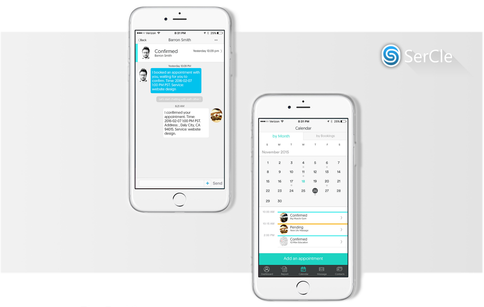


The Problem

It is not easy to find someone local and reliable to deliver immediate help. For example, if you are looking for someone to take care of the baby on tomorrow night, want to find someone to mow the lawn this weekend, or just need a hand to move a cabinet from bedroom to the garage right now.

Hypothesis

If there is a platform can build connections between customers and local freelance service providers, customers will be able to find the services they need with specific requirements, meanwhile, local people will be encouraged to deliver versatile services.

About Sercle

Sercle is a platform that enables customers and service providers building connections. Sercle enables customers to acquire services directly and frequently, at the same time, helps the service providers to manage and expand their business.

For a long-term goal, Sercle will keep concentrating on building a strong informational community for customers and business, which to achieve convenient services in the social network.

Persona

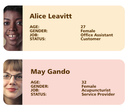
Chris Greenberg
AGE: 29
GENDER: Male
JOB: Contractor
STATUS: Customer & Service Provider

"There are plenty of works on the market, so I don't worry about. But if I want to expand my business I need to do marketing and hire more staff working for me, but it's hard to find someone qualified and stable."

Chris works as a handyman for a contractor now 8 years. He just got his contractor license and started his own business.

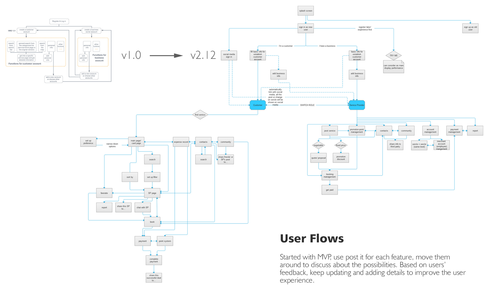
Just like other start-up companies, Chris is busy with building relationship with clients, managing company promotion, also, he needs to take more time on marketing and keeping staff on the website.

He wishes there is a platform that can help him to take care of the business in management and hiring staff.



Alice Leavitt
AGE: 27
GENDER: Female
JOB: Office Assistant
STATUS: Customer

May Gando
AGE: 32
GENDER: Female
JOB: Acupuncturist
STATUS: Service Provider

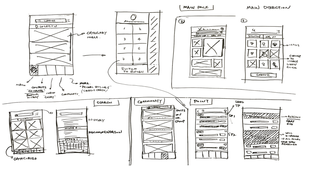


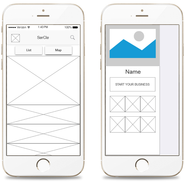
User Flows

Started with MVP, use post it for each feature, move them around to discuss about the possibilities. Based on users' feedback, keep updating and adding details to improve the user experience.

Wireframe Sketches

Based on the PRD and User Flow, created wireframes for MVP. Take photos for each window and created simple prototype by using Marvel POP and tested with peers.





Lo-Fi Wireframe

First time user are able to browse the services on the platform, however, log in is required to book services. After logged in, you can edit your profile to set up location and create your businesses. The businesses you created are like tags, when people search the keyword, they are able to find you.

Hi-Fi Wireframe & Prototype

Created prototype with Sketch and Photoshop, used iOS human interface guideline for reference.

The design has been tested by over 30 people and our design team focused on simplify it and deliver more intuitive experience.

48 Interviews

72 Tests (peer & customer)

6 Iterations

118K Downloads

Learn from it

Sercle is like decentralized Task Rabbit, or commercial type Nextdoor. It is a really interesting project, and I believe there is a need. Here are what I learned from this project:

1. The connection between customers and service providers is delicate becasue the services are not consistent and most of demands are not recurred.
2. Sercle includes 23 service categories, like massage, cleaning, moving, etc., which is a little too ambitious and the App becomes very general, and can't target pain points for a specific service.
3. Make a schedule and keep updating it is very very important, especially for start-up companies. What need to be considered when making the schedule includes employees' capability, priority of modifications based on customes' feedback, company's stategy and what we ignored: the cash flow. As a design lead, I need to consider the company's performance. Some big decisions and stratergies need to be made by this limit, and some goals have to be achieved on time.