

# Kitting out a new toolbox for Rated People

An optimisation of Rated People's job form and other elements

Rated People is an online marketplace that connects homeowners with quality local tradespeople across the UK. From blacksmiths and bricklayers to plumbers and painters, there are over 30 specialised trades for homeowners to make use of. The platform also hosts over 50,000 tradespeople who use the site to fill gaps in their diary, grow their reputation and expand their business.

As an entirely online platform, Rated People relies on an excellent user interface to allow both homeowners and tradespeople to easily navigate across the site. For a homeowner, the app serves as a platform to post jobs, book tradespeople and review their work. For a tradesperson, the app serves as a platform to get a job, get paid and build a reference base for future jobs. Making sure both the homeowners and tradespeople have a pleasant experience on the site across desktop, mobile and tablet was the foundation of this brief.

*All information in this case study is my own and does not necessarily reflect the views of Rated People.*

## The Challenge

My challenge for this brief was twofold as it had to meet the needs of homeowners on the one side, and tradespeople on the other.

On the side of the homeowners, Rated People felt that they were losing a large proportion of their homeowners who start posting a job because the forms did not succeed in guiding them through the process. According to statistics they gathered, their former job form conversion was only 21% for the generic job form and 18% for the skill specific job form. My challenge was to redesign the job form so that it would be more reassuring. The form needed to take the homeowner's hand through every step of the job posting process so that they could ultimately post a job and get a trustworthy tradesperson. The target audience for this brief were homeowners with varied levels of technical understanding and a variety of job requirements.

On the side of the tradespeople, I was asked to create a simple intuitive, mobile-first experience for daily users. Rated People's business model relies on subscription fees from tradespeople who use the platform to get jobs and build a reputation. Any bump in the road for them could result in an abandoned payment and therefore a seamless user interface was paramount to the site's success. This brief therefore branched out to any feature that could contribute to a smoother ride including optimising the navigation sign up, the landing page and the job tracker for example.

# My Role

I was the senior UX designer for this project. I received a handover brief from Rated People's senior product designer and then used the information to lead the redesign of features on both the homeowner and tradesperson's side of the site. Additionally, I was tasked to optimise every feature of the site that would contribute to a smoother experience for homeowners and tradespeople. I took ownership of conducting research to find the optimal solution for Rated People to improve their conversions.

From my research, I was able to suggest a smoother user flow, design wireframes, generate prototypes and deliver a new and improved UX design. My designs needed to be rolled out on desktop, mobile and tablet alongside both the Android and iOS apps so I was also responsible for making them fluid across devices.

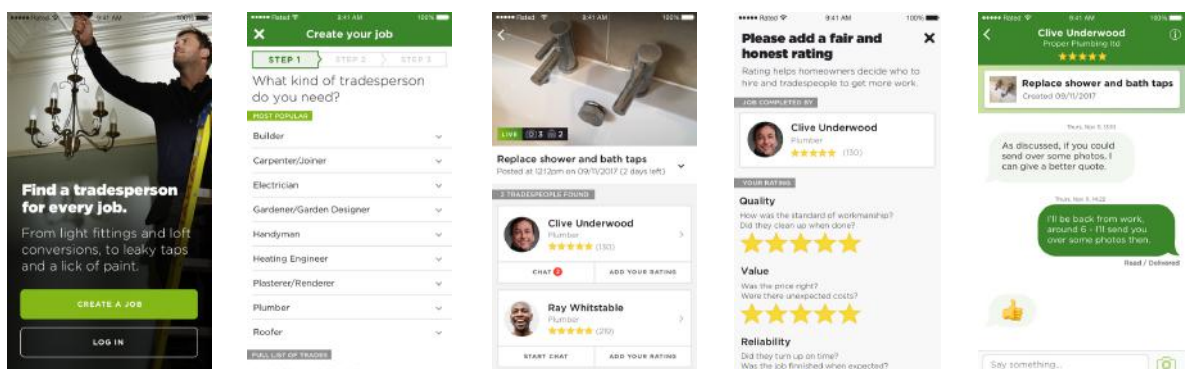
# The Drill Down - Research Phase -

My research approach to this challenge was to get a bird's-eye view of the challenge, identify the elements that contribute to the challenge and then find a solution to solve it. Throughout the research process I was constantly reminded that Rated People have two separate fronts for homeowners and tradespeople and that it operates on multiple devices not just app. It was therefore important to have a 360° approach to my research and not to be confined by having a tunnel vision approach.

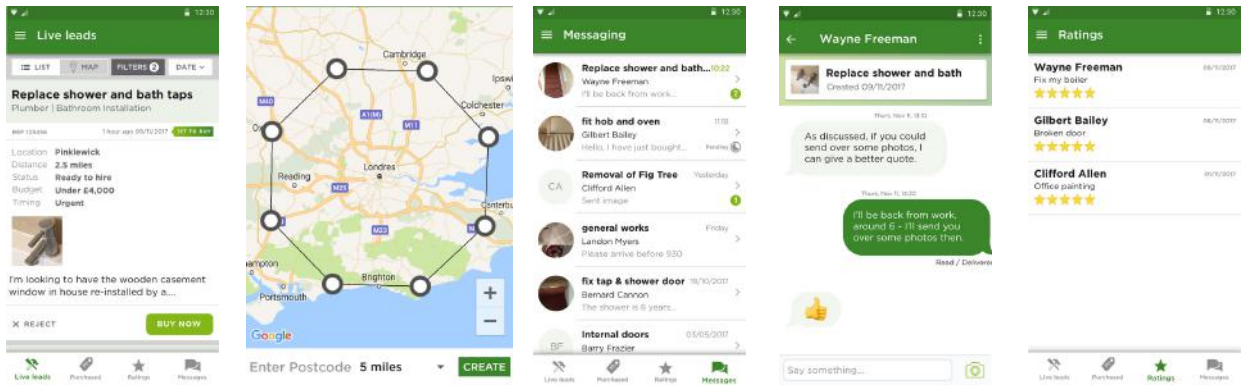
## User Flow Journey Analysis

To kick-off the research process, I first felt the need to explore Rated People's offerings and the general journey flow of both a homeowner and a tradesperson. Unlike most other apps that serve one target market, Rated People really needs to understand the needs of both their markets to be a success. Without one another, the service cannot run and therefore I put myself in the shoes of a homeowner and a tradesperson to get a feel of how the app works.

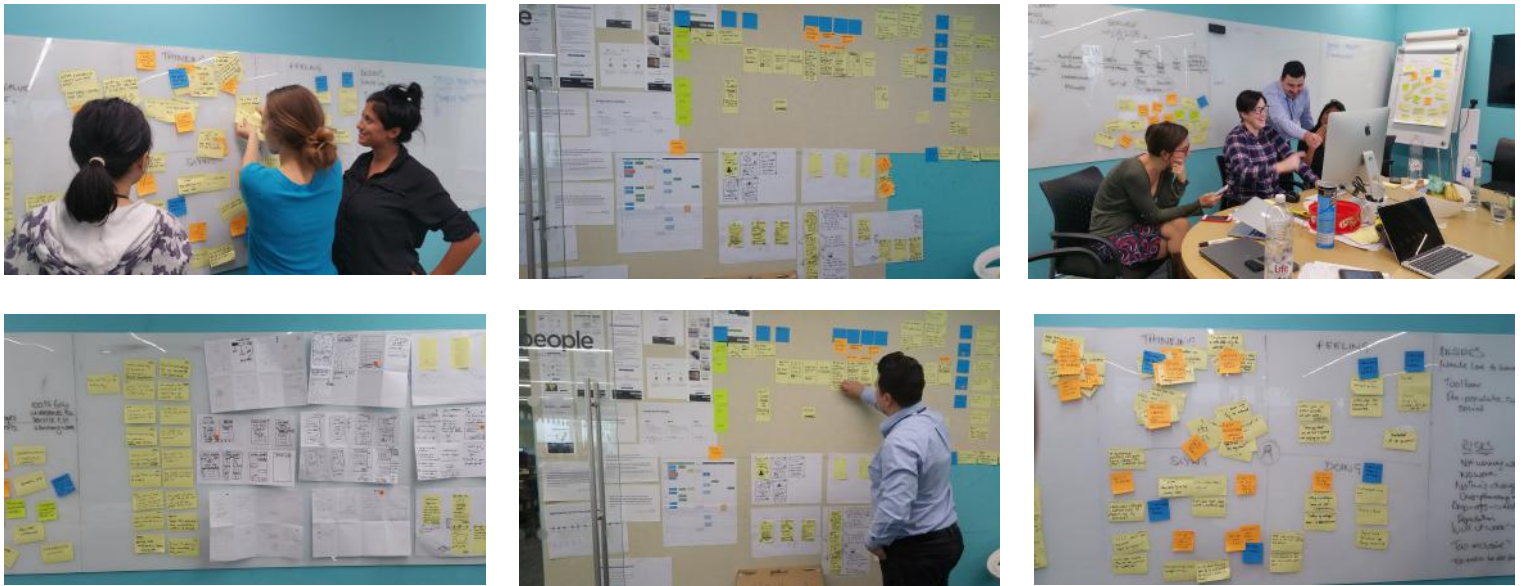
### Homeowners (iOS example)



## Tradespeople (Android example)



## Design Sprint



To delve deeper into my research strategy, I conducted a design sprint to get feedback about the current workings of the site. The design sprint was a rigorous process but we gathered valuable insights that helped us to identify problem areas on the site for both tradespeople and homeowners.

Homeowners

Tradespeople

## Homeowners

For homeowners, my main challenge was to optimise the job form. Some of the feedback that came out of the design sprint was that the form should be a one step process like most apps rather than the current three step process. Additionally the form should focus on essentials, and information that is only for the customer's preference should be thrown to the dashboard for the homeowner to fill out later. We also established that users should be encouraged to use the app rather than the desktop version early on in the job form.



## Tradespeople

For the tradesperson's experience, the design sprint highlighted some of the key things that attracts a tradesperson to use the Rated People platform. This included the ability to raise awareness of their trade, get jobs in their area, build a reputation and get paid with little negotiation. I established that the long term goal for the tradespeople front of the site was to create a daily habit of checking the app by showcasing value from the moment tradespeople log in, through a simple intuitive, mobile-first experience.

### Consumer Insights from User Test

Since we wanted to make it easier for homeowners to complete posting a job without abandoning the form (improve conversion rates), we decided to test a new design for the form. We had two new versions of test, the first being a type form and the second an icon based approach. We were trying to solve this challenge specifically for homeowners who wanted to post a job and see where they struggled to use the form.

We therefore conducted 1-to-1 usability sessions with 10 users at the Rated People London offices with Invision prototypes, screens and voice recordings on Lookback. We tested with the mobile web wireframes (not high fidelity prototypes) and recruited a mixture of 6 homeowners who use Rated People and 4 homeowners who don't. They were all London based, between the ages of 27-67 and a mixture of iOS and Android users. All of them tested both prototypes to post a job and were asked to compare afterwards.

Based on this quantitative usability testing results, we established that most users found the type form slightly easier to use.

### Competitor Analysis

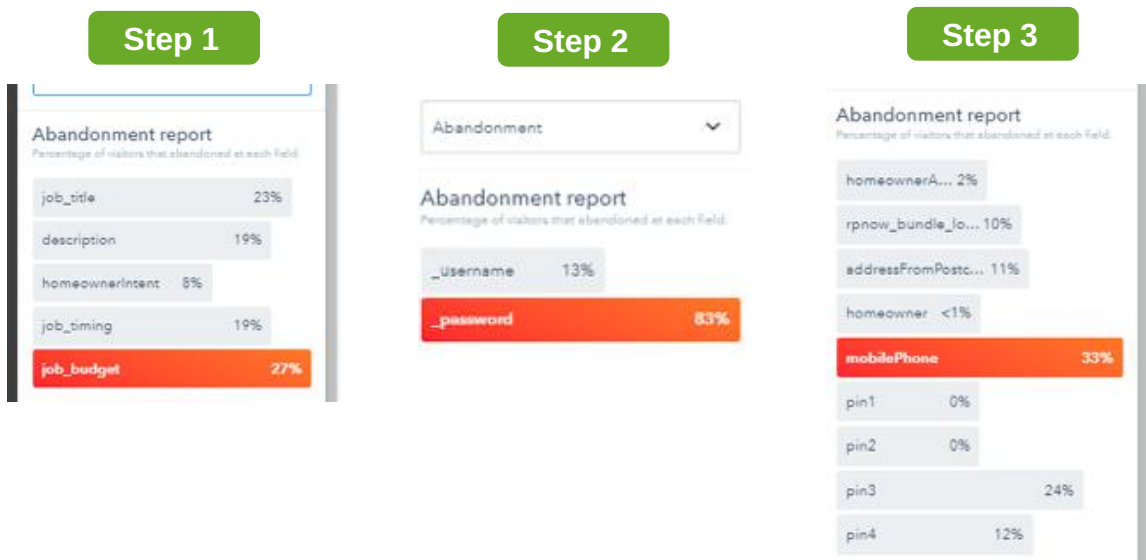
It's not always necessary to reinvent the wheel, especially if it works really well! I value a competitor analysis not only because it's a way for me to ensure my designs are relevant, but because it also confirms which app functionalities users have become accustomed to. For this analysis, we looked at competing companies like Mybuilder, CheckaTrade, TrustaTrader and MyJobQuote who all operate in the same industry as Rated People with similar clients in tradespeople and homeowners. We also looked at indirect competitors that have mastered a smooth UX design across their platforms like AirBnB, Plentific and TaskRabbit.





## Feedback and resources from the client

Another pivotal part of the research phase, was the information that Rated People provided me regarding their job form conversion rate specifically. They made use of Lucky Orange to analyse everything users did on the site before they left. More specifically, Lucky Orange's feedback helped me to see where users abandoned the site which could be indicative of where they got frustrated.

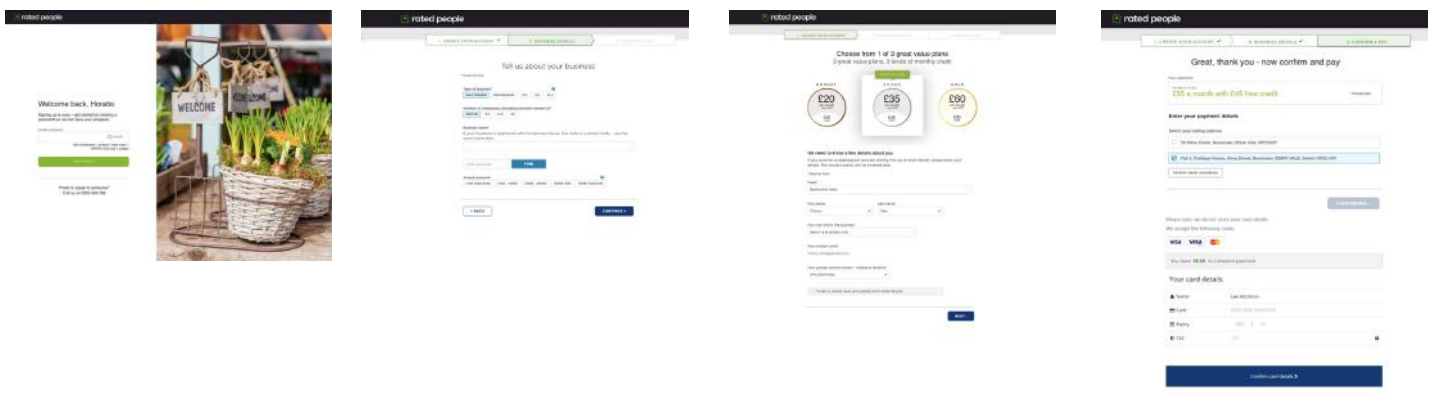


From this research and with specific reference to the job form that homeowners needed to fill out, there were some clear barriers to conversion.

### Key Barriers for Conversion

- There is no support with adding a description to a job
- The hiring stage causes confusion
- The budget is confusing for the homeowner and the budget support is out of date
- Users are taken out of the job flow to log in
- There is a lack of reassurance and support throughout job form process
- There is a lack of visibility of how data will be used
- Homeowner's lack control of how they will be contacted

With regards to the tradespeople journey, I received a handover brief from Rated People's senior product designer which illustrated an 'abandoned basket' on the site. In summary, this 'abandoned basket' showed us what happened when a tradesperson returned to the site after they haven't completed their sign-up. Below is the example on desktop, once again relying on the three step process.



# The Process

As with most jobs, you need be willing to go at it hammer and tongs to get good results - and with design it is no different! The process of optimising the job form for homeowners and creating a more seamless site for tradespeople wasn't going to be a one-size-fits-all solution. I kept my target market in mind through this entire process knowing that for many, their livelihoods depend on this site. With that thought as motivation, I kicked off my design process with a few prototypes for onboarding tradespeople.

**1.** Welcome to Rated People  
Enter your mobile number below to activate your membership

Mobile Number

Need help?

1	2	3
4	5	6
7	8	9
0		

**2.** Welcome to Rated People  
Enter your mobile number below to activate your membership

Mobile Number  
07549 584 868

NEXT

Need help?

**3.** PHONE VERIFICATION  
A SMS containing your pin has been sent to  
07549 584 868  
Please enter the 4 digit pin below to securely login

1 4 7 2

Don't receive SMS? Resend

1	2	3
4	5	6
7	8	9
0		

**4.** PHONE VERIFICATION  
A SMS containing your pin has been sent to  
07549 584 868  
Please enter the 4 digit pin below to securely login

Don't receive SMS? Resend

1	2	3
4	5	6
7	8	9
0		

**5.** WELCOME ABOUT YOU PROFILE  
Hi Rob,  
Welcome to Rated People  
You're in the right place to start winning work. There are 15 leads waiting for you.  
Make sure you don't miss any future work by enabling notifications

ENABLE NOTIFICATIONS

**6.** "Rated People" Would Like to Send You Notifications.  
Notifications may include alerts, sounds and icons. These can be configured in Settings.

Don't Allow OK

**7.** WELCOME ABOUT YOU PROFILE  
Set your preferences to start winning work  
Your primary trade is Plumber  
+ Add more trades  
Your postcode is SE1 8NW. You are willing to travel within: 10 miles

HAPPY WITH THAT?

**8.** WELCOME ABOUT YOU PROFILE  
Set your preferences to start winning work  
Your primary trade is Plumber  
+ Add more trades  
Your postcode is SE1 8NW. You are willing to travel within: 10 miles

**9.** WELCOME ABOUT YOU PROFILE  
Kickstart your profile to unlock a free lead  
Rob Barton  
+ Add Photo  
Tell homeowners about yourself...  
SHOW ME MY LEADS

**10.** Rob Barton  
Take photo  
Import from Facebook  
Choose existing  
Cancel

**11.** All Photos

**12.** WELCOME ABOUT YOU PROFILE  
Kickstart your profile to unlock a free lead  
Rob Barton  
+ Add Photo  
Tell homeowners about yourself...  
SHOW ME MY LEADS

**13.** WELCOME ABOUT YOU PROFILE  
Rob Barton  
+ Add Photo  
Tell homeowners about yourself...  
SHOW ME MY LEADS

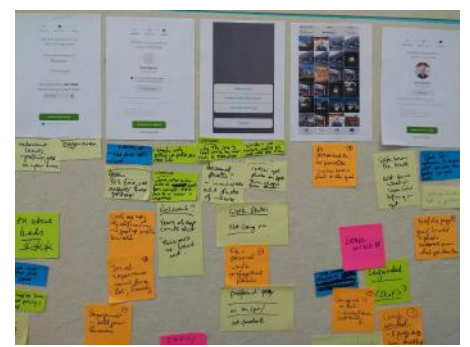
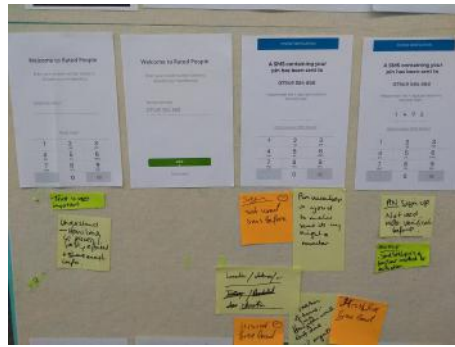
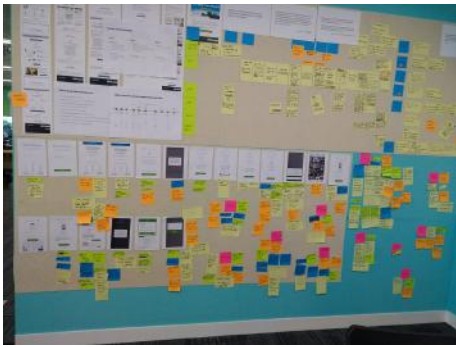
**14.** 85 Live Leads  
You're in! Your first lead is on us  
FREE LEAD  
Fix my toilet  
Location: Duferrins, KY11 8HR  
Distance: 12.5 miles  
Status: Ready to hire  
Budget: Under £4,000  
Urgent  
I'm looking to have a new toilet and sink installed as part of a...  
CHOOSE THIS LEAD

**15.** CUSTOMER DETAILS  
Evan Morgan  
07590848635  
evan.morgan21@home20117@gn...  
START CHAT  
Request a call back  
Request Rating  
Report this Lead  
Show Timeline

**16.** CONGRATULATIONS!  
You have bought your first lead! Contact the home owner straight away for a better chance of winning the job.

START CHAT

## Back to the drawing board



I took my prototypes back to the drawing board to create an affinity map which we could analyse. An affinity diagram is a great way to really focus on each screen and to get a range of opinions in order to improve the final designs. From the feedback on the affinity map, each screen had some things that needed to improve.

Some of the observations that were made by tradespeople during the design sprint were:



"If there's a new job in your area - the lead needs to be relevant."

**My take out:** The relevance of a lead i.e the price, the job's relevance and the size of job are all extremely important to tradespeople. They quickly review whether to go for a lead or not.



"I would check the app whenever notifications come in and I would like to be directed straight to the leads page then when I'm in the app."

**My take out:** When a lead notification comes in, trades people want leads to come to them without the hassle of signing in. They're generally happy with live push notifications or daily email digests and this is the best way to encourage a daily habit of using the app.



"I haven't got the time to log in to view pages of leads."

**My take out:** Tradespeople want to get going and are generally time poor. They don't necessarily read everything presented to them so it's important to get straight to the point. Tradespeople are quick at mental arithmetic to calculate the ROI of leads.



"Good to add photo of yourself so customer knows what you look like before you get there."

**My take out:** All tradespeople think descriptions and photos in their profile are important for homeowners. Two out of three tradespeople would be happy to upload picture of themselves, while the others would prefer to upload photos of their work.

## Key Take Outs of the Design Sprint

1. We produced a simple solution to the onboarding challenge.
2. We used a user-centred process and design that put the tradesperson first.
3. We increased the speed of the project and made critical decisions fast.
4. We efficiently collaborated between departments and we were able to focus.
5. The product was validated by real tradespeople and we knew we were not building a product that tradespeople wouldn't use.
6. We saved time and money compared to running the project as usual.
7. The prototype was the first iteration and was the first step of the next phase.

## Wireframes of Optimised Job Form

On the other side of the site, I also had to make sure we implemented all the suggested changes to the job form to make the process easier for homeowners. Based on this quantitative usability testing results, we established that most homeowners found a type form slightly easier to use. Therefore, I designed mock-ups accordingly. This forms meets all the requirements of really guiding a homeowner through the process of posting a job.

The mobile wireframe shows a vertical layout for 'Step 1: Create your job'. At the top, there's a progress indicator and a 'Secure form' label. Below is a 'Need Help? Call 9332 232 2342' link. The main form area includes a 'Type of tradesperson you need' dropdown (selected: 'Window Fitter / Conservatory Installer'), a 'The type of job' dropdown (selected: 'Single / Double Glazing'), and a 'Change' button. A note says 'You can change some & continue the form later'. The 'TELL US ABOUT YOUR JOB' section has a 'Job Title\*' field (placeholder: 'e.g. new garden design'), an 'Add Photo' button with a note 'Jobs with photos are 10x more likely to have a response from tradespeople', and a 'Describe your Job\*' text area. The 'You're job details' section has radio buttons for 'I am currently\*' (selected: 'Requiring someone urgently'), 'Ready to hire', 'Planning and budgeting', and 'Looking to get a quote'. Below is a 'When would you like the job to start?' dropdown (selected: 'This or Tomorrow - It's Urgent') and a note 'We estimate that a Double Glazing Job would cost between £2,000 - £3500'. The 'What's your approximate budget?' section has a dropdown (selected: 'I don't know') and a list of budget ranges from 'Under £100' to '£120,000'. At the bottom are 'Save & continue later' and 'Next >' buttons.

The desktop wireframe shows a horizontal layout for 'Step 1: Create your job'. It features a progress indicator and a 'Secure form' label. A 'Need Help? Call 9332 232 2342' link is at the top right. The main form area includes a 'Type of tradesperson you need' dropdown (selected: 'Window Fitter / Conservatory Installer'), a 'The type of job' dropdown (selected: 'Single / Double Glazing'), and a 'Change' button. A note says 'The form you are filling in uses the same 115 characters which means that your information is 100% correct & secure'. The 'TELL US ABOUT YOUR JOB' section has a 'Job Title\*' field (placeholder: 'e.g. new garden design'), an 'Add Photo' button with a note 'Jobs with photos are 10x more likely to have a response from tradespeople', and a 'Describe your Job\*' text area. The 'You're job details' section has radio buttons for 'I am currently\*' (selected: 'Requiring someone urgently'), 'Ready to hire', 'Planning and budgeting', and 'Looking to get a quote'. Below is a 'When would you like the job to start?' dropdown (selected: 'This or Tomorrow - It's Urgent') and a note 'We estimate that a Double Glazing Job would cost between £2,000 - £3500'. The 'What's your approximate budget?' section has a dropdown (selected: 'I don't know') and a list of budget ranges from 'Under £100' to '£120,000'. At the bottom are 'Save & continue later' and 'Next >' buttons.



## Prototypes of Optimised Job Form

Once all the stakeholders and I were happy with the mockups, I set out to create both mobile and desktop prototypes for the job form. Both the mobile and desktop versions really aim to guide the homeowner through a very structured type form, leaving no room for uncertainty. The information starts from general details like the job type and funnels down to more specific details like the budget and description.

On both mobile and desktop, there is a clear banner with the helpline contact details, should a homeowner get stuck at any point. This helpline just reiterates that there is someone every step of the way to assist.

### Desktop

Below you can find the old version of the job form next to the new version for comparison. What should immediately strike you, is the contrast in the length of the type form on each version. The newer version is significantly longer because it has much more information than the former version. Some sites might prefer a less text heavy appearance, but the priority for Rated People was to guide their users through each step - hence more information was needed.

#### Old Version

The old version of the job form is a single-page layout with a dark header containing the 'rated people' logo. Below the header, a progress bar shows three steps: '1. CREATE YOUR JOB', '2. CONTACT DETAILS', and '3. CONFIRMATION'. The main content area is titled 'Create your job' and includes several form fields: 'Give your job a name\*' (with a placeholder 'e.g. Paint my living room'), 'Describe what you need\*' (with a placeholder 'Try to provide as much detail and information as you can. This should lead to better quality quotes from local tradespeople who are able to complete the work.'), 'Tell us which stage you're at\*' (with radio buttons for 'Ready to hire', 'Planning and budgeting', and 'Need a quote for insurance purposes'), 'When would you like the job to start?' (with a dropdown menu), and 'What's your approximate budget?' (with a dropdown menu and a note that tradespeople estimate a job like this will cost from around £250). A 'NEXT' button is located at the bottom right of the form.

#### New Version

The new version of the job form is a multi-step layout with a dark header containing the 'rated people' logo and navigation links: 'Get Quotes', 'Ask', 'Local', 'Budgets', 'Blog', 'TRADEPERSON SIGN-UP', and 'LOG IN'. The progress bar shows three steps: '1. CREATE YOUR JOB', '2. CONTACT DETAILS', and '3. CONFIRMATION'. The main content area is divided into several sections: 'You've Selected' (with a green checkmark and text 'What type of tradesman do you need? Gardener / Landscape Gardeners' and 'What type of job is it? Lawn care services - cutting/seeding/trimming'), 'Your job' (with a text field 'Remove TV aerial from roof' and a price field '2690'), 'Add photos' (with a note 'Jobs with photos are 10x more likely to get a response from tradespeople' and a 'SELECT FILES TO UPLOAD' button), 'Timing' (with radio buttons for 'Ready to hire', 'Planning and budgeting', and 'Need a quote for insurance purposes'), and 'Budget' (with a note 'You're not committing to any payment now.' and a 'SELECT budget' dropdown). A 'NEXT STEP' button is located at the bottom right of the form.

## Mobile

The mobile version stems from the desktop design, but I explored three different prototypes. All three have the same basic information divided into four sections namely: the job description, photos, timing and budget.

The difference lies in the the second and third screens. The second screen has an added security message to reassure homeowners that Rated People is a trusted and respected site. The third screen has tips for describing the job in order to help homeowners type a brief but informative description without feeling overwhelmed and then abandoning the process.



Cancel and go back

**YOU'VE SELECTED**

What type of tradesman do you need?  
**Window fitter conservatory installer**

What type of job is it?  
**Single / Double Glazing**

**Tell us about your job** Required

Sum your job up in one line  
**Remove TV aerial from roof** ✓

Please enter at least 10 characters

Describe what needs to be done  
The devil is in the details...  
Please enter at least 20 characters

**Add some photos**

Jobs with photos are 10x more likely to get a response from tradespeople

Tap to take a photo or select image

✓ Take a photo of the job area  
✓ Accepted formats JPG, PNG and GIF

**Timing** Required

Ready to hire  
 Planning and budgeting  
 Need a quote for insurance purposes

When do you want work to start?  
Select timing

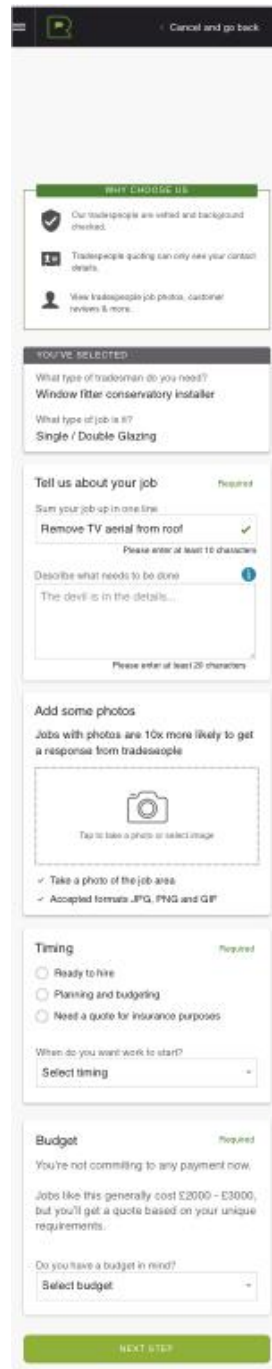
**Budget** Required

You're not committing to any payment now.

Jobs like this generally cost £2000 - £3000, but you'll get a quote based on your unique requirements.

Do you have a budget in mind?  
Select budget

**NEXT STEP**



Cancel and go back

**WHY CHOOSE US**

✓ Our tradespeople are vetted and background checked.

1. Tradespeople quoting can only see your contact details.

✓ View tradespeople job photos, customer reviews & more.

**YOU'VE SELECTED**

What type of tradesman do you need?  
**Window fitter conservatory installer**

What type of job is it?  
**Single / Double Glazing**

**Tell us about your job** Required

Sum your job up in one line  
**Remove TV aerial from roof** ✓

Please enter at least 10 characters

Describe what needs to be done  
The devil is in the details...  
Please enter at least 20 characters

**Add some photos**

Jobs with photos are 10x more likely to get a response from tradespeople

Tap to take a photo or select image

✓ Take a photo of the job area  
✓ Accepted formats JPG, PNG and GIF

**Timing** Required

Ready to hire  
 Planning and budgeting  
 Need a quote for insurance purposes

When do you want work to start?  
Select timing

**Budget** Required

You're not committing to any payment now.

Jobs like this generally cost £2000 - £3000, but you'll get a quote based on your unique requirements.

Do you have a budget in mind?  
Select budget

**NEXT STEP**



Cancel and go back

**YOU'VE SELECTED**

What type of tradesman do you need?  
**Window fitter conservatory installer**

What type of job is it?  
**Single / Double Glazing**

**Tell us about your job** Required

Sum your job up in one line  
**Remove TV aerial from roof** ✓

Please enter at least 10 characters

Describe what needs to be done  
The devil is in the details...  
Please enter at least 20 characters

**Tip for describing your job**

- Where the work is being done
- Dimensions / sizes of area for work
- Who will be providing the materials
- Access to the property
- Parking restrictions

**Add some photos**

Jobs with photos are 10x more likely to get a response from tradespeople

Tap to take a photo or select image

✓ Take a photo of the job area  
✓ Accepted formats JPG, PNG and GIF

**Timing** Required

Ready to hire  
 Planning and budgeting  
 Need a quote for insurance purposes

When do you want work to start?  
Select timing

**Budget** Required

You're not committing to any payment now.

Jobs like this generally cost £2000 - £3000, but you'll get a quote based on your unique requirements.

Do you have a budget in mind?  
Select budget

**NEXT STEP**

# Polishing the Final Products

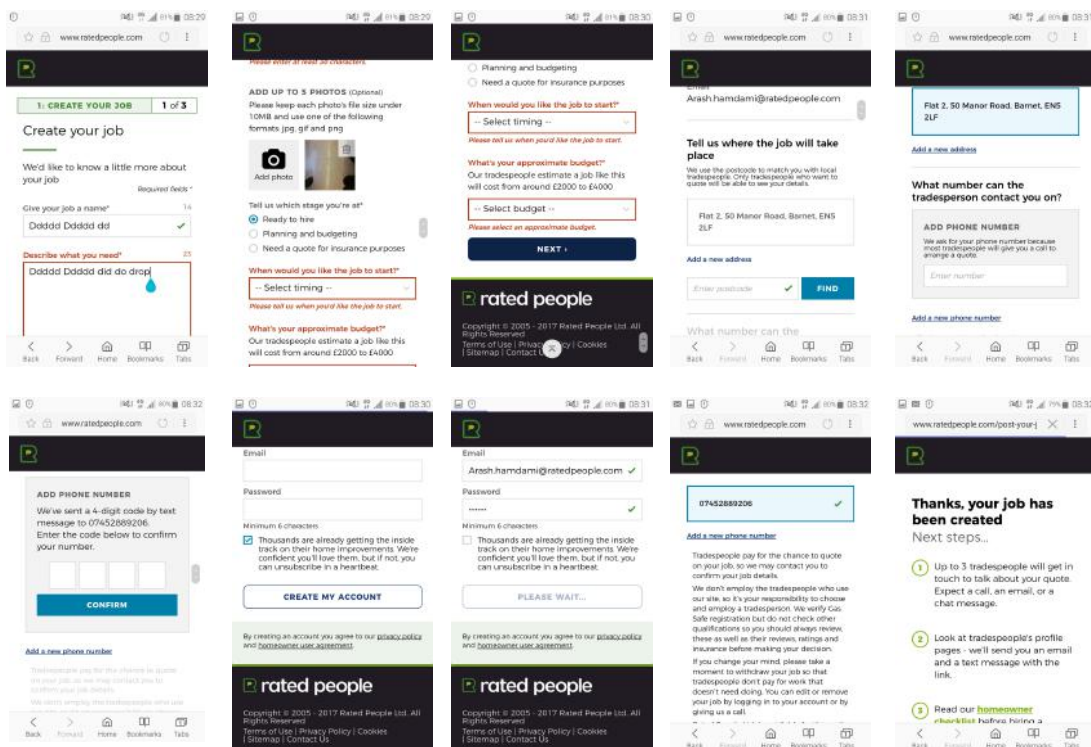
At the start of this brief, I was challenged to optimise two processes on Rated People's site across desktop, tablet and mobile app.

The first process was on the homeowners' side of the site and required me to redesign the job form so that homeowners could post jobs with more confidence. Through a design sprint, competitor analysis and a user test, I knew that homeowners preferred a type form rather than an icon based approach. I implemented this accordingly and made sure that help was just a click away at any point of the process. The steps to complete a job form were also made very clear with descriptions along the way.

The second process was on the tradespeople's side of the site and required me to optimise the onboarding process of tradespeople in order for them to successfully respond to a job lead. Tradespeople are the heartbeat of Rated People's platform and I knew the designs had to meet their needs. Many of them have little time to log onto the site every time for potential leads but they do appreciate a site that can help them build a reputation. Being able to load photos of recent projects for example was necessary and I made sure we implemented all these needs accordingly.

The final product was well received but also required many other sideline projects that were not included in this case study for the purpose of conciseness.

## Screenshots of Final Job Form for Homeowners (Mobile Version)



# Screenshot of Final Job Onboarding Landing Page (Desktop Version)

**Need more job leads?**  
1 million homeowners post jobs on our site, we just need tradespeople like you to do them.

**How it works**

- Find new customers**  
Choose the location you want to work in, and get a list of homeowners who need your help.
- Pick your job leads**  
Access contact details for a small fee taken off your credit. **No more than 3 tradespeople can buy the same lead!**
- Get rated**  
Get your business reviewed. We'll add ratings to your profile, where homeowners can find you in Google.

Become a Rated People member

Three step guide to how the site works.

Attractive offerings that make Rated People stand out.

**More than just job leads**

- Make direct contact**  
Immediate access to homeowner details to give a quote.
- Job management app**  
Chat, call, find more work - all in one place.
- Lead tracker software**  
Free access to tools that can cost hundreds elsewhere.
- Member discounts**  
On tools, fuel, insurance and loads more.
- Profile badges**  
Milestone badges to build your profile and attract more work.
- Account managers**  
Dedicated support for premium customers.

**How many leads for my trade?**  
Quickly see how many leads are available in your trade. Each lead is a homeowner looking for a reliable tradesperson.

Select trade: [dropdown] SHOW ME THE LEADS

See from the get-go what the demand is for your trade.

Testimonials from Tradespeople who worked on the site.

**Run your business from one place**

- Find local work
- Manage your work (including jobs from outside Rated People)
- Message customers
- Send quotes
- Create invoices

Become a Rated People member

14 Years in the business

160+ Trades and services

1 million Job leads posted each year

Become a Rated People member

14 Years in the business

160+ Trades and services

1 million Job leads posted each year

Become a Rated People member

Find out how many job leads are in your area today

Find out how many job leads are in your area today

All fields are required

First name	Last name
Select your main trade	How many employees do you have?
Email	Phone number

You're under no obligation to join, we'll just take a little time to explain how Rated People works. By completing this form you agree to our [privacy policy](#).

Submit your details

Simple sign-up form to kick-start the onboarding process.