Customer background

Industry: Freelance Services Marketplace

www.BuyByPoint.com is a Freelance service marketplace. Here all creators, writers, artists, developers, engineers- in short the 'Service Providers' will provide their services for the system-built 'points'. It connects talents with businesses and individuals namely the 'Clients' seeking to complete their project.

The website is a registered business entity in Pakistan and operates worldwide online through marketplace.

Team:

1. Umer, *Chief Web and App developer, BuyByPoint.com*
2. Wassim *Web developer*
3. Kazi Nabeel   *Content Writer*
4. Syed Ahmed Ullah   *Mobile App Developer*
5. Aigerim Tashmatova- *UI/UX Designer*

Problem

The traditional process to identify, procure, and deliver Freelance services which includes transaction and contracting costs.

Procurement of design talent (hiring), and actual project study (scope, getting in touch, all documentations, pricing, and completion) are also categorized at different places.

The freelance services can solve problems and reduce pricing issues such as administrative costs, margins, labor, and transaction.

BuyByPoint builds a fully functional marketplace website and mobile application which has features such as:

- Project workspace- Profile and Portfolio
- Cashless Payments- Collecting Points
- Project Milestones
- Client-Service provider correspondence (Chat window & Email)

Solution

Our design and development team is working closely with each other in order to develop an innovative idea into fully-functional scalable marketplace application and web design.

We have just started with which I would like call it 'Phase I' and currently UI UX designer making case study for the project and sketchnoting of fully-functional web application as an online marketplace for freelancers and firms/individuals - clients to post their projects and collaborate with each others.

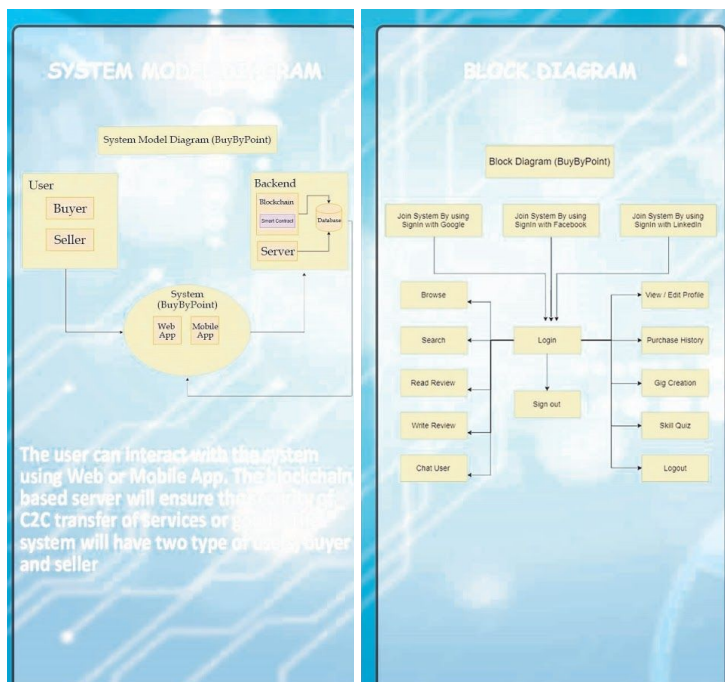# Tool used to create the web and mobile application:

- User front end: A mobile optimized user interface built in HTML-CSS- JS- React and React Native
- Back-end: MongoDB and Firebase
- Hosting on Somewhere
- Both of the user have an account- which can be access by Social media accounts: Facebook, Linkedin, Twitter, Google +

- Visual Studio Code

- Postman

- Balsamiq

- Genymotion

- Adobe PS, AI, XD (Figma)

UI Design suggestions:

- Typeface- Sansetion Light, Roboto Condenmedium and regular - I will contrast them with colour and sizes, kerning and Upper and Lower cases.
- Color- Logo will be cold pallets, still in progress. UI design of the pages will be grey, white and CTA button more emphasized with brighter colours.

Earlier Wireframes:

Features

Figure: Freelancer's workspace

The ByBuyPoints' workspace is a collaborative online space where clients and service providers work as a project-based team members.

The clients and service providers can discuss, chat regarding the project; a client can manage deadline, results, time tracking and case studies, Point payment history, project related files and add service providers and much more.

The solution gives us seamless experience for both service providers and clients as well.

Find services for clients:

Freelance marketplace is easy to use for the clients. You can use search bar to find service area or typically click over the desired category that will on landing page. Each category will consist of list of sub categories, narrow specialization. By clicking on sub-categories you will see a list of profiles with images of service providers, name, location, description about what she/he is doing? Rate of reliability and etc. Service provider will rate their hourly point.

Find projects:

In our marketplace users/clients who needs their work done will create project add tag-this how the system can notice the freelancers get alert about new project and can submit their job. Or clients directly can write to the service providers about projects.
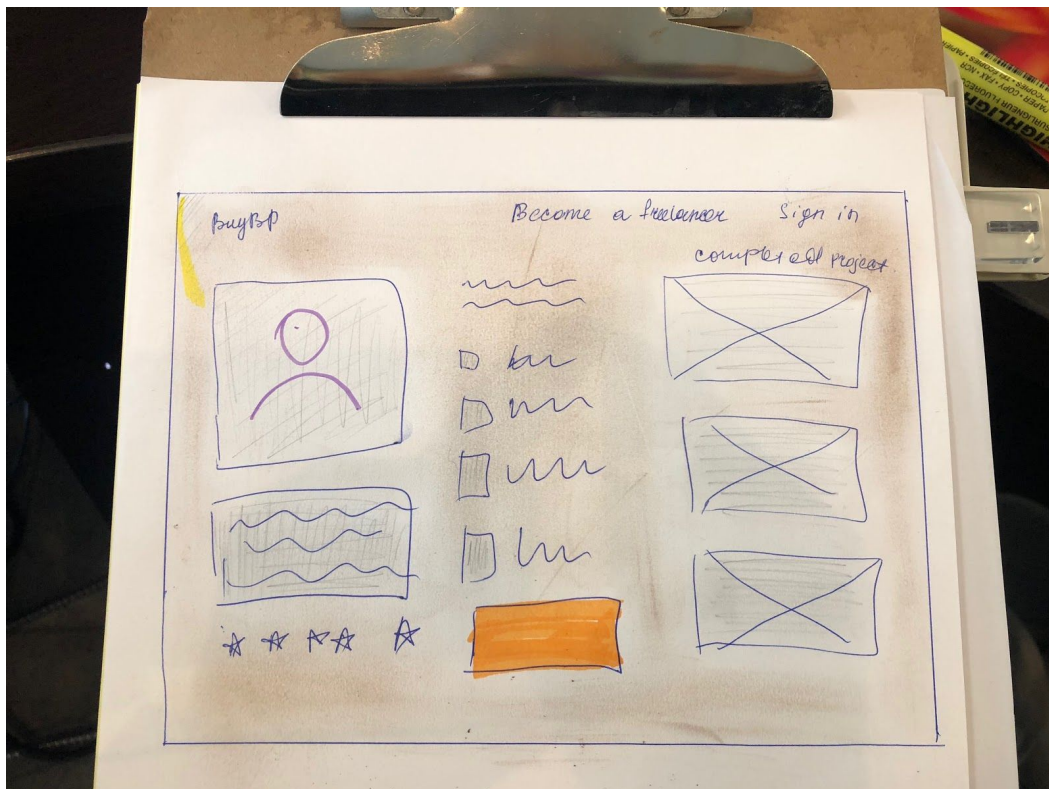The service providers can also find a list of the projects and I wish to set up notification alert for the relevant project which is match freelancers skills.

Profile rating:

It is useful for clients to know to whom she/he giving the project to be done. there should be information to ensure the trust of clients:

- Experience
- Portfolio
- Linked social media accounts
- Endorsed skills by other users
- Reviews from clients
- Rate average of the freelancer's will depend on reviews of the clients directly
- I wish to add some points to whom who will give reviews for freelancers

Sketch Nothing of Freelancer's profile view

Business Goals & Objectives

- Give me text which on poster that you shared with me