5COSC025C.1 Human Computer Interaction and User Experience

Coursework 1 Report – Low Fidelity Prototype

Group Number: CS-15

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Links to Website-Prototype:
https://www.figma.com/design/P2tmm3fnvHFn4VgUaTUQYD/Final-Wireframe-CW1?node-id=0-1&node-type=canvas&t=b5glrqsJIS4GDSHD-0
URL to Video:
https://drive.google.com/drive/folders/1BcNMvFug-qPgdKgl79SW0kyCyh6MZk7s?usp=drive_link

Content

1. Problem Definition.

A major challenge confronting the global economy is generating quality job opportunities for everyone while fostering inclusive and sustainable economic development. Numerous individuals worldwide still experience unstable working conditions, low pay, insecure job situations, and insufficient social protection despite advancements. These challenges are intensified by elevated rates of unemployment, underemployment, and informal labor, especially in developing nations. Organizations and individuals alike struggle with inefficiencies in finding the right talent for specific projects.

Challenges faced include:

1.1. Lack of Personalization.

- Generic Matching Algorithms: Current platforms often rely on broad criteria, failing to cater to niche or specialized requirements of businesses and freelancers.
- Insufficient Insights: They lack predictive analytics or AI-driven insights that can recommend candidates or projects tailored to user preferences or history.
- One-Size-Fits-All Approach: This limits user satisfaction, as platforms are unable to adapt to diverse user needs across industries and job types.

1.2. Time-Consuming Processes.

- Manual Filtering: Users spend significant time sifting through irrelevant profiles or job postings due to inadequate filtering systems.
- Fragmented Workflow: Recruitment involves multiple disconnected steps (e.g., searching, vetting, and negotiating), which lengthens the hiring process.
- Verification Delays: Lack of integrated credential verification tools necessitates external checks, slowing down decisions.

1.3.Inefficiency in Matching

- Limited Tools: Many platforms lack sophisticated search and matching functionalities like AI algorithms or preference-based filtering.
- Missed Opportunities: The inability to surface high-potential matches leads to underutilization of talent pools and lost business opportunities.
- Low Trust in Recommendations: Existing recommendations are often based on incomplete or outdated data, reducing confidence in the matching process.

This results in reduced productivity for businesses and freelancers and delays in achieving economic growth. Addressing these challenges is crucial to fostering meaningful connections in the workforce and driving global progress, aligning with the UN's Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth.

2. User Needs and Requirements

To design a system that effectively addresses these problems, we conducted interviews with small business owners, HR managers, and freelancers. Additionally, we analyzed data from existing recruitment platforms to understand gaps.

The identified needs include:

- **For Businesses:**
  - Access to specialized freelancers with verified skills and relevant experience.
  - Efficient communication tools and real-time tracking of project progress.
  - Transparent systems for payments and accountability.

- **For Freelancers:**
  - A space to showcase portfolios, credentials, and reviews.
  - Trust-building mechanisms like secure payment systems and background checks.

- Opportunities to grow through gamified features, engagement, and visibility.

Here are some user needs, Functional requirements and Non-Functional requirements

- **User Needs**
  - Efficient Requirement Process

    To sustain interest and encourage platform involvement, users-both freelancers and businesses- need captivating features like gamification.
  - Global Accessibility

    To communicate and use the platform effectively, users from a variety of language and cultural backgrounds require multilingual support.

- **Functional Requirements**
  - Gamification Features

    Use leaderboards, point systems, and badges to encourage and reward users.

    Assist independent contractors in creating goals and monitoring their progress.

- **Non-Functional Requirements**
  - Accessibility

    Keep accessibility guidelines (like WCAG) in mind when designing with inclusion in mind.

3. Persona and Scenario

Persona:
- **Name:** Sarah Thompson
- **Age:** 34
- **Occupation:** Small Business Owner
- **Background:** Runs a sustainable fashion brand, frequently collaborates with consultants to enhance eco-friendly processes.
- **Goals:** Improve her business's supply chain sustainability using an affordable, expert freelancer.
- **Frustrations:** Wasted time filtering unsuitable candidates on general recruitment platforms.

Scenario:

Sarah logs onto the platform to search for an eco-consultant to audit her supply chain.

3.1. Search:

Sarah visits the platform to find an eco-consultant. She fills in a project description detailing her need for a sustainability audit of her supply chain. The platform's AI algorithm processes her requirements and suggests five freelancers whose profiles include:

- Verified credentials.
- Portfolios showcasing relevant experience.
- Customer reviews and satisfaction ratings.
- Current availability schedules.

3.2. Selection:

Sarah browses the curated profiles and uses the platform's comparison tools to evaluate freelancers. She selects two consultants for video interviews, scheduled and conducted directly through the platform's interface.

3.3. Collaboration:

After selecting her preferred consultant, Sarah uses integrated tools to manage the project. These include:

- Task and milestone tracking.
- Real-time chat and file-sharing for seamless communication.
- Automated reminders and updates to ensure deadlines are met.

3.4. Completion:

Upon successful completion of the audit, Sarah processes the payment securely via the platform. She leaves a detailed review of her experience and receives collaborative milestone badges for her active participation in the project. This boosts her profile's credibility for future engagements.

4. User Journey Map

Actor - Clients and Freelancers

Scenario - A user needs a service and uses this to find and hire a freelancer.

Goal : Freelancer - Earn income by offering their skills and building a professional reputation.
Client - Get high-quality services efficiently and cost-effectively.

User steps/ Phases *What is each step of the user journey?*	Awareness	Content consumption	Action	Complete/ Goal
User actions *What action does the user take during each step?*	Learns about the platform via ads, referrals, or social media. · Visits the app's landing page. · Reads testimonials or case studies.	Explores freelancer/client profiles. · Watches onboarding tutorials. · Reviews FAQs and pricing plans.	Creates an account and fills out the profile. · Initiates or applies for projects. · Engages in initial messaging or video calls.	Completes the project and provides feedback. · Receives payment or releases it. · Saves profiles for future use.
Feelings and thoughts *Use the emojis below to help illustrate how the user might be feeling. (combined)*	🙂	😐	🙂	🙂
Painpoints *What are the issues the user can face in this phase/ step/ screen?*	**Trust And Credibility:** New visitors may have doubts about the reliability of services offered on website. They may question the quality of freelancers and worry about the security of transactions. **Lack of Personalized Recommendations:** The platform may not always surface the most relevant services for a user, making it hard for them to find what they're looking for quickly.	**Lack of Personalized Recommendations:** The platform may not always surface the most relevant services for a user, making it hard for them to find what they're looking for quickly. **Unclear Service Descriptions:** Some service listings may be poorly described, making it difficult for users to understand what's included or what the actual deliverables are.	**Confusing Navigation:** Users might face difficulties in navigating the website, finding the right categories, or filtering results effectively. **Uncertainty About Cost:** Some users might be unsure about pricing, especially when there are add-ons or hidden fees involved, making it hard to assess the full cost of a service upfront.	**Quality Control:** Users may find that the service they receive doesn't meet expectations, or it's hard to ensure quality control in an online environment.
Opportunities *As a UXer where can the experience be improved?*	**Partnerships and Collaborations:** Partner with educational platforms, businesses, or influencers to build awareness of offerings. **Content Marketing:** Create tutorials, case studies, and blogs to educate potential users about the value of website and how it solves their problems.	**Improved Filtering and Search Tools:** Advanced search options to allow users to filter by ratings, delivery time, and price range more intuitively. **Service Previews and Samples:** Allow freelancers to showcase more detailed previews of their work	**Streamlined Payment Options:** Add diverse payment methods, including local currencies and mobile wallets, to reduce friction during checkout. **Transparent Pricing and Timelines:** Provide clearer breakdowns of service costs, delivery timelines, and expectations for both clients and freelancers.	**Post-Delivery Feedback and Follow-Up:** Implement systems for post-project evaluations, allowing users to leave detailed feedback or easily request revisions. **Incentives for Repeat Usage:** Offer loyalty rewards, discounts, or credits to encourage returning customers or retain active freelancers

5. Low fidelity prototype
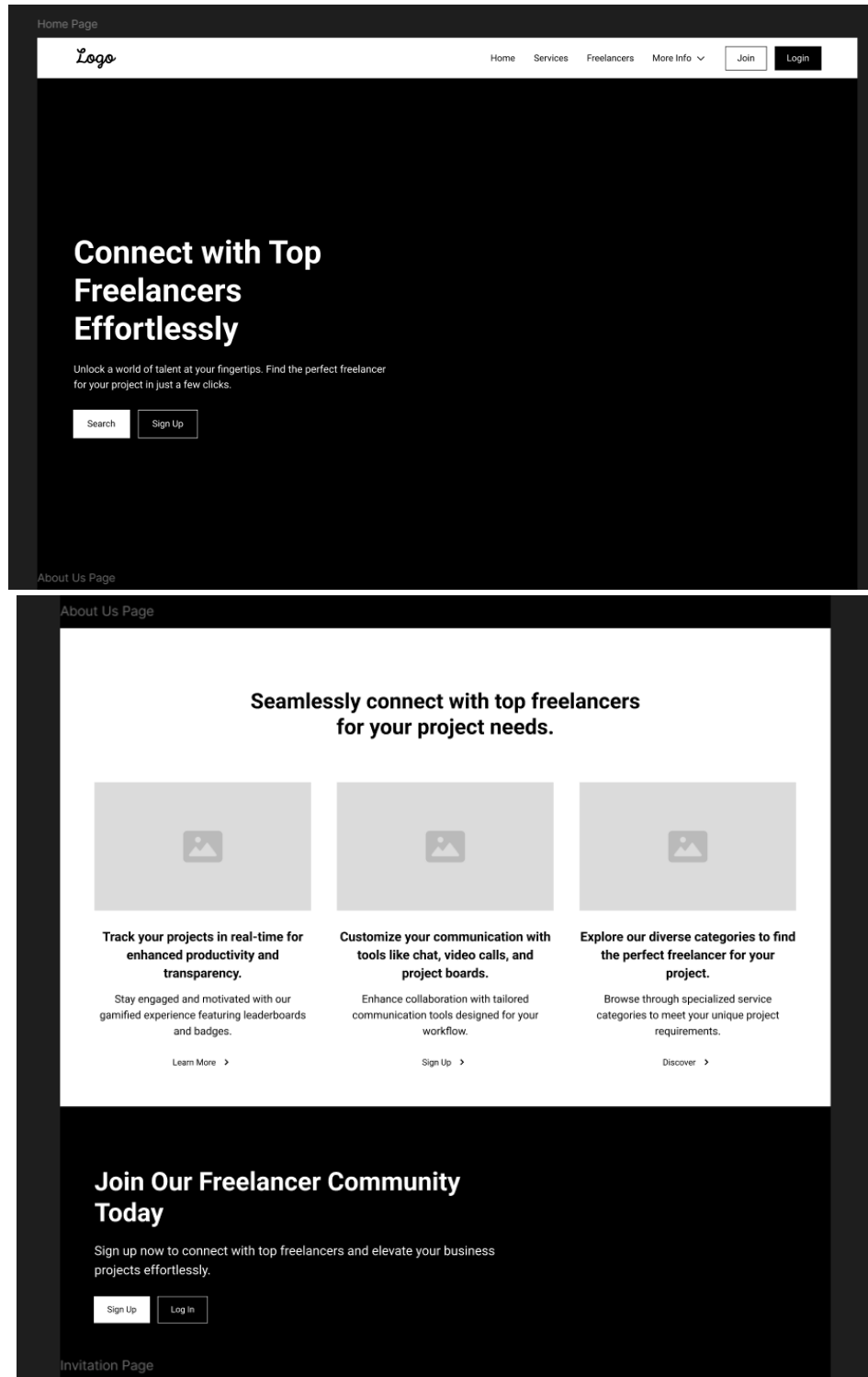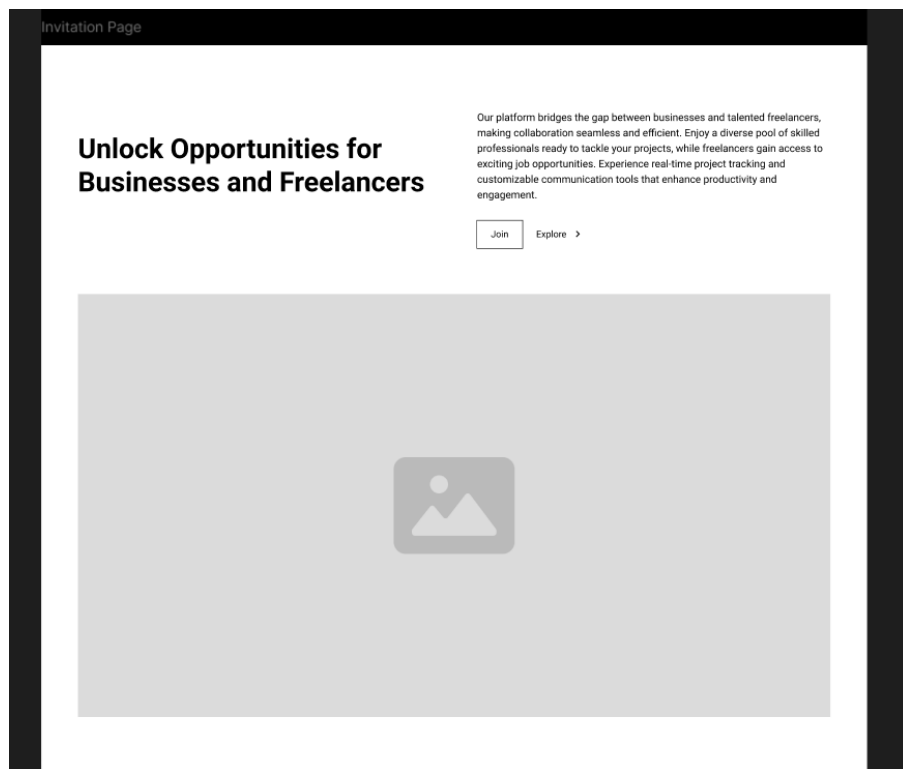
Our Freelancers

Meet the passionate individuals driving our vision forward.

| Search Freelances | 🔍 |

Alice Johnson
Project Manager

Alice ensures projects run smoothly and meets client expectations every step of the way.

in X ⊕

Bob Smith
Lead Developer

Bob crafts innovative solutions that elevate our platform's functionality and user experience.

in X ⊕

Cathy Lee
UX Designer

Cathy designs intuitive interfaces that enhance user engagement and satisfaction.

in X ⊕

David Kim
Marketing Specialist

David drives our marketing strategies to connect with freelancers and businesses effectively.

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Emma Brown
Content Creator

Emma crafts compelling content that resonates with our audience and showcases our platform.

in X ⊕

Frank White
Data Analyst

Frank analyzes user data to enhance our services and improve user satisfaction.

in X ⊕

Grace Green
Customer Support

Grace provides exceptional support, ensuring our users have the best experience possible.

in X ⊕

Disandu Perera
Photographer

Disandu perera is Passionate photographer capturing moments that tell stories.

in X ⊕

Open positions

Discover your future career with us today!

View Now

to life.   professionalism.

Learn More   Sign Up ›

★★★★★

"Working with this platform has transformed our hiring process. The
quality of freelancers we found exceeded our expectations!"

Disandu Perera
CEO, Tech Innovations

10

Freelancer Profile

Disandu Perera ✅

Photographer

Passionate photographer capturing moments that tell stories.

Contact Info

Mobile - 0705984324

Email- disandup6@gmail.com

in X ⊗

Projects

Project 1-Pending

Project 2-Completed

Project 3- Completed

Project 4- Completed

Rates

Portrait Sessions

Standard Package: $150

Premium Package: $250

Event Photography

Hourly Rate: $200/hour (minimum of 2 hours)

Full-Day Rate: $1,500 (up to 8 hours)

Chat with Disandu

☆ ☆ ☆ ☆ ☆

FAQs

Get answers to common questions about our platform and how it works.

How does it work?	Our platform connects businesses with freelancers through a streamlined process. Users can post projects, and freelancers can submit proposals. The AI-powered matching system helps find the best fit for your needs.
Are freelancers verified?	Yes, all freelancers undergo a verification process. This includes checking their credentials and previous work. You can view their profiles for reviews and portfolios.
What payment methods accepted?	We accept various payment methods, including credit cards and PayPal. All transactions are secure and encrypted. You can choose your preferred method during checkout.
Can I track projects?	Absolutely! Our platform offers real-time project tracking features. You can monitor progress, communicate with freelancers, and manage deadlines efficiently.
What if I need help?	If you have any questions or need assistance, our support team is here to help. You can reach out via our contact form or chat feature. We're committed to your success.

Still have questions?

We're here to assist you further.

Contact

✉

Email

We're here to assist you with any questions or support.

Flyera@gmail.com

📞

Phone

Reach out to us for immediate assistance or inquiries.

+94 70 59 84 324

📍

Office

Visit us for in-person support and consultations.

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https://www.figma.com/design/P2tmm3fnvHFn4VgUaTUQYD/Final-Wireframe-CW1?node-id=0-1&node-type=canvas&t=b5glrqsJIS4GDSHD-0

6. Conclusion

Our AI-driven freelance platform provides an innovative solution to the challenges in traditional recruitment, aligning with the global agenda for Decent Work and Economic Growth. We bridge the gap between businesses and specialized freelancers by prioritizing user-centric features such as gamification, real-time tracking, and enhanced freelancer profiles.

The development process highlighted the importance of iterative design and feedback integration, resulting in a refined, user-friendly prototype. Future enhancements include exploring multilingual support and incorporating more niche service categories to expand the platform's reach.

This project underscores the transformative power of technology in fostering equitable and sustainable economic growth.

7. Appendices

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