The client

OCT 2015 - APRIL 2016

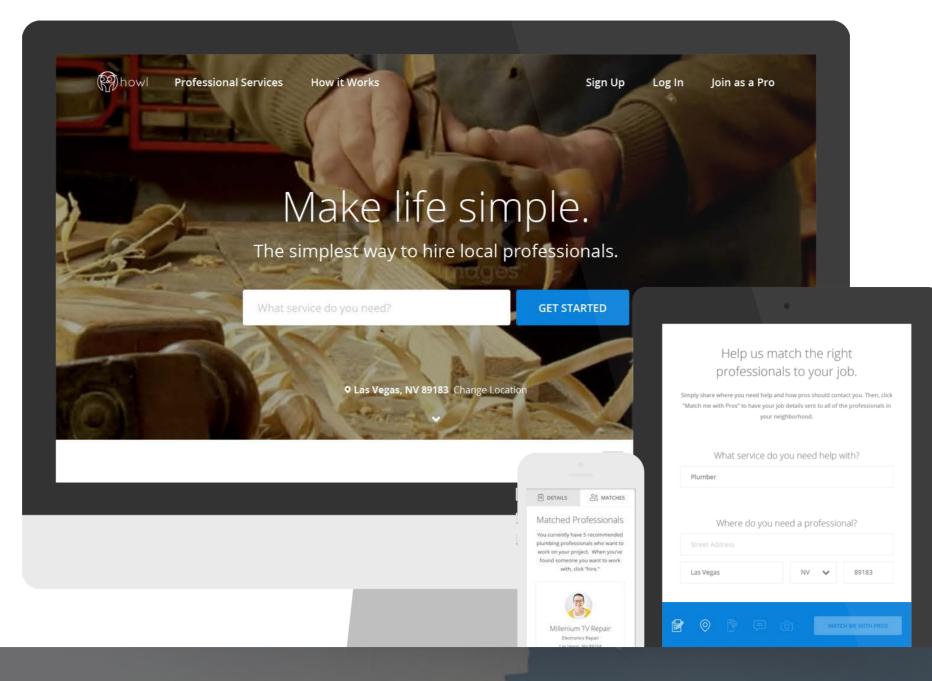
Discover Howl

The client, Daniel, wanted to launch an online business that would streamline hiring repair and service professionals. For example, if your fridge stops working, how do you get it repaired within an hour to prevent the food from spoiling? Think thumbtack.com or angieslist.com with a better customer and professional experience.

OW

MY ROLE: PITCH TO DELIVERY & DESIGN

TEAM: 1 PM, 2 DEVS, & ME



Challenges

What to build?

Daniel was starting from scratch. How to design a helpful customer and professional experience with messaging, scheduling, and hiring while overcoming all the issues of building a virtual business?

Why Howl?

Howl wasn't just about building a web app, it was about helping define the business model. How to would we build a unique customer experience and make Howl better than the competition?

Hiring professionals

Using Google Adwords Campaigns, Daniel could attract new customers to the service, but we needed to figure out how to convince professionals to sign up and match with local customers in real-time.

Research & planning

Designing a service business

After meeting with Daniel to discuss his business idea. There were a handful of businesses out there already offering at-home service professionals, like Yelp, Thumbtack, and Angie's List. Daniel was confident these businesses weren't meeting the real needs of customers and taking advantage of the service professionals. My product manager (Chris) and I performed a industry and competitor

analysis, in addition to researching customer reviews about each of these services. Fortunately, people love to post how unhappy they were about doing business with Thumbtack and Angie's List.

C © www.thumblackReviews Home Read Thumblack Re	☆ 🔲 ! views How it Works Submit A Review Safety & Security		Tell us whaty	btack Its and Reviews	
Thumbtack Reviews: Real The Post your Thumbtack complaints without fear of deletion or the	umbtack Complaints uspension. Uncensored Thumblack Reviews	Plad an experience with Thumbtack? Write a review	Customers like Concept 31 Idea 16 Ease of use 15	Customers don't like Waste of time 38 No accountability 37 No results 35	************************************
Scam Pissed	ripoff	Submit > or Make a recorded call to customer service	4 ISSUES 1,443 RESOLVED 1,443	\$450K \$1.6K 400K	Respond to your customers
		Thumbtack is a SCAM full of 23 hours age & Thantank, & Exhaminas Januar 420 Lately I've been receiving nothing but scams try and then bill them later. It's just a joke, they to This has been happening on a daily basis. I aske	ing to get me to send money to t Id me to keep bidding and then t	he will refund me if it's a scam.	^

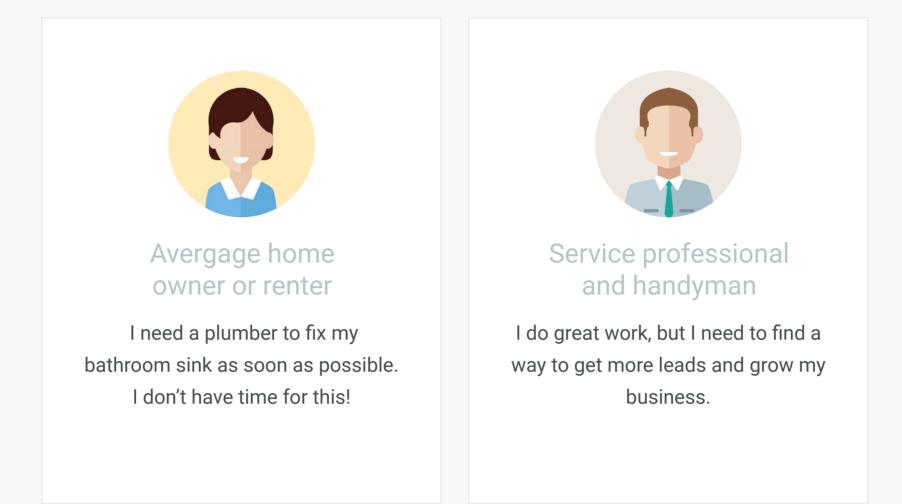
Using this publicly available data combined with feedback from real industry professionals, I put together a plan for what features to focus on to provide the most value to professionals.

CONSUMERAFFAIRS con	isumer News Consumer Resources 🛛 🗹 Write a review 🔍 Search Log in
Angles list. Overall Satisfaction Rating	AngiesList.com Home > Shopping > Online Shopping Complaints Reviews Angieslist com
Based on 109 ratings out of 296 reviews show rating distribution	Consumer Complaints and Reviews
Compare Online Shopping Companies	Tara of Fort Collins, CO Satisfaction Rating ★ ☆ ☆ ☆ ☆
Research top Online Shopping Companies recommendations on ConsumerAffairs Compare Companies	These people care nothing about their product or their profit and lie and say whatever they want, to money from you at all costs. In August, I called Angie's List about doing some marketing. The sales rep told me that the cost was \$398, for the year. I thought that might not get me much, maybe move my company up a few spots, maybe bottom of first page, I thought, and I'd be happy with that. We don't need too many new lead,
Learn about ConsumerAffairs for Brandsl	we are mostly referral based. So the rep walked me through the application. Never once did she mention a contract or that this actually \$4000! I honestly didn't see that in there either. I trusted that she would tell me that would be the case. I've worked in sales before. You could get fired from the companies I worked at if you did not tell the customer the actual price.
2,573 people found this page helpful	A few weeks later an Advertising rep called me, asked how it was going. I said no one has called me. I am thinking to myself, its because I didn't pay very much. He says okay and thats the end of that. About a month later he calls me again, asking how its going. I tell him no leads. He says okay, and thats the end. 3 months go by, I had paid this on a credit card, which I don't use really, just trying to pay it off, for Christmas, so I don't check the statements too often. It was time to reconcile this credit card, and its completely maxed out! See all the charges from Appie's List, so I call them and tell them I was not aware this was a monthly

The most common complaint was the professional pricing model, and the amount of "fake leads" professionals were receiving. The user experience research indicated that professionals wanted a fair and honest approach to lead generation, without the feeling of being scammed. The current market leaders weren't delivering on these core principles. Additionally, an analysis of competitor user experience flows suggested there were many improvements that could be made to streamline and simplify the customer job posting and sign up processes.

Customer personas

Howl had two main customer segments to design for, customers in need of an at-home service professionals, and service professionals looking to connect with more customers in their area.



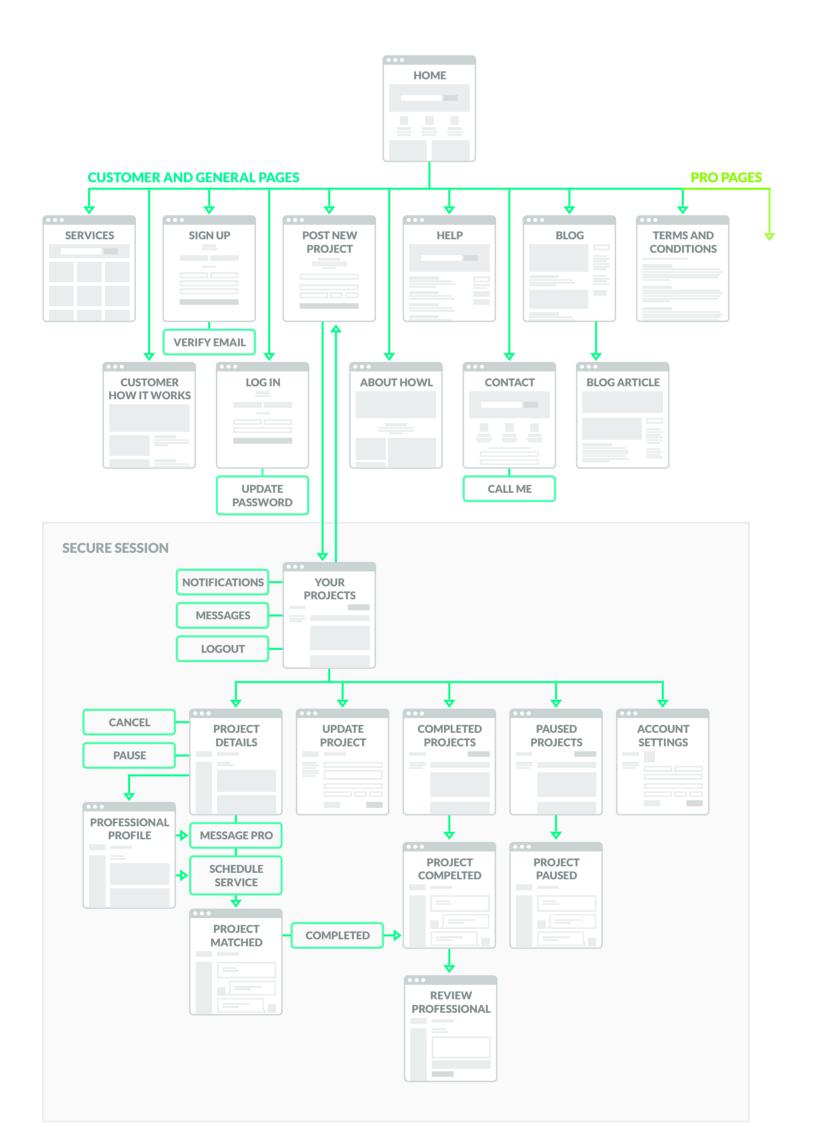
Designing the solutions

Planning for personas

Now that I was well acquainted with competitors, the industry, and, most importantly, the customer segments to focus on, it was time to organize everything into helpful user flows and a structured site experience. I had to focus on two distinct experiences, one for customers and one for professionals, with only a few overlaps. Both would need more general info and help at times, and both would interact with service projects. Customers would initiate projects and decide which professionals to chat with, while professionals would choose which customer projects they might be interested in and set their availability.

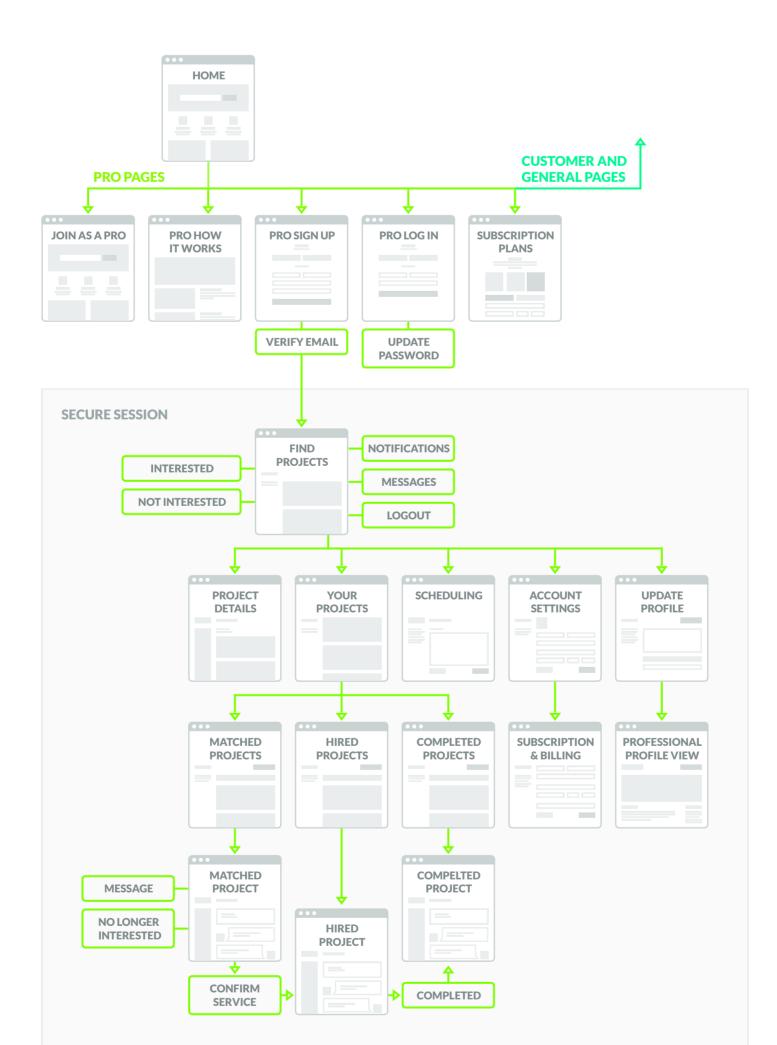
The customers

Without signing in, we wanted customers to be able to learn quite a bit about how Howl works, posting new projects, and helpful articles. Once they post a project, and verify their email, they would have access to a dashboard experience to choose from professionals, message and schedule, mark projects complete, share reviews, and more.



Designed with pros in mind

For professionals, I designed a dashboard experience that serves up projects in their area, that they can show interest in or decline. If customers and professionals match, they can then message each other, confirm service scheduling, and mark a project complete. I also designed to site with pages to setup professional profiles, set scheduling, and sign up for a monthly subscription.



Crafting a style guide

Overall, the goal was to keep Howl clean and professional. The client loved Navy Blue, so we went with that for the primary call to action color. Thanks to Kuler, I found a red and green for accepting and declining that would play nice with Navy Blue.

Howl Website Style Guide ToyBoxMedia.com // \						
CLIENT LOGO	WEBSITE CO	WEBSITE COLOR PALETTE				
howl Hex 000	HEX 3333333	HEX 4D4D4D	HEX 666666	HEX 999999		
FONT FAMILIES						
	HEX E6E6E6	HEX E6E6E6	HEX F2F2F2	HEX F7F7F7		
Open Sans ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789\$%&(,.;:#!?)	HEX 0A82DC	HEX 00CCFF	НЕХ F36A5A	HEX 0FD660		
P HTTP://WWW.GOOGLE.COM/FONTS/SPECIMEN/OPEN+SANS						

WEBSITE FONT STYLES

NAVIGATION (ON IMAGE, ON GRAY, AND ROLLOVER)

Open Sans Semibold font-family: 'Open Sans', sans-serif; font-size: 18pt; font-weight: 600; color: #fff;

Open Sans Regular

font-family: 'Open Sans', sans-serif; font-size: 18pt; font-weight: 400; color: #4D4D4D;

Open Sans Semibold

font-family: 'Open Sans', sans-serif; font-size: 18pt; font-weight: 600; color: #0A82DC;

P. GENERAL TEXT

Open Sans Regular

font-family: 'Open Sans', sans-serif; font-size: 16pt; font-weight: 400; color: #333; color: #666;

BUTTON TEXT

OPEN SANS SEMIBOLD

font-family: 'Open Sans', sans-serif; font-size: 18pt; font-weight: 600; text-transform: uppercase; color: #fff;

FOOTER FONTS

OPEN SANS SEMIBOLD

font-family: 'Open Sans', sans-serif; font-size: 14pt; font-weight: 600; text-transform: uppercase; color: #b3b3b3; color: #666;

Open Sans Regular

font-family: 'Open Sans', sans-serif; font-size: 14pt; font-weight: 600; text-transform: uppercase; color: #666; H1. LANDING PAGE HEADER

Open Sans Light

font-family: 'Open Sans', sans-serif; font-size: 70pt; font-weight: 300; color: #fff;

H2. SUBHEADER + FOOTER SUBHEADER TEXT

Open Sans Medium

font-family: 'Open Sans', sans-serif; font-size: 30pt; font-weight: 400; color: #fff;

H3. ON PAGE TITLES **Open Sans Light**

font-family: 'Open Sans', sans-serif; font-size: 50pt; font-weight: 300; color: #333;

H4. ON PAGE TITLES

Open Sans Light

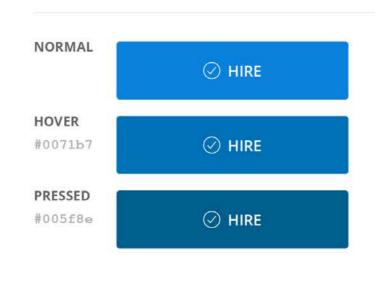
font-family: 'Open Sans', sans-serif; font-size: 35pt; font-weight: 300; color: #333; color: #666;

H5. ON PAGE TITLES & LINKS

Open Sans Light

font-family: 'Open Sans', sans-serif; font-size: 25pt; font-weight: 300; color: #333; color: #fff;

BUTTON STYLES



& HTTP://TYMPANUS.NET/DEVELOPMENT/CREATIVEBUTTONS/

.btn { background-color:#0a81dc; -webkit-border-radius: 4; -moz-border-radius: 4; border-radius: 4px; font-family: 'Open Sans', sans-serif; font-weight: 600; font-size: 18pt; color: #fff; text-transform: uppercase; background: #0a82dc; padding:18px 30px; text-decoration: none;

}

The website

1

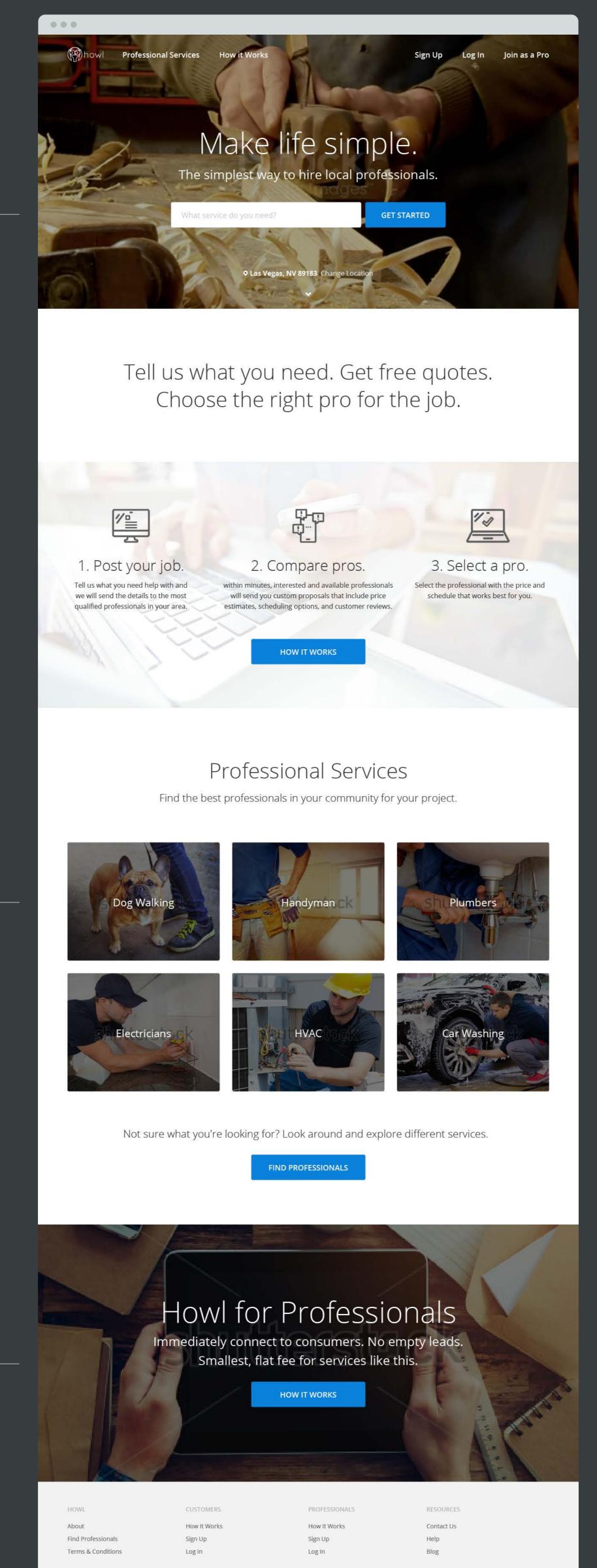
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3

4

Designed for matching

Weekly in person jam sessions with Daniel and Chris helped us sculpt a pretty amazing business model and user experience. I focused on features that allowed professionals to sign up for simple monthly plans, and customers to easily match with a handful of relevant professionals - without scamming or spamming. On the homepage, getting started is as easy as saying what service customers need¹ and pressing "get started," or browsing service categories.² For professionals, there's a whole section of the site dedicated to what it's like to join as a pro.³



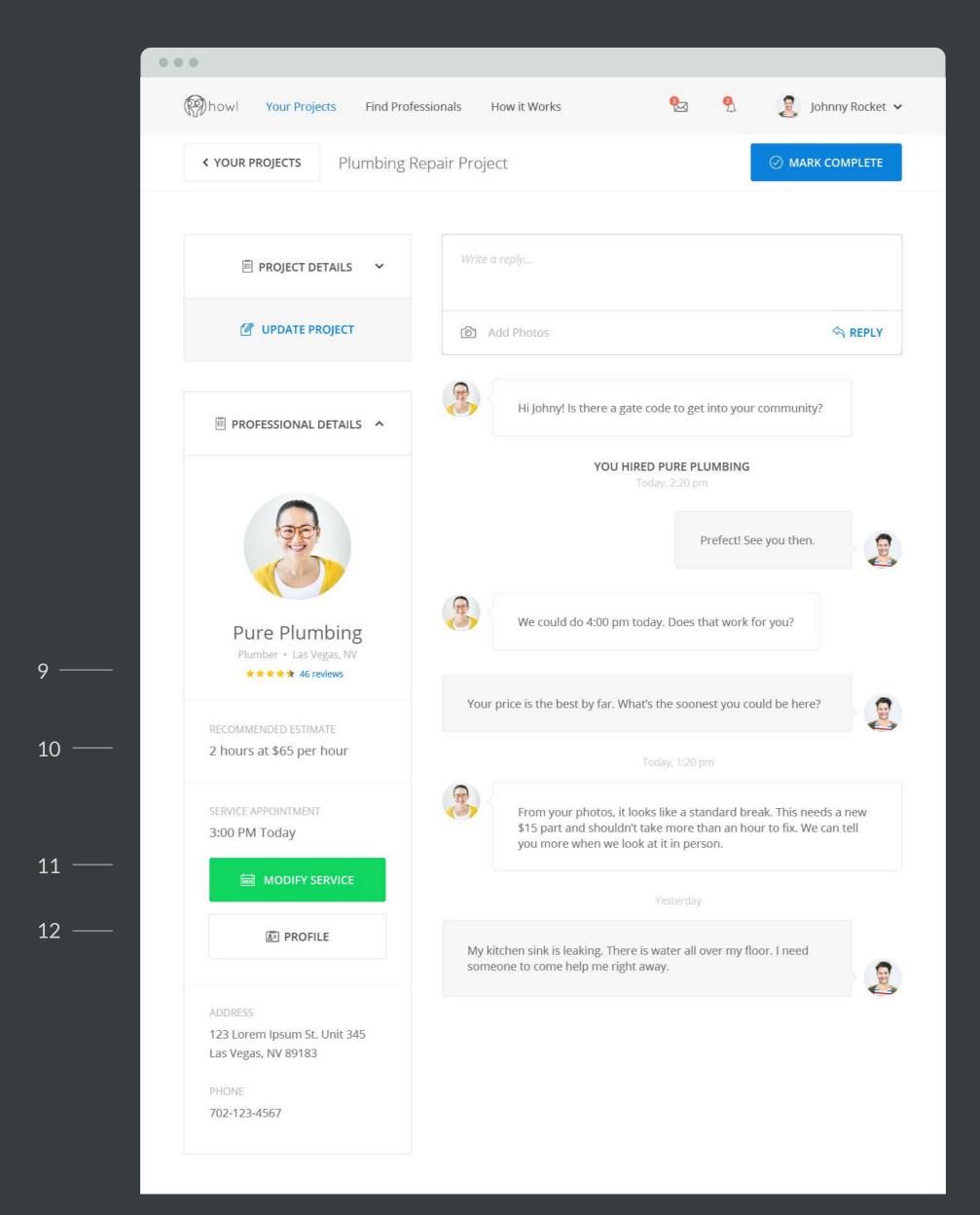
© COPYRIGHT 2015 HOWL, INC.			У	f	g⁺
Posting a repair or service project is an easy, step-t	y-step process. ⁴	Customers simply	sha	are	what
they need help with, where they need service, how l	pest to be contac	ted, and any descri	ptio	on o	r
pictures they might like to add.					

•••				
howl Find Profession	ls How it Works	Sign Up	Log In	Join as a Pro
	Help us match the right professionals to your job. Simply share where you need help and how pros should contact you. Th "Match me with Pros" to have your job details sent to all of the professi your neighborhood. What service do you need help with? Plumber Where do you need a professional?	nen, click		
	Street Address Las Vegas NV ¥	3		
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After posting a project and confirming an email, customers have access to a project dashboard for current, completed, and paused projects.⁵ As soon as a project is posted, Howl beings working to match professionals.⁶ Up to five professionals are matched to each project.⁷ After a professional is selected, it is easy to message them from the Your Projects dashboard.⁸

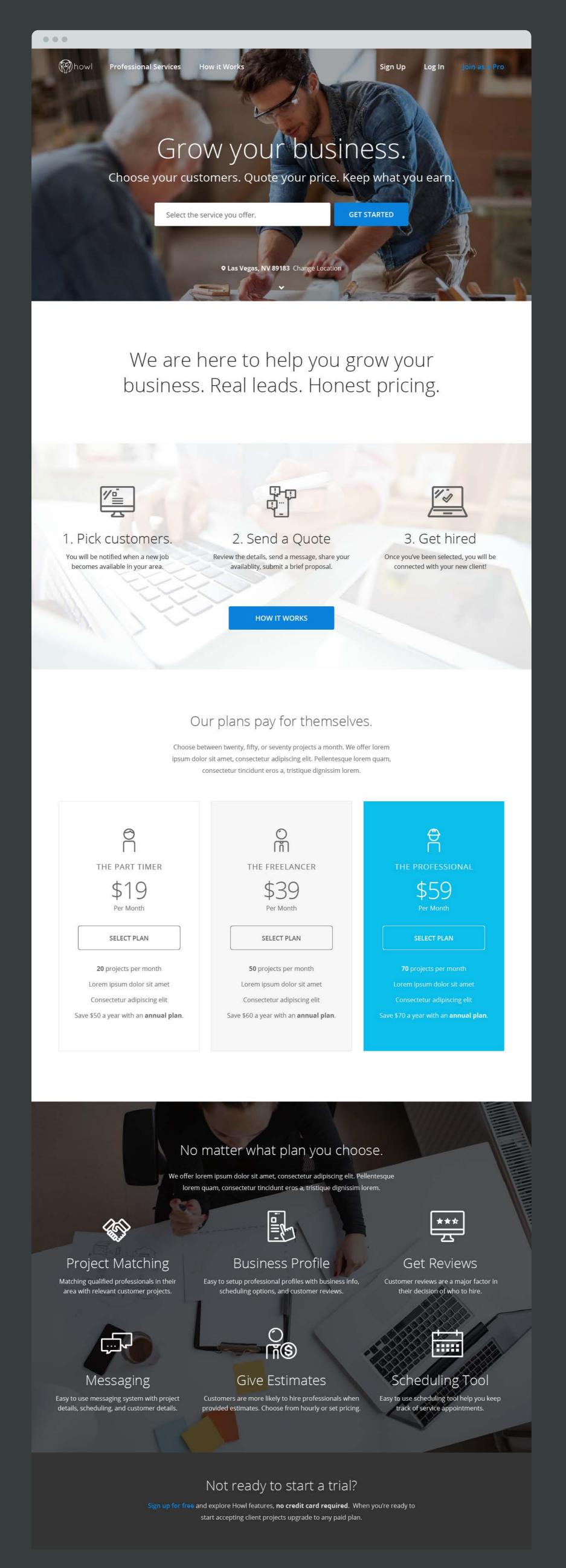
	• • •							
	Mowl Your Projects	Find Professionals	How it Works	9	9	🧕 Johnny Rocket 🗸		
	Your Projects					+ NEW PROJECT		
;	Current Projects Completed Projects	You don't have any current projects. START A NEW PROJECT						
5 ———	 Paused Projects 		Plumbing Repair 10/27/2015 My kitchen sink is leaking. There is water all over my floor. I need someone to come help me right					
			atch you with the best pr als can ask you question:					
			My kitchen sink is leakir	Ding Repair 10/27/2015 ng. There is water all ov le to come help me rig	ver my floor.	UPDATE PROJECT		
			atch you with the best pr als can ask you question:					
			My kitchen sink is leakir	Ding Repair 10/27/2015 ng. There is water all ov re to come help me rig	ver my floor.			
,		Pure Plumbing		Precision Plumbing 9 reviews	Plumbers Of Your City	911 Plumbing Services 82 reviews		
			Hired Pure l My kitchen sink is leakir	Ding Repair Plumbing on 10/27/2015 ng. There is water all ov re to come help me rig	ver my floor.	UPDATE PROJECT		
3 ——		6.7	• Plumbing • Las Vegas, NV • * * * * *	r 46 reviews		ি MESSAGES		

From start to finish, Howl offers a robust set of tools for reviewing customer reviews,⁹ pricing,¹⁰ scheduling service,¹¹ business profiles,¹² messaging with pros (only when customer are ready), marking service complete, and leaving pro reviews.



Designed for pros too

The Professional experience has to be easy. Professionals simply select their type of service offering¹³ and share some info about their business to get started. I also designed a streamline process for businesses to claim their listing (populated via Yelp API) though an invite link. Pros are free to view projects and only prompted to sign up for monthly credits upon applying to a project.¹⁴



All in all, the web app required over 95 pages of design to demonstrate the states and decisions needed to help customers and professionals be well informed and successful with their projects.

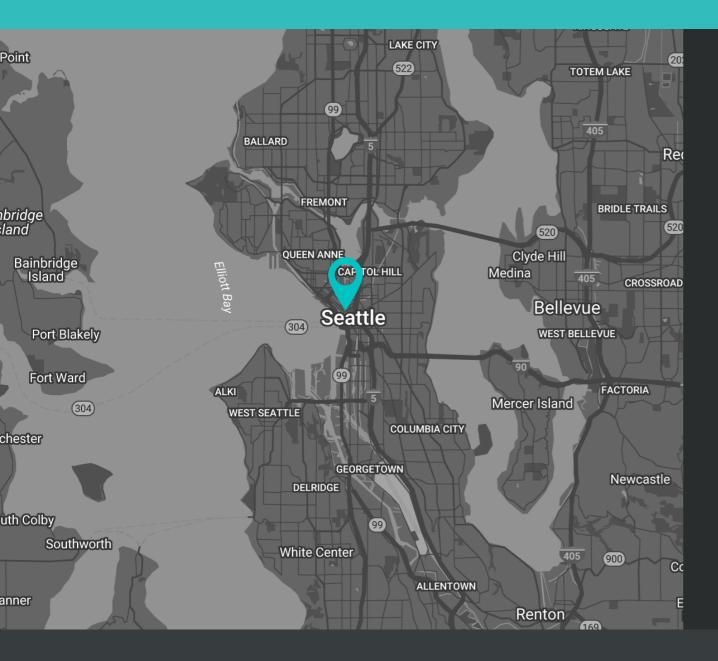
The results

Passion sometimes isn't enough

Everyone involved with Daniel's project put the customer and professional experience first every step of the way. Inventing this project gave us the freedom to research and ask "what would be best for the customer here." In the end, although we were unable to help Howl with some of their development needs, the work we completed went a long way with investors. Looking forward to seeing Howl be successful in their next round of funding and development.

Want to check out the prototype?

HOWL ON INVISION



HOW CAN I HELP?

Thanks for checking out my work. I'd love to learn about what you're doing!



CALL & TEXT (415) 754-0557



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