

Case Study



Makers Market



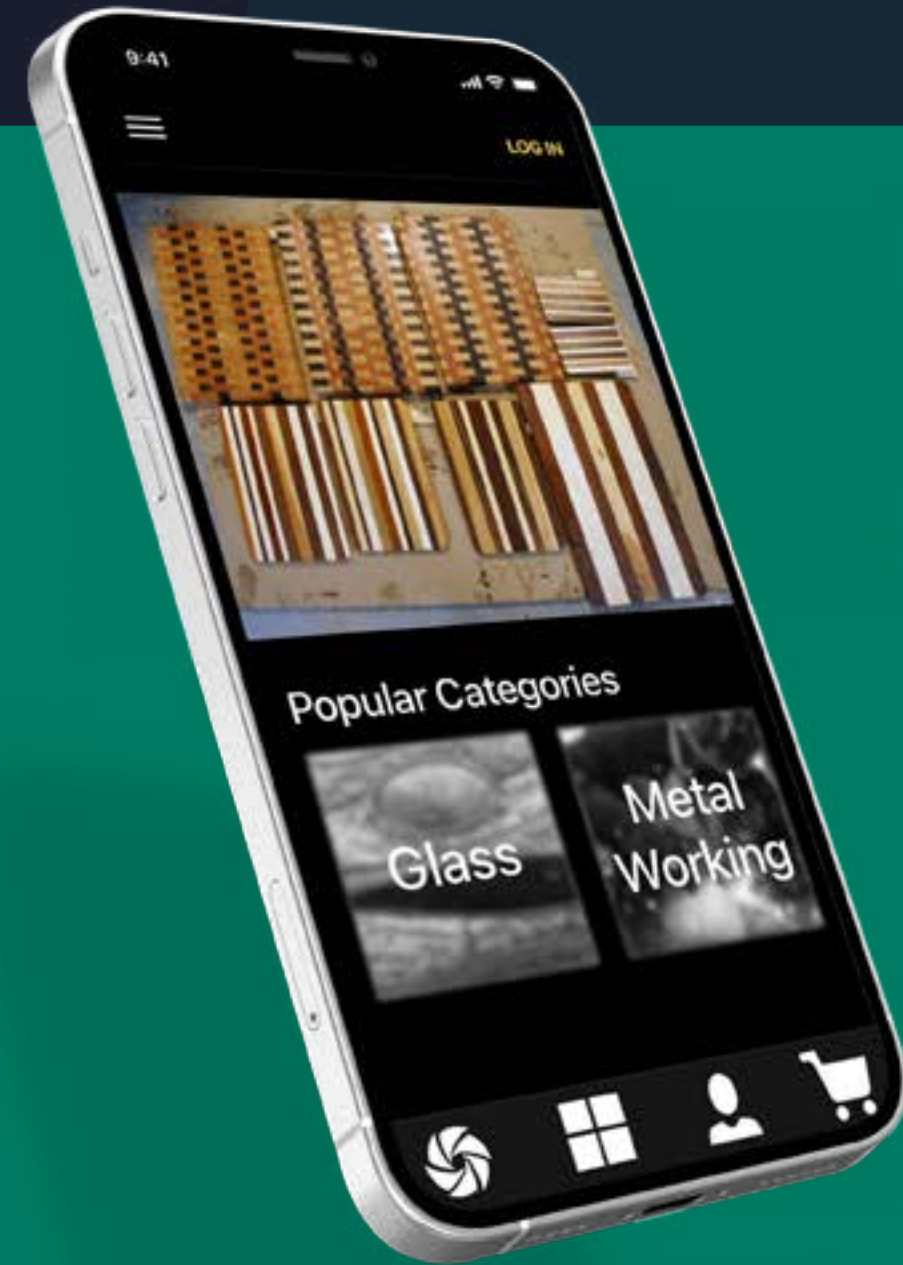
Description

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Makers Market will give creators, makers, and photographers a place to sell their work/products as well as be hired for work. This app will allow people in need of custom work done such as custom furniture etc., or give them a more simple way to hire someone for work like a photographer. Makers Market will give the individual makers or creators ,and photographers or small up and coming businesses a more easy way to find work and get their brand out there. The app will have custom tabs for each category from wood working to metal working to photography etc. Each company or individual will have to opportunity to use this app for their work or



Challenges



Challenges

The Makers Market app experience will be simplified and more organized to allow everyone and anyone to easily access any kind of work or project they are looking for, for hire or to purchase. Like other apps that creators use such as etsy, or facebook marketplace, Makers Market app will be similar to those but more simplified and refined. The value of using this app is it will allow the smaller or individualized people get their work out there and allow people to search more easily of what kind of custom work they want done or find someone for hire more easily without having to search through multiple websites or search engines to find someone for hire.

App Logo & Tagline

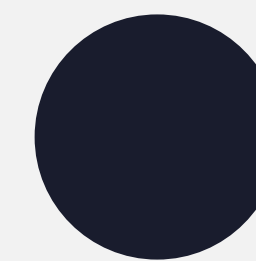
App Designs



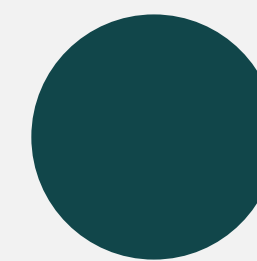
“Reinventing
how you find
custom work”

Century Gothic Pro

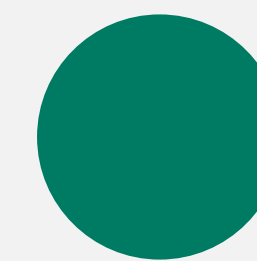
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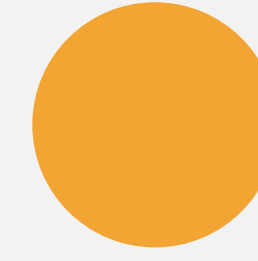
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#F2A533

Competitor Research



Ratings & Reviews

4.9 out of 5 Stars

Pros:

- Allows you to save or favorite items or shops
- Displays similar items you've recently searched
- Easy to find search bar
- Not many tab options making it simple

Cons:

- No categories tab
- Must search for exact item you're looking for
- Home tab is a bit too busy
- Updates tab doesn't seem necessary next to profile tab



MarketPlace

Ratings & Reviews

2.2 out of 5 Stars

Pros:

- Has a categories section for easy navigation
- Allows you to purchase items locally
- Easily able to review sellers
- Easy navigation to list items for sale

Cons:

- Doesn't have own designated app
- Categories are too broad for some items
- No section for acquiring in person work



Ratings & Reviews

4.9 out of 5 Stars

Pros:

- Easy way to find or search with search tab
- Easily maneuverable categories tab
- Gives user ability to choose their interests
- Displays some more popular services
- Able to review sellers easily

Cons:

- Once you click on specific category it can be a bit confusing
- All services are done online
- Too many tabs to go through to get to what you're looking for

“I want an app where I can sell my products as well as be hired for custom woodworking projects with a client.”

Jason Smith

Age: 35
Location: Detroit
Status: Married
Occupation: WoodWorker

How app will help?

This app will allow Jason to sell and be hired by someone who wants custom woodworking done as well as be able to interact with those clients and be able to sell his products locally and out of state.

Key Values

- Integrity
- Responsible
- Trustworthy
- Hardworking
- Craftsmanship
- Flexibility
- Customer-focused

Favorite Brands

 SketchUp

 Levi's

 Milwaukee

 G





“I want there to be an app where I can upload and create a profile of myself and work where I can be hired for photoshoots easier...”



Molly Young

Age:	28
Location:	Chicago
Status:	Single
Occupation:	Photographer

How app will help?

This app will help and allow Molly to create a profile within the photography category to display her work and her experience. Doing so will allow someone who is looking for a photographer for a photoshoot can easily look at her profile and contact Molly through the app and hire her for the photoshoot they want.

Key Values

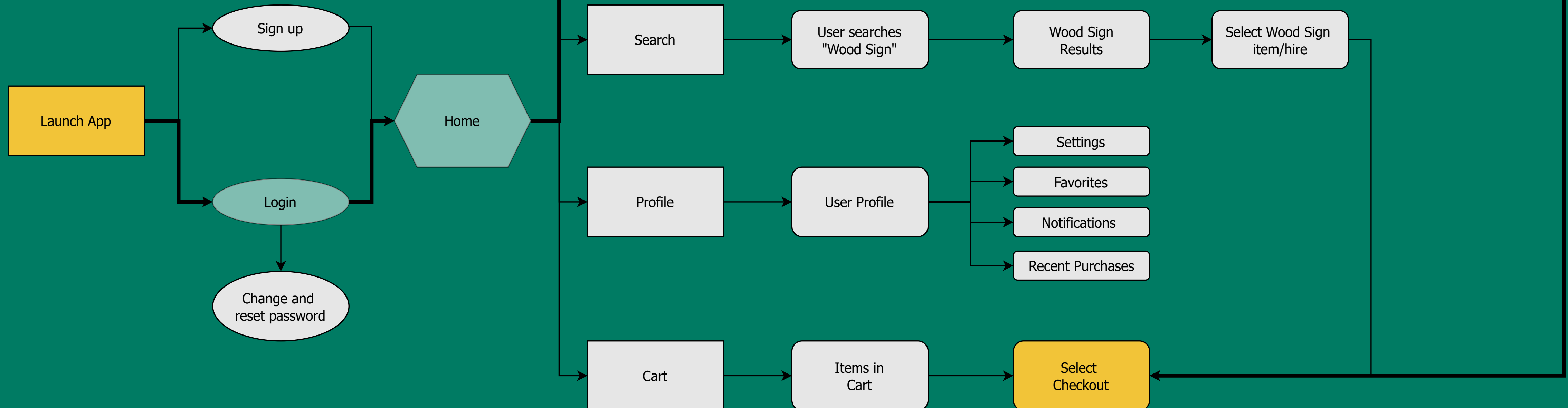
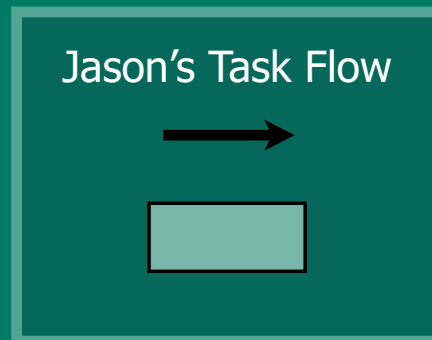
- Passion
- Responsible
- Trustworthy
- Service
- Quality
- Flexibility
- Customer-focused

Favorite Brands

Canon heydude



User Task Flow



User Journey



Molly Young

Molly just moved to Chicago. She is a photographer and is having a hard time finding a way to showcase her work to sell. She also is looking for an app where she can find work and take pictures for clients.

Onboarding

Exploration

Utilization

Doing

- Researches for an app
- Compares different apps to one another

- Opens app
- Creates profile
- Explores through the app

- Uploads her work to her profile to sell
- Interacts with client in the app

Thinking

- Which app is better?
- Can this app help me find work?
- Does this app allow me to sell my products/pictures?

- How good is this app?
- Can I see my profile right away?
- Will I be able to access my profile easily?

- How did this client find me?
- How many products can I show?
- Did I leave a good impression with the client?

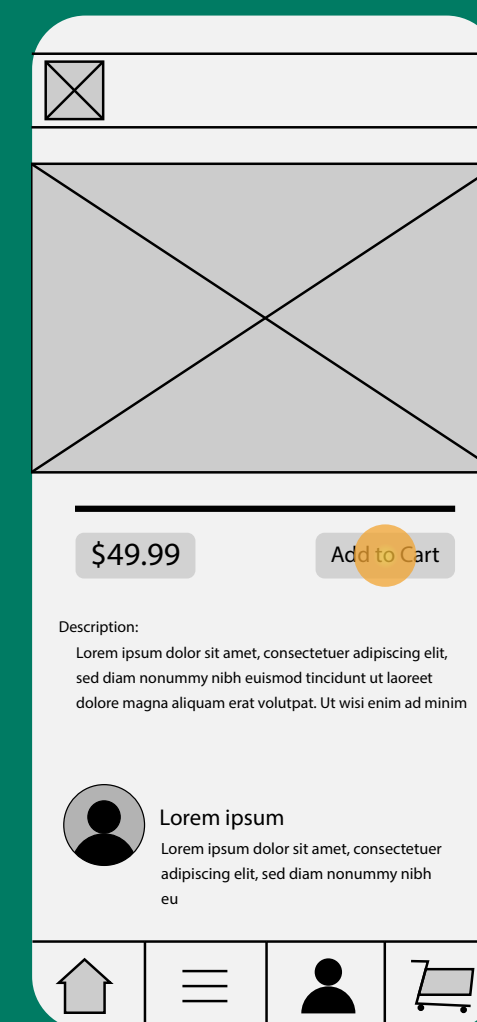
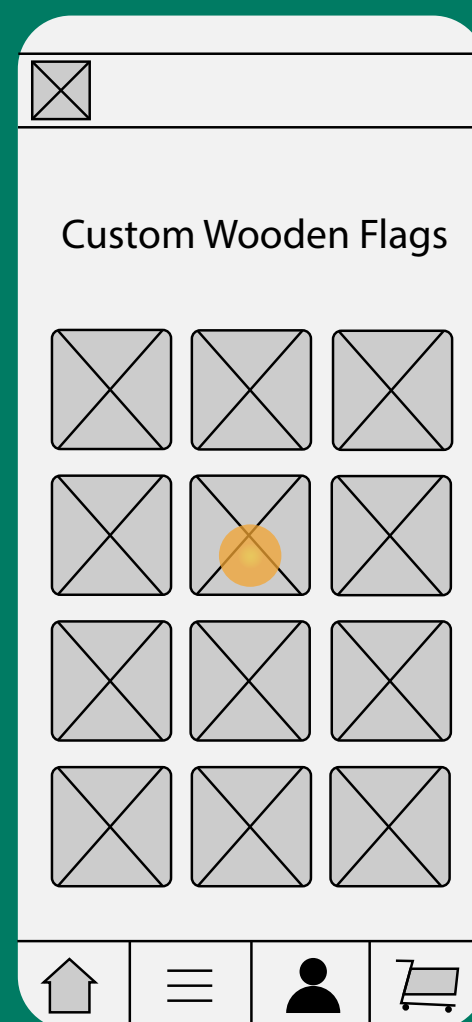
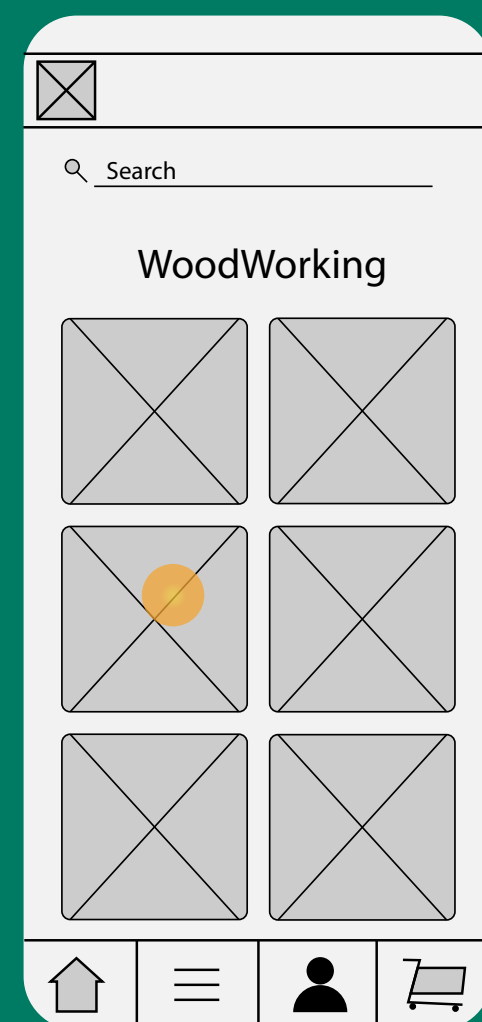
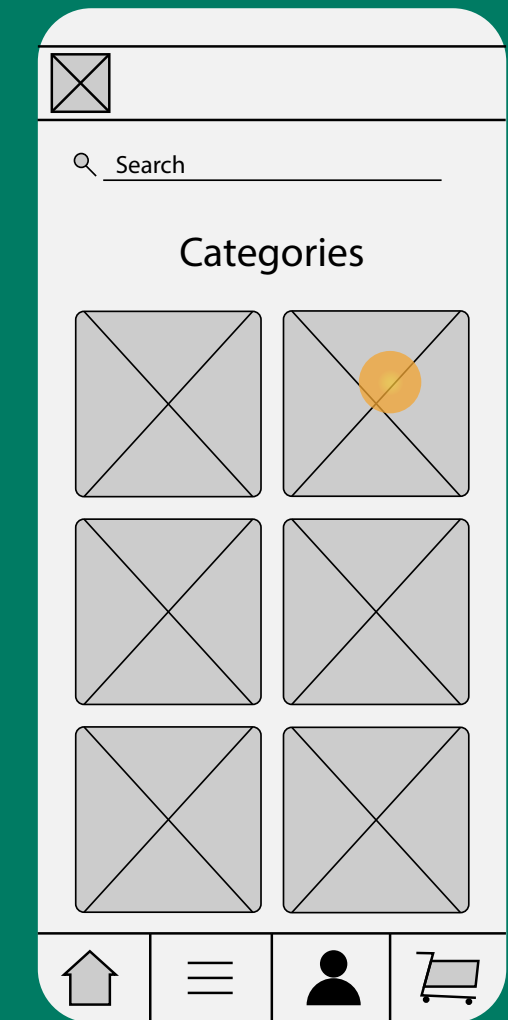
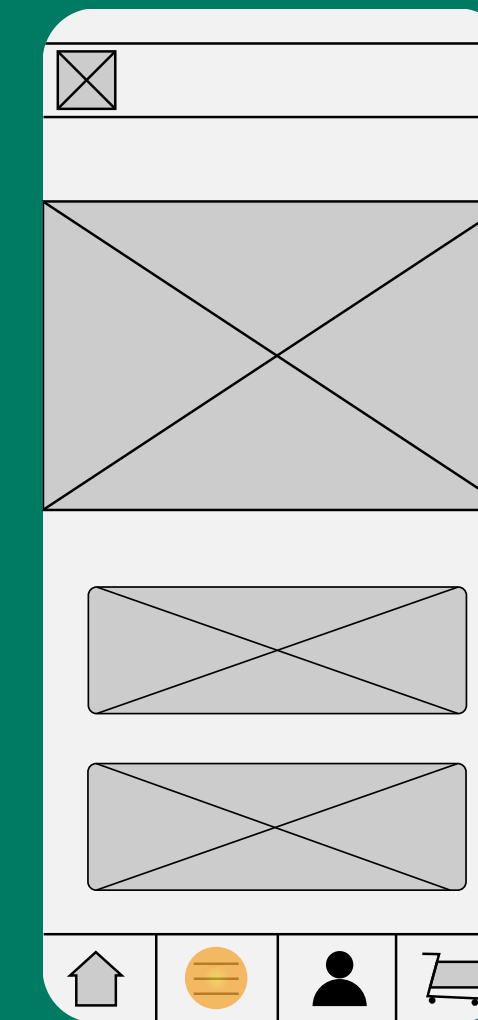
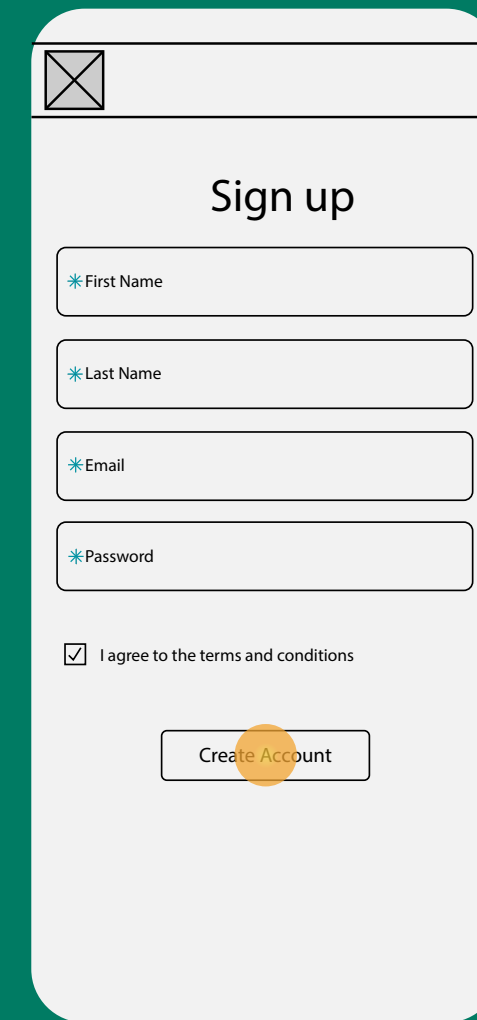
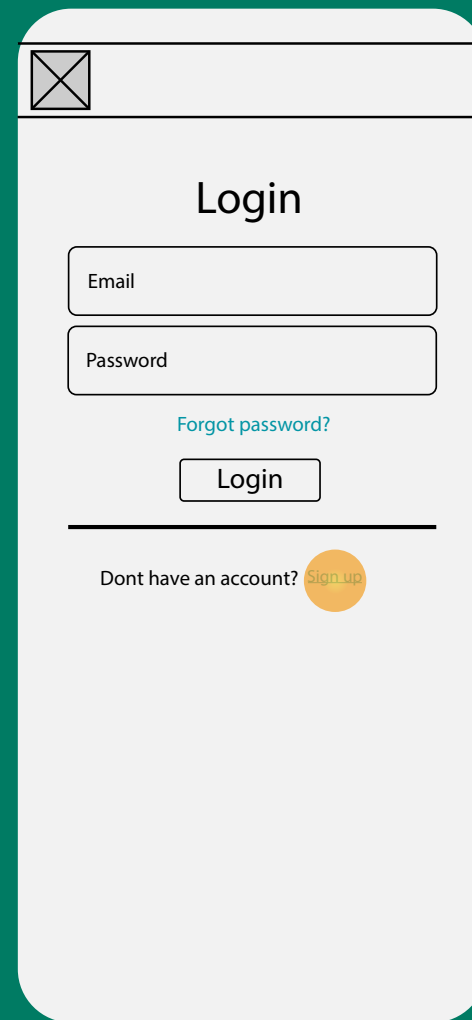
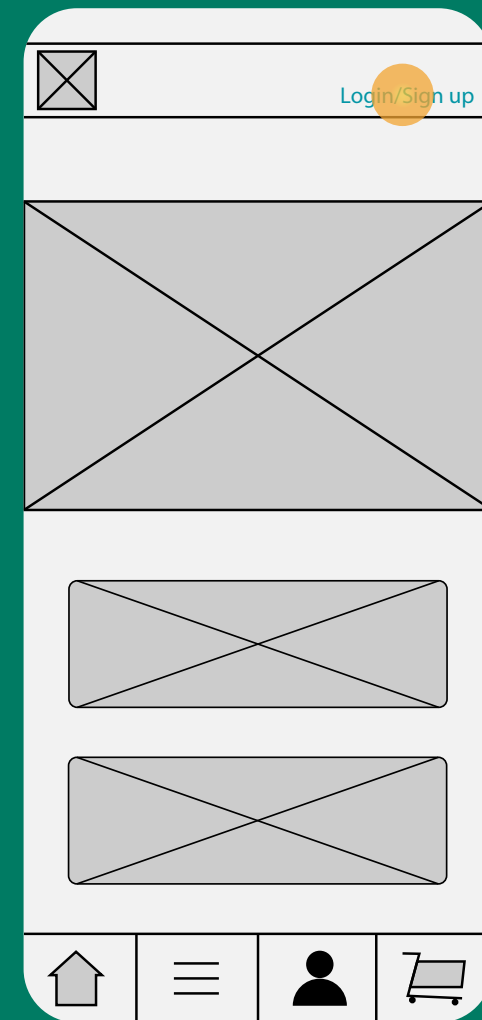
Feeling

- Apprehensive
- Unsure
- Annoyed

- Optimistic
- Encouraged
- Anxious

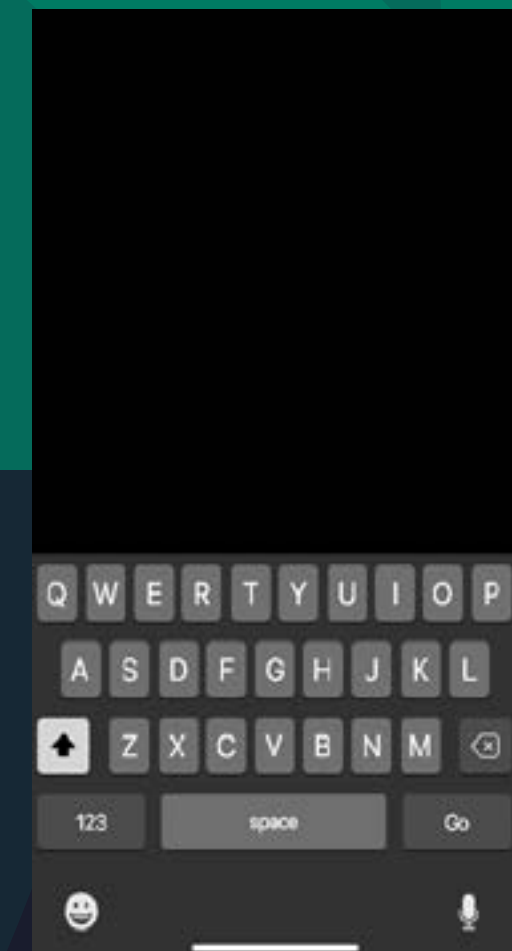
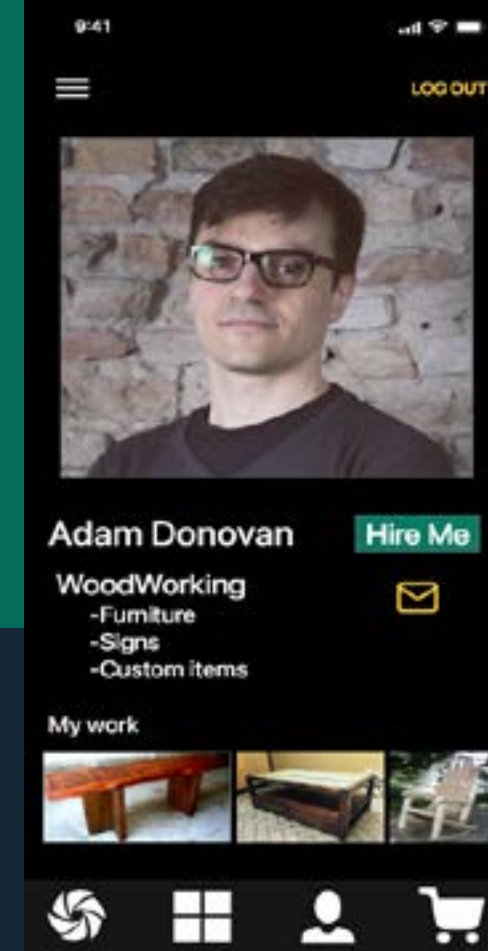
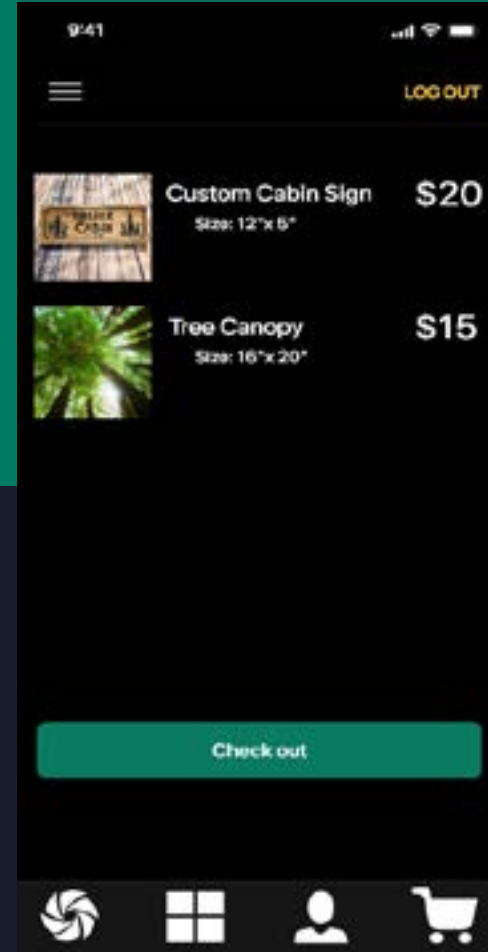
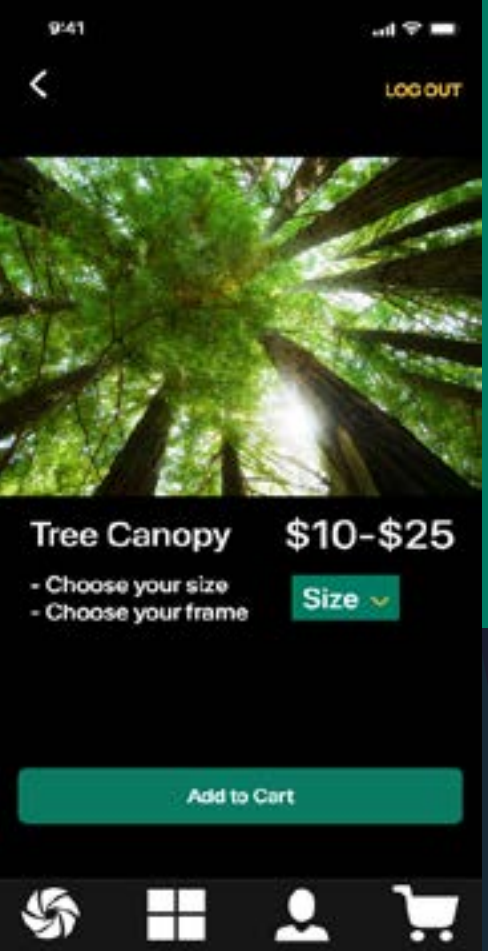
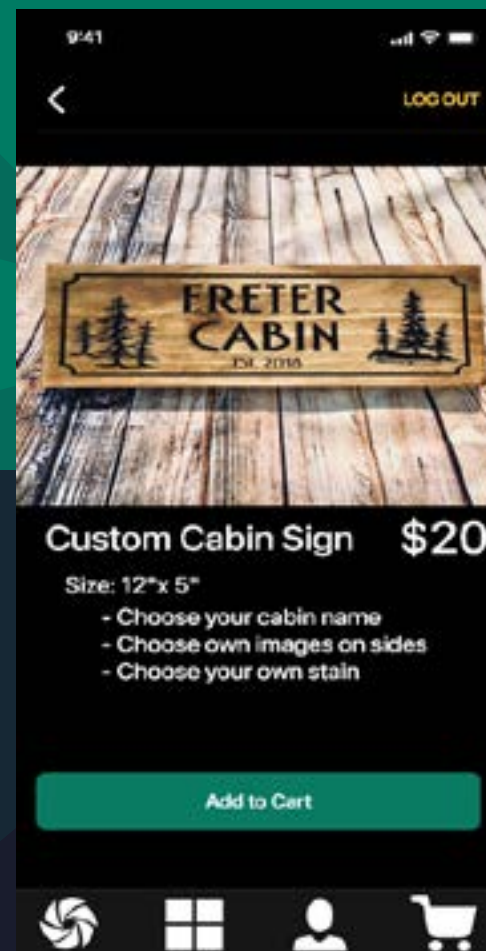
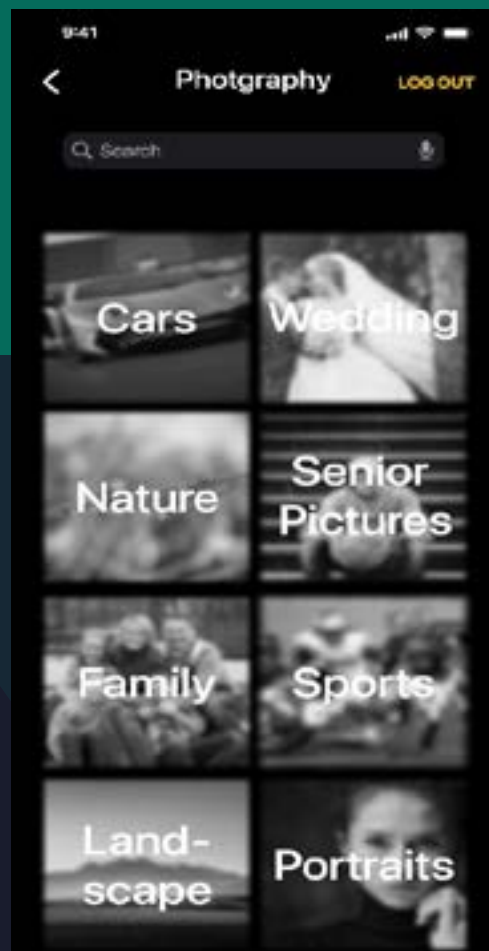
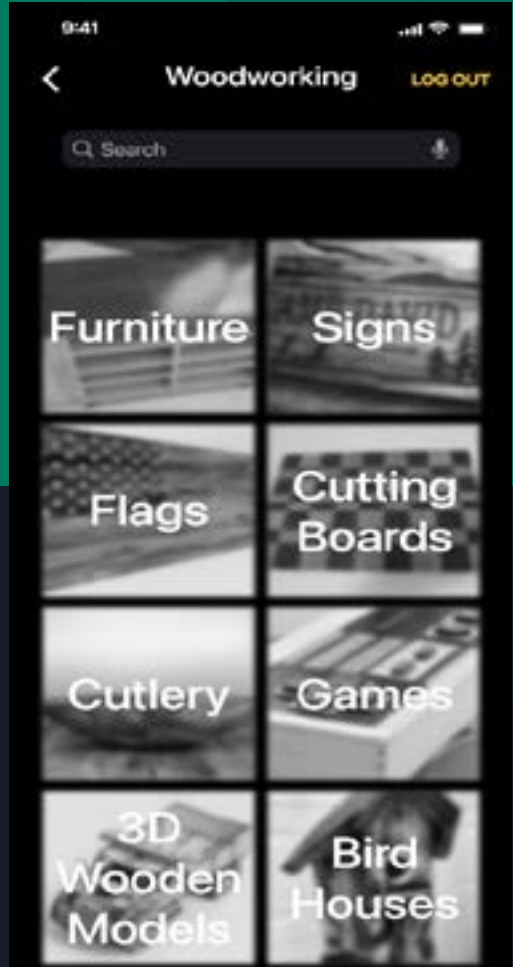
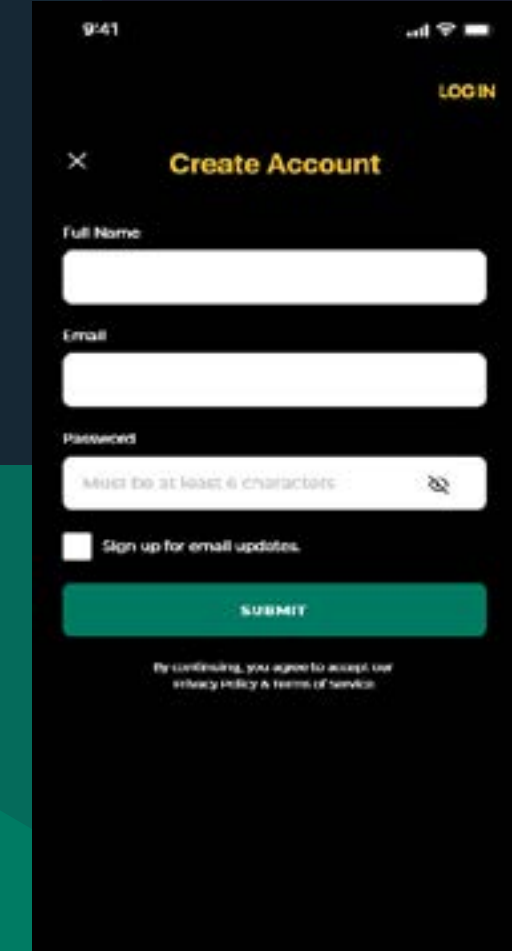
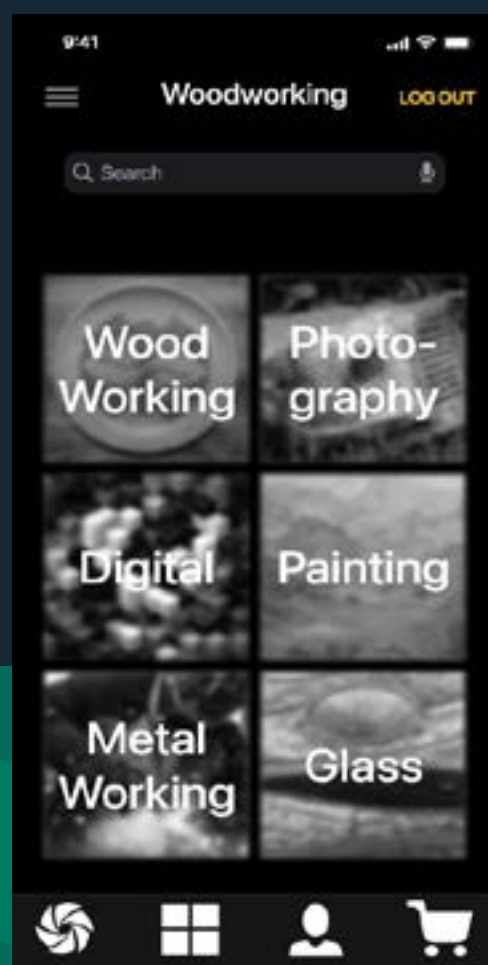
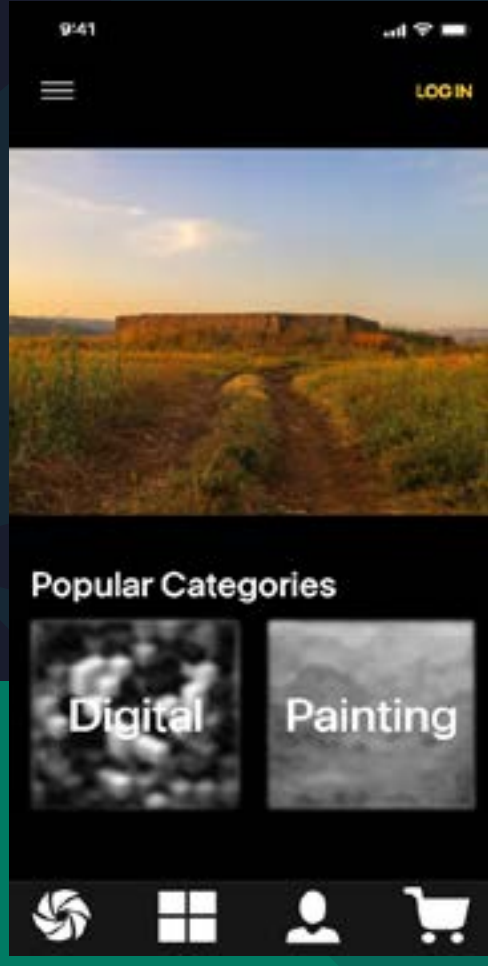
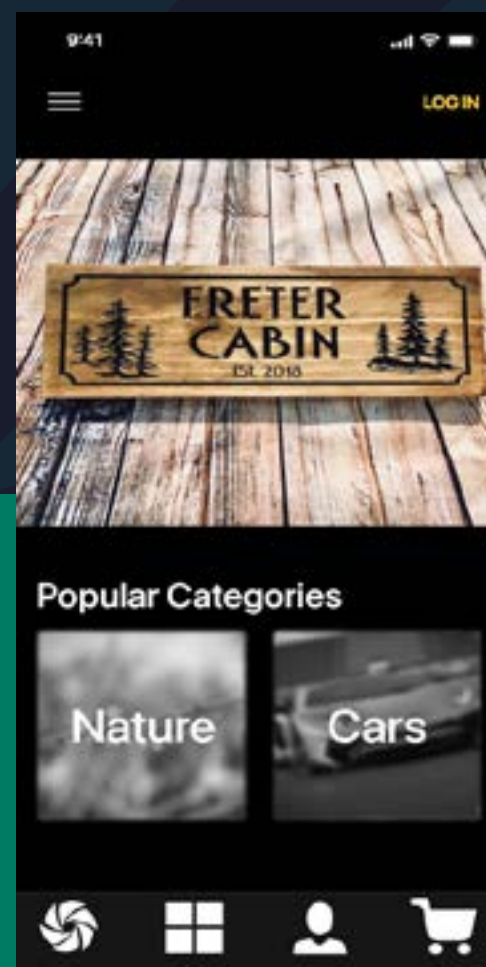
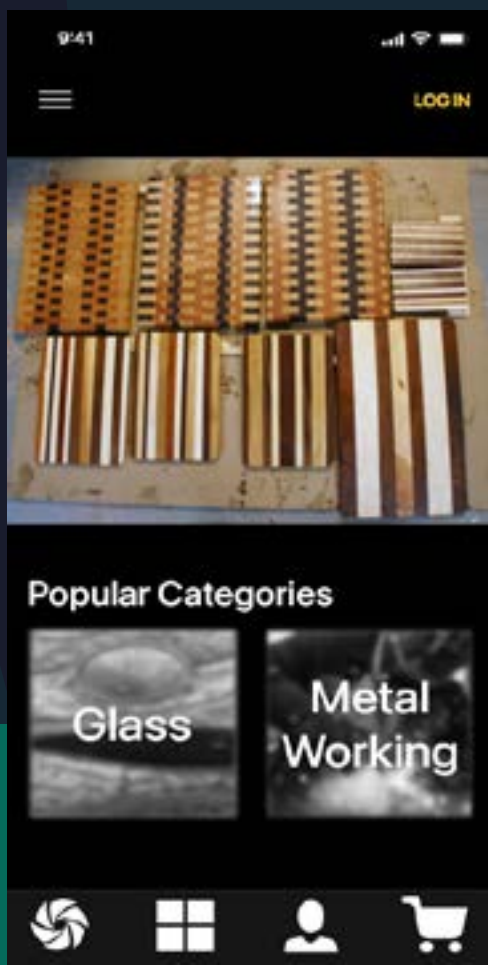
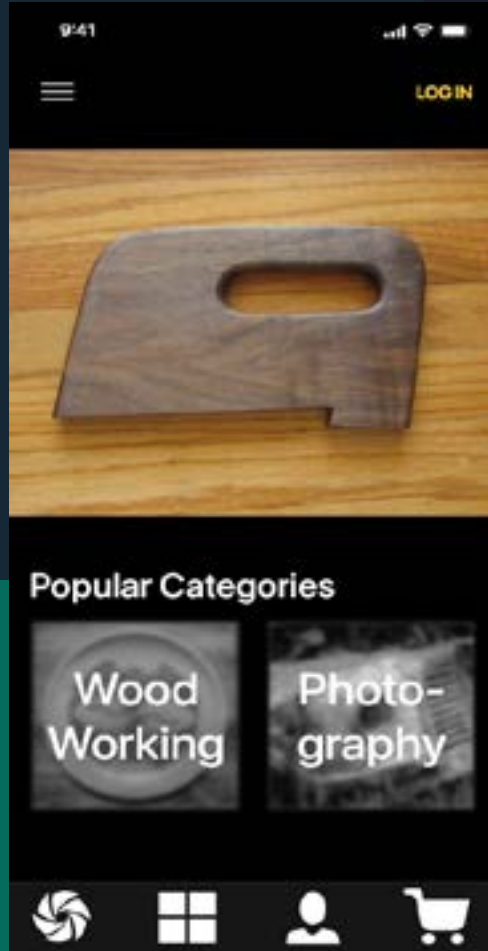
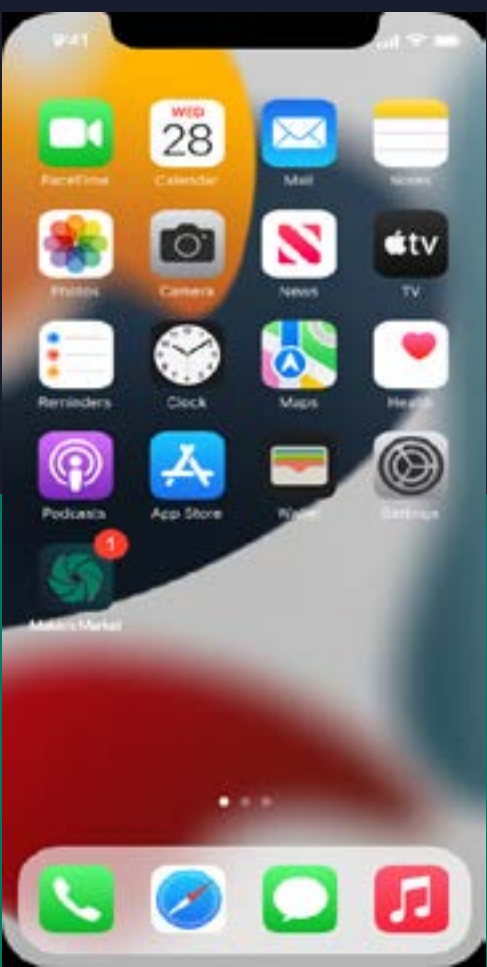
- Nervous
- Hopeful
- Excited

Wireframe



Prototype

Makers Market Click Here



Mock Ups

