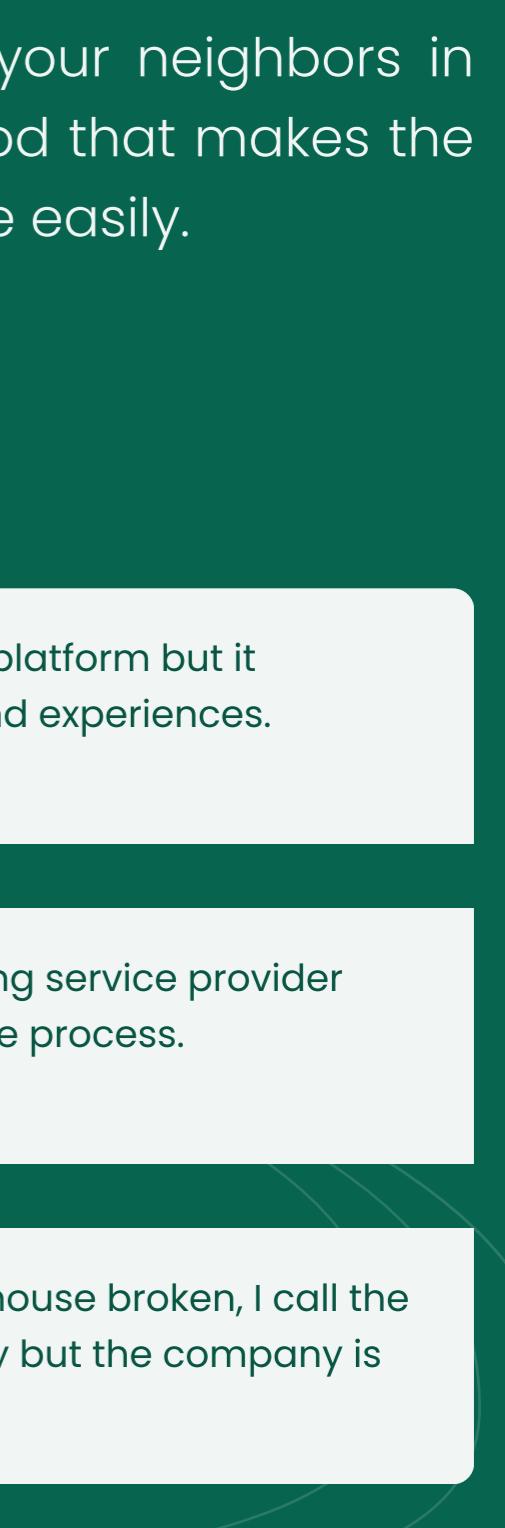
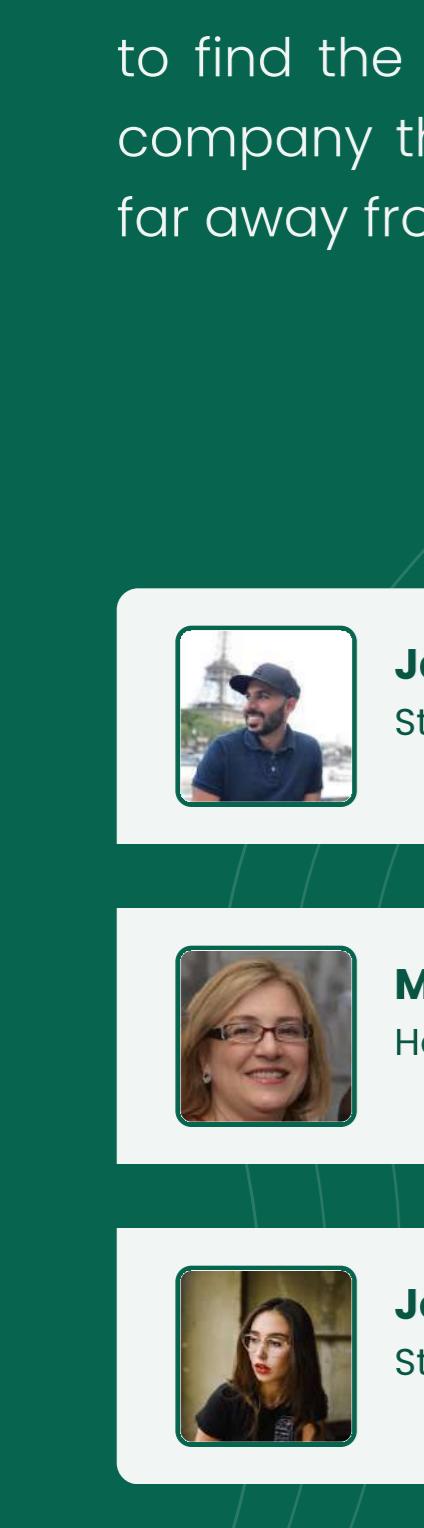


**Locol** is a product design concept for a reliable, trustworthy and affordable solution to find local people nearby to solve the tasks. It is also a good way to make some extra cash by solving the task.



## Problem

Getting or giving a handy help is not an easy task to be done. When we have some small task that need help, we need to find the big service provider from the company that charges high and locates far away from our place,

## Solution

**Locol** is a platform where local service providers and receivers are together to help each other. The service receivers and providers can be your neighbors in your loving neighborhood that makes the handy help can be done easily.

## User Persona

 <b>Jacob, 20</b> Student	Just moved to the city for my bachelor's degree and want to earn side hustle for supporting daily need.	Used to tried freelance platform but it requires a lot of work and experiences.
 <b>Mary, 56</b> Housewife	I am old with some diseases and sometimes I can do the housework by myself but sometimes I can't.	I hired staff from cleaning service provider but it took so long for the process.
 <b>Jessi, 26</b> Staff	I live alone, having hard time when I want to do the things like plumbing, house fixing, or electricity cut off.	When the things in my house broken, I call the staff from one company but the company is far from my home.

## Project Overview

### Goal

Make an app that enable the ease of connection between service providers and customers

### Project

Android and iOS App

### Role

UX/UI Designer

### Tools

Figma, Inkscape

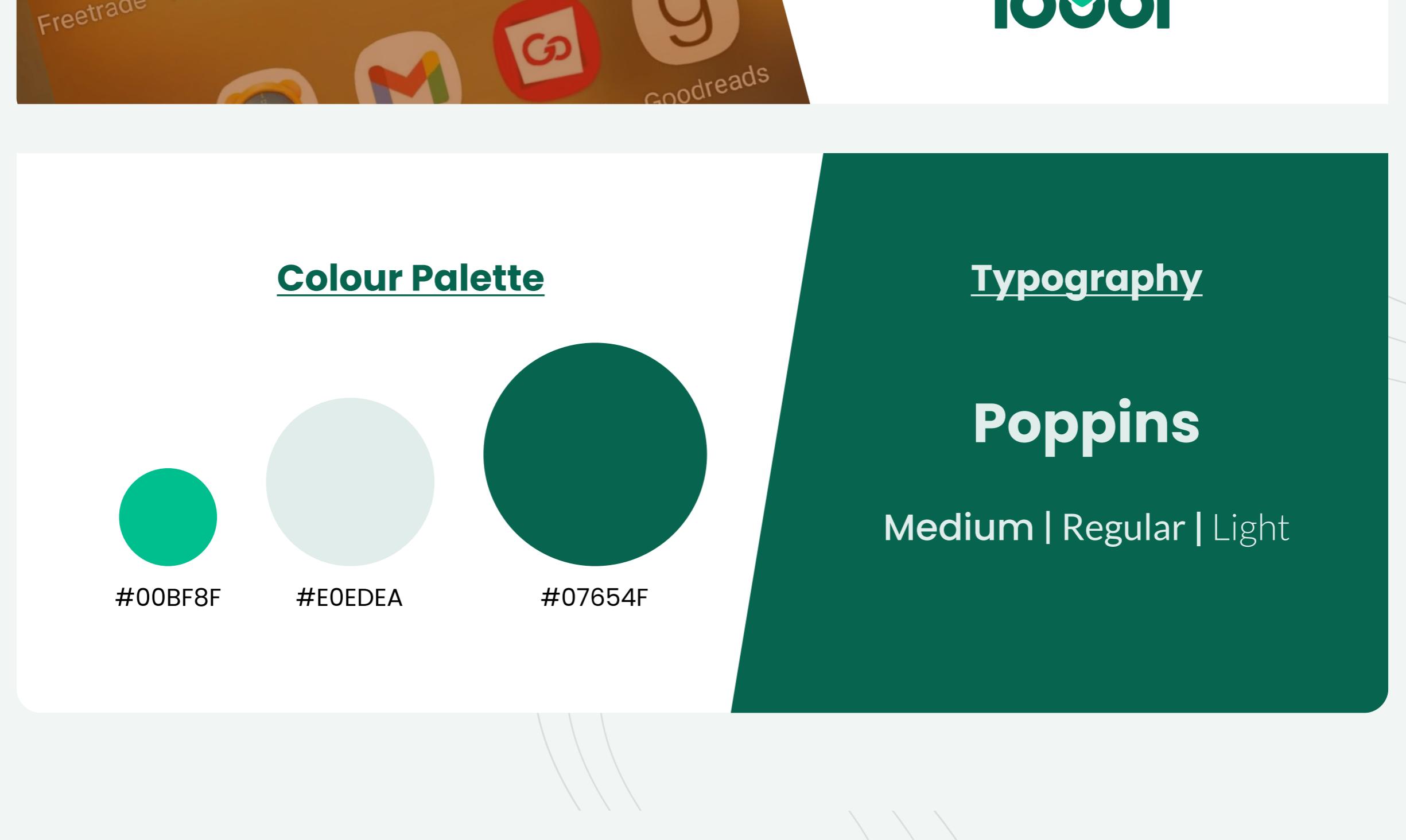
### Target Audience

- Service receiver (the elders, housewives)
- Service provider (age above 16)

### Responsibility

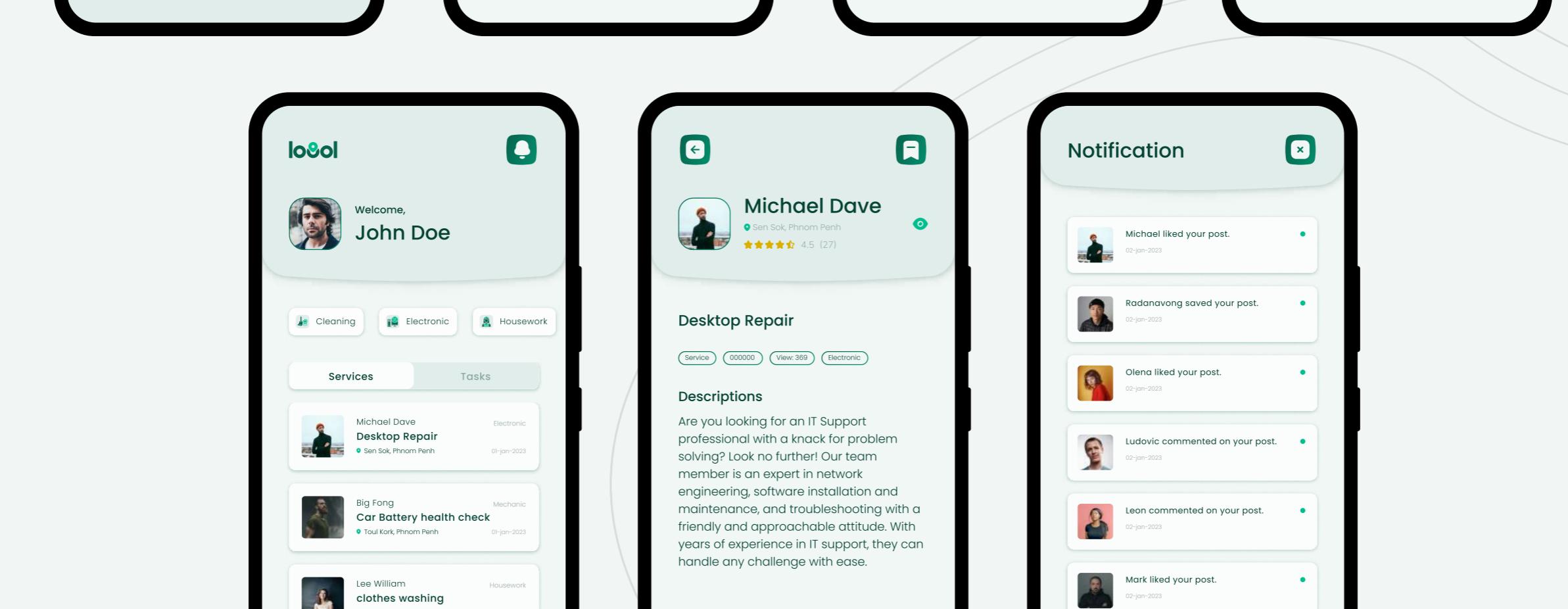
- Defining Problem
- Market Analysis
- Persona
- Customer Journey
- User Flow
- Information Architecture
- Wireframe
- Visual Design
- Prototyping

## Design Process

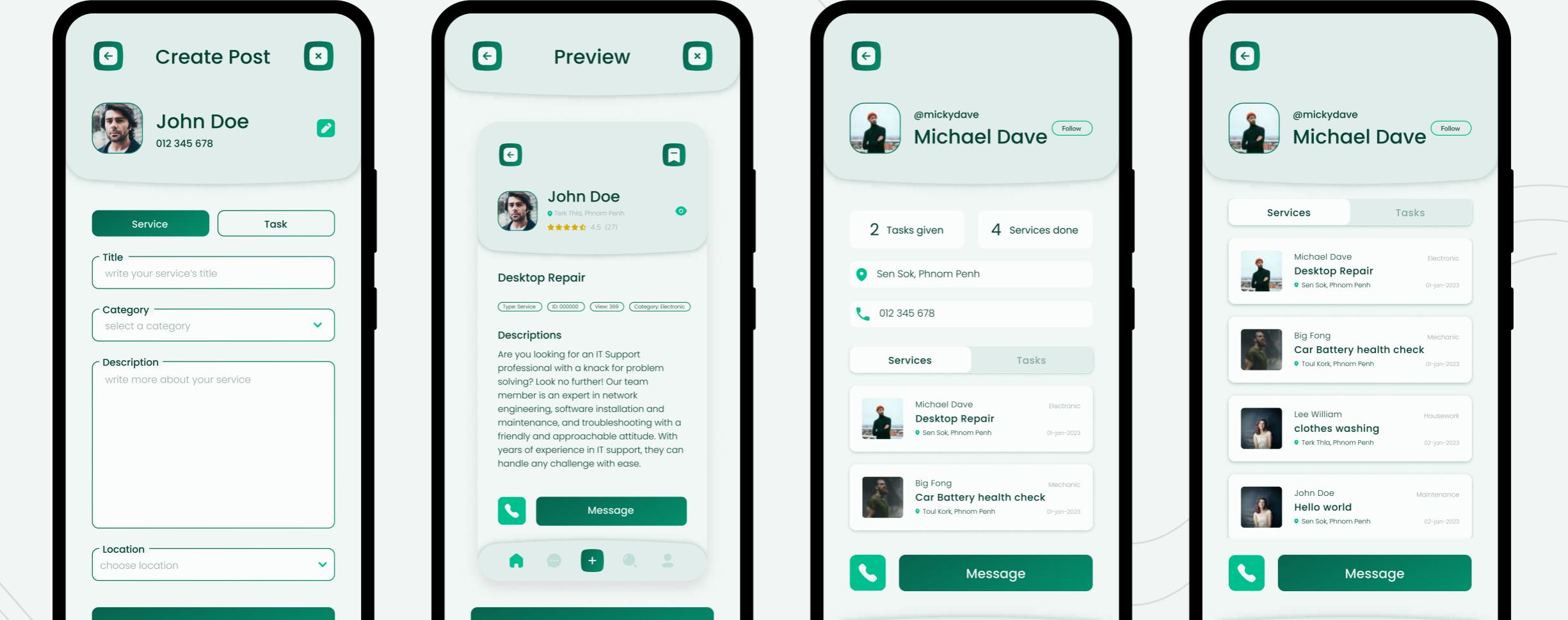


This project is started by starting identifying the missing point in the current market. During the design process, I used different research and design techniques in order to achieve good user experience design. Sadly, I have finished only readability and accessibility test in user testing step.

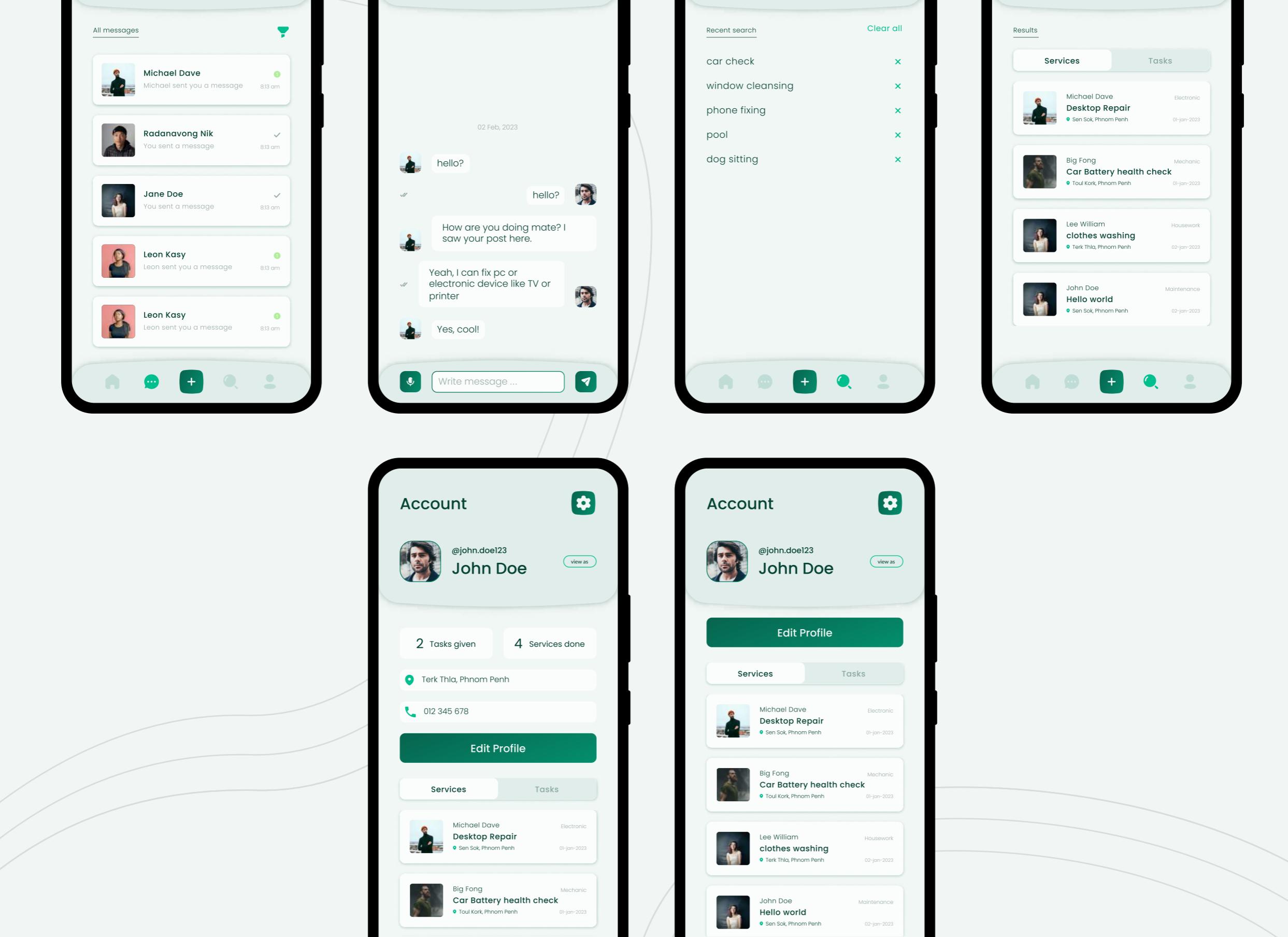
## Task Flow



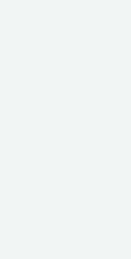
## User Flow



## Wireframes



## Local → Locol



Thanks For Your Time!

Vireak Sok | UX/UI DESIGNER

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## Colour Palette

#00B8F8

#EOEDEA

#07654F

## Typography

Medium | Regular | Light

Poppins

## All Screens

