



# THE EXPERT

**SAVE YOUR TIME AND MONEY**

# USER PERSONA

## Jennifer - Elementary Teacher



Jennifer is a 34-year-old married with 2 kids, living in Cupertino, US

Jennifer lives a busy life & is often on the go

She is Elementary Teacher in Cupertino school district. As a teacher, she feels like it is important to stay informed



- **Goals & needs**
- As an active person on the go needs a way to access a service in a quick & efficient manner
- “I need something that’s super easy to use because I end up deleting complex apps—I just don’t have time to figure that stuff out”
- Mostly need help with Medical/ health Household Repairs, & Electronics
- **Motivation**
- When Stuck in a problem & could not figure out a way
- Sometimes want to try different DIY projects
- And also want to learn things & expand her knowledge which helps her to make The right decision
- **Frustration**
- Having to jump through a lot of hoops to get something completely frustrate her
- Want a single resource with which she can find reliable information
- The design is important to her. The app should have a trendy and modern design or she won’t be a big fan of using it

### Jennifer’s Activities

- Loves watching a good movie at home with her partner
- She loves to spend time with her kids
- She is health conscious. She exercises 30/40 min daily

### Jennifer's Device & Internet Usages



“Instead of spending hours in search of a reliable solution, I wish I could utilize this time doing other quality work”



# USER PERSONA

## Phil - Retired Electrician



Phil is a 60-year-old man living in Oklahoma. His main income comes from the rent of his 4 apartments

“Honestly speaking, I have years of experience in the field of repair & electronics. I would like to be an expert”

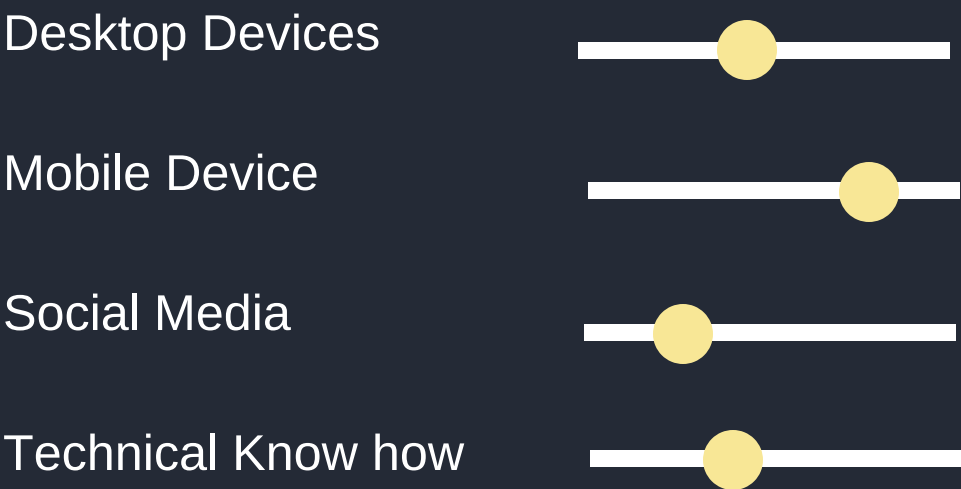


- **Goals & needs**
  - “I need something that’s super easy to use because I end up deleting complex apps”
  - Wants the application to keep him motivated and engaged
  - Needs a platform where he can share his expertise skill
- **Motivation**
  - Likes to share his skills & expertise which make him feel proud
  - And also earn some quick cash
  - Need quick help with Health/ Medical related issues(at a low price)
- **Frustration**
  - “Make sure the app is fast. Slow apps always make me wonder if they’re broken or just bad”
  - Get confused with complex apps & frustrated with misleading links

### Phil’s Activities

- Phil love to spend time with his wife & old friends. & love to meet new people
- He likes to write blogs
- He loves to travel and enjoy his retired life
- Call/ video call his son & grandson on a weekly basis

### Phil's Device & Internet Usages



# USER JOURNEY MAP





**Jeniffer Elementary Teacher**  
**Age 34**

Jennifer needs help to file her tax return & need advice on how to manage her finance.

## PHASE

Find an expert

Have video call with Finance expert

Pay for service

## TASKS

- Select 'Finance' category
- Choose expert based on rating, review & price

- Message a brief question & book an appointment for video call
- Make a video call with video calling apps

- Enter Credit card details
- Complete Transaction

## THOUGHTS

Choosing an expert will be helpful if the app shows a list of highly recommended "Best Expert"

Availability of expert according to my schedule

Worried about security. Hope they support multiple merchant

## EMOTIONS

Satisfaction

Excitement

Worried

## OPPORTUNITY

- >> Allow users to rate & write a review
- >> Promote **Best Expert**

- >> Provide service 24/7
- >> Support text message, video call & calendar feature

- >> Integration with stripe



**Phil - Retired Electrician**  
**Age 60**

Phil wants to create his account as an Adviser in his area of interest, so the user seeking for advice can contact him.

## PHASE

Create Profile

Create portfolio for viewers

Submit & Approval

Publish

## TASKS

- Upload profile picture & general info
- Upload Credentials of expertise
- Add contact details
- Add Paypal accounts details

- Add general information & display level of expertise
- Select the category based on the area of service he wants to provide.
- Decide the fees/charges

- Submit a portfolio for review
- Wait for approval

- After approval publish the portfolio

## THOUGHTS

I should share the knowledge I have.

Have to convince users to choose me as there expert

Looking forward to try this new service

## EMOTIONS

Excitement

Excitement

Nervous

Happy

## OPPORTUNITY

>> Nice layout with explicit instruction will make this task easier

>> Limited information in a more standardized form for easier overview

>> An expert would need to pay a service fee  
>> Portfolios will be hand-picked, so approval needed before publishing  
>> A phone interview with an expert might be necessary before approval



# TASK ANALYSIS AND USER FLOW





Jennifer needs help to file her tax return & need advice on how to manage her finance.

Entry Point - Open the app

Success Criteria- When she will make a call to an expert

“As a career woman, I need advice on how to manage my finance So I can save some money.”

Jennifer 34, Elementary  
Teacher

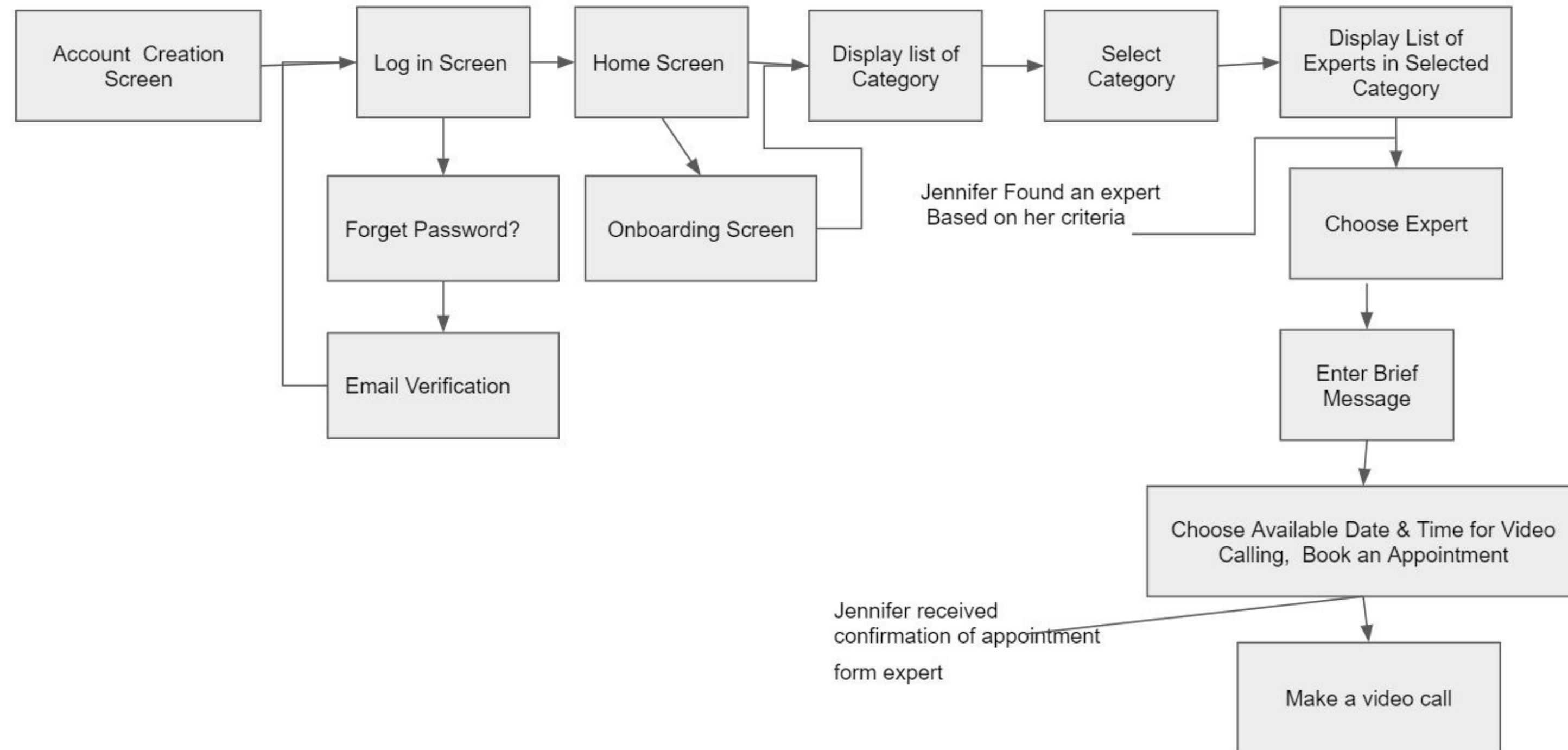
- Jennifer has been prompted to begin the task because she wants to manage her finance & save some money.
- Jennifer will know her task is finished when she gets advice from an expert on how to manage her finances.
- Jennifer knows how to do video/ audio call.
- She needs to know what categories and experts are available and how to find them.

## • **TASK FLOW**

- Make an account with the app (entry point)
- Log into the app
- Select Category
- Select Expert
- Send brief Message
- Book an appointment
- Make a video call on selected date & time (success criteria)



# User Flow - Contact to an expert





Jennifer 34, Elementary  
Teacher

After an appointment, Jennifer wants to save the expert to her list for quick access.

“As a user, I need to save/ bookmark the contact of the expert I like, So I can easily access them whenever I need.”

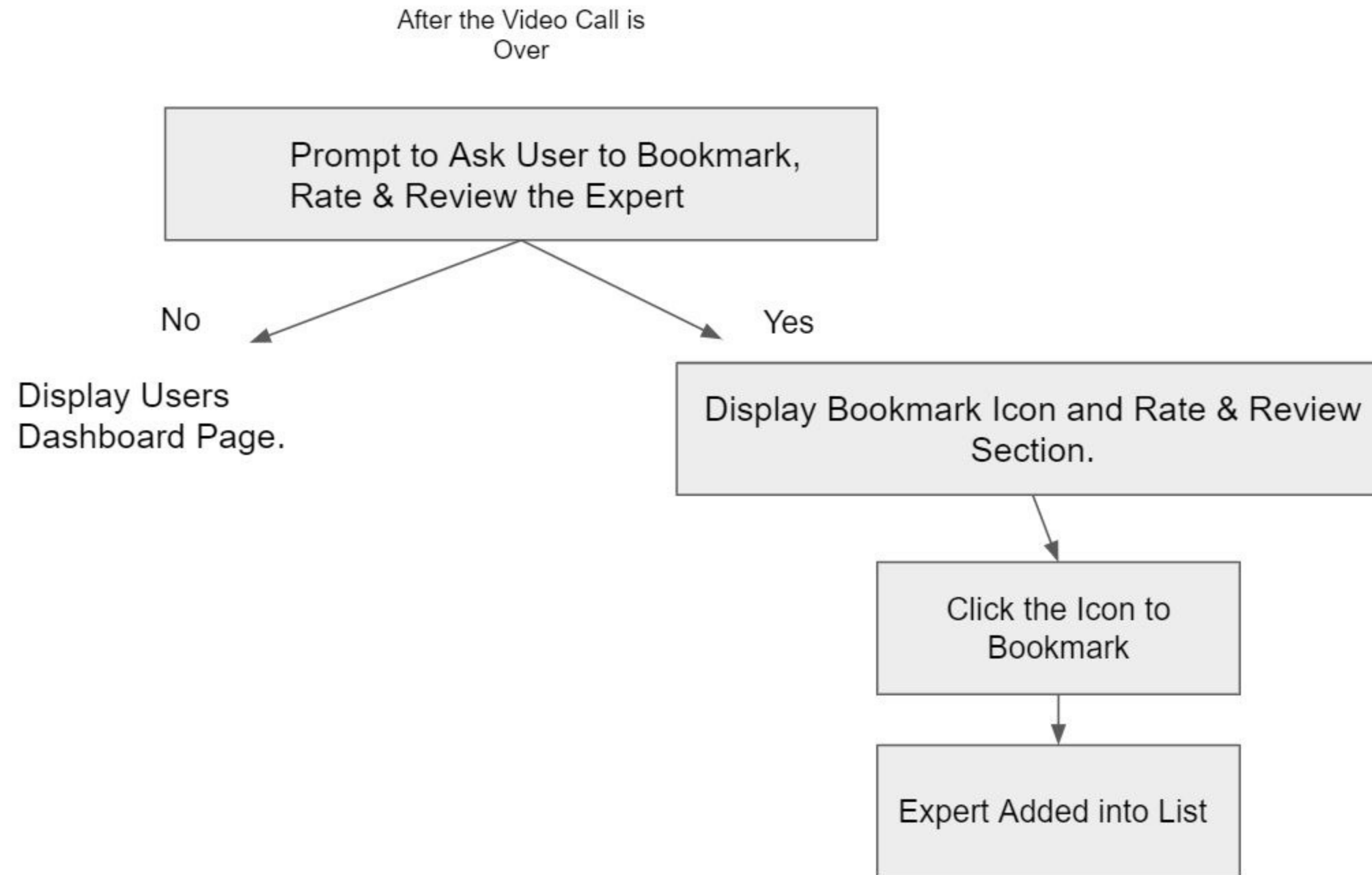
Entry Point - After audio/video call is over.  
Success criteria - When she will add the expert to her expert's list.

- Jennifer has been prompted to begin the task because she wants to save the contact information of the expert.
- Jennifer will know her task is finished when she successfully adds an expert to her list.
- Jennifer knows how to use app.
- She also needs to know she can view all her experts list from her history log.

- **TASK FLOW**

- After completion on video/ audio call
- Prompt to ask the user to bookmark, rate & review the expert
- Click the bookmark icon
- Expert is added into experts list

## User Flow - Add expert into "your list of experts"





Phil - Retired Electrician  
Age 60

Phil wants to create his account as an Advisor in his area of interest, so the user seeking for advice can contact him.

Entry Point - Open the app  
Success criteria - When his account will be Published

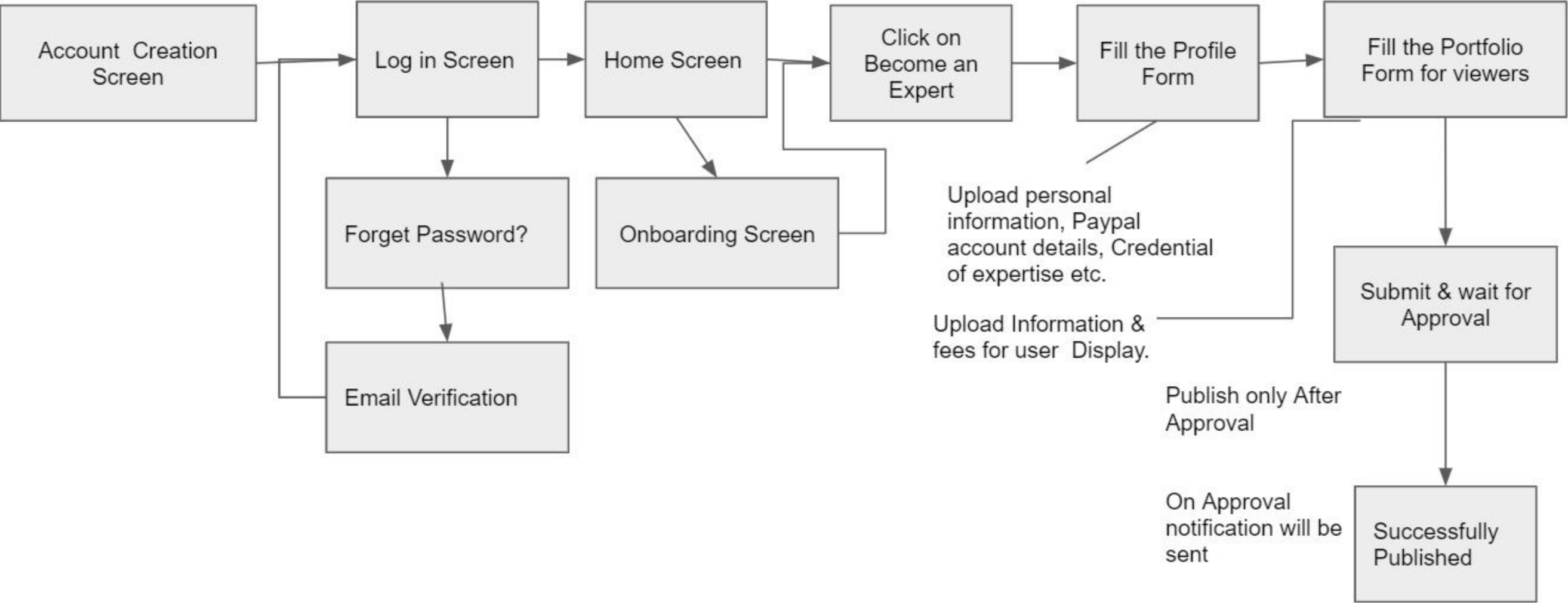
“As a retired experienced electrician, I want to become an expert, So can share my expertise to keep myself busy & earn some quick cash.”

- Phil has been prompted to begin the task because he has to keep himself busy & earn some quick money.
- Phil will know his task is finished when his profile will be approved as a verified expert.
- Phil knows how to do video/ audio call.

## TASK FLOW

- Make an account with the app (entry point)
- Log into the app
- Create Profile
- Create Portfolio
- Submit & Approval
- Publish(Success criteria)

# User Flow - Create an account to become an expert





# Mobile First Design





Function	Content Mobile	Content Tablet	Content Desktop	Persona	Notes
Onboarding/How to Use the app  Video	Text/Image /Video	Text/Image /Video	Text/Image /Video	All	Video Tutorial will help all new users to learn how to use the app.
Login/Signup	Text	Text	Text	All	All user have an account to make the app more personalized.
Home	Text/Icon	Text/Icon	Text/Icon	All	Landing page where users can navigate to a variety of pages
Search	Text/Icon	Text/Icon	Text/Icon	All	Offers users a way to find content
Chat/ Message	Text/Icon	Text/Icon	Text/Icon	All	Users can chat or send messages to expert.
Audio/Video Call	Icon	Icon	Icon	All	User can talk & chat face to face with expert
Profile	Text/Images/Video	Text/Images/Video	Text/Images/Video	Phil /users who want to become an expert	Phil needs to build an informative profile to get users to request help

Function	Content Mobile	Content Tablet	Content Desktop	Persona	Notes
Payments	Text/Icons	Text/Icons	Text/Icons	All	All Users will pay experts for exclusive content, video chat time and other services offered by the experts. Payment methods will be set up in user Profile.
Calendar	Text/Icon	Text/Icon	Text/Icon	All	Users need to be able to see when experts are available to connect
Uploads	Text/Image/Video	Text/Image/Video	Text/Image/Video	All	Need a way to deliver content per user request
Settings	Text/Icon	Text/Icon	Text/Icon	All	To make the app customized & personalized.
Notification	Text/Icon	Text/Icon	Text/Icon	All	Help user to notify/ remind of any app related activity
Favorite	Icon	Icon	Icon	All	The user can save the content for future reference

Function	Content Mobile	Content Tablet	Content Desktop	Persona	Notes
Post	Text/Images/Video	Text/Images/Video	Text/Images/Video	Phil /users who wants to become expert	Phil should be able to share quick tips and other information on his profile to keep users coming back to request information in further detail.
Rate/ Review	Text/Icons	Text/Icons	Text/Icons	All	Users need a way to rate & write about their experience with expert,which will help other users.
Help	Text /CTA button	Text/CTA button	Text /CTA button	All	Users need a way to review FAQ's or get help with system issues
Comments	Text/Icon	Text/Icon	Text/Icon	All	Users can discuss/write a comment under experts post.
History log	Text/Icon	Text/Icon	Text/Icon	All	Offers users a way to check their past activities
Bookmark Expert	Icon	Icon	Icon	All	Users need a way to save the expert they like for quick access whenever they need