#000000

Secondary

#FFFFFF	#1977F1 facebook	#21B5F9 Twitter	#1A3921 Whatsapp	#FF3D00	#FFC107	#4CAF50	#4CAF50	#3B3B3B	#4C3DD4

Google Logo

Buttons

PRIMARY

SECONDARY

Social Buttons

UI Element/Tabbar

HOME   ACCOUNT   APPOINT   MESSAGES

UI Element/ Slider

LIST   MAP

Map:

Icons:

Pictures / Imagery/ Illustrations
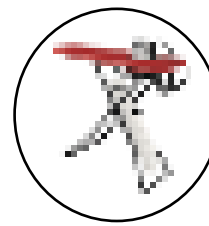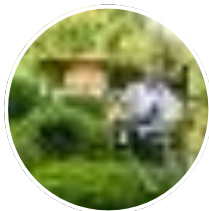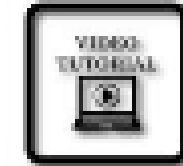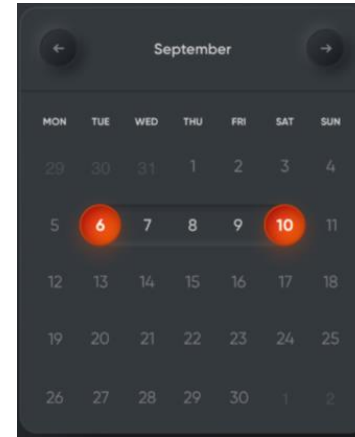
Provider´s pictures

Turorials

Profile
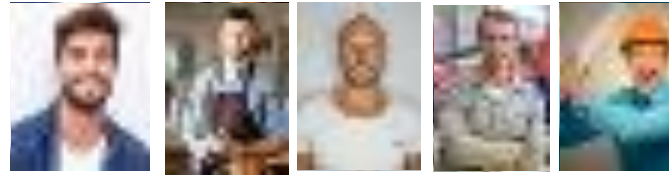
List

Copy / Language guidelines

KAPAZOONDA is an app that encourage the users to communicate with the providers as well as to try to get several tasks done by themselves.

Create a encouraging and appreciative tone to give the users trust in the app and in the providers.

Do´s and don´ts:

- Avoid low contrast on texts
- No black and white photography

1. Color palette

#FB6806

Use for primary buttons, confirmation illustrations and active sliders on the search results.
Orange by being an emotional color of vigilance used by many hardware stores like OBI or Hornbach.
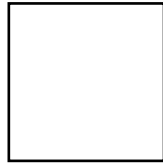
#FFFFFF

Use for input fields and inactive carousel display (Onbaording). Also text color for secundary buttons

#979797

Use for secundary buttons, Input text (Log in, Sign up, Creditcard), Appointment display

#3B3B3B

Use it for Calendar

#000000

Use for text on primary buttons, color of icons

#4C3DD4

Use for CTA Text in messages

2. UI elements

Navigation bar with icons and text
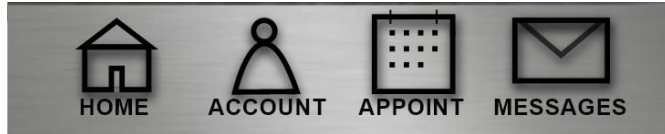
Buttons
Secondary   primary

Slider
active   inactive

Carousel active and inactive

3. Language and tone

KAPAZOONDA is an app that encourage the users to communicate with the providers as well as to try to get several tasks done by themselves.

Create a encouraging and appreciative tone to give the users trust in the app and in the providers.

4. Accessibility
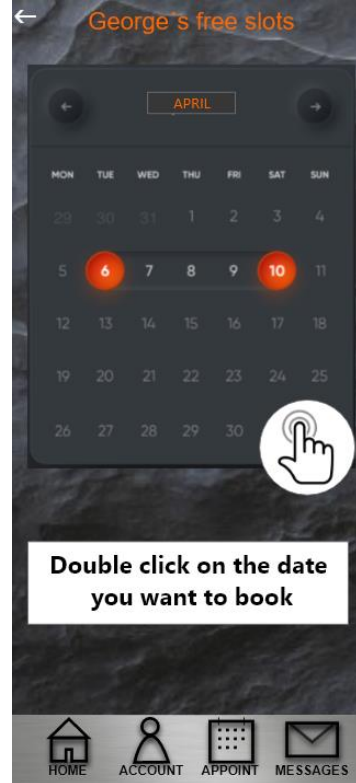
Explainations what to do, with icons
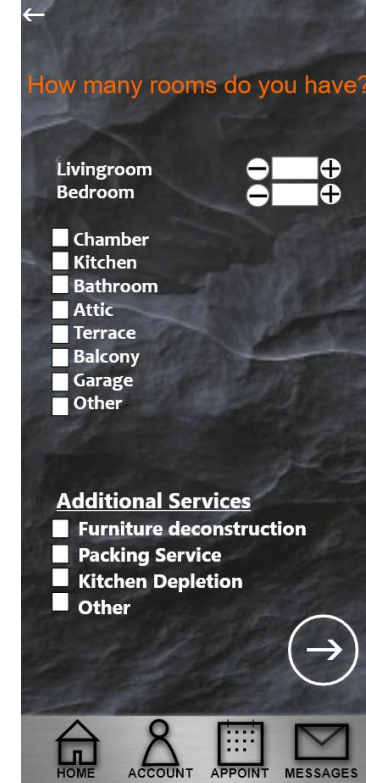
High contrast

Black underlayer for type in fields

Grids and Layout

5 columns
gutters: 8px
colums: 60px
margns: 20px

Use 6 Columns of 60px, with a gutter of 8px and 21px Margins.

Every element is adjusted on the middle and within the colums. Also the height of the Onboarding text shall be adjusted in a comfortable way.

By not showing the UI in the Onboading process please use understandable illustrations.

6. Typography

<u>Typography</u>

Logo

Papyrus, Regular, 25 pt, #000000

Button YES NO

Segoi UI, Regular, 30 pt, #000000

<u>Make a tour</u>

Segoe UI, 25, Bold, Underlined

Header 1

SEGOE UI, 25, Bold

Text body 1

SEGOE UI, 25 Regular

Header 3

SEGOE UI, 20, Regular

Button, Text body 2

SEGOE UI, 20, Bold

Whatsapp

SEGOE UI, 14, Bold

Tabbar

ARIAL, 13, Bold

7. Iconography

Attachement

BLIND

Camera

double tap

edit

Filter

location

magnifier Searchbar

map

past appointments

phonecall

plus

Reminder

repeat

sort

star active

star inactive

upload photos

video-call

whatsapp messenger

whatsapp videochat

Whatsapp voicemail
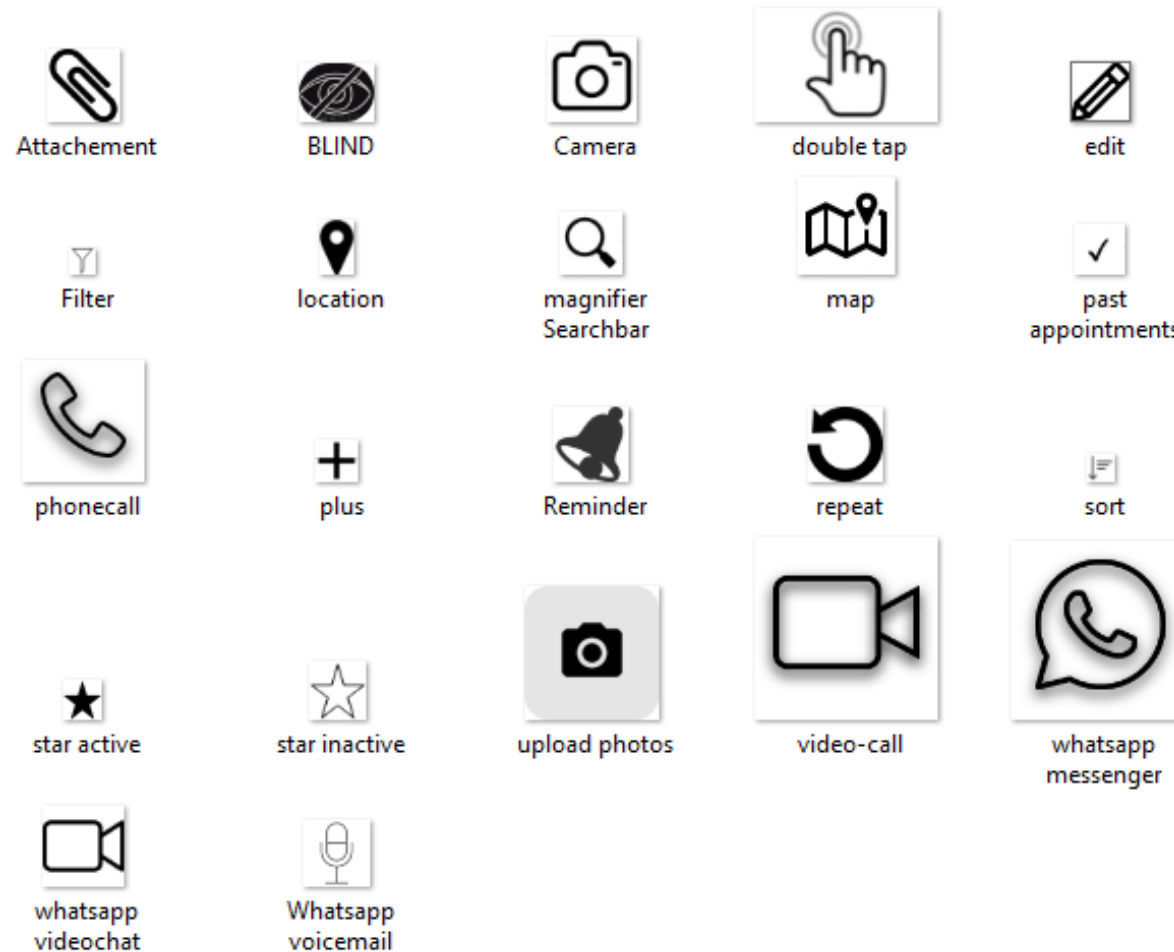
Use common known and well recognizable icons.

8. Imagery & Illustrations

218x218
Locate

190x190
appointments
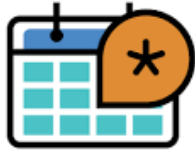
190x190
tutorials
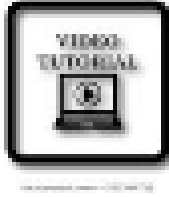
218x131 px
rating

Illustrations for the Onboarding process. By not showing the UI of the app in the Onboarding use illustrations of locate , appointments, tutorials and rating, which are the main features of the app shown on the Onboarding process.

Images for recently searched topics

105x105px round

For Ironing service use a ironing board, for cleaning service an image of cleaning a water tub, for relocations use a picture of relocation boxes. The joiner is shown by a hand working on a piece of wood, some´body cutting a hedge illustrates the gardener, and for any glassworks show an image of glass in the sunshine.
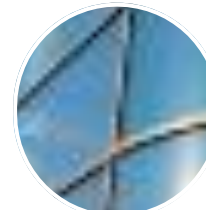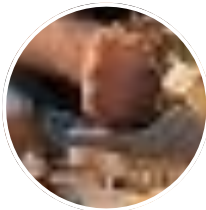
Images tutorial area

372x256 px rectangle

For example a video preview of a sewingmachine tutorial and one showing somebody playing a sexophone to be able to learn music instruments with this app.

8. Imagery & Illustrations

Images for keyboards 374 x 279 px

Background for logo
334x230 px

Background 421x923 px

Tabbar 397 x 74 px

Logo High fidelity
334x230 px

Polished metal and
slate by being a
typical artisan´s
material and work.

KAPAZOONDA

The Expert App

8. Imagery & Illustrations
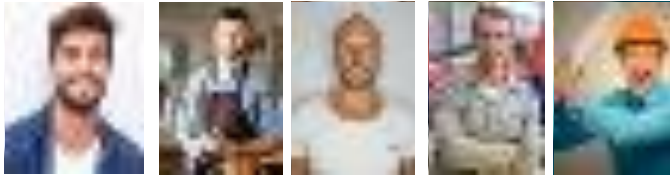
Images of the experts: result list Relocations; 64x89 px

Just images of random guys from google by searching for artisans.

Image for the map

392x543 px

Just an example of any

Map as being an example for

Locating anything.

Image for the provider´s profile.

168x191 px

Images for the social buttons taken

from google. 76x76 px

Splash screen 1/26

REVISED
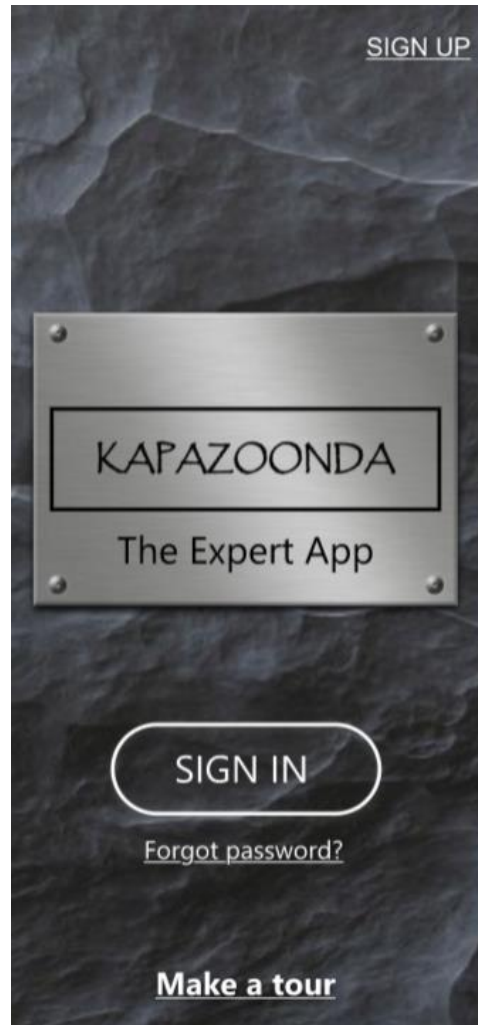
SPLASH – 1

It's an interesting approach whit an image background. The different uses of typography confused me a bit. There are 6 different font sizes. I understand that you by using uppercase for sign-in and log-in group them, but why is the sign-up placed where close or skip often would be in an onboarding? What is the most important thing I should do from here - sign-in or "take the tour"?

Antwort

SPLASH – 1
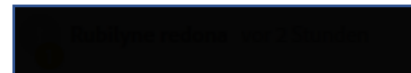
It would be nice to have min the different font style. Also, reduce the button for sign in.

Antwort

SPLASH – 1

I can not say why but I was my first impression from the look and feel that it is a kind of game. Like "jumanji"

Antwort
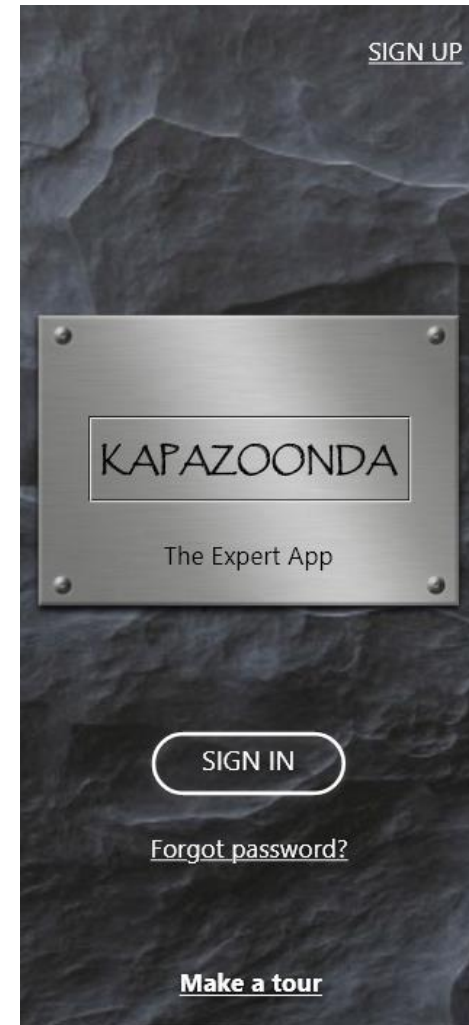
I made the fonts everyone same style and size. Also I made the Sign in button smaller.

Sign In 2/26

REVISED
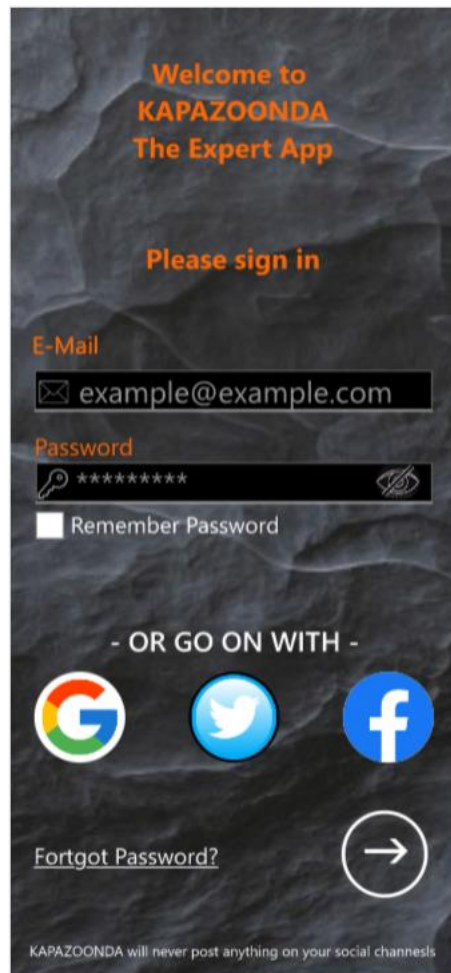
SIGN IN – 1

The orange is a little bit heavy. I would only use it for 1-2 words and not a longer text. I have never seen "remember password" in an app before, is that a thing?

Antwort

SIGN IN – 1

It is interesting that you chose a dark background. But that always means a challenge for legibility because then the font usually has to be white and is therefore more difficult to read

Antwort

https://uxplanet.org/8-tips-for-dark-theme-design-8dfc2f8f7ab6
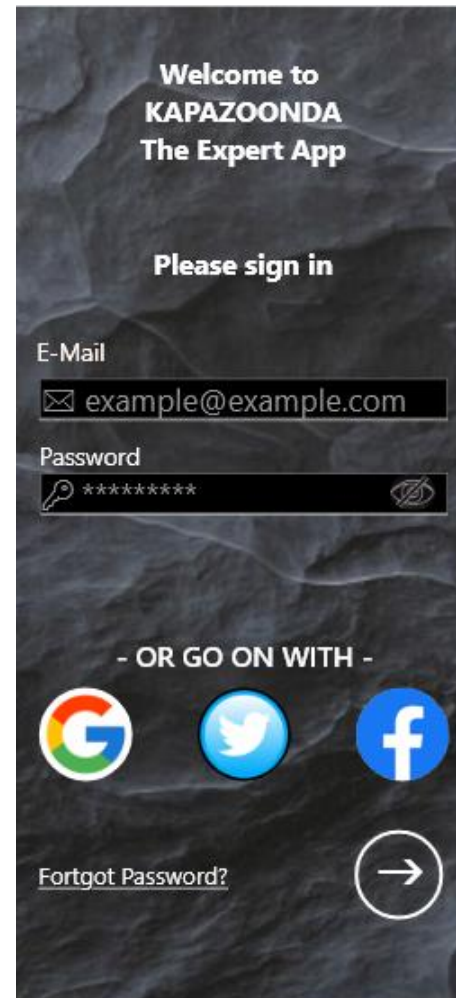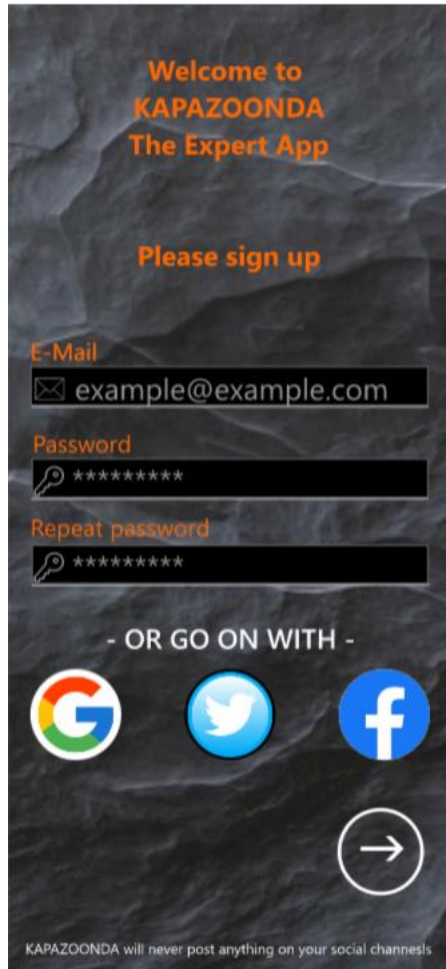
I removed the color of every text, changed the font color of every text to white and the input fields to a brighter grey #D4D4D4. Orange now I only use for plain areas. Also i removed remember password and adjusted the arrow button again.

Sign Up 3/26

REVISED
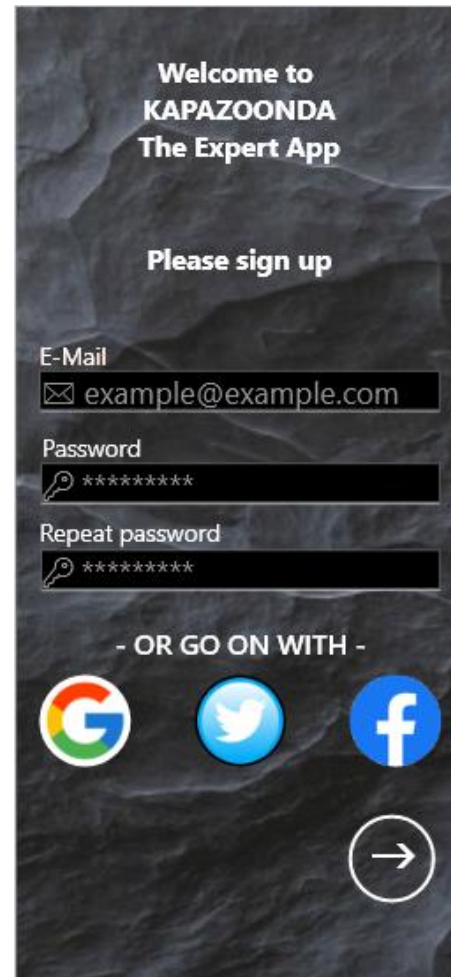
SIGN UP – 1

font color doesn't complement with the background. The social button is a bit big, it doesn't complement with the other buttons in this page.

Antwort

Also here i changed the font color for a better legibility and moved the input fields to #D4D4D4. Also I removed everything distracting from the screen.

Account 8/26
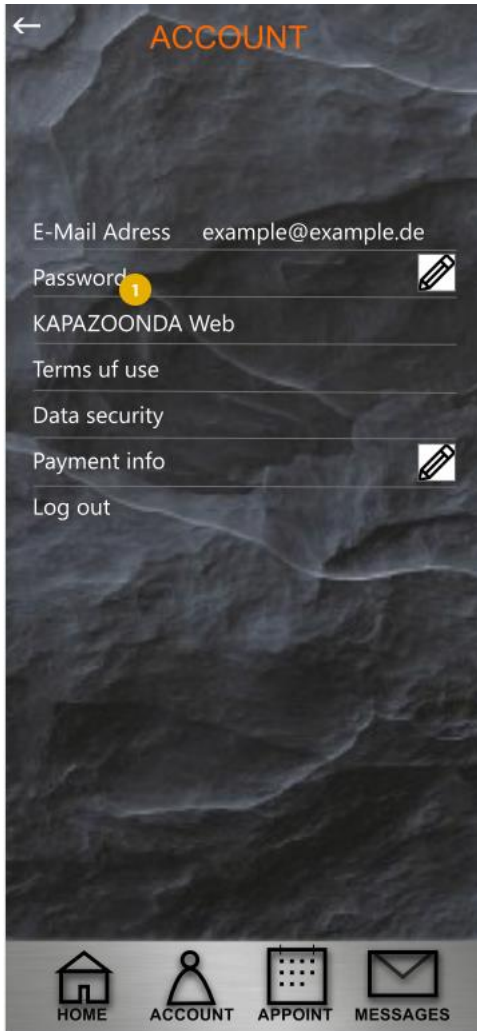
REVISED

So that the background image does not interrupt with the reading flow, you could insert a card on which the font is again in use.

https://uxdesign.cc/design-better-cards-c0d12ab581c4
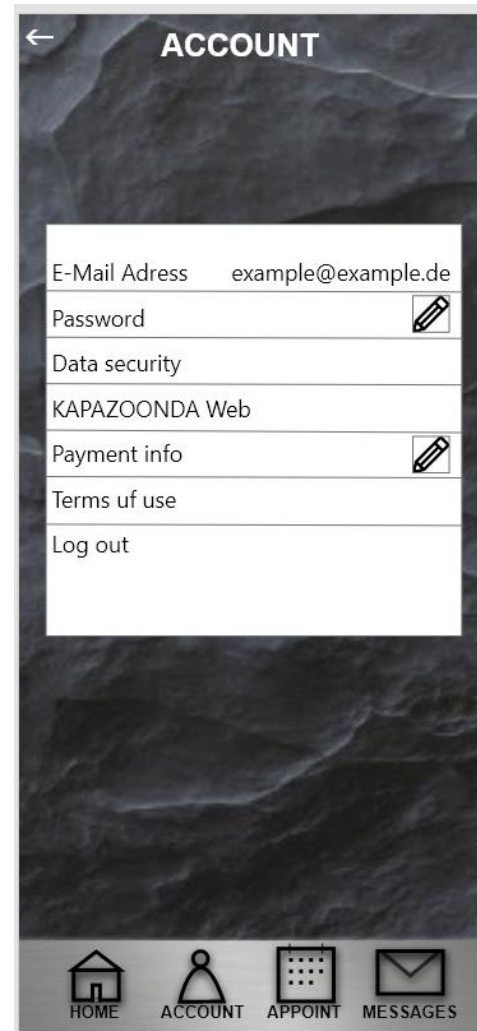
Following the suggestions I used a card for this screen. Removed Colors.

Home / Search (9/26)

SEARCH – 1

I would use more margin in the top, so the search-bar seem more as part of the design and to leave space for the phone to show the time and phone-connection. I don't understand the "Watch Tutorials" as a button taking me to another area of the app, I expected a small introduction to how I use the app would play.

SEARCH – 1

There is some free sapce here. (Sorry, I always have an article with me so that you can visually understand what I mean :-))

https://uxdesign.cc/best-ux-practices-for-search-inputs-c44dba565448

Antwort

Followed both of the suggestions. Additionally I removed the orange from every text.

Information specification 10/26   REVISED

How many rooms do you have?

Livingroom
Bedroom

Chamber
Kitchen
Bathroom
Attic
Terrace
Balcony
Garage
Other

Additional Services
Furniture deconstruction
Packing Service
Kitchen Depletion
Other

HOME   ACCOUNT   APPOINT   MESSAGES

These boxes might be too close together to tap safely. Keep the 44x44 touch target for fingers in mind!

I think the Law of Prägnanz Is good here. it's stated that our minds naturally look for patterns in an attempt to organize information in predictable ways. So there are three functions here: 1: checkboxes and 2: this choosing boxes. Okey, maybe you could give the layout a hierarchy ...

https://medium.com/refactoring-ui/7-practical-tips-for-cheating-at-design-40c736799886

You could raise the button more by the orange

How many rooms do you have?

Livingroom
Bedroom

HOME   ACCOUNT   APPOINT   MESSAGES

Just removed the choice boxes and colors.

Tutorials 11/26

REVISED

Blanko Vorlage – 31

How do this page work? Is it users posting Youtube videos they like? I would expect to find unique videos in an app, but maybe I don't fully understand this part of your concept.

Antwort

Blanko Vorlage – 31

Are there any filter to browse videos by category, like sewing or woodworking? Also, the font under the videos is way too small, I can't read this. Also, you need to add some spacing on the top of your screen. There is no space for the phone status bar. Also, you need to keep in mind that the screen also has margins, if elements are too close to the edge of the screen, they might be difficult to see or tap.

By reading the Onboarding you know that one feature of the app ist to WATCH tutorials to improve your own skills. There are only youtube videos linked. Never seen categories on youtube. You enter a topic in the search bar – done. It´s only screenshots from youtube. It is not supposed to read the text under the pictures.

I only removed the color of the text.

Provider´s profile 12/26

REVISED

Blanko Vorlage – 18

I would try to think about; what is the essential part of this page and how do I highlight that part. Every time you change something in the typography; size, bold, regular, thin, UPPERCASE, lowercase, Title Case, colour you are using a new visual instrument. This page has 11 different ways of using typography. I would work whit a Title-text (maybe: 24, bold), Body-text (16, regular) a Footnote-text (11, regular) and a highlight-text (16 bold) and not more than that. That gives consistency and highlight only what needs to be highlighted. Sorry if that's to concrete, but I feel that's the best way to explain what I mean.

Antwort

It would be nice to removed the calendar and just have BOOK NOW.

▸ 1 Antwort
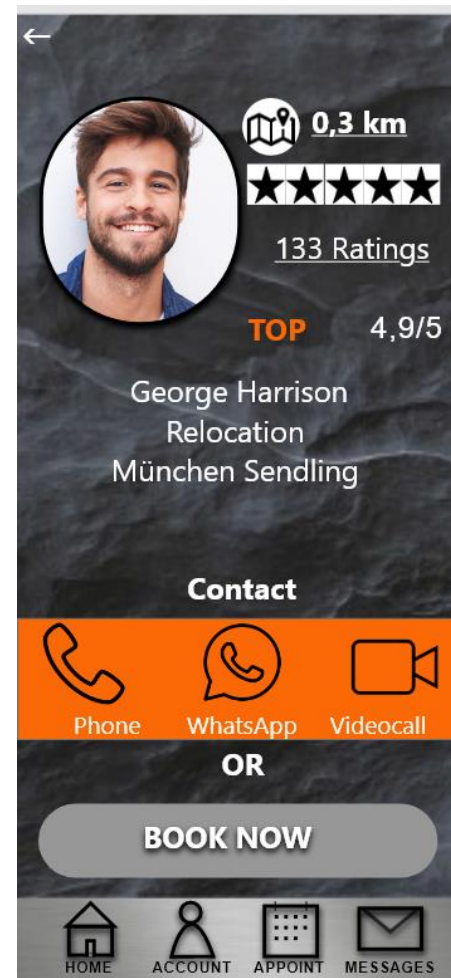
I removed the color of text, different font styles, sizes and made everything most possible two-dimentional.

Whatsapp 13/26

REVISED
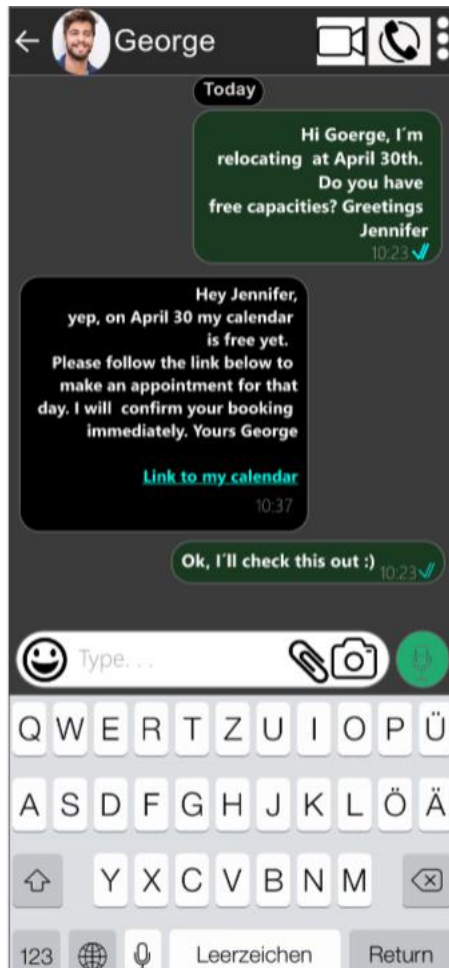
iPhone X/XS/11 Pro – 69

I would only use right-aligned body text
if the language were Hebrew or Arabic.

Antwort

iPhone X/XS/11 Pro – 69

the font may be larger for better
readability?

▸ 1 Antwort
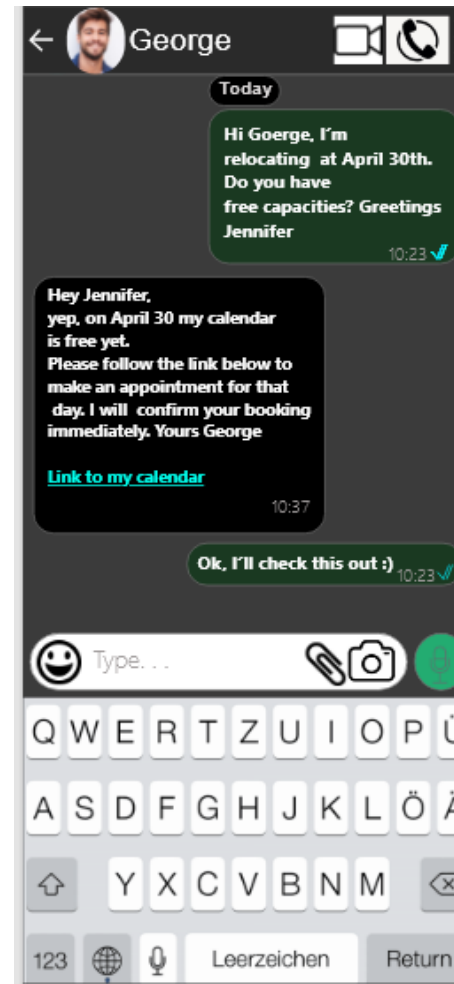
By being an example of an
Whatsapp screen I tried to
rebuild it as good as possible. I
think people dont recognize the
whatsapp-thing anymore, but
who cares. I aligned the body text
left.

Calendar setting 15/26

REVISED

April 30th, Thursday

from   08:00   h

to   18:00   1   h

George Harrison Relocation ✎

🔔 SET REMINDER

🔄 SET REPEAT

2 BOOK NOW

🏠 HOME   👤 ACCOUNT   📅 APPOINT   ✉ MESSAGES

Maybe this button bigger and in the middle?

Antwort

This is a drop down menu?

▾ 1 Antwort

Here you can see cool examples of picker designs:

https://www.smashingmagazine.com/2017/07/designing-perfect-date-time-picker/

April 30th, Thursday

from   08:00   h

to   18:00   h

George Harrison Relocation ✎

🔔 SET REMINDER

🔄 SET REPEAT

BOOK NOW

🏠 HOME   👤 ACCOUNT   📅 APPOINT   ✉ MESSAGES

Button bigger and in the middle. Yes of course this is dropdown menu, i think it is really recognizable to be a dropdown menu, as I dont know any other way in a calendar to choose the time otherwise than with a dropdown menu. Of course there are many many other ways to set the time, but for this project I think it would be enough to choose the time by an oldstyle dropdown menu.

I made the Book now button bigger and in the middle.

Calendar setting 20/26

REVISED
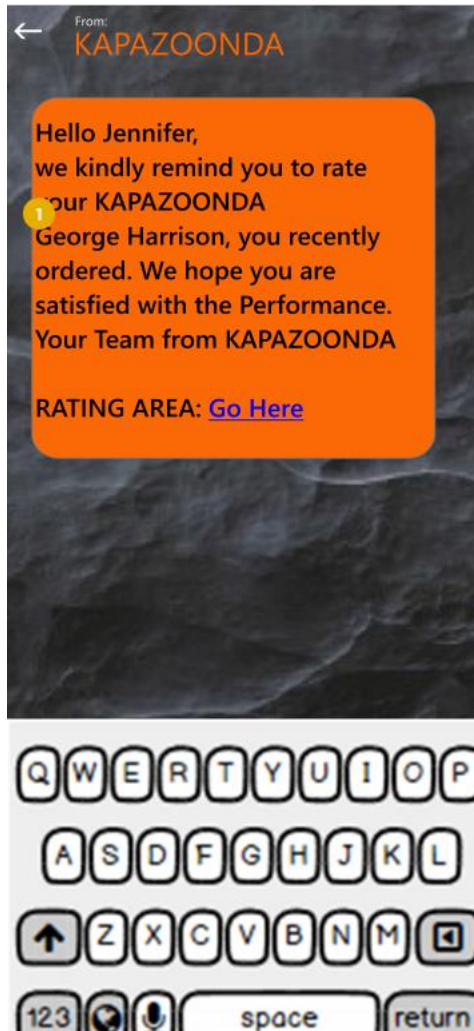
Blanko Vorlage – 25

The font is too close to the edge

Antwort
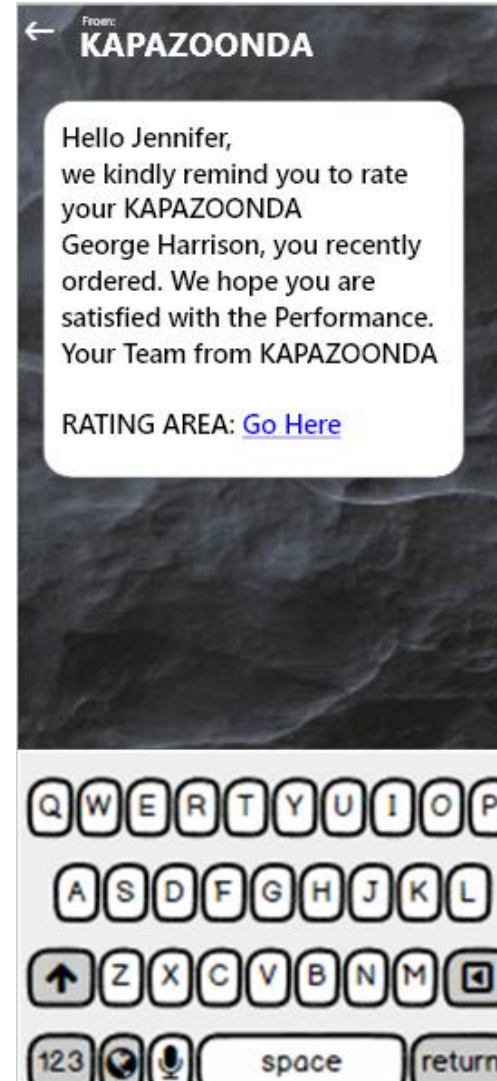
Set the text more away from the edge and removed the colors

Permission request 21/26

REVISED

Changed every black text on button into white font.

PERMISSION REQUESTED

Do you want to give KAPAZOONDA access to your personal calendar?

Why?
to have all your appointments in your main calendar.

INFO
KAPAZOONDA will <u>never</u> use your data for anything than improving your app-experience!

NO   **YES**

HOME   ACCOUNT   APPOINT   MESSAGES

Maybe white text here too?

Antwort

PERMISSION REQUESTED

Do you want to give KAPAZOONDA access to your personal calendar?

Why?
to have all your appointments in your main calendar.

INFO
KAPAZOONDA will <u>never</u> use your data for anything than improving your app-experience!

NO   **YES**

HOME   ACCOUNT   APPOINT   MESSAGES

Map 23/26

REVISED

Blanko Vorlage – 29

Sort and filter are way too small. How am I supposed to tap that?

Antwort

Leonie Albrecht

You could also use icons here for a more intuitive use

Antwort
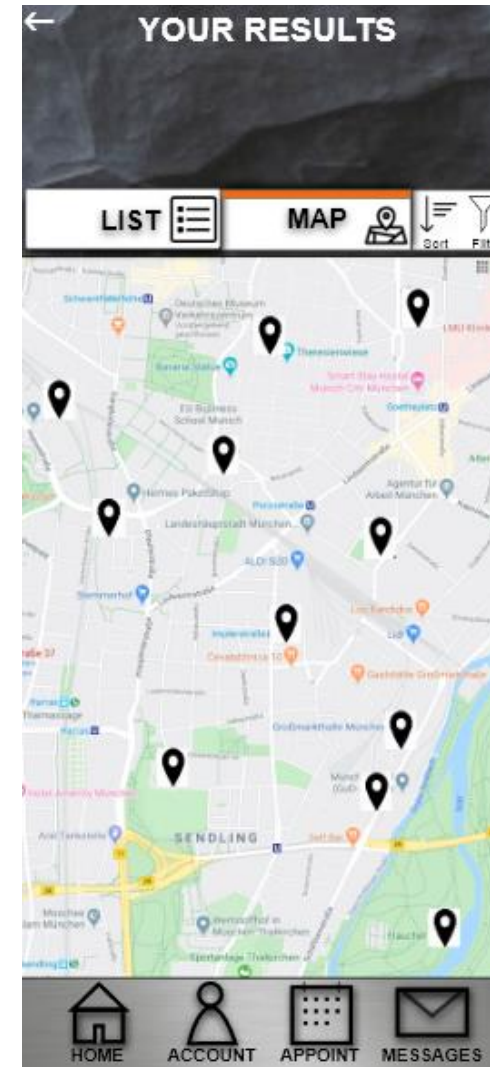
Sort and Filter now bigger.
Added icons for map and list for a more intuitive use and also accesibility.

Result list 25/26

Blanko Vorlage – 32

[Christoffer Ejby]
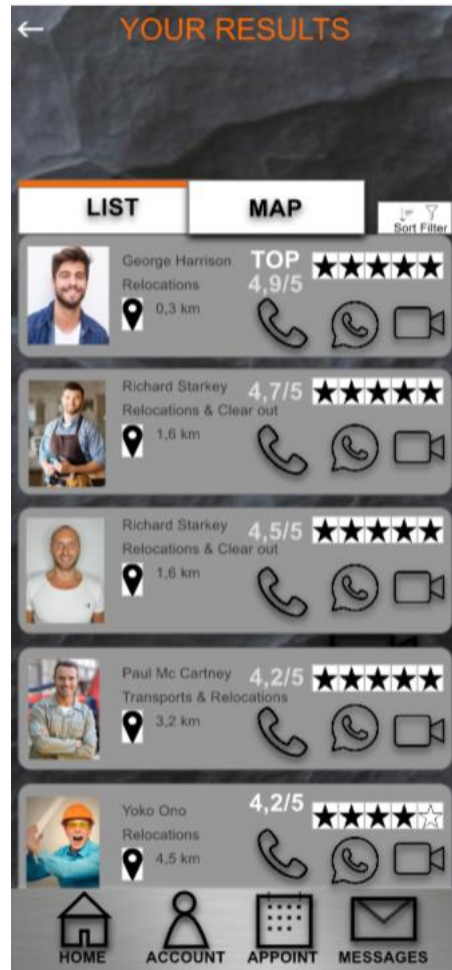
I would remove the background of the stars and the location-icon. I also think it would make a more pleasant impression without drop shadow on the phone/chat /video icons.

Antwort

Blanko Vorlage – 32

[ ]

give some space at the top navigation, like with your other page, ex. account page, make it all uniform with all your page.

▸ 1 Antwort
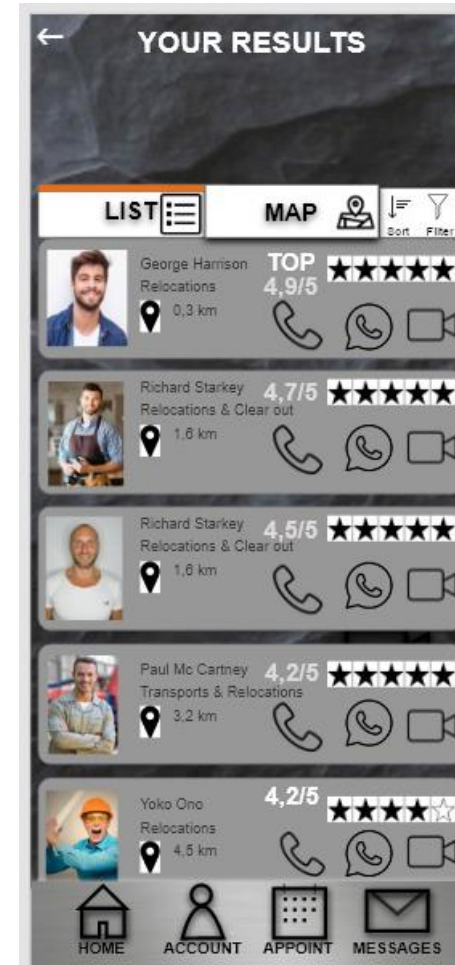
REVISED

I removed the color of the top line. Also I removed the drop shadow to be more pleasant. Was not able to find suitable PNGs of stars and location. Made the sort and filter bigger.

Revised screens with updated fonts

Screen 1
SIGN UP

KAPAZOONDA

The Expert App

SIGN IN

Make a tour

Screen 2
SIGN UP

Welcome to KAPAZOONDA The Expert App

Please sign in

E-Mail
✉ example@example.com

Password
🔑 ********

Forgot Password?

- OR GO ON WITH -

G 🐦 f

→

Screen 3
SIGN UP

Welcome to KAPAZOONDA The Expert App

Please sign up

E-Mail
✉ example@example.com

Password
🔑 ********

Repeat password
🔑 ********

- OR GO ON WITH -

G 🐦 f

→

Screen 4
DATA REQUESTED

To finish your booking procedure, KAPAZOONDA needs your

Credit Card Holder
First name   Last name

Credit Card Number
XXXX-XXXX-XXXX-XXXX

Valid date   CVV
MM/YYYY   XXX

The sum will be debited by your Credit Card after the service is completed. Also you will get a bill and a receipt.

→

Screen 5
SKIP

Locate capable artisans in your region and contact them via chat, phone or videocall.

Screen 6
START

Rate your enlisted artisan or read reviews from other users

Screen 7
SKIP

Make appointments with your provider or watch tutorials to improve your own skills

Screen 8
ACCOUNT

E-Mail   example@example.de
Password
Data security
KAPAZOONDA Web
Payment info
Terms of use
Log out

HOME ACCOUNT APPOINT MESSAGE

Screen 9
Search for tilers, electricians, laundry 🔍

Searching for help?
Recently searched

Ironingservice Relocations Cleaning

Glass Gardener Joiner

Watch Tutorials ▶

HOME ACCOUNT APPOINT MESSAGE

Screen 10
How many rooms do you have?

🔍 Search

Livingroom
Bedroom

→

HOME ACCOUNT APPOINT MESSAGE

Screen 11
TUTORIALS

🔍 Search

Popular Videos:

HOME ACCOUNT APPOINT MESSAGE

Screen 12
0,3 km
★★★★★★
133 Ratings

TOP 4,9/5

George Harrison
Relocation
München Sendling
EUR 49,- / hour

Contact

📞 💬 📹
Phone WhatsApp Videocall

OR

BOOK NOW

HOME ACCOUNT APPOINT MESSAGE

Screen 13
← George

Today

Hi George, I'm relocating at April 30th. Do you have free capacities? Greetings Jennifer

Hey Jennifer, yep, on April 30 my calendar is free yet. Please follow the link below to make an appointment for that day. I will confirm your booking immediately. Yours George

Link to my calendar

Ok, I'll check this out :)

😊 Type... 📎📷

QWERTZUIOPÚ
ASDFGHJKLÖÄ
⇧ YXCVBNM ⌫
123 🌐 🎤 Leerzeichen Return

Screen 14
← **George's free slots**

APRIL

Double click on the date you want to book

HOME ACCOUNT APPOINT MESSAGE

Screen 15
April 30th, Thursday

from 08:00 ▾ h
to   18:00 ▾ h

George Harrison Relocation ✏

☑ SET REMINDER
↻ SET REPEAT

BOOK NOW

HOME ACCOUNT APPOINT MESSAGE

Screen 16
✓

You successfully booked George Harrison.
Your appointment is April 30th 2020 08:00 - 18:00

What's next?
George Harrison will confirm your booking as soon as possible

CLOSE ADD TO MY CALENDAR

HOME ACCOUNT APPOINT MESSAGE

Screen 1 (Success)
✓

You successfully rated
George Harrison for his
Service on
April 30th 2020 08:00 - 18:00

CLOSE

HOME ACCOUNT APPOINT MESSAGES

Screen 2 (Rating Area)
RATING AREA

George Harrison
Relocations
0,3 km
April 30th 2020

How would you rate George's Performance?
Timeliness
Kindness
Cost/Performance Ratio

Write a review (Optional)

Upload photos (Optional) 📷

SAVE

Screen 3 (Message Center)
MESSAGE CENTER

Sender
KAPAZOONDA   1

QWERTYUIOP
ASDFGHJKL
⇧ ZXCVBNM ⌫
123 🙂 🎤 space return

Screen 4 (KAPAZOONDA)
KAPAZOONDA

Hello Jennifer,
we kindly remind you to rate
your KAPAZOONDA
George Harrison, you recently
ordered. We hope you are
satisfied with the Performance.
Your Team from KAPAZOONDA

RATING AREA: Go Here

Screen 5 (Permission Requested)
PERMISSION REQUESTED

Do you want to save that
Appointment in your
personal calendar?

Why?
to have all your appointments
in your main calendar.

INFO
KAPAZOONDA will never use
your data for anything than
improving your app-experience!

NO   YES

Screen 6 (My Next Appointments)
MY NEXT APPOINTMENTS

Thu April 30th - 8:00 - 18:00
George Harrison Relocation
(pending for confirmation)

Tue May 5th - 08:00 - 10:00
Mariah Carrey Sewing
(pending for confirmation)

Screen 7 (Permission Requested)
PERMISSION REQUESTED

Do you want to connect
KAPAZOONDA with your
WhatsApp account?

Why?
to contact your
KAPAZOONDAS directly and
comfortably.

INFO
KAPAZOONDA will never use
your data for anything than
improving your app-experience!

NO   YES

Screen 8 (Your Results)
YOUR RESULTS

LIST   MAP

Screen 9 (Your Results List)
YOUR RESULTS

LIST   MAP

TOP ★★★★★
4,7/6 ★★★★★
4,6/6 ★★★★★
4,2/6 ★★★★★
4,2/6 ★★★★★

Screen 10 (Search)
Search for tilers, electricians, laundry 🔍

Searching for help?
Recently searched

Ironingservice Relocations Cleaning
Glass Gardener Joiner

Enter your ZIP Code

QWERTZUIOPÜ
ASDFGHJKLÖÄ
⇧ YXCVBNM ⌫
123 🌐 🎤 Leerzeichen Return

Screen 11 (Search with ZIP)
Search for tilers, electricians, laundry 🔍

Searching for help?
Recently searched

Ironingservice Relocations Cleaning
Glass Gardener Joiner

Enter your ZIP Code

81373 →

QWERTZUIOPÜ
ASDFGHJKLÖÄ
⇧ YXCVBNM ⌫
123 🌐 🎤 Leerzeichen Return

Screen 12 (Rating Area)
RATING AREA

✓ April 30th 2020

George Harrison
Relocations
0,3 km
133 Ratings
TOP RATED

Timeliness 4,9/5 ★★★★★
Kindness 5,0/5 ★★★★★
Price/Performance Ratio 4,8/5 ★★★★★

133 Reviews:
Super quick KAPAZOONDA, it was a
pleasure to work with you.
Relocations can be fun - with this guy.
A Service worth its money!

145 Uploaded photos:

HOME ACCOUNT APPOINT MESSAGES