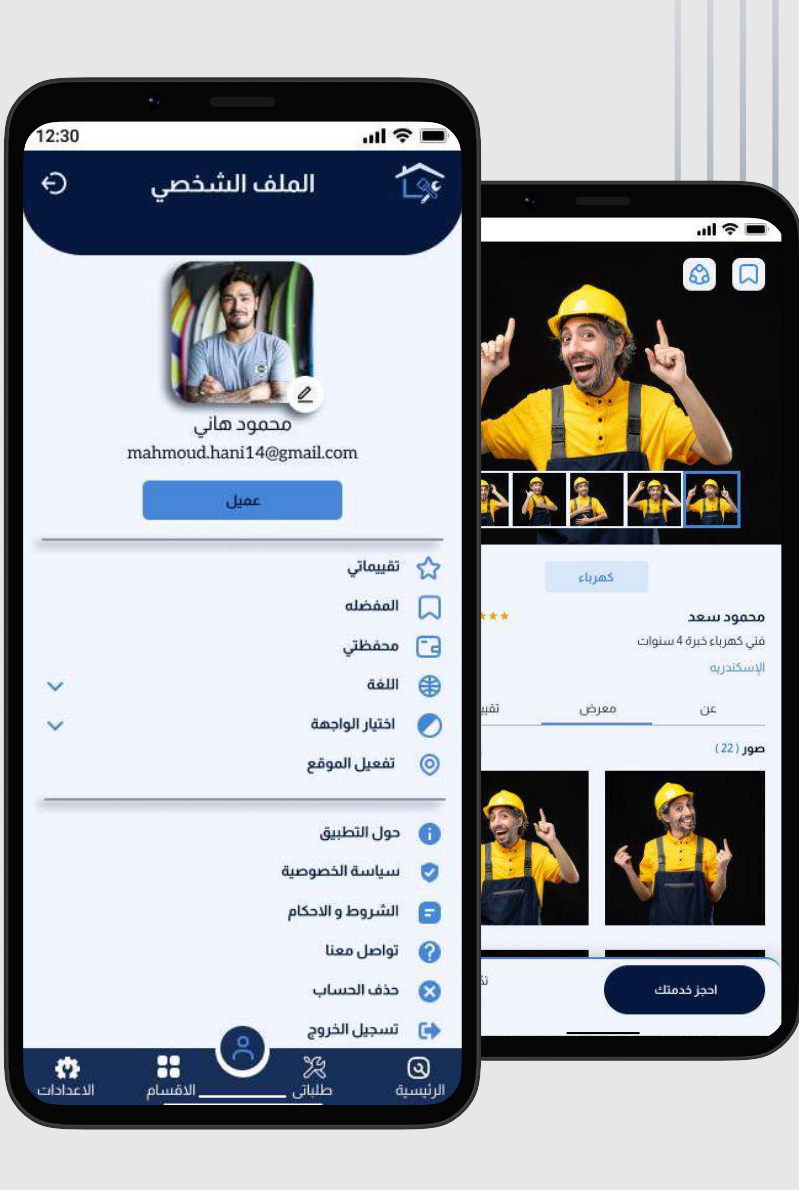
UI/UX Case Study

Basita App

Connecting Experts with Homes for Fast, Reliable Repairs


الملف الشخصي
محمود هاني
mahmoud.hani14@gmail.com
حجز خدمتك

Problem Statement

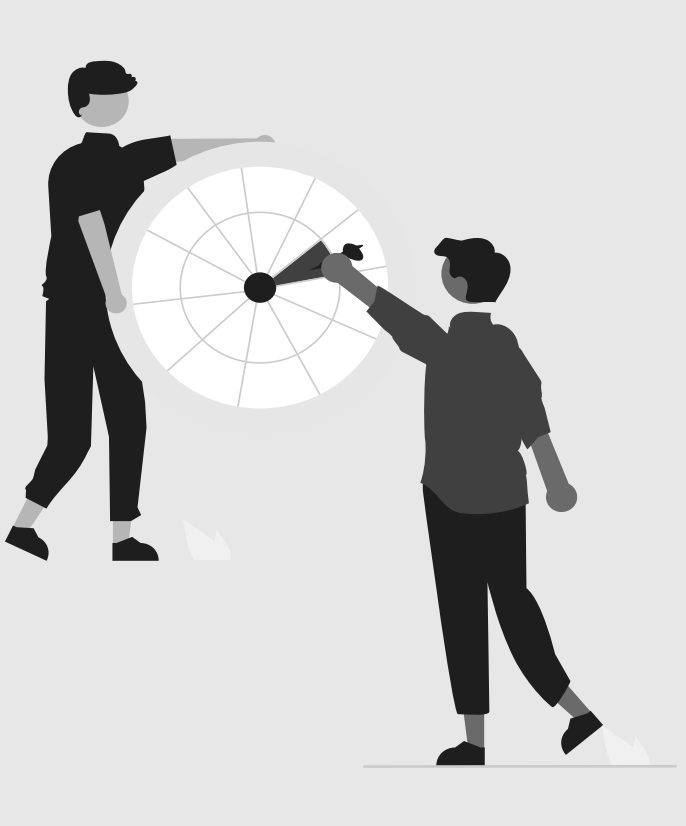
Many homeowners struggle with finding reliable and skilled technicians to handle various household repairs, such as electrical issues, plumbing, and carpentry. Traditional methods of sourcing repair professionals are often time-consuming, inconvenient, and may result in subpar service. On the other hand, skilled technicians face challenges in reaching potential clients and efficiently managing their workflow.

Possible Solution

Basita aims to solve these problems by providing a seamless platform where homeowners can quickly connect with verified technicians, while technicians gain access to a steady stream of customers, improving both service quality and convenience.

Target Audience

- Homeowners and Renters
- Property Managers
- Busy Professionals
- Technicians and Skilled Workers



The Approach

The "**Basita**" app offers a simple, user-friendly solution for homeowners and tenants to quickly find reliable, verified professionals for household repairs, including electrical work, plumbing, and carpentry.
For technicians, it provides a platform to find consistent work opportunities, manage bookings, and build trust through ratings and reviews, creating a seamless and efficient experience for both sides.

Our Role

- Design Strategy
- Problem Solution
- Information Architecture
- Empathy Mapping
- Usability Testing
- User Flow
- Prototyping
- Wireframes
- Competitive Analysis
- Visual Design
- User Research
- User Persona

Design Thinking Process

Discover – User Research, User Interview, Analysis

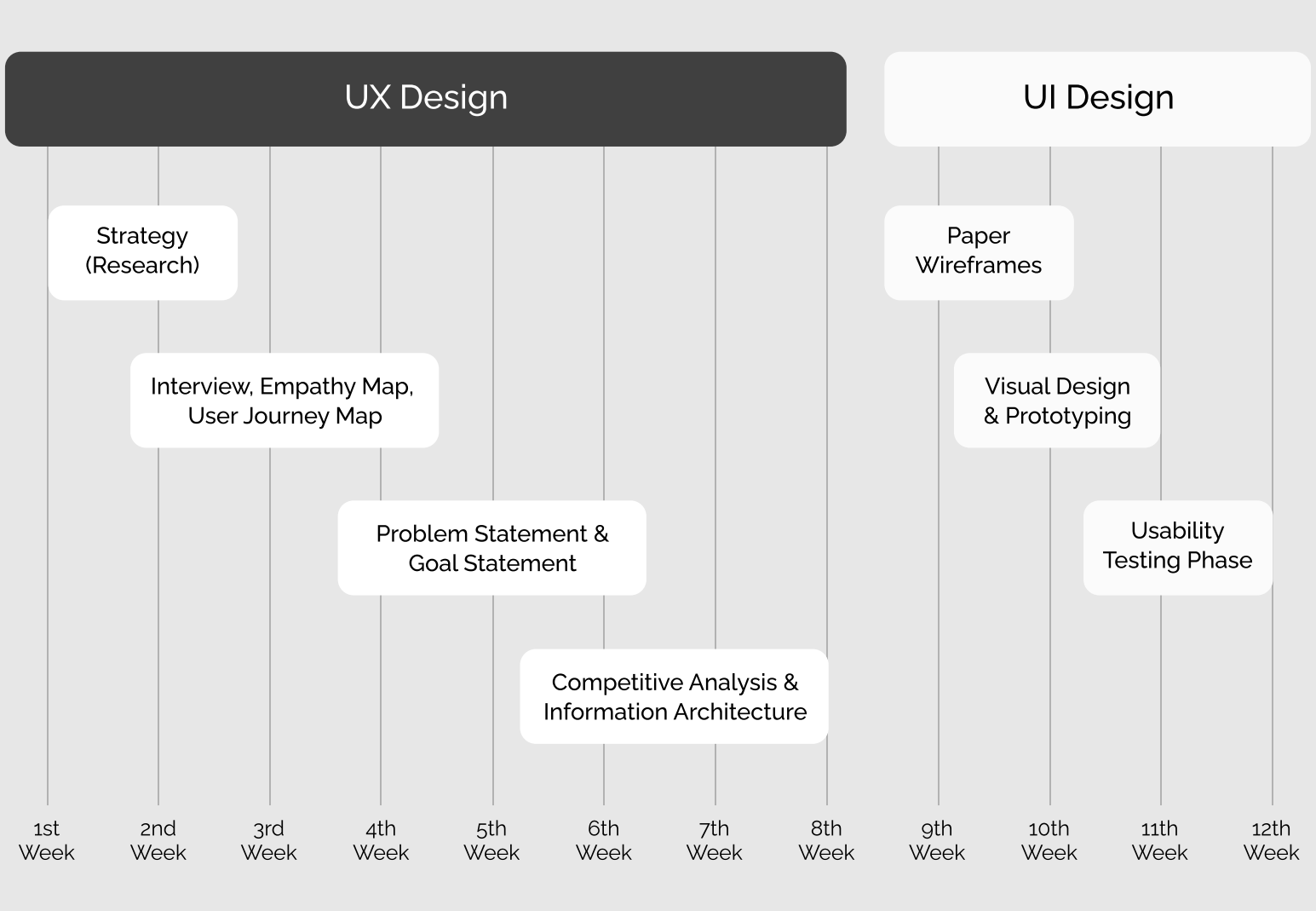
Define – User Persona, User Jouney Map, Goal Statement, Empathy Map

Ideate – Brainstorming, User Flow

Design – Paper Wireframes, Visual Design, Prototype

Test – CheckUsability, Survey Insight, Improvements

Project Timeline


UX Design
UI Design
Strategy (Research)
Interview, Empathy Map, User Journey Map
Problem Statement & Goal Statement
Competitive Analysis & Information Architecture
Paper Wireframes
Visual Design & Prototyping
Usability Testing Phase
1st Week
2nd Week
3rd Week
4th Week
5th Week
6th Week
7th Week
8th Week
9th Week
10th Week
11th Week
12th Week

Emphatize Phase

Qualitative Research

Qualitative research for the "**Basita**" app focuses on understanding users' experiences, motivations, and needs through detailed insights

Interview Questions

- How do you currently find and book service providers (e.g., plumbing, cleaning, repairs)?
- What challenges have you faced when using service apps or websites?
- How would you prefer to filter or search for service providers ?
- What would make you feel secure when booking a service provider through an app ?
- How do you currently find jobs ?
- What challenges do you face when finding clients or jobs using existing platforms?
- What tools would help you manage multiple jobs on a service app?
- What information would you want to display on your profile to attract more clients?

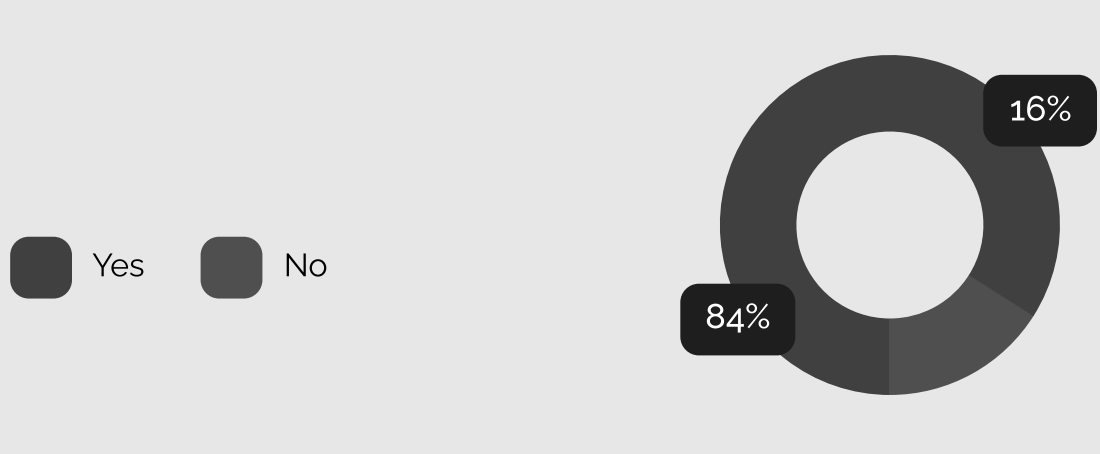
Key Insight Derived

- User Motivations & Emotions
- Pain Points & Usability Issues
- User Preferences & Expectations
- User Behavior Patterns
- Uncovered Needs

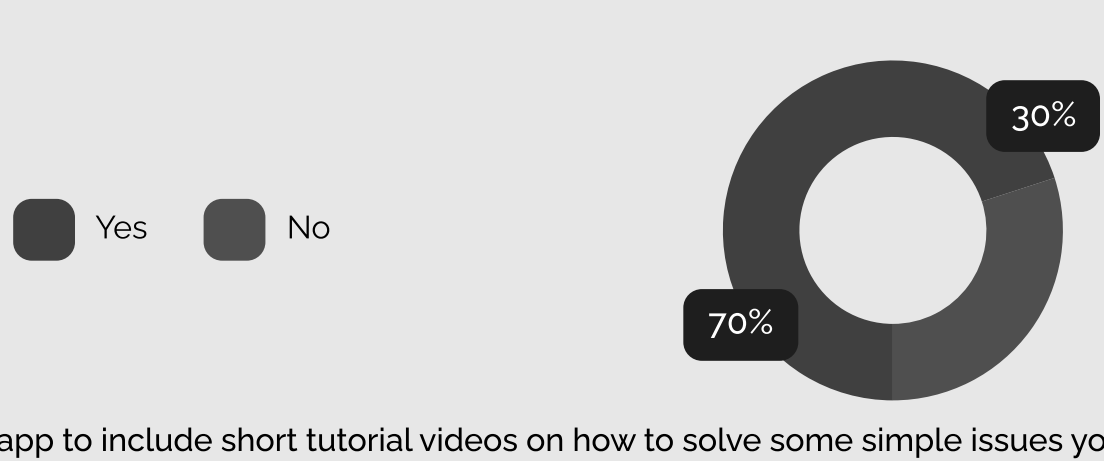
Quantitative Research

Quantitative research for the "**Basita**" app involves gathering numerical data to understand user needs, behaviors, and market demand

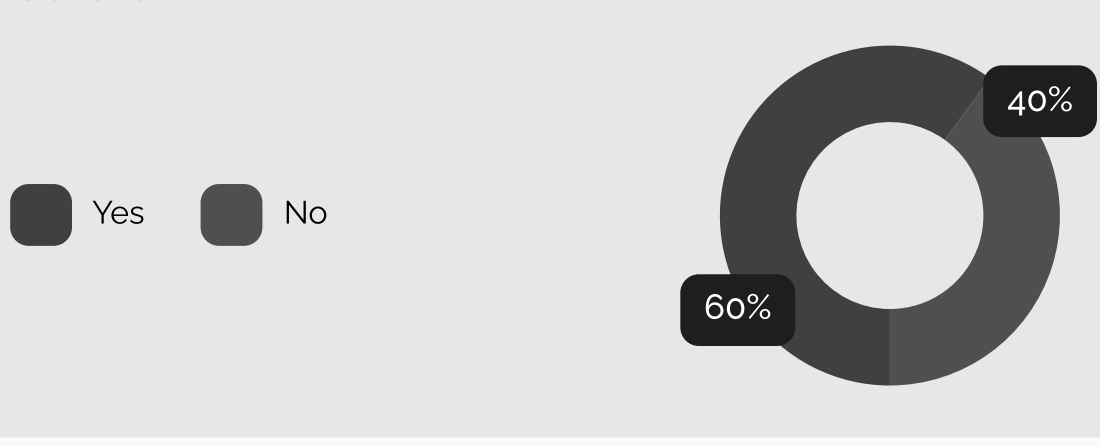
How often do you encounter difficulties when trying to fix something at home?



Would you be interested in trying out a new home maintenance app with innovative features?



Do you prefer the app to include short tutorial videos on how to solve some simple issues yourself before requesting a craftsman?



Key Insight Derived

- Behavioral Patterns & Trends
- Demographic Insights
- Feature Usage Statistics

Competitor Analysis

Competitor 1 **Fixawy**

Features :

→ By analyzing these aspects, you can identify areas where Fixawy excels and where there are opportunities for Basita to differentiate and offer a better solution. Key areas to focus on could be superior customer service, an enhanced app experience, or competitive pricing models to gain an edge over Fixawy in the market.

Competitor 2 **Primo**

Features :

→ To analyze Primo Home Repair, let's focus on its key strengths and weaknesses. The company is small-scale, which could limit availability, especially in high-demand periods, as some users report delayed responses or scheduling conflicts
Additionally, like many competitors in the home repair app market, Primo might face challenges with scaling up, particularly in ensuring consistent service quality across various jobs and regions.

User Persona

"I need a service that guarantees reliable and certified professionals."

AGE 27
JOB TITLE Business Development
STATUS Single
LOCATION Alexandria,Egypt

PASSIONATE · EMPATHETIC · CURIOUS · ADVENTUROUS

FAVORITE BRANDS

USER PERSONA

Abdelrahman Hosaam

ABOUT

Abdelrahman is a Business Development at Ultatel, He owns two apartments in Alexandria, where he spends most of his time is in moharem bek, and another in sidi-beshr, used for vacations. Recently, he has faced issues with home repairs, as he often hires technicians who lack the necessary skills, leading to more problems.

GOALS

- Find highly skilled technicians who can fix issues quickly and effectively.
- Access reliable services, especially in areas where he doesn't know local technicians.
- Ensure the technician is trained and experienced before booking, with access to reviews and ratings.

NEEDS

- Find trusted professionals in areas he's unfamiliar with.
- Prefers an app that provides reviews and ratings from other users to help him choose the best technician for the job.
- Reliable, skilled professionals who offer high-quality service.

PAIN POINTS

- Difficulty finding qualified technicians who can fix problems efficiently.
- Not knowing trusted technicians in areas outside of his regular home location.
- Dealing with recurring problems due to the poor quality of previous technicians.

PERSONALITY

Introvert — Extrovert
Analytical — Creative
Busy — Time rich
Messy — Organized
Independent — Team player

Craftesman persona

"I take pride in every job I do, no matter how big or small. My reputation is built on trust and quality"

AGE 36
JOB TITLE Carpenter
STATUS Married
LOCATION Alexandria,Egypt

USER PERSONA

Mahmoud Nader

ABOUT

Mahmoud is an experienced carpenter who has been working independently for over 20 years. He specializes in custom furniture and home renovation projects, and his clients range from homeowners to small businesses. He often gets work through word-of-mouth referrals but finds it challenging to manage schedules, and payments, especially as his workload increases.

GOALS

- Earn additional income by offering services through the app.
- Connect with other craftsmen for collaboration and knowledge sharing.
- Comfortable method for financial management.

NEEDS

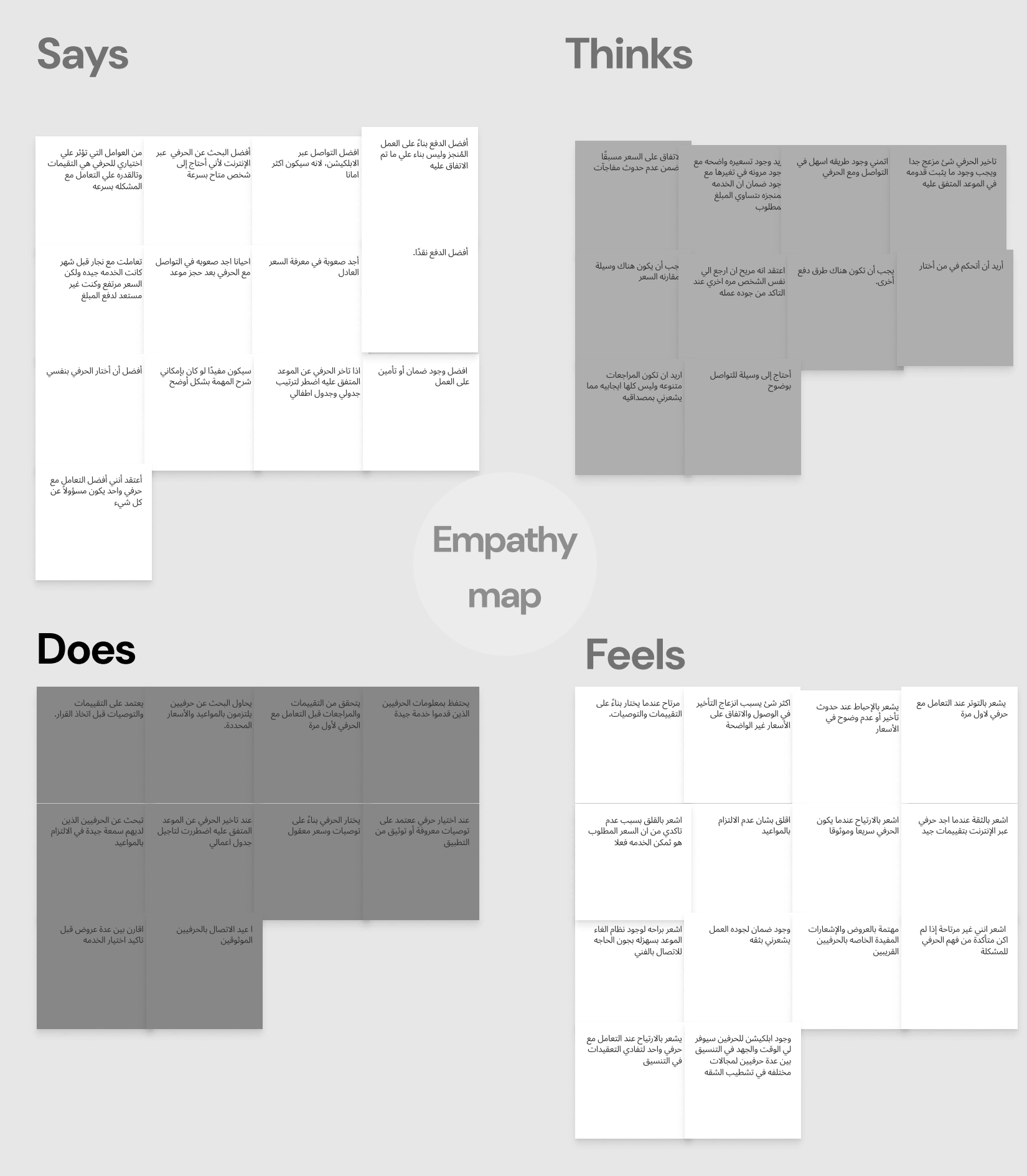
- Built-in scheduling feature that syncs with his calendar to manage multiple projects.
- Review and rating system to ensure the quality of hires.
- Simple design that doesn't require a steep learning curve.

PAIN POINTS

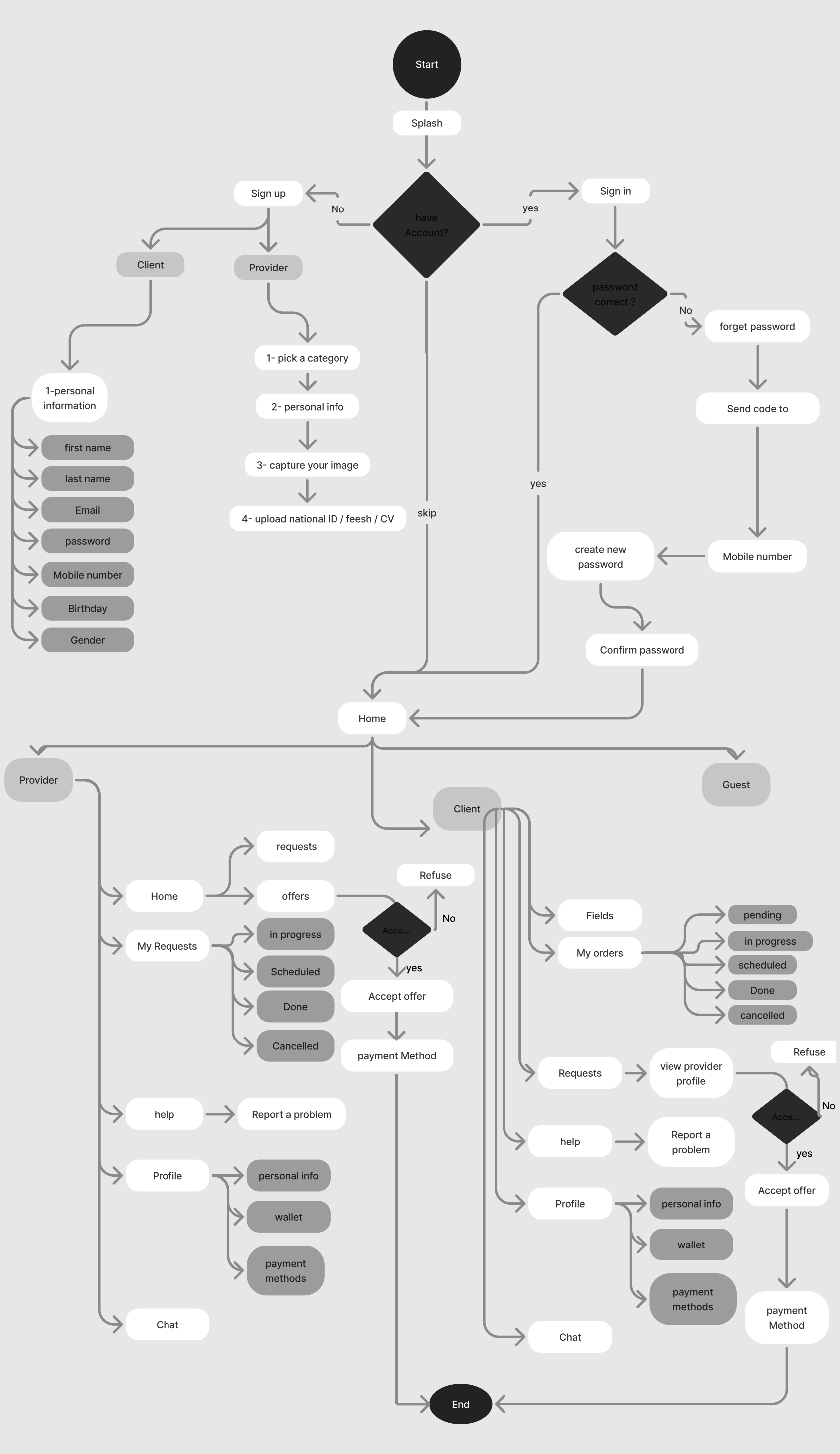
- Juggling multiple projects and clients makes it hard to keep track of deadlines and appointments.
- Payment Delays.
- Hiring subcontractors through apps results in lower-quality work, which affects Mahmoud's reputation.

Personality Summary:

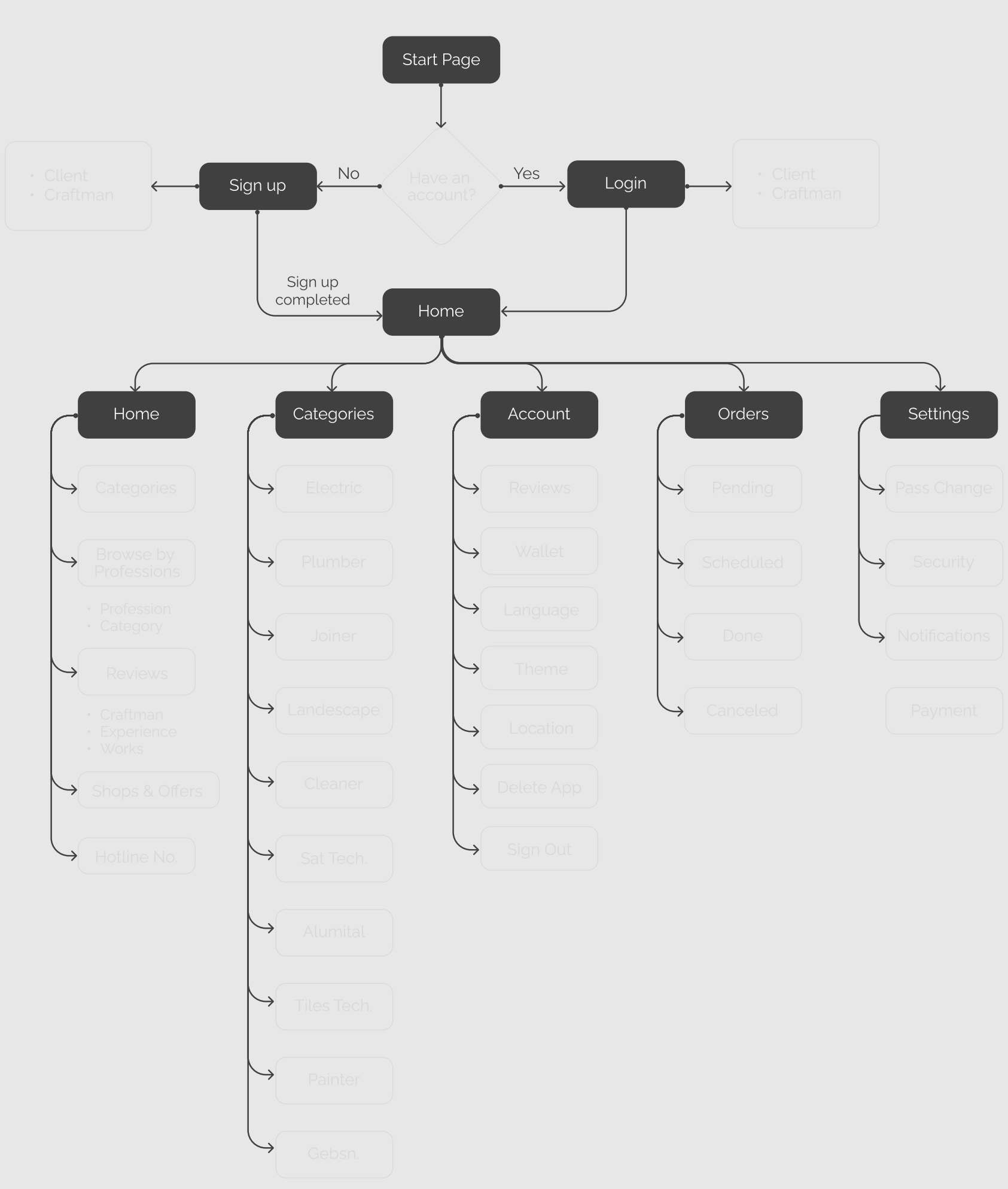
Mahmoud is a practical, hardworking craftsman with a strong attention to detail and a commitment to delivering quality work. While independent, he values collaboration when necessary and trusts tools that help him efficiently manage his growing business. He's pragmatic, preferring simple, effective solutions, and looks for reliability and transparency when hiring others.


Says
أفضل الدفع بناءً على العمل المنجز وليس بناء علي ما تم الاتفاق عليه
أفضل التواصل عبر الابلكيشن، لانه سيكون اكثر امانا
أفضل البحث عن الحرفي عبر الإنترنت لأني أحتاج إلى شخص متاح بسرعة
من العوامل التي تؤثر علي اختياري للحرفي هي التقييمات وقدرته علي التعامل مع المشكلة بسرعه
أفضل الدفع نقدًا.
أجد صعوبة في معرفة السعر العادل
احيانا اجد صعوبه في التواصل مع الحرفي بعد حجز موعد
تعاملت مع نجار قبل شهر كانت الخدمه جيده ولكن السعر مرتفع وكنت غير مستعد لدفع المبلغ
افضل وجود ضمان أو تأمين على العمل
اذا تاخر الحرفي عن الموعد المتفق عليه اضطر لترتيب جدولي وجدول اطفالي
سيكون مفيدًا لو كان بإمكاني شرح المهمة بشكل أوضح
أفضل أن أختار الحرفي بنفسي
أعتقد أنني أفضل التعامل مع حرفي واحد يكون مسؤولاً عن كل شيء
Thinks
تأخير الحرفي شئ مزعج جدا ويجب وجود ما يثبت قدومه في الموعد المتفق عليه
اتمني وجود طريقه اسهل في التواصل مع الحرفي
يد وجود تسعيره واضحه مع وجود مرونه في تغيرها مع وجود ضمان ان الخدمه منجزه تساوي المبلغ مطلوب
تفاق على السعر مسبقًا ضمن عدم حدوث مفاجآت
أريد أن أتحكم في من أختار
يجب أن تكون هناك طرق دفع أخرى.
اعتقد انه مريح ان ارجع الي نفس الشخص مره اخري عند التاكد من جوده عمله
جب أن يكون هناك وسيلة مقارنه السعر
أحتاج إلى وسيلة للتواصل بوضوح
اريد ان تكون المراجعات متنوعه وليس كلها ايجابيه مما يشعرني بمصداقيه
Empathy map
Does
يحتفظ بمعلومات الحرفيين الذين قدموا خدمة جيدة
يتحقق من التقييمات والمراجعات قبل التعامل مع الحرفي لأول مرة
يحاول البحث عن حرفيين يلتزمون بالمواعيد والأسعار المحددة.
يعتمد على التقييمات والتوصيات قبل اتخاذ القرار.
عند اختيار حرفي يعتمد على توصيات معروفة أو توثيق من التطبيق
يختار الحرفي بناءً على توصيات وسعر معقول
عند تاخير الحرفي عن الموعد المتفق عليه اضطررت لتاجيل جدول اعمالي
تبحث عن الحرفيين الذين لديهم سمعة جيدة في الالتزام بالمواعيد
ا عيد الاتصال بالحرفيين الموثوقين
اقارن بين عدة عروض قبل تاكيد اختيار الخدمة
Feels
يشعر بالتوتر عند التعامل مع حرفي لاول مرة
يشعر بالإحباط عند حدوث تأخير أو عدم وضوح في الأسعار
اكثر شئ يسبب انزعاج التأخير في الوصول والاتفاق على الأسعار غير الواضحة
مرتاح عندما يختار بناءً على التقييمات والتوصيات.
اشعر بالثقة عندما اجد حرفي عبر الإنترنت بتقييمات جيد
اشعر بالارتياح عندما يكون الحرفي سريعا وموثوقا
اقلق بشان عدم الالتزام بالمواعيد
اشعر بالقلق بسبب عدم تاكدي من ان السعر المطلوب هو ثمن الخدمه فعلا
اشعر انني غير مرتاحة إذا لم اكن متأكدة من فهم الحرفي للمشكلة
مهتمة بالعروض والإشعارات المفيدة الخاصه بالحرفيين القريبين
وجود ضمان لجوده العمل يشعرني بثقه
اشعر براحه لوجود نظام الغاء الموعد بسهولة بجون الحاجة للاتصال بالفني
وجود ابلكيشن للحرفين سيوفر لي الوقت والجهد في التنسيق بين عدة حرفيين لمجالات مختلفه في تشطيب الشقه
يشعر بالارتياح عند التعامل مع حرفي واحد لتفادي التعقيدات في التنسيق

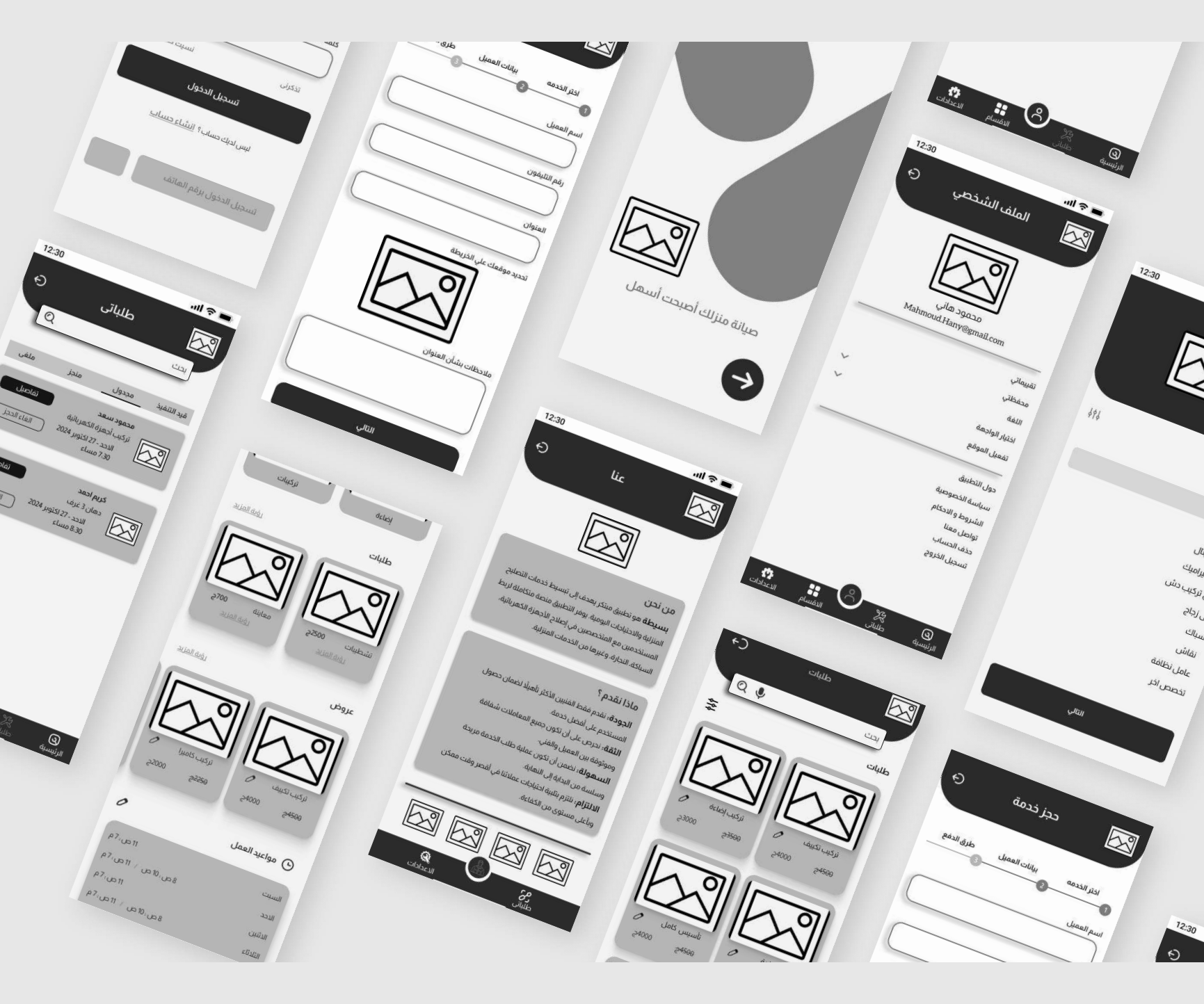
User Flow


Start
Splash
have Account?
No
yes
Sign up
Sign in
Client
Provider
1-personal information
first name
last name
Email
password
Mobile number
Birthday
Gender
1- pick a category
2- personal info
3- capture your image
4- upload national ID / feesh / CV
skip
password correct ?
No
yes
forget password
Send code to
Mobile number
create new password
Confirm password
Home
Provider
Guest
Client
Home
requests
offers
My Requests
in progress
Scheduled
Done
Cancelled
Acce...
Refuse
No
yes
Accept offer
payment Method
help
Report a problem
Profile
personal info
wallet
payment methods
Chat
Fields
My orders
pending
in progress
scheduled
Done
cancelled
Requests
view provider profile
Refuse
No
yes
Accept offer
help
Report a problem
Profile
personal info
wallet
payment methods
Chat
payment Method
End

Information Architecture


Start Page
Have an account?
No
Yes
Sign up
Login
Client
Craftman
Client
Craftman
Sign up completed
Home
Home
Categories
Account
Orders
Settings
Categories
Browse by Professions
Profession
Category
Reviews
Craftman
Experience
Works
Shops & Offers
Hotline No.
Electric
Plumber
Joiner
Landescape
Cleaner
Sat Tech
Alumital
Tiles Tech.
Painter
Gebsn
Reviews
Wallet
Language
Theme
Location
Delete App
Sign Out
Pending
Scheduled
Done
Canceled
Pass Change
Security
Notifications
Payment

Wireframes



Typography & Colors

Font Used

Almarai

Almarai Font is a modern and elegant Arabic typeface designed for readability in digital interfaces and print. It was developed by Google Fonts in collaboration with Almarai, a leading dairy company in the Middle East.

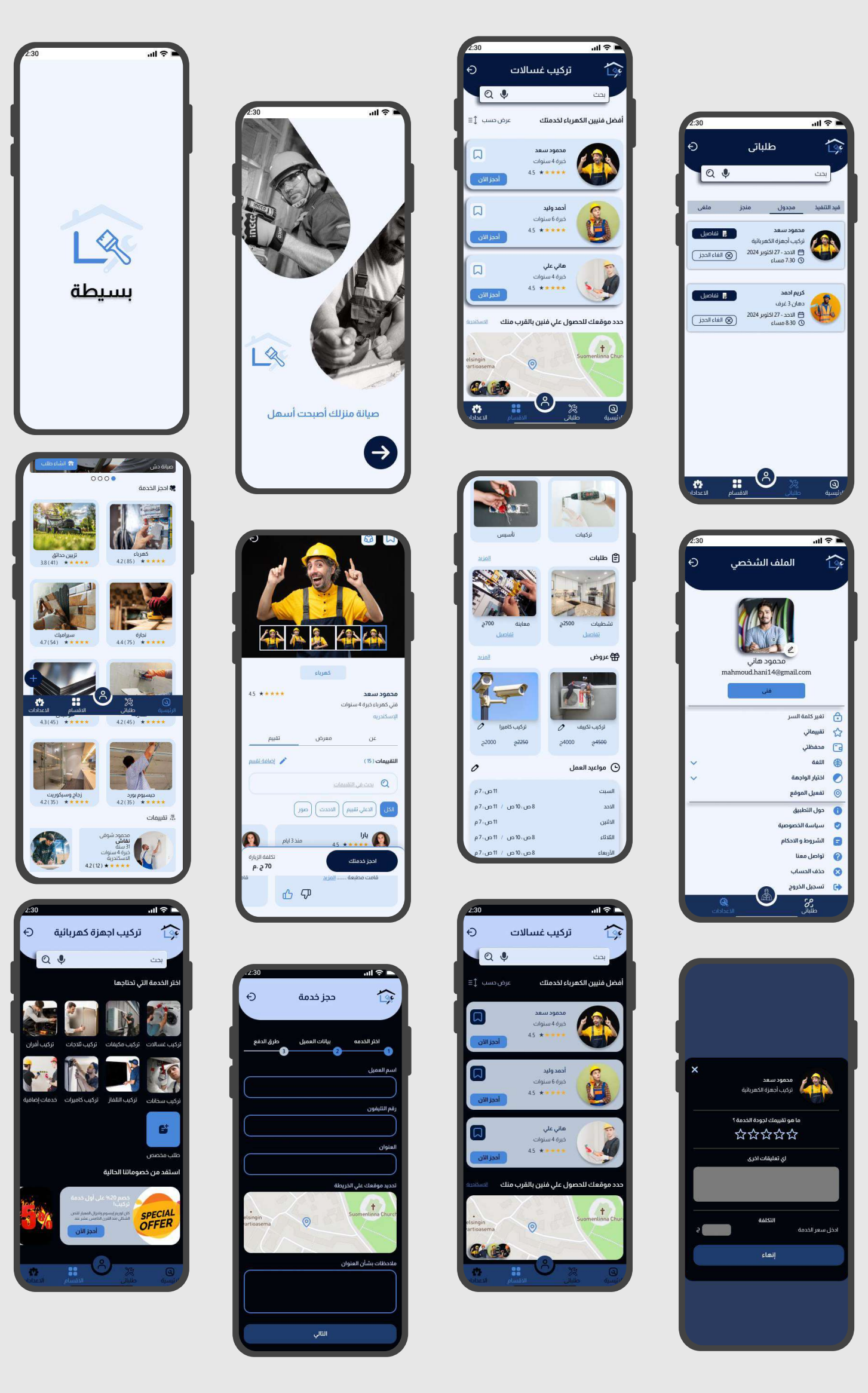
Bold	Regular	Light
بسيطة	بسيطة	بسيطة

Color Used

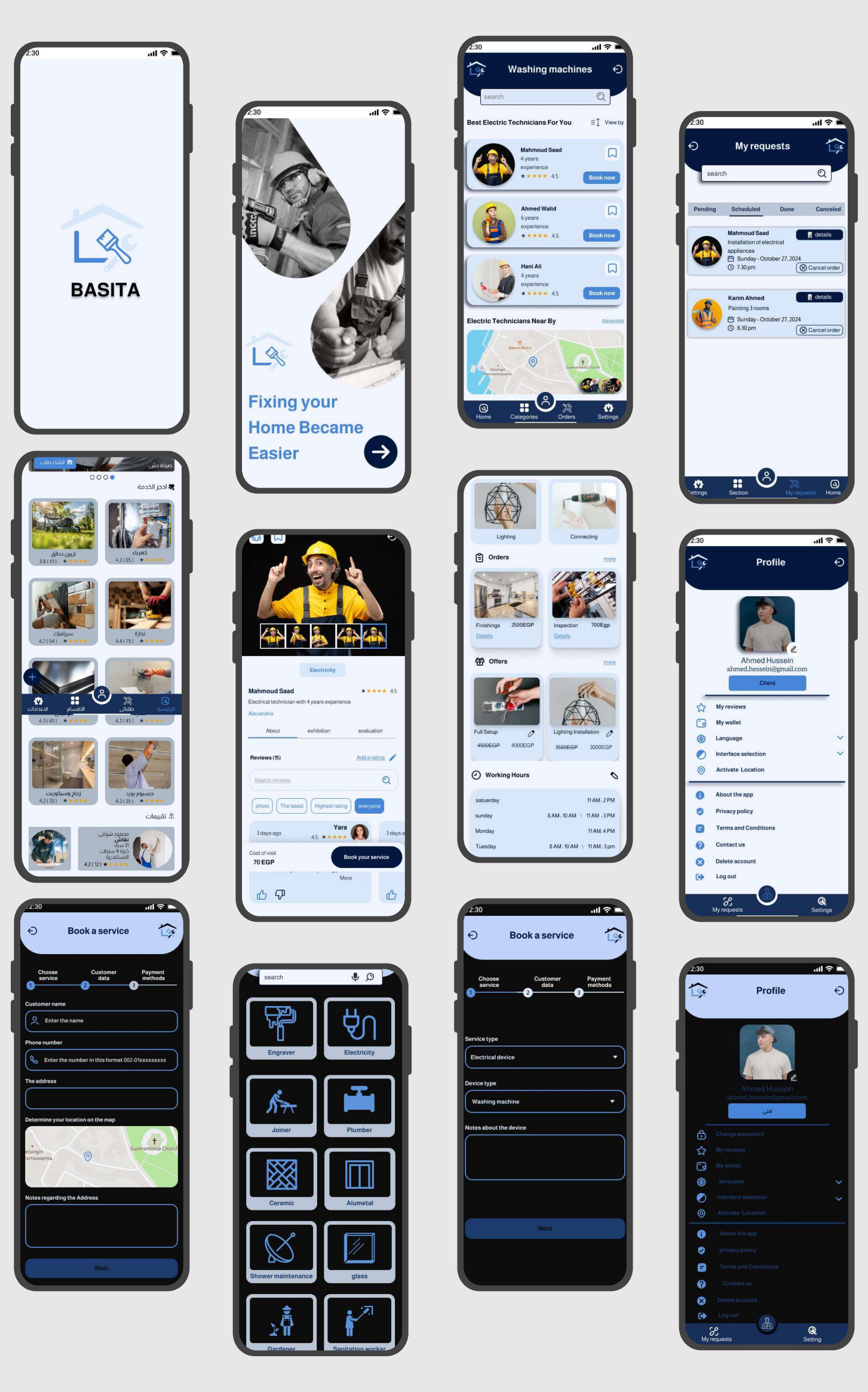
Primary Color	Secondary Color	Card Color	Text Color Primary	Background Color
#041840	#4886D9	#D9E7FA	#183059	#F0F5FF

Icons

Main Screens Light & Dark Mode


بسيطة
صيانة منزلك أصبحت أسهل
طلباتي
الملف الشخصي
تركيب اجهزة كهربائية
حجز خدمة
تركيب غسالات

English Screens Light & Dark Mode


BASITA
Fixing your Home Became Easier
Washing machines
My requests
Profile
Book a service

Thank you for your time :)

Feel free to provide your valuable suggestion and comments

Basita App is in Your Reservation