UX DECISION

Top 3 UX Decisions:

UX Decision 1 — Dual Search Paths -

The platform offers two discovery modes: AI-assisted matching for users with uncertain preferences and manual filters for expert users. This dual approach reduces cognitive load for beginners while preserving control for advanced users.

UX Decision 2 — Trust Signals Before Engagement -

Verification badges, reviews, case studies, Visual proof of previous work, and pricing snapshots are surfaced before "Contact" CTAs. This builds confidence and clarity, improving conversion in high-risk hardware decisions.

UX Decision 3 — Level system -

Assign a level to Freelancers and teams, for differentiating professional experience developers from New beginner developers.

Level 1 — Beginner: 2–5 completed projects
Level 2 — Intermediate: worked on larger hardware projects
Level 3 — Expert: highly specialized hardware developers

Other UX Decisions:

Visual proof of work and case Studies – Developers can show their previous work by providing pictures and case Studies Of their work

Cluster breakdown – Visual Breakdown of a cluster's employees Roles

No mandatory account for browsing – User can browse and search different profiles without A login, for chat and contacts information log-in is required

Message-First Flow – Instead of using checkout or instant scheduling, the platform prioritizes direct messaging and contact exchange.