## **USER EXPERIENCE AND CORE FUNCTIONALITY**

### **User Profiles**

***Employee Profile: (employee example)***

* AGE
* Address
* Current job description & experience.
* Basic phone access to a low-end Android smartphone.
* Education and skills.
* Job reviews (from previous employers)
* Primary language (Swahili/English)
* Work hours (full-time/part-time)

***Employer Profile: (employer example)***

* Bio
* Work hours (full-time/part-time)
* Job description and location.
* Pay rates for posted jobs.
* Employer review (from previous employees)

### **User Journey**

***Employee journey***

1. **Discovery**: Learn about MDADDA.
2. **Registration**: Use smartphone to register with basic information.
3. **Profile Creation**: Create profile listing her skills, experience, and availability.
4. **Verification**: ID and information verification.
5. **Job Searching**: Receive notifications on potential jobs in the area.
6. **Application**: Apply to jobs that match employee schedule and skills.
7. **Interview**: Connect with potential employer for phone interview
8. **Hiring**: Accept job offer with clear terms and payment structure
9. **On-the-job:** To-do list tracker.
10. **Payment**: Upon task completion and confirmation by employer, payment is processed by the app through M-pesa.
11. **Feedback**: Employer ratings and reviews.

***Employer Journey***

1. **Discovery**: Find MDADDA through social media or friend recommendation.
2. **Registration**: Create account with household details and requirements.
3. **Job Posting**: Creates detailed job listing for full-time/ part-time household help.
4. **Candidate Browsing**: Review pre-vetted candidates matching their criteria.
5. **Vetting**: Review profile badges, skills, and previous employer ratings.
6. **Interview**: Match with promising candidates.
7. **Hiring**: Select candidate and confirms employment and payment terms.
8. **Payment**: advance payment with refundable policies.
9. **Management**: Uses app to track tasks, schedule, and communication.
10. **Feedback**: Provide ratings and detailed feedback on employee performance.

### **Core Features**

**Workers:**

1. ***Profile Creation***
   * Basic personal information
   * Skills and experience listing
   * Geographic work area preferences
   * Photo upload
   * Languages
2. ***Verification System***
   * ID verification
   * Criminal background check integration
   * Address verification
   * Skills certification
3. ***Job Management***
   * Job search
   * Task tracking & calendar
   * Job description viewing
4. ***Payment System***
   * M-Pesa integration
   * Payment history
5. **Communication**
   * In-app messaging
   * SMS notifications for important updates
   * Image capture for before and after completed jobs

**Employers:**

1. ***Profile Creation:*** 
   * Basic personal information
2. ***Worker Search:***
   * Skill-based filtering
   * Location proximity search
   * Verification filter
   * Rating and review access
   * Availability matching
3. ***Hiring Process:***
   * Job posting creation
   * Review check
   * Contract generation
4. ***Management Tools:***
   * Task management
   * Time and location tracker
   * Payment processor
   * Performance tracker
5. **Trust & Safety**
   * Worker verification & monitoring
   * Emergency contact system & policies
   * Support and conflict management systems

**ACCESSIBILITY CONSIDERATIONS**

* Local support (Swahili and English)
* Assistance for low-literacy users
* Low-data mode for limited connectivity
* USSD/SMS feature