

# DoorStep: Bringing services to customers

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## Problem Statement

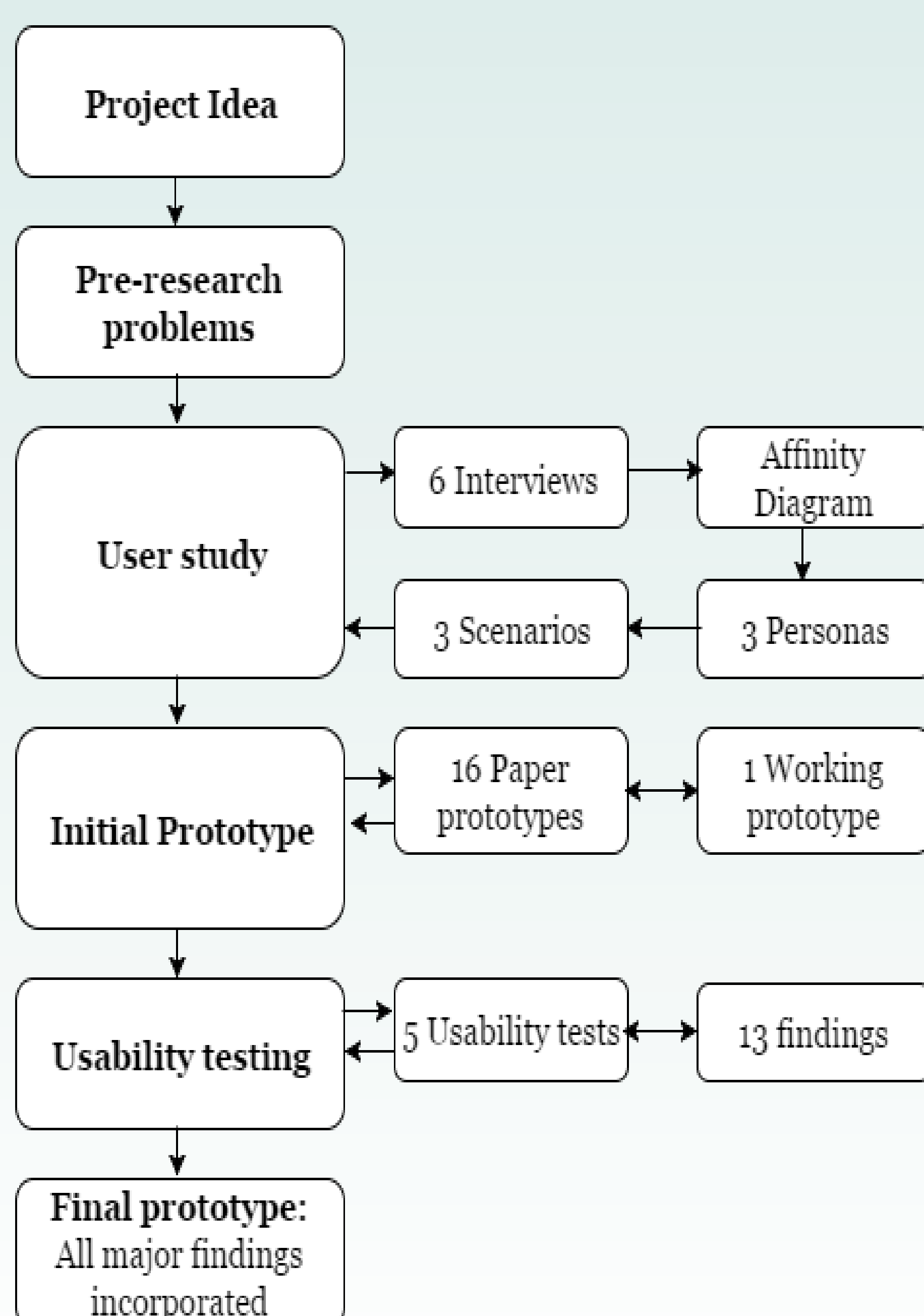
Students often struggle with finding time and searching for the best service providers without burning a hole in their pockets.

**How can we help save their time?**  
**Will reversing the roles by bringing services to their doorstep help?**

## Objectives

- ❖ To identify the services most required by students
- ❖ To design the service interface
- ❖ To identify service providers that would be ready to cooperate
- ❖ Design a prototype and get it tested

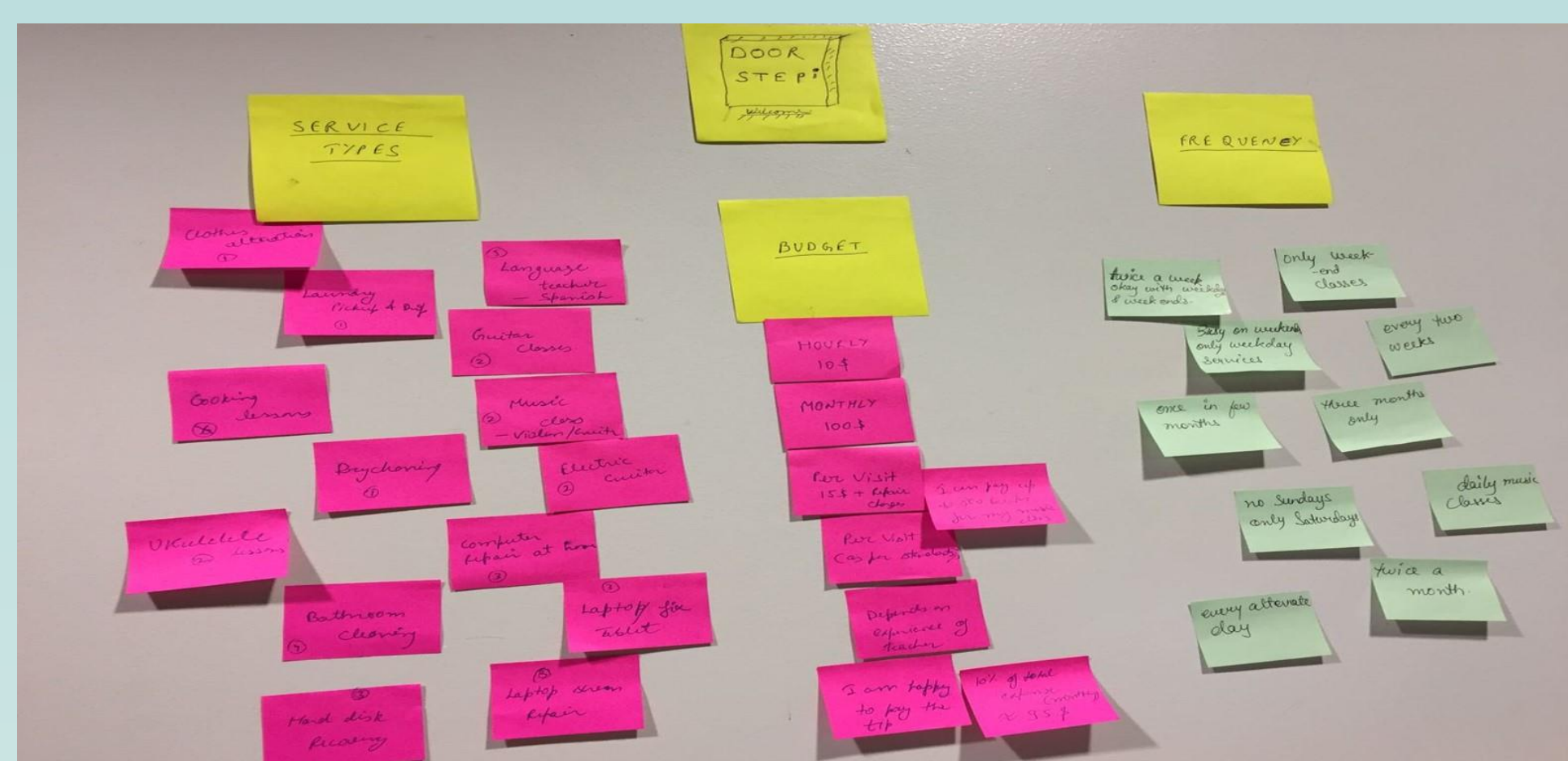
## Project Lifecycle



## User Study

The following activities were conducted for the user study

- ❖ 6 students from different genders, countries and college courses
- ❖ An affinity diagram was drawn
- ❖ The affinity diagram was used to create 3 Personas and Scenarios
- ❖ 3 finalized services: Laundry, Computer repair, Guitar Classes



## Initial Prototyping

We developed 16 paper prototypes for web as well as mobile application.

The 3 finalized services, as outcome of interviews and scenarios, were used for the prototypes and various settings related to each service were identified.

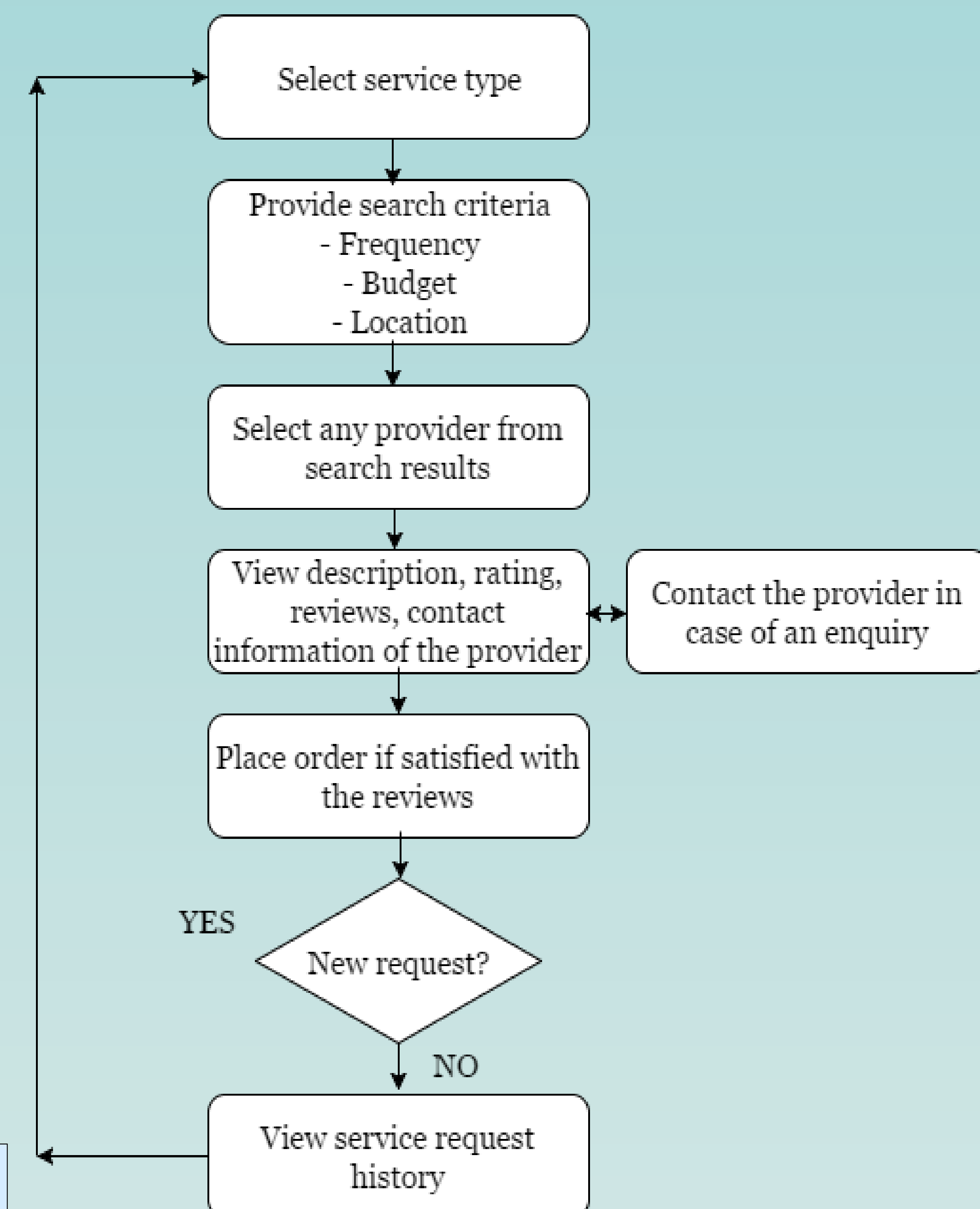
One final working mobile application prototype was designed after analyzing all the paper prototypes.

## Usability Testing

5 interviewees were called for the usability testing.

Think aloud sessions were used for the study. Findings from each user were categorized as per their severities: Low, medium and high.

## Final Prototype



## Conclusions

DoorStep is an outcome of the efforts of all the team members and the interviewees who gave their incredible inputs during the user study as well as the usability testing.

Now, every student struggling through the mazes of service providers and yelp results can use DoorStep to get lightning fast results and services.

