



Handal

Let your trusted handyman service *handal* it

Billy Leung / 25 June 2016

Assumption

People are frustrated with finding
a good handyman

Competitor Analysis

Name	Overview	Offer	Effort	Ratings/ Reviews	Payment Methods	Platform	Free Quote	Background Check	Emergen cy
Yellow Pages/ True Local	Business Listing	Search for any business online	Med	Yes	To Handyman on completion - Varied	Listing	Varied	No	Yes
Hire a Hubby / Jims	Franchise Businesses	Locally operated and owned businesses	Med	No	To Handyman on completion - Varied	Market Place	Yes	Assuming yes and no	No
Service Central	Find trade and services the easy way	Get 3 quotes from certified local businesses	Low- Med	Yes	To Handyman on completion - Varied	Market Place	Yes	Yes	No
Handy	Book professional cleaners and handymen	Just book and they take care of the rest	Low	No	To Company on booking - Credit Card	Market Place	Yes	Yes	No
Task Rabbit	We do chores and errands for you	Get things done by connecting you with others	Low	Yes	To Company on completion - Credit Card	Market Place	Yes	Yes	Varied
Facebook	Referral or advertise on local groups page	Ask any connection	Med	Yes	To Handyman on completion - Varied	Listing/ Market Place	Varied	No	Varied
Google	Search Engine	Search broadly for required service	Med	No	Varied	Listing	Varied	No	Yes

User Interviews Affinity Map



User Interviews

Biggest frustration is a handyman who doesn't fix their problem properly

Availability of handymen is also important because of convenience

There are concerns about safety

There's a need for convenient payment

Insights

People are reluctant to go find their own handyman because of the uncertainty about an untried handyman's reliability

"Whether the handyman is good or not is a surprise"

- Vivian A

"I'm sick of tradies not showing up on time"

- Bert C

"I prefer to find someone by word of mouth because i know they've done a good job in the past"

- Bert C

Insights

People had strong unhappy reactions about having to take time off work to be home for repairs

"My choice narrows down to who's available on weekends"

- Robin H

"It's not convenient to work around the handyman's availability"

- Kat R

Insights

Concerns about safety was an unexpected common theme especially late night emergencies

"I don't feel safe if it's not a friend's referral"

- Kat R

"I'm concerned about tradies showing up without I.D"

- Vivian A

"I wouldn't leave my wife alone with a handyman"

- Robin H

Persona: Chris Adams

39 years old workaholic
accountant from Frankston,
married with a young kid



Persona : Chris Adams



He tried his hand at DIY but he's just not good at it. So he usually just get someone to fix things but at the same time he's always putting it off because he finds the process of searching for handymen painful and time consuming. He also hates taking time off work to be home for the handyman, who shows up 1 hour late.

Stories and Scenarios

- His wife keeps asking him to get stuff fixed
- His first port of call is calling his friends to see if they know anyone
- He doesn't want to keep calling several people and explain the same problem over and over again

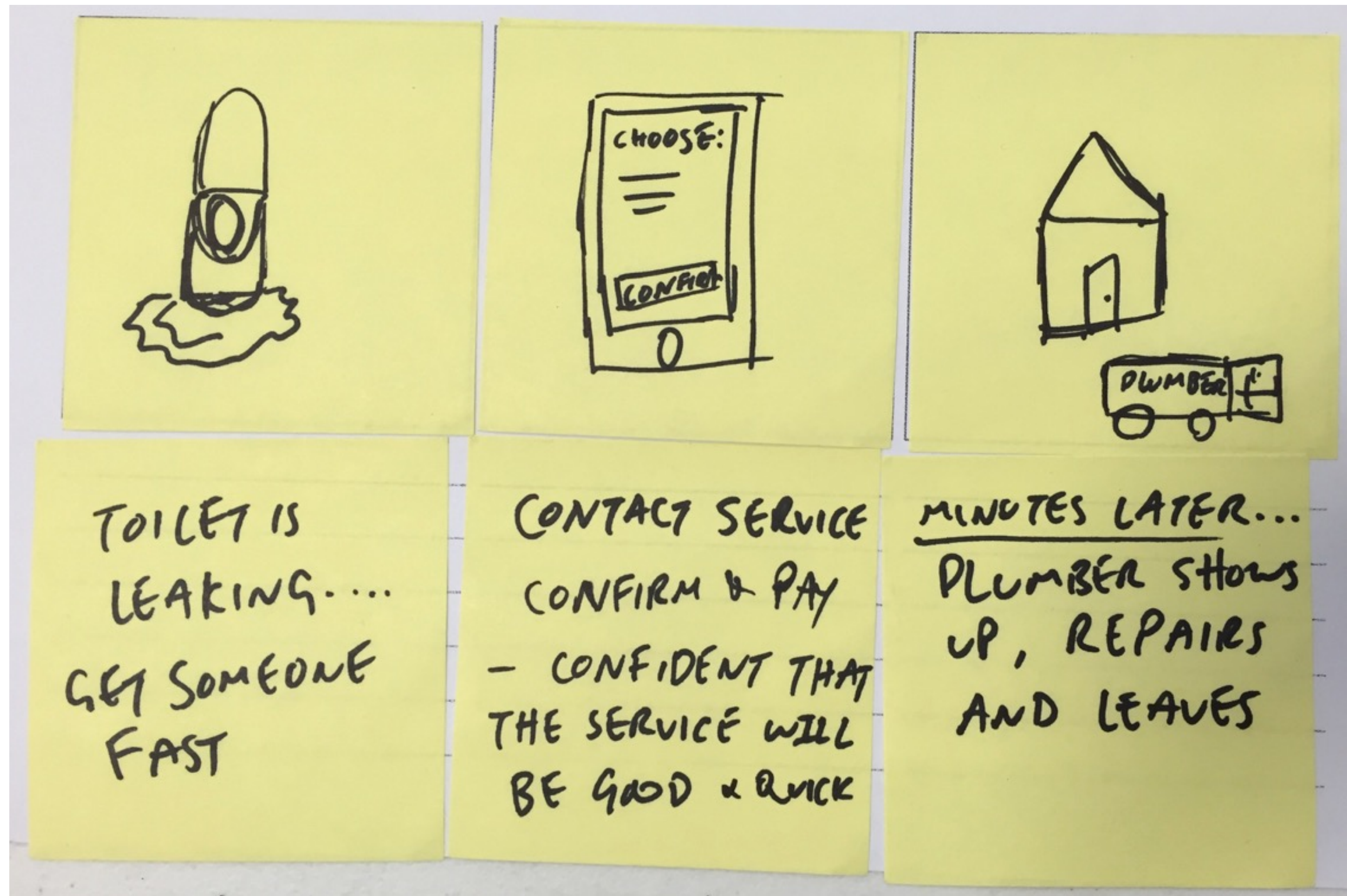
Needs and Goals

- Needs to be sure he's getting someone reliable
- Need someone who can work around his time
- Needs to feel safe for this family especially if he's not around
- Need a convenient way to pay

Problem Statement

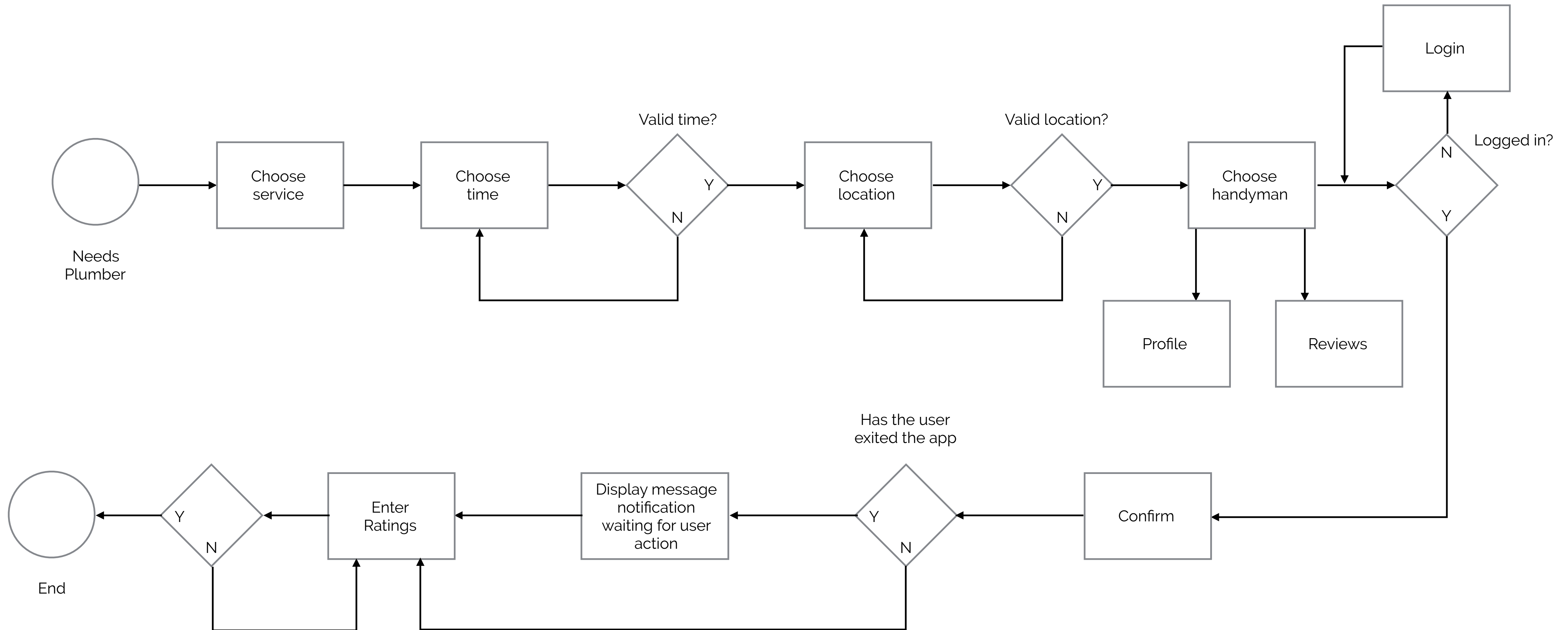
Chris needs a way to hire an honest and skilled handyman at a convenient time because his time is important for him

Storyboard

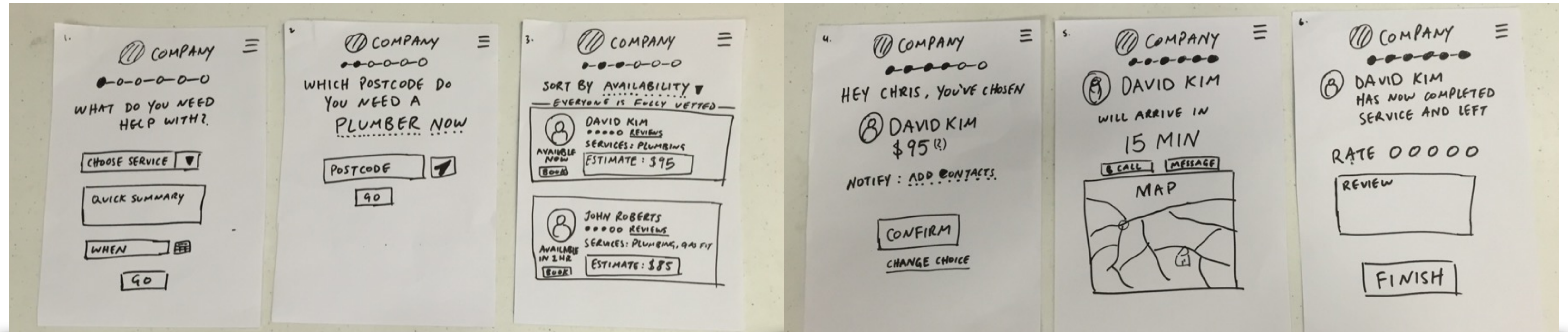


Getting a handyman should be quick and easy. You shouldn't have to worry about whether the handyman you booked actually knows how to fix things. This service has already done all the hard work, all you have to do is book it.

Userflow



Paper Prototype



Paper Prototype Testing



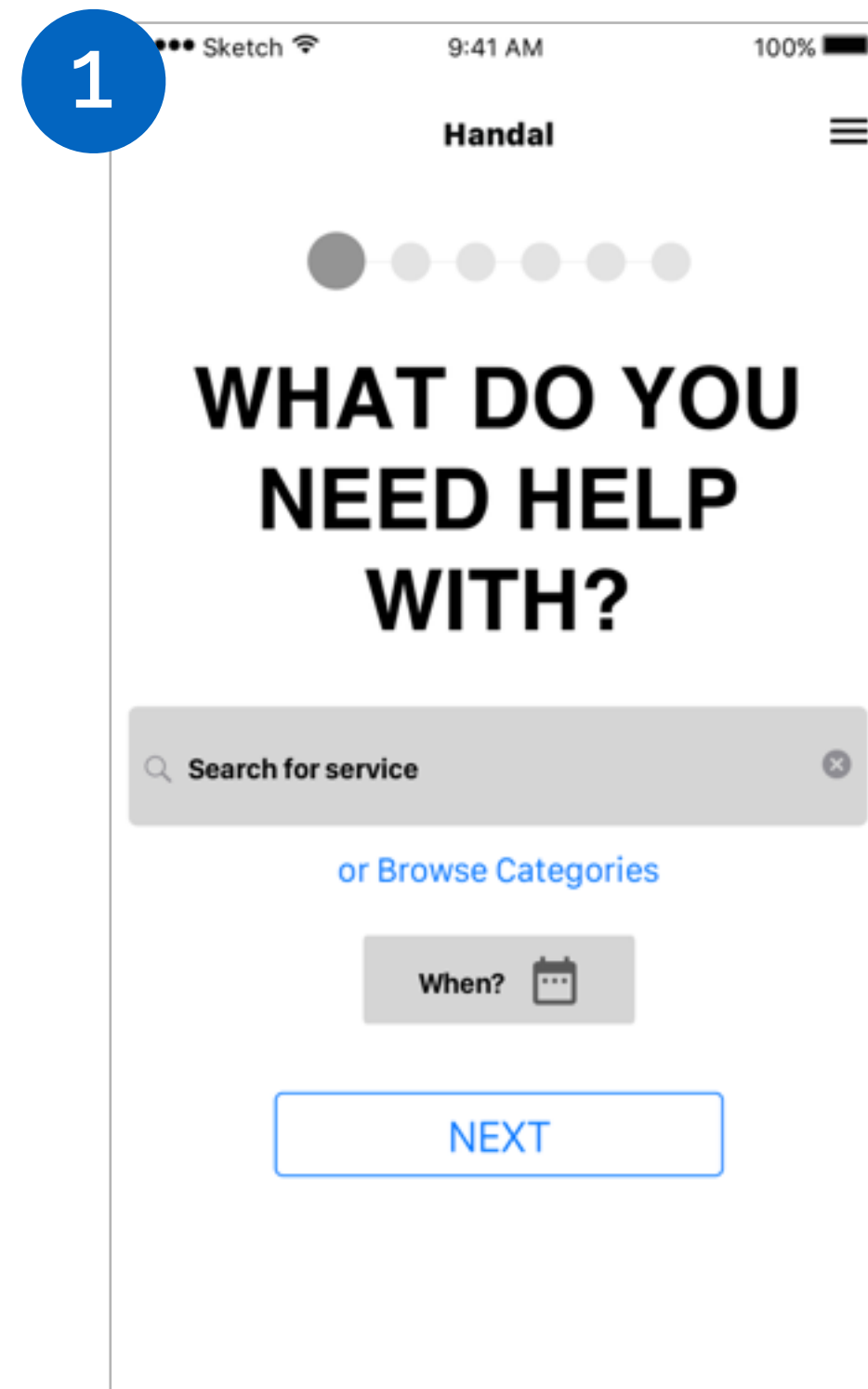
Main insights

- ✓ Knew exactly what to do to progress to the next screen without instructions
- Low fidelity app blurred the lines between box outline and clickable buttons
- Didn't notice there were reviews
- Price info not noticeable
- Questioned whether the notify feature was necessary
- Didn't leave a rating at the end

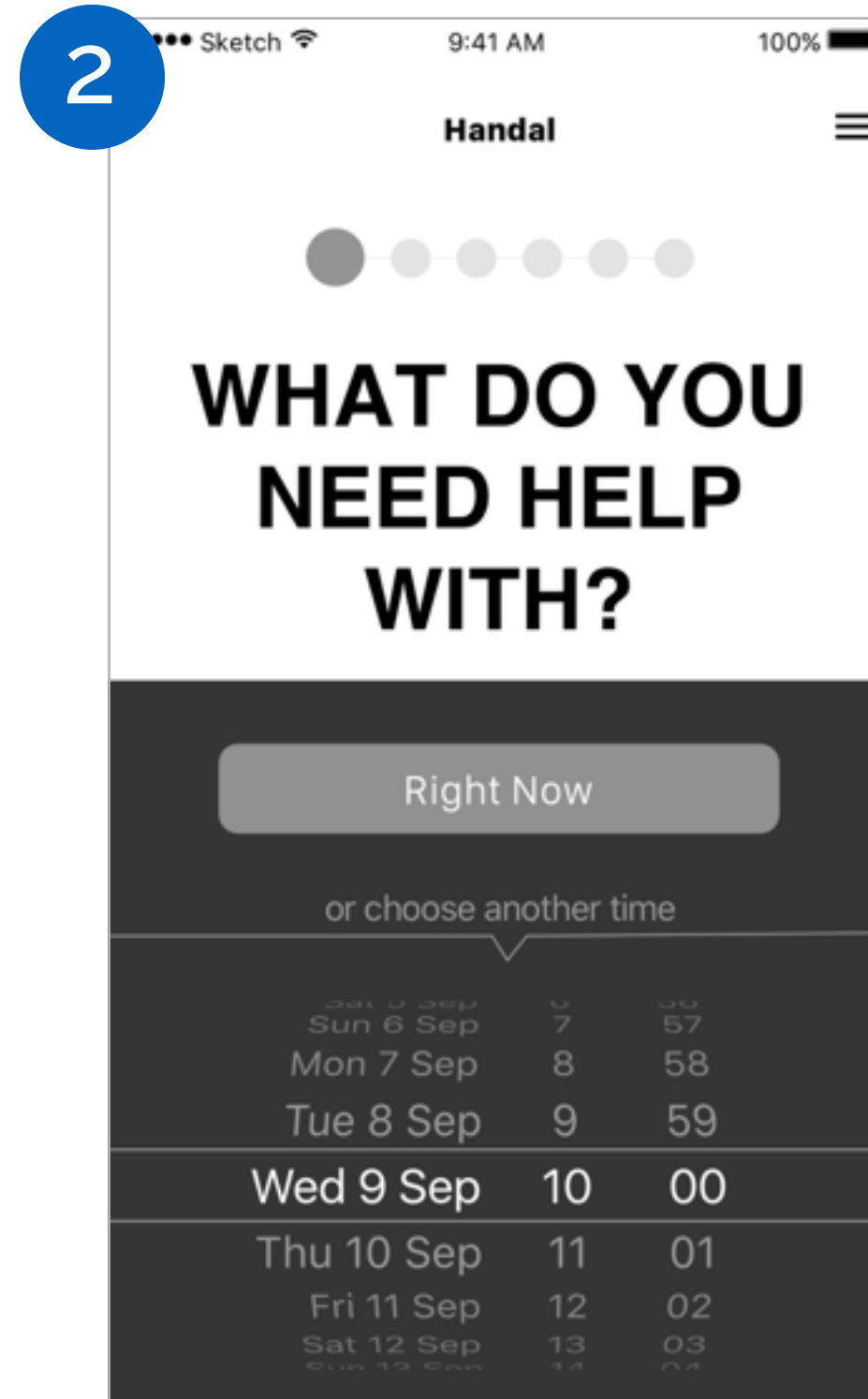
Wireframe v1

It's 10pm on a Wednesday night. You just found out your toilet is leaking and need someone qualified and trustworthy to come and fix it. You remember you recently created an account on Handal.

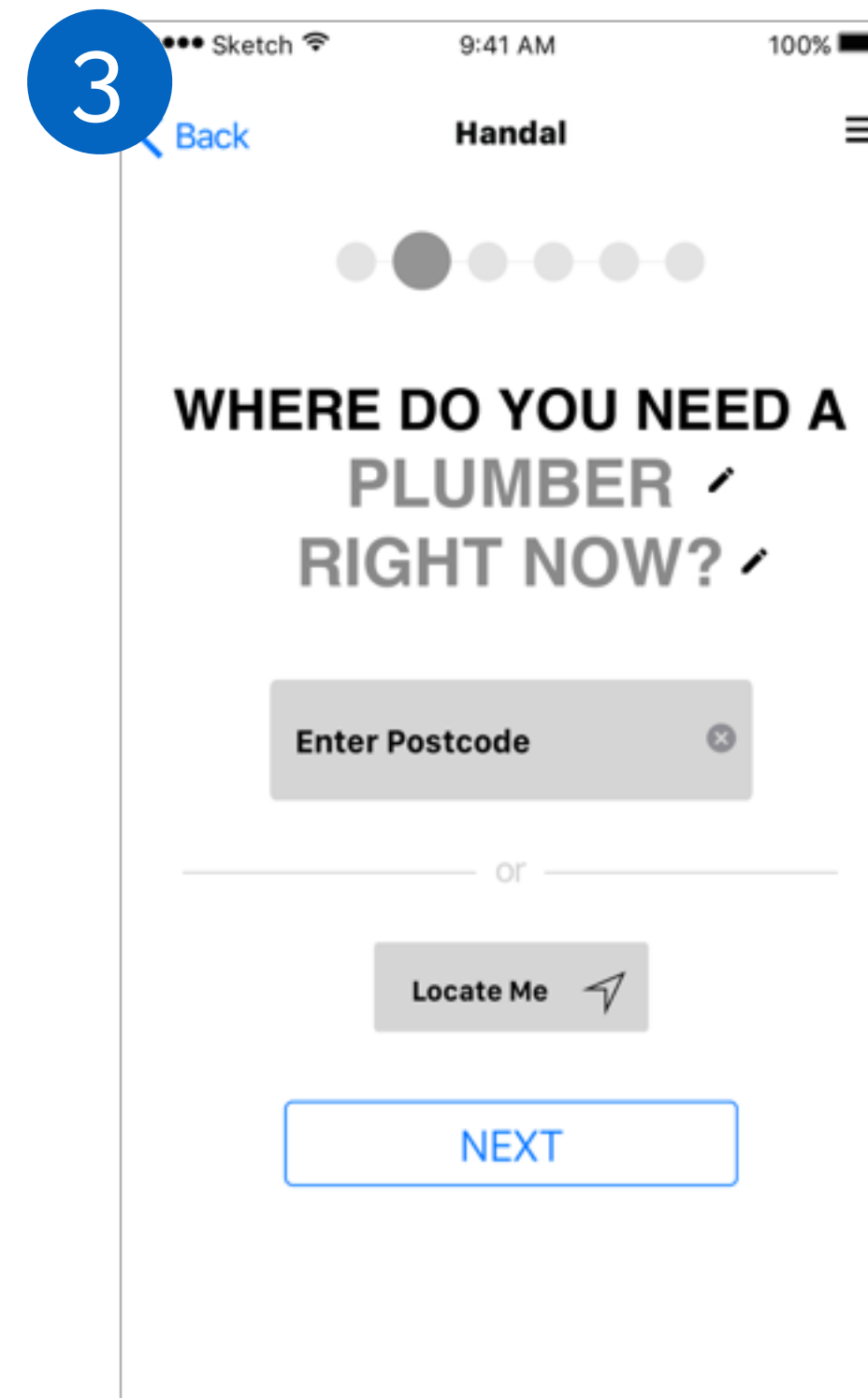
How would you use the app to find someone?



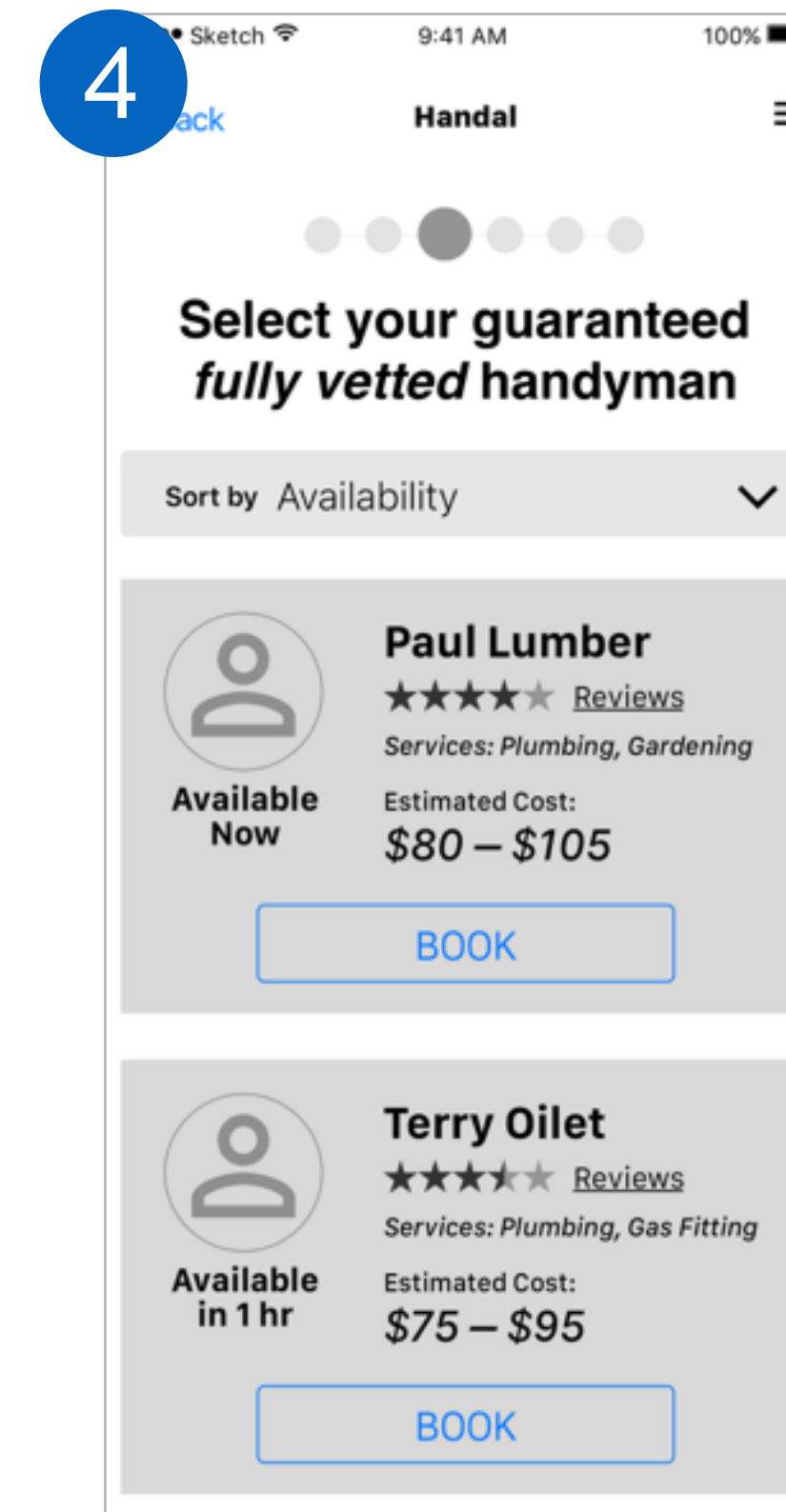
They choose the service via a dropdown



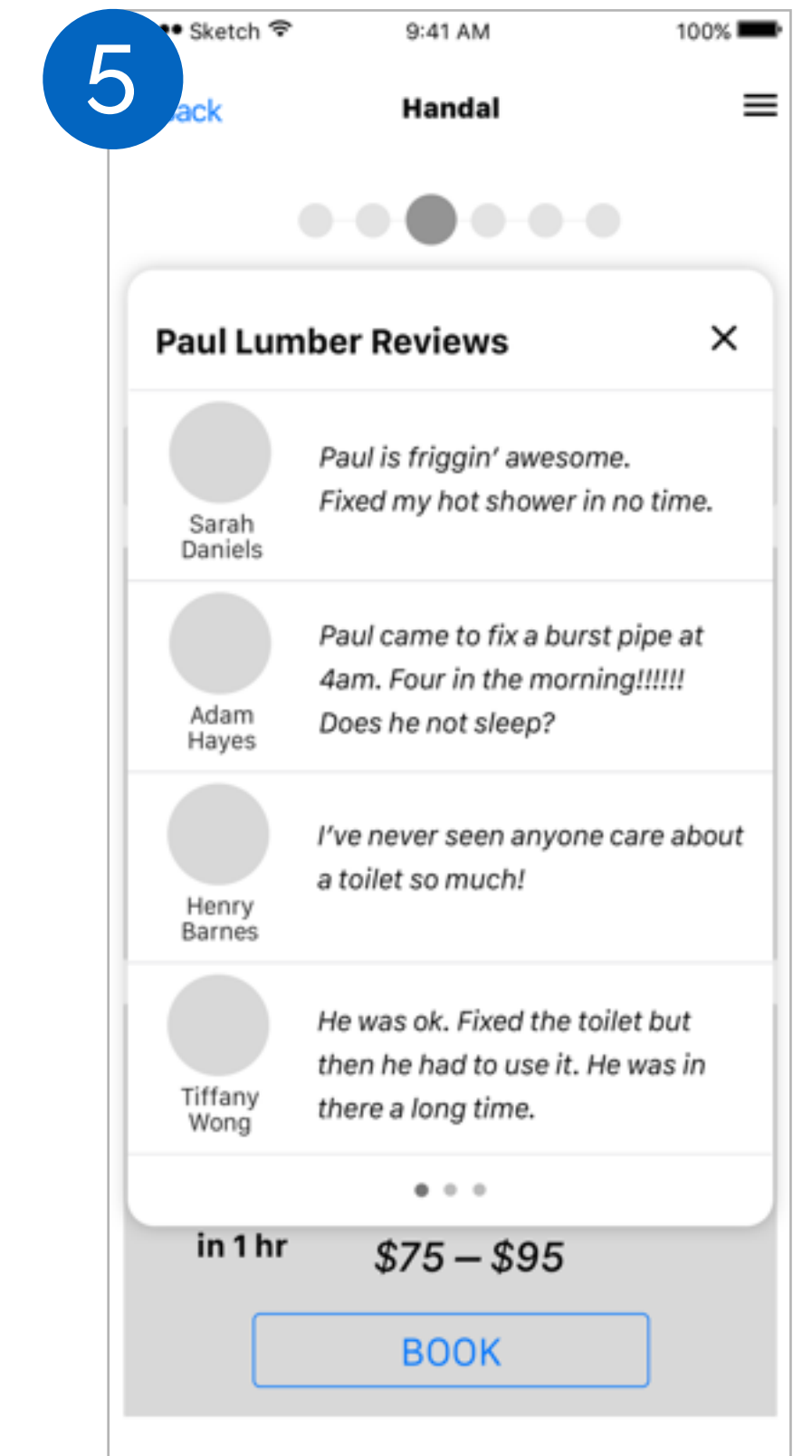
Choose 'When' has the option of a quick "Right Now" or choose a date and time in the future



Next the user can enter postcode or a quick locate me button using the gps location

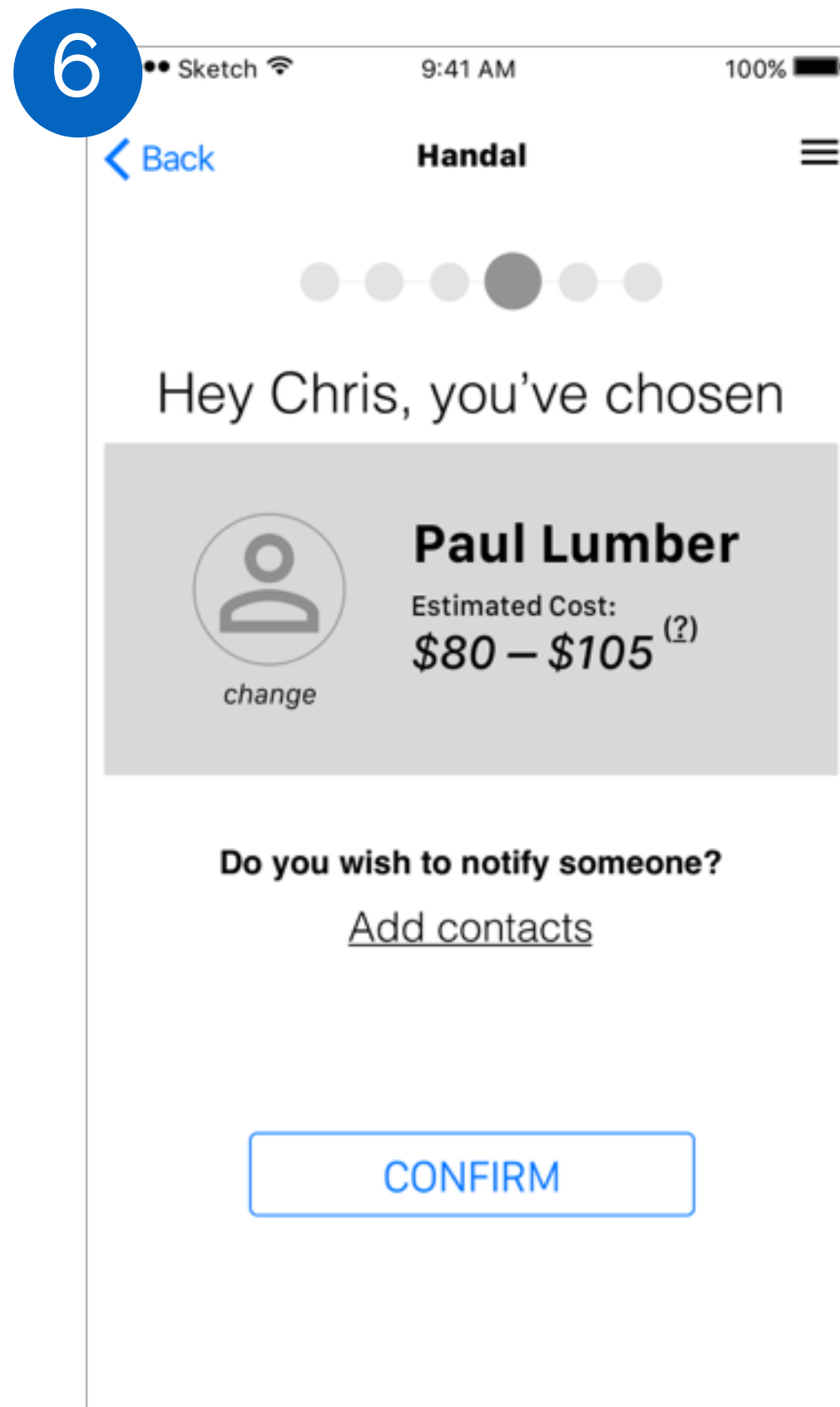


The user can sort by availability and can look at reviews for each handyman

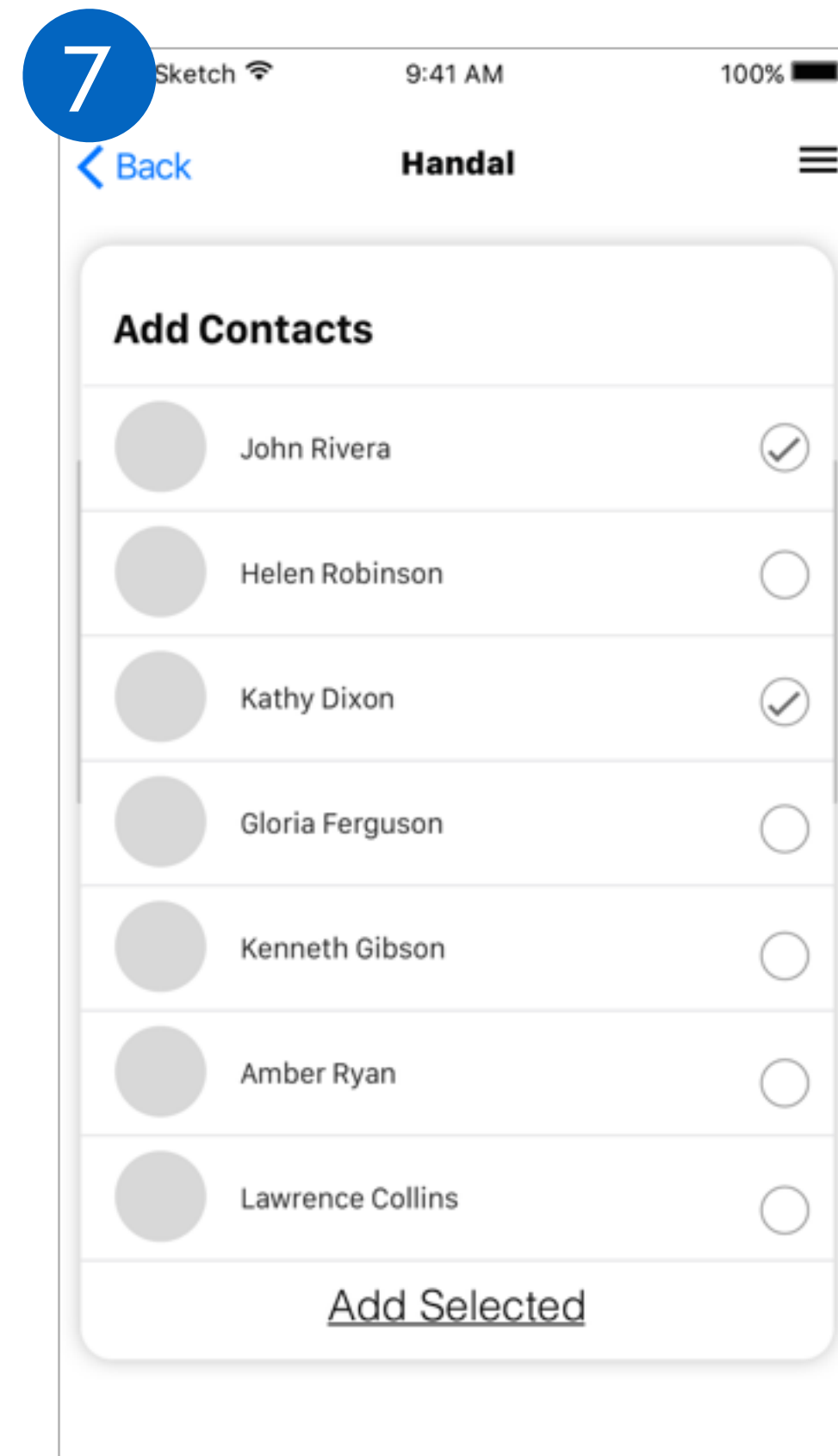


Reviews is shown in a popup

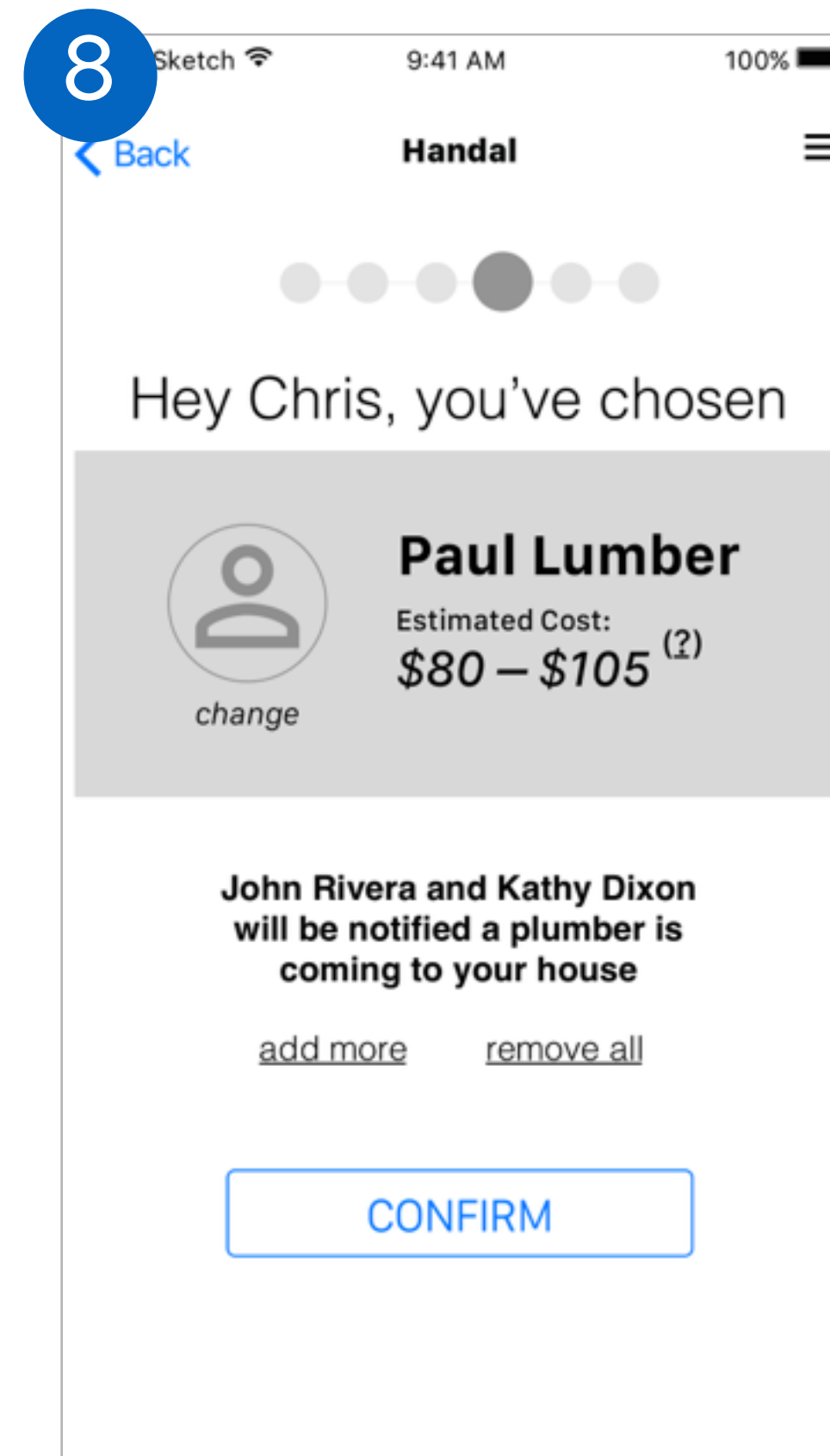
Wireframe v1



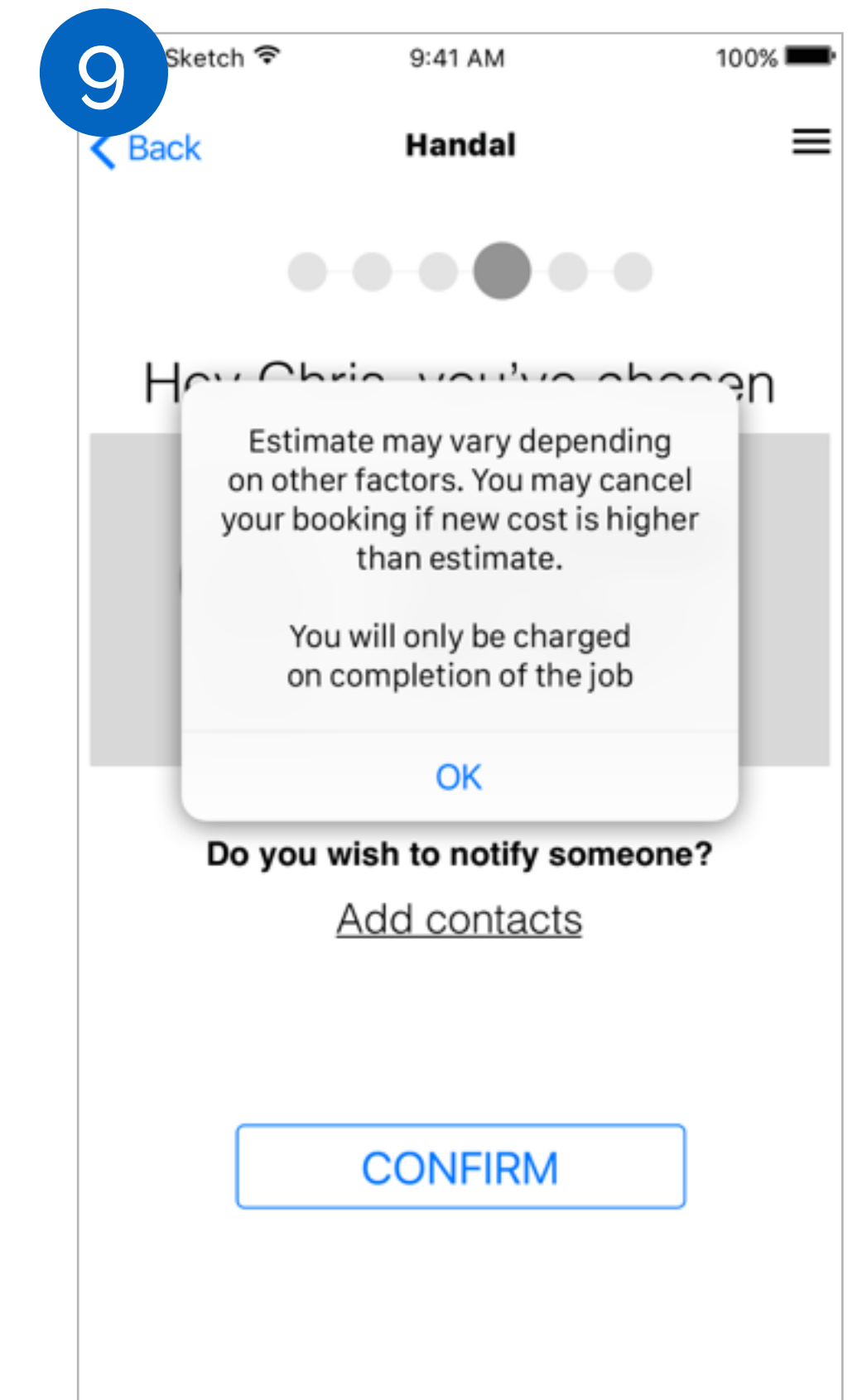
Once the user has selected someone, they can notify someone for security purposes or just confirm



Selecting someone brings up their contact list

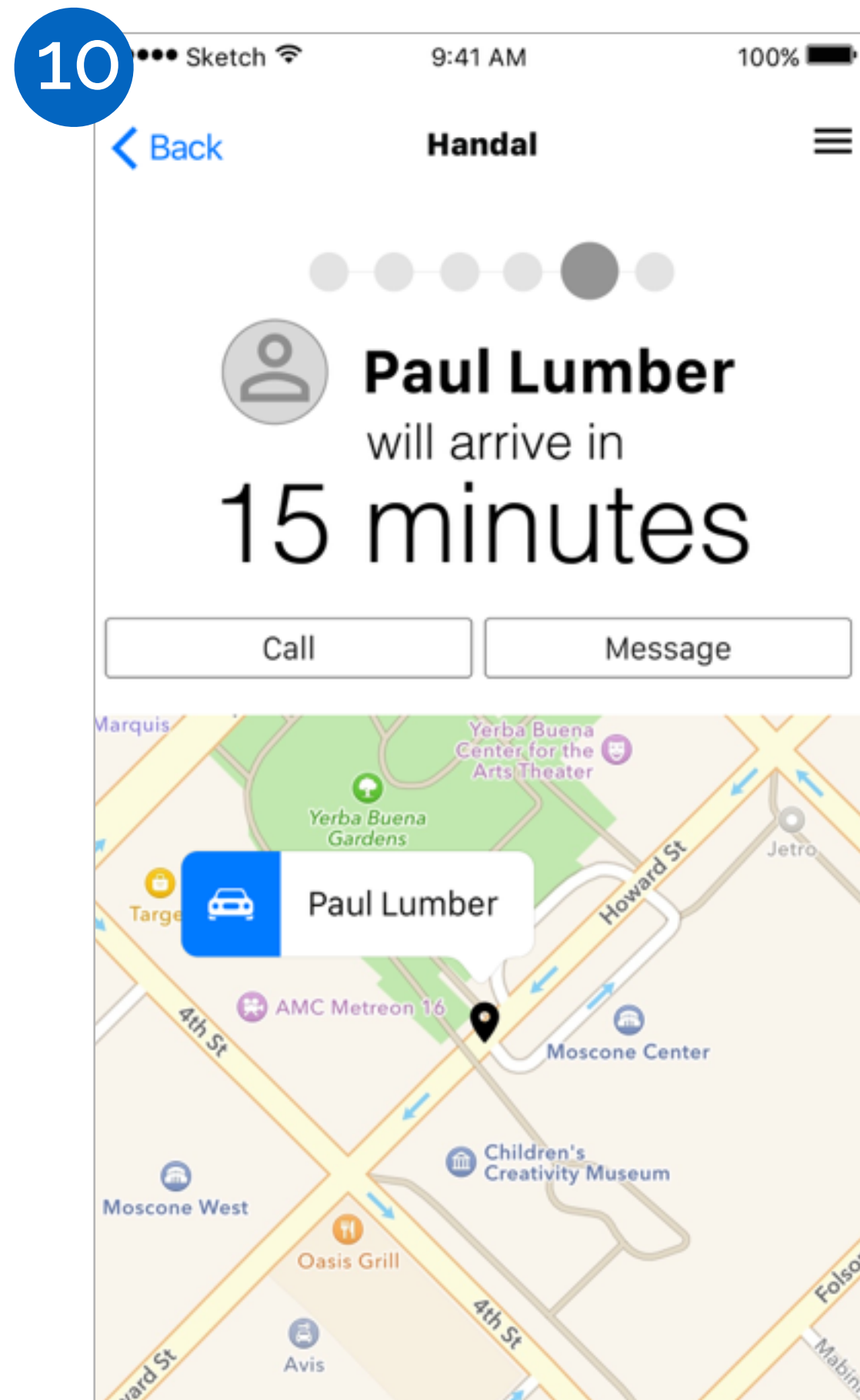


Their selected contacts are displayed

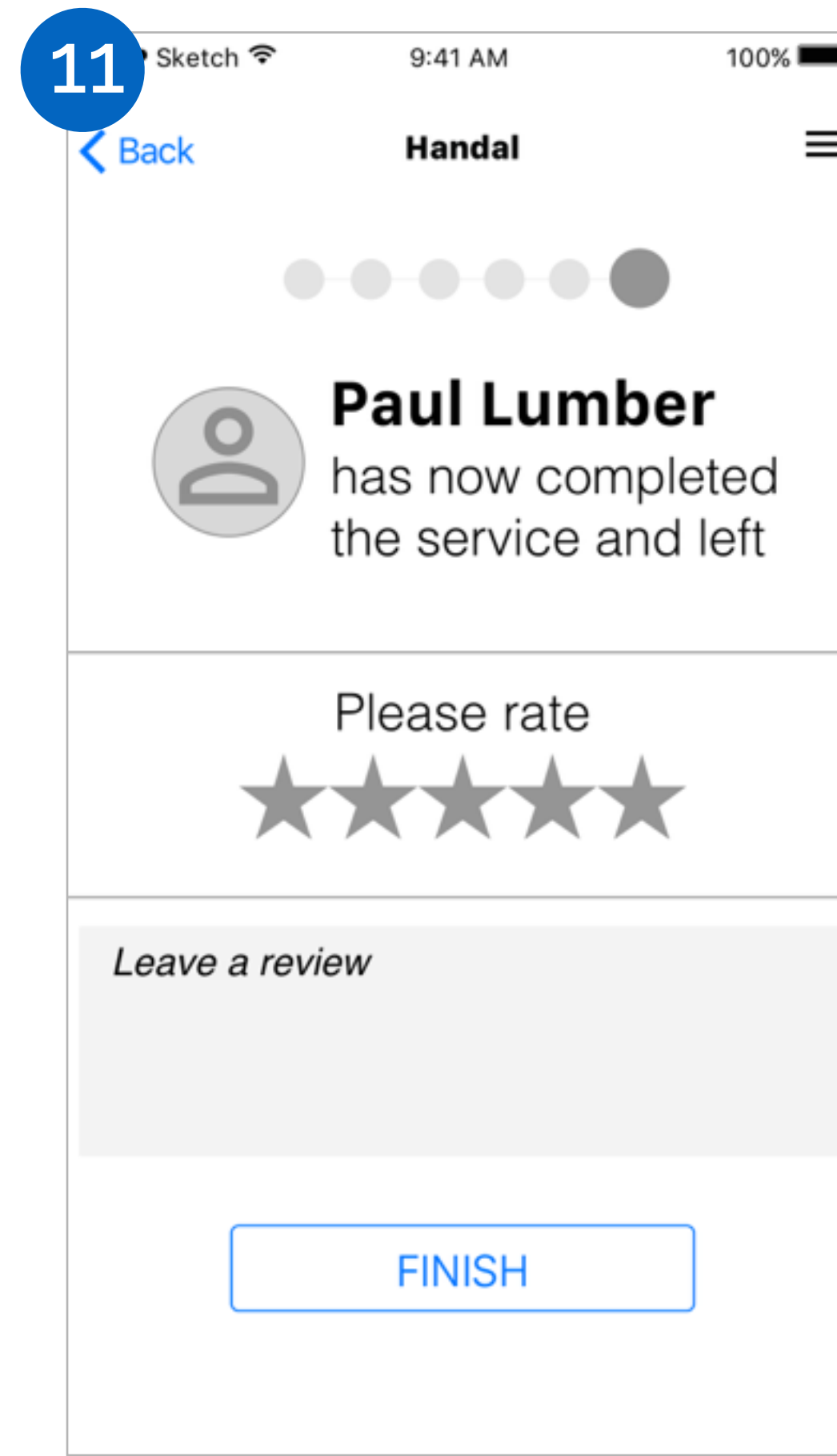


The "?" button brings a popup to show info and disclaimer

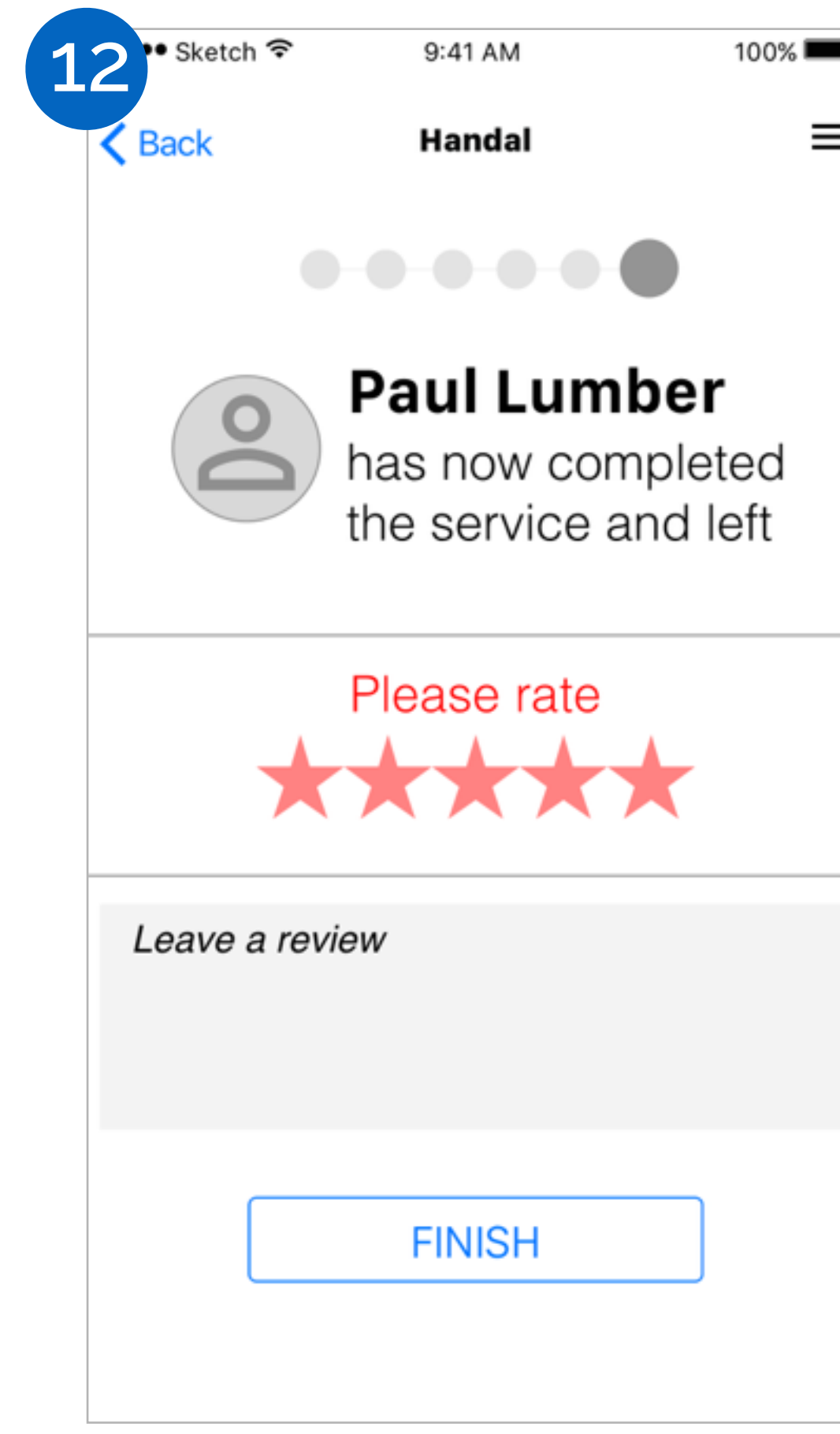
Wireframe v1



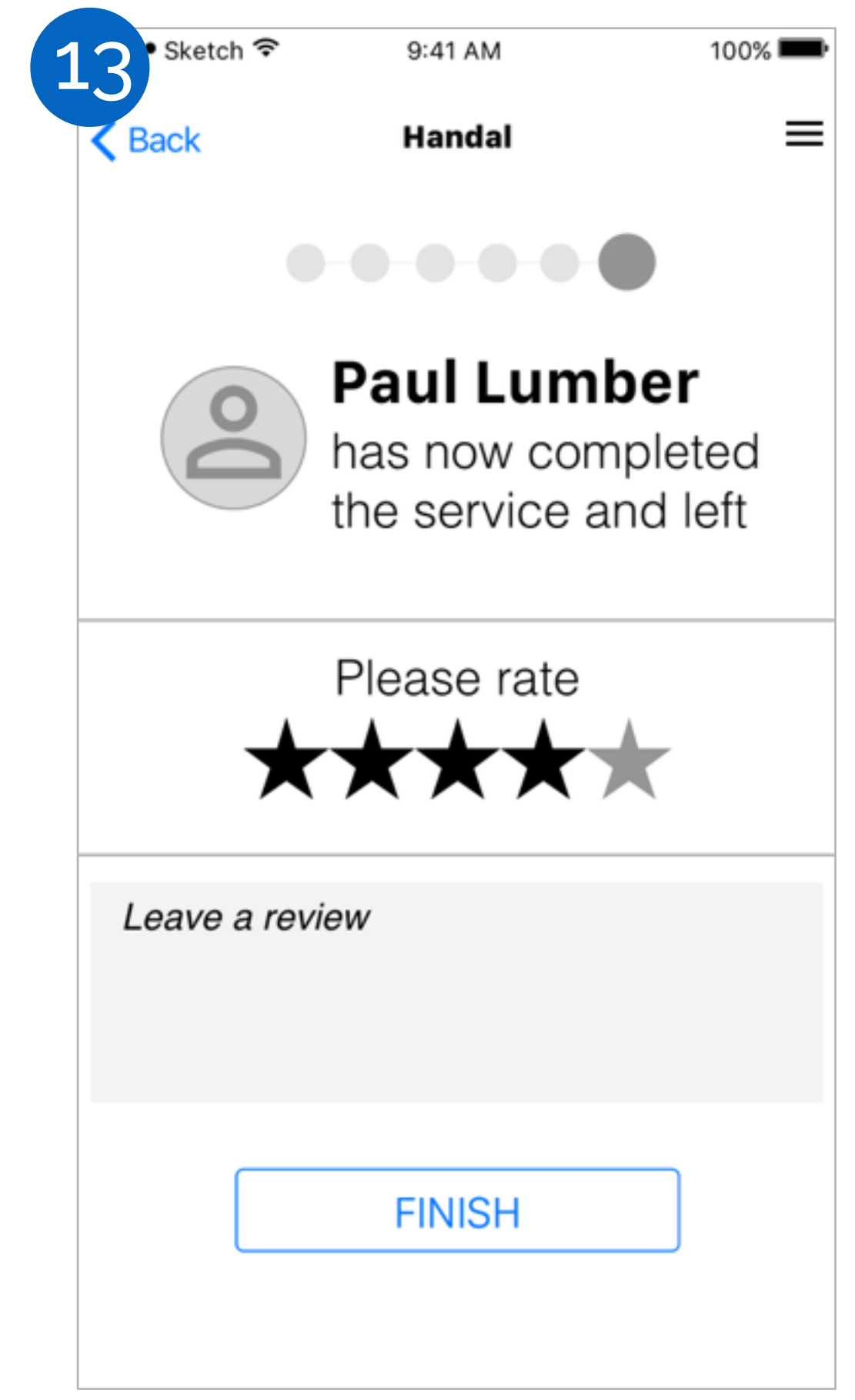
On confirmation, the tracking screen is displayed, showing a timer and the plumber's location on the map



On completion, the rating and review screen is shown automatically

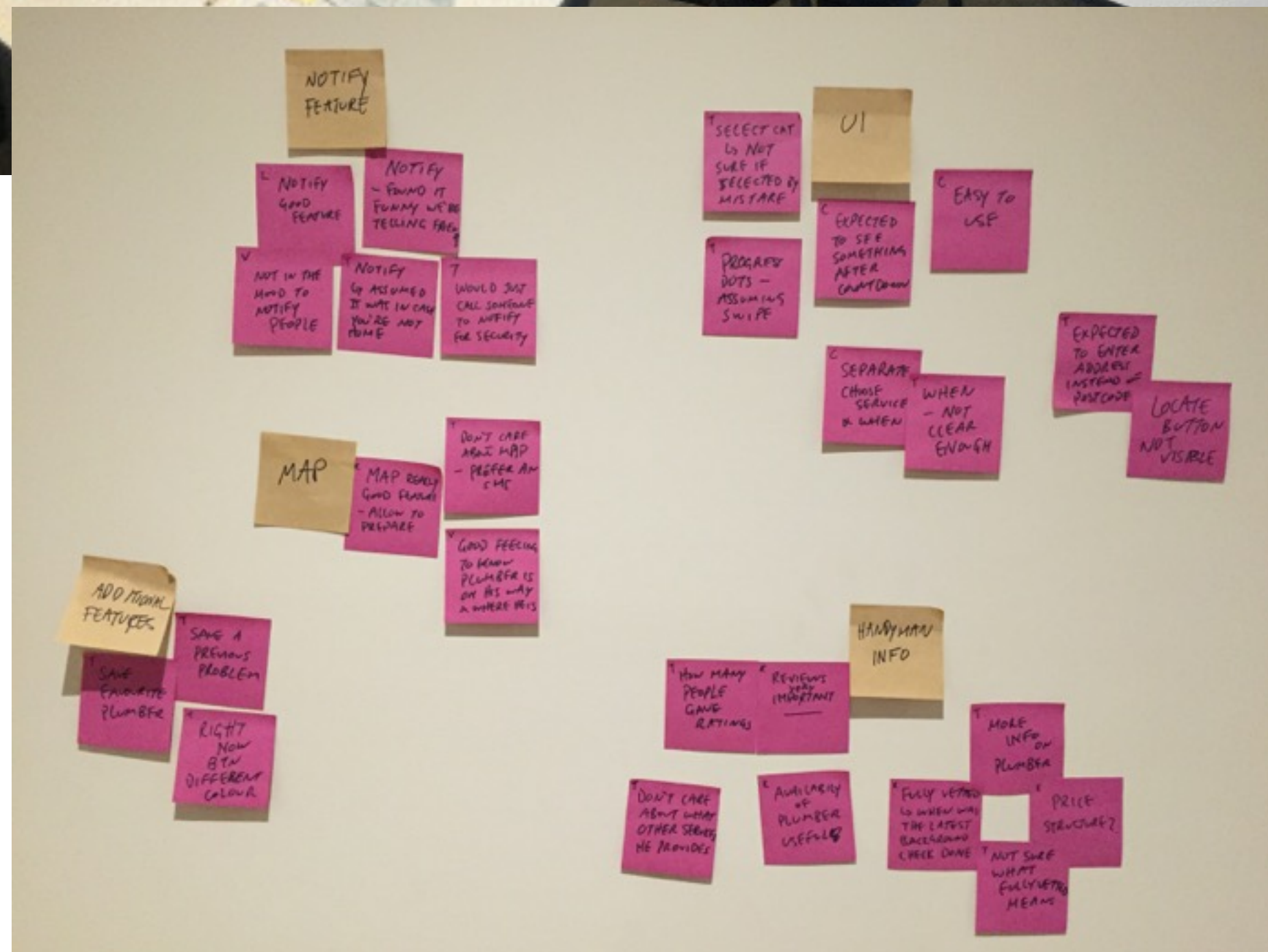


If the user doesn't rate, the rating section is highlighted and shakes in disapproval



Once rating is provided, the user can tap finish to complete the user journey

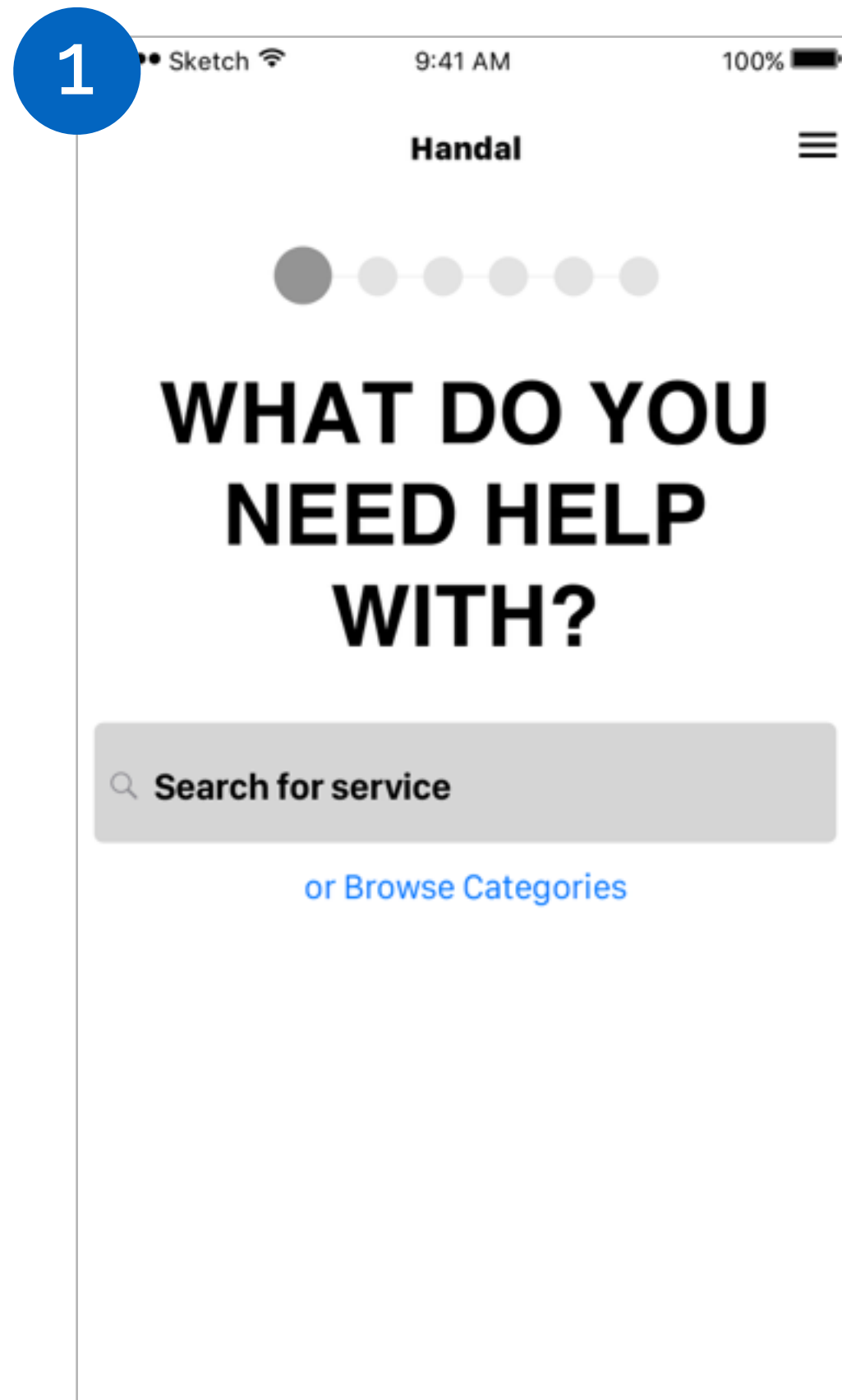
Wireframe v1 Usability Testing



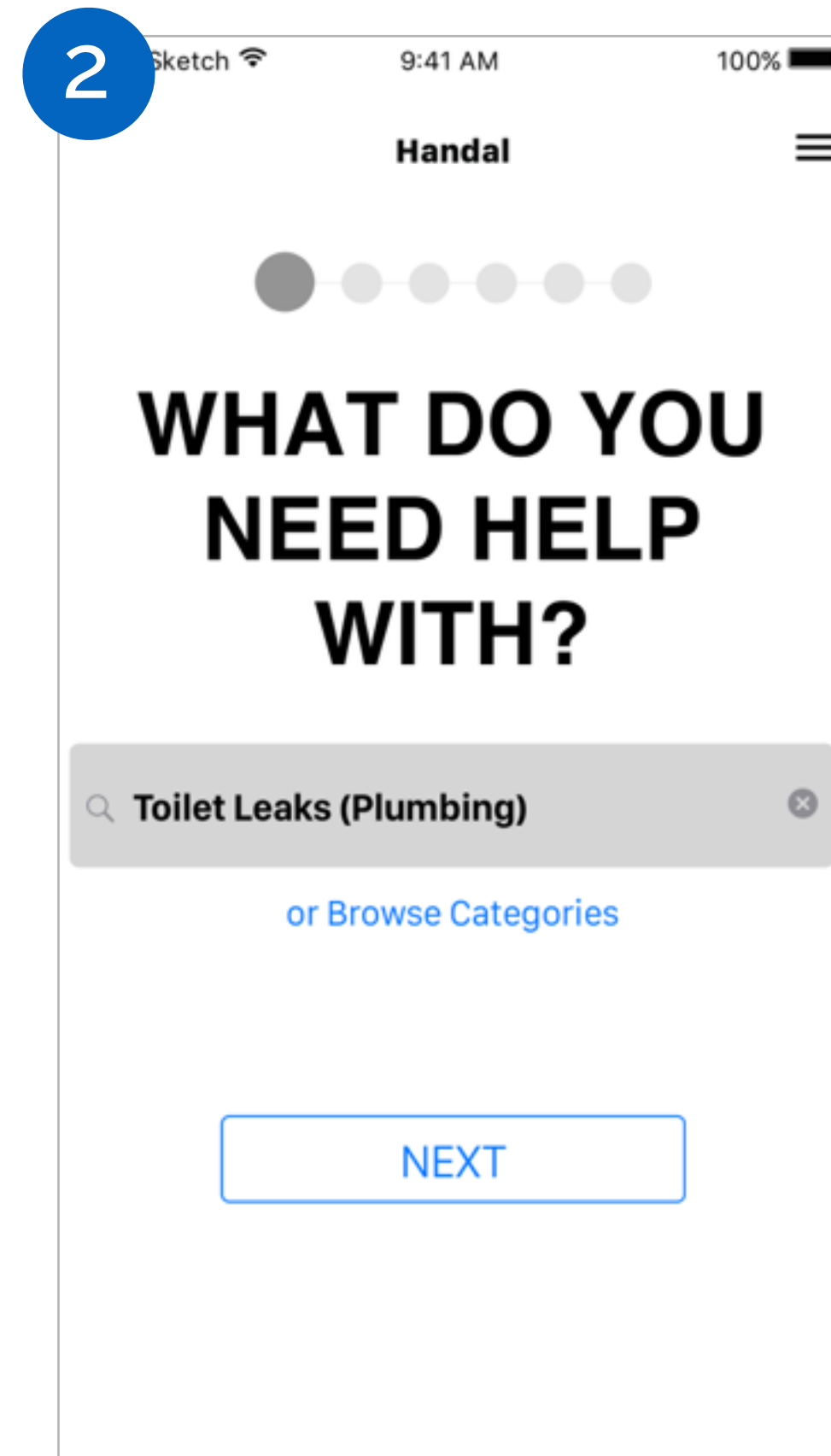
Main insights

- ✓ Really easy to use
- ✓ Map provides a good feeling knowing the plumber is on his way and where he is
- ▶ “When” on the first screen was confusing
- ▶ What does ‘fully vetted’ means and when was it last done
- ▶ ‘Locate me’ button not visible
- ▶ Want to see more info on plumber including a bigger photo
- ▶ Notify feature was not used as intended

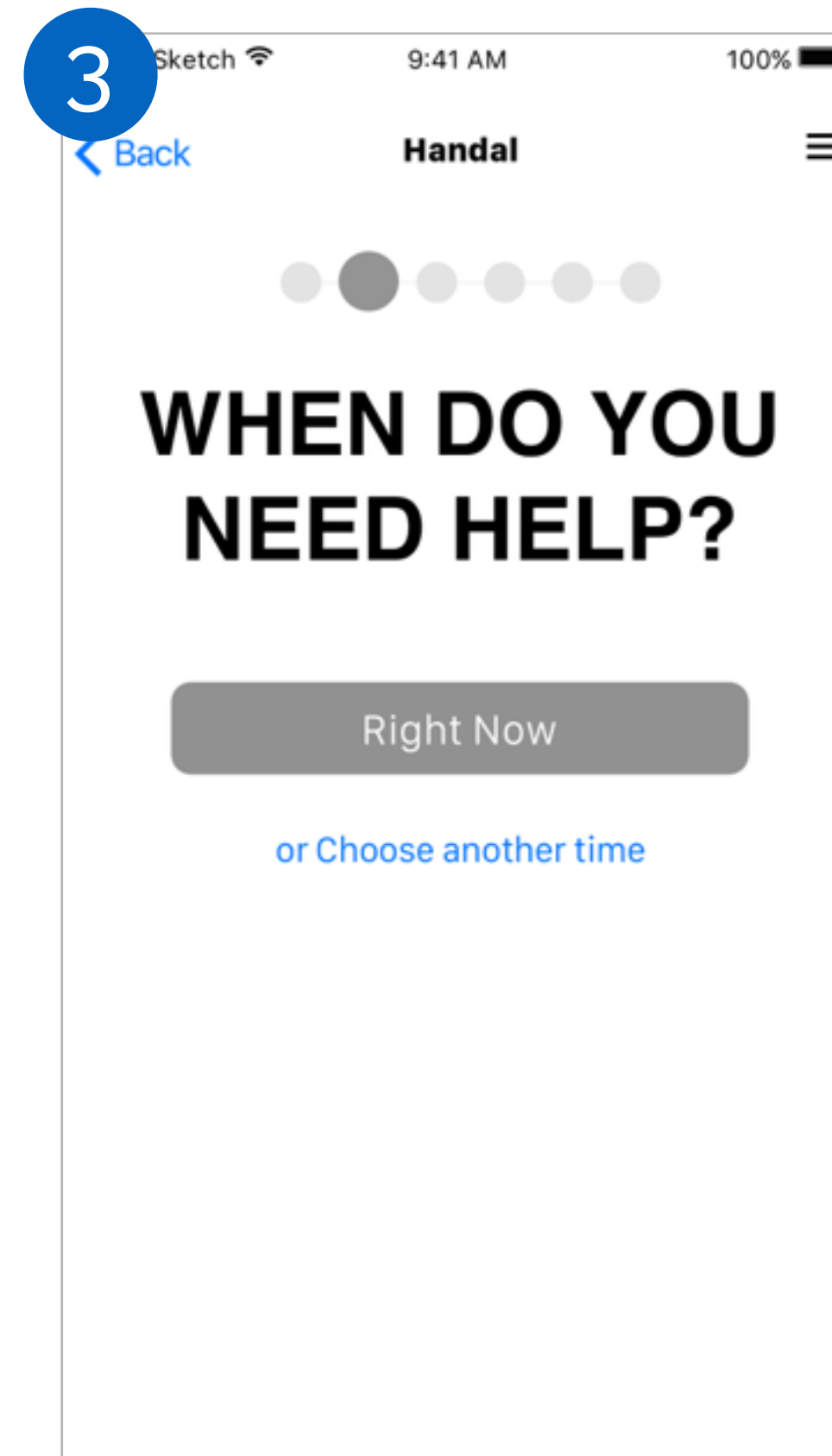
Wireframe v2 Iteration



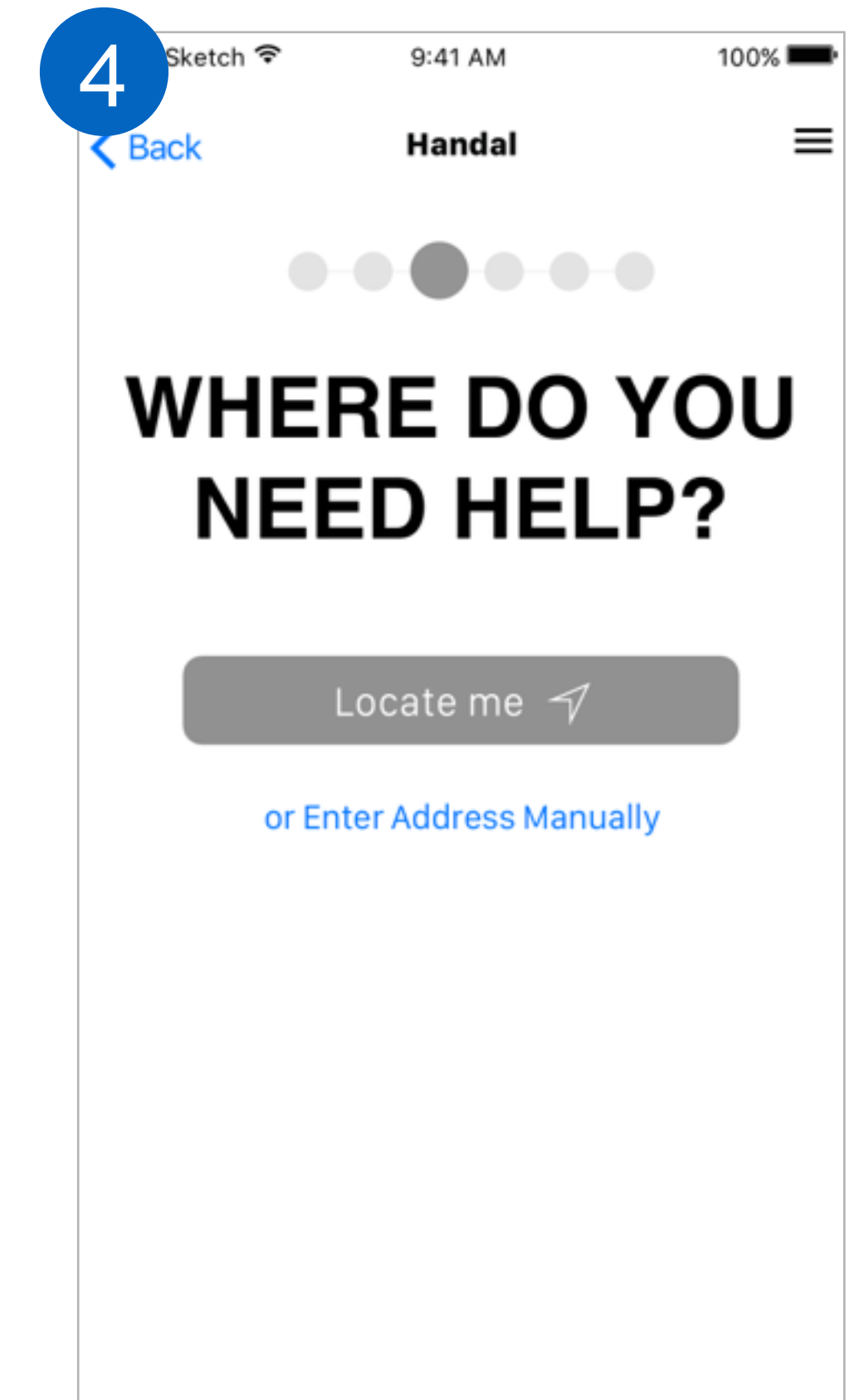
First screen shows only the search for a service via predictive search



Only when a category is selected does the Next button appear

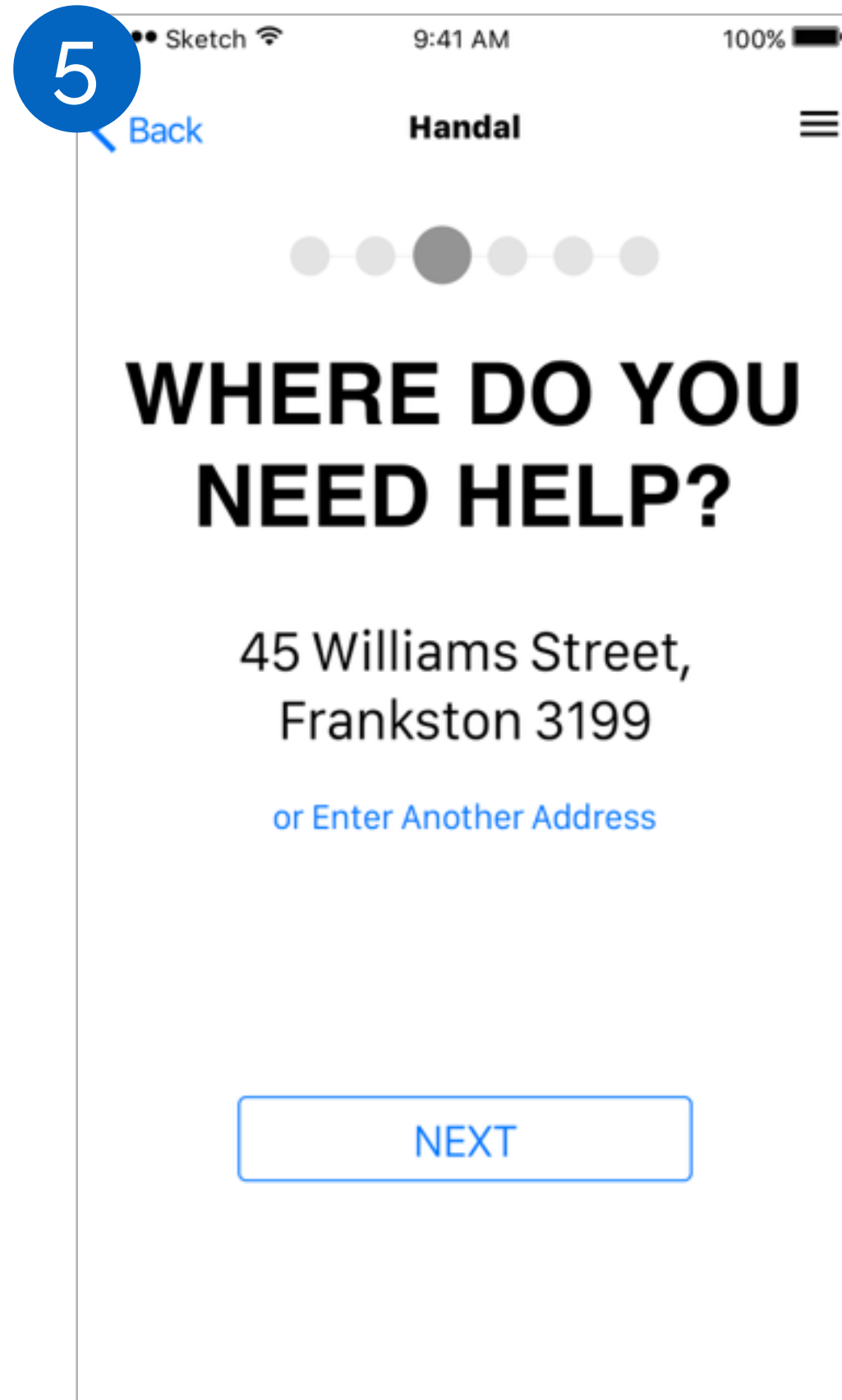


Next is selecting the time, with 'Right Now' really prominent. Tapping Right now goes automatically to the next screen

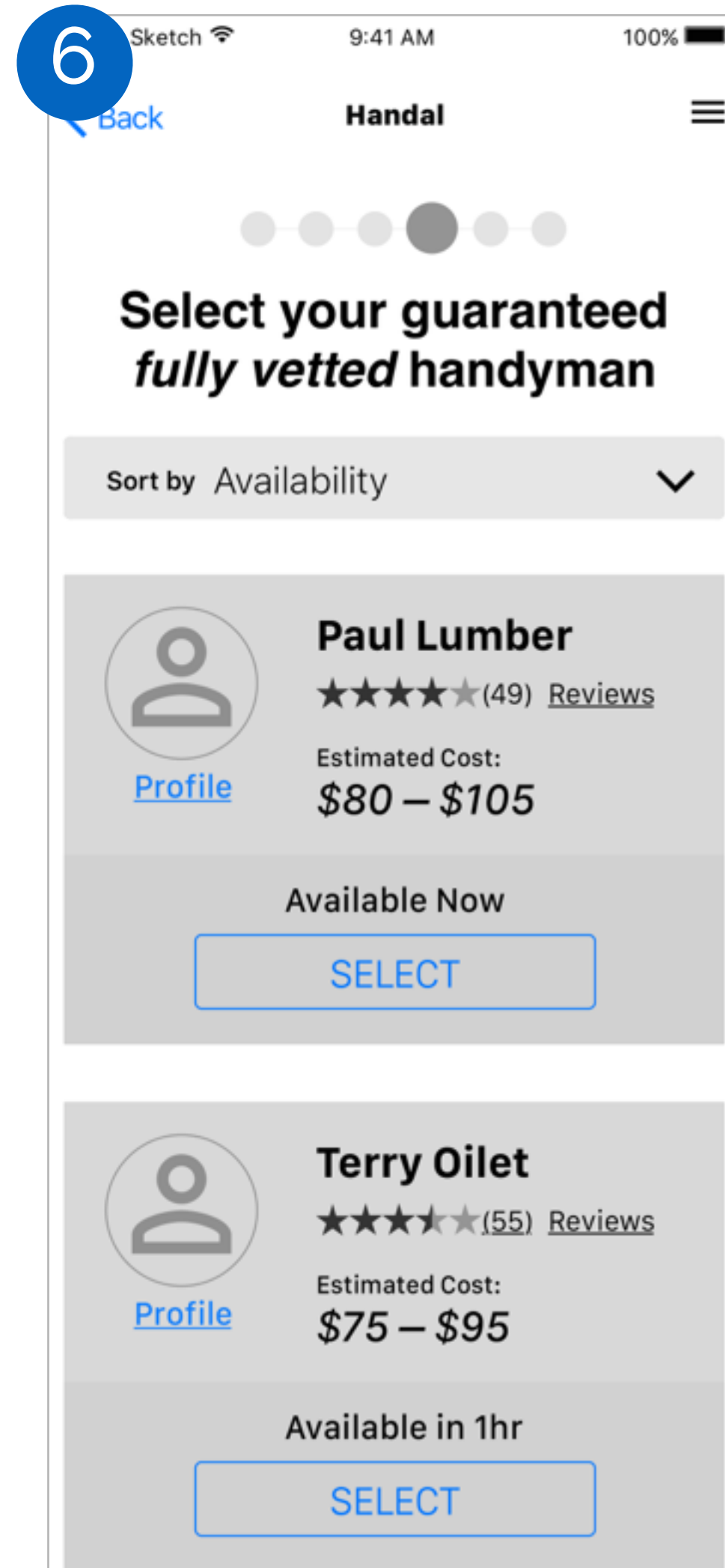


The third screen is to find where the user wants the service. 'Locate me' button is now prominent. Tapping this displays the address for confirmation

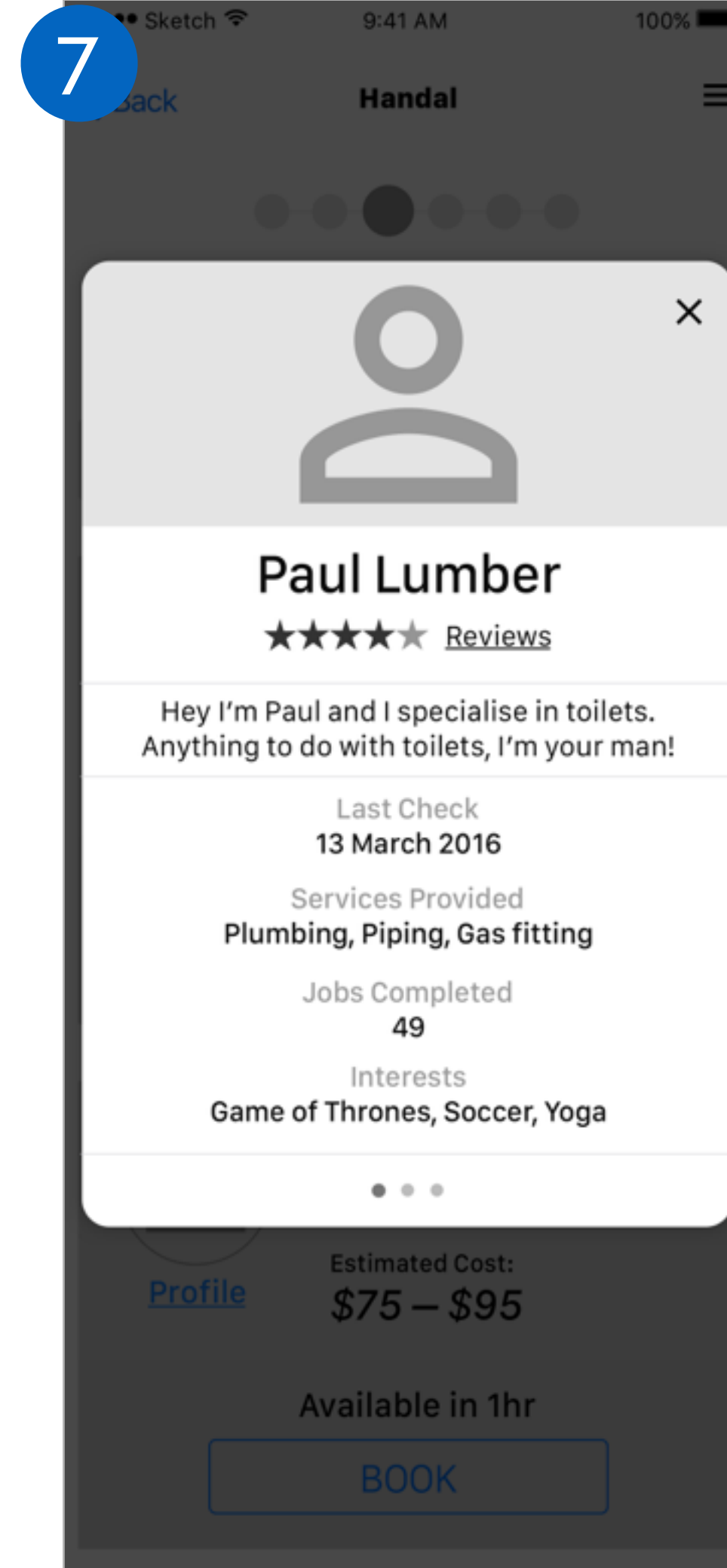
Wireframe v2 Iteration



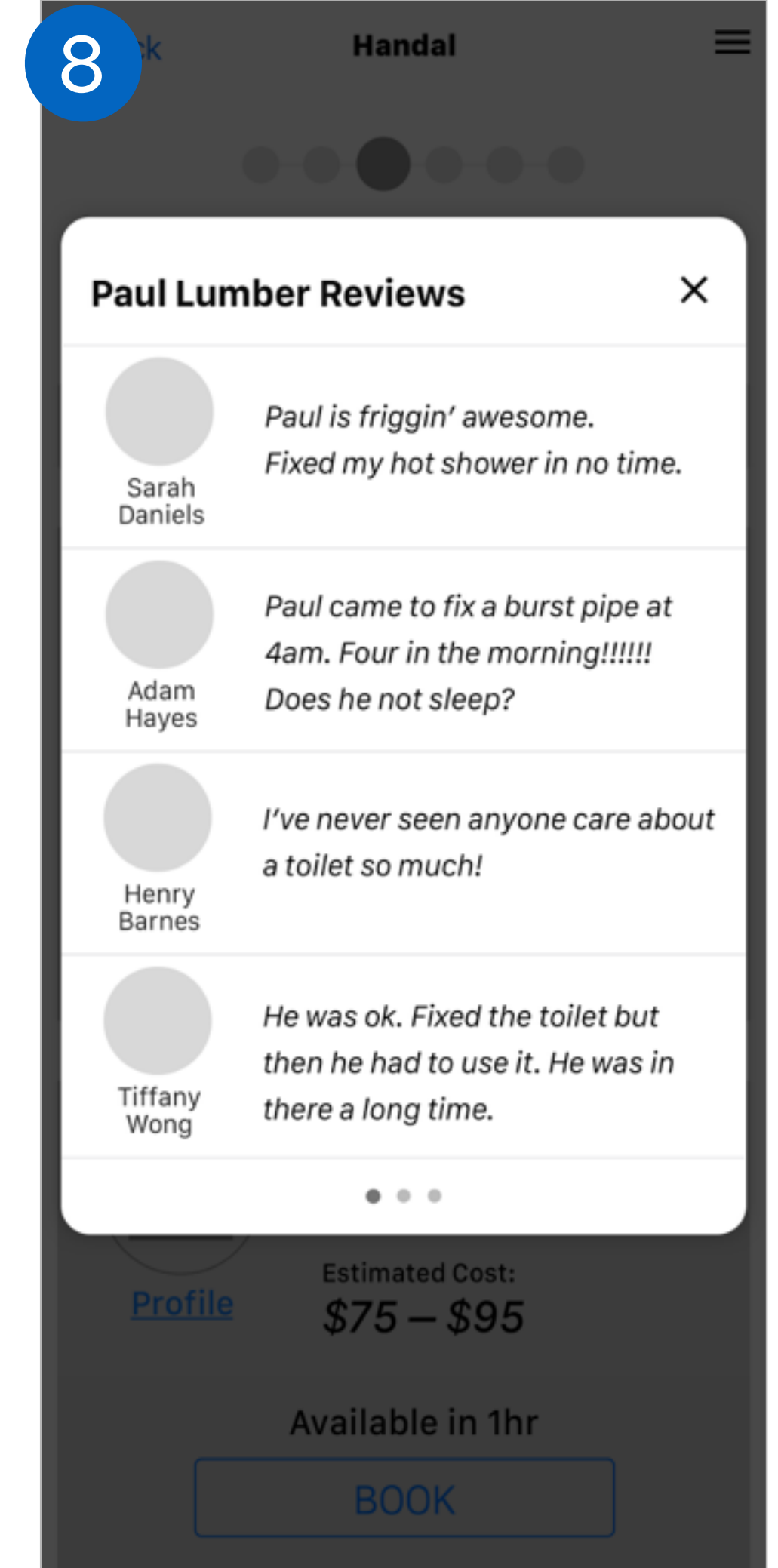
Screen shows address for confirmation



List screen now has a link to show the long awaited profile section

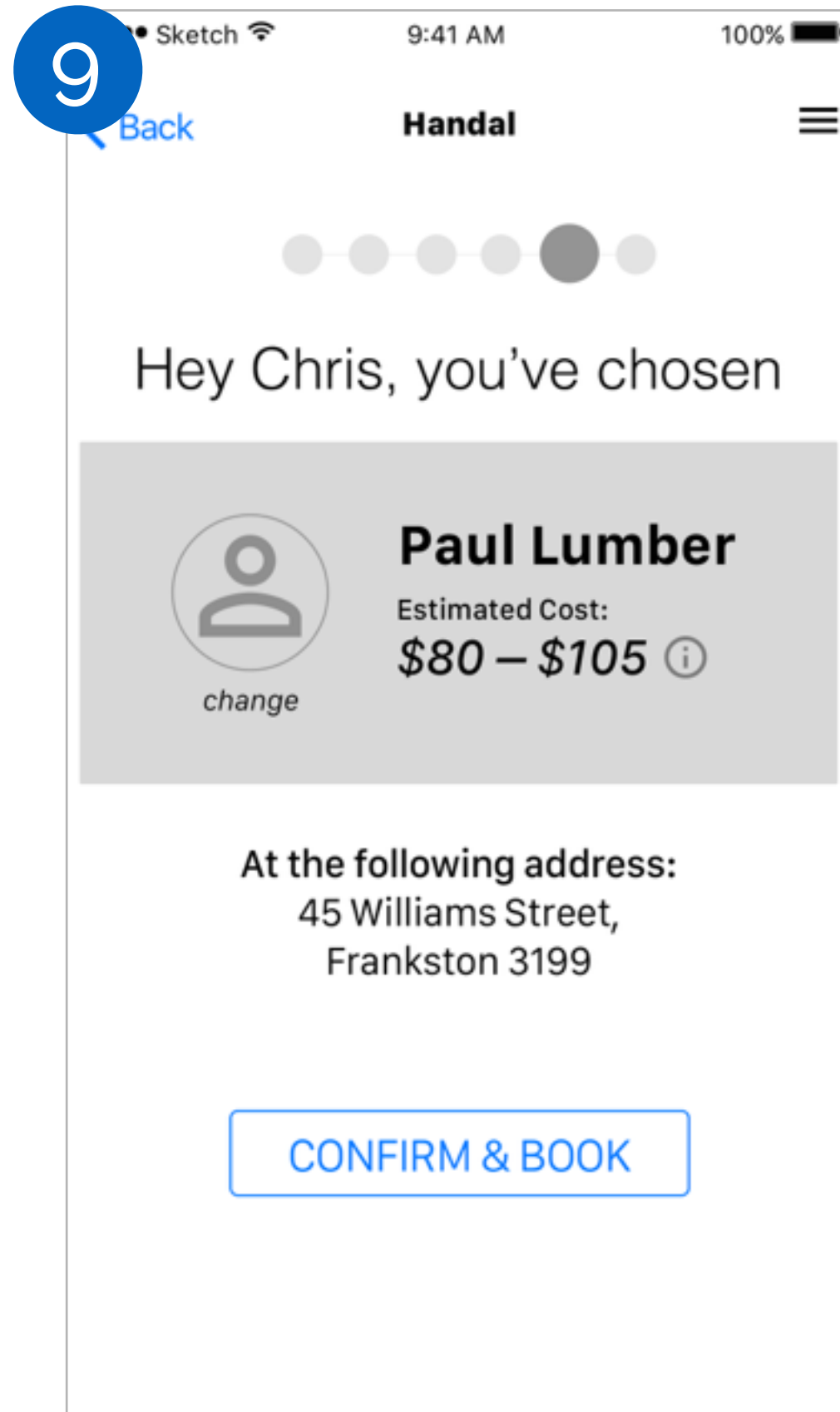


Plumber profile appears on popup to show various info including bigger photo and the last background check date

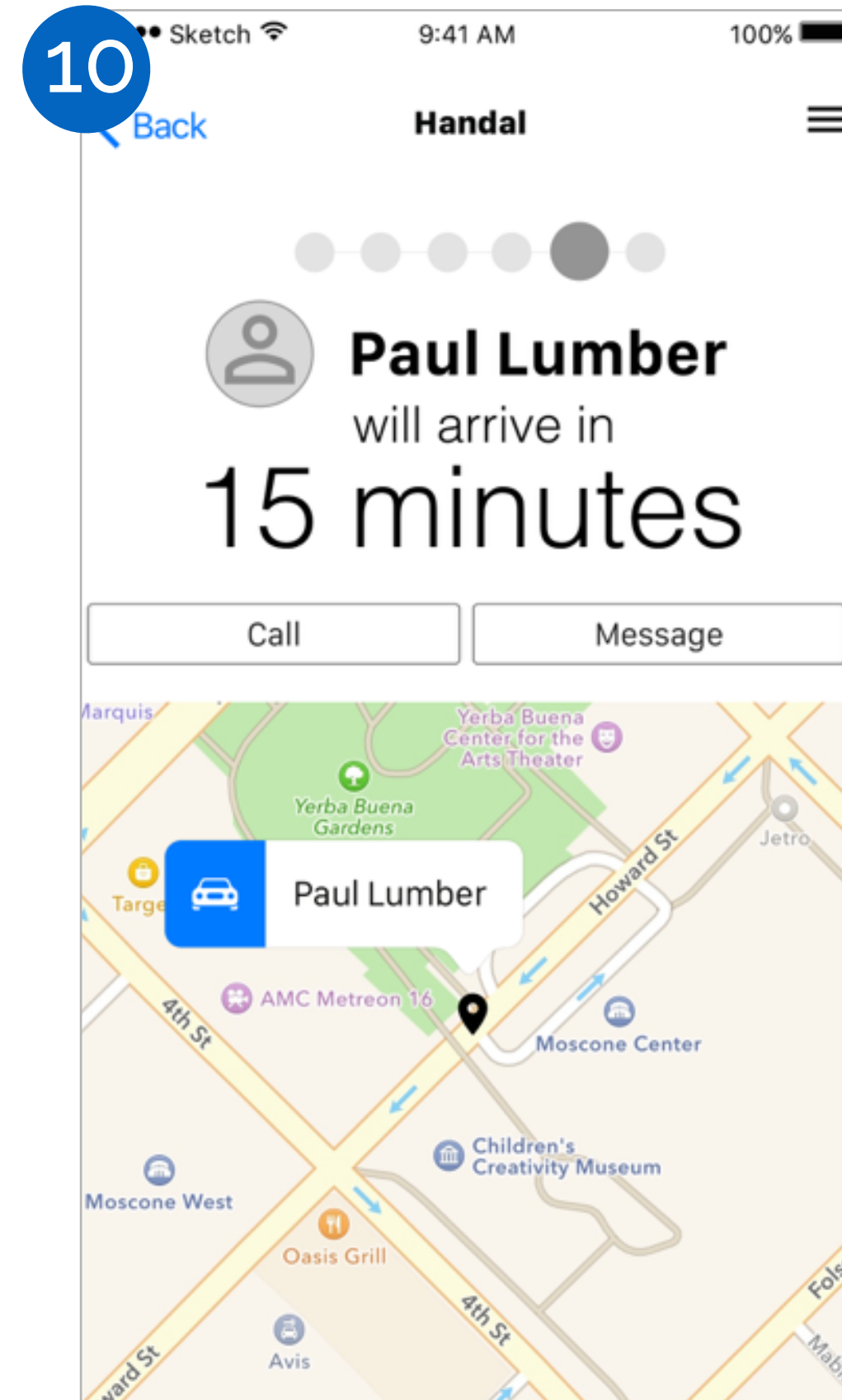


Reviews screen hasn't been changed

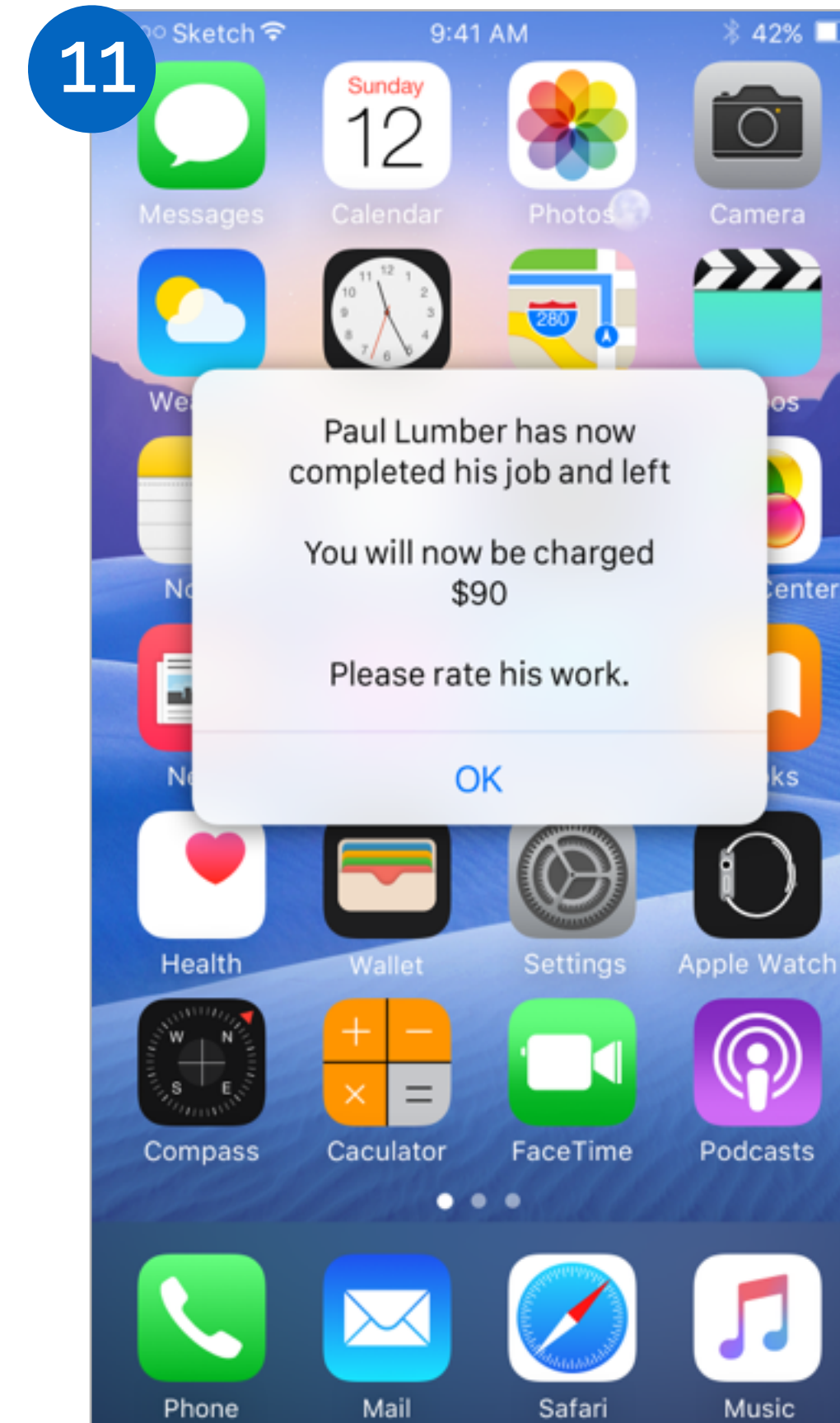
Wireframe v2 Iteration



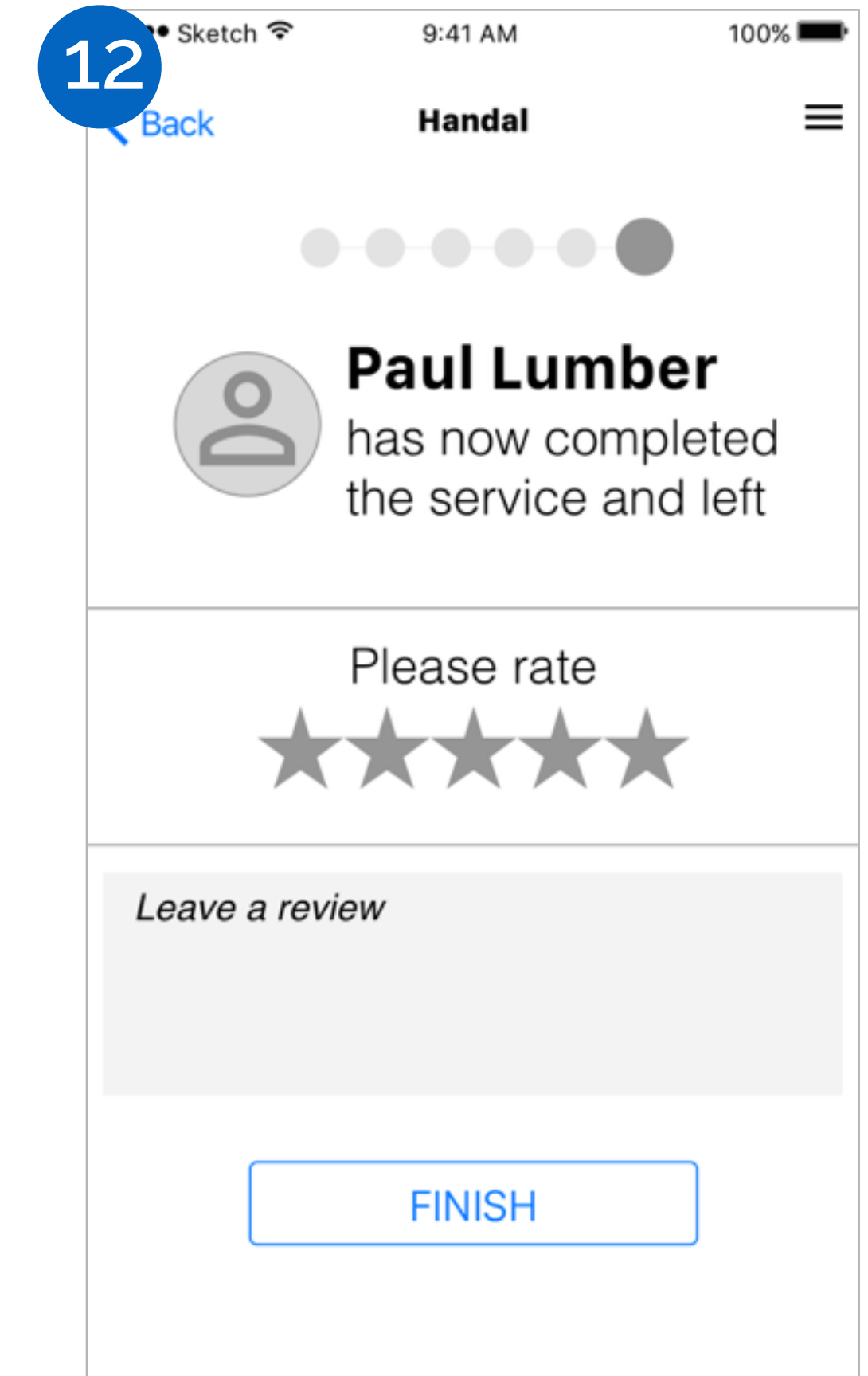
Notify feature has been shelved for now until the next phase with different scenarios to test as users were not using it for security reasons



On confirmation, the screen updates to show the timer and map tracking of the plumber



Example of notification message that the plumber has finished the job



Rating system hasn't changed from iteration v1

<https://invis.io/6P7REY4TY>

What's Next

Further testing

- More testing is required for iteration v2 to validate findings.
- Testing of other pain points such as payment convenience
- Need to start preparing to test the other side of the coin - The handyman

Additional features

- During usability testing, a few requests for additional features came up such as adding a handyman to favourites.
- There's scope to keep adding features after thoroughly testing different scenarios
- Why stop at handyman? Let's test out other kinds of services too.



Thank you
