SCARLET LIST BRIEF
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Background Story ;

About 10 years ago, I got in to a situation with a vendor that led to us going to court. Her behaviour was completely unprofessional and everyone I spoke to about her had a similar story to tell. Unfortunately I did not have this knowledge about her behaviour.

In Nigeria as most developing countries, the informal sector is far larger than the formal sector and a lot of these artisans are not on the internet. There is also no form of accountability, a tailor can take a job and ignore your call for a month and eventually turn up just apologizing.

There is no way to reward and direct traffic to the diligent service providers.

I intend to create a system that catalogues artisans and informal service providers using crowd sourcing, allows you rate and refer as well as have a sense were applicable of their current workload. This data will be curated and organized based on geo-location, areas of interest, friends and a 'sure- link' based on rating systems of a contacts list or collection.

The idea is to create a well curated Google type search and recommend type system for the informal sector that is sustained mainly by users. Existing applications that have features that we are trying to create are the following;

Whatsapp;
Automatic integration on the app from phone address book

Uber ;
Ratings

Pinterest ;
cataloging

Google;
Quick search

Wikipedia
Crowd sourced data

Siri
An assistant that helps and makes suggestions.

The first function of the App would be to scan, extract and catalogue informal workers and services from users by scanning their address book.

The nature of Nigeria and most developing countries is, most people are directly in touch with a handy man referred to them through word of mouth, there is a culture of making things, a culture of repairing things.

The default way people store numbers on their phone describe the artisan as well. It is this data that would be extracted to form the basis of the users list. The idea is for users to share these artisans, rate them, find other artisans; the network holds them accountable and connects all these people in a simple convenient way.

Example
Ada tailor – Tailor
Mukaila Range – Rangerover mechanic

Most people tend to have contacts close to their residence or a place of interest. The user will specify an area of primary location and secondary interest, based on this the contacts will be geo-tagged to an area (or an area where they are comfortable working).

Social engineering and improving efficiency by increasing connectivity and opportunities for work.

CATEGORIES

HOUSE
WORK / OFFICE
SELF / FAMILY
SOCIAL
ARTISANS / BUSINESS
CAR

PRIVACY VS SOCIAL FACTOR

CAR (TYPE OF CAR)	HOUSE	SELF FAMILY	WORK/BUSINESS	SOCIAL
BATTERY CHARGER	PAINTER	FOOD -COOKS/CHEF/ FOOD ORDERS	ARTIST	EVENT PLANNER
REWIRER	GAS REPLACEMENT	SCHOOL - LESSON TEACHER	LAWYER	PHOTOGRAPHER
PANEL BEATER	A/C REPAIR	GYM INSTRUCTOR	PRINTER REPAIR	MAKE UP ARTIT
MECHANIC	CLEANER	PHOTOGRAPHER	ACCOUNTANT	EVENTS
A/C MAN	PLUMBER	TAILOR	COMPUTER /PERSON	
TYRE SELLER	CARPENTER	AIRPORT PROTOCOL		
VULCANIZER	CHEF	TICKET AGENT		
TOWING VEHICLE	BRICKLAYER	POLICE - MOPOL		
DISPATCH RIDERS	CONTRACTOR	CATERER		
LOGISTICS	WELDER	FOOD VENDORS		
CAR SALES	ELECTRICIAN	DOG TRAINNER		
CAR PARTS	TILER	VET		
DRIVER	BOREHOLE DRILLER	DOCTOR		
MOVING VEHICLES	CURTAINS / SHUTTERS	DENTIST		
TRUCK PICK UP	WINDOWS	OPTICIAN		
TAXI	CARPETS	NANNY		
	BEDS	MASSAGE / MASSEUSE		
	INTERIOR DÉCOR	HAIRDRESSER		
	FURNITURE	BARBER		
	LIGHTING	MANICURE / PEDICURE		
	DIESEL	MAKE UP ARTIST		
	FUEL	PHONE REPAIR		
	GENERATOR REPAIR	DRYCLEANER		
	NEPA	DOCTOR		
		LAB TEST		
		HOSPITAL		

TARGET REVENUE STREAM	TARGET REVENUE STREAM
FURNITURE	MEAT BUTCHERS
PROPERTY LISITNGS	GROCERY SHOPPERS
	TRAVEL AGENCIES
	DEALS ON ;
	HOSPITALS
	DENTIST
	PHONES FOR SALE

These are the kind of contacts the app must first distil from the address book. And organize in a very simple and elegant way that puts the user at the centre, it should be interactive yet well organized

Managing ones contacts or ensuring the right contacts are where they should be. This process should not be time tasking or laborious. People can be nudged to complete or add certain contacts.

Users should also have the option of manually loading contacts.

The APP can also upload services based on our own surveys which will be geo -tagged and verified.

SET UP PROFILE

Option for a profile picture – option to chose if the account is for a family or for singles. Verification of each account based on linking the app to a phone number

The user can also set primary location or area of interest.

PRIVACY

People should have the option of making their list public or private e.g shared solely amongst their connections. The app must also ensure solely artisans are listed and make it as easy as possible for users to check and prune their list.

People can lock certain categories of their list or choose to share it with a select group of connections.

CONTACTS / CONNECTIONS

Phone contacts are the most valuable contacts, these can then be matched with social media networks and mutual friends/. The idea is that users would most likely trust the referral of a friend or an acquaintance relative to a complete stranger. You would most likely use an artisan that is highly referred and lives in close proximity.

Users can request for certain artisans to be nominated for them, they can set the parameters, and these artisans / service providers can be added automatically by the app to their address book. – The idea is to ensure the information is not overwhelming and is easily accessible.

Connections can be suggested based on numbers in your address book that are on the app. It can also be suggested based on social media friends?

Users can make list open to public or private with connections

The app can suggest top referrers or mavins in particular areas of interest.

Works with location and proximity geo-tagging

CONTACT SERVICE / ARTISAN

Users should be able to call and text, artisans within the App as is done in uber etc.
Users should also be able to make payment within the app as well.

INCENTIVE / BENEFIT OF HAVING HIGH PERFORMING CONTACTS – MAVIN STATUS, users may be rated based on their sharing of contacts and the effectiveness and ratings of their contacts.

The more you rate or are active the more access you have to other list.

RATING/FEEDBACK/ TRACK WORKLOAD

The App should allow users rate the performance of an artisan they have used based on
1. Price
2. Quality of work
3. Delivery time

Feedback should be able to get to the artisan via text – e.g Good Job with mr x or your performance was really bad, improve or you will be blacklisted. (artisans number linked to tru caller)

For specific kind of jobs e.g., tailors, carpenters, mechanics a mode of allocating a level of work by each user on the App will help estimate the level of work this artisan currently has on. The app might then suggest working with someone else.

SEARCH

The search function on the home page should give users the ability to search for artisans that do specific activities based on location as well as price.
The search window should prompt/ autofill and have a friendly voice,
I want to paint – location, I need a painter/ what do you want to do? / What do you need
I want to repair my car – location
Sow clothes etc. The button should click as FIND as opposed to search.

FEEDBACK BETWEEN USERS

Users should be able to message or share information on an artisan they are using – forum/ group chat etc
The APP should prompt users to know the status of artisans or service providers e.g. 'Your friend moyo is happy with mukaila the mechanic' or ' your friend moyo is not happy with mukaila ' or Mukaila currently has a heavy workload , would you like to try wasiu? 'His work load is at 80%'

BACK END TO UPLOAD TARGET ADS / VENDOR DASHBOARD

We would need a vendor interface that allows the posting of ads so that Service providers can upload content and adverts
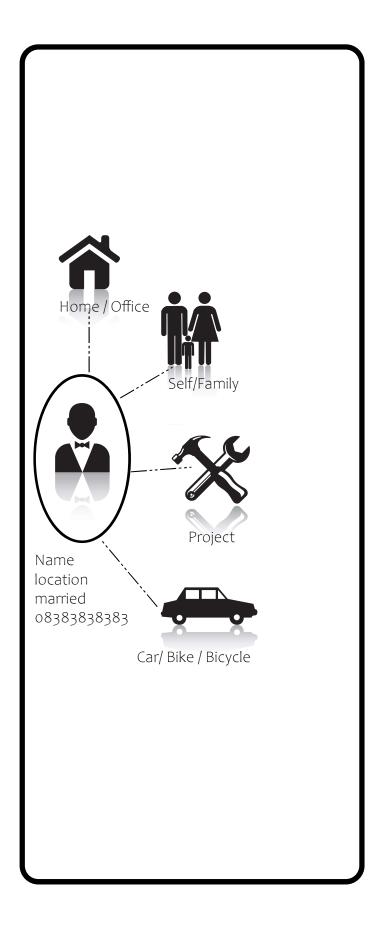
VERIFIED ARTISANS

Artisans that have consistently received high ratings can be featured / verified on the home page. Same goes for users whose contacts are high performing as well.

HOME PAGE

Should be customizable based on location, area of interest , list you want to follow or have an interest in.

SOCIAL

Events of interest can be plugged in to a social calendar , which then fit on the home page. This will be based on list in the category and events advertised as well as events of interest to the users circle of friends

Home / Office

Self/Family

Project

Name
location
married
08383838383

Car/ Bike / Bicycle

look up a
service

get a
service/
Artisan

start a project

Buy
a Product

what would you like to do

find

filter

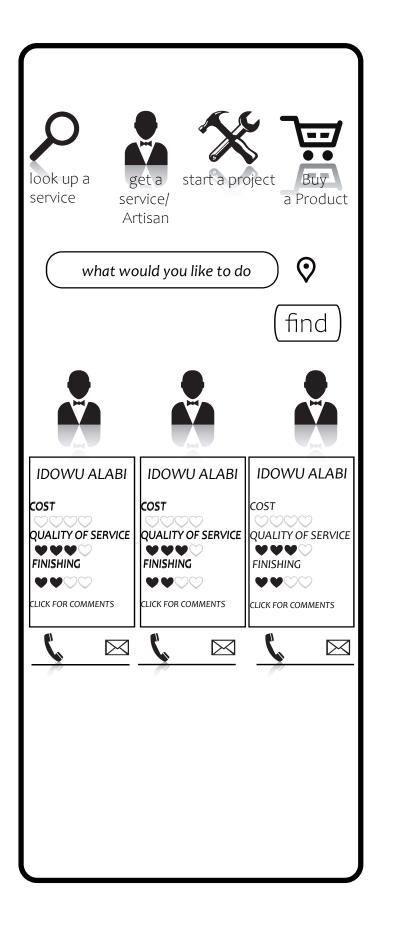*Architecture*

Furniture

Beauty

inspiration stream

*like and create folder , option to pair artisan
to specific work done
this can then be used as data to
communicate to others.*

look up a
service

get a
service/
Artisan

start a project

Buy
a Product

what would you like to do

find

IDOWU ALABI

COST
♡♡♡♡♡

QUALITY OF SERVICE
♥♥♥♡

FINISHING
♥♥♡♡

CLICK FOR COMMENTS

IDOWU ALABI

COST
♡♡♡♡♡

QUALITY OF SERVICE
♥♥♥♡

FINISHING
♥♥♡♡

CLICK FOR COMMENTS

IDOWU ALABI

COST
♡♡♡♡♡

QUALITY OF SERVICE
♥♥♥♡

FINISHING
♥♥♡♡

CLICK FOR COMMENTS

look up a service

get a service/ Artisan

start a project

Buy a Product

what would you like to do

find

Loblolly Ct
toward Ponderosa Pine Dr

Then

Brook Ln
Old Hickory Ln
Sunflower Ln
Mapleleaf Ln
Robin Ln
Brook Ln

Rheudasil Par

est Blvd

eld Ct

Upton Ln

Robin Ln

Forest

Shenar

IDOWU ALABI

COST
♡♡♡♡♡

QUALITY OF SERVICE
♡♡♡♡♡

FINISHING
♡♡♡♡♡

CLICK FOR COMMENTS

Morriss Rd

Silv

Forest Vista

Ponderosa Pine Dr

Forest Vista Dr

nth flower

Loblolly Ct

Thank you for helping create the best community ever

32 min
17 mi • 8:09 PM

" quote about team work "

what would you like to do

find

RATE

FINISHED

ONGOING

IDOWU ALABI

COST
♡♡♡♡♡

QUALITY OF SERVICE
♡♡♡♡♡

FINISHING
♡♡♡♡♡

CLICK FOR COMMENTS

Thank you for helping create the best community ever

" *quote about team work*"