#### 1. Sticky notes

"The top talent", she She thought the found it not helpful The word talent is The materials section She think the catego-She found the categodescription "expert to be in the dashis exiting and although confusing, I associate ies on the dash board name" is more acries on the dash board board. She thinks that it with show business it is just a concept now should include the algorithms are bias curate than the word to be intriguing I find it very exciting. and artists. materials as well. "talent" in presenting "top anything" For the post a request. she found it confusing For her having ratings For" post a request" "I like the idea of post For" post a request" that the first step to and reviews of the task she felt the mes-She was confused request makes me feel task she started from choose a package experts is externally sage writing should be with the appointment that I can customize the category not post she though it is a done at the begging of the helpful to make a package. my request" a request. deal with an unknown decision process. expert For the post a request, She thinks in the expert For the post a request, For" post a reshe felt very uncomprofile that name should she found it confusing For the post a request, quest", She was be smaller because may fortable to share She thought that "upthat the first step to she did not see a confused with the be the name could invite information open loading documents' choose a package different between ategory of the expert some prejudices towards ended and before is a requirement not a she though it is a done heiring a freelancer or as maybe she may not the person. having a preliminary choice. She thinks the rating / the deal with an unknown an agency know who would do communication with availability/ the hourly rate expert. he job at hand better the expert. should be more central For the payment For the "book and ap-She thinks in the For"booking an ap-"I would like to see She questioned methods she thinks pointment" task. she pointment" she thinks expert profile that whether the calender what I posted before a percentage system found that "sharing having photos of the a personal message and after porting so I is the app calendar or makes more sense my active post" is very experts work very should be the first can edit it' a cloud calender. than payment packagconvenient important. step. es system. In the end, after she The idea of appointinteracted with the She commented that ment package is app, she liked the She commented that the past appointments not clear to her. She in the appointment concept but she still and history of mesasked what would stop stressed the payment summary the time is sages should be in me from googling the user profile not the methods and sharing not written. person and pay them data are not convinccalender separately ing.

#### 1. Sticky notes

I think the location She found the top 'It is important for me For the "post a request She found the top of the expert is very talent category to be 'I like that I can post a to know how those important aspect. confusing, she asked talent category to be task"she felt writing I would like to see, experts are vetted personal customized how are they conconfusing, she asked a message should and how trust worthy "experts in your area" post" sidered top ?? who how are they considbe first. they are" instead of top experts decided that the are ered top ?? or top talents top?? For "experts profile" For "post a request" task, she found that She liked the category For "post a request" she found the fil-She felt the idea of For the "post a request ters very useful but part of the dashboard, task, she felt that it the pricing model is not the page "community task" she would like to she suggested a but she thinks that is happened to quickly. convincing. Not all tasks very intriguing and see the post summery different order. For make more sense to She wanted to see have the same pricing, was exited to know in the end. example: frequently nave the categories by an editable summery o she presumes that the more about it. pricing should be expert asked question at the ask not by profession. before posting. customized. bottom. For "booking and appointment" the She thought the For the "search for She found the idea of For "post a request" history of past apsummery page has expert", she felt that sharing photos and task, she though that pointments and posts the action "next", she maybe "I don't know "need inspiration" not floor-plans very us full history should be by felt that the action what I am searching and time saving. clear. the user profile. should be "book for" appointment" I like that the app in She felt that the dashconcept, helps the board should show user to get in touch more information of with experts and buy what the app does. materials.

### 1. Sticky notes

**P6** "If the app is com-For the "post a request task" he felt he needs munity based then I For the "post a request I think if the tags would find it ground He questioned the "I don't understand task"he first made a more information where more develbreaking because pricing model, why is it how top talents are mistake and started about the expert oped I would not like such an app does not priced like this? picked" browsing the cateappointment package. before choosing an to post a request. exist within the construction market" He felt that the cate-For the "post a For the "post a request He did not like the request task"he felt gory of the dashboard For the "post a request task" he did not For the experts profile pricing model, he felt may be easier if it is task"he felt writing a that choosing the he felt that rating a user should not pay understand the "need categories ed as a message should be appointment package inspiration" when should be bigger. for the first appointtask based or element first. in the begging to be writing the post. ment. confusing. based He felt that the categories need to have He does not mind the The experts profile. He He liked that the a better classification search option, but in felt that it should have search option switchthan by profession as he rating and the cost general he would liked es between talent and not all people know of the expert more to explore the intermaterials. vho does what when i clearly. face and play around comes to construction before searching. and renovation.

# 2. Create Top-Level Categories Observations | Positive Quotes

She questioned whether the calender is the app calendar or a cloud calender.

For the payment methods she thinks a percentage system makes more sense than payment packages

She commented that the past appointments and history of messages should be in user profile not the calender.

She felt the idea of the page "community" very intriguing and was exited to know more about it.

She liked the category part of the dashboard but she thinks that is make more sense to have the categories by task not by profession

For the experts profile he felt that rating should be bigger text.

He does not mind the search option, but in general he would liked to explore the interface and play around before searching.

She found the top talent category to be confusing, she asked how are they considered top?? who decided that the are top??

He felt that the categories need to have a better classification than by profession as not all people know who does what when comes to constructio and renovation. She thought the description "expert name" is more accurate than the word "talent"

She thinks in the expert profile that name should be smaller because maybe the name could invite some prejudices towards the person. She thinks the rating / the availability/ the hourly rate should be more central.

She thinks in the expert profile having photos of the experts work very important.

"It is important for me to know how those experts are vetted and how trust worthy they are"

She felt that the dashboard should show more information of what the app does.

For the "post a request task" he felt he needs more information about the expert before choosing an appointment package.

"I don't understand how top talents are picked"

He did not like the pricing model, he felt a user should not pay for the first appointment.

For the post a request, she did not see a different between heiring a freelancer or an

She think the categories on the dash board should include the materials as well.

"I think the location of the expert is very important aspect, I would like to see, "experts in your area" instead of top experts or top talents"

She thought the history of past appointments and posts history should be by the user profile.

He questioned the pricing model, why is it priced like this?

He felt that the category of the dashboard may be easier if it is categories as a task based or element based

"The top talent", she found it not helpful to be in the dashocard. She thinks that algorithms are bias in presenting "top anything".

The experts profile.

He felt that it
should have the
rating and the cost
of the expert more
clearly.

"I like the idea of post request makes me feel that I can customize my request"

"The materials section is exiting and although it is just a concept now I find it very exciting." For the "book and appointment" task, she found that "sharing my active post" is very convenient

She found the categories on the dash board to be intriguing

For "experts profile" she found the filters very useful but she suggested a different order. For example: frequently asked question at the

bottom.

breaking because

such an app does not

exist within the con-

struction market"

"If the app is community based then I would find it ground

For her having ratings and reviews of the experts is externally helpful to make a decision

'I like that I can post a

personal customized

She found the idea of sharing photos and floor-plans very us full and time saving.

"I like that the app in concept, helps the user to get in touch with experts and buy

He liked that the search option switches between talent and materials.

# 2. Create Top-Level Categories Negative Quotes Errors

"The word talent is confusing, I associate it with show business and artists." For the post a request, she felt very uncomfortable to share information open ended and before having a preliminary communication with the expert.

For the post a request, she found it confusing that the first step to choose a package she though it is a done deal with an unknown expert.

For" post a request" task she started from the category not post a request.

She thought that "uploading documents" is a requirement not a choice. For the "post a request task" he did not understand the "need inspiration" when writing the post.

"I would like to see what I posted before and after porting so I can edit it" The idea of appointment package is not clear to her. She asked what would stop me from googling the person and pay them separately

In the end, after she interacted with the app, she liked the concept but she still stressed the payment methods and sharing data are not convincing.

For the "post a request task"he first made a mistake and started browsing the categories.

For the post a request, she found it confusing that the first step to choose a package she though it is a done deal with an unknown expert

For" post a request" task she felt the message writing should be at the begging of the process.

For"booking an appointment" she thinks a personal message should be the first step.

She was confused with the appointment package.

For" post a request", She was confused with the category of the expert, as maybe she may not know who would do the job at hand better.

She commented that in the appointment summary the time is not written.

For the "post a request task" she would like to see the post summery in the end

For the "post a request task"she felt writing a message should be first

For "post a request" task, she felt that it happened to quickly. She wanted to see an editable summery before posting.

For "post a request" task, she found that the pricing model is not convincing. Not all tasks have the same pricing, so she presumes that the pricing should be expert

For the "search for expert", she felt that maybe "I don't know what I am searching for" For "booking and appointment" the summery page has the action "next", she felt that the action should be "book appointment"

For "post a request" task, she though that "need inspiration" not clear. think if the categories where more developed I would not like to post a request.

For the "post a request task"he felt that choosing the appointment package in the begging to be confusing.

For the "post a request task"he felt writing a message should be first.

request riting a puld be

## 3. The Rainbow Spreadsheet

Usability test	P1	P2	P3	P4	P5	P6	Total	Solutions
Observations								
Is it a calender in the app or a cloud calender?							1	It is not a design question, but it should be discussed with a development team
The word "talent" is it the right word?							1	It should be changed to "experts" or "services"
What is the different between heiring a free- lancer or an agency?							1	It should be discussed further with a business development team
The pricing model, change the an appointment package model							1	This should be fixed immediately, almost all participants had an issue with the current model, maybe a subscription or percentage model is more suited, but it should be discussed further with a business development team
The current design of the experts profile has some important information in small scale texts such as rating / the availability/ the hourly rate and location . it does not contain information on how those experts are vetted and how trust worthy they are.							2	The design needs to be modified to give the most important information as fast as possible, an interface designer should also be consulted.
Even it is a concept dash board should include the materials as well.							2	The materials will be kept in the dashboard as it tested well as a concept.
Past appointments and history of messages should be in user profile not the calender.							2	They could be included in both pages.
In the dashboard, the categories are not very accurate, some people don't know the profession of the experts they are seeking.							1	The categories would be divided by task not by profession.
In the dashboard, it is questionable the top talent categories are created and it does not feel important.							3	The top talent category will be deleted in the dash board since no one found it important and some found it natively impacting the experience.
Errors								
When applying the "post a request" task the user started from the category not post a request and had to go back to the dashboard.							2	Posting a request should remain active when browsing through the categories.
The user thought that "uploading documents" is a requirement not a choice.							1	The design of this page should be reconsider to be more clear it is not a requirement.
For the "post a request task" the user did not understand the "need inspiration" when writing the post.							1	It should be changed into "need an opening line for your message"
Negative Quotes								
"The word talent is confusing, I associate it with show business and artists."							1	It should be changed to "experts" or "services"
The user expressed uncomfortable feeling to share information open ended and before having a preliminary communication with the expert.							1	It should be more clearer that this is not a requirement
For "the post a request" task, several users preferred to start by writing a message.							5	It should be changed and made the first step
For "the post a request" task, several users preferred to have an edible summery at the end.							3	It should be changed and include an editable summary
For booking an appointment the user also wished to write a personal message.							1	It should be changed and include writing a message.
For both booking an appointment and posting a request, the appointment packages were not approved by several users.							4	As mentioned above the pricing module will change and with it the appointment package is no longer part of these process.
I think if the categories where more developed I would not like to post a request.							1	Not exactly a usability error in the final product when everything is well developed it will no longer be an issue
Positive Quotes								
She found the categories on the dash board to be intriguing							1	
"I like the idea of post request makes me feel that I can customize my request"							2	
"I like that I can post a personal customized post"								
"The materials section is exiting and although it is just a concept now I find it very exciting."							1	
For the "book and appointment" task. she found that "sharing my active post" is very convenient,							2	
She found the idea of sharing photos and floor-plans very us full and time saving.								