

# Win-Win

## Creative Task

Swedish culture teaches us from an early age to not ask for help, even when we need it. This is for better or worse. We learn to be independent and strong, but consequently, we're also subliminally taught that we should not ask for help because that might mean we can be a bother to someone else. And as a Swede I can assure you; **we don't want to be a bother to someone else.**

And god forbid asking strangers for help. We'd much rather ask a friend. The problem with that, however, is that our circuits of friends often consist of people with common interests. Sure, it's perfect for music producers who need help with music production, but less-than-ideal for coders who need help with construction work for example. Obviously, we can go to a firm and hire a professional for jobs like re-doing the kitchen or repainting the house. But that's too much of a hassle for smaller tasks like mounting a TV on the wall or mounting a new shelf on the wall, right?

Laziness and our strong sense of independence collide - making us the perfect mixture for procrastination **when shit needs to get done.**

Basically, what people need is an easy fix for everyday-problems, when they don't have the know-how, time, or if they just feel like chilling today.

So what if we had a limitless network of people ready to come to help whenever we're in need of assistance, people ready to finish what we can't even start? What if we had a network which size is only limited by its own fame?

**This is where modern age digitalisation comes in.**

The development of smartphones has connected the world's population in a lot of different ways. We're now connected to music, people, information, shopping, videos, images etc. - **all on the go.** The world's information literally lies in our pocket for the majority of your waking hours. While that may help us writing essays on something like the French revolution (1789-1799, thank you, Google), it won't help us carry a sofa up four flights of stairs.

## **Not directly at least.**

Introducing **WinWin**, a service centred app, designed to make lives easier for people all over the globe.

### **How does it work?**

Say you just bought a shelf from Ikea and you attempt to assemble it by yourself, but after a while, you realise you're going to need some help.

Reach into your pocket,  
pull out your phone,  
open WinWin,  
post a mission ad for your problem.

Describe your mission, name your price, geotag your location, and wait.

People nearby connected to WinWin will receive a notification from you, stating "*xxx needs your help!*"; they open the app, read your description and what you're prepared to offer. Either they **accept**, **ignore** or **barter** your price. Accepting or ignoring is self-explanatory, but the barter function is what makes WinWin great. Say they're a seasoned Ikea shelf assembler and know the price stated for the mission is low-balled, they simply press the barter button and counter the price with a new amount. You then get a notification that someone is interested in doing your mission, but for a higher price. Now YOU have the opportunity to accept, ignore or barter.

This goes on until the price is accepted by both parties. As soon as the price is settled, it's mandatory for the employer to insert the amount of money you agreed on into WinWin. The app will then hold the money until the mission has been carried out.

At this point the function **instant message** unlocks, giving the employer and employee the chance to talk further before meeting up, making it quick easy to decide on a time and date.

After the mission has been carried out you both go into the app and press **Finished**, the money inserted to the app by the employer will now be wired to the employee - taxed and ready to be spent.

Boom. problemo solved. Your shelf is now assembled and the other party made some quick cash. Now THAT'S what I call a WinWin.

### **How can one know this transaction of service and money is safe and hustle-free?**

Implemented are several precautions making the transaction as safe as possible;

**Firstly**, you need a bank account connected to the app in order for you to post or accept a mission, marking the first step to knowing the person you're hiring is legit.

**Secondly**, you need to connect your Facebook in order to use the app. Your Facebook profile photo is shown on your WinWin profile, and your Facebook profile opens up for viewing by the other person when **instant messaging** is unlocked.

**Thirdly**, on every connected person's WinWin profile, **personal reviews** will be visible from previous missions they've carried out - this works vice versa for the employer as well.

**Fourthly**, ratings. A 5-star system is implemented, making it quick and easy to find out if others had a good experience with the other party. For example, someone who has 4,6 stars is more likely to do a better job than a 2 star, and so WinWin users have a good reason to do the best possible work in order to get a higher rating and more amount of work.

Receiving more jobs is not the only perk of having a high rating though. A high rating also means that the quality of your work is better - and high-quality work means you can charge more for the work you do.

**So you can actually work your way up in WinWin** - motivating every user to perform their very best.

The top 10 highest rated people in your vicinity will be visible in a specific window of the app, so you can send mission requests to these people when you want nothing less than the very crème de la crème.

The best part about WinWin is that the possibilities are endless. Need help with your homework? WinWin got you. Too hungover to buy a bag of chips from the supermarket? Go back to bed and wait for aid, WinWin to the rescue. Need to clean after the 18-hour bender you, your friend's, their friend's, and their friend's cousins had at your parent's apartment last night?

**Kick back, relax, WinWin lets you slack.**

Thank you for your time,  
Jakob

**Product mock-up**



