THINKING LIKE A UXER

A STUDY ON FRICTION & TRIGGERS

Fiverr Mobile Application

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A Study on Triggers & Frictions: Fiverr Application

BACKGROUND

Fiverr is an online marketplace for freelance services. It connects designers and other types of creative and freelance services with those who would need their talents. This can be on a micro transaction scale or for a large project. The application is set up to bring this service to your mobile device.

USER STORY

When running an independent design studio, I want to be able to quickly find talented designers and technology doers, place an order with a job, and communicate feedback in order to make sure the job is done properly. The experience should be simple, secure and easy to navigate on any device.

**MY STEPS OF
ENGAGEMENT WOULD BE:**

1. Login
2. Find a service
3. Engage with the servicer
4. Make a transaction
5. Communicate feedback
6. Receive final deliverables
7. Leave a rating

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TRIGGERS

1. PROFICIENCY

Search at the top along with the popular services and recently viewed makes finding and exploring for services easy.
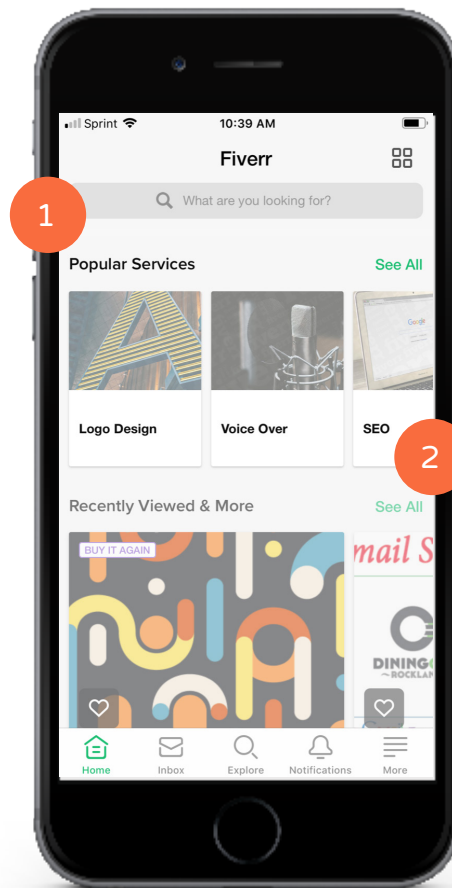
2. CREATIVITY

Horizontal scrolling makes it easy to go through different services and the "see all" button creates a vertical scroll. Either way creates a comfortable browsing experience.
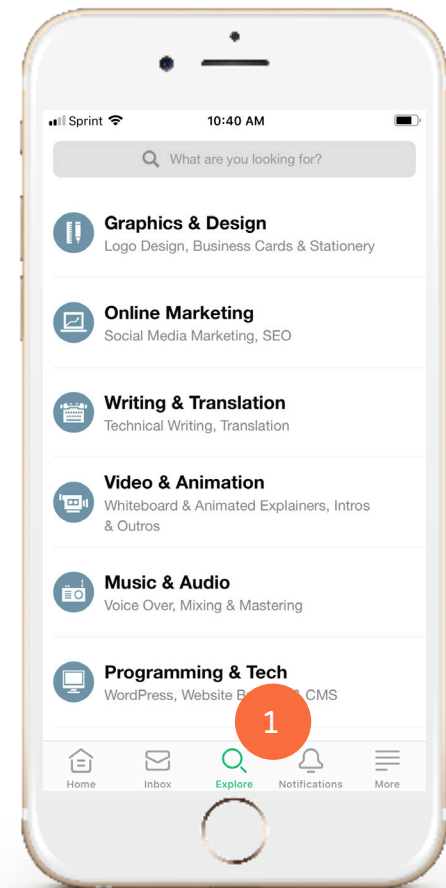
FRICTION

1. USABILITY

The wording on this menu button says "explore" when it actually goes to a list of services. Should instead be "categories" or list of services.

TRIGGERS
Fiverr Home Screen

FRICTION
Fiverr Explore Services

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FRICTION

1. PROFICIENCY

This notification is very annoying and doesn't offer a lot of benefits. I think its reasonable to have a window of waiting until the message is answered.

2. USABILITY

The message insert is rather small and leads to a crowded screen with the other messages. Would rather have an interface that gives small amount of information rather than the entire part of message.
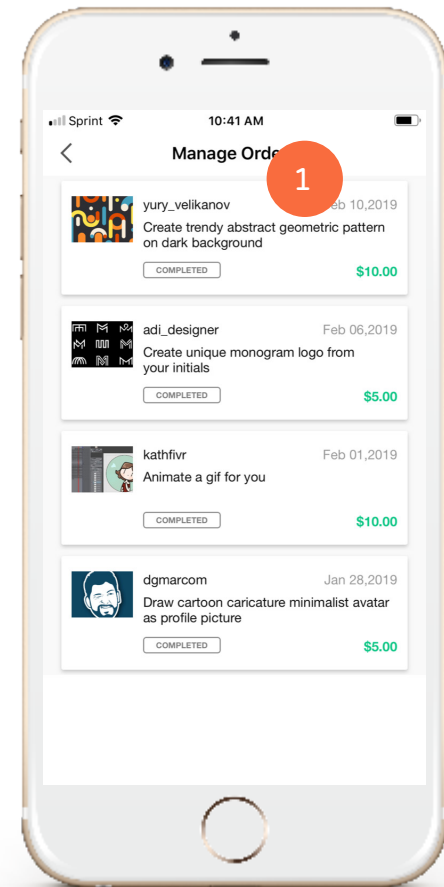
TRIGGERS

1. PROFICIENCY

This screen shows all your past orders and deliverables in one spot. So you can always have access to your files if you need to re-download them.
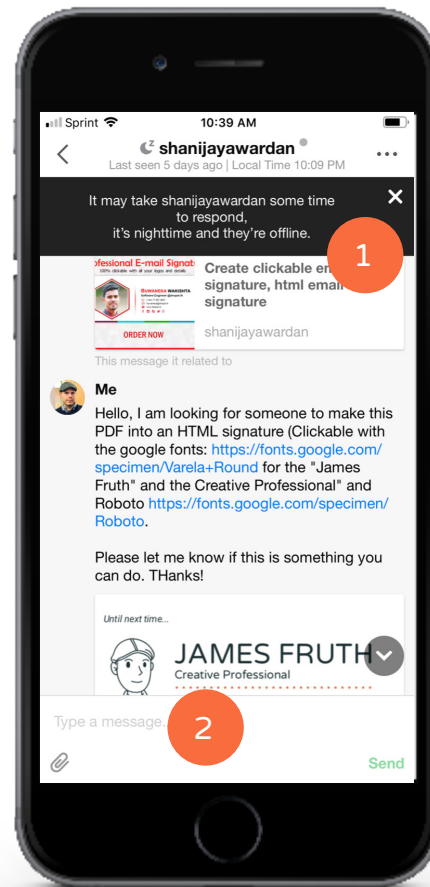
FRICTION
Fiverr Message Chain Screen

TRIGGERS
Fiverr Past Orders Screen

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OVERVIEW

App overall offers a straight forward experience and does what is needed for the user. While it lacks a lot of the aesthetic look designers crave, the functionality of the application is of a high standard and would only need minor changes on the surface to support a strong infrastructure of exchanging information.

BONUS TRACK

The Fiverr Application has boasted several different type of external triggers. These triggers are partnered with several different types of strategies including:

SELF-MONITORING:
The app provides a history and list of all services that have been bought and delivered by the user. This includes the ability to view and download specific final files.

SUGGESTION:
At the home screen, the search bar offers a suggestion to find the right service, as well as using the button on the bottom in order to "explore" these services.

SURVEILLANCE:
After logging in and using the application, the home page will start to populate recommended services to the user.