User Analysis & Scenarios

This user analysis focuses on understanding the needs, preferences, and challenges older adults face when using a handyman app. As the senior population increasingly adopts technology for convenience and assistance, designing user-friendly applications that cater to their specific requirements is essential. Typically aged 60 and above, this group may include retirees or individuals managing their homes while dealing with various physical or cognitive changes. Varies from tech-savvy users to those with limited experience using smartphones and apps. Many may have learned to use technology later in life. Older adults often require assistance with home maintenance tasks that they may find challenging to complete independently.

Needs and Expectations

1. Ease of Use: Older users prefer a simple, intuitive interface with minimal steps needed to complete tasks. Clarity in navigation is essential.

2. Accessibility Features: High contrast colors, larger fonts, and voice command options are critical for users with vision or dexterity issues.

3. Clear Instructions: Step-by-step guidance on how to use the app effectively can help reduce anxiety and build confidence.

4. Trust and Reliability: Older adults prioritize services over trusted professionals. The app should include verified reviews and ratings to help them make informed choices.

5. Communication Options: Options for direct communication with service providers (e.g., chat or video call) can enhance user comfort, allowing for clarification of tasks before service delivery.

Challenges

1. Technical Skills: Some older users may struggle with navigating apps if they lack prior experience. This includes difficulties in downloading the app, signing up, and executing everyday tasks.

2. Cognitive Load: Complex interfaces or excessive information can overwhelm users, leading to frustration and disengagement. Simplicity is key.

3. Health Considerations: Physical limitations, such as arthritis or limited mobility, may affect their interaction with technology (e.g., tapping buttons, scrolling).

4. Privacy Concerns: Older adults may be wary of sharing personal information online, making transparent privacy policies and security features essential.