

Electrician Ecommerce App

Ros Sumiati

Project overview



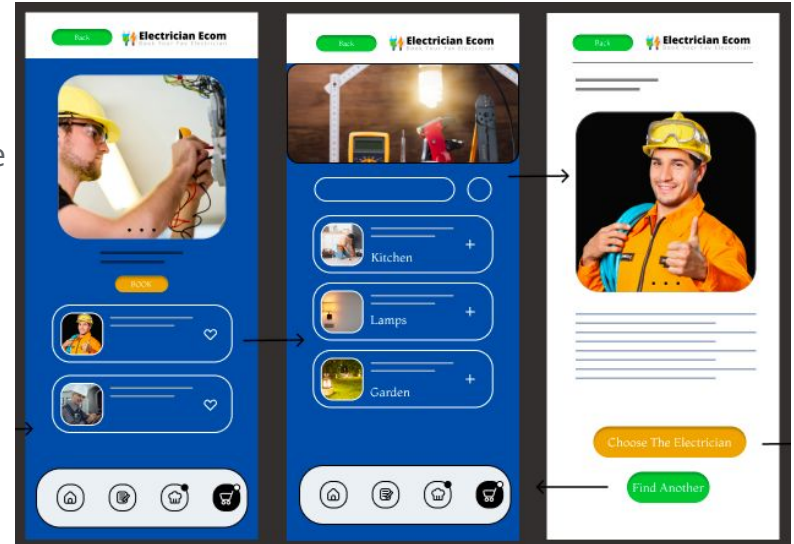
The product:

This is an app for user to find their nearby Electrician who will help them easily, by reaching out fast, reliable and friendly.



Project duration:

6 Months



Project overview



The problem:

Electrician is not too easy to be reach because most of the time they don't have marketing promotional budget, or website.



The goal:

The goal is building the app that user can find their electrician nearby without hassle, fast, reliable and friendly.

Project overview



My role:

Lead UX Designer



Responsibilities:

User research, Wireframing, Prototyping,
Testing

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was adults who don't have ability to resolve their electricity troubles at their home.

This user group confirmed initial assumptions about Electrician Ecom customers, but research also revealed that time was the users which problems are included obligations, interests, or challenges that make it difficult to get their Kitchen, Lamps or Garden Electricity working at their house.

User research: pain points

1

Pain point

It is hard to reach reliable and friendly electrician near you. This will guide the app to suggest the best result by allowing user to see electrician available nearest their house just by sorting out the app.

2

Pain point

Searching on search engine can be tricky, review on google maybe works, but maybe app can enhance this by making user acquire the electrician right away by giving them option to pick schedule for visits from electrician they choose.

3

Pain point

Reliability of the electrician is important, That is why the review of the users for the electrician is useful. Sorting it to be the most reliable to not reliable. Can give best value of the app to saving user time searching.

4

Pain point

Friendliness of the electrician is important to make the user easier to communicate their electricity problem, that will make the app available to show this by showing user how often the electrician give smiles on their chat.

Persona: **Meghan**

Problem statement:

[Meghan] is a [Designer] who needs [reliable and friendly electrician near her house to be reach easily] because [she love aesthetical lights so most of the time need a help from electrician to make her ideas].



Meghan

Age: 37

Education: Design Bachelor

Hometown: California

Family: Married, 1 children

Occupation: Remote Designer

"I am enjoying living on simple yet productive work, as I am cuddling with my baby"

Goals

- To be available for my kids all of the life I have
- Serve customer with great yet functional design
- Travel all along the years I have

Frustrations

- It is difficult to find Electrician who are reliable.
- It is difficult to get the electrician to work on my aesthetic taste of lights.

Meghan is a busy Remote Graphic Designer with one baby who is really demanding for attention. Her husband working away on different state, makes them separated for quite long everyday. Meghan love to work on her hobby for an aesthetich bulbs and lights, but most of the time she needed electrician to work on the electircity to works well for her house and her hobby.

User journey map

[Find the nearest electrician
to setup her lamp decor
and garden lamp]

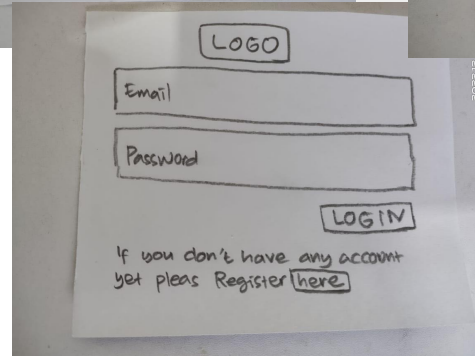
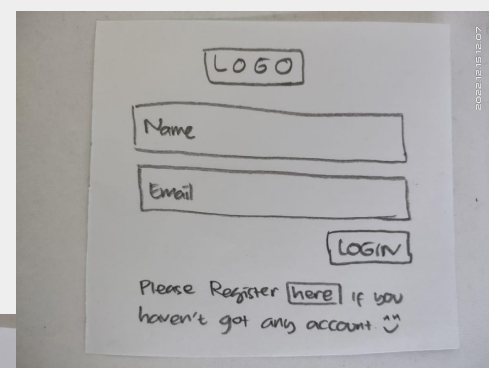
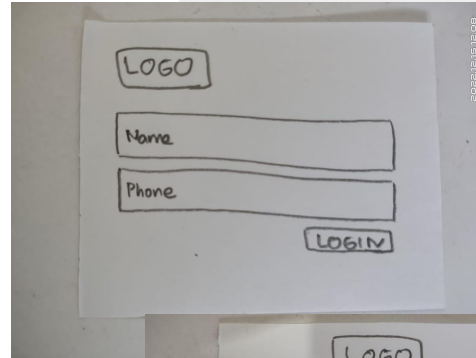
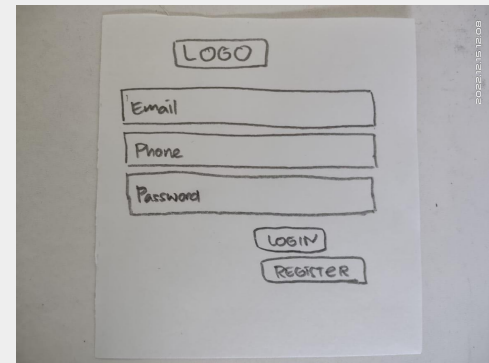
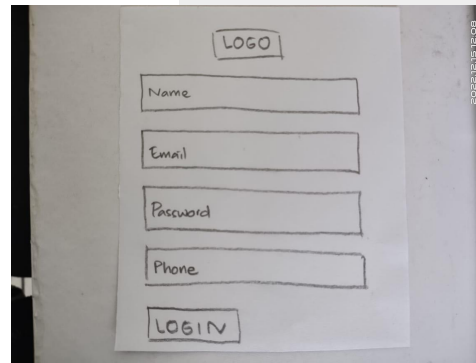
Persona: Meghan

Goal: Find a nearest electrician to setup her lamp decor and garden lamp

ACTION	Determine the nearest electrician	Thick the checkbox for services needed from the electrician	Book the electrician	Make a payment for booking	Get a visit from chosen electrician	Confirm done and release payment
TASK LIST	Tasks A. Find and read nearest electrician using tab "Near Me" B. Identify nearest electrician C. Pick One of the electrician on the electrician archive page	Tasks A. Click Book the electrician B. <u>Thick</u> the checkbox of the services she wanted C. Pick the date of visit	Tasks A. Confirm booking of the electrician B. Confirm Services wanted C. Confirm date of visit	Tasks A. Choosing one of the payment method, on the payment methods options B. Verifying payment card or ID C. Send money to escrow	Tasks A. Verifying ID of electrician, B. Welcome the electrician and show him where to work on C. Check the work of the electrician	Tasks A. Confirm services are done B. Release the payment from escrow
FEELING ADJECTIVE	<ul style="list-style-type: none">Happy to see all electricians provided	<ul style="list-style-type: none">Hopeful	<ul style="list-style-type: none">Satisfied	<ul style="list-style-type: none">OverwhelmedPatient	<ul style="list-style-type: none">RelievedGladAlert	<ul style="list-style-type: none">ExcitedRelievedHappy
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Pick services details wantedBook one of the electrician that interesting for her	<ul style="list-style-type: none">Better option of "other" services neededAccessibility key on map app	<ul style="list-style-type: none">Booking and next step explanations	<ul style="list-style-type: none">Make an easy form to fill for this confirmation	<ul style="list-style-type: none">Feedback optionsConfirmation options of all services done	<ul style="list-style-type: none">Rate the <u>electrician</u>

Paper wireframes

[Electrician Ecom is the app
for Finding Nearest
Electrician for Homes]



Digital wireframes

[Your notes about goals and thought process]

Description of the element and its benefit to the user

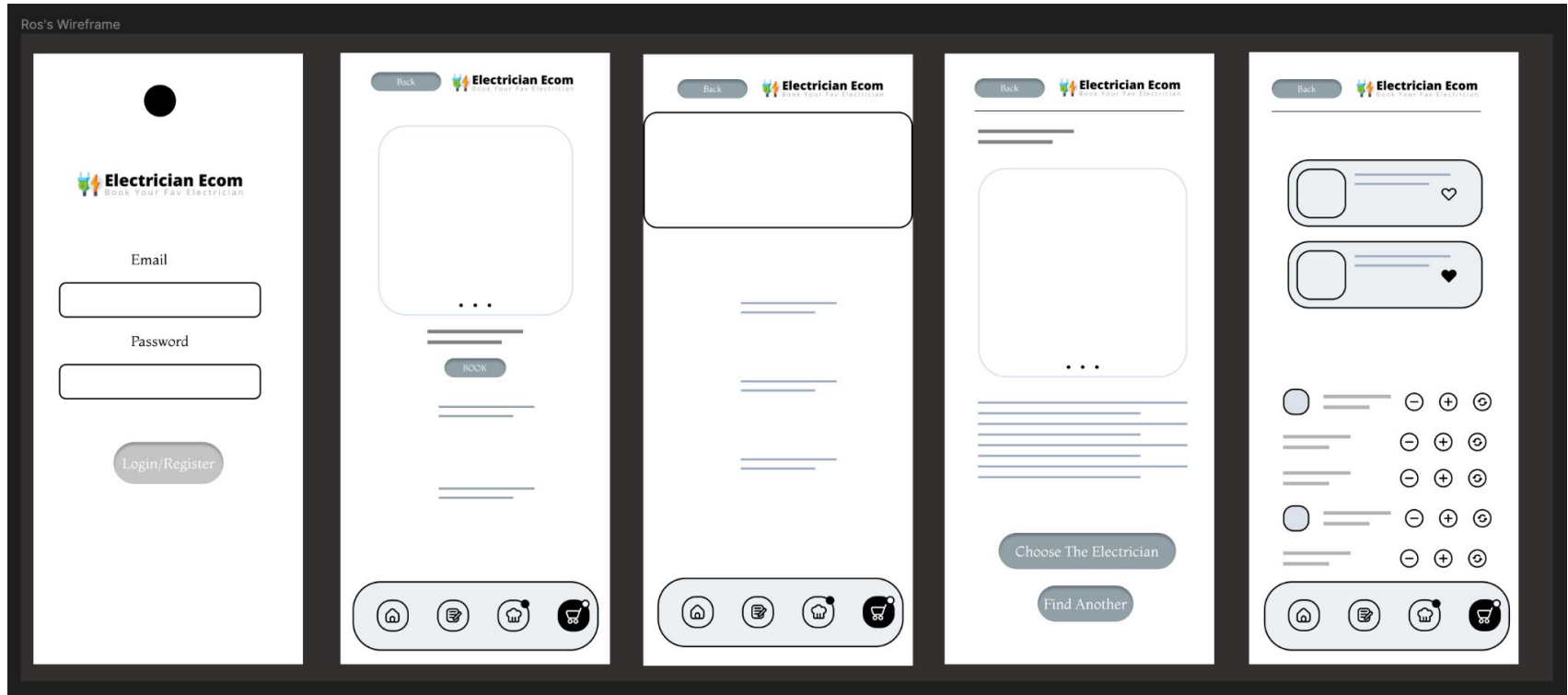


Insert first wireframe example that demonstrates design thinking aligned with user research



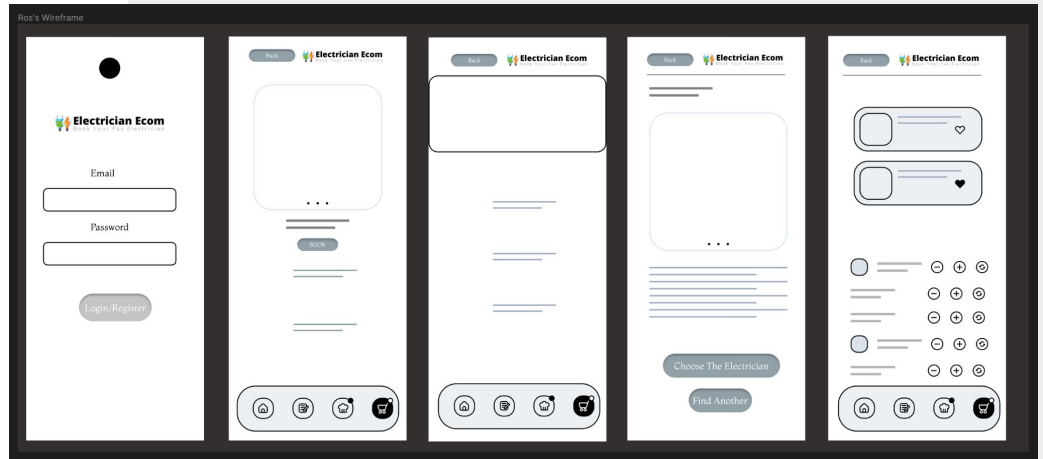
Description of the element and its benefit to the user

Digital wireframes



Low-fidelity prototype

<https://www.figma.com/file/fVVQNFXb9q7CjWKV4WnSmH/Ros's-Lo-fi-Wireframe?node-id=2%3A320&t=2TqOhXfO84orX29Q-0>



Usability study: findings

Findings Identification Electrician Ecom

Round 1 findings

1

(Confusion about login or register choices, but it should be obvious since they haven't register yet, they should automatically understand that they need to register, but they still questioning, so I think it needed to be explain on description a bit on the form says "If you haven't got any account, please register and if you already a member then just login from previous analysis)

2

(Understood features on Electrician archive and still have no idea how to configure filter options from previous analysis)

3

(Don't like nearest electrician result section, in a way of the search result and another two in a way of how it looks from previous analysis)

Round 2 findings

1

(Map icon is not being used as it should be so they think the icon is not working, it is actually working, they just need to adjust by dragging anything the map could possible nearest their location or exact from previous analysis)

2

(Users don't get a clue about the payment of their order from previous analysis)

3

(Users don't get a sign that they have already booked the electrician after picking a date on calendar. nsert observation from research)

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

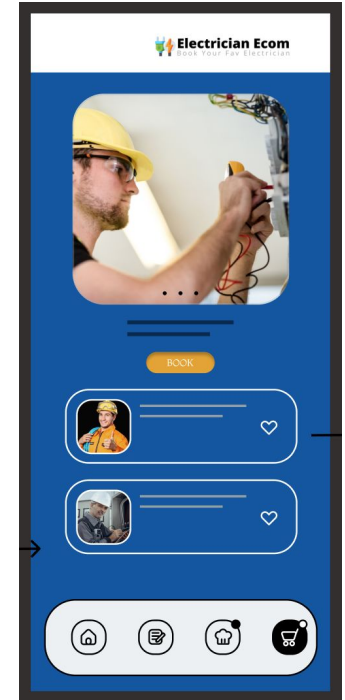
Mockups

[Your notes about goals and thought process]

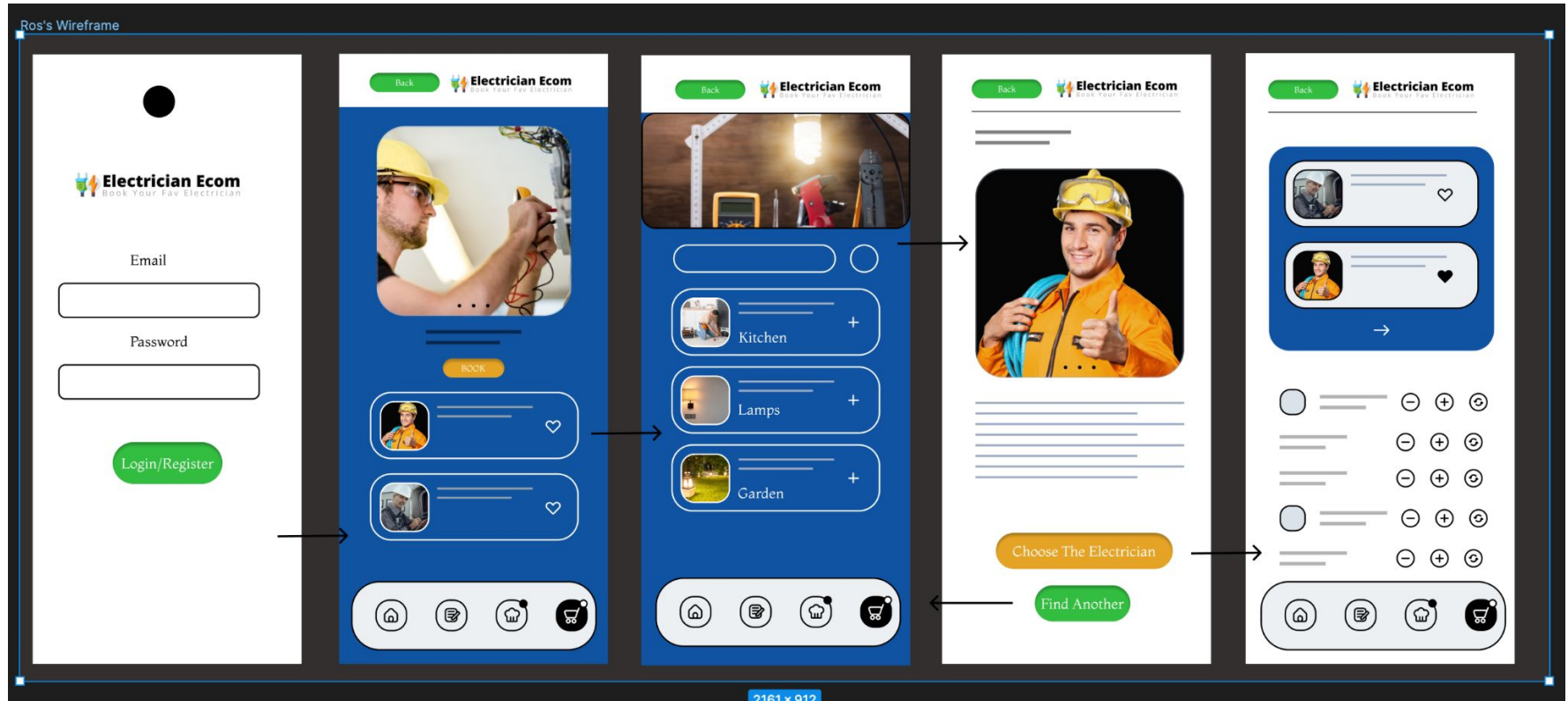
Before usability study



After usability study

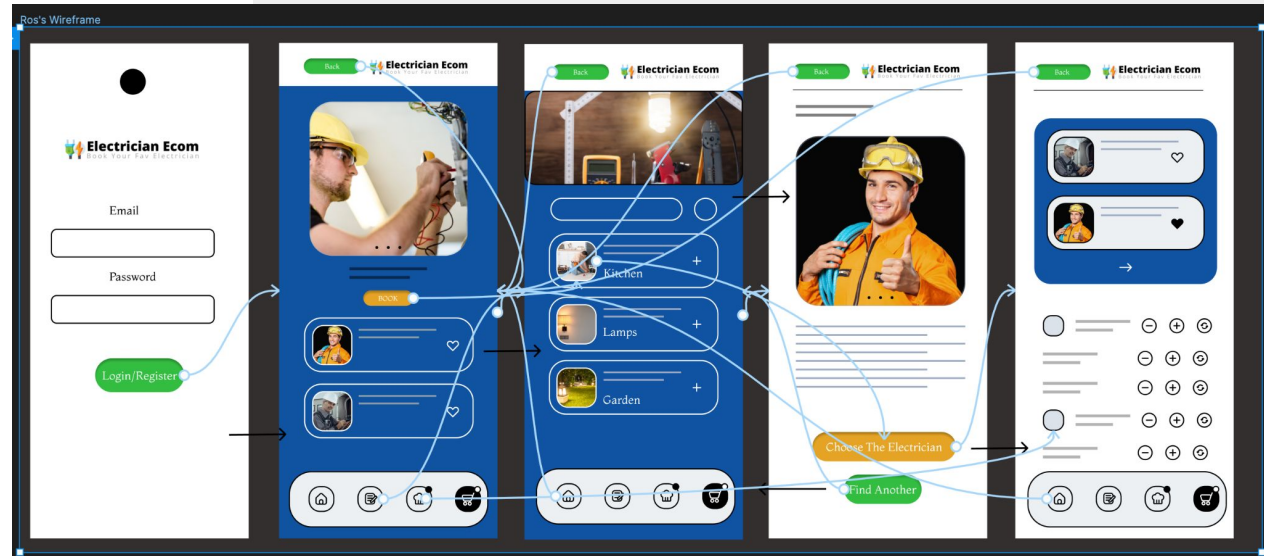


Mockups



High-fidelity prototype

<https://www.figma.com/proto/fVVQNFxb9q7CjWKV4WnSmH/Ros's-Wireframe?node-id=2%3A322&starting-point-node-id=2%3A322>



Accessibility considerations

1

Based on the theme that: (Confusion about login or register choices, but it should be obvious since they haven't register yet, they should automatically understand that they need to register, but they still questioning, so I think it needed to be explain on description a bit on the form says "If you haven't got any account, please register and if you already a member then just login from previous analysis), an insight is: (it needed to be explain a bit on the form says "If you haven't got any account, please register and if you already a member then just login).

2

Based on the theme that: (Don't like nearest electrician result section, in a way of the search result and another two in a way of how it looks from previous analysis), an insight is: (Changing the design and interface for the result page or section is mandatory).

3

Based on the theme that: (Map icon is not being used as it should be so they think the icon is not working, it is actually working, they just need to adjust by dragging anything the map could possible nearest their location or exact from previous analysis), an insight is: (it needed to have a better description on how using the map icon together with dragging position options or make the map icon to have exact result).

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Electrician Ecom really thinks about how to meet their needs for reliable Electrician.

One quote from peer feedback:

"The app made it so easy to find and book electrician for my house! I would definitely use this app!."



What I learned:

While designing the Electrician Ecom app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Making my way to better result of Hi-Fidelity Design to present.

Let's connect!



I would love to hear from you, glad to know if I can help to solve all your business needs for Apps and Website.

Please visit: <https://rosumiati.com/>

Email me : contact@rosumiati.com

Thank you!