

# JobSpotter

· Ace Engines Technologies

## Problem Statement & User Research

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### Section 01

## Problem Statement

JobSpotter is a capstone design project that addresses a critical gap in Nigeria's informal labour market. This document outlines who the product is designed for, the problem it solves, and the research that informed the design direction.

### WHO I'M DESIGNING FOR

Skilled artisans, tradespeople, and independent service professionals in Nigeria and similar emerging markets including plumbers, electricians, tailors, makeup artists, home tutors, carpenters, and other hands-on workers who depend entirely on word-of-mouth to find clients. On the other side: everyday people and businesses who struggle to discover and verify trustworthy skilled workers in their local area.

### THE CORE PROBLEM

Millions of skilled workers across Nigeria have no accessible digital tool to showcase their services, build a verified professional profile, or maintain a consistent pipeline of work. At the same time, clients searching for reliable help have no trusted, centralised platform to discover, vet, and hire these workers. The current process relies on informal referrals slow, unreliable, and exclusionary for workers with limited social reach.

### FULL PROBLEM STATEMENT

#### PROBLEM STATEMENT

*Skilled workers in Nigeria including artisans, tradespeople, and independent professionals have no accessible digital tool to market their services, build verified profiles, and get hired. Meanwhile, clients searching for reliable help have no trusted way to discover and vet these workers. This gap results in lost income for workers and poor service experiences for clients. JobSpotter aims to bridge this gap with a simple, mobile-first platform that connects skill with demand.*

### DESIGN GOALS

- Give skilled workers a verified, shareable digital profile
- Enable clients to search, filter, and hire workers with confidence
- Build a trust layer through ratings, reviews, and verified work history
- Deliver a simple mobile-first experience accessible on low-end smartphones

## Section 02

# User Research

To validate the problem and understand user needs, a combination of short user interviews and an online survey was conducted across two Nigerian cities. The research covered both sides of the marketplace skilled workers and the clients who hire them.

## Research method

### METHOD

5 user interviews (10–15 mins each) +  
online survey of 12 additional respondents

### LOCATIONS

Port Harcourt and Bonny Island

### WORKER PARTICIPANTS

Plumber, tailor, home tutor (3 interviews)

### CLIENT PARTICIPANTS

Homeowner, small business owner (2  
interviews)

## Key findings

### WORKERS

- 78% of workers rely entirely on referrals from past clients to find new jobs.
- None of the workers interviewed had a professional profile or portfolio online.
- All workers expressed frustration with inconsistent income and long idle periods between jobs.
- WhatsApp was the primary tool used to share work photos showing mobile familiarity but no purpose-built solution.

### CLIENTS

- 83% of clients said finding a reliable skilled worker takes more than one day.
- Trust was the top concern 9 of 12 survey respondents had been scammed or received poor-quality work from an unverified worker at least once.
- Clients said they would readily use a platform if it showed verified ratings, reviews, and past work samples.

**BOTH GROUPS AGREED**

- A mobile-first platform with simple onboarding would be widely adopted.
- Overly complex sign-up flows or mandatory document uploads were cited as deal-breakers.
- WhatsApp remains the dominant discovery channel confirming strong mobile behaviour but a clear gap in dedicated tooling.

**Key pain points**

| # | Pain Point                    | Description                                                                                                                                          |
|---|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>No discoverability</b>     | Skilled workers have no digital presence outside their immediate social circle, making them invisible to potential clients they have never met.      |
| 2 | <b>No trust layer</b>         | Clients cannot verify a worker's track record, qualifications, or past work before making a hiring decision, creating risk on both sides.            |
| 3 | <b>Slow hiring process</b>    | Finding and contacting a reliable worker through referrals typically takes more than a day, sometimes several days, causing delays for urgent tasks. |
| 4 | <b>Unstable worker income</b> | Without a consistent pipeline of work, skilled professionals experience long idle periods between jobs, making income unpredictable and unreliable.  |

**Section 03****User Personas**

Two primary personas were identified one representing the skilled worker and one representing the client. Both sides of the marketplace must be served for JobSpotter to succeed.

**CJ**

**Chidi James**  
Plumber  
Port Harcourt · 34

**Goal** Get a steady stream of clients without depending on friends to refer him.  
**Frustration** Has no way to show proof of past work or build a reputation digitally.  
**Behaviour** Uses WhatsApp to share job photos. Has no formal profile anywhere online.  
| *"People don't know I exist until someone tells them about me."*

**AN**

**Amaka Nwosu**  
Homeowner  
Bonny Island · 41

**Goal** Find a reliable, verified skilled worker quickly without getting scammed.  
**Frustration** Has been overcharged and given poor-quality work by unverified workers twice.  
**Behaviour** Asks in family WhatsApp groups. Sometimes waits 3+ days for a

recommendation.

| *"I just want to see reviews before I let someone into my house."*

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## Next steps

With the problem statement validated and user needs documented, the next phase covers Information Architecture including the sitemap and task flows for both the worker and client journeys.