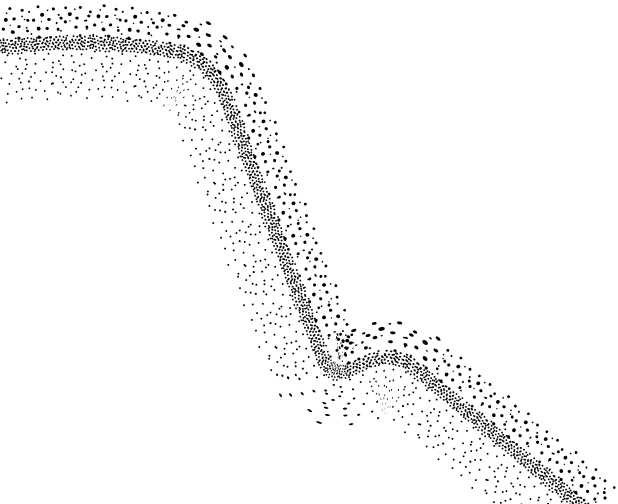


# Hand(e)

Trade your skills with  
other **professionals**



**So what's  
the deal  
with money  
and why do  
people value  
it so much?**

The desire to create something that is not driven  
by money and those who have it. A tool for  
the hustler who wants to put themselves out  
there professionally and create a network with  
substance to it. An ideology centred around the  
idea and importance of community

the inspiration

# Ideas

# everywhere



# started to **form & flow**

Must

- + Post trades
- + Find other collaborators
- + Interact with other collaborators
- + Thorough user profiles
- + Contact users
- + Search function
- + Clear interactive elements (like, share, etc.)
- + Tags (where indicated to facilitate search functionality)
- + Privacy policy & features

should

- + Place to display projects
- + Testimonials
- + What skills are trending
- + Collaborator ratings
- + Search by category
- + Authenticate users' skills (upload resume and report misuse)
- + A user's availability visible on profile and a page dedicated to app's community guidelines (user's recommendation)
- + FAQs page

won't

- + Pro-bono options
- + Suggest alternative trades
- + App feedback forum
- + Featured collaborators (home page)
- + Featured Handel projects that have been completed (home page)

- + Industry news
- + Share permanent job ads

could

# testing feedback

likes

- + Clean layout.
- + Cool, conversational tone.

criticisms

- + Was not always sure whether form elements were optional or not.
- + Wanted to know and see more about the app before signing up.
- + Five principles listed as items, not in a paragraph – not as easily identified as being five things.
- + Some icons were at times unclear.
- + User did not always follow breadcrumbs largely due to design (sign up form steps).

- + How does one know other collaborators are truly who they say they are?
- + Are the community guidelines the five principles – unclear.
- + Is there a limit to the skills one can add (sign up process)?

- + Add one colour to be more identifiable.
- + Both parties rate one another.
- + Make hand and principles a more prominent feature and something to refer back to.
- + Rate others using fingers.
- + Add a user's availability to profile.

questions

ideas

# conclusion

What I perceived to be obvious hints and clues insofar as the user's journey seemed to be much more complex. It can be deduced that a user brings a certain amount of previous interactions and connotations with them when interacting any given journey, whether buying a car or choosing your Nando's flavor. The individual user's behaviour is far more tricky than anticipated, but their feedback no less significant. UX and UI stretch beyond the technological realm and are integrated in some of our most basic decision-making. Feedback is the foundation of any successful product or service, but at some point, the 'good-enough' principle surely applies. Now what? The UX/UI designer's work is never done.

Thanks. Stay tuned.