How do you design a mobile app that balances goals and user need? In its ideation stage, I designed ArtCorn mobile app.

project overview

Follow up with a design and strategy for the ArtCorn Client mobile app.

role : strategy, research, UI/UX
duration : 3 month(part-time)
company : Artisan Connect Project.

approach

I followed the project focusing on 3 sections.

discovery : Competitive analysis, Heuristic Analysis, User research, and stakeholders review

Ideation : persona development, brainstorming and downloading findings, strategy development

design : collaborative iteration, user flows, wireframes, high fidelity designs

research & discovery

The research process for this project entailed a comprehensive competitive analysis, heuristic analysis, user research, and stakeholders review.

As the sole designer on this project, I developed a research approach that combined new and existing methodologies to maximize team time. With the support of my mentor, I reached out to other persons with similar projects to conduct findings and usability testings.

goals

- Leverage findings to inform strategy and design decisions.
- Research best practices within our domain and ensure we can differentiate ourselves from others.
- Looked into similar products that focused on artisans to gain proper direction.
- Capture the projected user's view so that it can be used to inform the design process and strategy.
- Discover hidden issues or complexities and determine the stakeholders view of success.

domain research

Coming into the project, I was moving by a desire to solve a pending problem in my community. Artisans in Ghana. This was a big step was to research about the market, connect with individuals, housewives, and familiarize myself.

Many households and small businesses struggle to find reliable, skilled artisans for quick, short-term services like plumbing repairs, CCTV installations, or painting jobs. Existing solutions are fragmented, relying on word-of-mouth or scattered ads on social platforms, which lack trust and consistent quality. Artisans, on the other hand, face challenges finding consistent work and managing bookings efficiently. There's a need for a platform that connects verified artisans with local clients, ensuring transparent pricing, easy and secure payments, similar to Uber's model for ride-hailing.

competitive analysis

The competitive analysis gets us up to speed in our business space by looking at what others are doing in our space. Our goal in conducting the research phase of the project

Understanding Artisan Connect competitors familiarized me with the home service process customers experience

The competitor analysis performed included 6 companies and 100 pages. Prior to conducting the analysis, I developed an evaluation criteria to objectively evaluate each company individually and in comparison to Artisan Connect.

A Sample Criteria Table for Competitive Analysis

Company Name	Fixed
Website URL	Fixed
Year Founded	Fixed
Headquarters	Fixed
Core Services Offered	Fixed
Target Customer Segment	Fixed
Pricing Model	Fixed
Key Features	Fixed
Mobile App Availability	Fixed
Customer Reviews/Ratings	Fixed
Unique Selling Proposition (USP)	Fixed
Recent Updates/Innovations	Fixed
Partnerships/Alliances	Fixed
Market Share (if available)	Fixed
Strengths	Fixed
Weaknesses	Fixed
Opportunities	Fixed
Threats	Fixed
Customer Support Quality	Fixed
Ease of Onboarding	Fixed
Service Quality Assurance	Fixed
Geographic Coverage	Fixed
Scalability	Fixed
Technology Stack	Fixed
Publicly Available Ratings	Fixed
Notable Customer Testimonials	Fixed
Recent Press Coverage	Fixed
Competitive Advantage	Fixed
Market Positioning	Fixed
Customer Retention Strategies	Fixed
Innovation Initiatives	Fixed
Regulatory Compliance	Fixed
Partnership Ecosystem	Fixed
Customer Acquisition Channels	Fixed
Revenue Model	Fixed
Scalability Potential	Fixed
Technology Innovation	Fixed
Customer Feedback Mechanisms	Fixed
Market Expansion Plans	Fixed
Competitive Threats	Fixed
Strategic Partnerships	Fixed
Customer Lifetime Value	Fixed
Brand Recognition	Fixed
Market Share Growth	Fixed
Customer Satisfaction Metrics	Fixed
Innovation Pipeline	Fixed
Regulatory Compliance Status	Fixed
Partnership Ecosystem Strength	Fixed
Customer Acquisition Cost	Fixed
Revenue Growth Rate