Assembler — UX Case Study

City-Based Execution Platform for Hardware Startups

1. Problem Understanding

Hardware startups fail early not because of lack of talent, but because of:

- **unclear execution structure**
- **poor hiring decisions**
- **low trust in service providers**
- **unrealistic expectations of cost & time**
- **weak coordination models**

This creates hesitation, wrong hires, and wasted resources.

Assembler was designed to solve the decision problem, not just the discovery problem.

2. Product Goal

Design a high-trust platform that helps founders:

- **understand what kind of execution they need**
- **choose the right local execution model**
- **compare verified clusters and experts**
- **and move into action with confidence.**

3. Target User

Early-stage electronics and hardware founders who:

- **have an idea, prototype, or early product**
- **want to build in their city**
- **and need structured help forming an execution-ready team.**

4. Core UX Strategy

Instead of “search and filter,” Assembler is built on:

- **guided inputs before browsing**
- **city-first execution context**
- **trust layers before contact**
- **clarity after commitment**

The platform behaves like an execution assistant, not a job board.

5. Actual User Flow (Mapped to your screens)

Landing

→ Tell us about your hardware idea

→ What stage are you at?

→ What do you need help with?

→ Choose your preferred city

→ Explore clusters & individuals

→ View detailed cluster profile

→ Book intro call

→ Confirm call

→ Call confirmed

The user moves from confused → structured → informed → confident → committed.

6. Competitor Study

Platforms reviewed

- **Upwork**
- **Toptal**
- **Clutch**

Observations

Upwork

- **First CTA: “Post a job”**
- **Trust: ratings, reviews, earnings**
- **Choice reduction: filters & categories**

Toptal

- **First CTA: “Hire top talent”**
- **Trust: screening narrative**
- **Choice reduction: platform-led matching**

Clutch

- **First CTA: “Find companies”**
- **Trust: verified reviews & portfolios**
- **Choice reduction: shortlists & rankings**

Key insights

- **Most platforms push users straight into browsing**
- **Trust is mostly social-proof based**
- **Choice reduction is filter-driven, not guidance-driven**

What I decided to steal

- **Strong trust framing and verification emphasis**

What I decided to avoid

- **Exposing users to large talent pools before clarifying needs**

7. Key Screens Designed

1. **Landing — product promise**
2. **Guided idea input**
3. **Stage & execution-help selection**

4. **City selection**
5. **Cluster & individual marketplace**
6. **Cluster detail trust page**
7. **Booking confirmation flow**
8. **Success / closure screen**

Focus was on:

- **decision clarity**
- **execution transparency**
- **trust reinforcement**
- **and psychological safety.**

8. Microcopy & Trust Design Examples

City selection:
“Choose where you plan to build. Local execution improves coordination and accountability.”

Cluster vs individual logic (implied through UI):
Clusters for multi-role execution, individuals for focused needs.

Trust disclaimer:
“All clusters are verified and reviewed by Assembler.”

Booking reassurance:
“All calls are moderated by Assembler to ensure clarity and a smooth first interaction.”

Empty state example:
“No execution partners available in this city yet.”

Error state example:
“We couldn’t analyze your inputs. Please describe your idea so we can guide you.”

9. Key UX Decisions

1. Guided flow instead of search

Reduces cognitive load and prevents poor early execution decisions.

2. City-first marketplace

Hardware execution is physical and coordination-heavy. Location builds realism and trust.

3. Strong post-commitment flow

The booking and confirmation screens clearly explain what happens next, reducing anxiety in a high-risk decision.

10. AI-Assisted vs Original Thinking

AI was used for:

- **visual ideation support**
- **illustration generation**
- **rapid layout exploration**

My original work includes:

- **product concept**
- **UX strategy**
- **user flow & IA**
- **screen logic**
- **trust design**
- **microcopy intent**
- **and all key UX decisions.**

11. Outcome

Assembler demonstrates how a hardware-focused execution platform can:

- **guide founders instead of overwhelming them**
- **structure execution early**
- **reduce trust barriers**
- **and move users from idea to confident action.**

Links

Figma:

https://www.figma.com/design/URj3VUaqThuuXjQOOcrpqQ/Untitled?node-id=0-1&t=hXAgMngvhQpbG6FK-1

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