A WEB APPLICATION FOR CLIENTS TO ORDER FREELANCE SERVICES

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Declaration

I declare that this is my original work and has never been submitted to any institution for the award of certificate, Diploma or Degree.

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1 Introduction

1.1 Background information

With the gradual shift to an on-demand economy globally, there is the urge to fulfil consumer demand with immediate access to goods and services. In the recent past, digital marketplaces have stormed the internet with Jumia.co.ke being the most notable in Kenya. However, most of these platforms have emphasis on products with little or no support for services. According to a press release published on 8th January this year by Statista, the services sector makes up for 42% of the country's GDP[1] and therefore cannot be ignored.

Furthermore, there is a niche market for home services to provide assistance with activities of daily living and self management tasks to people residing in their own homes. Such include personal care, shopping, laundry and cleaning, plumbing, beauty and therapy among others. Such services can be offered by a freelance worker/casual labourer on demand. The problem though is that persons seeking these services need to have had earlier contact with the freelancer or have them referred to by a friend otherwise it would prove to be a hectic task.

The nature of freelance/casual jobs does not allow for readily available workers to perform a required task as they may also be caught up elsewhere. It is this, together with many other factors that bring about the ambiguity of casual employment as expouned on a journal by Bamidele R.[2]

This project provides a well packaged web solution to enable freelancers to interact with a vast service consumer market. It has enabled a client to search for their preferred service, find the nearest freelancer that offers the service and book an appointment with the freelancer as well as providing review options

1.2 Problem statement

Services were hard to access especially for first time clients. In the past, Given a case scenario of a person living in the suburbs of Nairobi and in need of plumbing services, this person would have to browse online and navigate from site to site before they find the seemingly perfect plumber to hire. He or she would then proceed make a phone call or meet with the plumber to discuss their terms before a simple leaking pipe is repaired. This is quite a

lengthy process and may often at times not provide the best suited freelance worker available. The client would be concerned with three things

- 1. The quality of service whether the freelance worker will do the job satisfactorily
- 2. Pricing whether the charges are fair.
- 3. Location convenience how close the worker is so as to complete a task in the shortest time possible.

On the freelance worker's part, problems of vague requests, micromanaging clients, unreliable clients, poor communication and low or late payment arise as well expounded by Maguire [3]

1.3 Definition of terms

- 1. Informal economy (informal sector or grey economy) is the part of any economy that is neither taxed nor monitored by any form of government.
- 2. Casual worker a person who has temporary , as opposed to permanent or regular , employment.
- 3. Freelancer a person who is self-employed and hired to work for different companies on particular assignments.
- 4. GPS Global Positioning System, a radio navigation system that allows land, sea, and airborne users to determine their exact location.
- 5. Push notification an automated message sent by an application to a user when the application is not open.

1.4 Objectives

1.4.1 General objective

This research was conducted to come up wit a web application to provide an all-in-one solution for both freelancers and clients in the comfort of the user's device.

1.4.2 Specific objectives

Firstly, a robust searching method was used by both freelancers and clients to match searched services and within the preferred location. This addressed the issue of location convenience as well as finding the right provider .

Secondly, tracking of bookings was used to notify the parties of the progress of the whole process from ordering to service completion in real- time. This ensured accountability as the client will be sure of the service's progress as well as avoiding vague requests from the freelancer's side.

Thirdly, the project integrated a customer feedback option which rated the quality of services provided as well as client behaviour so it became a win-win for both parties in business. This proved to help separate quality service providers from quacks.

Lastly, users were bound by well worked terms and conditions which ensured safety in business and minimal conflict

1.5 Research questions

- 1. Did the application significantly improve the time it takes to request a service and get it offered?
- 2. What were the most sought after services in Kenya?
- 3. What technologies were required in building the system?
- 4. What happened when there is a system downtime?
- 5. Is there room for scalability?

1.6 Justification

This project, being a web based application promised to reach a wide variety of users. Over 60% of Kenyans have smartphones according to the business daily Africa[4].

In addition, the platform also provided clients with numerous choices to chose from and make an informed decision based on the ratings. It also according to my hypothesis improved the time it takes to get a required service. Accountability was guaranteed as both clients and workers were sure that the service would be offered as tied to the terms and conditions. This also went a long way in ensuring quality customer service.

1.7 Scope

The main target for this project was the freelancers, professional or otherwise working under the informal sector of the economy as well as the general population of service consumers. This is because over 80% of the employed in Kenya work in the informal economy as revealed by the Institute of Economic Affairs[5]. It also targeted to provide home based services, that is, the point of work will be the client's residence. This project provided a platform for a diverse range of services in the fields of house cleaning and maintenance, beauty and therapy, repair, catering, child care and education among many others.

2 Literature review

This project aimed at providing a technological solution to the problem of finding casual labourers through a web application. An article by Abrosimova outlines the underlying technology stack behind the popular Uber app and argues that if one can apply the same technology to improve the quality of an existing service and offer it on demand, they could be the next uber! [6] that is, meet the success levels of the application.

In the recent past, much has been done to bring on demand services closer to clients by use of web applications. However, the focus has mainly been on the services that lie in the formal economy for example taxi services. As it will be made evident in the next section, very little had been done in the informal jobs such as laundry services, hairdressing and more. What this project explores is whether such applications can thrive in the informal sector and with home based services for example a casual labourer who cleans and washes client's clothes for a living.

The informal economy sector comprises labor and business that is hidden from monetary, regulatory, and institutional authorities and it faces many challenges as outlined by the World Bank[7]. One of the prevalent problem is that it tends to employ low-skilled and less productive workers. This project included a feedback and rating system which according to hypothesis will bring the cream to the top over time as workers with a good record will be preferred over the rest.

2.1 What other researchers have done

2.1.1 Facts and findings

As established, a person in need of a home services ought to have contacts from aides that he or she has had prior interaction with. This eases the process of requesting for the service due to the familiarity that exists. However, this is not always the case and people tend to ask their friends for referrals then opt to search online if all fails.

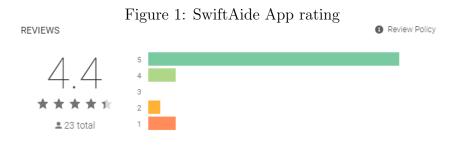
A number of websites such as upwork.com and freelancer.com provide an online platform for freelancers to create their profiles and advertise themselves to clients. They however do not address the problem of quickly finding a suitable worker and ordering for a service to a client's home. A locally recognized application available in kenya is the Jiji app previously known as Olx. It has a services section enlisted that Kenyans use widely at the moment to interact in a non formal manner to get products and services. However, as it has a wide scope of uses, it comes short in the services sector. It is not specialized for those purposes and hence it does not address the issues of real time interaction and payment options.

A number of applications also exist in the formal sector with well worked staff to deliver the services in their catalogue. Most notable in the country is the glovo application whose tagline is "anything in Nairobi, delivered in minutes" as per their website[8]. It works with couriers and store partners to get requested goods to a clients address in the shortest time possible. In this case, they mostly deal with products such as food,gas cylinders and more with the only two services they offer being shopping and delivery. The application itself uses a similar technology stack with geo-location and an ordering system. The platform also works within the formal sector with well recognized brands such as JavaHouse, Galito's and Artcaffe from which deliverables are obtained from.

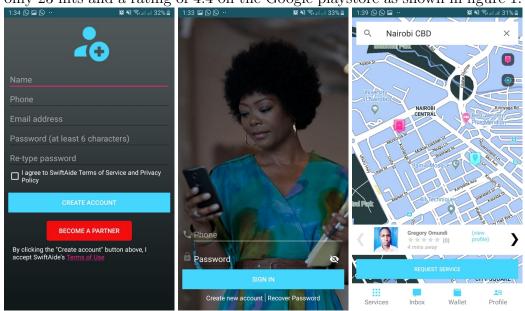
This project provided a different approach to what has already been done by using a technology stack that has been proven to work as is the case with the Uber application.

2.1.2 Case Study

As stated in the previous section 2, there has been earlier advances to the problem in hand. There is a similar project attempt by George Theuri in 2018 according to Pkemoi Ng'enoh[9] and the application is the closest existing case to this project. In his project, Theuri comes up with a mobile application known as SwiftAide which which is a two-sided marketplace that connects clients and aides. Both have to download the application from the playstore and fill in the requirements, including identifications, The service providers have to give more information about themselves than customers.



From there, the two parties can interact through the application and upon a successful service delivery, he gets a cut of the payment for bringing the two together. However, the app lacks a rating system which is vital for clients. It is also limited in scope as it offers a handful of service options. According to Avril V. et al[10], the informal sector is by far the most important employer of the youth in the non-farm sector and has a wide range of occupational options. This earlier work also lacked an e-payment option the Kenyan population is familiar with. It is these gaps together with other business dynamics such as marketing that the application never penetrated the market with only 23 hits and a rating of 4.4 on the Google playstore as shown in figure 1.



The images above show a similar existing application, SwiftAide, in which the following gaps were identified

- A single view which only shows the client interface.
- No feedback and rating option.

2.1.3 Importance of different User Interfaces for Aides and clients

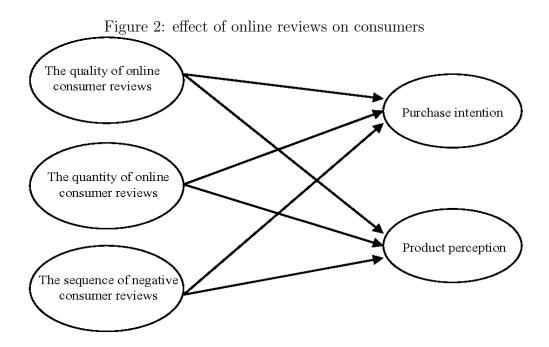
Depending on the type of profile the user creates, that is, a client or freelancer profile, the interface should change to suit the functions associated with the respective users. The popular Uber application has different views for the driver and rider. For example, the aide wouldn't need to search for available services within the catalogue using his/her profile. The client would not

require information showing which services are most sought after and in which area. Such fine tuning is important as it also saves on space.

2.1.4 Importance Real-time tracking of bookings

It was important that clients get to know and keep track of their made bookings so as to be aware of when to expect the freelancers

2.1.5 Importance a rating system



Ratings have become a elemental part of our consumer lives. Clients rely on these ratings to get over their inhibition in trying out something new (community feedback), and help themselves drive decisions faster. As mentioned, most clients will be unfamiliar with the workers they invite to their homes and ratings will go a long way in making an informed decision.

Figure 2 above shows how characteristics of online reviews bias a consumer's behaviour. The quality, quantity and sequence of negative consumer reviews have an effect on product perception and purchase intention. Clients will be subjected to a mandatory review upon interaction with an aide so as to provide future clients with enough information that will influence their perception and request intentions.

2.2 Conceptual diagram

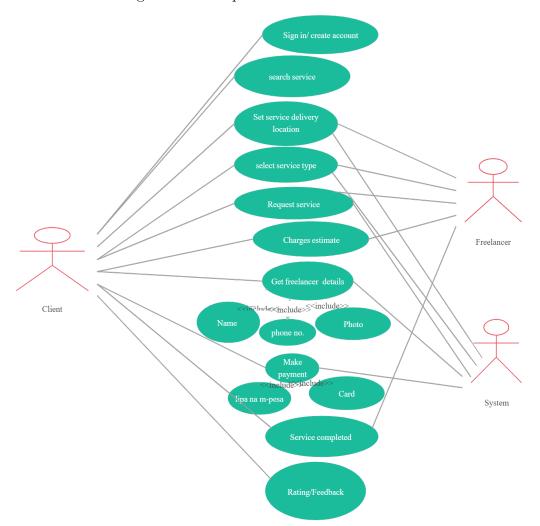
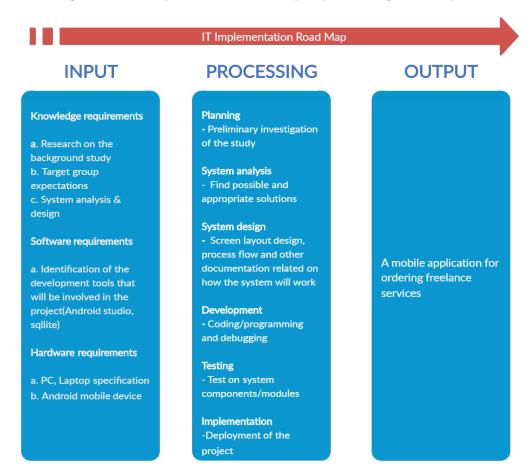


Figure 3: Conceptual framework use case

Figure 3 shows the use case diagram of the proposed project. It includes the freelancer and client as participants with the assumption that the system is also a participant so as to show vital roles it will play in the interaction between the real participants. It shows the design requirements of the system as well as it's functionality.

Figure 4: Conceptual framework input, processing and output



The above diagram (Figure 4) shows the conceptual diagram for the application.

2.2.1 Knowledge requirements

These included an in depth understanding of the freelance business within the informal sector. With the catalogue of services to be enlisted in the system, it is necessary to understand how each field works as well as the terms of business within it. Another useful concept in this area is the real time order and delivery concept so as to avoid vague requests and non repudiation. These problems were solved by code as shown in the implementation. System design and analysis is vital in gathering the right requirements and data for the proposed system.

2.2.2 Software requirements

These include html and css for front end, php, javascript and sql for back end and a suitable IDE. This is where most of the coding occured while building the application.

2.2.3 Hardware Requirements

A computer will be used to run an IDE where the coding and configuration will be done. A physical server is needed to host the application while web enabled devices and web browsers were used in the process of testing. These same devices are the target for this project once completed.

2.3 Conclusion

This project clearly identified the problem of finding casual workers for home management tasks and suggests a viable solution exploring the technology avenue. It promised to make it easy for clients to request services from the most suitable workers around

3 Methodology

3.1 Research design

The research seeked relevant data to address the research questions in 1.5. The target audience was casual workers with a professional background or otherwise as well as Nairobi city residents. Existing platforms were used to measure the time it takes to finally have a casual worker to do a certain task at your home so as to compare the response times to this project. The websites and platforms also provided data on which services are required the most in a specific region. Random questionnaires were issued in a target area to find out what services clients need the most and how frequently they need them. Google playstore ratings and user comments for the attempted project by George Theuri were checked to provide a clear understanding of why the application reception was poor and what improvements can be made. This called for a number of research designs such as predictive, comparative and descriptive research approaches.

3.2 Data

The service ordering system dealt with client and freelancer data that entails login credentials and profile information. A new user was be able to access a create profile page where he or she chose between the client or freelancer modes from which data such as names, contacts and passwords were saved. This then created an account for the user and he or she can login and start exploring what the application has to offer. Data on the various services that are most sought after was required to create a fitting catalogue for an array of services within the platform. Data on communication made between the freelancer and the client was also needed to ensure non-repudiation. SQL transactions were used as they ensured data integrity[11]. This is fundamental data that is the backbone of the application as per it's functionality.

There was however data that needed to be collected to optimize the application as seen in the research design. This called for data collection from the target population.

3.3 Data collection

Given the nature of data required, the following data collection methods used include structured questionnaires, Observation and a case study of the SwiftAide app.

Structured questionnaires were especially useful for collecting data from service seekers and casual workers to solicit information such as the most sought after services, relative charges for a given service just but to mention a few. The questionnaires were open ended so in nature so as to gain a deeper understanding of the freelance community.

Observation was vital in learning more about the freelance community too. I have in the recent past got to witness how the sector works when a hairdresser was called to offer her services within our household. It is an exchange process where the worker gets to the agreed location with his or her tools of work to offer a service in exchange for money.

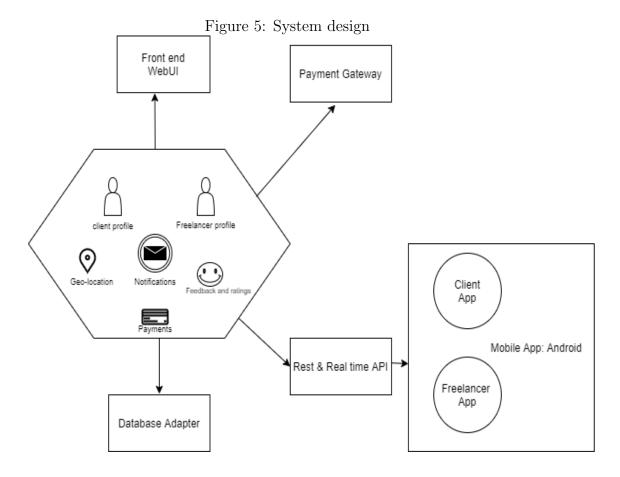
The mentioned case study of the swiftAide application was especially useful in getting to know what has proven to work before as the project seeks to fill in the gaps. This called for extra data collection methods such as interviews. It provided data that hastened the design and development process. This case study was extensive as it also reached out to people who have interacted with the application to find out their experiences. Parts of freelancer.com website can also prove useful in learning the technology stack applied in building the app.

A simple experiment can also be carried out to find out the time it takes to find, say a barber to provide his services in the comfort of one's house. Let's say the person in search of this service does not have contacts to any barber besides not having a regular barber. A timer can be set from the time this person thinks of getting the service to the time he actually has a barber on his doorstep. A similar experiment can be carried out once the application is up and running and has an acceptable outreach to compare the two times. This will show whether the application has shortened the time it takes to have a service delivered to your home.

3.4 Architectural design

According to Thinkmobiles.com, Uber app which is very similar to this project has already released its API to the public for developers to interact with. This can be used as a reference which this project will rely on. The system design of this project is as shown in figure 4.

Within the application will be separate views for the client and the casual worker complete with a login page for them to input their credentials to ac-



cess the App's services. Geolocation API will be used to track user's current location for ease of pairing requests to available workers. An in built messaging service will facilitate communication between the two parties. A suitable payment gateway will facilitate payments.

3.4.1 Back end implementation

Programming language for back-end will be javascript, php and sql for creating the core of the application.

3.4.2 User interface implementation

Html and css will be used vastly in designing the user interface as well as navigation. Modern UI dashboard and tools will be useful in designing user menus, services catalogues, search bars .Different views/modes for the client and worker were necessary as per the varying functionality requirements. The then created front end user interface was linked to the app's core.

3.4.3 Database implementation

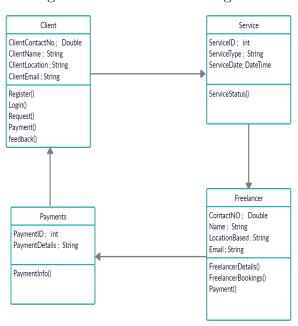


Figure 6: database class diagram

For the database adapter, sql was integrated to the application with the aid of xampp and phpmyadmin. The database was be responsible for storing client and freelancer profiles and updating where necessary. The diagram above shows the class diagram for the database which was implemented. The entities users, freelancer and bookings with their respective attributes.

3.4.4 Testing

Various testing techniques were used in this project. Unit testing will be widely used as the project was majorly done by single programmer allowing for component testing as the development process progresses. Test driver modules were used as testing is done incrementally after the completion of a given application component. On completion of the development process, a beta test was carried out . The system was then feeded dummy data with several profiles to test the functionality of the application

To test application's core, two things were to be put into consideration. One was setting up a test environment. This was achieved by using web browsers in which the application would run. After setting up the test environment,

Figure 7: core suite test procedures

Туре	Test	Description
Core Suite	CR-0	Navigate to all parts of the app — all screens, dialogs, settings, and all user flows.
		 a. If the application allows for editing or content creation, game play, or media playback, make sure to enter those flows to create or modify content.
		b. While exercising the app, introduce transient changes in network connectivity, battery function, GPS or location availability, system load, and so on.
	CR-1	From each app screen, press the device's Home key, then re-launch the app from the All Apps screen.
	CR-2	From each app screen, switch to another running app and then return to the app under test using the Recents app switcher.
	CR-3	From each app screen (and dialogs), press the Back button.
	CR-5	From each app screen, rotate the device between landscape and portrait orientation at least three times. $ \\$
	CR-6	Switch to another app to send the test app into the background. Go to Settings and check whether the test app has any services running while in the background. In Android 4.0 and higher, go to the Apps screen and find the app in the "Running" tab. In earlier versions, use "Manage Applications" to check for running services.
	CR-7	Press the power button to put the device to sleep, then press the power button again to awaken the screen. $ \\$
	CR-8	Set the device to lock when the power button is pressed. Press the power button to put the device to sleep, then press the power button again to awaken the screen, then unlock the device.
	CR-9	For devices that have slide-out keyboards, slide the keyboard in and out at least once. For devices that have keyboard docks, attach the device to the keyboard dock.
	CR-10	For devices that have an external display port, plug-in the external display.
	CR-11	Trigger and observe in the notications drawer all types of notifications that the app can display. Expand notifications where applicable (Android 4.1 and higher), and tap all actions offered.
	CR-12	Examine the permissions requested by the app by going to Settings > App Info.

similar test procedures were performed as borrowed from the core quality guidelines provided by android developers platform by google[13]. The test procedures are as shown in figure 7.

Testing the user interface ensured that users do not encounter unexpected results or have a poor experience when interacting with the app. This was achieved by running the created html and css scripts

The database will be tested by adding dummy data and checking the database adapter in phpmyadmin. Tests were also performed on the host machine to check for correctness of queries.

3.5 Relationship between System Design and Conceptual Framework

The difference between system design and conceptual framework was that conceptual framework only provided an overview of how the system would look like just like an overview of the system design. All operations done by the system were addressed in the architectural framework whereby the author introduced other modules like the system database in which all data in the system was stored and accessed if need be or for the running of the system

4 Implementation

4.1 Table design

In the implementation of the project, eight tables were created each with very important roles. The project used the tables to sufficiently enhance the connection of various entities important in the functionality of the project. These tables are; a Login table, Admin table, Users table, Categories table, sub categories table, freelancer table, Booking table and contacts table. A Login table was created to store user names, user passwords and the Login ranks of users in the database, where a user can either be an admin or a client. The project also created a user table to store user details which include user name, email and mobile for both the admin and users. A category table was also created to store category details of services eg service name and description. All these tables were created with a smooth flow with connections as shown below: LOGIN TABLE

- Login_id(PK)
- Login_username
- Login_password
- Login_User_id(FK)
- Login_Admin_id(FK)
- Login_Freelancer_id(FK)
- Login_Rank

ADMIN TABLE

- Admin_id(PK)
- Admin_username
- Admin_creationDate
- Admin_updationDate

USERS TABLE

- User_id(PK)
- User_firstname

- User_lastname
- User_email
- User_mobile
- \bullet User_address
- User_creationDate

CATEGORIES TABLE

- Category_id(PK)
- Category_categoryName
- Category_creationDate
- Category_updationDate

SUB CATEGORIES TABLE

- Subcategory_id(PK)
- Subcategory_category_id(FK)
- \bullet Subcategory_name
- \bullet Subcategory_creationDate
- Subcategory_updationDate

FREELANCER TABLE

- Freelancer_id(PK)
- Freelancer_category_id(FK)
- Freelancer_subcategory_id(FK)
- \bullet Freelancer_firstname
- Freelancer_lastname
- Freelancer_email
- Freelancer_mobile
- \bullet Freelancer_address

- Freelancer_experience
- Freelancer_rate
- Freelancer_location
- Freelancer_image
- Freelancer_status
- Freelancer_regdate

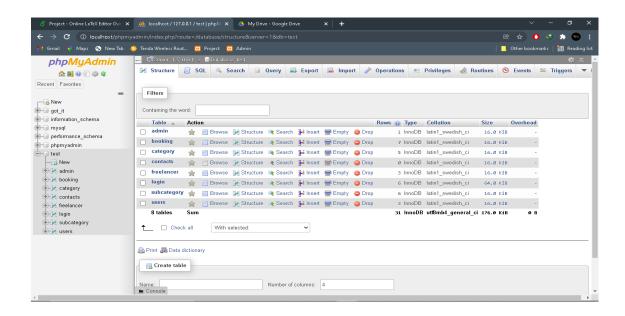
BOOKING TABLE

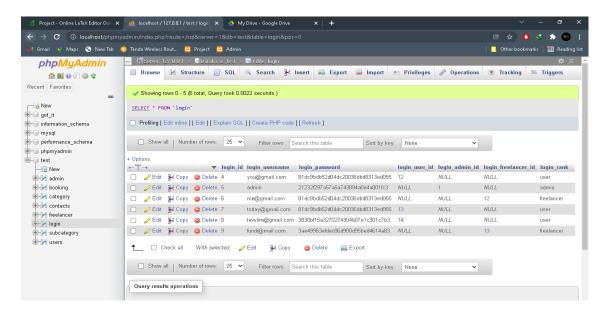
- Booking_id(PK)
- Booking_user_id(FK)
- Booking_freelancer_id(FK)
- Booking_category_id(FK)
- Booking_subcategory_id(FK)
- Booking_service_date
- Booking_service_time
- Booking_remark
- \bullet Booking_orderDate
- Booking_bookStatus
- Booking_service_rating
- Booking_price_rating
- Booking_values_rating
- Booking_review

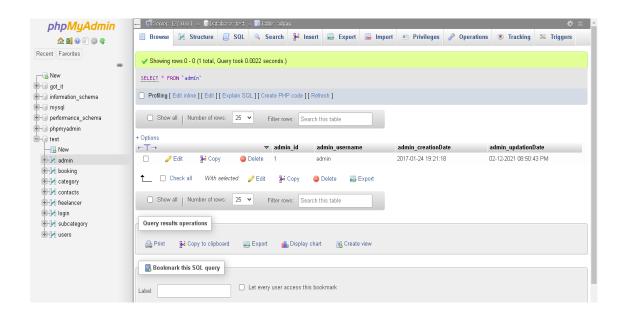
CONTACTS TABLE

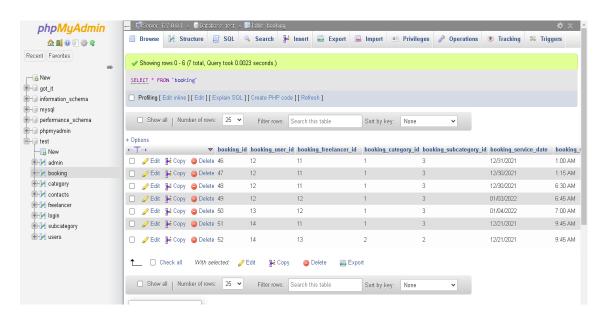
- Contact_id(PK)
- Contact_name
- Contact_email
- Contact_mobile
- Contact_message

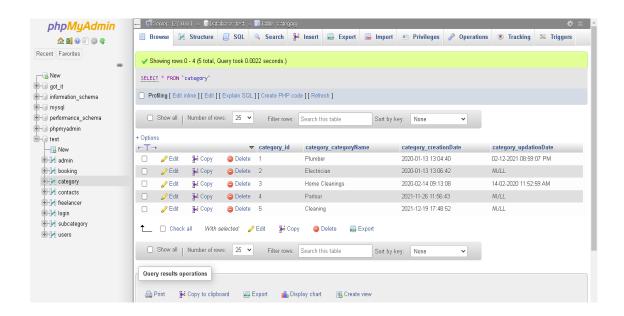
4.1.1 Table Implementation

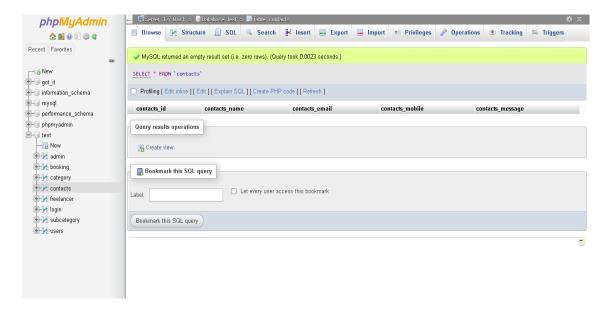


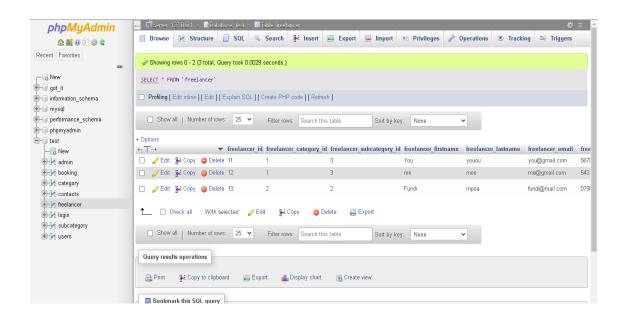


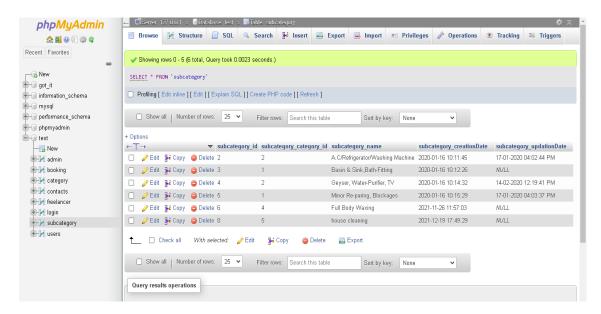


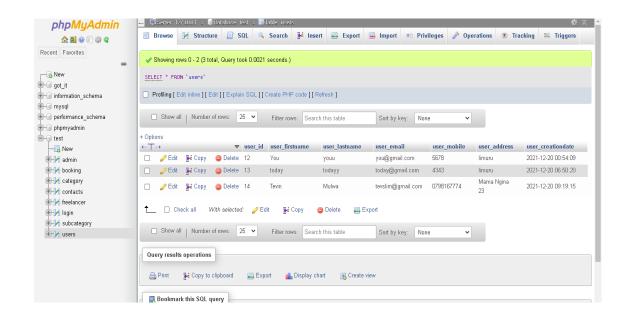












4.2 System Interface

The system was created using a combination of PHP, javascript, HTML and CSS. With the help of these markup and scripting languages, the project was designed to meet the project users' requirements. On the client's side, the designed interface comprises of a connection from the registration page which is easy to use to the login page, after which the user can access the services page where the user can view and book their desired services then view their booking status whether approved or not on the status page. On the Admin's side, the interface was created with a smooth and clear flow where admins can easily log in to the system, after which they can add another admin by registering them on a registration page on the add new admin page, then the admin could add and edit or delete service categories and its details as well as manage freelancers by approving their profiles before they go public. The admin also views bookings. The freelancer can create an account, choosing a category, setting their location and service charge rates as well as viewing and approving bookings. on the set status page. The project used Phpmyadmin framework for the creation of tables and all the database functionality.

Figure 8: client registration
Register Now

First name

Last name

Email 10

Mobile 116

Password

Confirm Password

Figure 9: client profile page

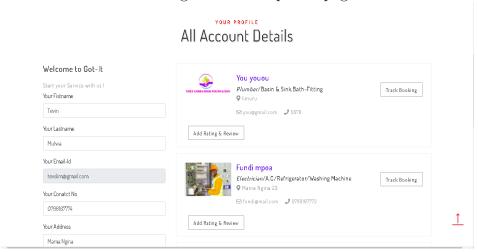


Figure 10: client track booking pop up

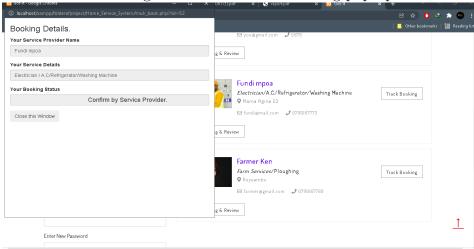


Figure 11: client rating and review page

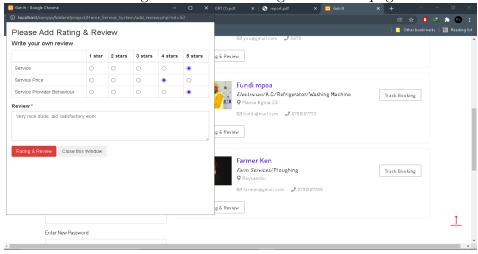


Figure 12: freelancer registration

Select Your Service Category

Select Diagory

Select Services Sub-category

Experience

Service Charge(Bate)

Location(Where you provide your service)

Sharout-Aeldeshour etc.

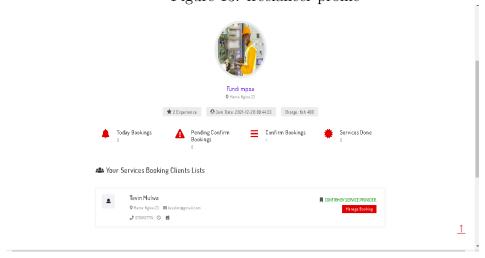
Upland Image(Passport See)

Chasse Fig. No file chosen

Password

Confirm Password

Figure 13: freelancer profile



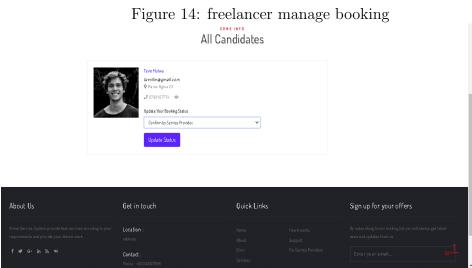


Figure 15: admin home page

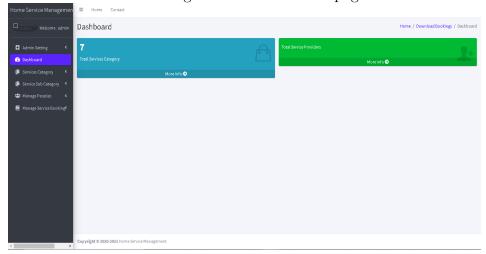


Figure 16: admin manage freelancer page

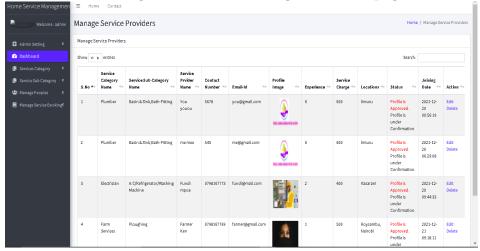


Figure 17: admin approve freelancer

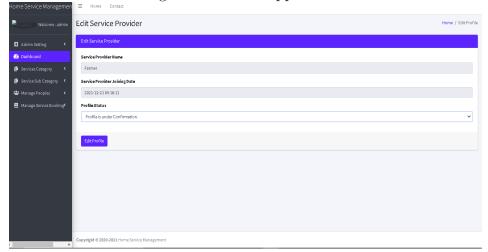


Figure 18: admin manage booking

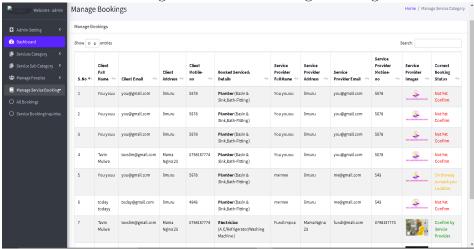


Figure 19: admin edit subcategory

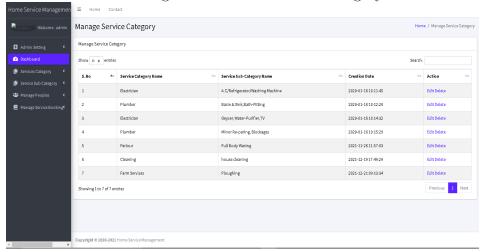


Figure 20: admin add category

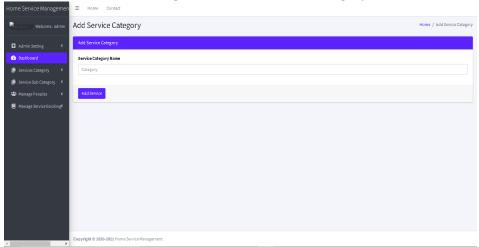
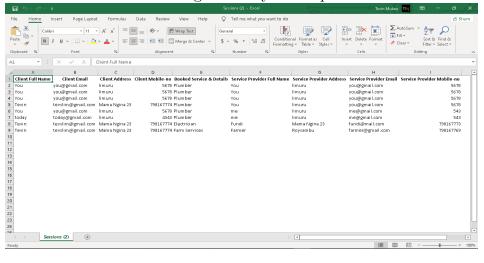


Figure 21: system report



4.3 Testing

Each module in the architectural framework was tested for various tests to ascertain that the functionality worked as planned. The requirements for testing the system's modules was through use of a computer. The project carried out system and integration testing, performance testing and the user preview testing. For the registration and user data collection module, the project carried out a test on how well the module was integrated to the database and how easy it was to use. The project tried registration and on the other end checked how the data collected was saved in the database. Here, the project used a user's name, email, and rank as the registration data. The data was recorded and reflected in the database. In the performance testing, the project checked for the performance of the system in terms of how the system run the input and output data in the system such as if an admin added a category in the admin page then the category would reflect in the database and also on the front end user interface, where the user would be able to view the services. The system also tested whether a user was able to book a service and receive information about their booking status, after a freelancer set the status as (accepted/denied), after which all these records would be reflected in the database. This testing was to prove that the data management system, model management system, data resources and system database models in the architectural framework were well integrated and data flowed between them consistently. In the user preview testing, the project checked whether the front end user interface system model in the architectural framework run efficiently by showing all controls for a user to view services. A test was also carried out to check whether the system could remember sessions of the current logged in user without having to sign in again. Finally, the project carried out a whole system and integration test on how the modules related and responded to each other. The system provided a perfect integration between the modules giving a user a very smooth flow.

4.4 Future work

The problem of finding suitable home service providers has been a problem for many people for a long time. The home services system project was created and implemented for this reason. In future, it would be important that the project implement precise geolocation so that in the same way a person can track their uber till it arrives to the exact street requested, a client can check when a freelancer is tipped by the system to arrive right at the client's doorstep. The project was also unable to meet its objective of being completely mobile and having an android and ios application so that it

could be optimized for smartphone devices. In future, it would be important that the project will be able to implement this, especially for the users who would prefer to use applications rather than web browsers

5 Appendix

5.0.1 Questionnaire

- 1. Have you had any experience in searching for a home freelance service?
- 2. In your experience of searching for a home freelance service please elaborate on the methods you used.
- 3. Approximately how long did it take you to find a freelance service provider you needed?
- 4. How was the experience in general?
- 5. If you had a way to make your experience of searching for freelancers better, what would you do?

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