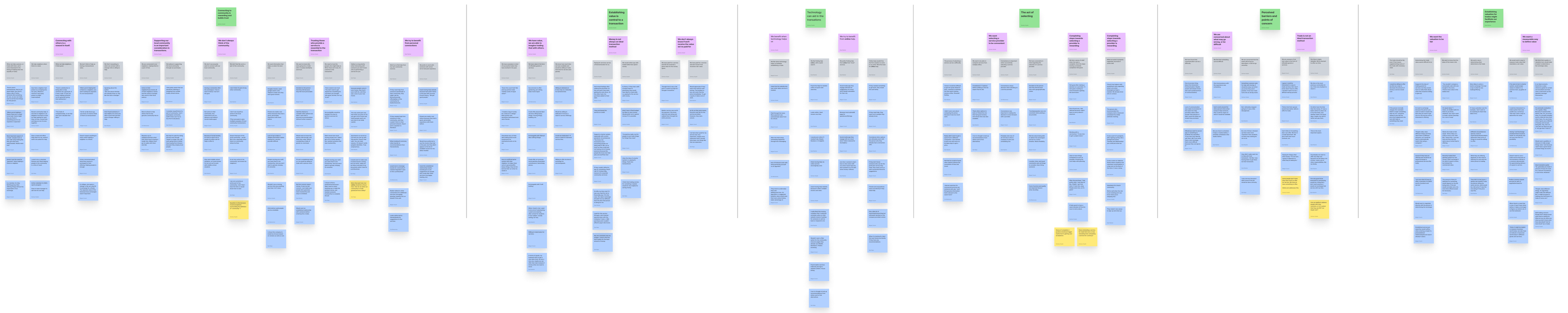


Week Two

Affinity Mapping reveals user Assumptions that guide all product decisions.



User Assumptions: People in our target group want to establish trust before trading with others.

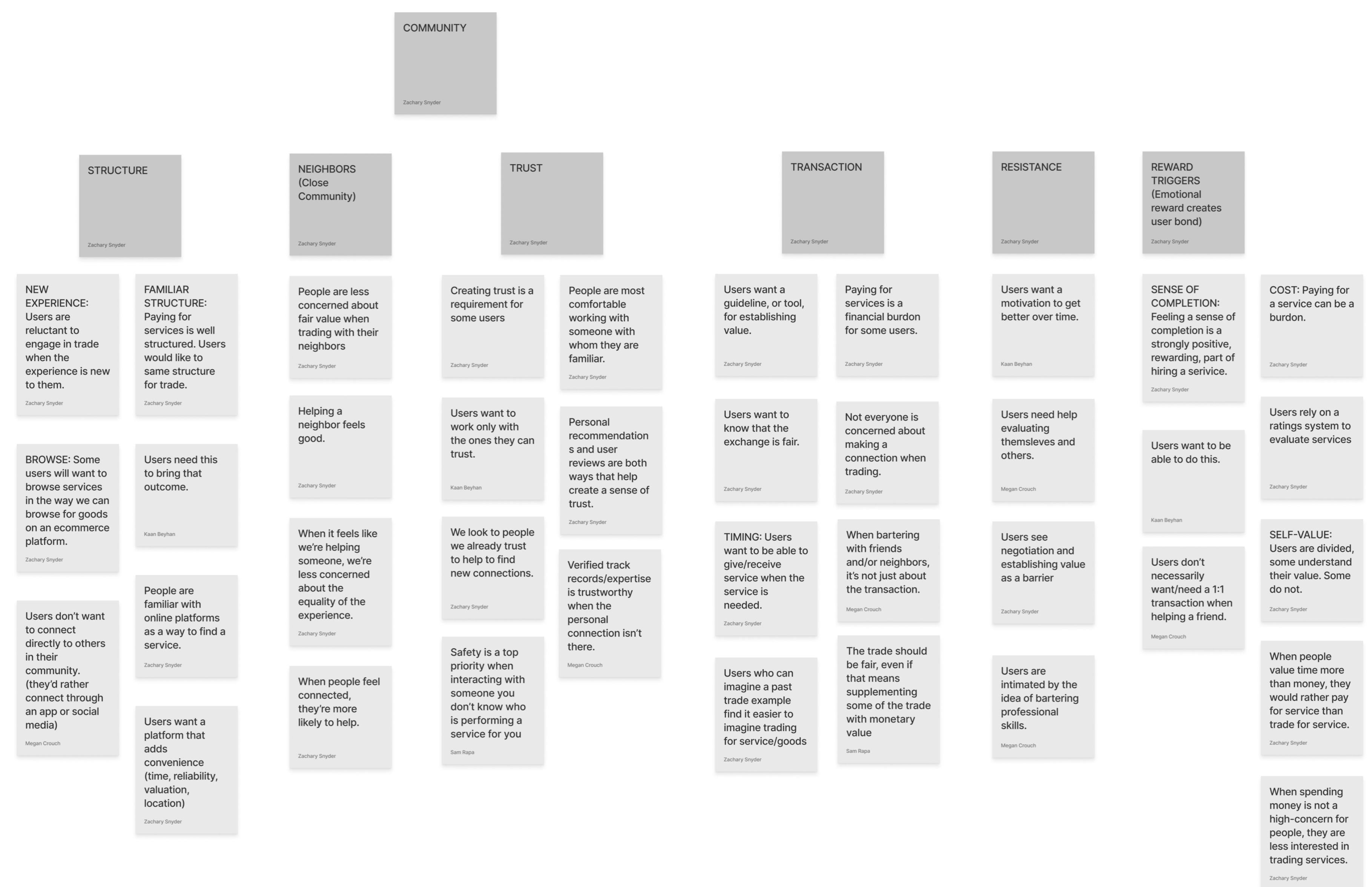
They find trust by asking for referrals from those they already know and through online ratings and reviews. They want to know that the value of exchanged goods will be fair.

They are often already familiar with using online platforms to find and hire service providers. They value convenience in their transaction and identified time, location, and the ability to comparison shop as needed. When people complete a step, such as scheduling a time for a service, they feel a sense of relief.

People with minimal time, or those who did not express concern for spending money, are not interested in trading services or goods.

The community has a strong influence on our perception of value. When people described helping others in their community, their need for fair-trade value decreases or disappears. Helping others often leaves people feeling good about the experience. Some may value trading for the social connection more than the service or goods they might receive.

Combining those learnings suggests that the concept of trading for goods or services is a consideration for those concerned about money. Trust and convenience can overcome resistance to trading. When the trade is between people who see each other as neighbors, the exchange becomes less about the transaction and more about helping.



THEMES IN ASSUMPTIONS & PROBLEM STATEMENT

Build Trust

- A sense of "neighbor" creates trust and lowers concerns about getting fair value
- Reviews reassure users and help them select the best option

Provide Convenience

- Matches user wants and needs
- Establish Fair Value
- Facilitates communication
- Facilitates the scheduling of events

User Profile

- Financially limited
- Community oriented (some users)

Reward

- Completing tasks (such as scheduling a service) creates a positive sense of accomplishment. How does our app reward that?

Connection to Community

- Some users seek to connect - Others do not
- A successful interaction strengthens community bond for all users