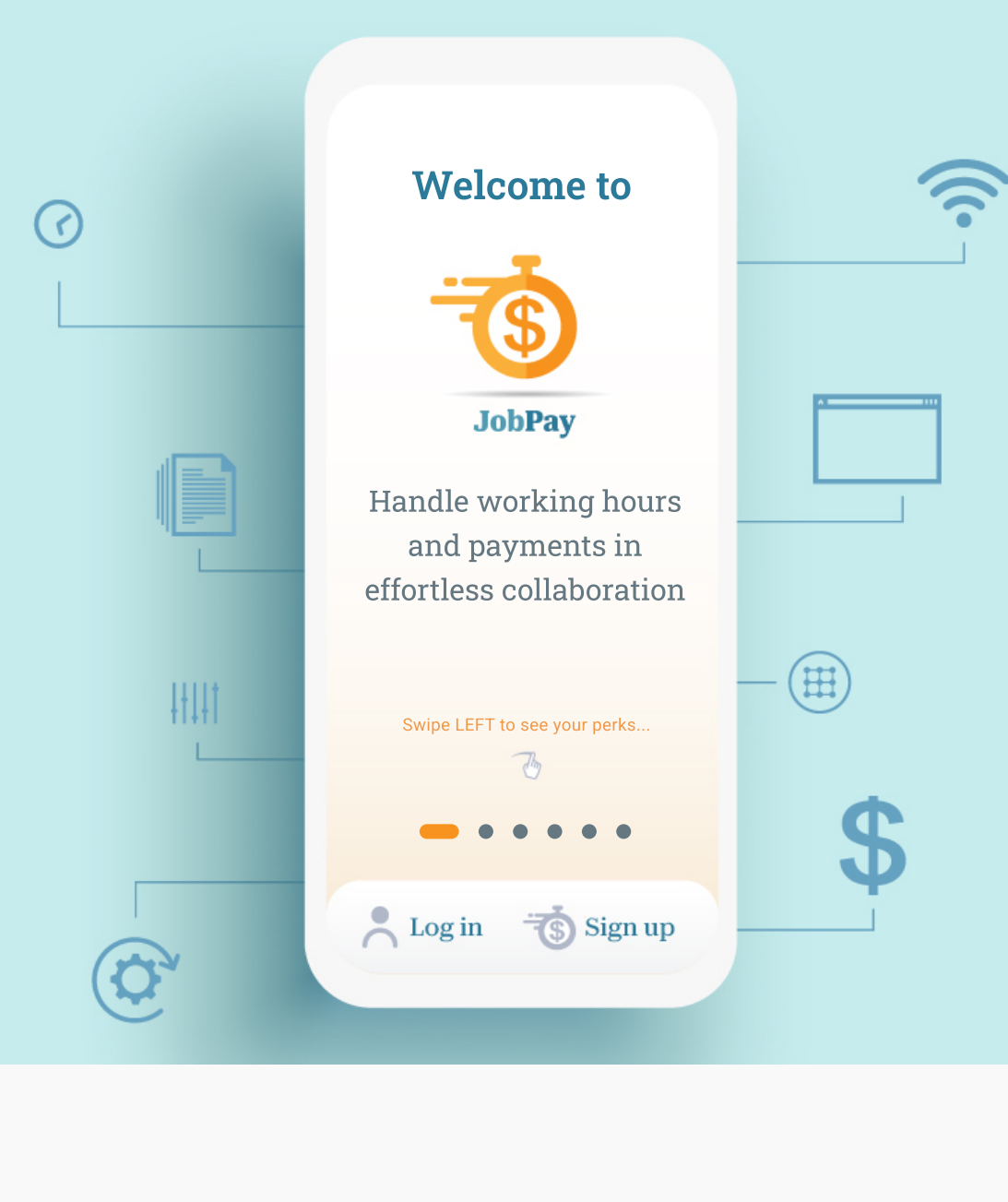


Handle working




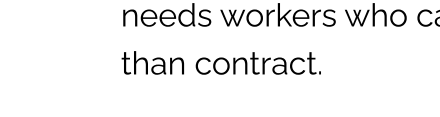
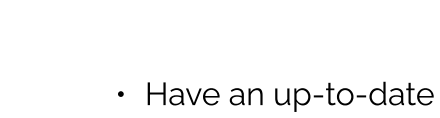

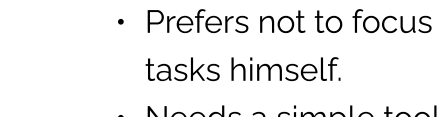
Handle working

JobPay is a mobile money/time management

freelancers and business owners. Both can track multiple projects and payments with ease in separate user flows while keeping each other constantly informed on updates and deadlines.



Freelancer, Web Designer

	Age: 24 Work: Freelancer Family: Single, no kids Location: Fresno, California	
Bio: Kelly recently graduated and wants to save up money through freelancer jobs before getting serious about her career. Started working with Tom toward this goal.		
Goals:	<ul style="list-style-type: none"> • Work for herself and save money • Pay off student loans • Learn how to run a business 	
Frustrations:	<ul style="list-style-type: none"> • New to freelancing and is used to flexible hours. • Fears complex legal paperwork and tax forms. • Worries that she isn't charging enough for services. • Worries that her clients might not like what she makes for them. 	
		Age: 62 Work: Owner, Stewart HVAC Family: Married, 3 kids Location: Fresno, California
		
		

STYLE GUIDE

Mobile apps require strong intent behind style guide choices. Many of the capitalization, punctuation, and style rules took smaller screens into consideration, making sure text stays on a certain length/character count or be colored a specific way to stand out better.

Voice & Tone

It was hugely

consent for the app solely require more direct user engagement, and a conversational, assuring dialogue was used for their user flows. Meanwhile, business owners, who would only need to check the app on occasion, were addressed through formal, direct statements.

Terminology

content testing

'Call to Action' varies depending on if you're a freelancer or business owner.

<p>When writing the user story, you should:</p> <ul style="list-style-type: none"> Make user personas or avatars with a backstory – This is a technique used by product managers to understand how their users think and behave. It's a way to put a face to the user story and to understand the user's needs and desires. Be specific – The user story should be specific enough to understand what the user is trying to do. Be measurable – The user story should be measurable so that you can track progress and know when it's done. Be valuable – The user story should be valuable to the user and to the business. Be testable – The user story should be testable so that you can verify that it's been completed. Be collaborative – The user story should be collaborative so that you can work with the user and the team to create it. Be iterative – The user story should be iterative so that you can refine it as you learn more about the user and the business. Be prioritized – The user story should be prioritized so that you can focus on the most important ones first. Be clear – The user story should be clear so that everyone on the team can understand it. Be concise – The user story should be concise so that it's easy to read and understand. Be actionable – The user story should be actionable so that you can take steps to complete it. Be realistic – The user story should be realistic so that it's achievable within the given constraints. Be relevant – The user story should be relevant to the current project and the user's needs. Be unique – The user story should be unique so that it's not a duplicate of another story. Be complete – The user story should be complete so that it contains all the necessary information. Be consistent – The user story should be consistent with other stories in the backlog. Be transparent – The user story should be transparent so that everyone can see it and understand it. Be visible – The user story should be visible so that it's easy to find and access. Be accessible – The user story should be accessible so that everyone can use it. Be secure – The user story should be secure so that it's protected from unauthorized access. Be reliable – The user story should be reliable so that it's accurate and trustworthy. Be available – The user story should be available so that it's easy to find and use. Be usable – The user story should be usable so that it's easy to understand and act on. Be learnable – The user story should be learnable so that you can learn from it. Be enjoyable – The user story should be enjoyable so that it's fun to read and write. Be motivating – The user story should be motivating so that it encourages action. Be inspiring – The user story should be inspiring so that it sparks ideas and creativity. Be empowering – The user story should be empowering so that it gives the user a sense of control. Be enabling – The user story should be enabling so that it provides the user with the tools and resources they need. Be supporting – The user story should be supporting so that it helps the user achieve their goals. Be facilitating – The user story should be facilitating so that it makes it easier for the user to do something. Be simplifying – The user story should be simplifying so that it reduces complexity and makes things easier. Be clarifying – The user story should be clarifying so that it explains things and removes confusion. Be defining – The user story should be defining so that it sets clear expectations and boundaries. Be structuring – The user story should be structuring so that it organizes information and makes it easier to understand. Be organizing – The user story should be organizing so that it puts things in order and makes them easier to manage. Be managing – The user story should be managing so that it helps the user stay on top of things and keep track of progress. Be controlling – The user story should be controlling so that it helps the user manage their time and resources. Be coordinating – The user story should be coordinating so that it helps the user work with others and collaborate. Be communicating – The user story should be communicating so that it helps the user share information and ideas. Be connecting – The user story should be connecting so that it helps the user build relationships and networks. Be collaborating – The user story should be collaborating so that it helps the user work together and achieve common goals. Be cooperating – The user story should be cooperating so that it helps the user work with others and support each other. Be assisting – The user story should be assisting so that it helps the user with tasks and problems. 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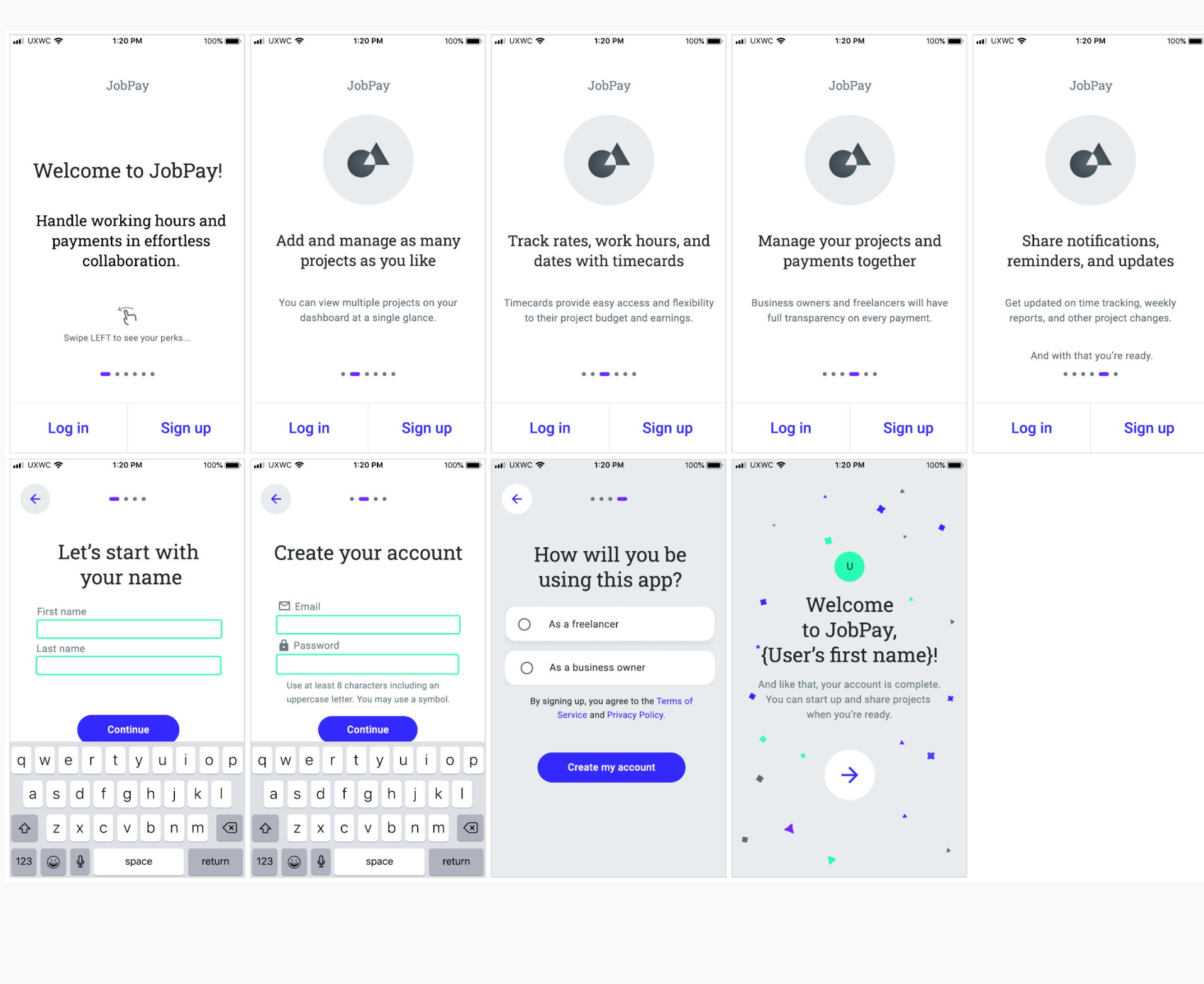
LOW-EIDEL

KEY WIREFRAME

The most care and total hours were spent on keeping terms consistent, headings with

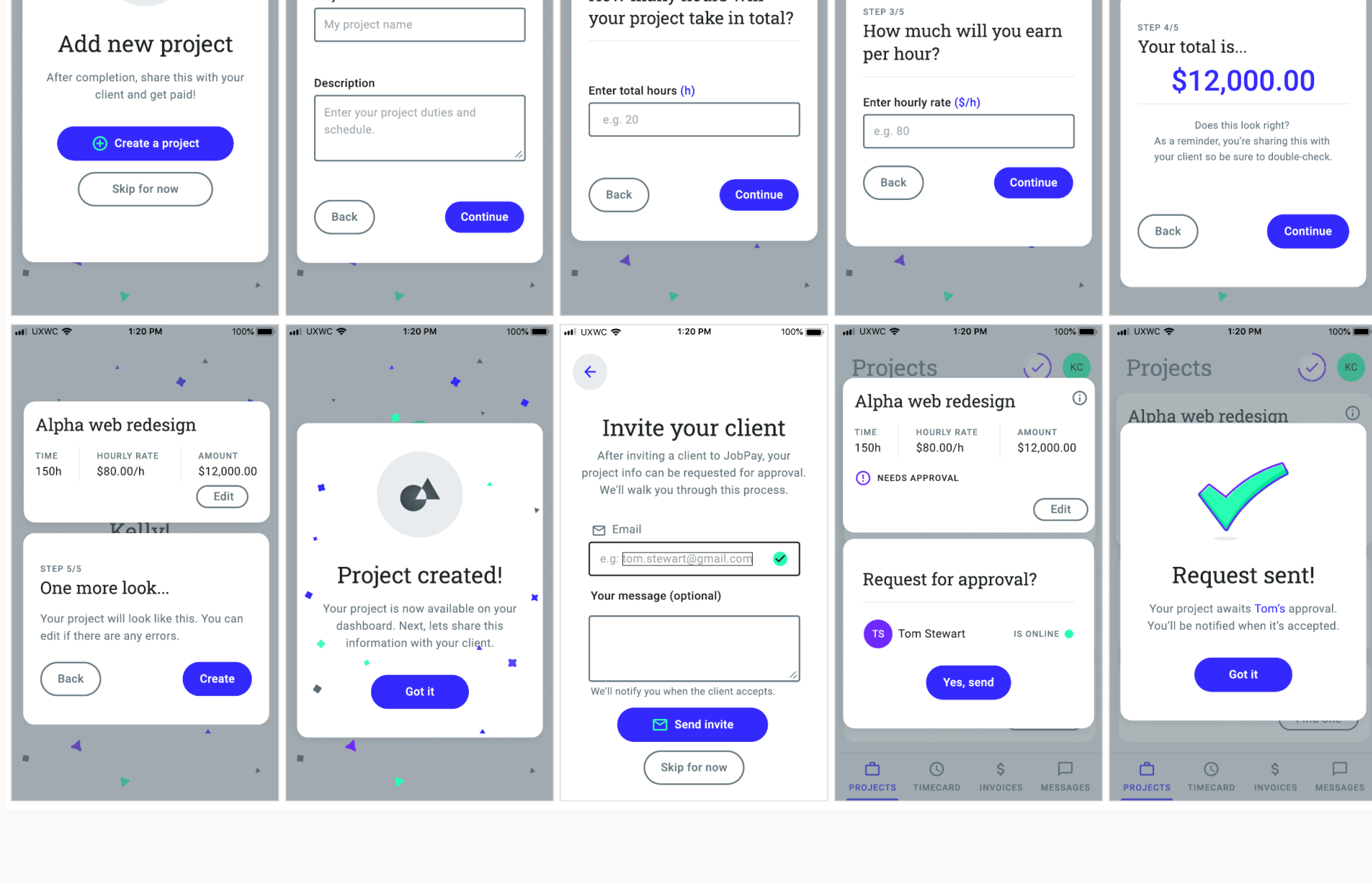
Outstanding Flowers

Onboarding, unlike most of the app, is seen by both users and thus the tone is more neutral. I carefully avoided centering the app's benefits toward one side or the other.

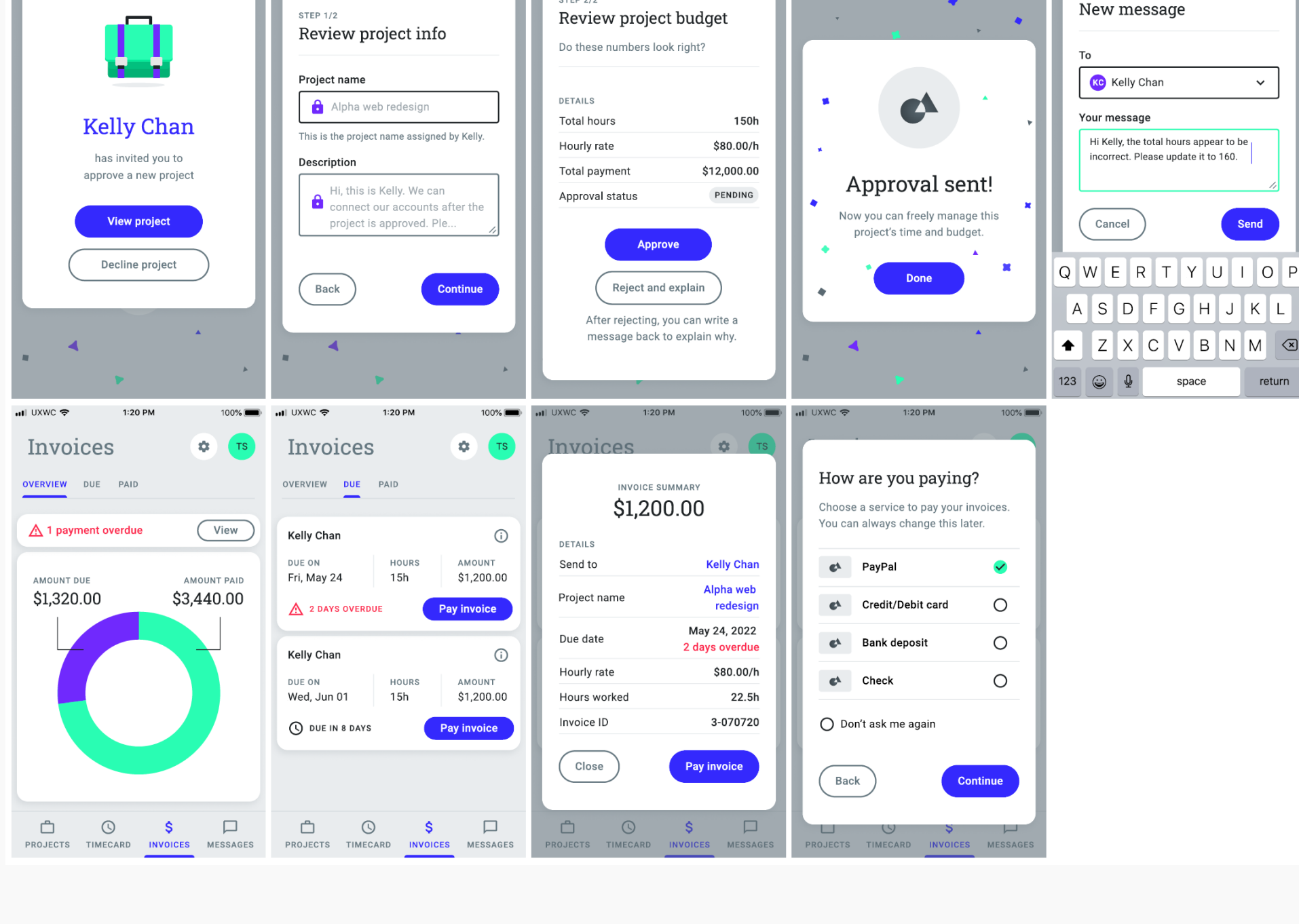



comfort through

The figure displays four sequential screenshots of a mobile application interface, illustrating the development of the 'Project info' screen. The first screenshot shows a loading spinner. The second screenshot shows the title 'STEP 1/3 Project info'. The third screenshot shows the title 'Project: Alpha web redesign' and a progress bar. The fourth screenshot shows the title 'Project: Alpha web redesign' and 'Total hours: 150h'.

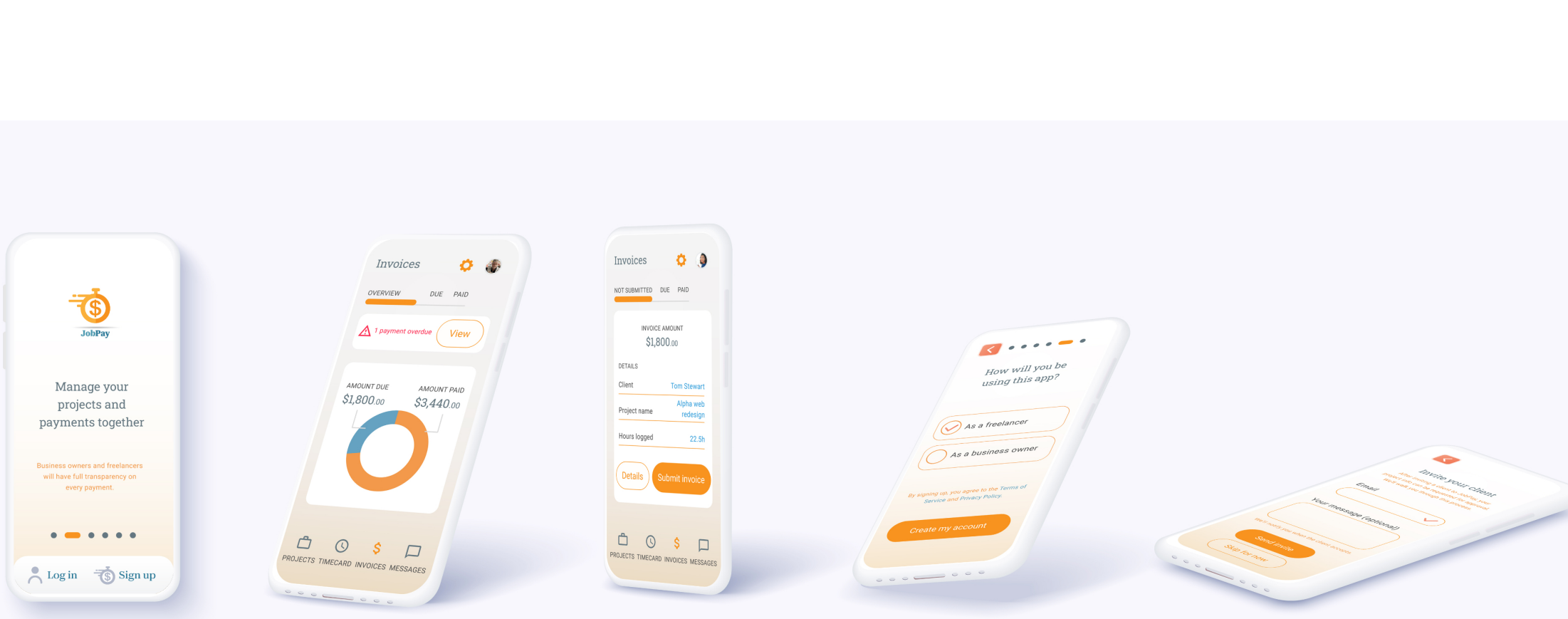


Business owners only
formal and direct make



HIGH-FIDELITY COMPS

Collaborated with a UI Designer to create a high-fidelity copy of the final project. A new logo and color palette was adapted into the design with only minor



THANK YOU