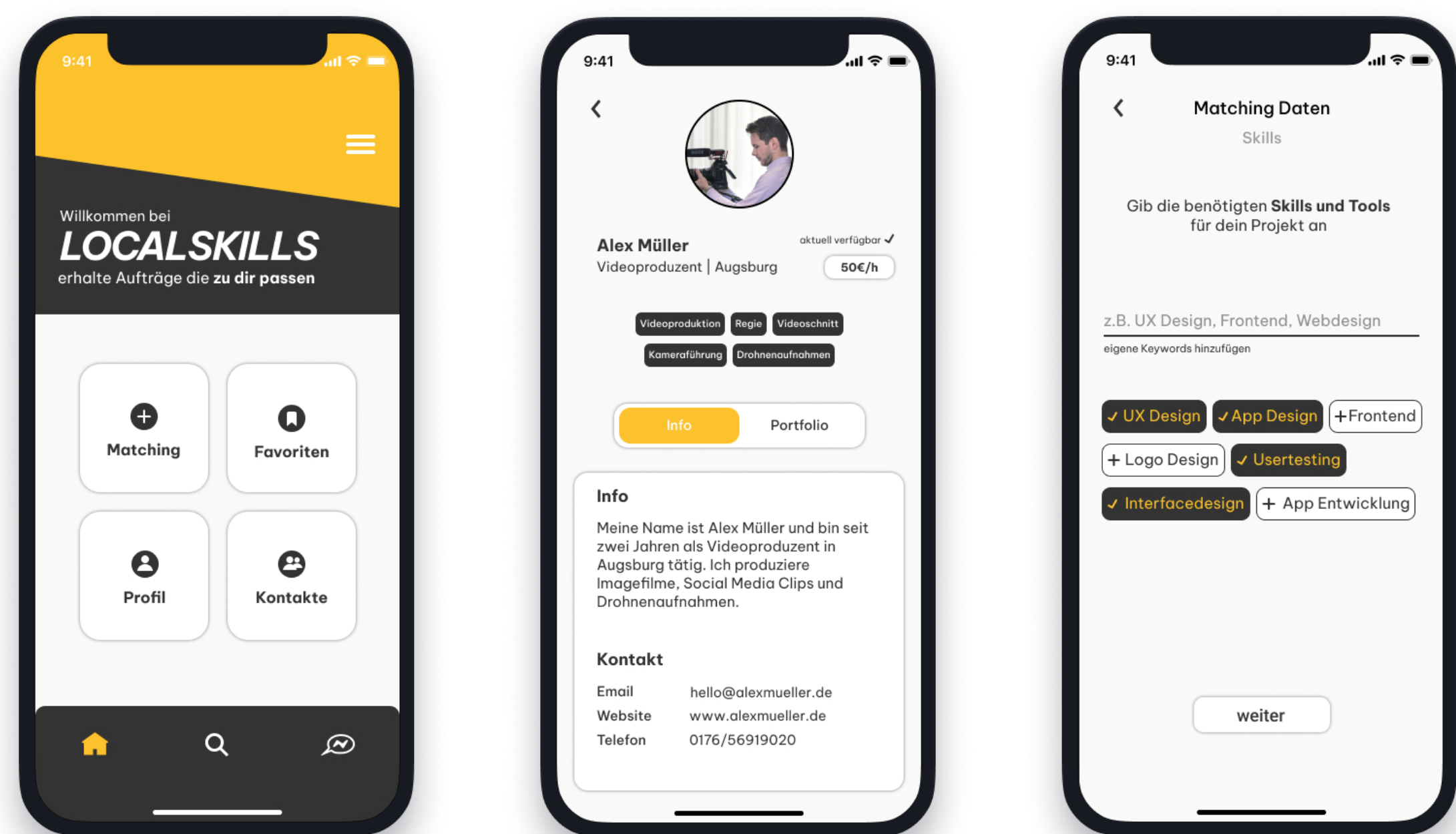# Conception of an app for networking freelancers and clients



Mockup for the homescreen, userprofile, and matching-process
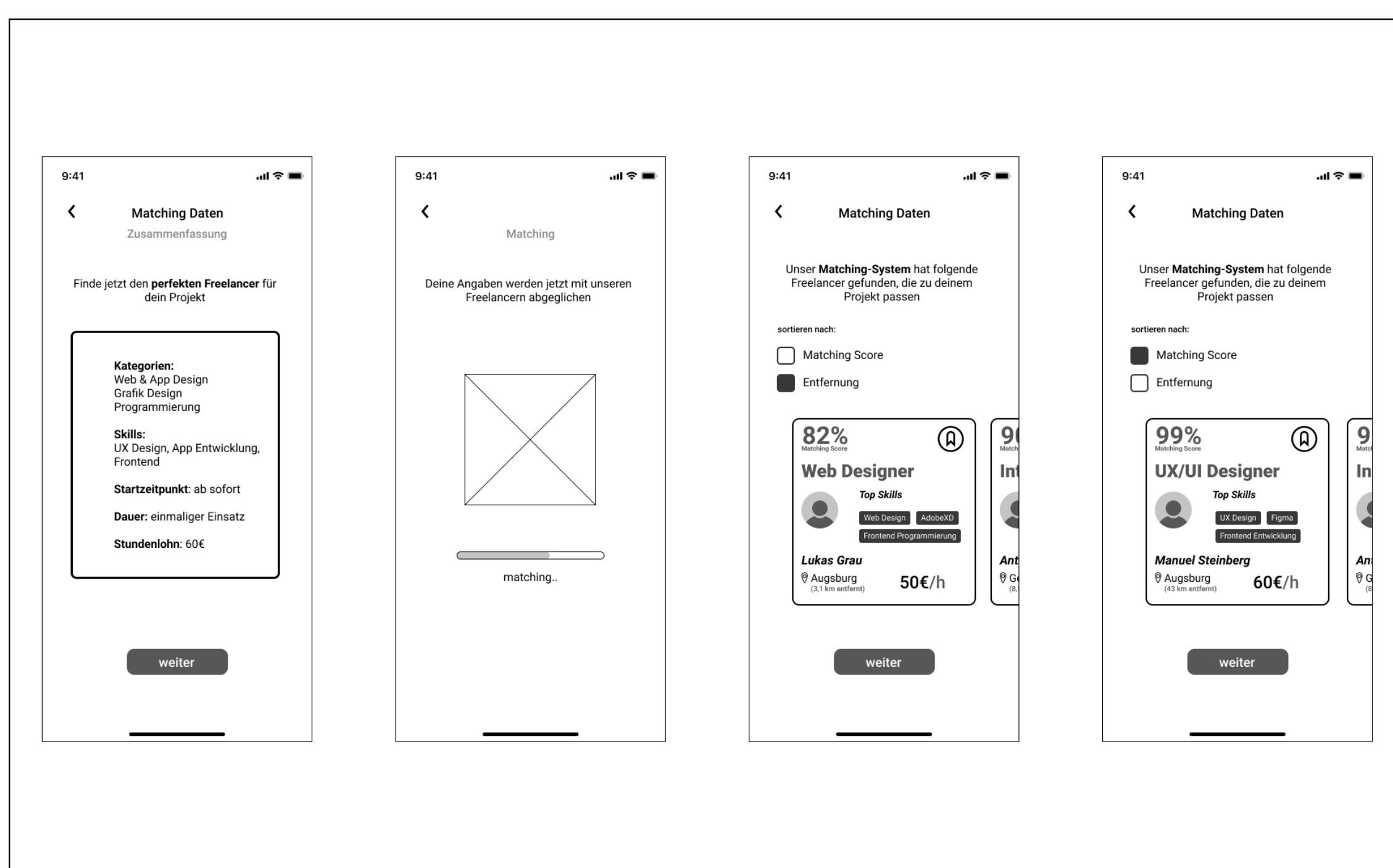*Source: Minimal iPhone Mockup from Mark M (Figma Community)*

## Special Focus

First, the exact target group is analyzed by creating personas and the context of use. Then hypotheses are formed to test the app's functions and learn more about them. The implementation of a Kano study provides information about the hierarchy of functions and shows that the matching system and the portfolio are particularly important for the users.

These two features are further developed and tested on the basis of several user tests. The user tests are conducted with both clients and freelancers. It is particularly important to develop an intuitive navigation and an easily understandable matching system, which also represents an effective way to bring together only those users who really fit together.

With regard to the matching system, different matching methods are analyzed. The goal is to find out which requirements the matching system has to fulfill and how the implementation in the app could look like.

In addition to the matching system, the focus is also on the presentation of the freelancers in order to develop a possibility through the app that helps the freelancers to increase their level of awareness. The development of the app's features and content is always carried out with both target groups, the freelancers and the clients, in mind. In this way, a user-centered design can be developed and the best possible user experience enabled.
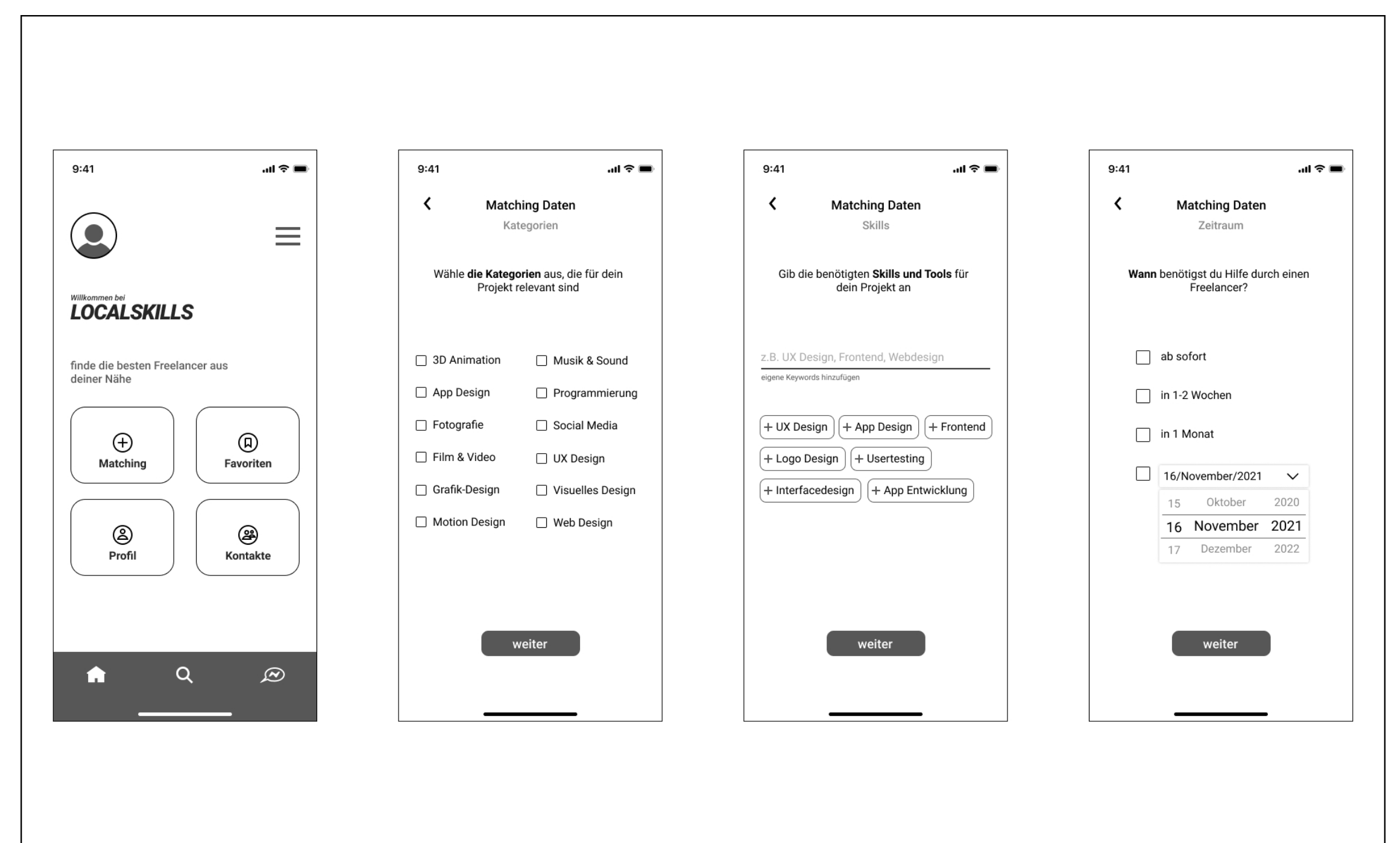


final wireframes for the matching results

## Abstract

The aim of the masterthesis is to develop a concept for an app, that enables freelancers from the media industry to effectively network with suitable clients. It is of particular importance to make the project acquisition for freelancers as simple and effortless as possible. On the other hand, clients should only be connected with freelancers whose skills match the project request. This enables a problem-free and efficient collaboration.

The method of the Lean UX approach was followed and the defined functions as well as the made design decisions were tested on the basis of several performed iterations. First, the focus is on defining the exact target group and the analysis of the context of use. This ensures, that the further development of the functions always takes into account real potential users, and thus a user-centric concept is developed. The implementation of a Kano study provides information about the desired range of functions of the users and shows that a matching-system as well as the representation of the users in their user profile with integrated portfolio are of particular importance.

The matching-system forms the core of the platform. The development of this feature is based on the analysis of all relevant requirements, the addition of semantic and the execution of usertests with wireframes. In the app, the user profile serves primarily as a presentation area to ideal represent the freelancers. In addition to these two features, the advantages and disadvantages of a local boundary between freelancers and clients are also analyzed.

starting the matching process on clients site

## Result and Future Work

The Lean UX approach and the associated procedure through several iterations and user tests were able to lead to a concept that links app users who fit together via a matching system. The process is based on predefined categories on the part of the clients. The matching system is primarily used to check the fit between a project and the necessary hard skills of the freelancer. The matching data includes a general assignment to various media categories, the specification of subject-specific skills and abilities, as well as time specifications and the possible budget.

The matching system is supported by semantic queries, which are based on an intelligent algorithm, in addition to the keyword search. This enables better usability of the app, as users are supported by artificial intelligence. You get much more precise matching results, because the algorithm is always learning and understands the users and their needs more and more.

Another important result is the regional restriction, which is done on the freelancer's side. They can specify their location via their zip code and set the desired matching radius. Therefore, it is possible to bring together freelancers and clients who are located near to each other and thus enable a good cooperation.

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