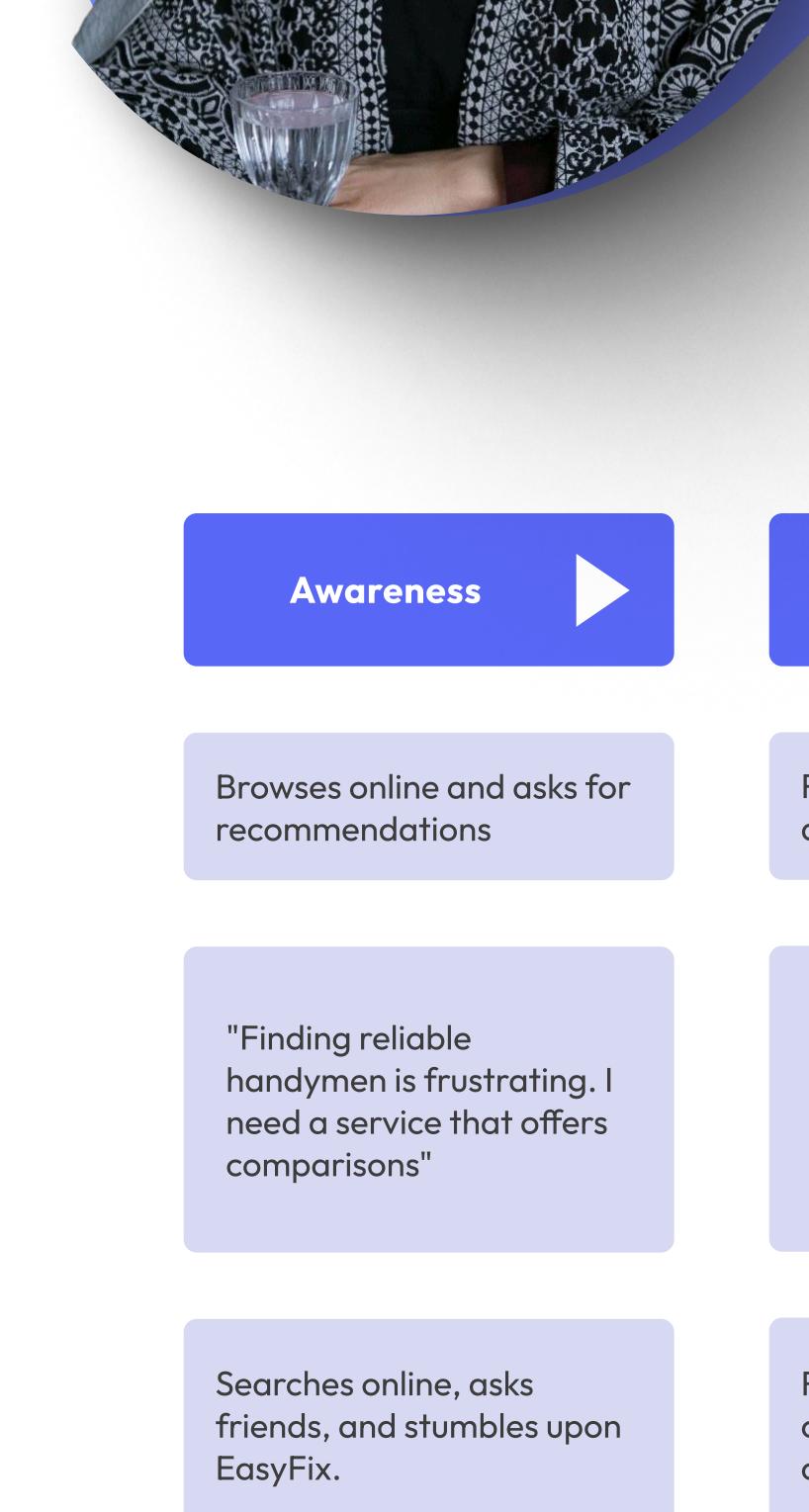


User Journey Maps

**Soad Elmahdy****Age:** 49**Location:** El-Mansoura, Egypt**Education:** B.Sc of Pharmaceuticals**Job Title:** Housewife

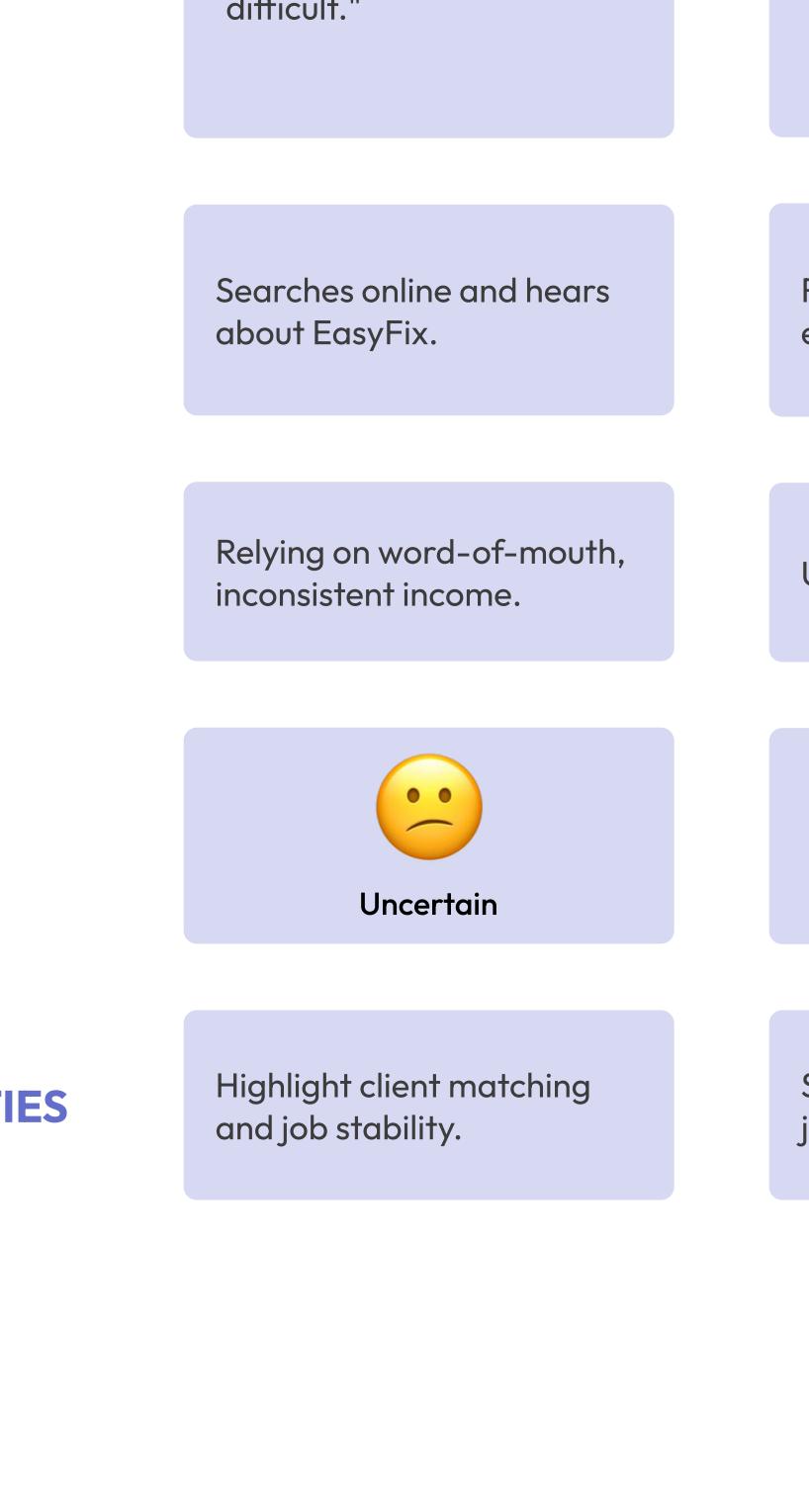
Select's a handyman and books a service.

STAGES	Awareness ►	Consideration ►	Acquisition ►	Service ►	Loyalty ►
STEPS	Browses online and asks for recommendations	Reviews handyman profiles and service options.	I hope this booking process is simple and secure.	Tracks handyman and oversees work.	Leaves a review and considers future bookings.
THINKING	"Finding reliable handymen is frustrating. I need a service that offers comparisons"	"Does this app have reliable handymen with fair pricing?"	Selects a handyman, checks spare parts, books service, chooses payment method.	Will they arrive on time and complete the job well?	Was this experience worth recommending?
DOING	Searches online, asks friends, and stumbles upon EasyFix.	Reads handyman profiles, compares prices, and checks spare part options.	Fear of hidden charges or late arrivals.	Selects a handyman, checks spare parts, books service, chooses payment method.	Leaves a review, recommends the app, books future services.
PAIN POINTS	Difficulty comparing prices and quality, unreliable workers.	Doubts about honesty, unclear pricing structures.	Browses online and asks for recommendations	Late arrivals, incomplete jobs, follow-ups required.	No incentives for returning users.
FEELING					
OPPORTUNITIES	Skeptical but hopeful	Cautious but interested	Satisfied but still cautious	Annoyed if service is delayed	Happy if experience was smooth

**Nader Elkhait****Age:** 20**Location:** El-Qalyubia, Egypt**Education:** Computer Science Student**Job Title:** Student

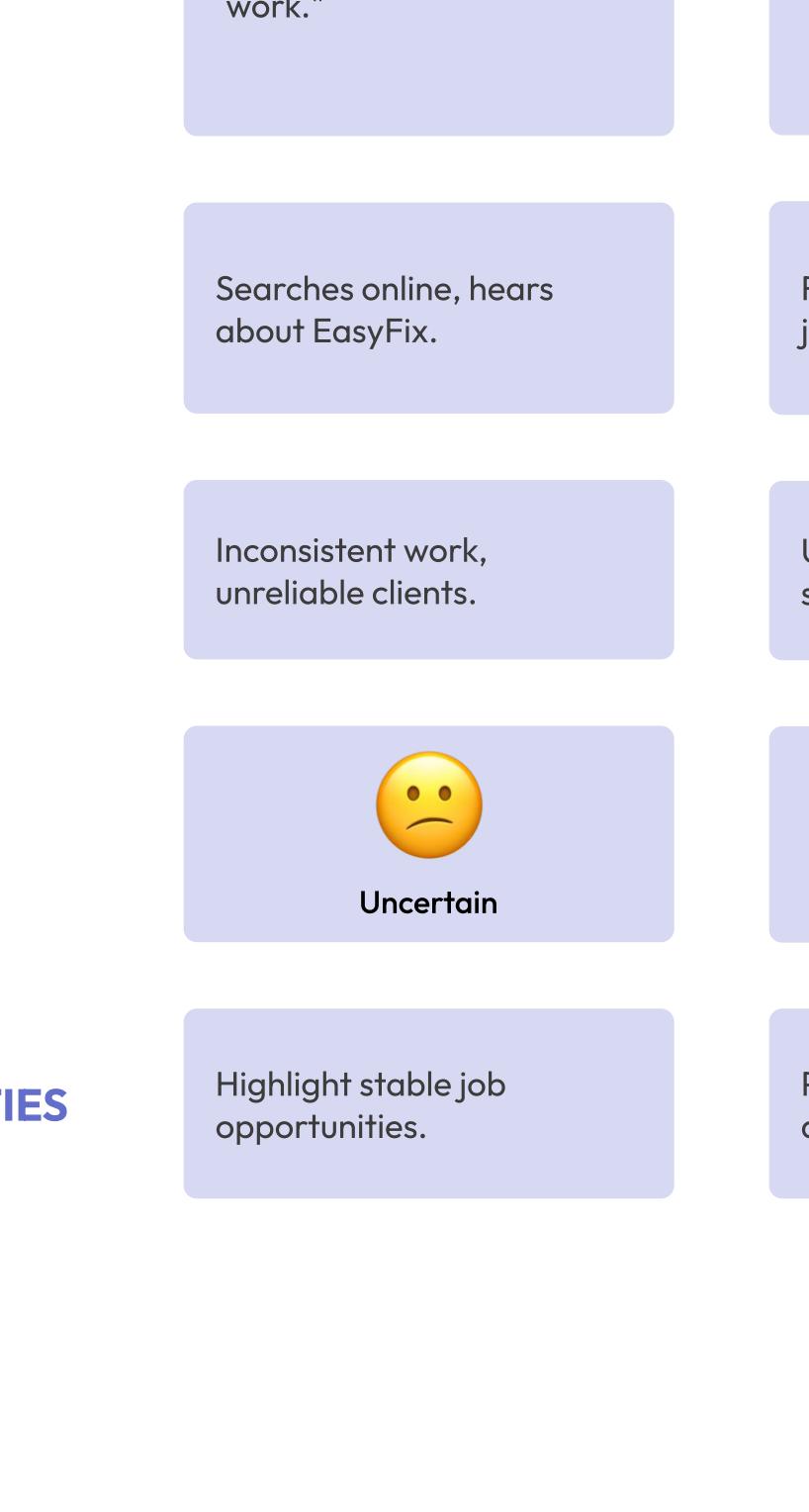
Tired of relying on the Landlord to get a handyman to fix the sink

STAGES	Awareness ►	Consideration ►	Acquisition ►	Service ►	Loyalty ►
STEPS	Searches for a quick solution for home repairs.	Reads reviews and checks for scheduling flexibility.	Books a handyman for urgent repair.	Monitors the repair and ensures quality.	Leaves a rating and keeps the app.
THINKING	"I keep having plumbing issues, and I need a fast solution."	"Will this app let me book easily around my schedule?"	"I need this problem fixed ASAP."	"Will the handyman actually fix the issue properly?"	"Was this experience reliable?"
DOING	Searches for handyman apps, reads about EasyFix.	Reads about instant booking and scheduling options.	Books a plumber via the app and pays online.	Follows up, ensures repairs are thorough.	Rates the handyman, keeps app for future needs.
PAIN POINTS	No time for trial and error, slow service responses.	Unclear service timing.	Fear of delays, no upfront repair guarantee.	Poor-quality fixes.	No student discounts.
FEELING					
OPPORTUNITIES	Frustrated	Skeptical but considering it	Relieved if smooth, frustrated if slow	Annoyed if issues persist	Happy if service was smooth

**Amaal Elghobary****Age:** 35**Location:** Mit Assas, Gharbia, Egypt**Education:** Bachelor of Nursing**Job Title:** Nurse

Is looking for new job opportunities

STAGES	Awareness ►	Consideration ►	Acquisition ►	Service ►	Loyalty ►
STEPS	Searches for caregiving jobs online.	Reviews app features for caregivers.	Creates a profile and applies for jobs.	Completes caregiving tasks for clients.	Continues working through the app.
THINKING	"I want to help elderly people but don't know where to find clients."	"Is this app trustworthy for finding caregiving work?"	"Will I find reliable clients through this app?"	"Are the job details accurate?"	"Is this app reliable for continuous work?"
DOING	Searches for local caregiving jobs.	Reads caregiver testimonials and reviews.	Creates a profile, sets availability, starts receiving requests.	Meets elderly clients, provides caregiving.	on platform, refers it to others.
PAIN POINTS	Few opportunities, word-of-mouth limitations.	Unclear job expectations.	Irregular job flow.	Last-minute cancellations.	No performance-based rewards.
FEELING					
OPPORTUNITIES	Disheartened	Hesitant but interested	Hopeful but uncertain	Annoyed by cancellations	Happy if work is steady

**Jalal Mohamed****Age:** 45**Location:** Nabaroh, Dakahlia**Education:** Faculty of Commerce**Job Title:** Handyman

Trying to find ex

STAGES	Awareness ►	Consideration ►	Acquisition ►	Service ►	Loyalty ►
STEPS	Looks for ways to get more clients.	Reads about how the app works for service providers.	Signs up and sets pricing.	Completes assigned jobs through the app.	Continues accepting jobs and referring others.
THINKING	"Finding consistent work is difficult."	"Will this app help me get more jobs?"	"Is this platform worth my time?"	"Will clients rate my work fairly?"	"Is this app providing a steady stream of work?"
DOING	Searches online and hears about EasyFix.	Reads testimonials, checks earning potential.	Creates profile, sets availability	Arrives at job sites, completes tasks, ensures client satisfaction.	Accepts more jobs, refers other handymen, engages with the platform.
PAIN POINTS	Relying on word-of-mouth, inconsistent income.	Unclear job flow.	Difficulty pricing services.	Late payments, unclear client expectations.	No incentives for consistent service.
FEELING					
OPPORTUNITIES	Highlight client matching and job stability.	Show earnings insights and job guarantees.	Offer pricing guidance tools.	Implement instant payment options and clear job details.	Introduce loyalty bonuses or top-performer rewards.

Amina Hassan**Age:** 37**Location:** Mansoura, Egypt**Education:** High School Graduate**Job Title:** Housekeeper

Trying to find new loyal and respectful clients

STAGES	Awareness ►	Consideration ►	Acquisition ►	Service ►	Loyalty ►
STEPS	Looks for cleaning jobs online.	Reviews how the app supports housekeepers.	Registers and sets availability.	Completes cleaning jobs efficiently.	Stays on the platform and builds a reputation.
THINKING	"I need a reliable source of work."	"Will I find enough cleaning jobs?"	Registers and sets availability.	"Will I get fair reviews?"	"Is this a long-term work solution?"
DOING	Searches online, hears about EasyFix.	Reads testimonials, checks job listings.	Creates a profile, sets availability, accepts first job.	Cleans homes, ensures customer satisfaction.	Continues accepting jobs, refers others.
PAIN POINTS	Inconsistent work, unreliable clients.	Unclear payment structures.	Low initial visibility.	Last-minute cancellations.	No long-term incentives.
FEELING					
OPPORTUNITIES	Highlight stable job opportunities.	Provide clear payment details and guarantees.	Feature new workers to boost visibility.	Opportunities: Implement cancellation protection for workers.	Introduce top housekeeper badges or performance bonuses.