

Context:

Problem: people hire contractors, and the contractor takes the money without finishing the job or doing the job without the expected quality, or the contractor does a job well done but is having difficulty collecting the money from the customer.

Proposed solution: an app that serves as an escrow payment account where the customer, after selecting the contractor, getting a quote from the contractor, and signing a binding agreement with the contractor, we save the customer money, and once the job is completed, the contractor gets paid. If there is any job dissatisfaction, the contractor and the customer must agree before our app releases the payment. From that payment, we take a cut.

The proposed app will serve as an escrow account, gather contractor reviews, and make recommendations to potential customers.

List of features:

1. Include the option to switch language from English to Spanish (for everything within the app; toggles, FAQs, chats, etc.)
2. User registration and authentication:
 - Separate registration and login options for customers and contractors.
 - Email and password-based authentication, with the option for social media logins (e.g., Facebook, Google).
 - Profile management, including personal information, profile picture, and contact details.
3. Contractor profiles:
 - Detailed contractor profiles displaying their skills, experience, portfolio, and reviews.
 - Option for contractors to add their licensing information, insurance, and certifications.
 - Availability and scheduling management for contractors.
4. Project listings and quotes:
 - Customers can create project listings with detailed descriptions, images, and specific requirements.
 - Contractors can submit quotes for projects, including a proposed timeline and cost estimate.
 - Customers can review quotes, compare them, and select a contractor for their project.
5. Escrow payment system:
 - Customers can deposit funds into the escrow account upon selecting a contractor.
 - Funds are held securely until the project is completed and both parties agree on the outcome.
 - Release of funds to the contractor upon mutual agreement, with a service fee deducted as your revenue.
6. Dispute resolution and mediation:
 - An in-app communication system for customers and contractors to discuss project-related issues.
 - A dispute resolution process, including the option to involve a third-party mediator or your support team.
7. Reviews and ratings:

- Customers can rate and review contractors based on their performance and experience.
- Contractors can request reviews from customers to build their reputation within the app.
- A review moderation system to ensure the authenticity of reviews and maintain the platform's integrity.

8. Search and filtering:

- Advanced search functionality for customers to find contractors based on skills, location, ratings, and more.
- Customizable filtering options for customers to narrow down their search and find the most suitable contractors.

9. In-app messaging and notifications:

- A secure in-app messaging system for customers and contractors to communicate about projects.
- Push notifications and email alerts for new quotes, messages, project updates, and other relevant events.

10. Analytics and reporting:

- Contractors can access analytics and reports on their project performance, earnings, and customer feedback.
- Customers can view their project history, transaction details, and contractor interactions.

Wireframing and mockup details for each of the above 9 features

Feature #2: User registration and authentication:

- Separate registration and login options for customers and contractors.
- Email and password-based authentication, with the option for social media logins (e.g., Facebook, Google).
- Profile management, including personal information, profile picture, and contact details.

Wireframing and mockup:

1. App logo and name:
 - Place your app logo and name at the top of the screen, ensuring that it is prominent and visually appealing.
2. Separate registration options:
 - Create two separate, clearly labeled registration options for customers and contractors. Use contrasting colors or shading to differentiate between the two options, making it easy for users to choose the correct one.
3. Registration form:
 - For each registration option, display the necessary input fields, such as first name, last name, email, password, and phone number. Use clear placeholder text, labels, and icons to guide users.
 - Implement input field validation to provide real-time feedback if users enter incorrect information.
 - Add a password visibility toggle (eye icon) next to the password input field to allow users to show or hide their password while typing.
4. Social media registration:
 - Provide social media registration buttons (e.g., "Sign up with Facebook" or "Register with Google") as alternatives to email and password authentication. Display these buttons below the input fields, separated by a horizontal line or text (e.g., "or").
5. Profile picture:

- Include an option for users to upload a profile picture during registration. Display a default avatar with an upload button or camera icon, allowing users to add or change their profile picture.
6. Terms and conditions:
 - Add a checkbox for users to agree to your app's terms and conditions and privacy policy before completing the registration process.
 7. Register button:
 - Display a prominent register button for both customers and contractors, using contrasting colors or a raised design to make them stand out.
 8. Login link:
 - Beneath the register button, provide a login link for users who already have an account (e.g., "Already have an account? Log in here").
 9. Visual hierarchy and white space:
 - Ensure a clear visual hierarchy by using different font sizes, weights, and colors for headings, input field labels, and buttons.
 - Use adequate white space between elements to create a clean and modern look.
 10. Color scheme and typography:
 - Choose a cohesive color scheme that reflects your brand identity, with a limited number of accent colors to avoid visual clutter.
 - Use modern, easy-to-read typography that complements the app's overall design.
 11. Responsiveness:
 - Ensure that the design is responsive and adapts well to different screen sizes and orientations.

Feature #3: Contractor profiles

- Detailed contractor profiles displaying their skills, experience, portfolio, and reviews.
- Option for contractors to add their licensing information, insurance, and certifications.
- Availability and scheduling management for contractors.

Wireframing and mockup:

1. Profile header:

- Include a prominent profile header with the contractor's profile picture, name, company name (if applicable), and overall rating (e.g., stars or a numerical score).
- Add a "Verified" badge next to the contractor's name if their licensing information, insurance, and certifications have been verified by your platform.

2. Skills and experience:

- Display the contractor's skills using tags, icons, or a list, making it easy for users to identify their areas of expertise.
- Show the contractor's years of experience, completed projects, or other relevant metrics to demonstrate their professional background.

3. Portfolio:

- Create a visual portfolio section where contractors can showcase their work through images, videos, or project case studies.
- Allow users to click or tap on portfolio items to view them in more detail, including project descriptions, client testimonials, and before-and-after images.

4. Reviews and ratings:

- Display a summary of the contractor's reviews and ratings, including the average rating, total number of reviews, and a few highlighted quotes from satisfied customers.

- Provide a "View all reviews" button or link, allowing users to see a more detailed list of reviews and filter them by various criteria (e.g., date, rating, project type).
5. Licensing information, insurance, and certifications:
 - Dedicate a section to the contractor's licensing information, insurance, and certifications. Use icons, badges, or text to display these credentials, ensuring that they are easily visible and recognizable.
 - Add tooltips or links to provide more information about each credential, such as its issuing organization and validity period.
 6. Availability and scheduling management:
 - Include a calendar or schedule view that shows the contractor's availability, allowing users to see their open slots for project bookings.
 - Allow contractors to manage their availability by blocking off dates, setting working hours, or specifying preferred project types.
 7. Contact and hire button:
 - Display a prominent "Contact" or "Hire" button, encouraging users to get in touch with the contractor or request a quote for their project.
 - Alternatively, provide an in-app messaging system that allows users to communicate directly with the contractor, streamlining the hiring process.
 8. Visual hierarchy and white space:
 - Use a clear visual hierarchy to organize information, emphasizing key elements such as the contractor's name, overall rating, and portfolio.
 - Utilize adequate white space between sections and elements to create a clean, modern, and easy-to-navigate design.
 9. Color scheme and typography:
 - Choose a cohesive color scheme that complements your app's overall design and brand identity, using accent colors sparingly to highlight important elements.
 - Use modern, easy-to-read typography that enhances readability and user experience.
 10. Responsiveness:
 - Ensure that the contractor profile design is responsive and adapts well to different screen sizes and orientations.

Feature #4: Project listings and quotes

- Customers can create project listings with detailed descriptions, images, and specific requirements.
- Contractors can submit project quotes, including a proposed timeline and cost estimate.
- Customers can review quotes, compare them, and select a contractor for their project.

Wireframing and mockup:

1. Create project button:

- Place a prominent "Create Project" button on the main screen or navigation menu, allowing customers to easily initiate a new project listing.

2. Project listing form:

- Provide a clear and intuitive form for customers to create project listings, including fields for the project title, description, images, specific requirements, location, and budget.
- Offer tooltips or guidance for each field to help customers provide the necessary information and create detailed project listings.

3. Project listing cards:

- Display project listings as cards on the main screen, with a thumbnail image, project title, location, and budget visible at a glance.
- Allow users to click or tap on a project listing card to view more details, such as the full description, customer contact information, and submitted quotes.

4. Contractor quote submission:

- Design a quote submission form for contractors, including fields for a proposed timeline, cost estimate, and any additional comments or explanations.
- Provide guidance or tooltips to help contractors create detailed and competitive quotes.

5. Quotes overview:

- In the project detail view, display submitted quotes in a list or table format, with columns for the contractor's name, rating, proposed timeline, cost estimate, and a link to view their full profile.
- Allow customers to sort or filter quotes by various criteria (e.g., cost, rating, timeline) to help them make an informed decision.

6. Quote comparison:

- Enable customers to select multiple quotes and compare them side by side in a split-screen or modal view, highlighting key differences in cost, timeline, and contractor ratings.

7. Select contractor button:

- Display a prominent "Select Contractor" button next to each quote, allowing customers to easily choose a contractor for their project.
- Once a contractor is selected, update the project listing to indicate that it is no longer open for new quotes.

8. Visual hierarchy and white space:

- Use a clear visual hierarchy to organize information and prioritize key elements, such as project titles, contractor ratings, and cost estimates.
- Utilize adequate white space between elements and sections to create a clean, modern, and easy-to-navigate design.

9. Color scheme and typography:

- Choose a cohesive color scheme that complements your app's overall design and brand identity, using accent colors sparingly to highlight important elements.
- Use modern, easy-to-read typography that enhances readability and user experience.

10. Responsiveness:

- Ensure that the project listings and quotes design is responsive and adapts well to different screen sizes and orientations.

Feature #5: Escrow payment system, including:

- Customers can deposit funds into the escrow account upon selecting a contractor.
- Funds are held securely until the project is completed and both parties agree on the outcome.
- Release of funds to the contractor upon mutual agreement, with a service fee deducted as your revenue.

Wireframing and mockup:

1. Deposit funds prompt:

- After a customer selects a contractor, display a clear and prominent prompt guiding them to deposit funds into the escrow account, such as a modal window, banner, or notification.
- Explain the benefits and security of using the escrow payment system, including protection for both parties and guaranteed quality of work.

2. Deposit funds form:

- Create an intuitive form for customers to deposit funds, including fields for the amount, payment method (e.g., credit card, bank transfer), and any additional notes or instructions.
- Provide real-time validation for input fields and display a summary of the transaction, including any service fees, before the customer confirms the deposit.

3. Escrow account status:

- In the project detail view, display the current escrow account status, such as "Funds Deposited," "Funds Held," or "Funds Released," along with the amount held.
- Use colors, icons, or labels to distinguish between different statuses and provide a visual cue for the progress of the project.

4. Secure holding and transparency:

- Emphasize the security of the escrow payment system through visual cues, such as a padlock icon or secure badge, and reassure users that their funds are held safely.
- Provide access to a transaction history or ledger for both parties, allowing them to view and track all escrow-related activities.

5. Release of funds:

- Once the project is completed and both parties agree on the outcome, display a "Release Funds" button or prompt for the customer, indicating that they can now release the funds to the contractor.

- Show a summary of the transaction, including the amount being released, any service fees deducted, and the final payout to the contractor.

6. Dispute resolution:

- In case of a disagreement, provide a clearly labeled "Dispute" button or link, allowing either party to initiate a dispute resolution process.
- Explain the steps and requirements for dispute resolution, such as providing evidence, mediation, or arbitration, to ensure a fair outcome for both parties.

7. Visual hierarchy and white space:

- Use a clear visual hierarchy to organize information and prioritize key elements, such as deposit forms, escrow account status, and fund release buttons.
- Utilize adequate white space between elements and sections to create a clean, modern, and easy-to-navigate design.

8. Color scheme and typography:

- Choose a cohesive color scheme that complements your app's overall design and brand identity, using accent colors sparingly to highlight important elements.
- Use modern, easy-to-read typography that enhances readability and user experience.

9. Responsiveness:

- Ensure that the escrow payment system design is responsive and adapts well to different screen sizes and orientations.

Feature #6: Dispute resolution and mediation page:

- An in-app communication system for customers and contractors to discuss project-related issues.
- A dispute resolution process, including the option to involve a third-party mediator or your support team.

Wireframing and mockup:

1. In-app communication system:

- Design a dedicated messaging interface for customers and contractors to discuss project-related issues, separate from the general communication channel.
- Include features such as message threading, file attachments (e.g., images, documents), and read receipts to facilitate smooth communication between the parties.

2. Raise a dispute button:

- Provide a clearly labeled "Raise a Dispute" button or link within the messaging interface, allowing either party to initiate the dispute resolution process if they're unable to reach an agreement through direct communication.

3. Dispute resolution form:

- Create an intuitive form for users to provide information about the dispute, including a description of the issue, supporting evidence (e.g., photos, documents), and their desired resolution.
- Offer guidance or tooltips to help users complete the form and provide all necessary information to facilitate a fair and efficient resolution process.

4. Dispute resolution process overview:

- Display a visual overview of the dispute resolution process, such as a flowchart or timeline, to help users understand the steps and expected duration of the process.
- Include information about the involvement of third-party mediators or your support team, as well as any associated fees or requirements.

5. Dispute resolution status:

- In the project detail view, display the current status of the dispute resolution process, such as "Under Review," "In Mediation," or "Resolved."
- Use colors, icons, or labels to distinguish between different statuses and provide a visual cue for the progress of the dispute resolution process.

6. Resolution outcome and feedback:

- Once the dispute is resolved, display the outcome in a clear and concise format, including any agreed-upon actions or changes to the project, and update the escrow payment system accordingly.
- Provide an option for both parties to leave feedback about the dispute resolution process, helping to improve your platform's mediation services.

7. Visual hierarchy and white space:

- Use a clear visual hierarchy to organize information and prioritize key elements, such as the dispute resolution form, process overview, and messaging interface.
- Utilize adequate white space between elements and sections to create a clean, modern, and easy-to-navigate design.

8. Color scheme and typography:

- Choose a cohesive color scheme that complements your app's overall design and brand identity, using accent colors sparingly to highlight important elements.
- Use modern, easy-to-read typography that enhances readability and user experience.

9. Responsiveness:

- Ensure that the dispute resolution and mediation page design is responsive and adapts well to different screen sizes and orientations.

Feature #7: Reviews and ratings page/section:

- Customers can rate and review contractors based on their performance and experience.
- Contractors can request reviews from customers to build their reputation within the app.
- A review moderation system to ensure the authenticity of reviews and maintain the platform's integrity.

Wireframing and mockups:

1. Reviews and ratings display:

- In the contractor's profile, display a summary of their overall rating, such as an average star rating (e.g., out of 5 stars) and the total number of reviews.
- List individual reviews in a clear and organized format, including the customer's name, star rating, written review, and project details (if applicable).

2. Leave a review prompt:

- After the completion of a project, send a notification or display a prompt to the customer, encouraging them to rate and review the contractor based on their performance and experience.
- Make this process seamless and easy, allowing customers to leave a review directly from the notification or prompt.

3. Review submission form:

- Design a simple and intuitive form for customers to submit reviews, including fields for star ratings, written feedback, and any additional criteria relevant to the contractor's performance (e.g., punctuality, communication, quality of work).
- Offer guidance or tooltips to help customers provide detailed and constructive feedback.

4. Request a review feature:

- Allow contractors to request reviews from customers directly within the app, such as through a "Request Review" button or link in their project history or messaging interface.
- Notify customers of review requests and guide them to the review submission form to encourage timely feedback.

5. Review moderation system:

- Clearly outline the guidelines and criteria for acceptable reviews on your platform to ensure the authenticity and quality of feedback.

- Design a review moderation dashboard or interface for your support team to monitor and manage reviews, including options to flag, remove, or edit reviews that violate your guidelines.

6. Visual hierarchy and white space:

- Use a clear visual hierarchy to organize information and prioritize key elements, such as overall ratings, individual reviews, and review submission prompts.
- Utilize adequate white space between elements and sections to create a clean, modern, and easy-to-navigate design.

7. Color scheme and typography:

- Choose a cohesive color scheme that complements your app's overall design and brand identity, using accent colors sparingly to highlight important elements.
- Use modern, easy-to-read typography that enhances readability and user experience.

8. Responsiveness:

- Ensure that the reviews and ratings page/section design is responsive and adapts well to different screen sizes and orientations.

Feature #8: Search and filtering

- Advanced search functionality for customers to find contractors based on skills, location, ratings, and more.
- Customizable filtering options for customers to narrow down their search and find the most suitable contractors.

Wireframing and mockup:

1. Reviews and ratings display:

- In the contractor's profile, display a summary of their overall rating, such as an average star rating (e.g., out of 5 stars) and the total number of reviews.
- List individual reviews in a clear and organized format, including the customer's name, star rating, written review, and project details (if applicable).

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6. Visual hierarchy and white space:

- Use a clear visual hierarchy to organize information and prioritize key elements, such as overall ratings, individual reviews, and review submission prompts.
- Utilize adequate white space between elements and sections to create a clean, modern, and easy-to-navigate design.

7. Color scheme and typography:

- Choose a cohesive color scheme that complements your app's overall design and brand identity, using accent colors sparingly to highlight important elements.
- Use modern, easy-to-read typography that enhances readability and user experience.

8. Responsiveness:

- Ensure that the reviews and ratings page/section design is responsive and adapts well to different screen sizes and orientations.

Feature #9: In-app messaging and notifications

- A secure in-app messaging system for customers and contractors to communicate about projects.
- Push notifications and email alerts for new quotes, messages, project updates, and other relevant events.

Wireframing and mockups:

1. In-app messaging interface:

- Design a dedicated messaging section within the app for customers and contractors to communicate about projects, separate from the main app navigation.
- Organize conversations in a clear and user-friendly layout, with a list of recent chats on one side and the selected conversation on the other side.
- Include features such as message threading, timestamps, file attachments (e.g., images, documents), and read receipts to facilitate smooth communication between the parties.

2. Message input and options:

- Provide an intuitive and easy-to-use message input field at the bottom of the conversation view, with options to send text, attachments, and emojis.
- Include additional messaging options, such as voice notes, video calls, or screen sharing, to enhance communication and collaboration between customers and contractors.

3. Secure messaging:

- Implement end-to-end encryption or other security measures to ensure the privacy and security of in-app messaging between customers and contractors.
- Display a security badge or icon within the messaging interface to reassure users about the safety of their conversations.

4. Push notifications and email alerts:

- Send timely push notifications to users for new quotes, messages, project updates, and other relevant events, with customizable notification settings to suit their preferences.
- Integrate email alerts as an additional communication channel, particularly for users who might not have the app installed or prefer email over push notifications.

5. Notification settings:

- Allow users to customize their notification preferences, such as enabling or disabling specific types of notifications or choosing between push notifications and email alerts.
- Provide an intuitive settings interface within the app for users to manage their notification preferences with ease.

6. Visual hierarchy and white space:

- Use a clear visual hierarchy to organize information and prioritize key elements, such as the messaging interface, message input, and notification settings.
- Utilize adequate white space between elements and sections to create a clean, modern, and easy-to-navigate design.

7. Color scheme and typography:

- Choose a cohesive color scheme that complements your app's overall design and brand identity, using accent colors sparingly to highlight important elements.
- Use modern, easy-to-read typography that enhances readability and user experience.

8. Responsiveness:

- Ensure that the in-app messaging and notifications design is responsive and adapts well to different screen sizes and orientations.

Feature #10: Analytics and reporting

- Contractors can access analytics and reports on their project performance, earnings, and customer feedback.
- Customers can view their project history, transaction details, and contractor interactions.

Wireframing and mockup:

1. Contractor analytics dashboard:

- Design a dedicated analytics dashboard for contractors, accessible from the main navigation or within their profile.
- Display key performance indicators (KPIs) in a visually appealing manner, such as charts, graphs, or progress bars. Include metrics like completed projects, earnings, average rating, and customer feedback.
- Offer customizable date ranges and filters for contractors to analyze their performance over specific periods or within specific categories.

2. Customer project history and transaction details:

- Design a project history section for customers, accessible from the main navigation or within their profile.
- Display a list of completed projects, including contractor names, project titles, dates, and transaction details (e.g., total cost, escrow payments, and service fees).
- Allow customers to access more detailed information about each project, such as project descriptions, contractor interactions, and reviews.

3. Contractor report generation and export:

- Provide an option for contractors to generate detailed reports of their performance, earnings, and customer feedback, based on customizable criteria and date ranges.
- Include an export feature that allows contractors to download their reports in common file formats, such as PDF or CSV, for further analysis or recordkeeping.

4. Visual hierarchy and white space:

- Use a clear visual hierarchy to organize information and prioritize key elements, such as KPIs, charts, and project history.
- Utilize adequate white space between elements and sections to create a clean, modern, and easy-to-navigate design.

5. Color scheme and typography:

- Choose a cohesive color scheme that complements your app's overall design and brand identity, using accent colors sparingly to highlight important elements.
- Use modern, easy-to-read typography that enhances readability and user experience.

6. Responsiveness:

- Ensure that the analytics and reporting design is responsive and adapts well to different screen sizes and orientations.