## Ratoon Freelance Design App Process Book

If you're designing, work. If you're finding designers, stop working. Real people. Real design. Ratoon.



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# App Story

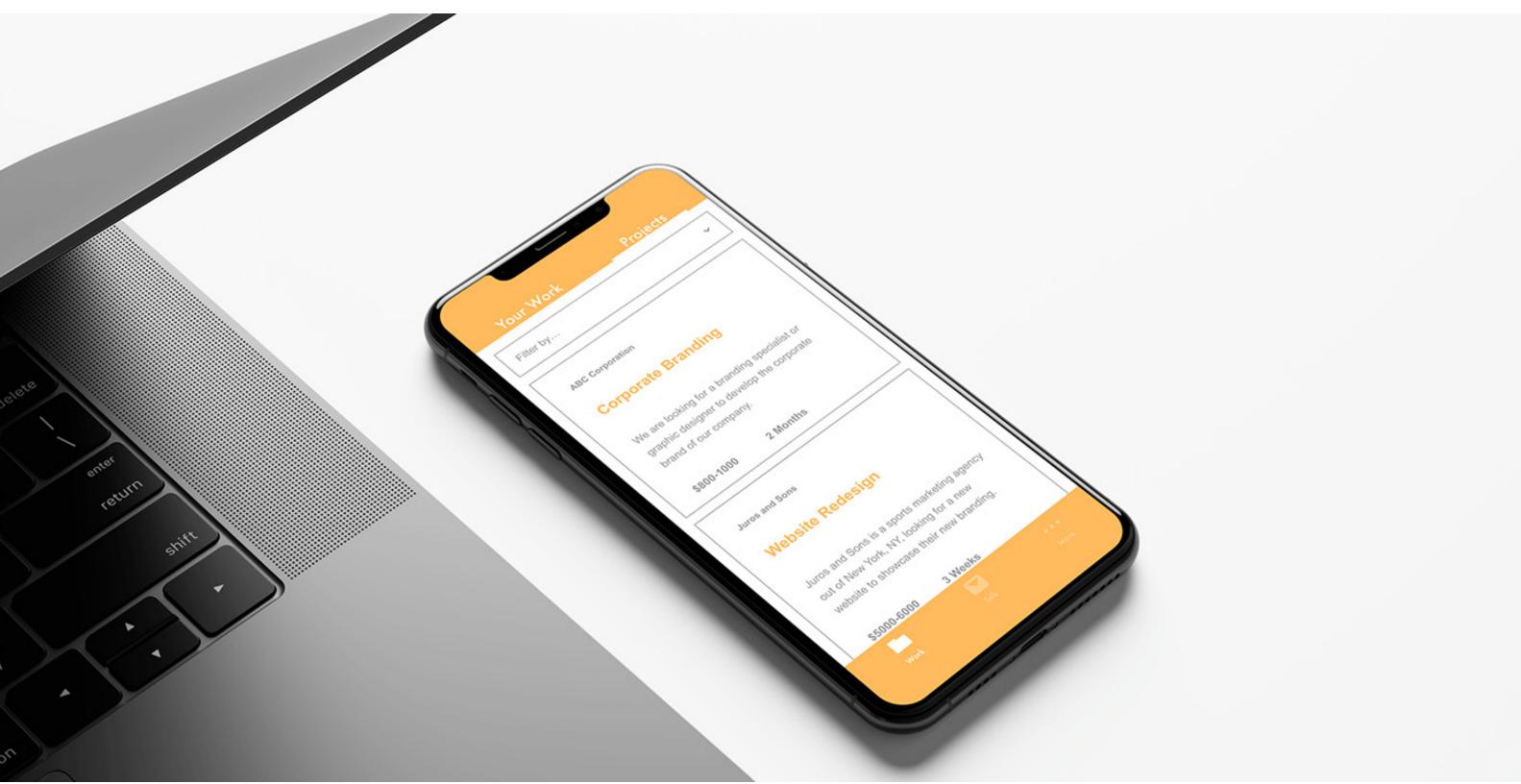
I was almost involved in accidentally laundering money through my design work, and I never want anyone to fall into the same trap. It's a devastating feeling, and really a huge blow to moral. This is my inspiration for making Ratoon.

Maybe about a week ago I was working at my desk and I got an email asking me to build a website. It came from Shirley at Mayer fabrics, so I looked up Mayer fabrics and it turned out they were a pretty big company, even my dad knew about them. I had been a little confused because I was getting less and less confident with my work, but I knew I would hit this one out of the park, so I took the job.

Shirley had reached out via email saying she saw my profile on angel.io, a job posting website. I had signed up for it several months ago looking for internships. An internship had worked out from angel.io in the past, so I didn't think much of it.

There were a few days of emailing back and forth between us, and Shirley seemed like a very nice woman! I was getting kind of antsy and really wanted to start ideating for the site, so I asked her for the content that the site would have. Shirley said I couldn't have any content because the project manager had it and wouldn't give it out until the first payment was made to both me and her. Weird. This is when red

flags really started popping up everywhere. Within the past few days I had seen some typos, but everyone makes typos. She also asked for examples of my work after she asked for my initial bid on the project, but again, I didn't think much of it.



Shirley would only send me a check via the mail, and not use PayPal like I may have wanted. But I just shrugged it off, money is money.
The day that the check was supposed to get to my mailbox, Shirley sent me a long email about what to do with the check. The check was written for \$2700 more than we had
I emailed Shirley asking to get one a phone call so we could just sort this out, and she claimed she was deaf, so she couldn't talk on the phone. That was the final straw. I sent her an email telling her I needed my own PayPal payment in order to do the work, and if I don't have my own PayPal payment work. She said "I already sent you a check" and I never heard from Shirley again.

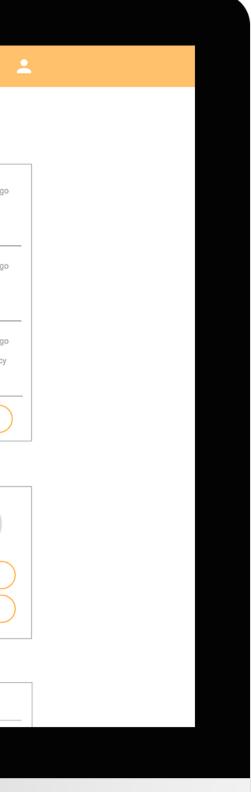
The day that the check was supposed to get to my mailbox, Shirley sent me a long email about what to do with the check. The check was written for \$2700 more than we had agreed on, which really confused me. I was to deposit the check, go to Walmart, and get a Walmart money order for Throughout the process around the check, there were three the remainder of the money and send it to the Philippines. names used as well as three different locations throughout The PHILIPPINES. So naturally I called my dad to ask his the United States to cover up her location. This whole thing opinion, so he said I should call her and tell her I need my was a huge blow to my moral because it was low, then it got own check for the work, because best case scenario the higher when I was hired for a big project, and then the projcheck is legit and the project manager in the Philippines is ect was fake. legit, I'd end up probably paying taxes on both my money and the project managers money.

# App Summary

Ratoon makes freelancing for designers easy. Jobs are awarded to designers by employers who believe the two parties will be a good fit, statements of work are automatically generated by the app, and payment is always guaranteed to designers with the in-app payment system. Ratoon designers go through an application process consisting of a design challenge and a video interview to ensure they are top of the line. Furthermore, Ratoon has high-end clients, which makes the \$10 a month fee very worth while. Worry no more, freelancing just became easy for designers.



	C	
Ratoon work talk plantpay	PLANTSHARE	🏟 Q 🐥
Your Current Projects		Recent Messages
ABC Corporation	Zeke's Towing	ABC Corporation 1h ago
Corporate Branding	Website Design	We are looking for a branding specialist or graphic designer to de Read More
We are looking for a branding specialist or graphic designer to develop the corporate brand of our company.	Zeke's Towing is a towing service that also builds custom cars, and is looking for a website, as they currently do not have one.	Zeke's Towing 3h ago Zeke's Towing is a towing service that also
\$800-1000 2 Months	\$7000 max 4 Months	builds custom cars, and is I Read More
Juros and Sons	You have 3 current projects.	Juros and Sons 23h ago Juros and Sons is a sports marketing agency out of New York, NY, lookin Read More
Website Redesign Juros and Sons is a sports marketing agency out of New York, NY, looking for a new website to showcase their new branding.	Check out projects for you below, or look for more opportunities in the work page!	See All Messages
	Explore Work	PlantPay Balance
S5000-6000 3 Weeks More Projects For You		\$415.00
		Transfer to PayPal
XYZ Corporation	InterLearning	Go to PlantPay
Corporate Branding	Mobile Experience Design	Recent PlantShare Files
We are looking for a branding specialist or graphic designer to develop the corporate brand of our company.	InterLearning began as an idea to improve education from home due to the current pandemic surrounding Covid-19, however it quickly grew out of the current and into the future.	abc_corporation_final.zip



# Pain Points

No content (logo, images, text, not even a company name) until the project manager was paid

Send check via mail, no wire transfers or e-payments Deaf client, so no phone conversations

Four different company/ personal names, three different addresses

# Brag Points

Verified Users All users go through an application to be a Ratoon user. Designers need to complete a design challenge custom made for them, and then explain their design decisions on a video call. Clients need to have a video call with Ratoon representatives to explain what their business does. All users need to pay the monthly membership fee of \$10. The combination of these tasks prevents fake users from entering the realm of Ratoon and taking advantage of anyone else, or involving them in illegal activity.

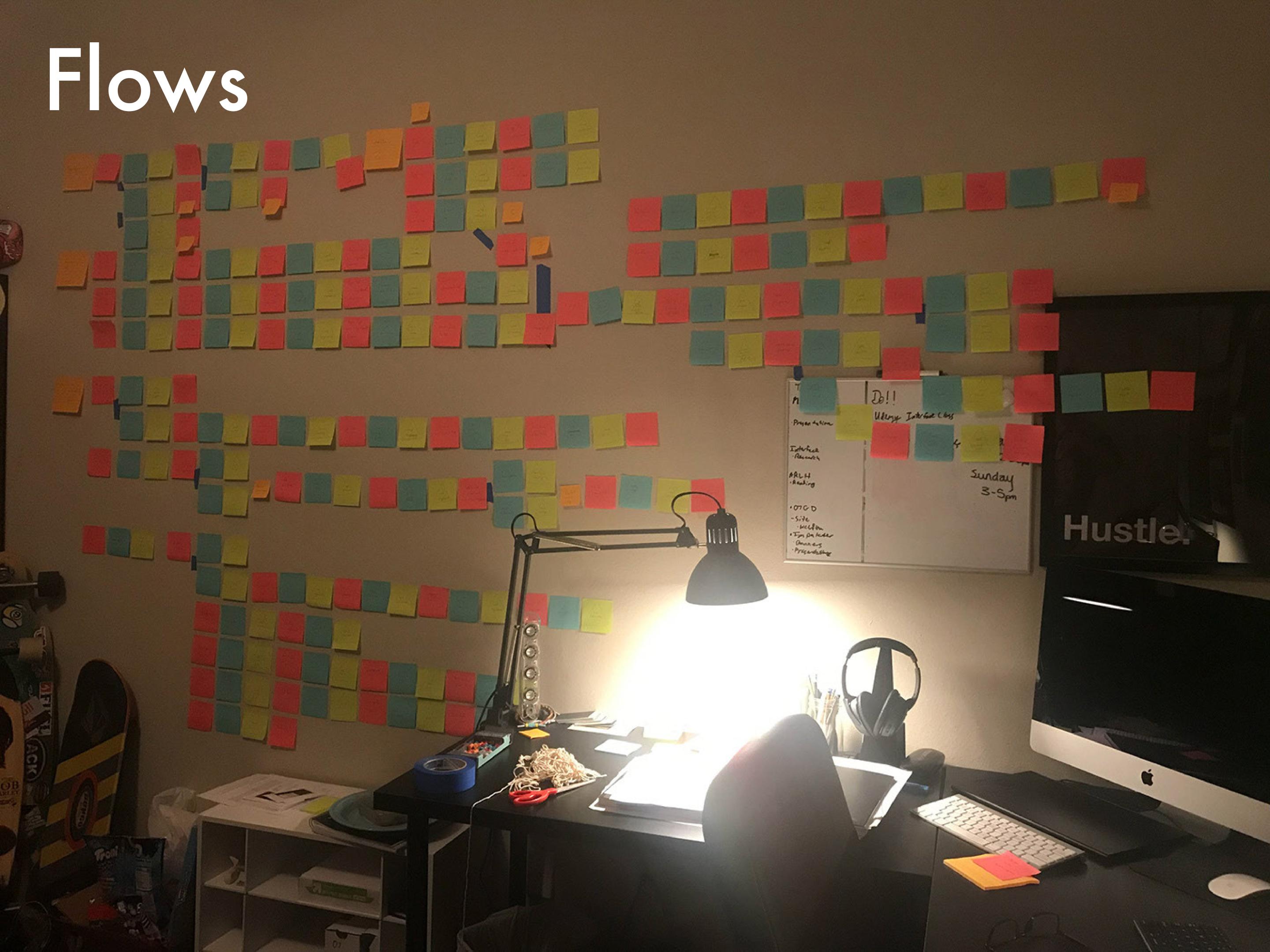
Perfect Matches Ratoon is more than a place for designers and clients to meet. Ratoon is a place for designers' careers to take off, and a place for clients to have their needs met and exceeded. Ratoon is different from most freelancing app. Here, the client chooses which designer to work with based on prior work and skills. This forces designers to do what they do best in a work setting, and guarantees perfect matches between client and designer.

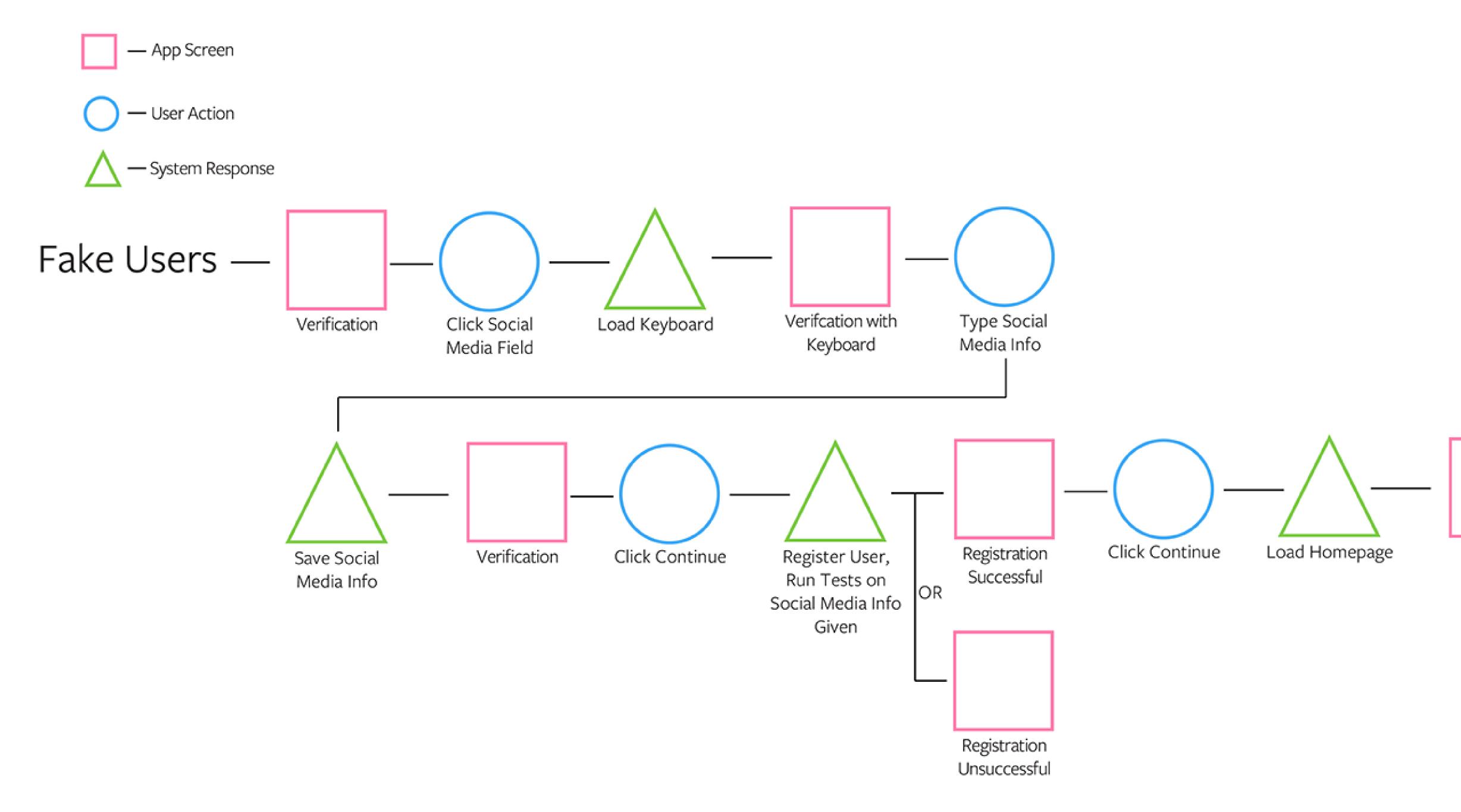
# e for designers and

Automatic Statement of Work A statement of work clearly and concisely lays out responsibilites of designers for projects. Both parties answer a few quick questions, then the SOW is generated. This allows work to begin even faster than it previously has, and saves the client and the designer tons of time.

**Certified Payments** Payment for designers is guaranteed through Ratoon. Clients pay for projects once a price is agreed upon, and designers get the money at whatever point in the project they'd like. It's all agreed upon in the fully customizable statement of work. And with built in PlantPay, designers can be sure they will get paid when promised.

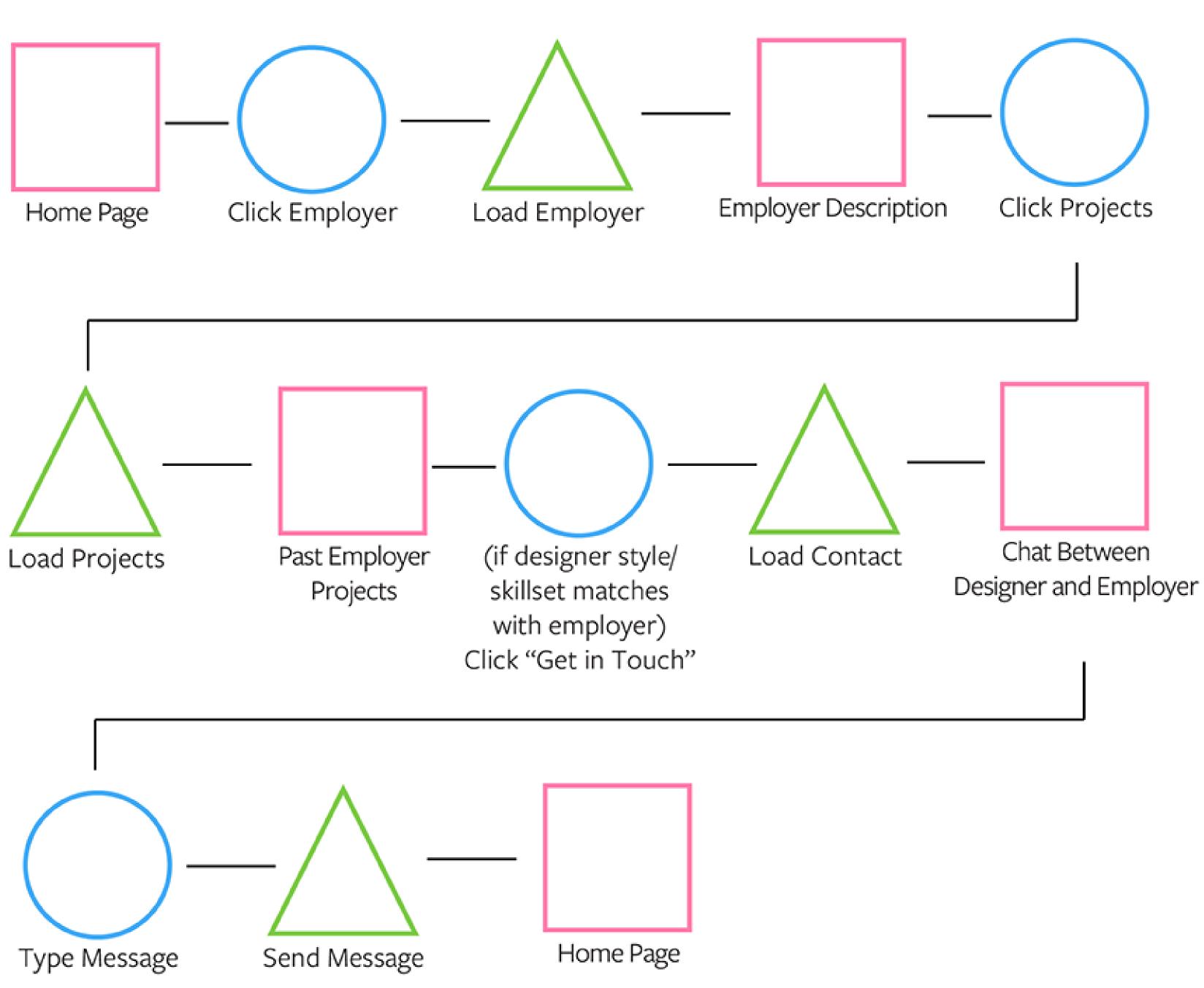
**One Place, Many Functions** Ratoon provides one location for designers to meet clients, clients to get good design, payment to be transferred for work, and file transfers. It's really that simple.





Homepage

### Incohesive Matches Between Designer and — Employer

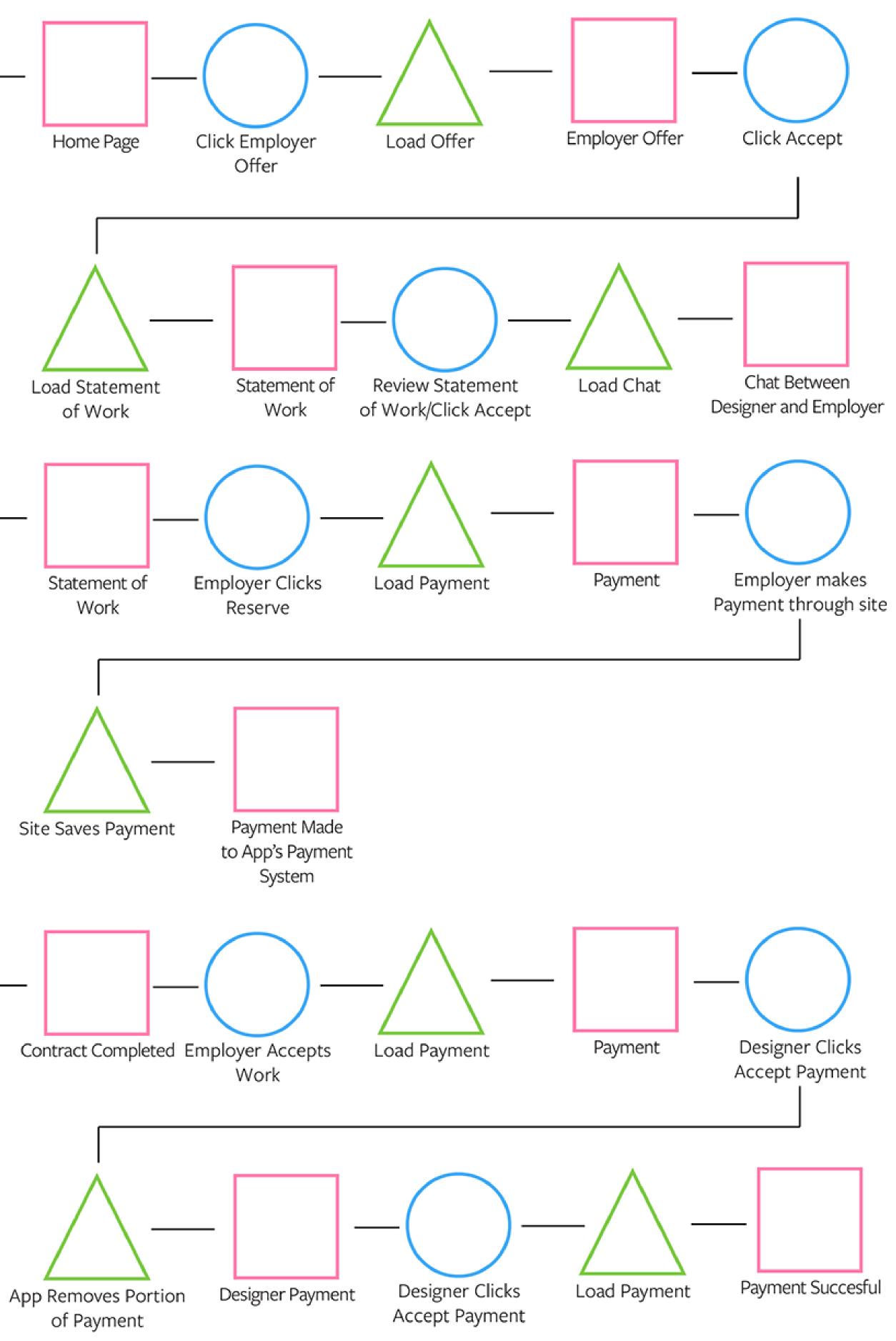




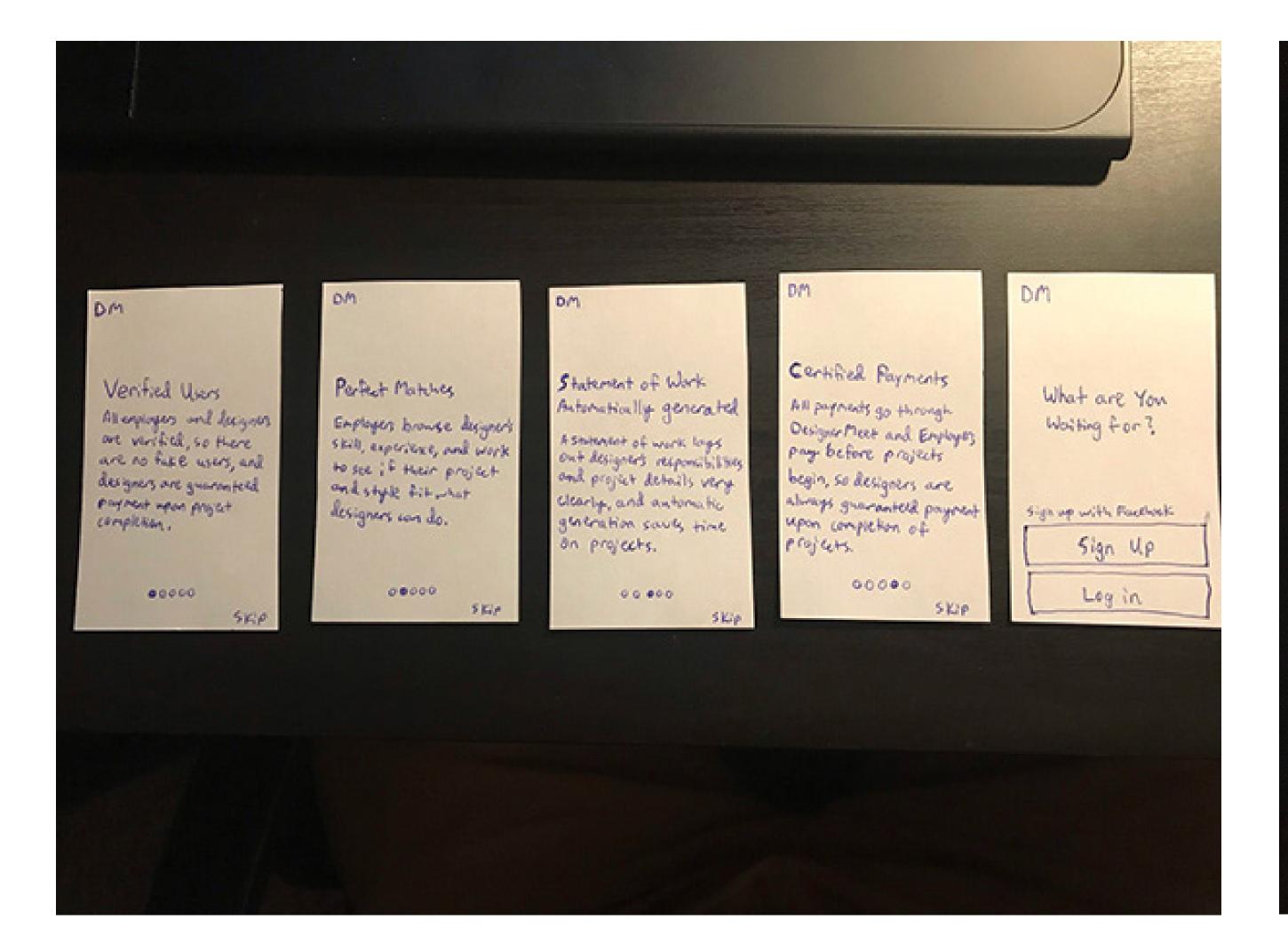
Inexperienced Designers Unable to Write Statement of Work

Fake Payments —

Post Project

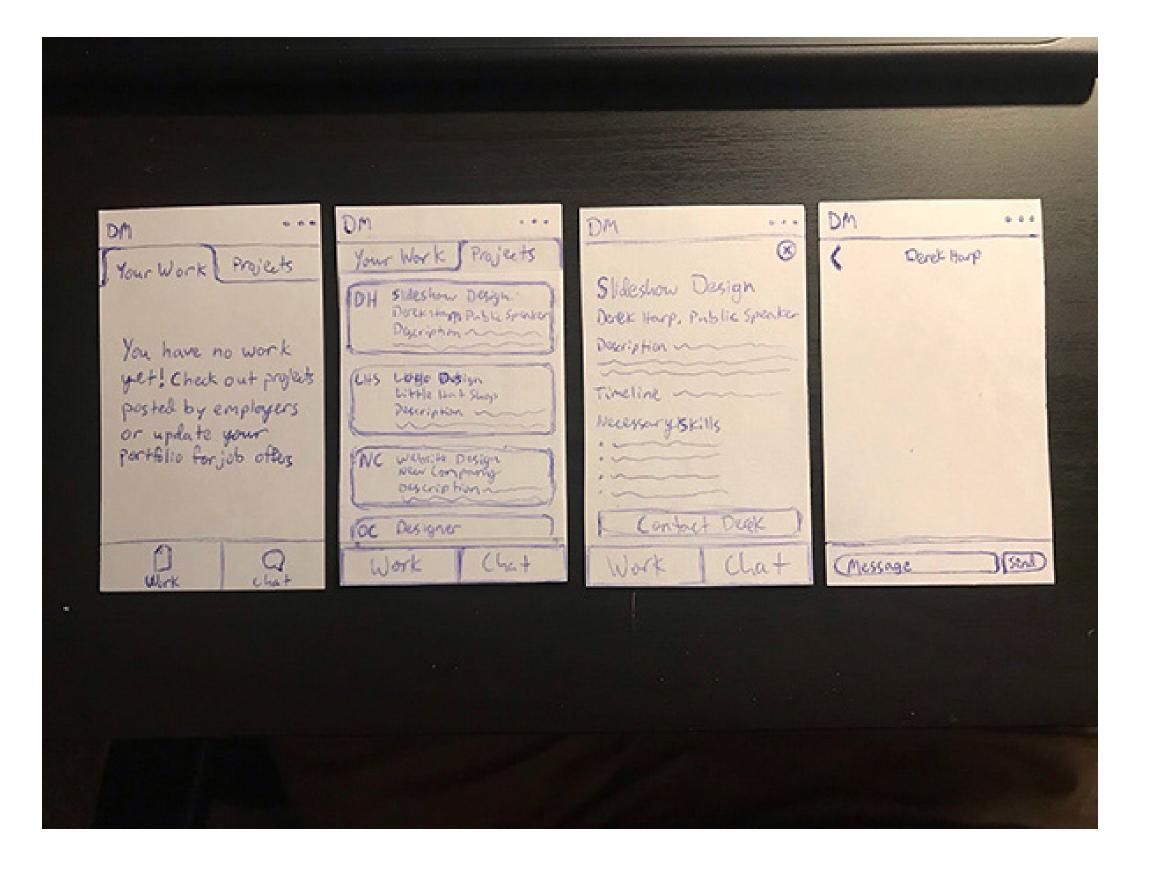


## Sketches

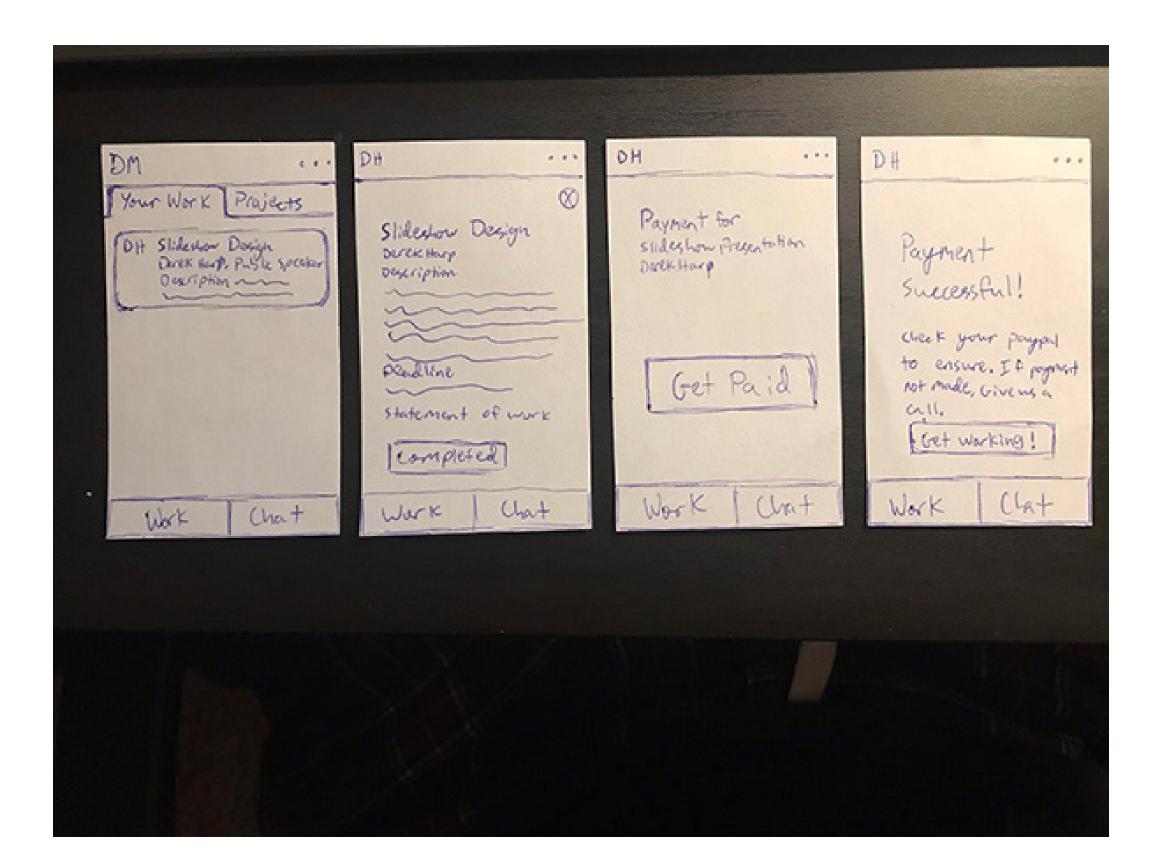


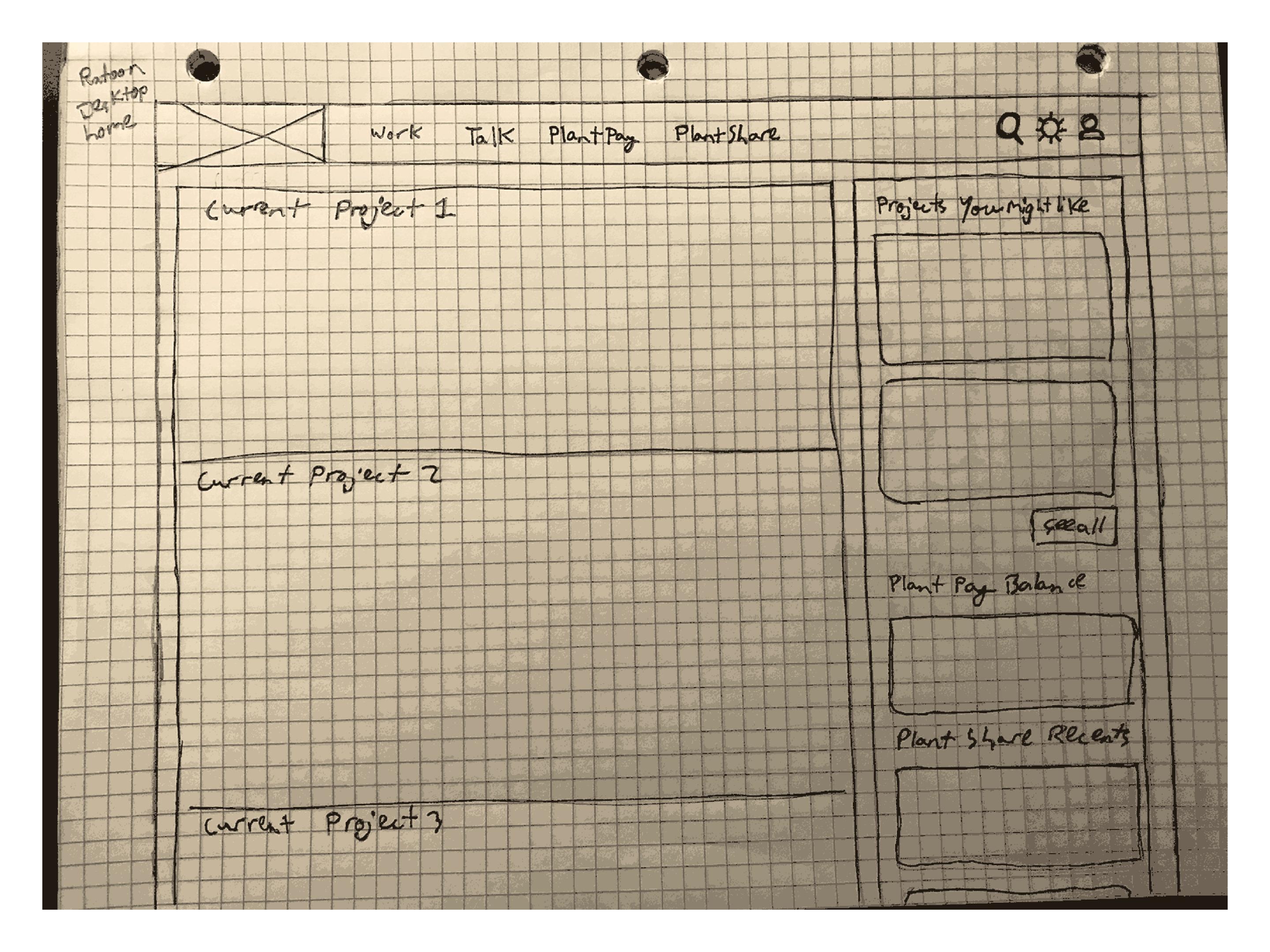
DM Social Media Verification We check your social Media to be sure you're a real person. We do not keenan information	DM Be Behance D Instagram F Facebook D Twitter WWW, Website	DM Ca Yo Xo D
not keepany information and respect your privacy. Next	Please, fill in all aplicable fields. Verify	

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# User Testing Feedback

Users were asked to complete a series of tasks on the paper prototypes (numbered actions). Their responses and feedback for each action is listed under the action.

1. Go through joyride -See log in and sign up before next -pagination instead of next -take out log in and sign up, last page be log in/sign up -thinks of tinder (perfect matches) -remove logo, loading page

2. Verify account with social media -Needs to be reverified in settings after -more clarification to clear up what the app is doing -fill in all that apply

-link apps on phones -change description to "link account or fill in all applicable fields"

-processing application, instead of congrats

3. View potential projects

-change projects, maybe jobs posted -labels for project components -filter for filtering jobs -check upwork -add tags for job type

4. Reach out to derek harp for his job posting?

-Send button in chat -shouldn't be able to call or video chat until accepted

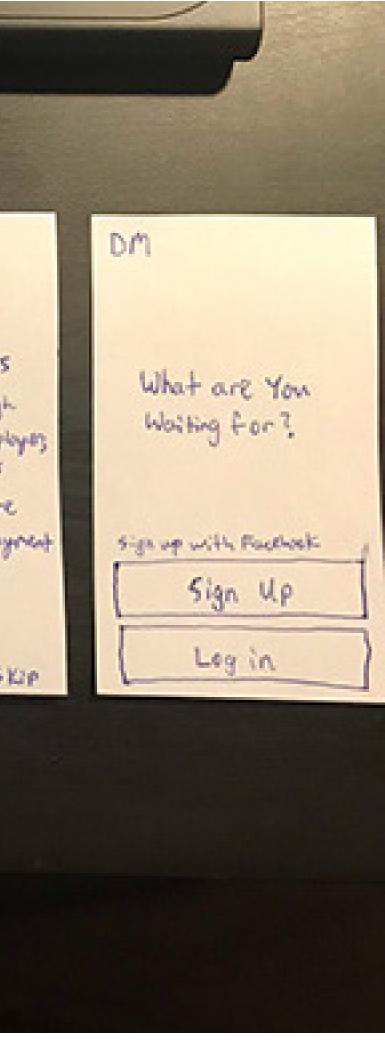
-contact clients instead of contact name

-client rating

-client website

-show email for client

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Verified Users All engingers and designers are varified, so there are no fuse users, and designers are guaranteed proposed more project completion.	Perfect Matches Enployees branse designers skill, experience, and work to see if their project and style fit and designers can do.	Statement of Work Automatically generated Assument of work logs out designers responsibilises and project details very clearly, and automatic generation saves time on projects.	Cartified Payments All payments go throng Designer Meet and Eny pay before projects begin, so designers are always grammited pa upon completion of projects.
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-If edited, accept turns to send or finalize (send new statement)
-add limit to changes available for employer after project completed
-little circle for notification
-color code progress
-show editing process, highlight edits for client
6. Complete the job
-How to submit work, say when complete how to send it
-Clearly state limit to changes by employer

5. Review and accept your statement of work from derek

-change completed to complete -customer service option to talk to outside person instead of just the client

-main screen for each individual project-how to deliver original files-add screens for interactions between designers and clients

7. Get paid-potential invoice?-Demonstrate employer paying to clarify payment process

-payment confirmation screen, "employer already made payment, we have the money secured, feel free to get started"
-file submission screen: approved by client, waiting for review

8. Other-Done instead of return on keyboard

# Visual Design Plan



### Visual Design Plan

-Benefits and **Purpose Statement** 

### -Colors

-App Icons

-Visual Designs



### Ratoon Orange Primary

White Primary

Hex

Hex #FDC170

G:193

B: 112

СМҮК

C: 0%

M: 27%

Y: 64%

K: 0%

RGB R: 253

RGB R: 255 G: 255 B: 255

#FFFFFF

СМҮК C: 0% M: 0% Y: 0% K: 0%



<b>Gray</b>	Accent Orange
Body Copy	Accents, subtext
Hex	Hex
#A0A5AA	#FFDEB2
RGB	RGB
R: 160	R: 255
G: 165	G: 222
B: 170	B: 178
CMYK	CMYK
C: 40%	C: 0%
M: 30%	M: 13%
Y: 27%	Y: 32%

K: 0%

K: 0%

Black Accents

Hex #000000

RGB R: 0 G: 0 B: 0

СМҮК C: 75% M: 68% Y: 67% K: 90%





### Visual Design Plan

-Benefits and **Purpose Statement** 

-Colors

-App Icons

-Visual Designs





iPad, iPad mini 152px x 152px (76pt x 76pt @2x)





iPad Pro 167px x 167px (83.5pt x 83.5pt @2x)

iPhone 180px x 180px (60pt x 60pt @3x)



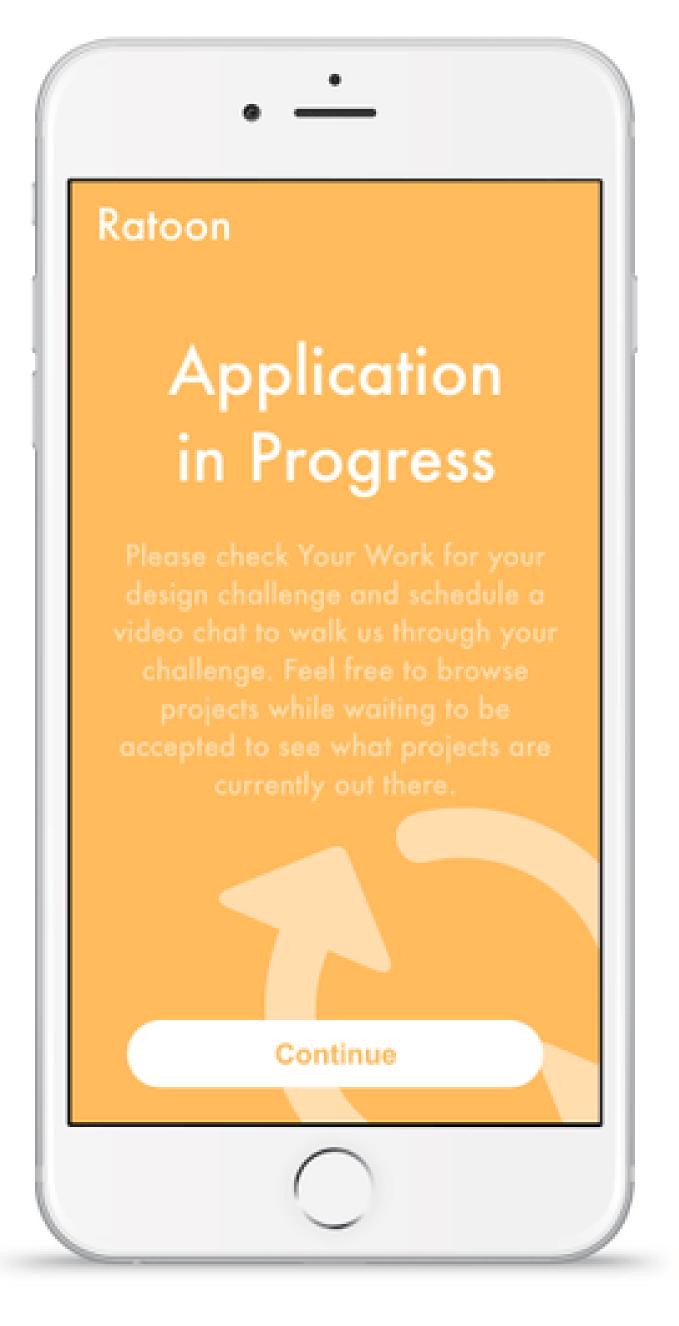




App Store 1024px x 1024px (1024pt x 1024pt @1x)

# Key Screens

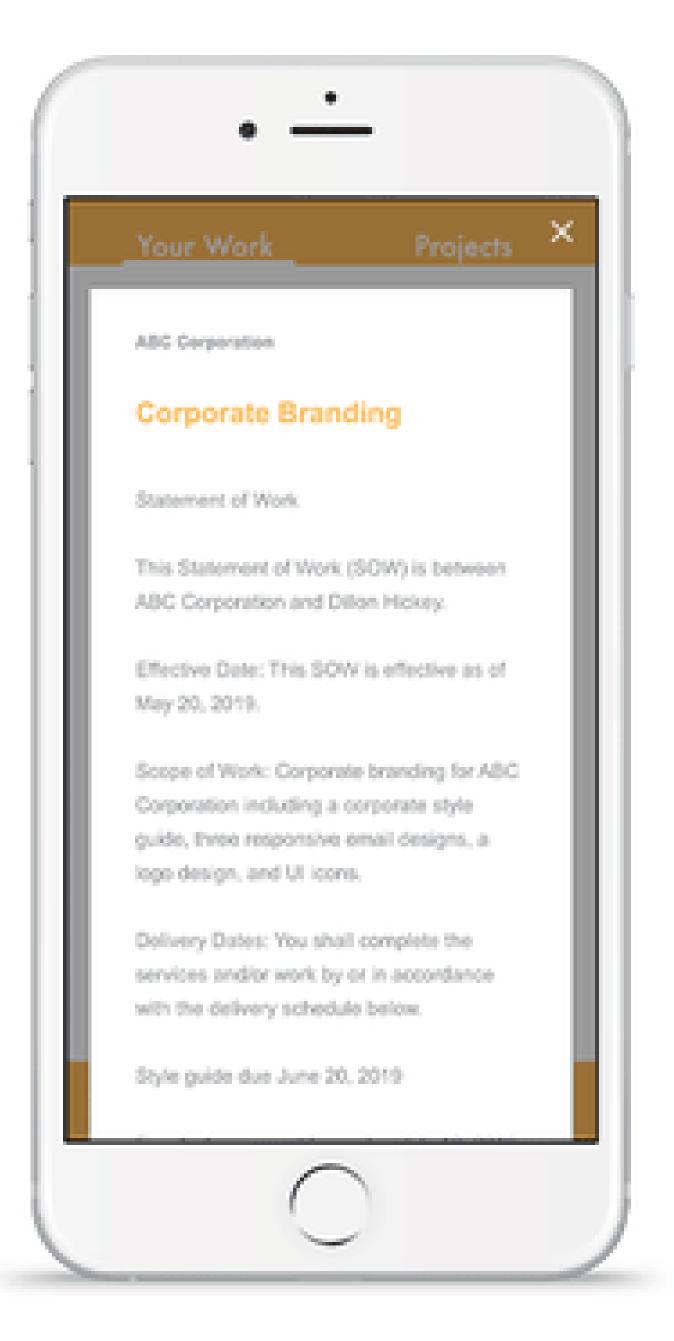
All designers and employers are verified users by our three step application process, so no fake users are able to book work and no one is involved in fraudulent activity.



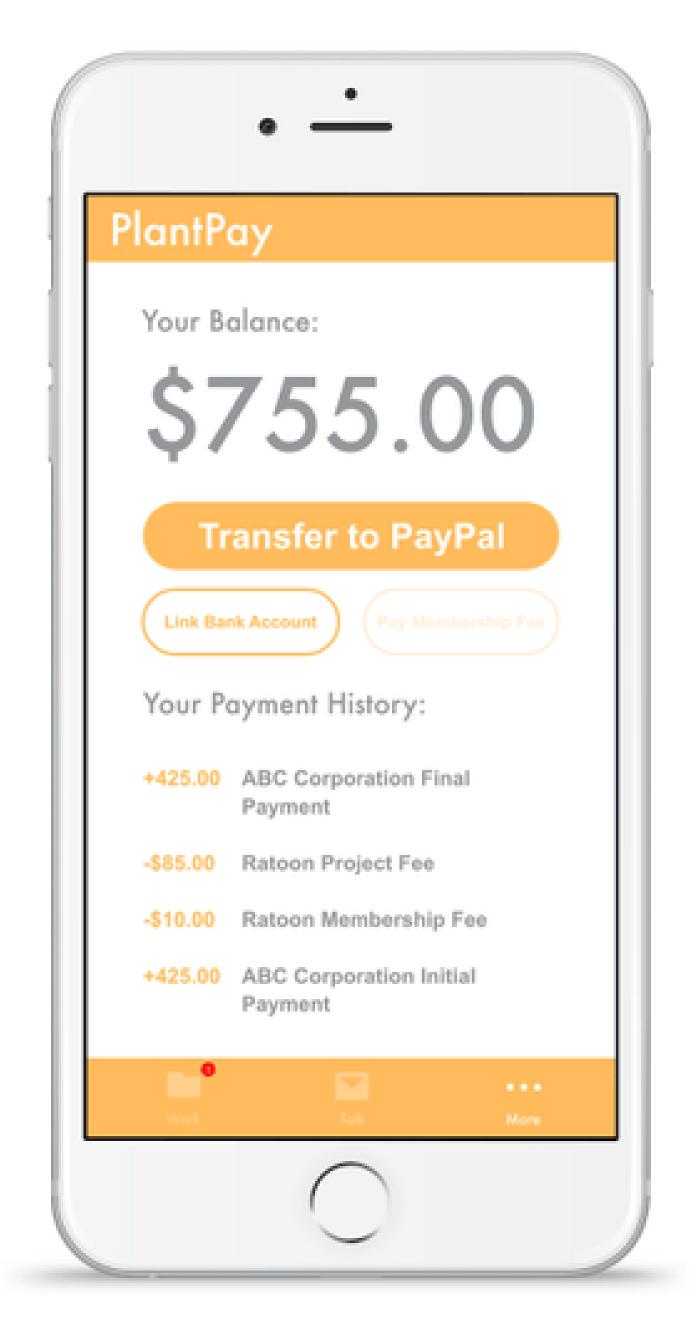
### Employers choose which designers they work with based on existing work, to ensure perfect matches. Designers don't do work they won't get paid for and work done fits well with company styles.



Statements of work are automatically generated once necessary project information is finalized.

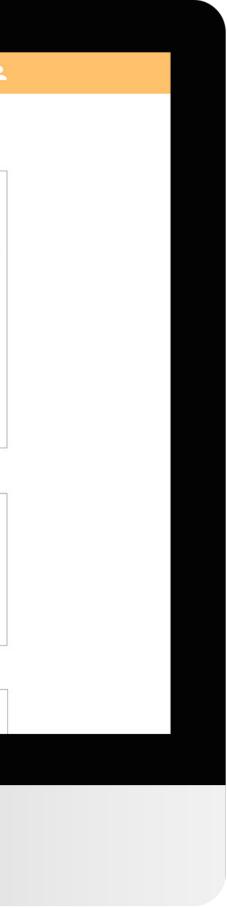


Payments are made to Ratoon's in-app finance service by employers before work is begun. Designers are paid by Ratoon as soon as the project is complete and employers are happy with the outcome.



Of course, designers don't typically work on their mobile devices. For this reason, a desktop application made complete sense.

Corporate brancing       weaking specialist or graphic designer to develop the corporate brand of our company.       State Towing is a towing service that also builds custom care, and is tooking for a websile, as they currently do not have one.       State Towing is a towing service that also builds custom care, and is tooking for a websile, as they currently do not have one.       State Towing is a towing service that also builds custom care, and is tooking for a websile, as they currently do not have one.       State Towing is a towing service that also builds custom care, and is tooking for a websile, as they currently do not have one.       State Towing is a towing service that also builds custom care, and is tooking for a websile set one websile is a sports marketing agency out of New York, NY, tooking for a new websile to showcase their new branding.       You have 3 current projects.       State Towing is a towing service that also builds custom care, and is to know or if New York, NY, tooking for a new websile to showcase their new branding.       State Towing is a towing service that also builds custom care, and is to know or if New York, NY, tooking for a websile.       State Towing is a towing service that also builds custom care, and is to know or if New York, NY, tooking for a websile to showcase their new branding.       State Towing is a towing service that also builds custom care, and is to know or if New York, NY, tooking for a towing service that also builds custom care, and is to know or if New York, NY, tooking the also be towing service that also builds custom care, and is to know or if New York, NY, tooking the also builds custom care, and is to know or if New York, NY, tooking the also builds custom care, and is to know or if New York, NY, tooking the also builds custom care, and is to know or if New York, NY, tooking the also builds custom care, and is to know	Corporate Branding       Website Design       See Sign       See Sign         Website Design       State's Towing is a towing service that also builds custom care, and is looking for a website, as they currently do not have one.       State's Towing is a towing service that also builds custom care, and is looking for a website, as they currently do not have one.       State's Towing is a towing service that also builds custom care, and is looking for a website, as they currently do not have one.       State's Towing is a towing service that also builds custom care, and is looking for a website.       State's Towing is a towing service that also builds custom care, and is looking for a website.       State's Towing is a towing service that also builds custom care, and is looking for a website.       State's Towing is a towing service that also builds custom care, and is looking for a website.       State's Towing is a towing service that also builds custom care, and is looking for a builds custom care, and sone is a sports marketing agency cut of New York, NY, looking for a builds custom care, and sone is a sports marketing agency cut of New York, NY, looking for a builds custom care, and sone is a sports marketing agency cut of New York, NY, looking for a builds custom care, and sone is a sport build custom care, and sone is a cut of New York, NY.       State's Towing is a build custom care, and is looking for a builds custom care, and sone is a c	ABC Corporation	Zeke's Towing	ABC Corporation
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\$5000-6000       3 Weeks         S5000-6000       3 Weeks <b>More Projects For You</b> \$415.0         Xrz Corporation       Transfer to Pool         Corporate Branding       InterLearning         We are looking for a branding specialist or graphic designer to develop the corporate brand of our company.       InterLearning began as an idea to improve education from home due to the current pandemic surrounding Covid-19, however it quickly grew out of the	S500-6000 3 Weeks S500-6000 3 Weeks More Projects For You XYZ Corporation Corporate Branding We are looking for a branding specialist or graphic designer to develop the Mobile Experience Design InterLearning began as an idea to improve education from home due to the PlantPay Balance \$41.4 Corporate Branding InterLearning began as an idea to improve education from home due to the	Juros and Sons Website Redesign Juros and Sons is a sports marketing agency out of New York, NY, looking for a	You have 3 current projects. Check out projects for you below, or look for more opportunities in the work page!	builds custom cars, and is I Read Juros and Sons Juros and Sons is a sports marketing out of New York, NY, lookin Read See All Message
We are looking for a branding specialist or graphic designer to develop the corporate brand of our company. InterLearning began as an idea to improve education from home due to the current pandemic surrounding Covid-19, however it quickly grew out of the	We are looking for a branding specialist or graphic designer to develop the InterLearning began as an idea to improve education from home due to the	More Projects For You	InterLearning	Transfer to PayF Go to PlantPay
		We are looking for a branding specialist or graphic designer to develop the	InterLearning began as an idea to improve education from home due to the current pandemic surrounding Covid-19, however it quickly grew out of the	Recent PlantShare Files



If you're designing, work. If you're finding designers, stop working. Real people. Real design. Ratoon.

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