triplUX

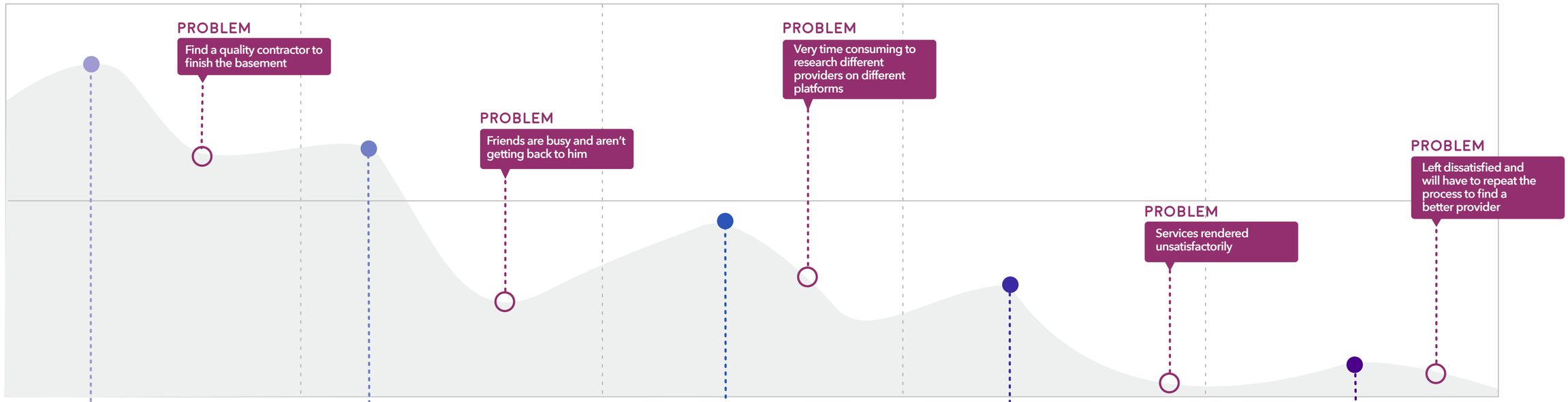
MANNY'S

JOURNEY MAP

SURPRISE!	REFERRALS?	RESEARCH	HIRES PROVIDER	DISSATISFIED

HAPPY

SAD



ACTION
Manny has a surprise day off

ACTION
Contacts friends for referrals and recommendations

ACTION
Googles various local providers and contacts them for quotes

ACTION
Hires a provider

ACTION
Leaves strongly worded negative review

FEELINGS

- "Can't believe I have a day off - and the kids are at school?! Oh, the possibilities!… But I guess I should get this basement taken care of. I promised the kids a playroom a year ago…"
- "I wish they'd answer… I always have trouble knowing which reviews and strangers opinions to trust online. Guess it's my only option."
- "It's so hard to keep track of who I've contacted.. and their qualifications and pricing… AND their availability!"
- "I just want to get this process started…"
- "Are you kidding me? After all of that time and energy they didn't even get the job done properly. I am NEVER working with them again."

OPPORTUNITIES

- Highlight providers with same-day service availability
- Display provider's # of jobs completed alongside images of work, ratings, reviews & any special liscening or pertinent personal information
- Allow users to connect with their friends within the product to see which providers their friend's have used and valued
- Encourage users to refer providers to friends in-app via incentives or the like
- Include a browsing / search history for users
- Provide all information a user needs on a providers page including transparent pricing and scheduling
- Require all communications between providers and users to be in-app for added security and the benefit of record keeping
- Allow users to book directly in app
- Allow users to upload pictures to customer service when they feel a job was not done satisfactorily
- Provide top-notch customer service with a focus on conflict resolution between provider and user
- Provide a satisfaction guarantee for retained use if service was not rendered satisfactorily the first time around