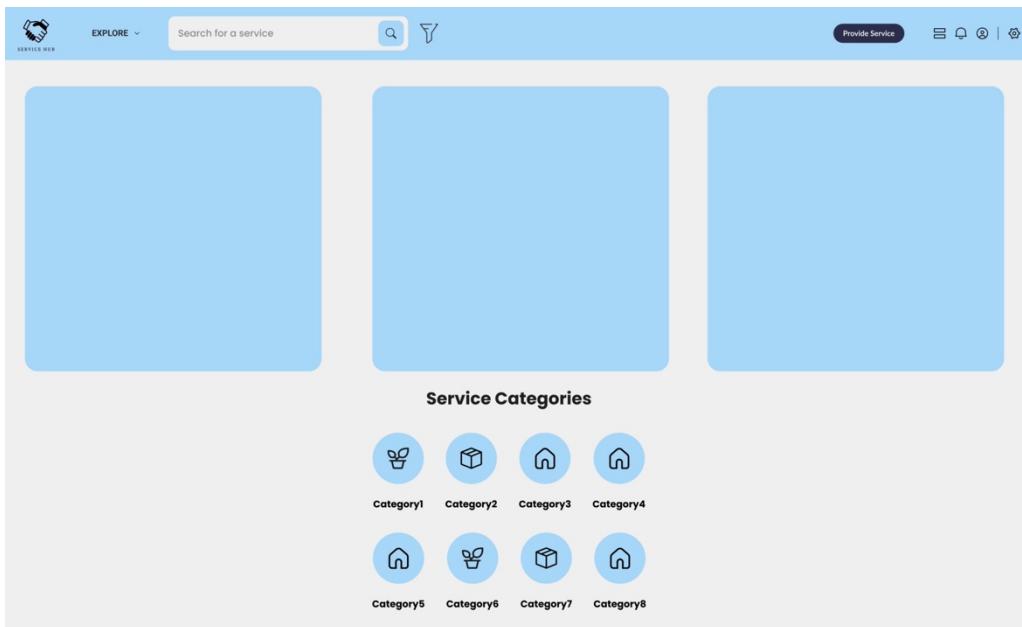


Customer Journey

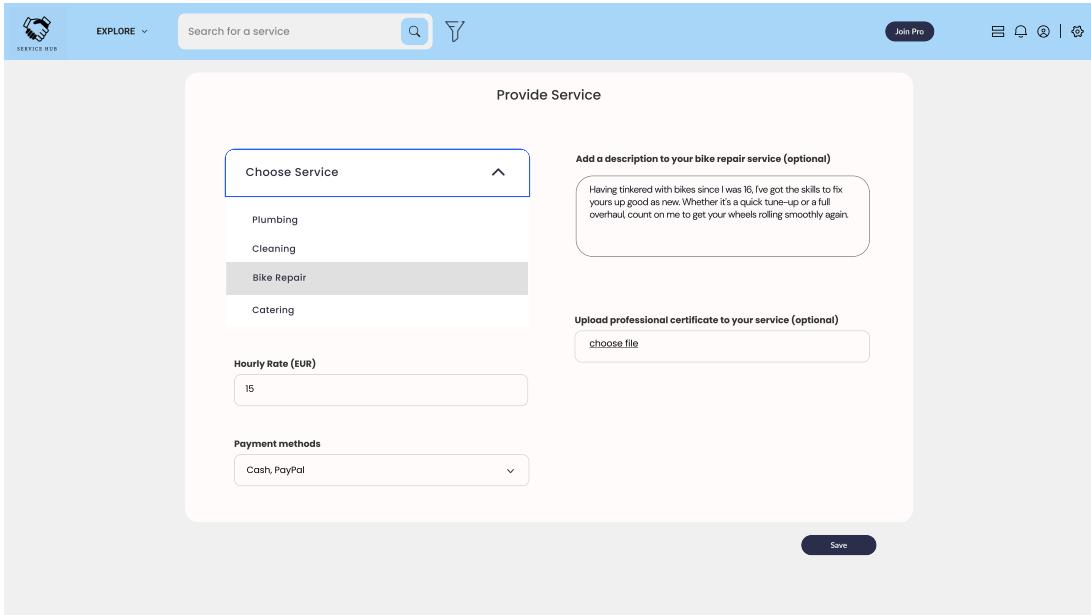
Meet Jason (Persona on page 9), a student from the US who recently moved to Germany to pursue his Bachelors. Upon arrival, Jason quickly realized the importance of having a reliable means of transportation in Munich. He purchased a used bike from Ebay Kleinanzeigen, hoping it would serve him well during his time abroad. However, Jason soon encountered an issue – his bike was in dire need of repair. Having heard about the notoriously high prices of bike repair shops in Munich, Jason was hesitant to seek professional help.

Meanwhile, across town, there's Bob (Persona on page 9). Bob has always had a passion for fixing things, especially bikes. Growing up, he spent countless hours tinkering with bikes in his parents' garage. Being a university student himself, Bob is eager to put his skills to good use and make some extra money on the side. When he heard about Service Hub, a platform where individuals like him can offer their services flexibly around their schedules (Figure 1).

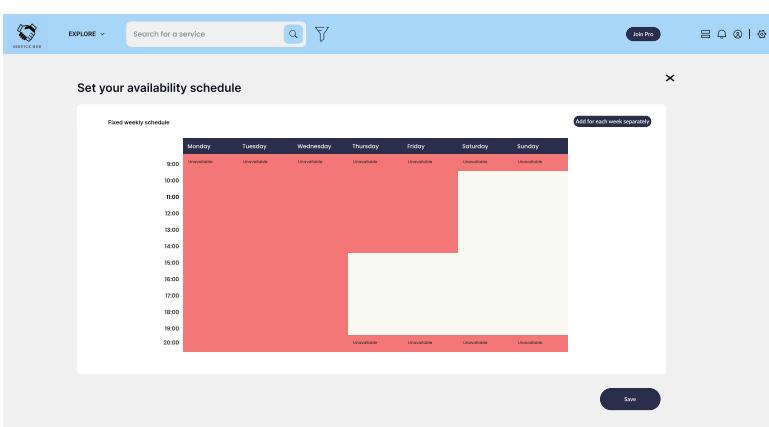


1-Home Screen of Service Hub

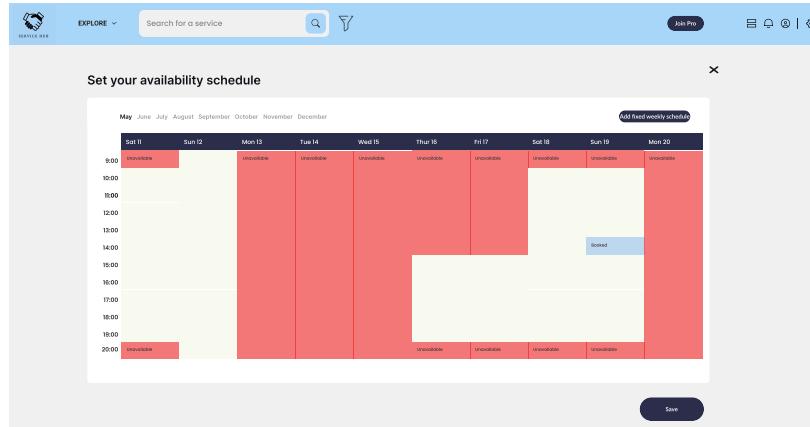
Intrigued by the opportunity to showcase his expertise and help others, Bob decided to register as a service provider on the platform a few months back. Beginning his registration process, he established his account using his email, inputted his first and last name, and created a password. Subsequently, he proceeded to verify his email address. Additionally, he clicked on the "Provide Service" sign displayed on the landing page to upload his service offering onto the platform (Figure 2). This action prompted a form to appear, where he selects the type of service he wanted to offer, i.e. bike repair, specified an hourly wage of EUR 15 and desired payment methods. Further, he is provided with the option to include a description as well as upload a certificate or license further assuring a higher quality standard. He decides to include a description in the hope of attracting more customers but does not have any certificate to upload. Moreover, he selected his fixed weekly available timeslots for offering his services (Figure 3.1). He also has the option to select the timeslot for each week individually (Figure 3.2).



2-Provide Service



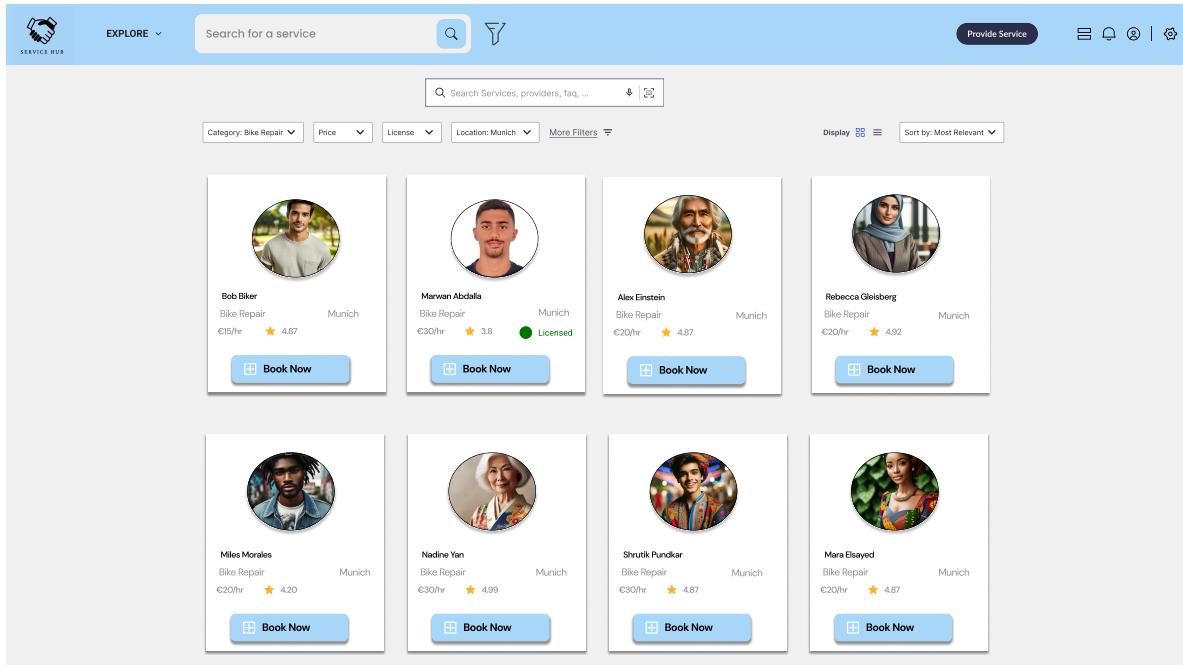
3.1-Select Availability (fixed weekly schedule)



3.2-Select Availability (not fixed, select for each week individually)

Jason, frustrated by the lack of affordable options for bike repair, decides to explore alternatives. That's when he discovers Service Hub. Intrigued by the platform's promise of reliable service providers at reasonable prices, he decides to give it a try. Initiating the registration process, he sets up his account with his email, inputs his first and last name, and creates a password. He then verifies his email address. Jason's motivation is clear – he seeks a cost-effective solution to fix his bike without overspending.

After completing the registration process, Jason eagerly logs into his Service Hub account, excited to find a solution to his bike repair issue. As Jason logs into his newly created account, he is navigated to the homepage (Figure 1), allowing him to use the search bar to look for bike repair services. For that he types relevant keywords such as "bike repair" and "Munich" into the search bar. In addition to the keywords he is able to tap on the filter icon to set a predefined price range and then executes the search. Jason's screen fills with a list of possible service offers, each accompanied by key details such as the provider's name, the licensed tag, their rating, location, and pricing per hour (Figure 4). He clicks on individual service offers to view more details about specific providers.



4-Search Results for Bike Repair in Munich

Swiping through the suggested profiles, he stumbles upon Bob and clicked into his profile page (Figure 5). Impressed by his rating and reasonable prices, he decides to book an appointment with Bob.

5-Bob's Profile Page

Jason first needs to select a timeslot for the service request, which he chooses May 11 at 15:00 (Figure 6.1). Before being able to send out the request, Jason is asked to update his profile as this is his first request. He is thus prompted to input some personal data (Figure 6.2.2). After successfully updating the data, he is led to the final step of reviewing and confirming the booking, with the option to add booking notes for Bob. He leaves the booking notes empty and immediately proceeds to confirm the booking request (Figure 6.3), and then receive a confirmation that his booking is sent and now waiting for the provider Bob to respond (Figure 6.4).

Step 1 of 3
Select time

May

Sat 11	Sun 12	Thur 16	Fri 17	Sat 18	Sun 19	Thur 23	Fri 24	Sat 25	Sun 26	Thur 30	Fri 31
--------	--------	---------	--------	--------	--------	---------	--------	--------	--------	---------	--------

10:00 >
10:30 >
11:00 >
11:30 >
12:30 >
14:30 >
15:00 >
15:30 >
16:00 >
16:30 >

Bob Biker
Munich

Bike Repair EUR 15 per hour

6.1-Step 1: Select Timeslot

Step 2 of 2
Create account or sign in

Sign up with email
Already have an account?
Log in now

Bob Biker
Munich

Sat 11 May 2024 at 15:00
Bike Repair EUR 15 per hour

Step 2 of 3
Please update your profile

BASIC INFO

CANCEL SAVE

FIRST NAME LAST NAME

ADDRESS POSTAL CITY COUNTRY

EMAIL PHONE NUMBER

Bob Biker
Munich

Sat 11 May 2024 at 15:00
Bike Repair EUR 15 per hour

6.2.1-Step 2.1: Sign up / log in first before making appointment. In Jason's case this is not needed since he is already logged in.

6.2.2-Step 2.2: Update profile before the first request

Step 3 of 3
Review and confirm

Notes from the provider
The service provider wants to show the following notes:

Thanks for booking! Here are something I would like you to know:

- please provide a short description of your bike issue, preferably with pictures
- ...
- d
- ...

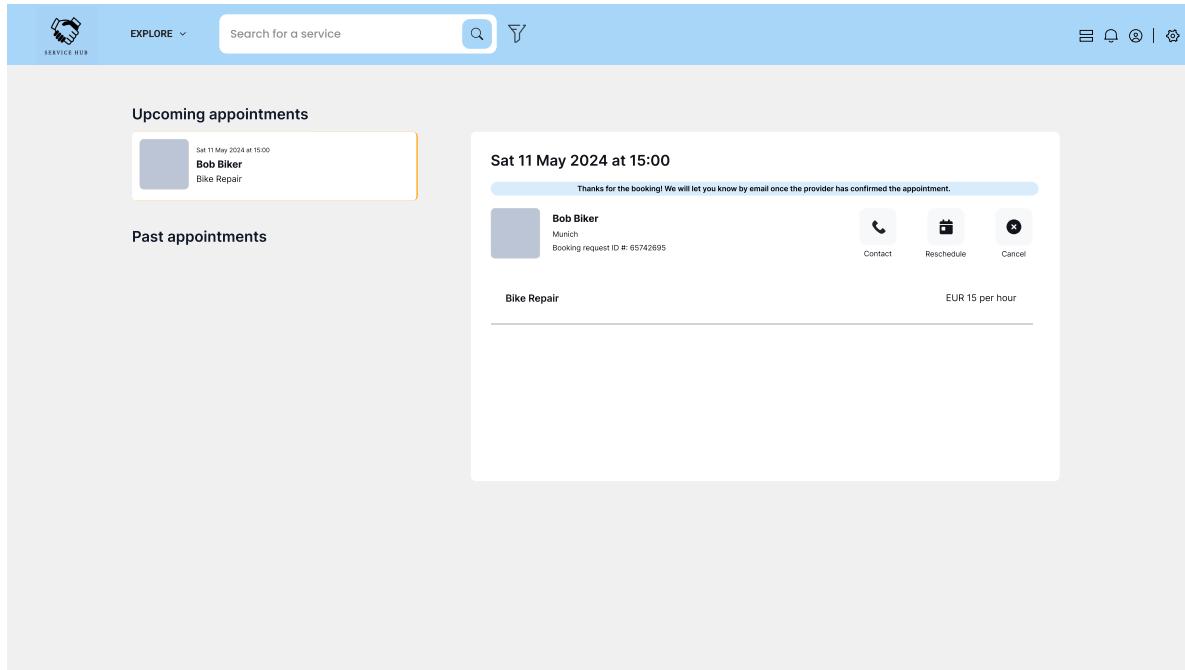
Add booking notes
Include comments or requests about your booking

Bob Biker
Munich

Sat 11 May 2024 at 15:00
Bike Repair EUR 15 per hour

Book now

6.3-Step 3: Review and confirm booking



6.4-Booking request sent and awaiting provider response

Meanwhile, Bob logs into his account to check if he has received any new service requests. When he sees Jason's request in the incoming request list (Figure 7), he views its details and then promptly accepts and leaves the optional comment field empty (Figure 8). As soon as the provider accepts the request, the request automatically turns into a so-called job that the provider has to carry out. If the provider declines the request, no job is created. Bob can also view all his requests in his request history (Figure 9) and all his past jobs in the job history (Figure 10).

This screenshot shows the 'Incoming Requests' section of the Service Hub. It lists a single request from 'Bob Biker' for 'Bike Repair'. The request details are: 'Service description: Bike Repair: Seeking an experienced bike mechanic to fix gear and... Published Date: 08.05.2024'. There is a 'View' button next to the request.

This screenshot shows the 'Request Detail' page for Jason's incoming request. It includes a user profile picture of 'Jason Smith' with a 4.5 rating. The request ID is 65742695 and the appointment time is 'Sat 11 May 2024 at 15:00'. The request description is: 'Bike Repair: Seeking an experienced bike mechanic to fix gear and brake issues on a road bike. Quick service desired.' There is a large text area for 'Your response/comment (optional)' and two buttons at the bottom: 'Accept' and 'Decline'.

7-Incoming Requests

8-Request Detail with Actions (accept or decline)

Both Jason and Bob receive a booking confirmation via email, signaling that the service request has been successfully accepted. Jason is informed that his bike repair appointment is confirmed, while Bob is notified of the upcoming service job. With the service booked, Jason awaits the repair. Meanwhile, Bob gathers his tools and heads over to Jason's location to fix the bike.

Type	Status	Date	
Bike Repair	Pending	08.05.2024	<button>View</button>
Bike Repair	Accepted	03.05.2024	<button>View</button>
Bike Repair	Accepted	02.05.2024	<button>View</button>
Bike Repair	Declined	01.05.2024	<button>View</button>

Request Detail ★ 4.99

Jason Smith

Request ID: 65742695
Service Type: Bike Repair
Appointment Time: Sat 11 May 2024 at 15:00
Service Fee: EUR 15 per hour

Status: Pending

Description:
Bike Repair: Seeking an experienced bike mechanic to fix gear and brake issues on a road bike. Quick service desired.

Accept **Decline**

9-Request History of a provider. Status "pending" means the provider has not yet accept nor decline the request.

After completing the repair, Bob updates the service status on the app by clicking the button “confirm job already carried out” (Figure 10). This confirmation also triggering a confirmation mail for Jason. Following the completion of the service, both Bob and Jason receive an email confirmation of the service completion. Additionally, they are prompted to provide a rating for each other to assist other platform users when viewing profiles (Figure 11 and 12), as well as a rating for the platform itself (Figure 13). Both of them decline these options.

Type	Status	Appointment Date	
Bike Repair	Open	11.05.2024	<button>View</button>
Bike Repair	Completed	04.05.2024	<button>View</button>
Bike Repair	Completed	03.05.2024	<button>View</button>

Job Detail ★ 4.99

Jason Smith

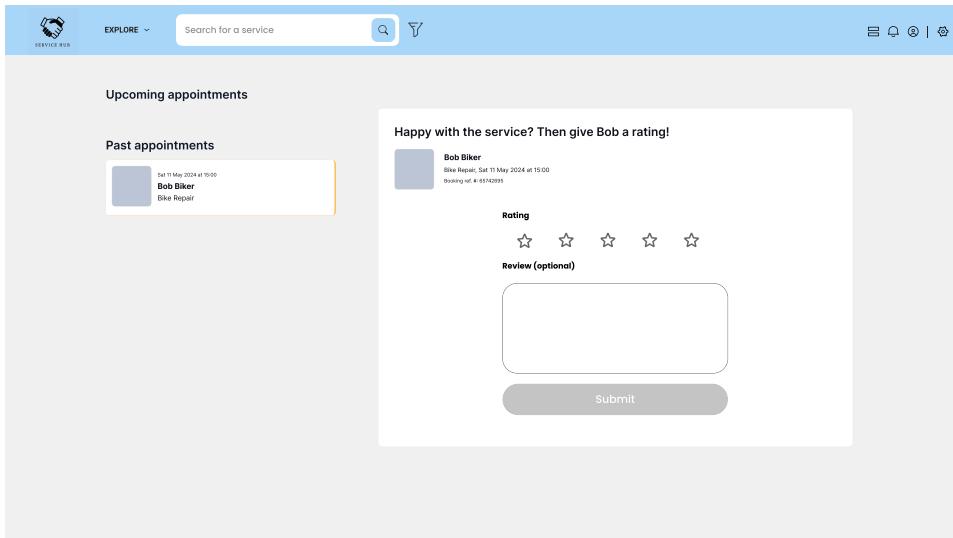
Job ID: 65742695
Service Type: Bike Repair
Appointment Time: Sat 11 May 2024 at 15:00
Service Fee: EUR 15 per hour

Status: Open

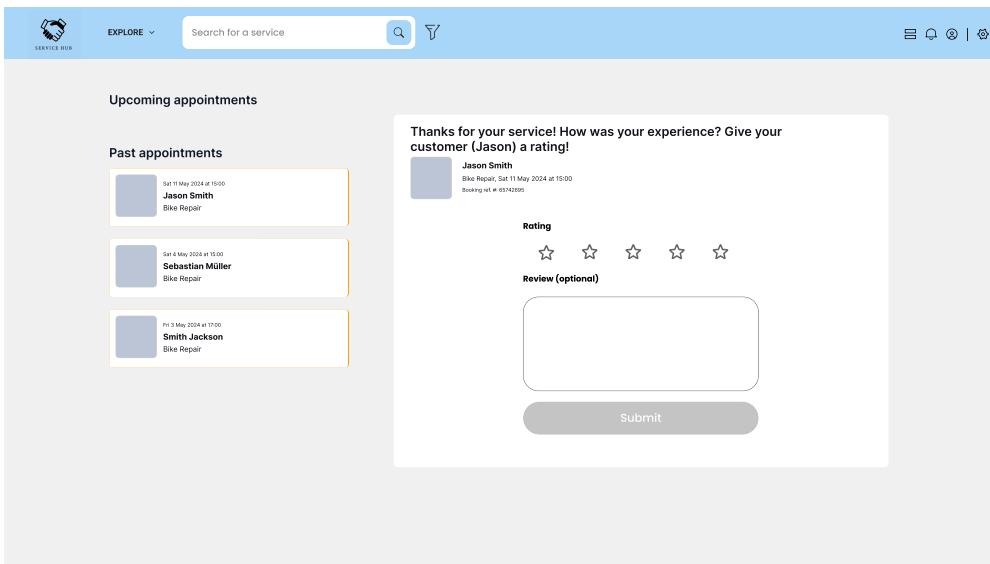
Description:
Bike Repair: Seeking an experienced bike mechanic to fix gear and brake issues on a road bike. Quick service desired.

Confirm job already carried out

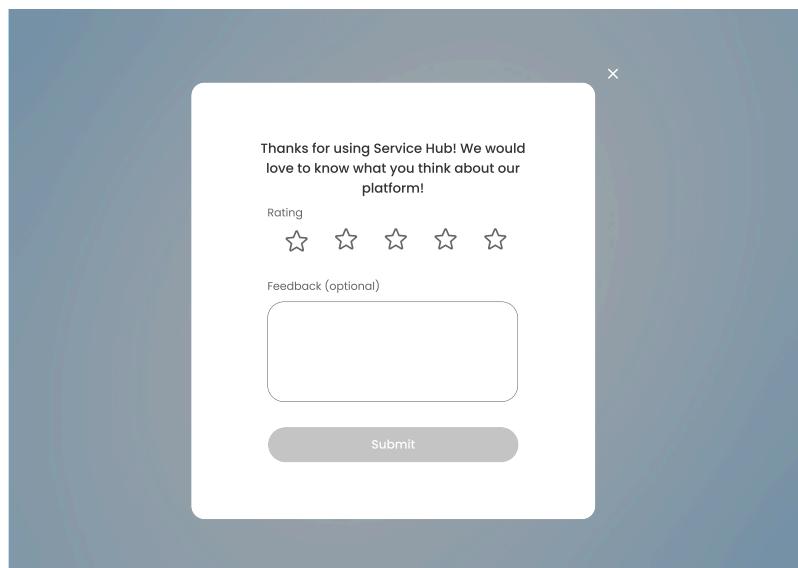
10-Job history of a provider. Status "open" means the job/service is not yet carried out



11-Jason is prompted to give Bob (the service provider) a rating



12-Bob as the service provider is also asked to give his customer Jason a rating



13-Both parties are also asked to provide feedback to the platform

All users can update their profile in their account settings, while the service providers have an additional part of "Service Provider Settings" (Figure 14)

The screenshot shows the 'Account' section of the Service Provider Settings. It includes a 'Public Profile' section with a placeholder image, 'Update' and 'Remove' buttons, and an ID field ('ID: abc3u2is'). Below this are fields for 'Legal name' (Bob Biker), 'Email address' (bobbiker@gmail.com), 'Phone numbers' (+49 151 **** 4478), 'Address' (Examplestr. 201, 80901 Munich), and a 'Displayed Message' (Having worked with bikes since I was 10, I've got the skills to fix yours up good as new. Whether it's a quick tune-up or a full overhaul, count on me to get your wheels rolling smoothly again.). The 'Service Provider Settings' section contains 'Provided Services' (Bike Repair) and a 'Professional Certificate' (Not provided) with an 'Upload' button.

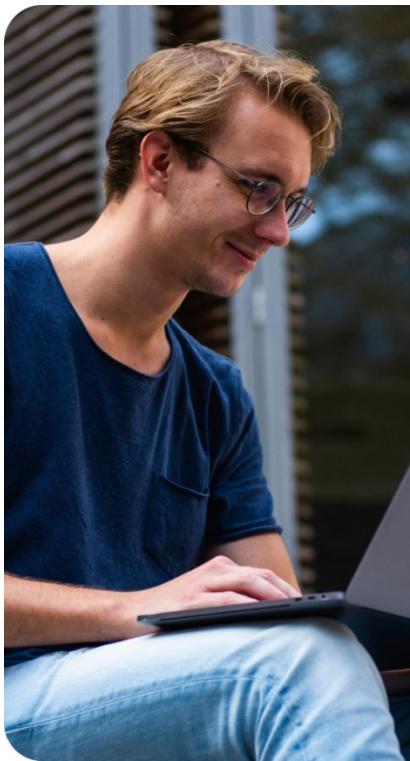
14-User Account Settings

Service providers like Bob also have the option to join Pro, which enables providers to get more exposure by having their service posts placed at the top of the search results (Figure 15).

The screenshot displays an advertisement for 'Pro' membership. It features a large image of a smiling man in a blue jumpsuit working on a kitchen sink. The text 'Take your craft to the next level' is prominently displayed. Below the image, it says '50+ Testimonials' and '400+ Pro Customers'. A call-to-action button 'Activate Pro' is shown. Two customer reviews are listed: one from 'Mattias Gleisberg' (5 stars, 'Absolutely worth it') and another from 'Michelle Jackson' (5 stars, 'Awesome Service!'). Both reviews mention a 40% increase in inquiries after joining Pro.

15-upgrade to Pro

Personas



Jason Smith

Age: 21 Occupation: Student
Status: Single Location: Munich

Background

Jason Smith is a 21-year-old student who just came to Munich to start his studies. He is trying to balance his studies with the demands of daily life on a tight budget. As an active and environmentally conscious individual, he relies on her bicycle for daily commuting. Jason is proactive and likes to maintain a healthy, sustainable lifestyle, which includes using eco-friendly transportation.

Goals

Getting his bike fixed at reasonable cost

Frustration

He is not familiar with any bike repair-shops, has limited financial resources

Skills



Bob Biker

Age: 25 Occupation: Student
Status: Single Location: Munich

Background

Bob Biker is a 25-year-old student living in Munich. He wants to enhance his financial stability without the commitment of a traditional part-time job. Bob's academic and personal experiences have equipped him with a unique set of skills like fixing bikes.

Goals

Finish masters, make money on the side with little commitment and using existing skills

Frustration

Does not want to have a set part-time job, is short on money, does not know where to offer his services

Skills



UML Class Diagram for Conceptual Data Model

