

Micah needs help



Micah is a single mom who needs a lot of help around the house because she is not handy herself and is low on funds at the moment.

Micah's looking for services



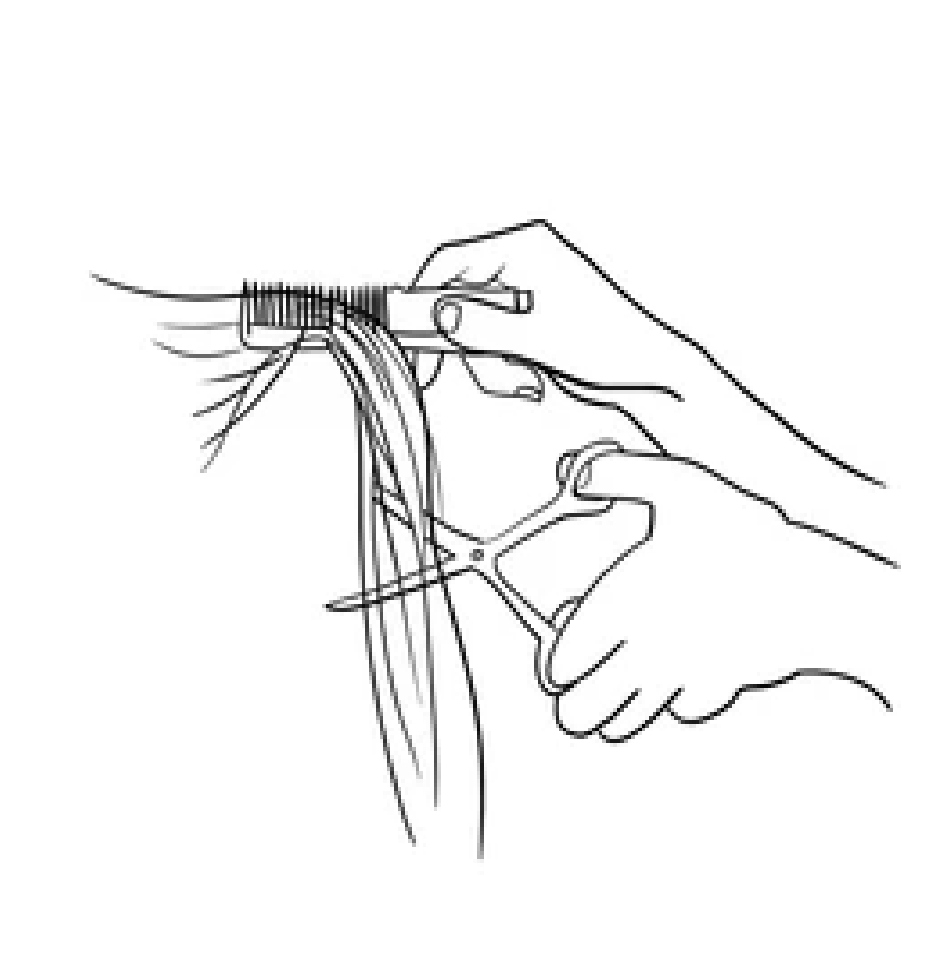
Micah googles ways to trade services. She finds that trading services are expensive and have bad reviews.

Micah discovers Trading Aces



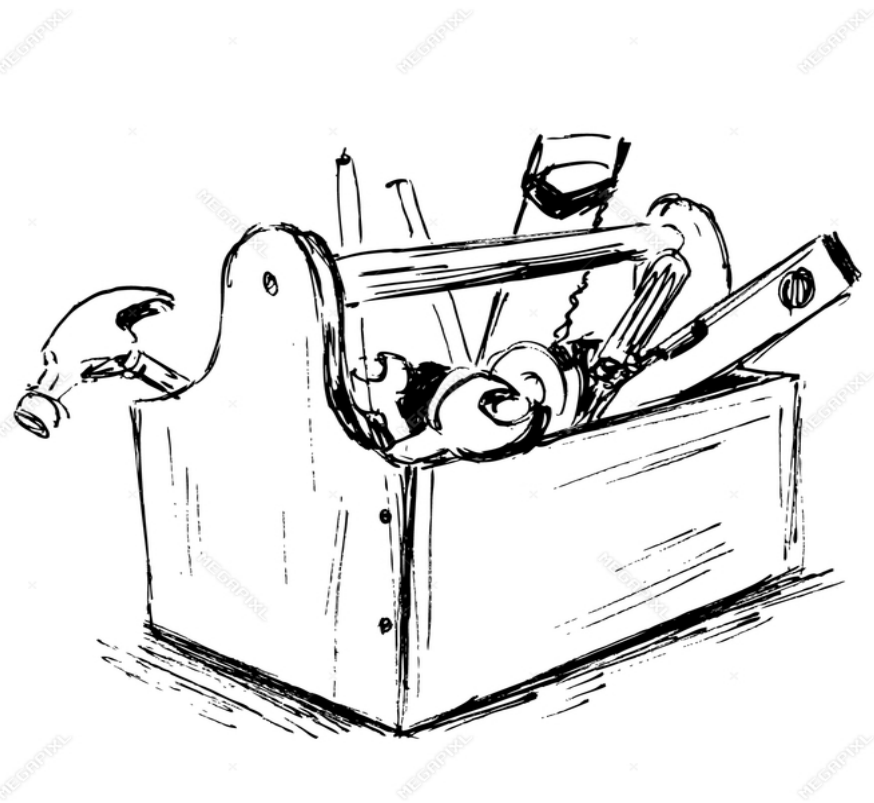
She went out to dinner with her friends and was talking about trading services. Then one of her friends tells her about the Trading Aces app and the success they had.

Micah sets up Account



She searches through all the categories and finds lots of services she can use. She decides to set up an account to start posting her haircut services to start earning

Tom comes to Micah's rescue



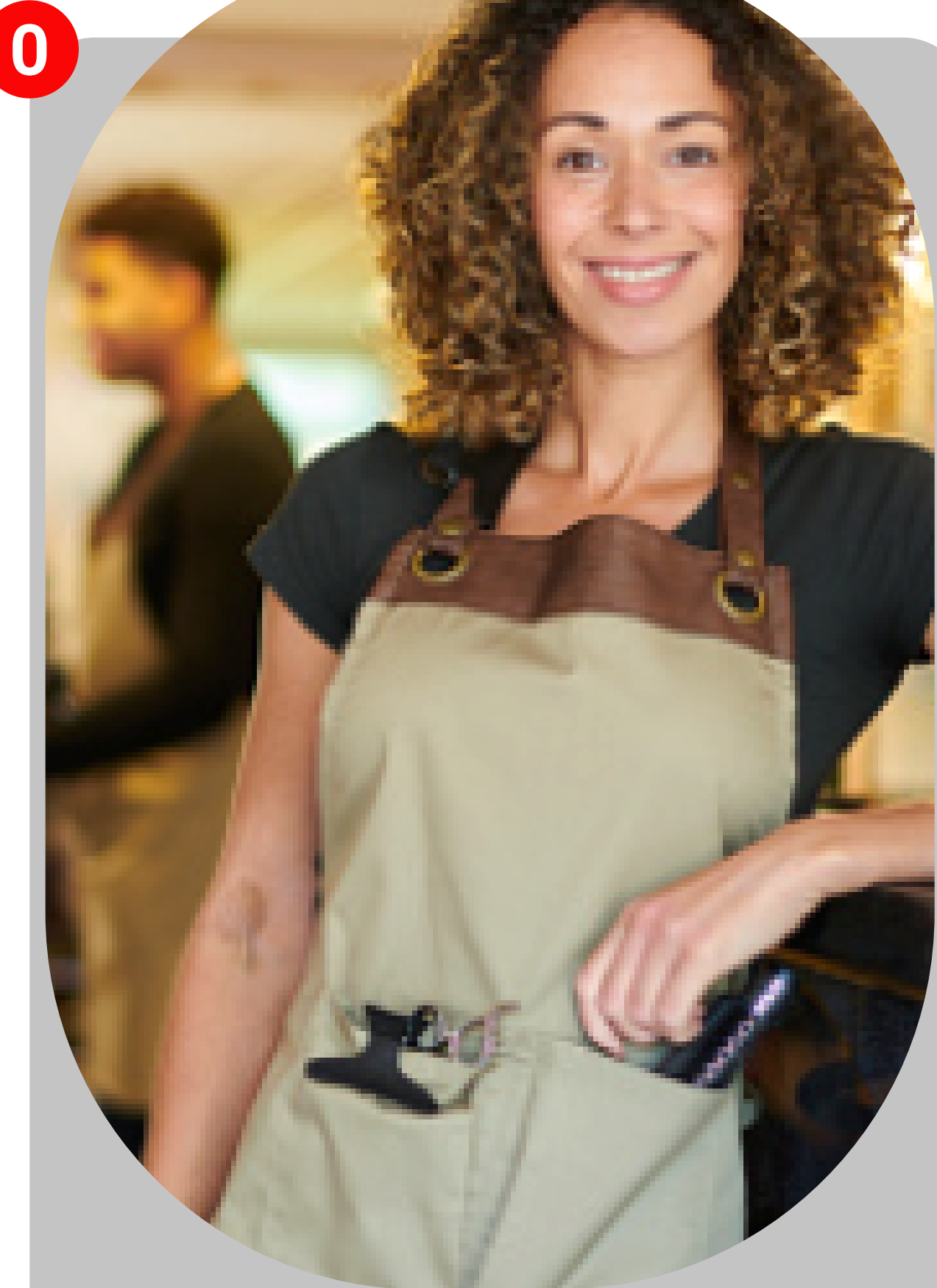
She finds someone named Tom to fix her leaky faucet and garbage disposal within a week! She was able to trade her "tradebucks" she earned from cutting a child's hair for the

Micah's checklist is getting done



Micah lets out a sigh of relief knowing she can cross two items off her to-do list without dipping into her savings account.





User Name  
Micah Holmes

Age  
28 Years

Occupation  
Barber

Location  
Seattle, Washington

User Motivations  
Micah is a single mom with two kids that would like to trade her barber skills to get some much needed help around her fixer-up house.

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### UX Scenario

Micah is a struggling single mom that needs to find a way to use her barber skills to trade with others that are skilled in home improvement repairs. Micah is searching for a solution to find others that would like to trade services.

### Goals

Micah wants to trade services so she can make home improvements without spending money she doesn't have.

### The Experience

2 Problem	Search	Pains and Gains	Solution
<div>1 Micah wants to trade services but she doesn't know how.</div> <div>2 Micah searches on the web to see if there are any marketplaces that offer trading services.</div>	<div>3 Micah is only able to post her services for payment instead of trading.</div> <div>4 Micah's mother tells her about the new app, Trading Aces she downloaded.</div> <div>5 Micah downloads the app and looks at the other trading services offered.</div>	<div>6 Micah scrolls through the services and doesn't see many home improvement opportunities.</div> <div>7 Micah finds other services like babysitting that she needs.</div>	<div>8 Micah decides to offer her barber services but is nervous about being safe on the app.</div> <div>9 Micah found a great match to trade services with and she had a good experience.</div>

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graph LR; 1((1)) --> 2((2)) --> 3((3)) --> 4((4)) --> 5((5)) --> 6((6)) --> 7((7)) --> 8((8)) --> 9((9))
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### Opportunities

To achieve higher visibility, implement search engine optimization to increase marketing of the app.	Create some type of trading currency for the skill areas.	Find ways to market the app on social media.	Provide a user bonus to help people who don't have a skill to trade.	Allow the app to have privacy disclosures and insurance to eliminate user safety concerns.  Allow users to rate other users.
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