

# **User-Centered UI & UX Case Study of a Society Directory App: Neighborly**

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“This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of  
Science in Multimedia and Creative Technology

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## APPROVAL

This Project titled “User-Centered UI & UX Case Study of a Society Directory Apps: Neighborly” submitted by **Md. Nafiz Rezwan (211-40-738)** to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation was held on 20-08-25.

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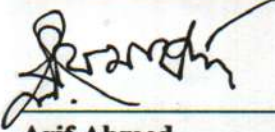


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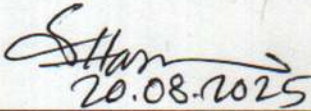


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I hereby declare that this project has been done by me under the supervision of **Mr. Md Salah Uddin, Assistant Professor & Head of the Multimedia and Creative Technology Department, Daffodil International University**. I also declare that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

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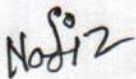


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## ABSTRACT

This study looks at how "Neighborly", a mobile app, was designed and built to make it easier to find skilled workers in communities all over Bangladesh. Targeting society members from diverse backgrounds and professions, the app addresses the challenge of accessing skilled services such as electricians, plumbers, carpenters etc, without the need to go outside or rely on referrals. The primary features of the app include a posting system for service requests and the ability for service providers to gain extra income. This project examines the design considerations, particularly the user experience (UX) and user interface (UI) challenges, as there is no existing dedicated platform for society directories in Bangladesh. Through research and a flexible design approach inspired by global UI/UX trends, the app aims to offer an intuitive, inclusive, and accessible solution. The report highlights the UX design process, challenges faced, and future plans for expanding the app's reach nationwide.

In conclusion, "Neighborly" simplifies finding skilled workers in Bangladesh's society communities, offering users easy access to services and new income opportunities for providers. The app aims for nationwide expansion, enhancing convenience and connectivity.

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# CHAPTER 1: INTRODUCTION

## 1.1 Project Overview

"Neighborly" is all about making life a little easier for people living in societies across Bangladesh. Finding skilled workers like electricians, plumbers, carpenters etc. often means stepping outside or asking around for recommendations. It's not only inconvenient but also time-consuming. That's where the app comes in: users can post service requests and quickly connect with trusted professionals nearby.



Figure 1.1: Neighborly app Logo

On the flip side, service providers get a chance to reach new clients and earn extra income, making the app a great way for them to expand their work opportunities. The beauty of "Neighborly" is that it fills a gap there's currently no platform in Bangladesh dedicated to society directories. So, the app aims to be an intuitive, simple solution that fits the needs of a wide range of people.

This study looks at how we designed Neighborly, a mobile app that makes it simpler to find skilled workers in communities all over Bangladesh. It takes ideas from designs that work around the globe, but it's made for the local area. It's still pretty new, but we want to spread it across the country so folks can easily get help when they really need it. Neighborly is really about making it easier and more dependable for people to find and link up with the services they're looking for.

## **1.2 Problem Statement and Context**

It's tough to find reliable plumbers, electricians, carpenters, or maids in Bangladesh. Usually, people just ask their friends or look outside their neighborhood to find someone they can trust. This takes up a lot of time, and you never really know if you're getting someone who knows their stuff which can be frustrating, and sometimes you get stuck with someone who's clueless. It's tough to quickly find qualified people nearby.

Neighborly fixes this by letting people post what they need done and find checked-out pros in their area. Service people can also make some extra cash by getting their names out there. It might seem small, but it could really make life easier for people and give local workers a boost. The idea is to make it simpler to find help you can trust.

## **1.3 Objectives of the App**

Neighborly aims to make it easier to find good workers in Bangladesh's society communities. The Objectives are given below:

1. **Simple for Society Members:** Society members can easily find plumbers, electricians, carpenters, and other help in their area on this simple platform.
2. **Earning for Workers:** It opens doors for local service people to get jobs.
3. **Building Confidence:** A verification step helps users feel secure about hiring reliable pros.

4. **Simple Design:** The app is easy for everyone to use, no matter their age or background.
5. **Grows Big:** The plan is to roll it out across the country, so every community can benefit.

## 1.4 Scope and Limitations

Neighborly tries to make it easier to find and use different services in your neighborhood. It's convenient for people who need help and lets service providers earn some cash. But, it only works in certain areas right now, and you have to have the internet to use it. It might be tricky to people to start using it, and making sure the service is good could be hard.

### Scope:

Neighborly links people in a community with all kinds of help, like electricians, plumbers, house cleaners, car washers, trash people, and a lot more. It's simple to ask for what you need and find good people nearby. And if you're skilled, you can make extra cash by offering your services on the app.

Here's what the app offers:

- **Where it works:** It started in a few areas of Bangladesh, but the plan is to cover the whole country soon.
- **Who it's for:** Society members who want services they can trust, and service providers who need to find local jobs.
- **Core Features:** You can post or search for services, see profiles for both users and service folks, and we've got a way to check people out so you know who to trust. Plus, paying is built right in to make it easy.

Also, the app has a rating thing where you can see what others say about service people. It helps you pick the right one before you book.

### Limitations:

So, Neighborly is trying to be helpful and simple, but it does have some downsides:

- It won't be everywhere right away. It's starting in a few places and will grow slowly.

- They check out the people offering services, but things might still not be perfect.
- You need the internet for it to work, so if you don't have good service or a smartphone, you're out of luck.
- Some people in your community might have trouble getting used to it, mostly if they don't know tech well.

## 1.5 Importance and Impact

Neighborly is trying to fix a problem in Bangladesh: finding good local helpers. Instead of asking everyone or searching forever, the app lets you ask for what you want . You can quickly find reliable people nearby. It saves you time when finding help.

The app also helps local service people a lot. It's a good way for them to show off what they can do. They can find more jobs and make cash. Also, the ratings let you see what others think. This helps you choose.

Neighborly could change how people in Bangladesh find services. They want to grow the app all over the country. They want to help neighborhoods be more connected and independent. They want things to run better and create jobs for workers.

## 1.6 Structure of the Paper

This paper has seven chapters that will give you a good idea about the Neighborly app--how it was designed, created, and what it might do. Here's how it's broken down:

- **Chapter 2: User Research and Design** - This part talks about the research we did to figure out what people in the community and service folks needed. It really gets into how those findings played a part in the app's design and the difficulty in building a community directory in Bangladesh.
- **Chapter 3: App Things and How They Work** - This is where we talk about the main stuff the Neighborly app can do, like posting services, personal pages, the star thing, and how society members and service workers use the app differently.

- **Chapter 4: Design Process and Iterations** - This part goes into the design steps, like making drafts and test versions, and making the app better after listening to people. It also mentions the problems we faced and the changes we had to do to make the app easier to use.
- **Chapter 5: Testing and Validation** - This chapter looks at the usability testing process and how feedback was used to improve the app. It also compares "Neighborly" with other similar solutions in the market.
- **Chapter 6: Future Vision and Expansion Plans** - The future vision for "Neighborly" is outlined, including plans for national expansion and the introduction of new features.
- **Chapter 7: Conclusion** - The conclusion summarizes key findings, lessons learned, and provides recommendations for future work.

Each chapter builds on the previous one to provide a comprehensive analysis of UX/UI in "Neighborly" and to concretely suggest areas for improvement.

## CHAPTER 2: USER RESEARCH AND DESIGN FOUNDATION

### 2.1 Target Audience and Needs

The "Neighborly" app is designed for society members in Bangladesh, people from different backgrounds, professions, and age groups who often struggle to find skilled workers like electricians, plumbers, and carpenters. Most of these individuals rely on word-of-mouth or search outside their communities, which can be time-consuming and unreliable.

Key aspects of the target audience:

- **Diverse Demographics:** The app serves both tech-savvy users and those who may not be as familiar with technology, such as older generations.
- **Residents of Societies:** People living in gated communities or apartments who frequently need services like car cleaning, trash collection, or housemaids

Identified Needs:

- **Convenience:** It's all about ease: Members want a simple way to find professionals they can trust nearby.
- **Trust and Reliability:** Users want assurance that service providers are verified and trustworthy.
- **Simplicity:** The app should be user-friendly, accommodating people with different levels of tech knowledge.
- **Affordability:** Both users and service providers are looking for a transparent and fair pricing model.

"Neighborly" aims to meet these needs by offering a simple, reliable platform that connects society members with skilled service providers nearby.

## **2.2 Research Questions and Thought Process**

To better understand the needs, preferences, and concerns of potential users, a detailed survey was conducted through Google Forms during the early brainstorming phase of the "Neighborly" app. The following questions were asked:

- 1. Your email?**
- 2. What is your gender?**
- 3. What is your age group?**
- 4. Where do you live?**
- 5. What type of residence do you live in?**
- 6. How do you currently find service providers (e.g., maid, electrician, plumber)?**
- 7. How often do you need household services?**
- 8. How important is it for you to hire verified service providers?**
- 9. Would you trust service providers recommended by your society/residents?**
- 10. What concerns you the most when hiring help?**
- 11. Would you be interested in an app that connects you to trusted, nearby service providers within your society?**
- 12. Which features would you find most useful in such an app?**
- 13. How comfortable are you using mobile apps for daily tasks?**
- 14. Would you be willing to pay a small fee for a verified, trusted service provider?**
- 15. Have you ever had a bad experience hiring help through social media or word-of-mouth?**
- 16. Is your housing society already using any digital platform for internal communication or services?**
- 17. Any other suggestions or expectations from such an app?**

### **Thought Process:**

While creating the survey, my goal was simple: understand what users truly need and expect from the "Neighborly" app. I wanted real insights instead of relying on assumptions, so each question had a clear purpose:

- A. **Demographic Questions (Q1–Q5):** These were designed to get a clear picture of who the potential users are, understanding their age, gender, and living situations helps tailor the app’s user interface and marketing strategy.
- B. **Service Discovery and Frequency (Q6–Q7):** Asking how people currently find service providers and how often they need help validated the necessity and frequency of use for the app.
- C. **Verification, Trust, and Recommendations (Q8–Q10):** Questions about trust, verification, and recommendations targeted the biggest concerns people have when hiring service providers, making sure the app addresses these pain points effectively.
- D. **Interest and Feature Preferences (Q11–Q12):** Understanding feature preferences and interest in the app helped prioritize functionality, ensuring users get exactly what they expect.
- E. **Technology Comfort and Willingness to Pay (Q13–Q14):** Exploring comfort with technology and willingness to pay provided insight into user readiness and the potential for monetizing the service.
- F. **Past Negative Experiences (Q15):** Learning about past negative experiences highlighted problems the app needs to solve clearly and effectively.
- G. **Current Digital Platform Usage (Q16):** Checking if societies already use digital platforms revealed gaps and opportunities for "Neighborly" to provide significant value.
- H. **Open-Ended Suggestions (Q17):** Finally, an open-ended question gave users space to share thoughts I might not have anticipated, adding valuable depth to the research.

These thoughtful, intentional questions allowed a deeper understanding of the target audience, making the design and development process of "Neighborly" more user-centric, informed, and effective.

## 2.3 Key Insights from Research

The survey provided several crucial insights that directly influenced the design and development of the "Neighborly" app:

- Clear Need for Organized Solutions:** Users overwhelmingly rely on informal, often unreliable methods like asking neighbors or friends (91.7%), indicating a strong market gap for a structured, reliable service-finding app.

How do you currently find service providers (e.g., maid, electrician, plumber)?

12 responses

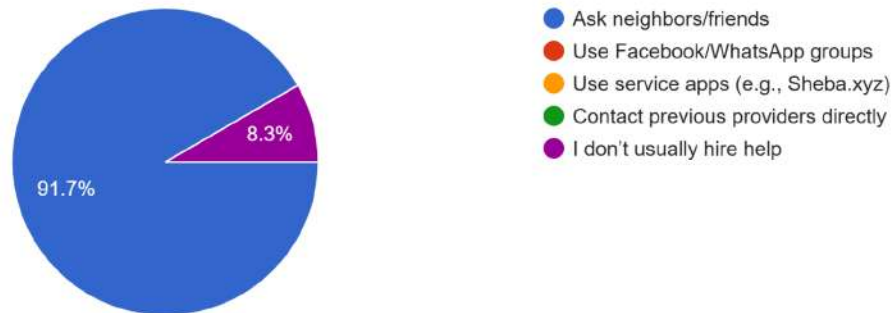


Figure 2.3.1: Methods for finding service providers, mostly through neighbors or friends.

- Emphasis on Trust and Verification:** Trust and safety emerged as major concerns (83.3%), with the majority (58.3%) highlighting the importance of hiring verified service providers. This confirmed the necessity of a robust verification system.

What concerns you the most when hiring help?

12 responses

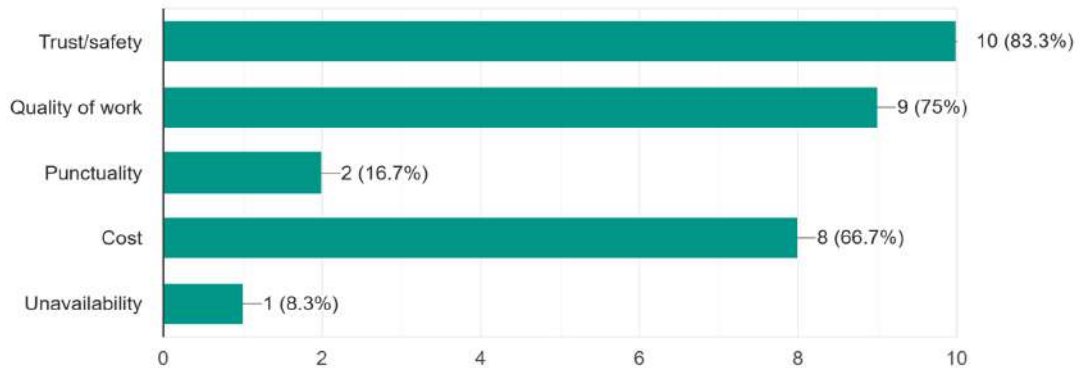


Figure 2.3.2: Most preferred app features, with verified profiles and reviews/ratings leading.

- Strong Community Influence:** More than half of the respondents (58.3%) trust recommendations from their housing society more than random providers, suggesting integrating community-based recommendations and rating systems would greatly enhance trust.

Would you trust service providers recommended by your society/residents?

12 responses

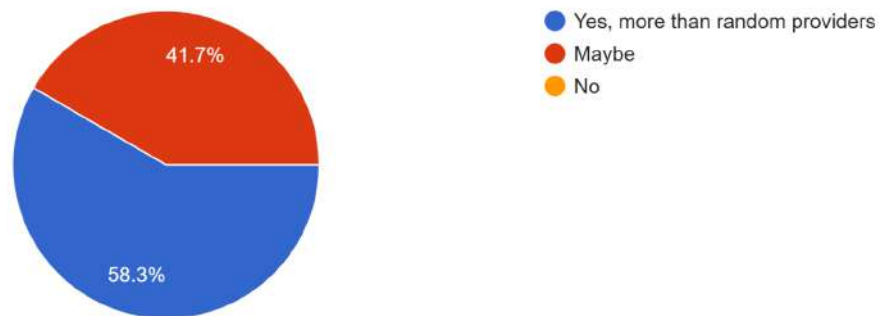


Figure 2.3.3: Trust in service providers recommended by society members.

- High User Interest and Comfort with Technology:** The vast majority (83.3%) showed clear interest in an app-based solution, with the same percentage comfortable using mobile apps daily. This indicates promising adoption rates for "Neighborly."

Would you be interested in an app that connects you to trusted, nearby service providers within your society?

12 responses

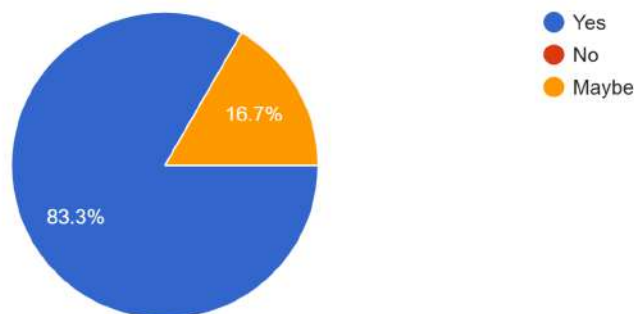


Figure 2.3.4: Interest in an app connecting users to trusted, nearby service providers.

- Preferred Features Clearly Identified:** Respondents strongly favored features like verified profiles (91.7%), ratings and reviews (83.3%), and convenient booking options (75%), making these core elements of the app.

Which features would you find most useful in such an app?

12 responses

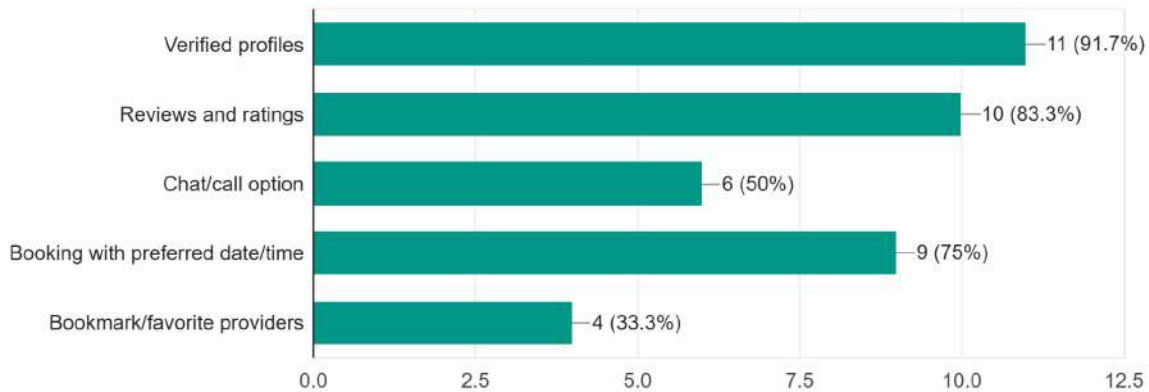


Figure 2.3.5: Most preferred app features, with verified profiles and reviews/ratings leading.

- Opportunity for Monetization:** Users expressed willingness to pay a small fee for trusted and verified services (58.3%), highlighting clear potential for monetization.

Would you be willing to pay a small fee for a verified, trusted service provider?

12 responses

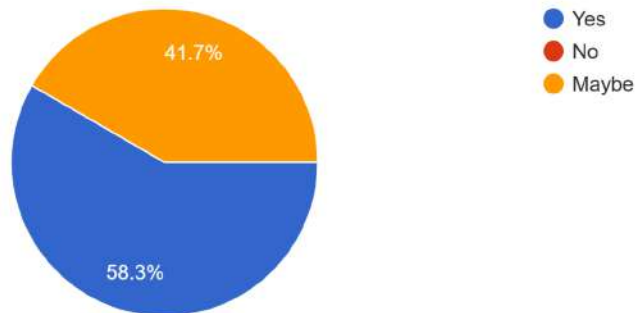


Figure 2.3.6: Willingness to pay a small fee for a verified, trusted service provider.

- **Lack of Existing Digital Solutions:** Many societies (58.3%) currently have no dedicated digital communication platforms, suggesting "Neighborly" can easily become an essential community tool.

Is your housing society already using any digital platform for internal communication or services?

12 responses

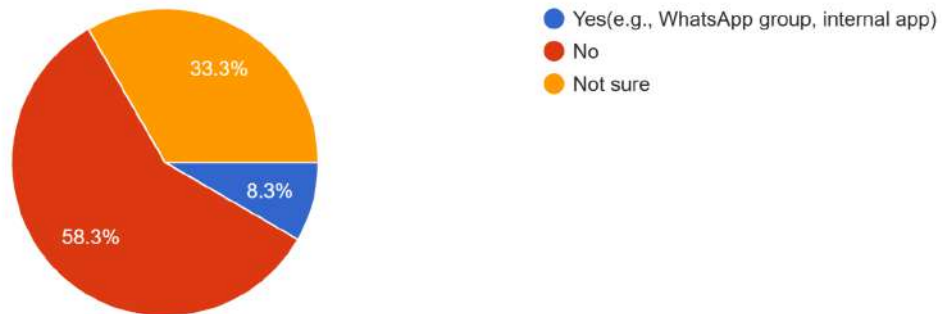


Figure 2.3.7: Usage of digital platforms for internal communication or services in housing societies.

- **Importance of Affordable Pricing:** Users emphasized affordability, stressing that services should not become more expensive through the app, reinforcing the need for transparent, competitive pricing.

These insights provided a clear roadmap, ensuring "Neighborly" is designed not just as a convenient tool, but as an essential, user-focused solution tailored precisely to real user needs and preferences.

## 2.4 Design Inspirations and Methodology

For "Neighborly," I drew inspiration from a mix of design ideas I found on platforms like Behance, Dribbble, and Pinterest. There wasn't any single app or visual style I tried to copy or avoid instead, I explored a range of existing designs and let them spark my own ideas. My

approach was to absorb the best parts of what I saw and then blend them with my own creative thinking, aiming for a result that felt fresh but still practical.

I started the design through initial sketches to explore multiple designs and the way users would interact with the app. This kept me from getting lost in the details too early. When I liked the basic ideas, I made wireframes in Figma, cleaning up the structure and navigation. To finish it off, I built detailed prototypes in Figma, concentrating on making everything clear, simple, and easy to access.

I used personal evaluations and instincts to refine the layouts continuously. My key focus was to maintain the design very easy to use because the app is for users from diverse age groups and experiences. Instead of following modern vogues or complicated layouts, I prioritized each interface had a clear and intuitive design, especially for people who aren't technologically inclined.

This way, I could build an app that feels modern but is still easy to use, getting ideas from everywhere but always keeping real people in mind.

## **Typography and Color**

### **Typography:**

I picked SF Pro Display and SF Pro Text fonts for Neighborly. They look clean and fresh, plus they're super easy to read on phones. I use SF Pro Display for headings and bigger text, so things are structured nicely. SF Pro Text is for the main text, keeping everything readable and smooth. It's a nice mix of cool and practical.



Figure 2.4.1: Typography

**Color Scheme:** The app mainly uses #E97F49, a warm orange that feels friendly and lively. It's on main buttons and important spots, so you see what to do, but it's not too much. The rest of the app is gray and white. This simple background lets the orange pop without being too distracting.



Figure 2.4.2: Color Scheme

## 2.5 Tools

I used Figma, a great online design tool, for the whole UI/UX design of Neighborly. It let us all work together easily, get feedback in real-time, and share files without any trouble, so it was just right for what we needed.

### Figma

- a. **Purpose:** Used for wireframing, prototyping and designing high-fidelity user interfaces.



Figure 2.5: Figma Logo.

- b. **Why Figma?:** Figma's online setup made teamwork a breeze, so we could quickly tweak things and hear from people. It had all the tools we needed to plan designs, build demos, and check how users would get around. Also, the live team feature let me change designs fast and test them right away. because of this, it was simpler to adjust the app based on what users and the team said.

## 2.6 Challenges in UX Design for Society Directories

Designing "Neighborly" came with its own set of challenges, mostly because I wanted the app to work for everyone from tech-savvy young adults to older users who might not be comfortable with smartphones. One of the trickiest parts was finding the right balance between including all

the important features and keeping the interface clean and simple. Too many options or buttons, and it's overwhelming; too few, and the app feels limited.

Since the app is meant for society directories in Bangladesh, there were some uniquely local hurdles too. Language was a big one: not everyone is comfortable with English, so I had to make sure the design could support Bengali as well. Trust was another issue; people here are naturally cautious about letting unknown service providers into their homes, so features like provider verification and ratings became extra important. Even figuring out which services to include was tricky, since different communities have different needs.

Throughout the process, the wide age range of potential users was always on my mind. Every design decision had to account for both a university student and, say, someone's grandmother. Looking back, I sometimes think if I were a more experienced designer, I could have solved these challenges in a smarter way but that's all part of the learning curve.

In the end, these challenges pushed me to focus on what really matters: clarity, simplicity, and building trust through design.

## CHAPTER 3: APP FEATURES AND FUNCTIONALITIES

### 3.1 Core Features

"Neighborly" is designed to make it easier for society members to connect with trusted service providers. Core features are given below:

- **Service Posts:** This app really shines with its service request thing. People in the community can ask for help with stuff like plumbing, electric jobs, or cleaning. Just fill out a quick form describing what you need, and boom, it's posted! Service folks can then look through these requests and apply for the ones that fit what they're good at.
- **Profiles:** Everyone gets a profile, Making it easy for community folks to see service people's profiles, check out ratings, and keep tabs on their requests. Service people can keep their profiles updated with their skills, past work, and when they're free to work.
- **Ratings and Reviews:** After work is done, community friends can rate the service they got. These scores help everyone pick good workers, which encourages service people to do awesome work to get good scores.
- **Dashboard:** The dashboard keeps everyone on track. Community users see all their active requests, while service folks can see what jobs they're waiting on and what they've finished.
- **ID Checks:** For safety, service people go through an ID check. This way, community friends can feel safer when hiring someone.
- **Help is super Easy:** What makes Neighborly special is how easy it is to get help with just one post. Instead of searching all over town, community folks can quickly find people within their community to assist and service people can find local work.

Basically, these features come together to build an easy to a secure app for everyone involved.

## 3.2 Society Member User Journey

So, a member who joins Neighborly to ask for services or handle chores at home would have the following experience. We made it simple and easy to use so members can get help fast.

**I . Sign-In and Verification:** First, they sign in using their phone number and a code we send by text.

**II . Choosing Role:** After that, they pick if they're joining as a member or a helper. They pick member to continue.

**III. Society Registration and Personal Info:** The user searches for their society or registers a new one. Then, they fill in personal details and complete the identity verification by uploading their National ID or driving license.

**IV. Posting Service Requests:** Once verified, users are taken to the Home Page, where they can browse service categories and post requests for help.

**V . Managing Service Requests:** The Menu Page shows all their requests, sorted by status (pending and completed). They can create new posts and track progress.

**VI. Profile Management:** The Profile Page lets them view, update personal info, and manage settings or notifications. Users can sign out when done.

**VII. Reporting Issues and Providing Feedback:** If there's a problem with a service provider, users can report the issue through the Report Abuse option. They can also rate and review the service provider to help others.

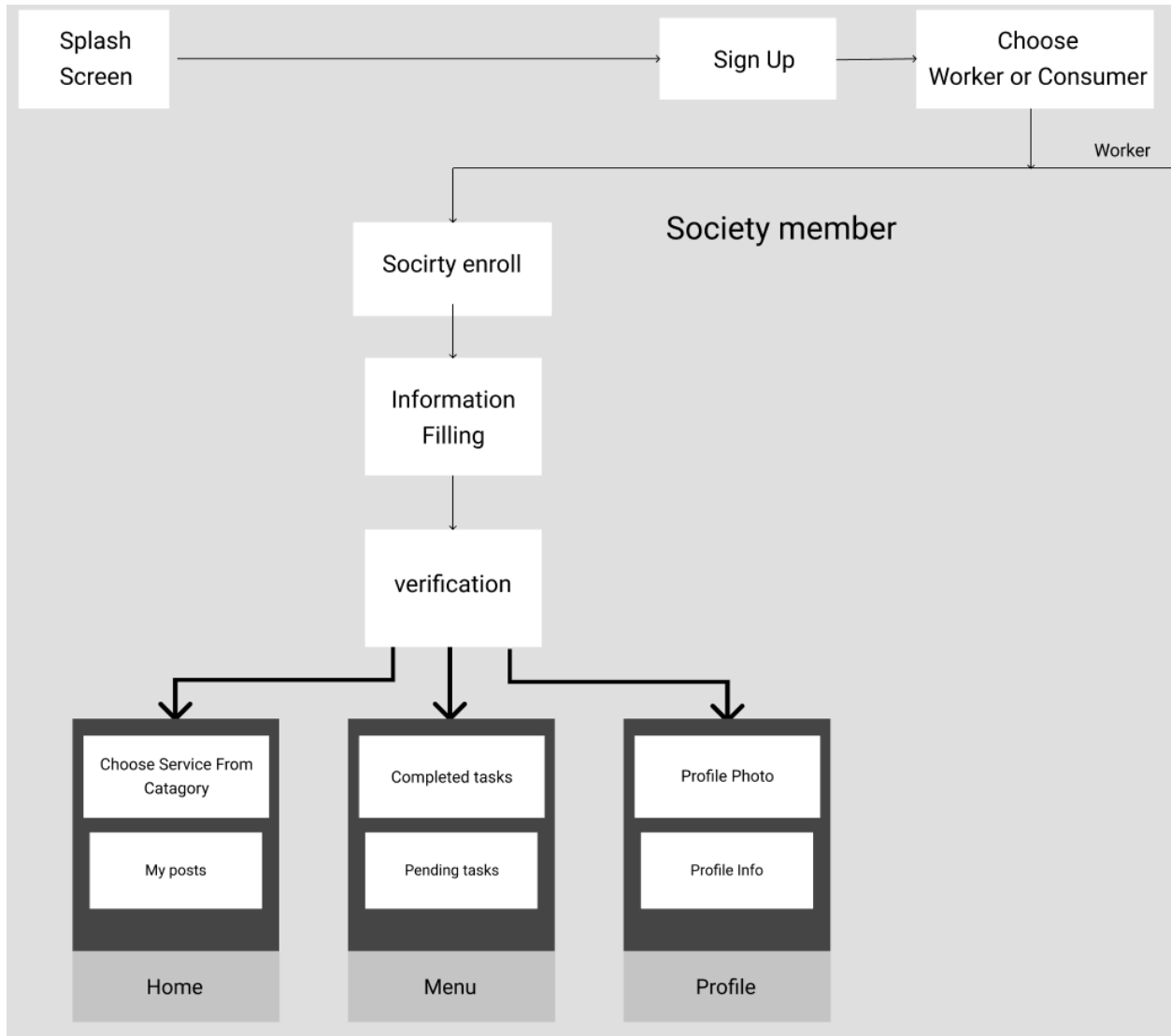


Figure 3.2: Society Member Userflow Chart.

### 3.3 Service Provider User Journey

The Service Provider User Journey guides users through the process of joining "Neighborly" to offer their services to society members. The journey is designed to be simple and straightforward, allowing providers to easily find work and manage tasks.

I . **Sign-In and Verification:** The provider signs in with their phone number, receives a verification code via SMS, and proceeds with setting up their profile.

II . **Choosing Role:** After verification, the user selects "Service Provider" to continue.

III. **Profile Setup and Expertise:** The provider fills out their personal details and selects their area of expertise (e.g., plumbing, electrical work, carpentry). Identity verification is required by uploading an official ID for added trust.

IV. **Looking for jobs?:** As a provider, you can find and apply for tasks that fit your skills right on the Home Page. Finding work is easy!

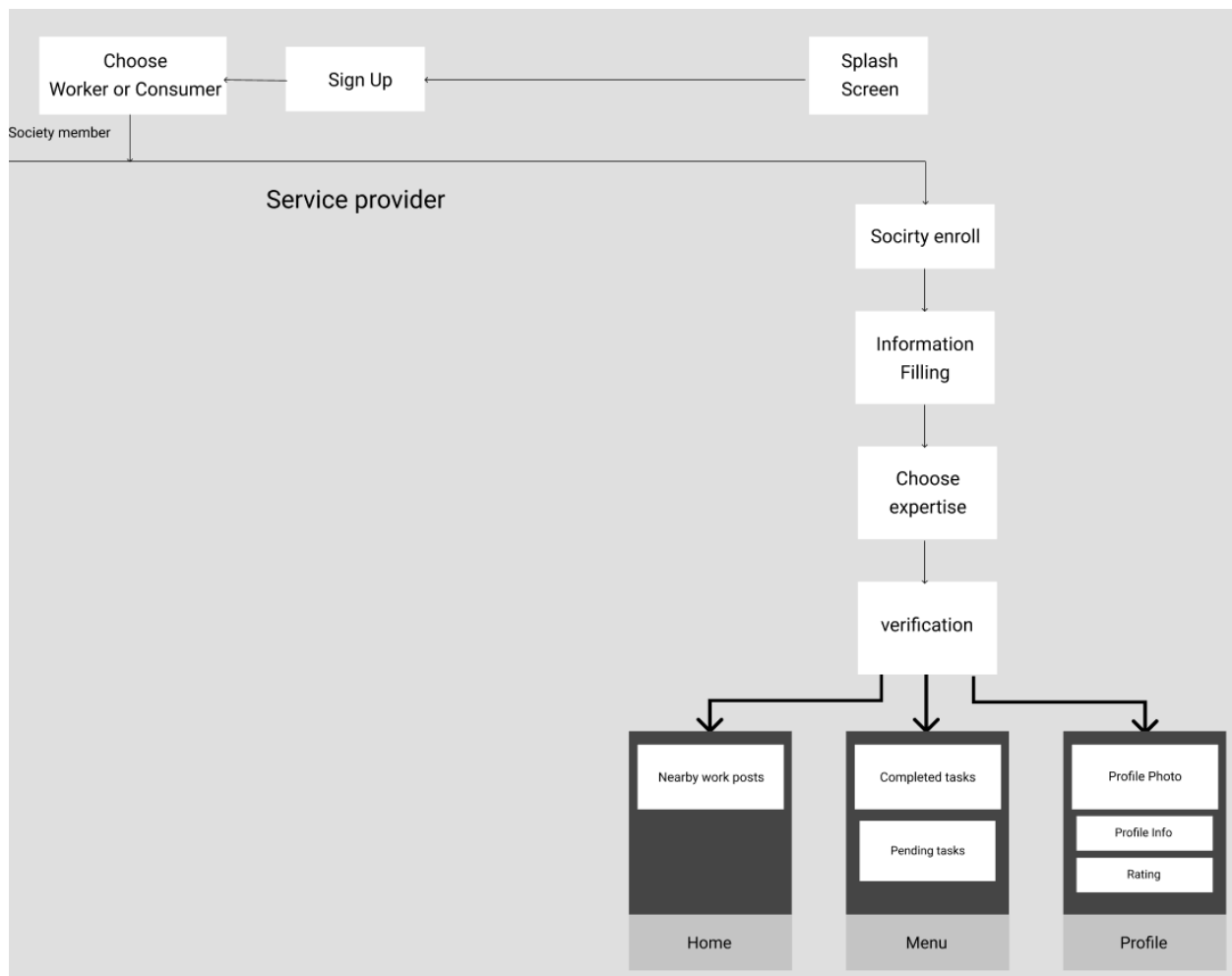


Figure 3.3: Service Provider Userflow Chart.

**V. Job Management:** On the menu, providers can follow and handle current jobs, marking them as either pending or done.

**VI. Profile and Availability:** Providers can change their contact info, skills, and when they're free, making sure they can handle their workload.

**VII. Ratings and Feedback:** After a job, users rate providers. This helps them grow their reputation and build trust on the app.

The Service Provider User Journey ensures a smooth, efficient process for professionals to find work, manage tasks, and build trust, while focusing on simplicity and usability.

### 3.4 Key UI/UX Design Decisions

Neighborly's design is supposed to be super easy for everyone, no matter their age.

- A. How I Did It:** I went with a clean and simple look to make it easy to use. We used visuals to show users what's happening and added some fun. Basic icons help people figure out what to do without any trouble.
- B. Where I Got Ideas:** I checked out Behance, Dribbble, and Pinterest for design inspiration. This helped us come up with something that looks good and works great.
- C. Design Gotchas:** Getting the design right for everyone was tricky. We kept things as simple as possible with the fewest steps.
- D. What Users Said:** People trying the app wanted to leave reviews quickly. So, we put in a review button for community members to give fast feedback on workers.

The main thing is, we wanted Neighborly to be clear, reachable, and simple. It should feel natural right away.

## CHAPTER 4: DESIGN PROCESS AND ITERATIONS

### 4.1 Wireframing and Prototyping

I started designing Neighborly with simple wireframes. These were made to plan out how users would move through the app, without getting hung up on colors or fancy visuals. These wireframes helped the team agree on the basic structure, navigation, and how things would work. The main goal at this point was to make sure everything was clear, so that both regular members and service people could easily go from signing up to using their home screens.

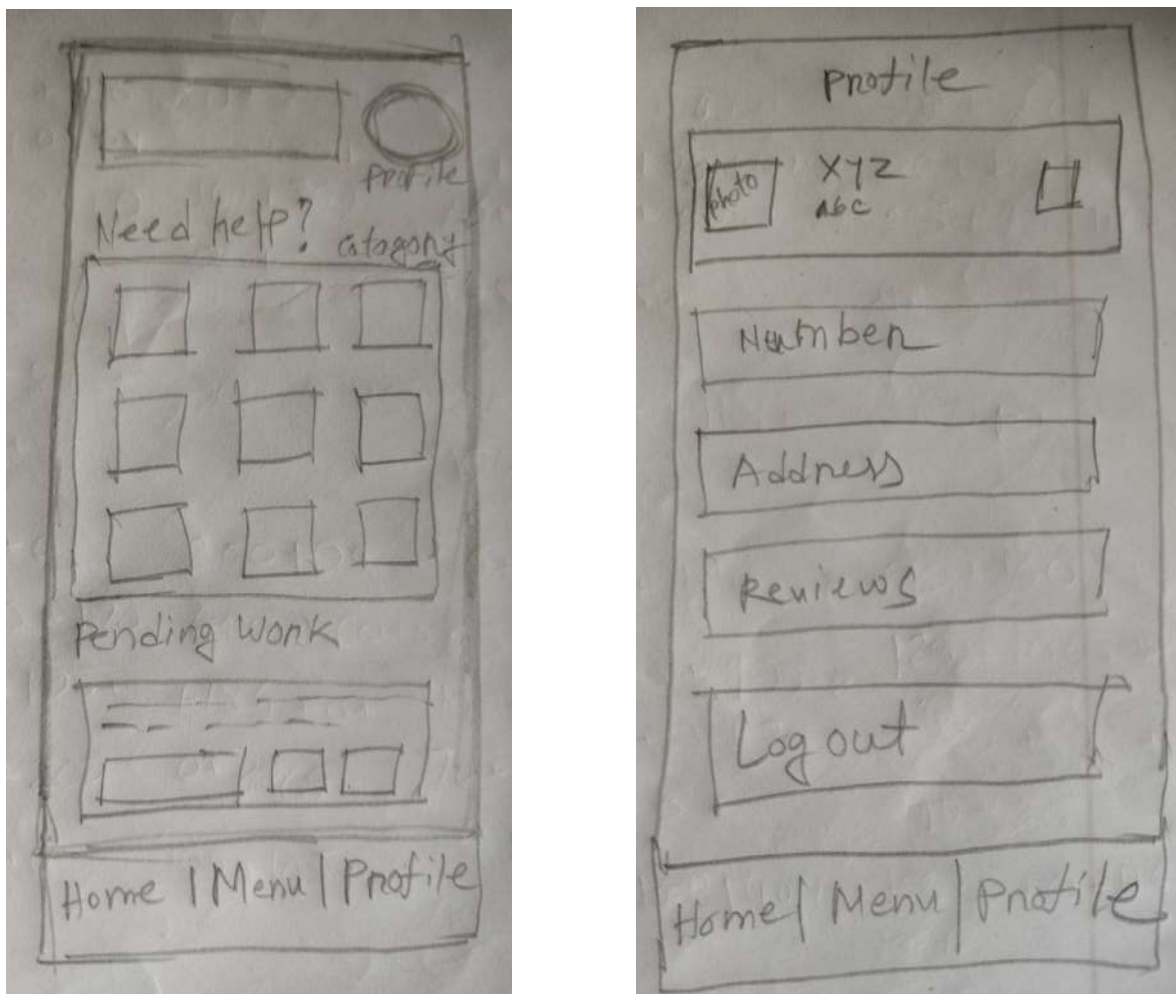


Figure 4.1.1: Low-fidelity sketches of Home and Profile page

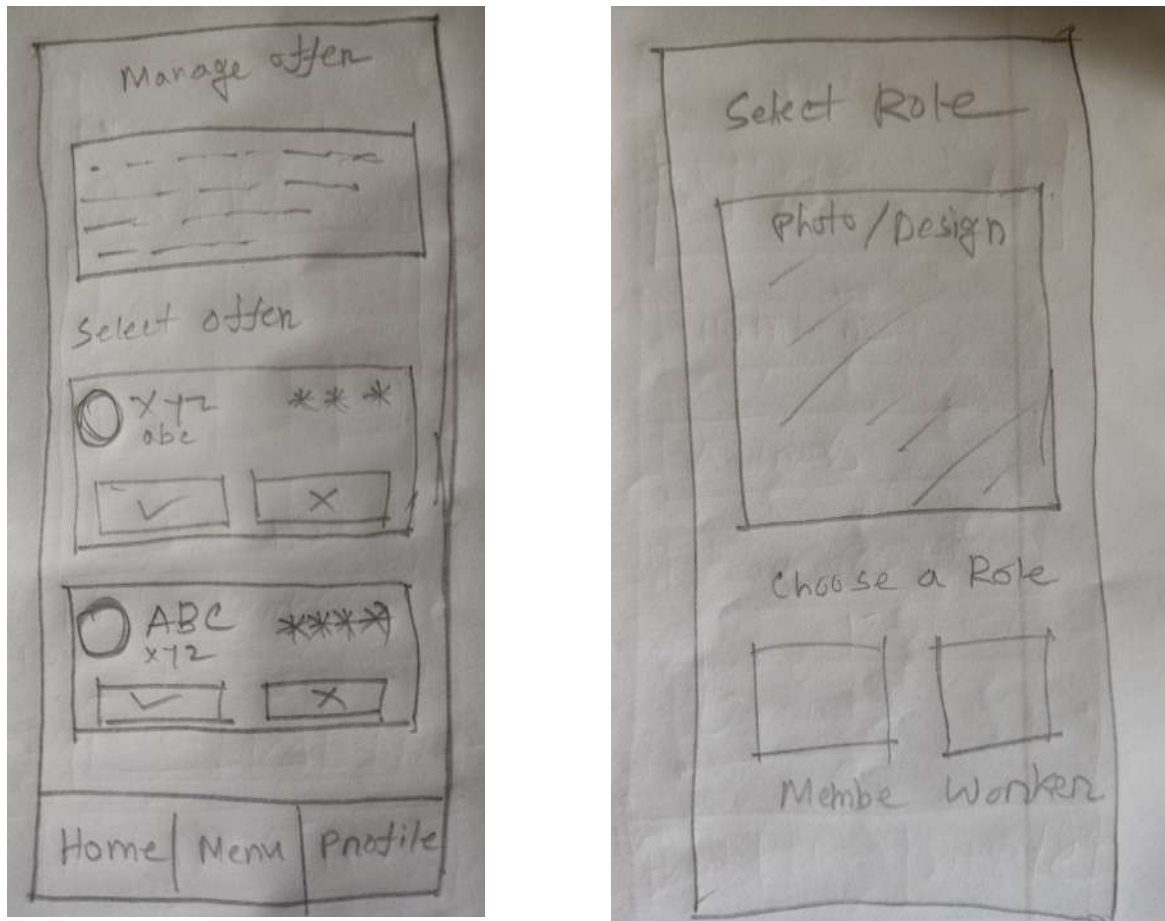


Figure 4.1.2: Low-fidelity sketches of Menu and Role select page

Once the flows were validated, the process moved to mid-fidelity prototypes, where interface elements were refined to better reflect real interactions. This step introduced basic components such as form fields, navigation bars, and placeholders for worker categories and posts. Conducting walkthroughs with these prototypes helped identify potential friction points, such as the complexity of identity verification steps or the arrangement of the “create post” button in the Menu page.

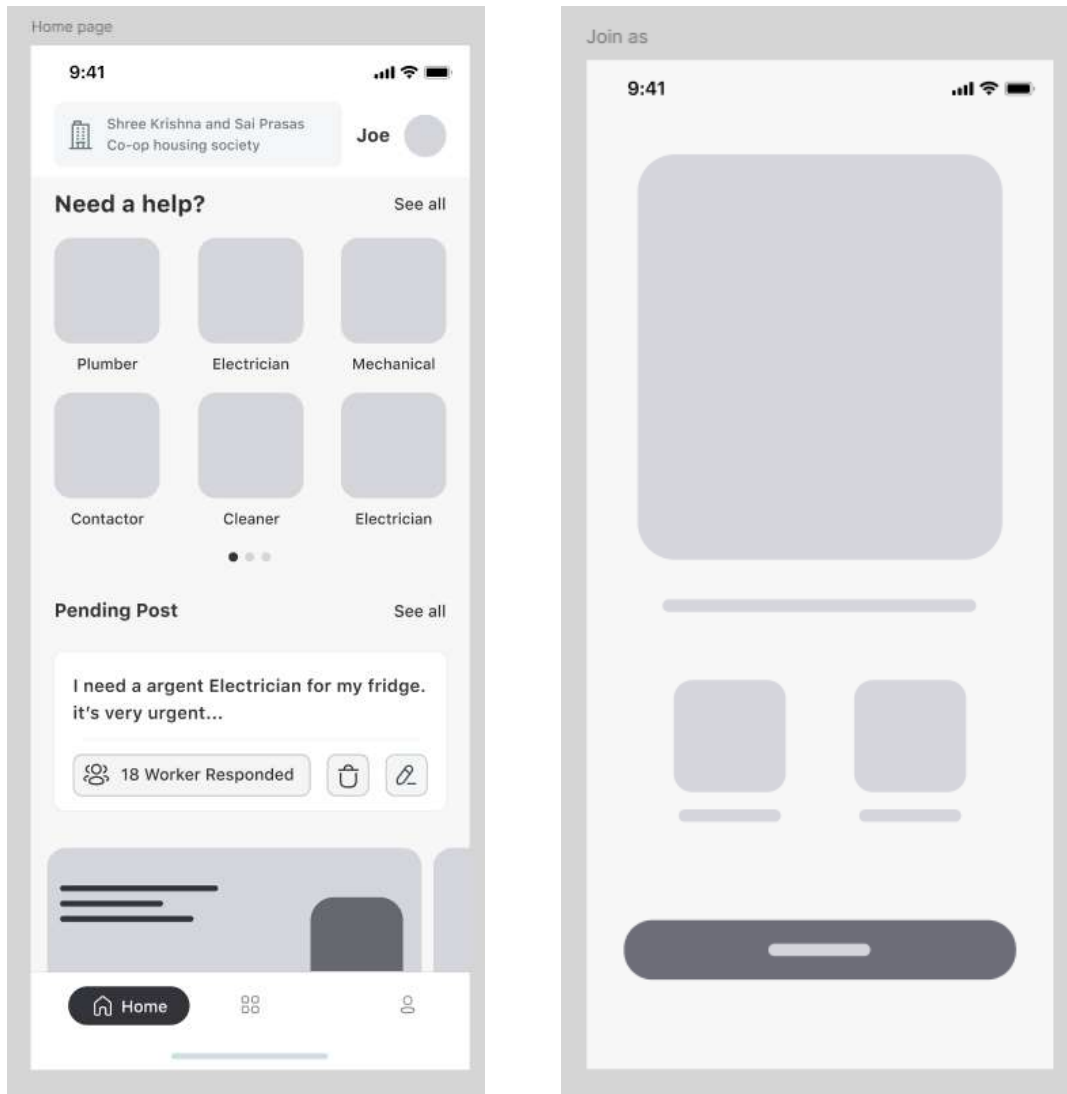


Figure 4.1.3: Mid-fidelity wireframes of Home and Role select page.

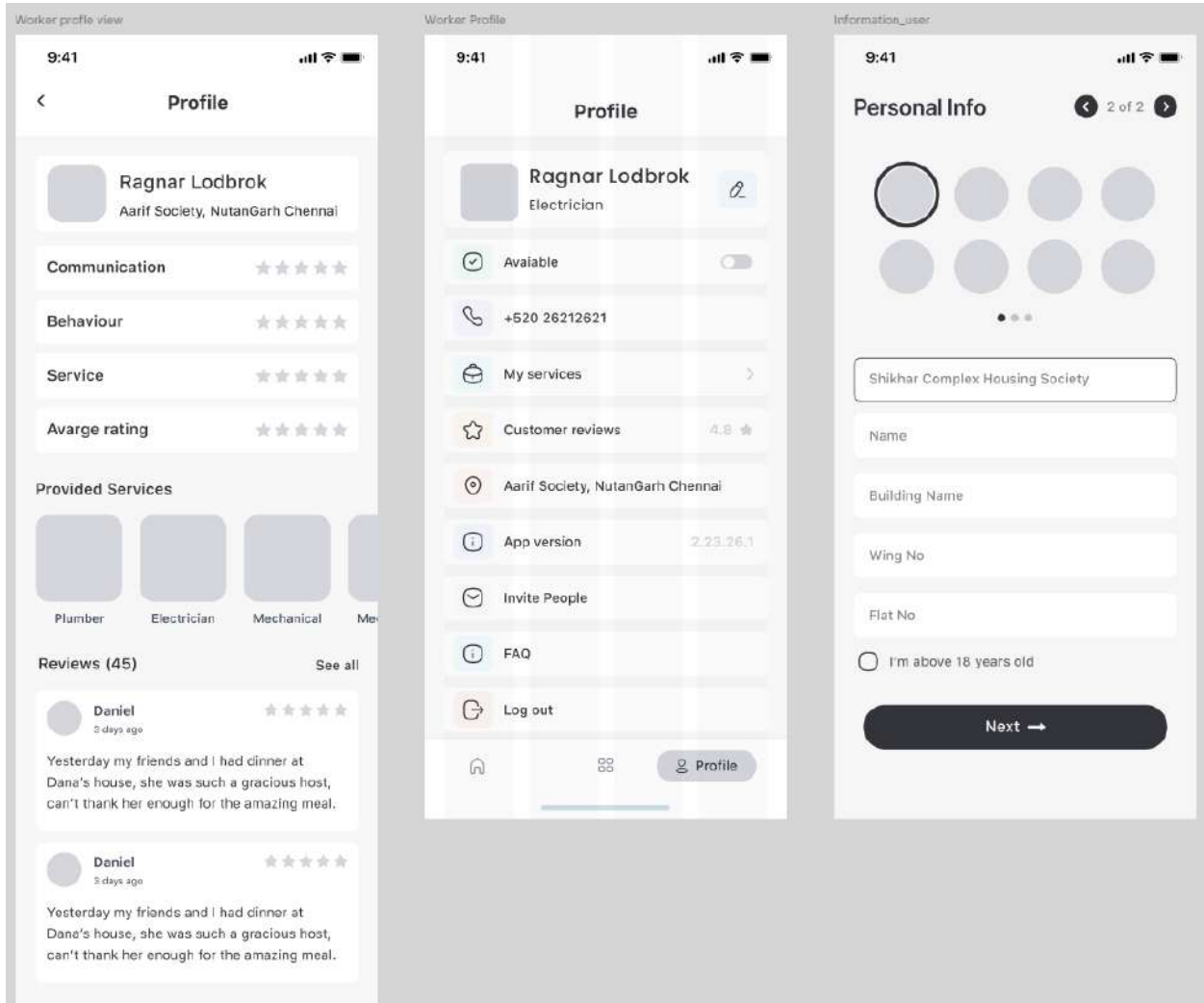


Figure 4.1.4: Mid-fidelity wireframes of Profil and Personal Info page.

The next step was high-fidelity prototyping, where the app’s visual language, colors, typography, iconography—was integrated with interactive elements. These clickable prototypes simulated the final app experience, enabling more realistic usability testing. Service flows such as posting a new task, applying for work, and viewing ratings were stress-tested to confirm smooth transitions and eliminate redundancy.

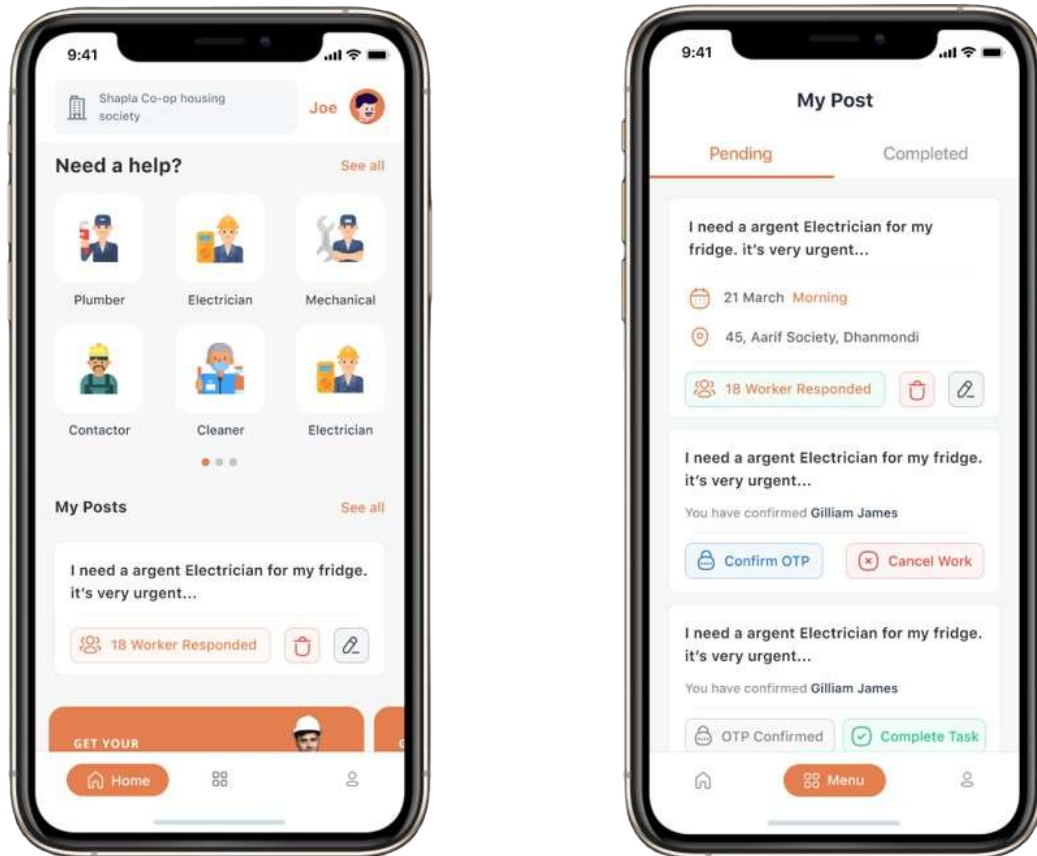


Figure 4.1.5: High-fidelity prototype of society member Home and Menu screens.

Prototyping was not only about visual refinement but also about validating assumptions. Iterative feedback loops ensured that the design aligned with the diverse needs of users: society members seeking trusted services and providers aiming to find fair work opportunities. Each prototype cycle reduced ambiguity and gave stakeholders a tangible sense of how Neighborly would function in real life.

## 4.2 UI/UX Design Challenges Faced

Designing Neighborly wasn't just about pretty screens, it was about making something that works for a wide mix of people in Bangladesh. A few challenges stood out, and here's how I handled them.

## 1. Diverse Age Groups and Tech Comfort

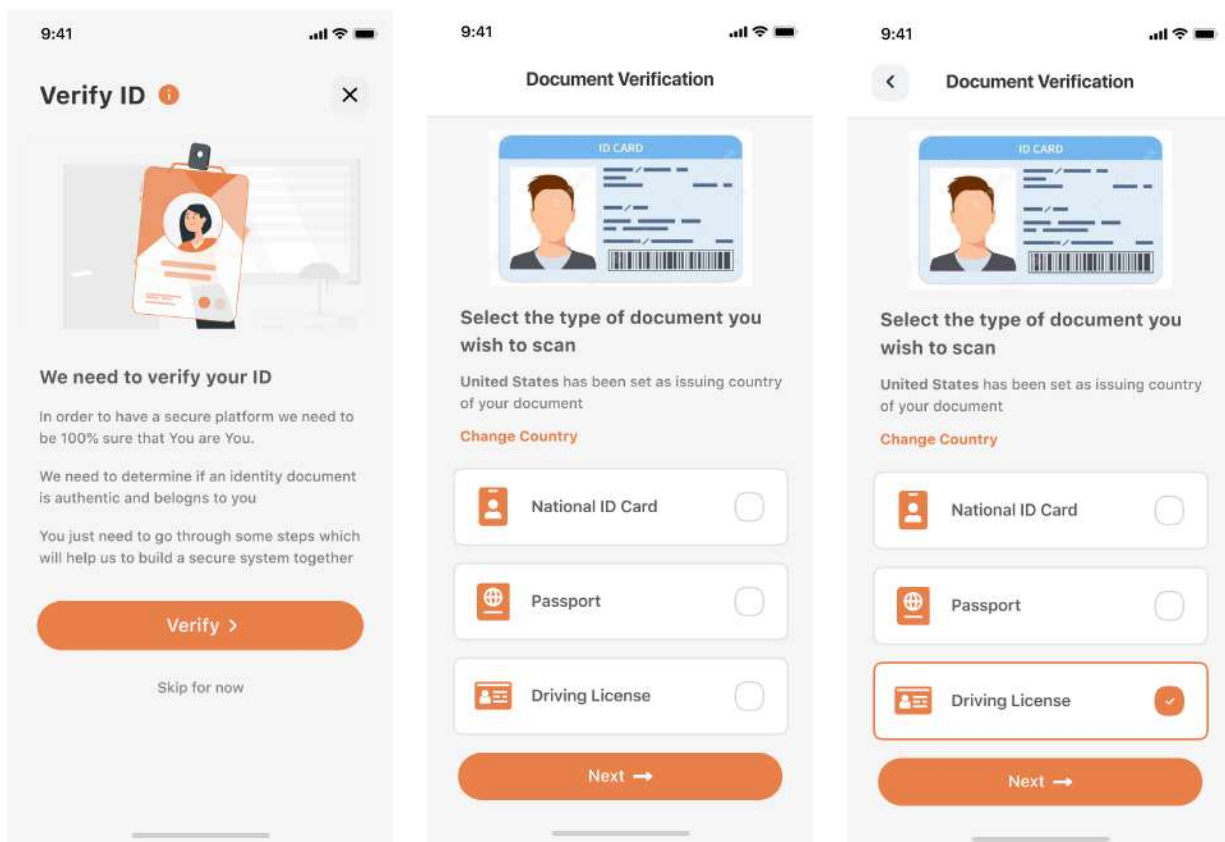
The app needs to work for both tech-savvy young adults and older, less tech-comfortable users.

**Solution:** I simplified the interface with larger tap targets, clear labels, and a straightforward navigation system that ensures everyone can use the app easily.

## 2. Trust and Safety

Since users would be inviting service providers into their homes, building trust was crucial.

**Solution:** I added identity verification for service providers, visible ratings, and a Report abuse feature to enhance security and transparency.



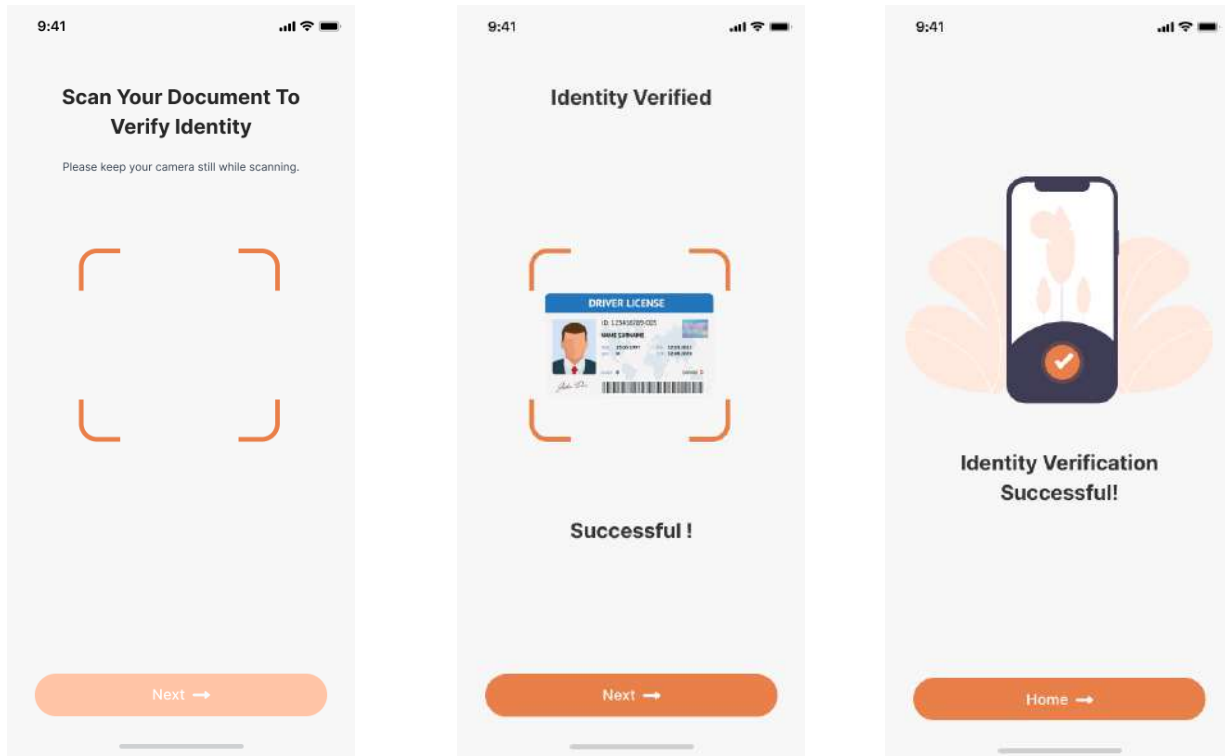


Figure 4.2.1: Streamlined identity verification process to build trust and reduce friction.

### 3. Balancing Features and Simplicity

With so many features to include, it was tough to keep the app clean and intuitive without leaving out important tools.

**Solution:** I separated key features into distinct sections (Home, Menu, Profile) and used simple icons and labels to make navigation easy.



Figure 4.2.2: Simple Navigationbar.

#### 4. Reducing Onboarding Friction

Getting users through the sign-up and verification process without overwhelming them was a challenge.

**Solution:** I kept the process simple with step-by-step guidance and quick rewards to users land on a helpful Home screen once verified.

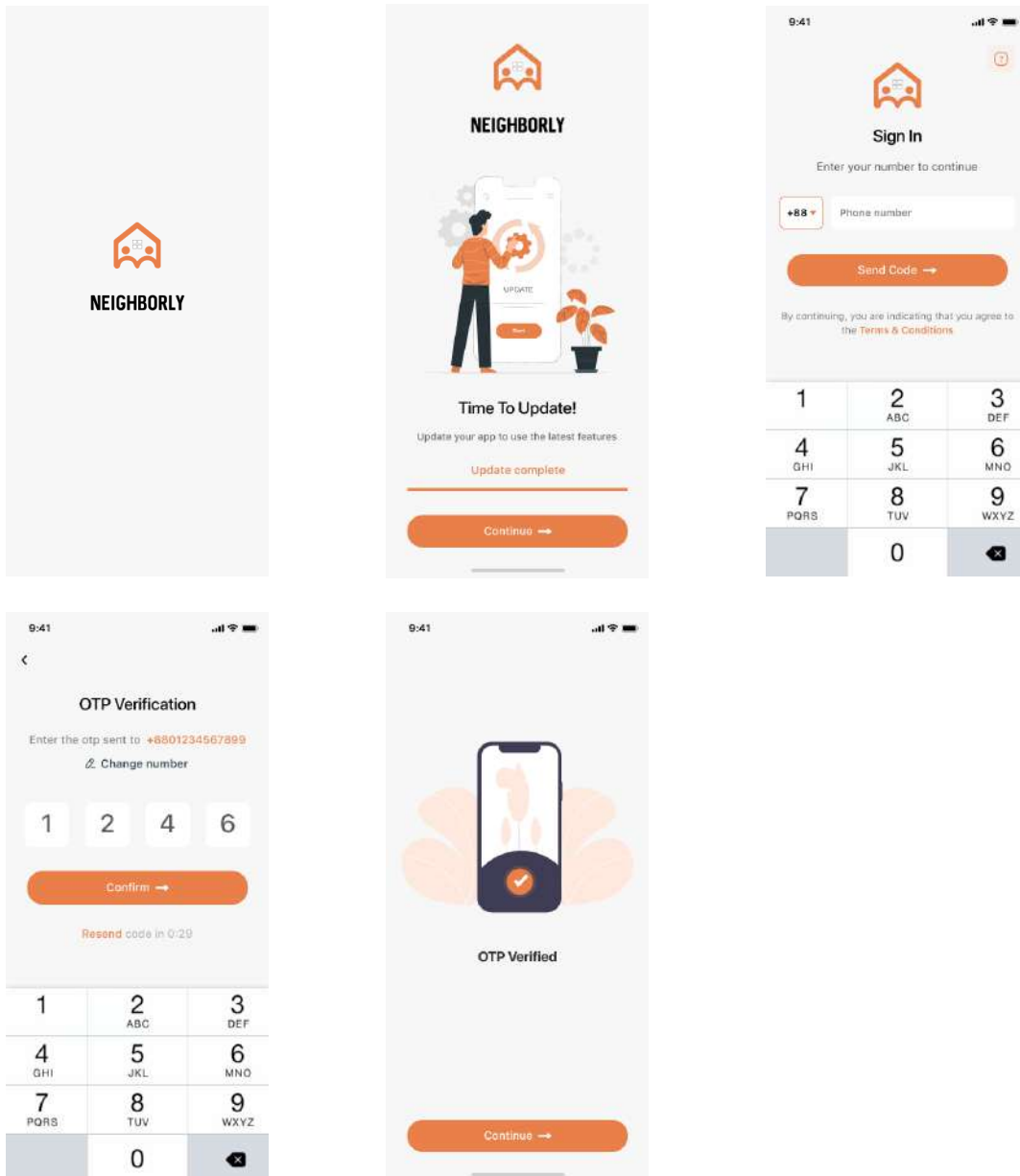


Figure 4.2.3: Simple Sign In Process.

## 5. Managing a Variety of Services

The app covers various services, so organizing them clearly was important.

**Solution:** I grouped services into categories with easily recognizable icons, making it simple for users to find exactly what they need.

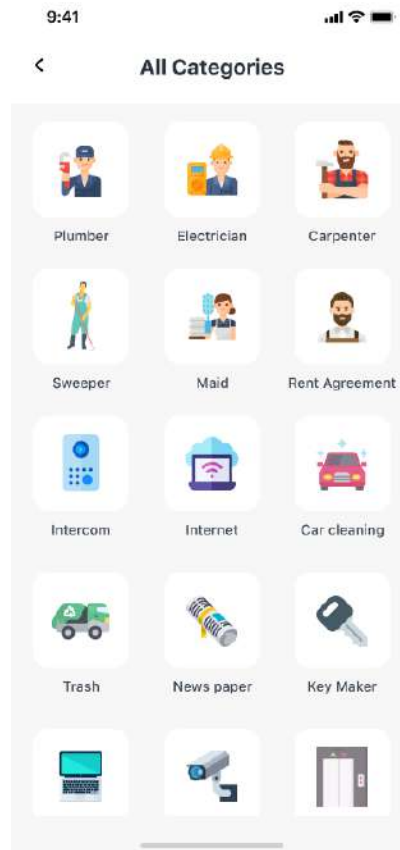


Figure 4.2.4: Categories Page.

Looking back, a more detailed accessibility review would improve the design, especially around text clarity and legibility, but that's something to tackle in future updates.

## 4.3 Design Refinements Based on User Feedback

During the design process, valuable user feedback led to several refinements aimed at improving usability and overall user experience. One of the key changes came from feedback on the review button in the Menu section.

## Initial Issue:

Users found the review button difficult to recognize, especially within the context of other buttons and actions in the Menu section. This created confusion and led to users missing the opportunity to rate service providers.

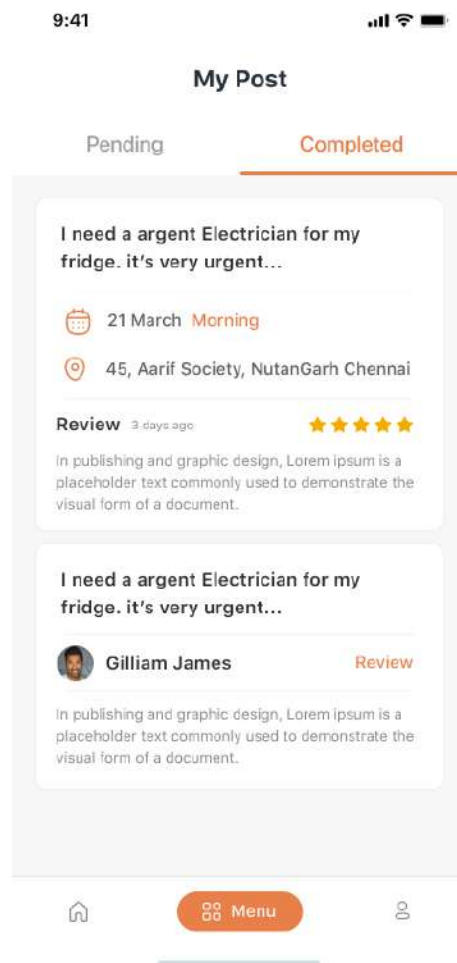


Figure 4.3.1: Before Design Refinement(Low Usability)

## Design Refinement:

To address this, the button style was updated to make it more prominent and visually distinct. The placement was also adjusted so it's easier to locate and interact with, making sure users couldn't overlook it. Now, the design has a bigger, easier-to-see button with labels that are clear.

## Result:

After I changed things, users were way happier. The feedback button is now easier to spot and use. This makes getting around the app better, and people can now easily rate and give feedback about service providers.

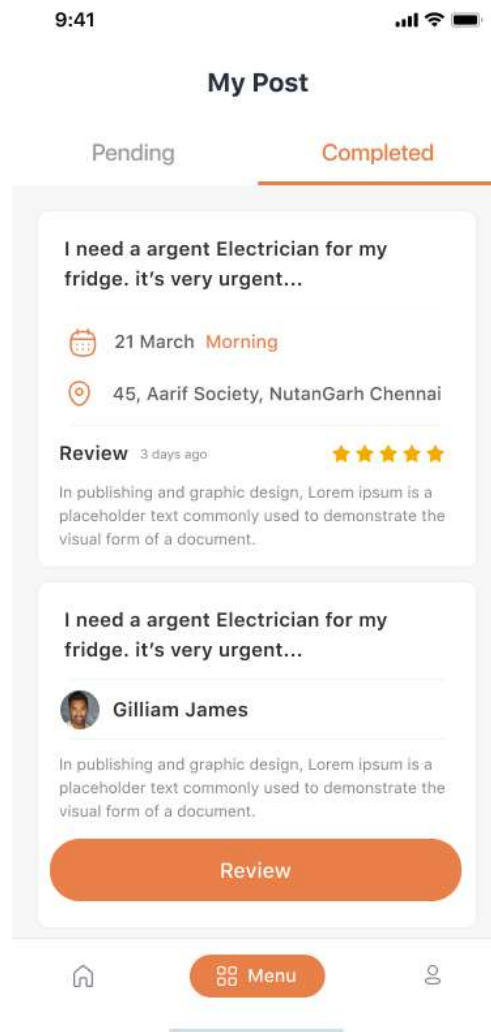


Figure 4.3.2: After Design Refinement

I made these small changes using real user feedback. So, the app should stay easy to use for everyone.

## 4.4 Final UI/UX Design Outcome

The Neighborly UI/UX design turned out great! It really fits what our different users need and makes everything easy to use. We started with some basic layouts and tested them out. With all the feedback we got, we tweaked the design to be both simple and useful.

### Key Features of the Final Design:

- A. This application offers a simple and efficient design which is easy to understand, if you are familiar with technical concepts or not familiar with smartphone technology. We prioritized the key elements on every page for ease of use for all users.

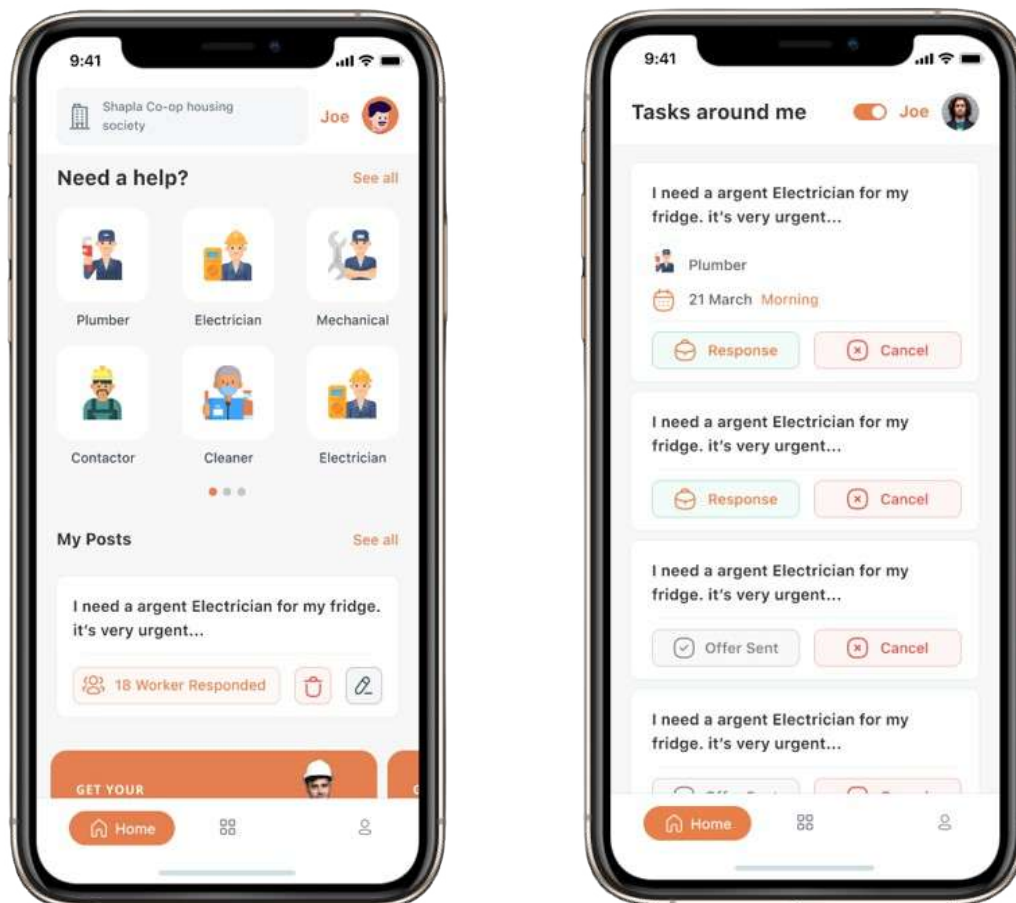


Figure 4.4.1: Home Page of Society Member and Service Provider.

B. It's quick for society members to ask for help by posting what they need in a few simple steps. Service providers can find jobs easily, which makes everyone want to use the app more.

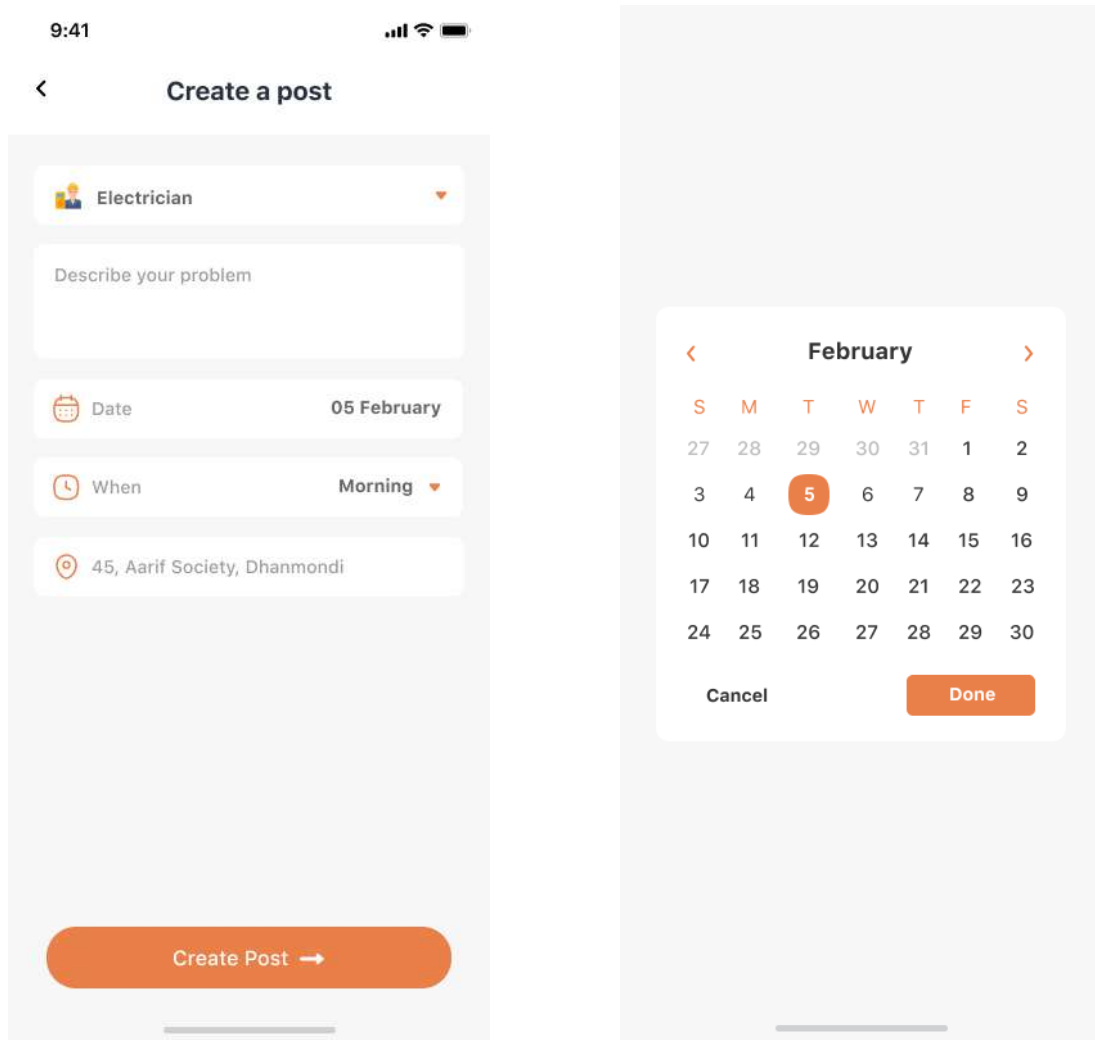


Figure 4.4.2: Job Posting.

C. We've made trust and safety a big deal. You can see profile verification, ratings, reviews, and the Report Abuse button right away.

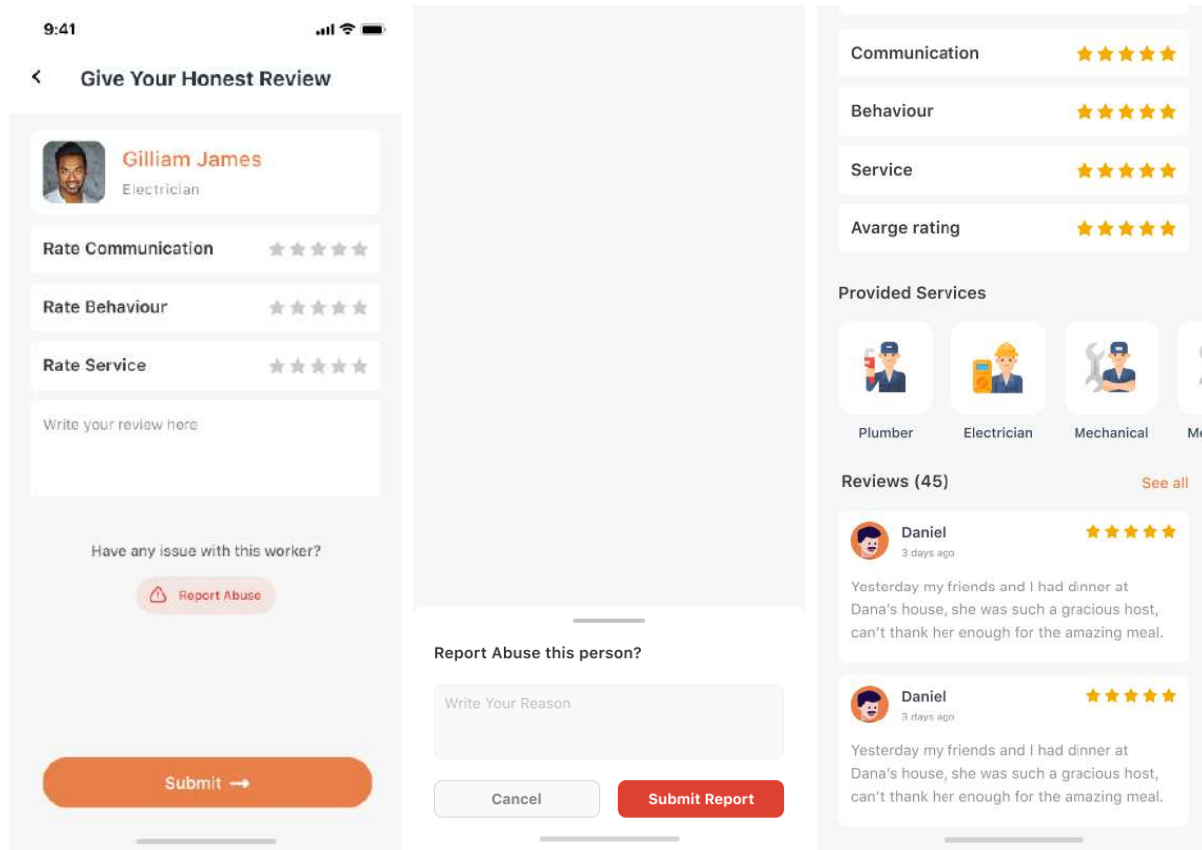


Figure 4.4.3: Report Abuse and Review Pages.

- D. It's also easier to get started with the app now. New users will find the simple steps helpful. Service providers can see what jobs are waiting or done on their dashboard, and society members can easily control their requests.

### Visual and Interactive Elements:

- A. Visual components:** In order to improve user interface and optimize performance, we implement icons and basic visuals that users can quickly grasp. These graphics enhance understanding while make things clearer, so all users can have a positive experience whatever their background.

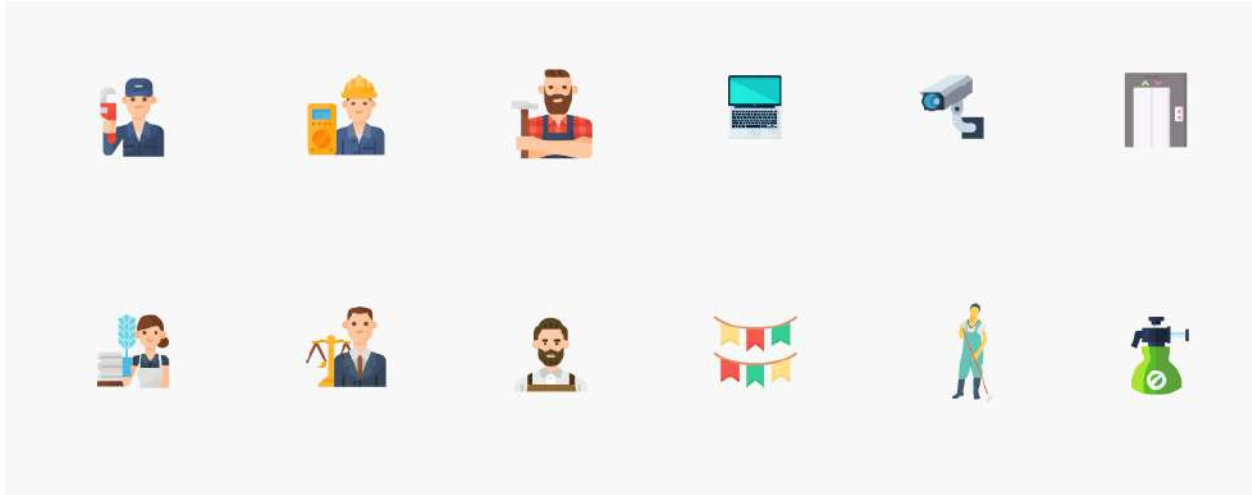


Figure 4.4.4: Relatable Icons.

- B. Responsive Design:** The design changes to fit different screen sizes, so it works well on phones and tablets. The app looks the same and is easy to use no matter what device you're on, with a good mix of nice graphics and simple navigation.

### **Final Thoughts:**

The Neighborly design does more than just meet user needs, it's all about building trust and making things simple and engaging. Since the design is based on what real users told us, it feels smooth and encourages everyone, from society members to service folks, to use the app without any worries, and to come back often.

## **CHAPTER 5: TESTING AND VALIDATION**

### **5.1 Usability Testing Process**

I did usability testing for Neighborly to make sure the app is easy to use and does what society members need. We mainly looked at how simple it is for people to sign up, ask for services, and apply for jobs.

#### **Test Participants:**

For the testing, I got 8-10 community members of different ages and backgrounds. We wanted people who use the app to be well-represented, so we included both tech experts and people who don't use much tech.

#### **Testing Tasks:**

1. Participants were asked to perform a set of key tasks within the app, including:
2. Create an account and prove it was really them.
3. Posting a service request
4. Try to get a job as someone who offers services.

These tasks were picked to make sure the app's main features are easy to get to and use.

#### **Methodology:**

I did the usability testing using online interviews. People shared their screens and played around with the app while we talked. This let me get feedback and watch what they did right away. I asked questions that let them give detailed answers, told them to say what they were thinking as they used the app, and jotted down notes about how they used it.

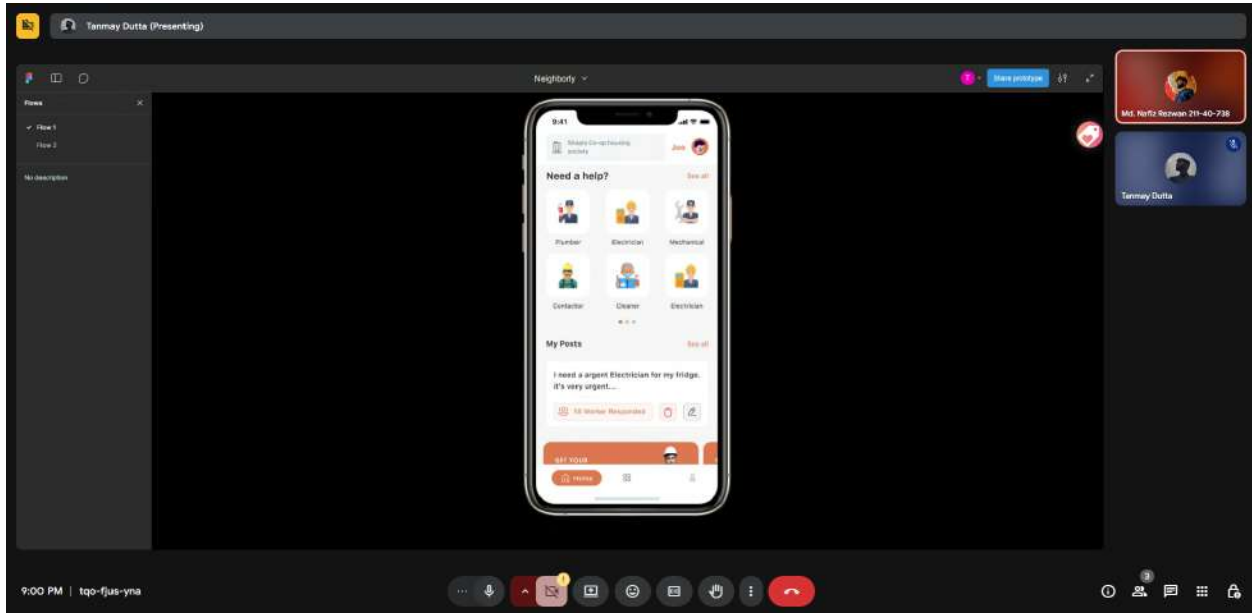


Figure 5.1.1: Participant interacting with Neighborly.

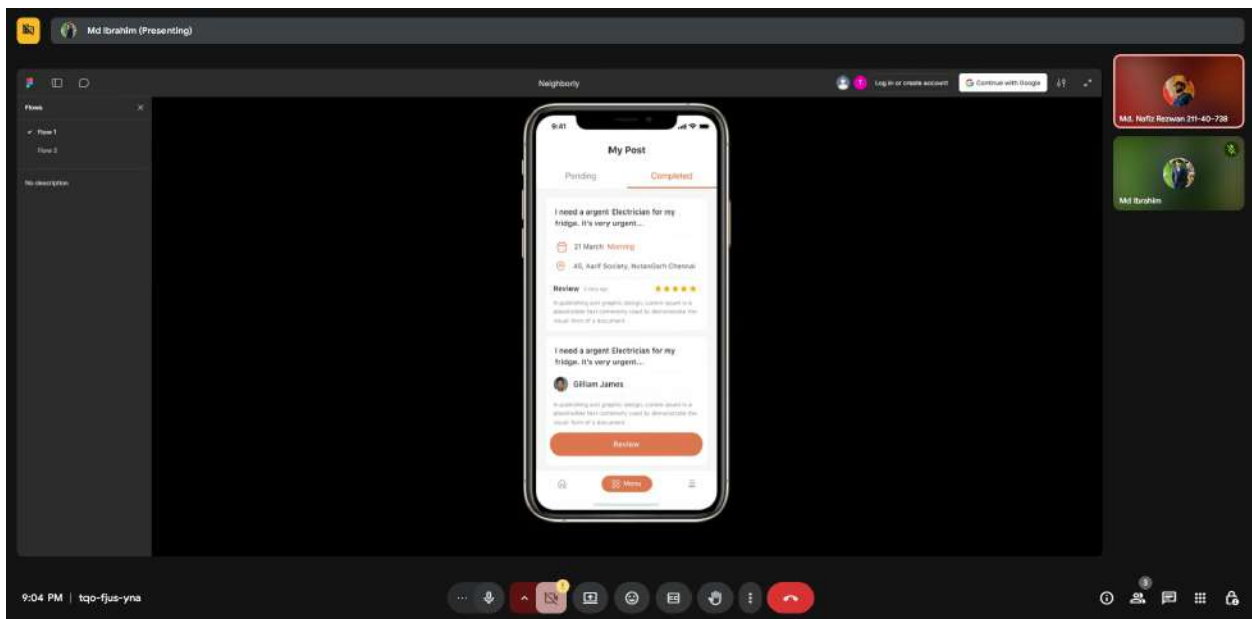


Figure 5.1.2: Participant interacting After Design Adjustment.

### Key Findings:

One significant issue identified during testing was the Review button in the Menu section. Initially, the button was difficult to spot, leading to confusion among users. As previously

mentioned, this was resolved by adjusting the button's style and placement, making it more visible and easier to use.

### **Outcome:**

The testing process helped validate that the core user flows, such as signing up and posting a service request, were intuitive and easy to follow. With the adjustments made based on user feedback, the app's usability improved, especially for less tech-savvy users.

## **5.2 User Feedback and Testing Results**

During usability testing, we got great feedback from users that helped us improve Neighborly's design. This makes sure it works well for both community members and service providers.

### **Main Points:**

A big thing users mentioned was the Review button in the Menu. People had trouble spotting it, so they missed chances to leave feedback. This was important to know because the review system is key to building trust and quality.

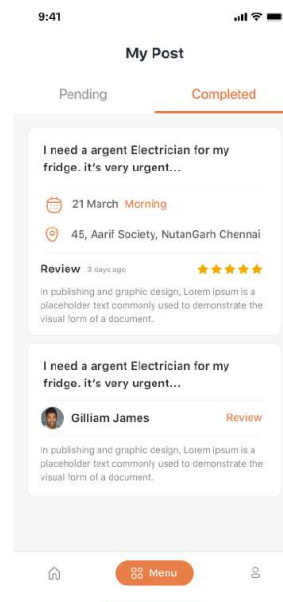


Figure 5.2.1: Review Button not User friendly

## Design Changes:

To fix this, we made the Review button easier to see by changing its look and where it is. Now, it stands out more and is simple to get to, boosting usability and making it easier for people to review service providers.

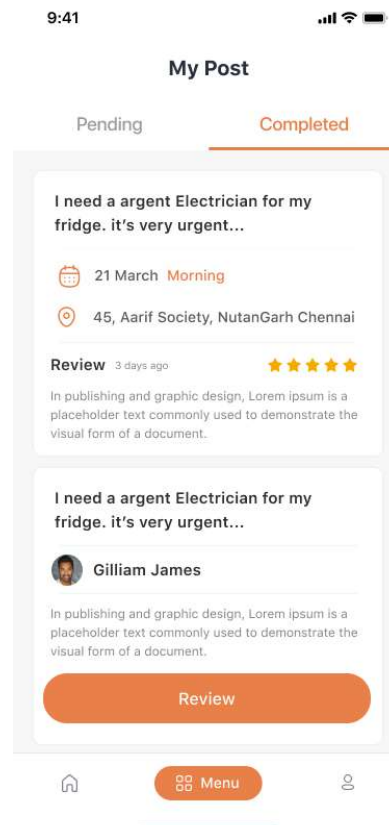


Figure 5.2.2: Review Button Design Adjustment.

## Good Points:

People liked the review feature itself. They said it helped them pick better service providers. They felt safer knowing they could trust ratings and reviews from others in the community.

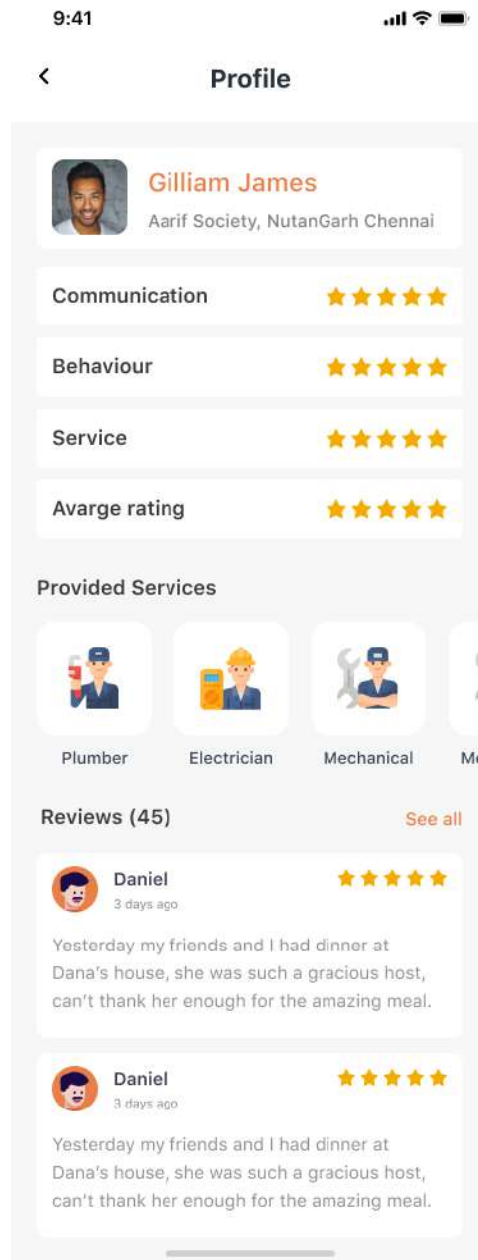


Figure 5.2.3:Profile Review Page.

**What Could Be Better:**

The app works well, but the visual layout has room to be better. The user base believe certain elements could benefit from improved design to create a more more polished and enhance the user experience.

## **Testing Metrics:**

Most users could easily do things like post a service request and apply for a job. This means the main parts of the app are easy to use.

## **5.3 Refinements Post-Testing**

After the usability tests, I made some changes to how the site works to make it easier to use. I listened to what people said and made the important features better based on how people were using them.

### **1. Review Button Redesign**

I made a key change to the Review button after testing. At first, people found the button confusing because of where it was and how it looked. So, based on what the tests showed, I moved the button and made it stand out. These tweaks made it simpler for society members to spot and click. Because of this, I got more feedback and people started using the review system more.

### **2. UI Refinements**

While the core functionality of the app was well-received, feedback indicated that some UI elements could be improved for better clarity and aesthetic appeal. In response, subtle changes were made to the layout, such as:

- a. Improved button placement for easier access.
- b. Refined typography for better readability, particularly on smaller screens.
- c. Adjusted icons and illustrations for clearer communication of features.

These refinements aimed to make the app feel more polished while maintaining its simple and user-friendly design.

### **3. Task Flow Improvements**

Though the task completion rates were high, there was feedback regarding the ease of navigating certain workflows, particularly for new users. Minor adjustments were made to improve these flows, including:

- a. Streamlining onboarding steps, making the sign-up and verification process even more intuitive.
- b. Improving progress indicators so users can better track where they are in the service posting or application process.

#### **4. Visual Design Adjustments**

Some visual elements, like color contrasts and icon size, were fine-tuned to ensure better visibility and usability, especially for users with varying levels of technical familiarity.

Based on what users told me, I tweaked a few things to make the app easier to use, more reliable, and nicer to look at. Now, Neighborly should give both members and providers a smooth, easy experience.

### **5.4 Comparison with Other Solutions**

In the busy service marketplace, Neighborly is different because it focuses on community and caters to what people in the community need. Unlike other platforms, Neighborly wants to be more reliable, easy to use, and centered around the community.

#### **1. Sheba.xyz**

**Strengths:** Large provider base and robust payment integration. Also well-known branding in the national market.

**Weaknesses:** Lack of hyper-local trust, which is essential for services within communities. Also not tailored for society-specific needs, missing a dedicated platform for neighborhood-based services.

Competitor	Focus Area	Strengths	Weaknesses
Sheba.xyz	Nationwide service marketplace	Large provider base, payment integration, branding	Not society-specific, lacks hyper-local trust
Pathao Services	On-demand services (Dhaka)	Strong user base, delivery+ride integration	Limited service variety, not focused on home help
OhMyGuide	General local service finder	App + web presence, lists many categories	No society/community-based structure
WhatsApp / FB Groups	Informal recommendations	Familiar, already in use	No verification, cluttered, lacks accountability
Developer Internal Teams	Service by bti, Rangs, etc.	Trusted within specific buildings	Not scalable, not accessible to all residents

Figure 5.4:Competitive Analysis Table.

**Neighborly’s Advantage:** Unlike Sheba.xyz, Neighborly focuses specifically on society members within communities, helping residents trust local providers. The review system, identity verification, and neighborhood-centric approach make Neighborly a more personalized solution.

## 2. Pathao Services

**Strengths:** Strong user base in Dhaka, popular for ride-sharing and deliveries. It’s efficient integration for on-demand services.

**Weaknesses:** Limited service variety, with no emphasis on home help services such as plumbing, cleaning, or repairs. Not focused on community-specific solutions.

**Neighborly’s Advantage:** Neighborly fills the gap left by Pathao by focusing on home services and enabling society-specific interactions. The service request flow and task management system make it easier for users to find relevant help, tailored to their exact location.

## 3. OhMyGuide

**Strengths:** Extensive app and web presence with many service categories. Broad coverage of local services.

**Weaknesses:** No community-based structure, meaning there's no focus on society trust.

**Neighborly's Advantage:** Neighborly not only provides a wide range of services, but it also establishes a community-based platform where residents can find trusted, verified service providers. This localized approach gives it an edge over more generic service finders like OhMyGuide.

#### **4. WhatsApp / Facebook Groups**

**Strengths:** Already in use, familiar to many users. Simple and informal way of sharing recommendations.

**Weaknesses:** No verification, making it difficult to trust providers. These are also cluttered, unstructured platform, which may cause frustration for users trying to find reliable services.

**Neighborly's Advantage:** By offering verified profiles and a well-structured platform, Neighborly eliminates the trust issues and disorganization that come with informal platforms like WhatsApp and Facebook. The app makes it easy to find reliable services, with clear navigation and ratings to guide users.

#### **5. Developer Internal Teams (e.g., BTI, Rangs)**

**Strengths:** Trusted within specific buildings or societies. Well-defined provider pools within limited areas.

**Weaknesses:** Not scalable and only accessible within specific buildings or societies.

**Neighborly's Advantage:** Neighborly offers the scalability and nationwide reach that developer-specific teams lack. It is accessible to all society members across the country, breaking the limitations of being restricted to only certain neighborhoods or buildings.

Neighborly effectively addresses the gap in society-specific service directories by offering a tailored, trustworthy, and user-centric platform that other solutions don't provide. Unlike competitors that focus on broader service marketplaces or informal channels, Neighborly ensures verification, local trust, and user-friendly interfaces for society members and service providers alike.

## **CHAPTER 6: FUTURE VISION AND EXPANSION PLANS**

### **6.1 Nationwide Expansion Strategy**

The long-term goal of Neighborly is to expand its reach across the entire country, turning it into a go-to platform for community-based services. While the app is currently focused on specific areas, scaling it nationwide will help meet the diverse needs of both urban and rural communities.

#### **A. First, we're hitting the big cities**

We are initiating by prioritizing cities such as Dhaka, Chittagong, and Sylhet. These locations possess large populations, so the requirement is more pronounced in terms of resources. These urban areas will be our base, where we can improve what the platform offers before we go to smaller towns.

#### **B. Working with Local Businesses**

It's really important to create partnerships with local service the public. By getting pros from different areas, Neighborly can make sure the services are dependable and fit what each community needs. This should make people trust us and feel safe using the app.

#### **C. Adapting Marketing for Regional Audiences**

With our expansion, we will require customized marketing approaches to make the app known and encourage app adoption the app. We plan to leverage web-based promotions, social networking platforms, and in-person events to highlight people the app's purpose and the ways it can assist them.

#### **D. Always Helping Customers and Listening**

To grow without problems, we'll have good customer support to handle questions and comments as we get bigger. A support team will be there to sort things out, keep customers happy, and make the app better based on what people tell us.

### **E. Fitting in with Local Wants**

Since everyone needs different things in different places, we'll add features that are made for each community. For example, smaller towns might need simpler services, while cities might want more special stuff. Being able to change things up like this will really help the app do well in lots of different areas.

This plan shows how Neighborly can grow while still focusing on the community. By starting in cities, creating local partnerships, and changing to fit each area's needs, we can build a whole country network that helps people from any place.

## **6.2 Future Feature Additions and Enhancements**

Now that the platform continues to expand, we intend to introduce significant changes in order to create the application more effective and also more intuitive. These improvements aim to meet the needs of the needs of our user base, increase user interest in the app, and maintain Neighborly a leading option.

### **1. In-App Messaging System**

A lot of you have asked for a way to chat with service people straight in the app. So, we're adding an in-app messaging system. This feature allows you to discuss task information, timetables, and fees with the service providers in advance of you make a commitment. This way, everyone's on the same page.

### **2. Expanded Service Categories**

Right now, Neighborly handles some basic services, but we're planning to include more to match what you're looking for. We're adding things like home cleaning, pet care, and care for older adults to give you a wider range of help.

### **3. Enhanced Search and Filtering Options**

We're sprucing up the search, so you can filter results by price, ratings, location, and when someone's available. This should help you find what you need fast.

### **4. Subscription Services for Regular Tasks**

If you need regular help, we're adding a subscription option. This will give you lower prices on things you book often, like weekly cleaning or home upkeep. It's a win-win for you and the service providers.

### **5. Service Provider Training and Certification**

To keep things top-notch, we're planning a training and certification thing for service people. If providers finish the training, they'll get badges on their profiles. You'll know they're reliable.

### **6. Multi-City Functionality**

As Neighborly moves into new areas, we'll add a multi-city feature. This will let you find services in different cities. Service providers can handle jobs in various regions, too.

These upcoming additions are all about making Neighborly a go-to platform that you can rely on. We want to meet the different needs of users all over Bangladesh while keeping the app easy to use.

## 6.3 Scaling and Adapting for New Markets

As Neighborly grows in Bangladesh, we'll concentrate on getting the app to more people while tweaking it to fit what different markets need. This means changing things on the tech side, but also making smart choices to keep the platform useful and easy to use everywhere.

### A. Regional Customization

To meet the needs of each region, Neighborly will have features and services that make sense locally. In cities, where people really need plumbers and electricians, the app will put those services front and center. But in the countryside, we might focus on basic stuff like cleaning, gardening, and general home fixes. This way, the app can take care of what each region needs while still feeling smooth and consistent overall.

### B. Partnerships with Local Businesses

A big part of growing Neighborly is teaming up with local businesses and workers. By partnering with people that the community trusts, Neighborly can guarantee good service all over the country. These local partnerships also help build on the community trust that Neighborly is all about, which makes users feel even safer.

### C. Targeted Marketing and Awareness Campaigns

To get Neighborly into new areas, we'll start marketing campaigns that speak to each area's needs. We'll use both online ads and social media, plus local events and partnerships. The aim is to get the word out, build trust, and get people using the app in these new regions.

### D. Infrastructure and Customer Support

As the app gets bigger, it's going to need a solid customer support system. That means having local customer service teams that can deal with questions and problems specific to that region. Support will be available in lots of ways, so users and service workers can easily get in touch when they need help. Local customer support will help keep everyone happy as the app expands.

### **E. Adapting to Cultural and Demographic Differences**

As Neighborly grows, it becomes essential to focus on the way of life and the residents in expanding areas. That may require changing the language, payment methods, and the range of offerings to align with the local customs locally. Also, we need to understand how locals find and hire services, and what kind of help they need most. This will make sure the app stays useful and valuable in each market.

Through emphasizing local presence, partnering with local businesses, and using astute marketing strategies, Neighborly has the potential to thrive to become a leading application within other regions. Meanwhile maintaining our promise to remain reliable, straightforward, and within reach.

## CHAPTER 7: CONCLUSION

Neighborly could really change how people find and hire services in their community with its easy-to-use app. It's designed to be all about community and is planning to grow across the whole country. The app focuses on being simple and trustworthy, aiming to meet local needs. By always improving based on what users say, Neighborly wants to be the go-to app for homes and service folks all over Bangladesh.

### 7.1 Summary of Outcomes

Neighborly was created to fix the problem of finding good, trustworthy service people in your area. We did a lot of research and testing to make an app that's easy to use for both customers and service providers. Here's what we achieved:

I . **Simple to Use:** It's quick and simple for both customers and providers to sign up and request services.

II . **Enhancing Reliability:** We introduced identity verifications and a feedback mechanism to build trust and transparency, therefore people feel confident while interacting with the platform.

III. **Satisfied Users:** Individuals who trialed the application thoroughly enjoyed it, particularly its ease of use and the straightforward process to find quality offerings locally.

IV. **Improved Design:** We implemented changes according to user feedback, including enhancing the Review feature more accessible, resulting in the app clearer to comprehend and to operate.

This project sets us up well for the future. We have ideas for making the app even better and reaching more people in Bangladesh.

## 7.2 Key Learnings and Reflections

Working on Neighborly taught me a lot about design moreover also making things. Here's what I learned:

### 1. Importance of User-Centered Design

When creating Neighborly, I constantly kept the user in mind. I needed to understand how users in the community and service folks think, mainly how good they are involving technology. I wanted to prioritize ease of use but not remove anything important. The goal was for designing an app that does what people need and is simple for everyone.

### 2. The Power of User Feedback

User feedback really helped make this app better. Even small changes, like making the review thing better, made a big difference. I looked at the platform with all kinds of people, mostly people who don't use tech much. Doing this helped me find problems early and make sure the system was easier for everyone to use.

### 3. The Challenge of Balancing Simplicity and Functionality

It was tough to make the app look clean and simple while having many options. It took time to get it right, making sure the app was easy to understand but still had the tools people need to ask for and give services.

### 4. Scalability and Local Adaptation

The app's design is working well now, but I learned it's important to be ready to change for new markets. Things like local service categories and working with groups in different areas will be a big deal as the app grows in Bangladesh. Making sure the app can grow without losing its focus on community will be key to its future success.

## 5. Continuous Improvement

Working on Neighborly made me realize that design requires continuous refinement. One can always find an approach to enhance situations and seek alternative possibilities. By regularly monitoring consumer feedback along with future enhancements, the app has the capacity to expand to satisfy customer demands as the market and technology evolve.

These ideas have helped shape how the app was made and will keep guiding how it grows later on. Thinking about these things has reminded me how important user feedback, simplicity, and being able to change are when making solutions that matter and last.

## 7.3 Recommendations for Future Work

To keep Neighborly as well as successful as it grows, here are some things we could do to help it become even better for our users:

### A. Enhanced Personalization Features

We could make the platform much better if we gave people custom suggestions based on what they like and have done before. For example, if we suggested services based on what they've asked for before, or what's popular in their area, the platform would feel much more accessible.

### B. Expansion of Service Categories

Right now, the app has basic services. If we added things like home renovation, fitness trainers, childcare, or pet care, it would be way more useful. Adding these would establish this platform as a one-stop shop for anything people in the area might need.

### C. Integration with Payment Systems

Adding a way to pay inside the app would make things easier. People could pay for services right then and there. This would make everything smoother and create a safe, clear way to handle money.

#### **D. Advanced Analytics for Service Providers**

If service providers could see stats about how they're doing, like how often they finish jobs, their average rating, and how much they're earning, that'd be great. This would help them get better at what they do and know what people want.

#### **E. Focus on Regional Customization and Scalability**

As this platform gets bigger in different areas, we need to keep local needs in mind. Adjusting the app to align with multiple languages or supplying functionalities in high demand in particular areas would contribute to making it easier to use and better received. Moreover, we have to ensure the app is built to manage a larger user base and expanded features as we expand, so it remains efficient for the entire user base in the future.

#### **F. Increased Community Engagement**

Introducing methods that allow individuals to engage, for example, online discussions or shared agendas, would make The platform a more valuable local resource. Such efforts would encourage discussion, establish reliability, and boost engagement.

#### **G. AI and Machine Learning for Improved Matching**

Using machine learning to match people with service providers based on what they've done before, what ratings they have, and what they prefer could make the app much better. AI could give people better suggestions and save them time when finding the right service provider.

This vision are designed to evolve Neighborly beyond only a beneficial application towards a more enriched, versatile, and personalized utility that manages the demands of its users.

Introducing the following additions, Neighborly will continue its growth and evolution, and this will make it increasingly valuable for the entire community.

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## APPENDICES

### Appendix A: Survey Results

**Survey Title:** Neighborly

**Objective:** To gather insights for design a society directory app

**Participants:** 12 People.

**Survey Duration:** 2 weeks

#### Participant Demographics

1. **Gender:**

- Male: 91.7%
- Female: 8.3%

2. **Age:**

- 25-35: 66.7%
- 18-24: 33.3%

3. **Living in:**

- Dhaka: 83.3%
- Chattogram: 8.3%
- Kushtia: 8.3%

4. **Residence type:**

- Housing society: 66.7%
- Independent house: 25%
- Hostel/shared living: 8.3%

## Key Survey Results

**Question 1:** How often do you need household services?

- Once a week: 16.7%
- 1–3 times a month: 16.7%
- Occasionally: 50%
- Rarely/Never: 16.7%

**Question 2:** How important is it for you to hire verified service providers? (Scale 1-5)

Rating	Number of Respondents	Percentage
1 (Not important)	2	16.7%
2 (Not so Important)	3	25%
3 (Neutral)	0	0%
4 (Important)	3	25%
5 (Very Important)	4	33.3%

**Question 3:** Would you trust service providers recommended by your society/residents?

- Yes: 58.3%
- Maybe: 41.7%

**Question 4:** What concerns you the most when hiring help?

Reason	Number of Respondents	Percentage
Trust/safety	10	83.3%
Quality of work	9	75%

Punctuality	2	16.7%
Cost	8	66.7%
Unavailability	1	8.3%

**Question 5:** Would you be interested in an app that connects you to trusted, nearby service providers within your society?

- Yes: 83.3%
- Maybe: 16.7%

**Question 6:** Which features would you find most useful in such an app?

Feature	Number of Respondents	Percentage
Verified profiles	11	91.7%
Reviews and ratings	10	83.3%
Chat/call option	6	50%
Booking with preferred date/time	9	75%
Favorite providers	4	33.3%

**Question 7:** How comfortable are you using mobile apps for daily tasks? (scale1-5)

Rating	Number of Respondents	Percentage
1.(Uncomfortable)	1	8.3%

2. (Mostly Uncomfortable)	0	0%
3. (Neutral)	1	8.3%
4.(Mostly Comfortable)	3	25%
5. (Comfortable)	7	58.3%

**Question 8:** Have you ever had a bad experience hiring help through social media or word-of-mouth?

- Yes: 58.3%
- No: 33.3%

**Question 9:** Is your housing society already using any digital platform for internal communication or services?

- Yes(e.g., WhatsApp group, internal app): 8.3%
- No: 58.3%
- Not Sure: 33.3%

**Observations and Key Takeaways**

- 91.7% of respondents rely on informal methods such as asking neighbors or friends to find service provider..This highlights a clear need for a more organized solution, like Neighborly, to simplify the process of finding trusted service providers.
- 50% of respondents need household services occasionally (less than once a month), underlining the importance of convenience for infrequent yet essential tasks. This finding supports *Neighborly's* goal to make service requests easy and accessible at any time.

- 58.3% of users rated the ability to hire verified service providers as highly important (scores of 4-5 on a scale of 1-5). This reflects the significant **trust factor** in service-based apps, where users want assurance of professionalism and reliability.
- 58.3% of respondents are more likely to trust service providers recommended by society members rather than unknown providers. This emphasizes the need for a community-driven approach in Neighborly, where trust and recommendations within neighborhoods form the foundation of the platform.
- 83.3% of respondents expressed interest in an app like Neighborly that connects them to trusted, nearby service providers. This suggests there is strong demand for an organized platform to facilitate service hiring within communities.
- The survey revealed that 83.3% of participants feel comfortable using mobile apps for daily tasks, indicating a high potential adoption rate for Neighborly among the target audience.
- 58.3% of respondents mentioned that their housing societies do not currently use any digital platform for internal communication or services. This presents an untapped opportunity for Neighborly to become the go-to platform for society-related service needs.

## Appendix B: Figma High Fidelity Prototype

<https://www.figma.com/proto/PYEZetWofGdc2hcZBzLUIP/Neighborly?page-id=1%3A5&node-id=5-1679&viewport=1921%2C76%2C0.52&t=oO6MkujRG58kbfwO-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=5%3A1679&show-proto-sidebar=1>