

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.

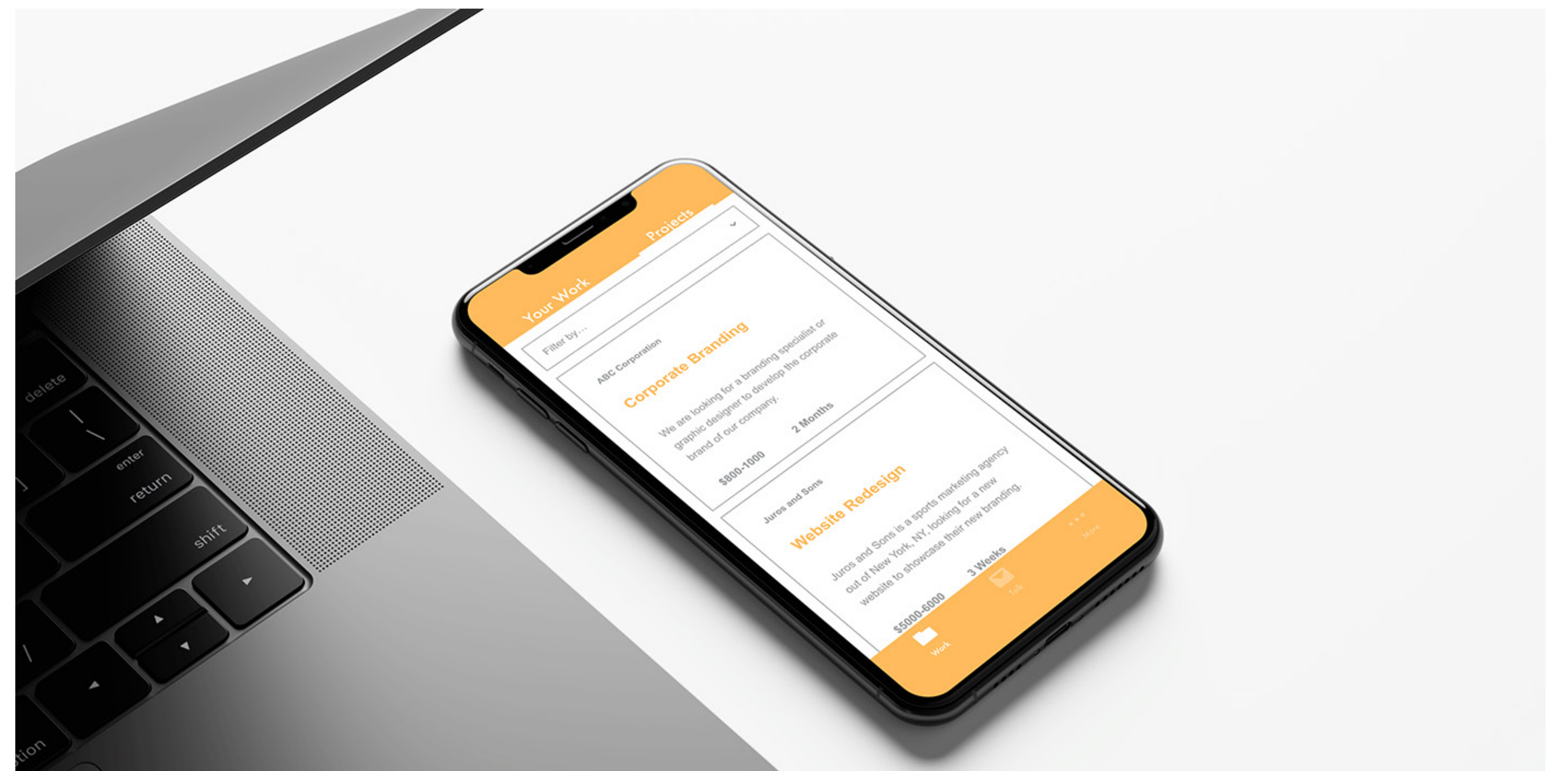
Maybe about a week ago I was working at my desk and I got an email asking me to build a website. It came from Shirley at Mayer fabrics, so I looked up Mayer fabrics and it turned out they were a pretty big company, even my dad knew about them. I had been a little confused because I was getting less and 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.

But a project manager? It's a simple 4 page, strictly informational site build. I can handle myself and a project manager would just be another voice in the equation. It was a couple days later, when Shirley sent payment that I knew there was an issue.



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.

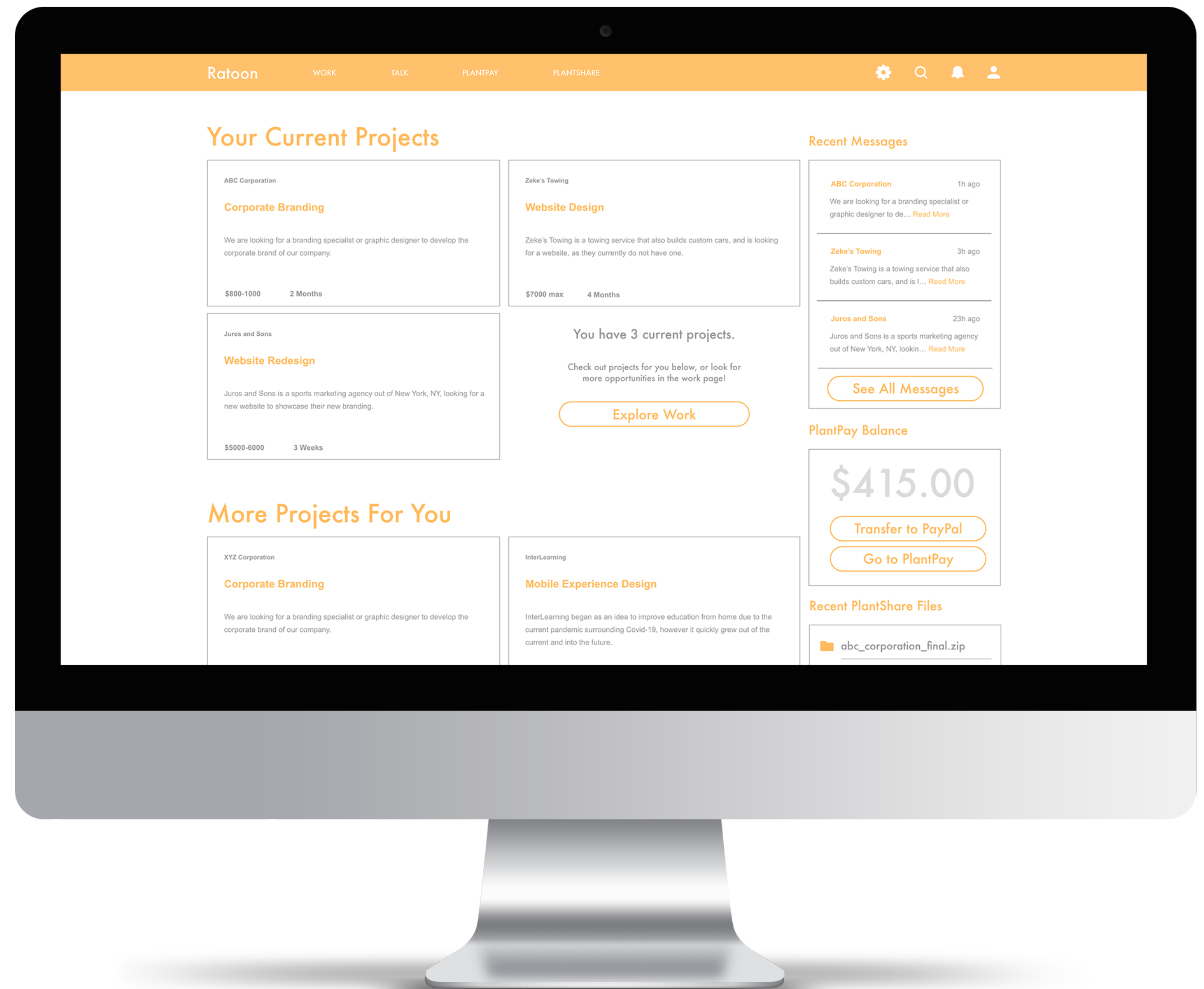
The day that the check was supposed to get to my mailbox, Shirley sent me a long email about what to do with the check. The check was written for \$2700 more than we had agreed on, which really confused me. I was to deposit the check, go to Walmart, and get a Walmart money order for the remainder of the money and send it to the Philippines. The PHILIPPINES. So naturally I called my dad to ask his opinion, so he said I should call her and tell her I need my own check for the work, because best case scenario the check is legit and the project manager in the Philippines is legit, I'd end up probably paying taxes on both my money and the project managers money.

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 I'm not doing any work. She said "I already sent you a check" and I never heard from Shirley again.

Throughout the process around the check, there were three names used as well as three different locations throughout the United States to cover up her location. This whole thing was a huge blow to my moral because it was low, then it got higher when I was hired for a big project, and then the project was fake.

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.



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

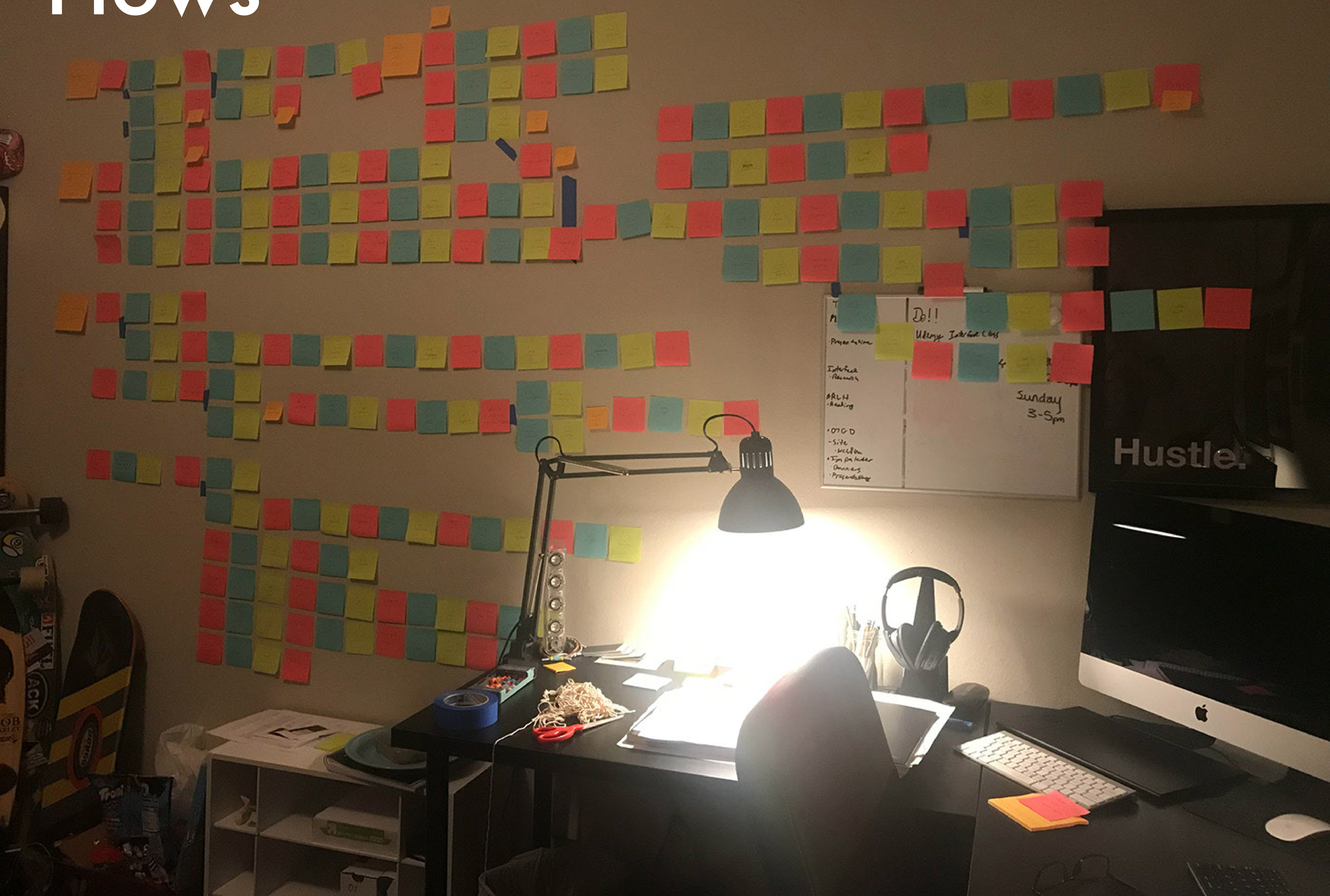
Four different company/personal names, three different addresses

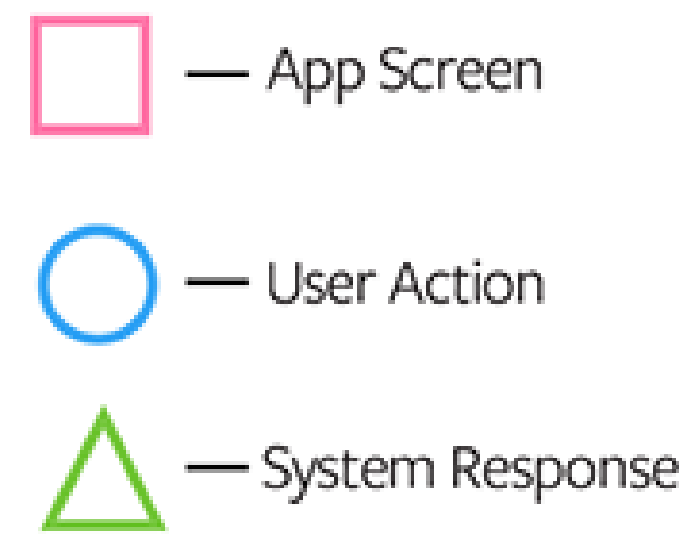
Brag Points

Verified Users

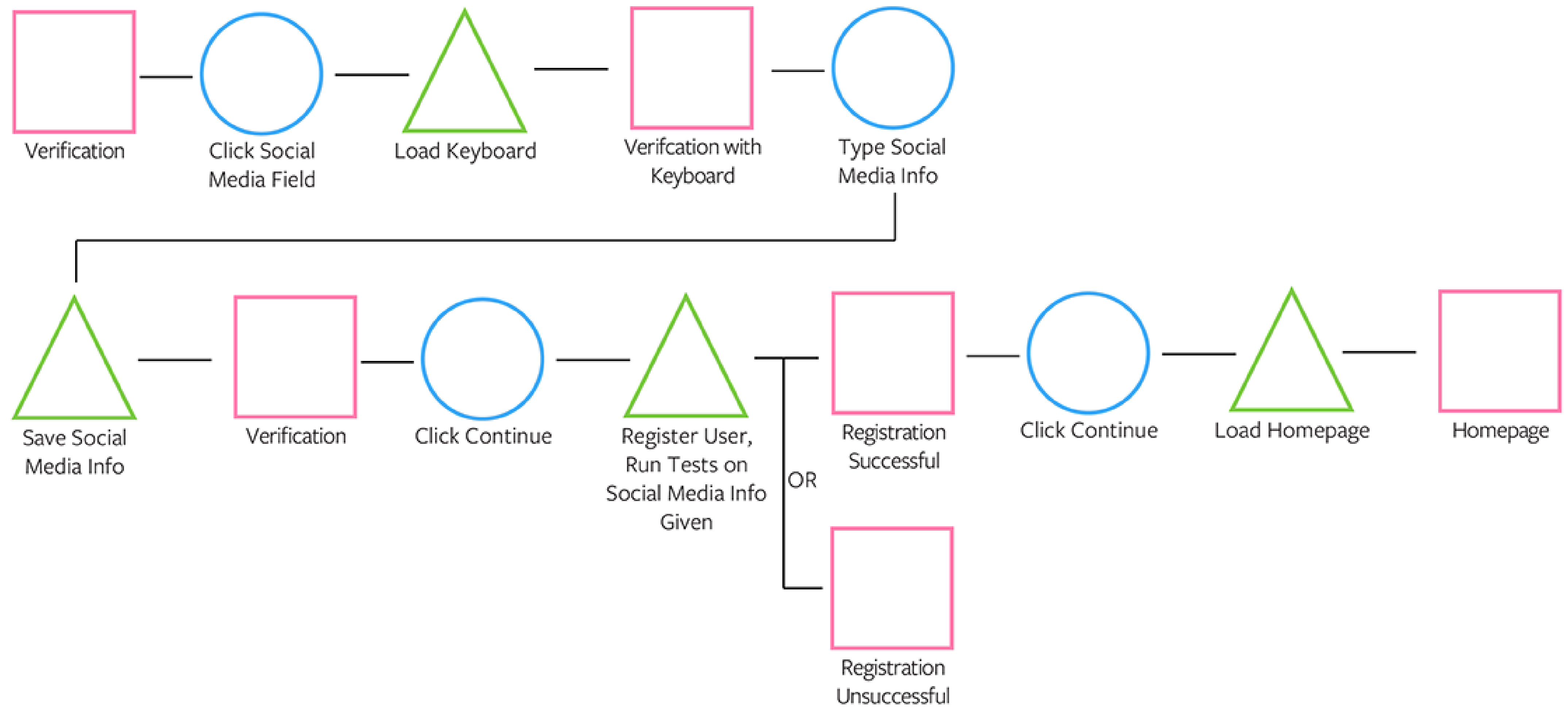
All users go through an application to be a Ratoon user. Designers need to complete a design challenge custom made for them, and then explain their design decisions on a video call. Clients need to have a video call with Ratoon representatives to explain what their business does. All users need to pay 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.

Flows

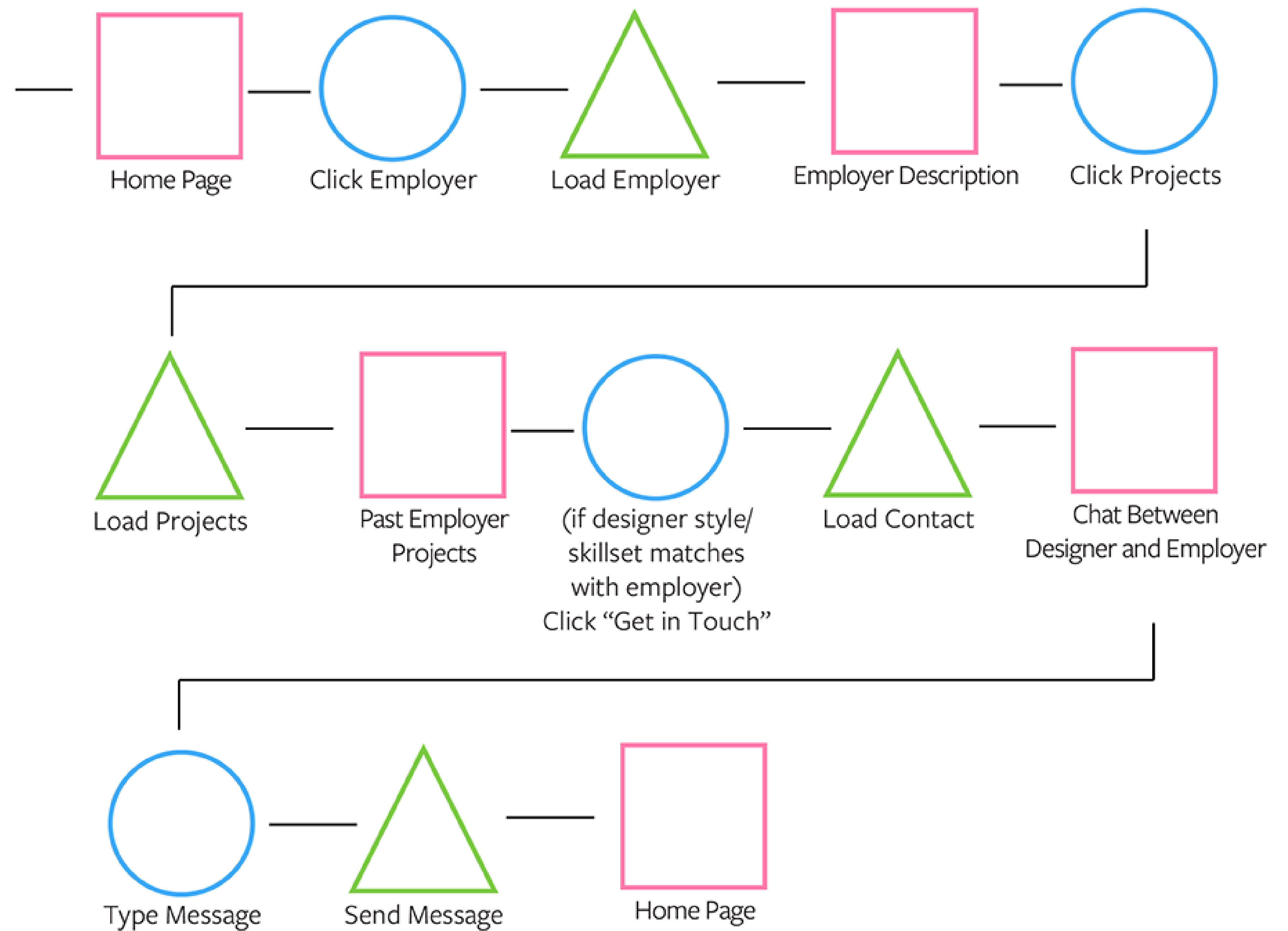




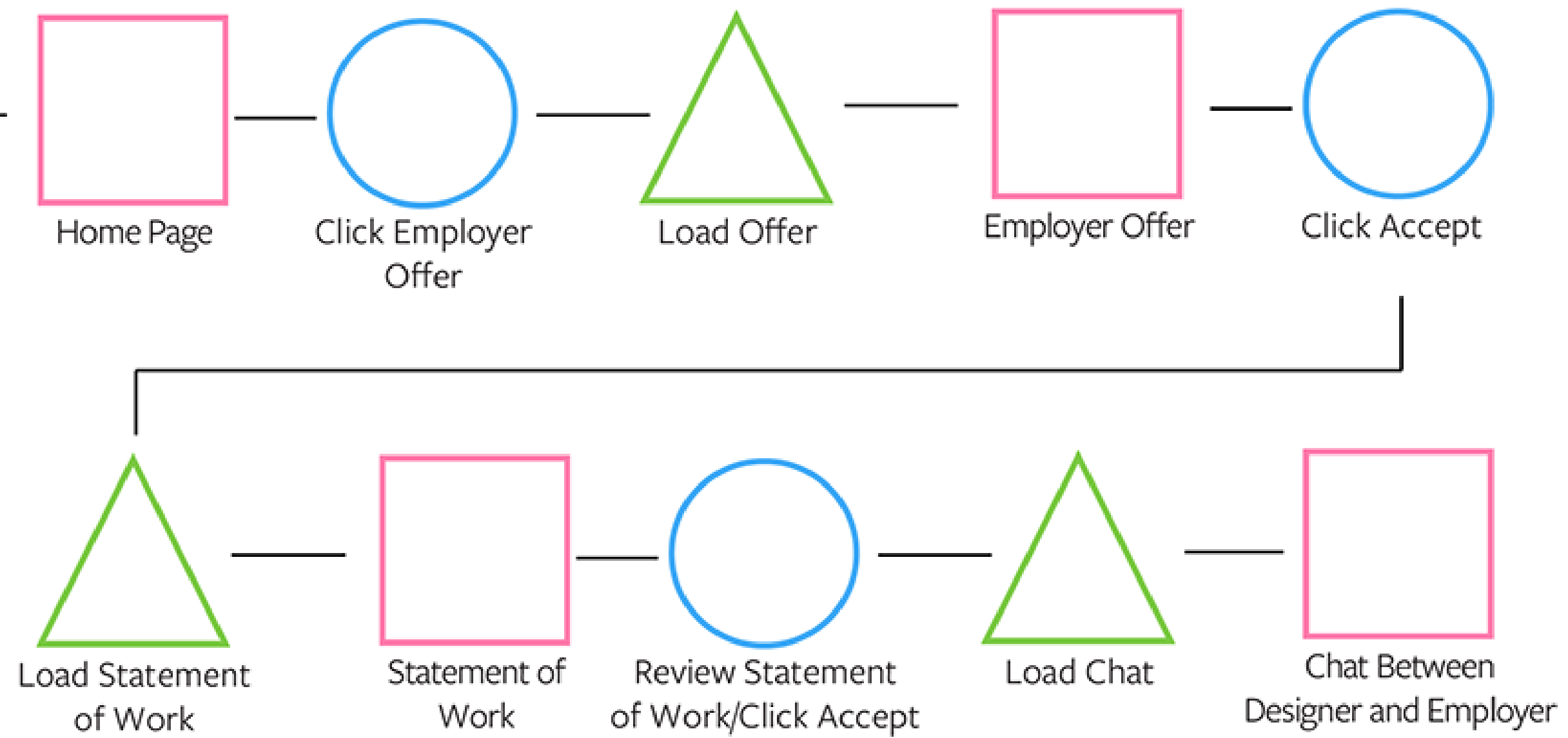
Fake Users —



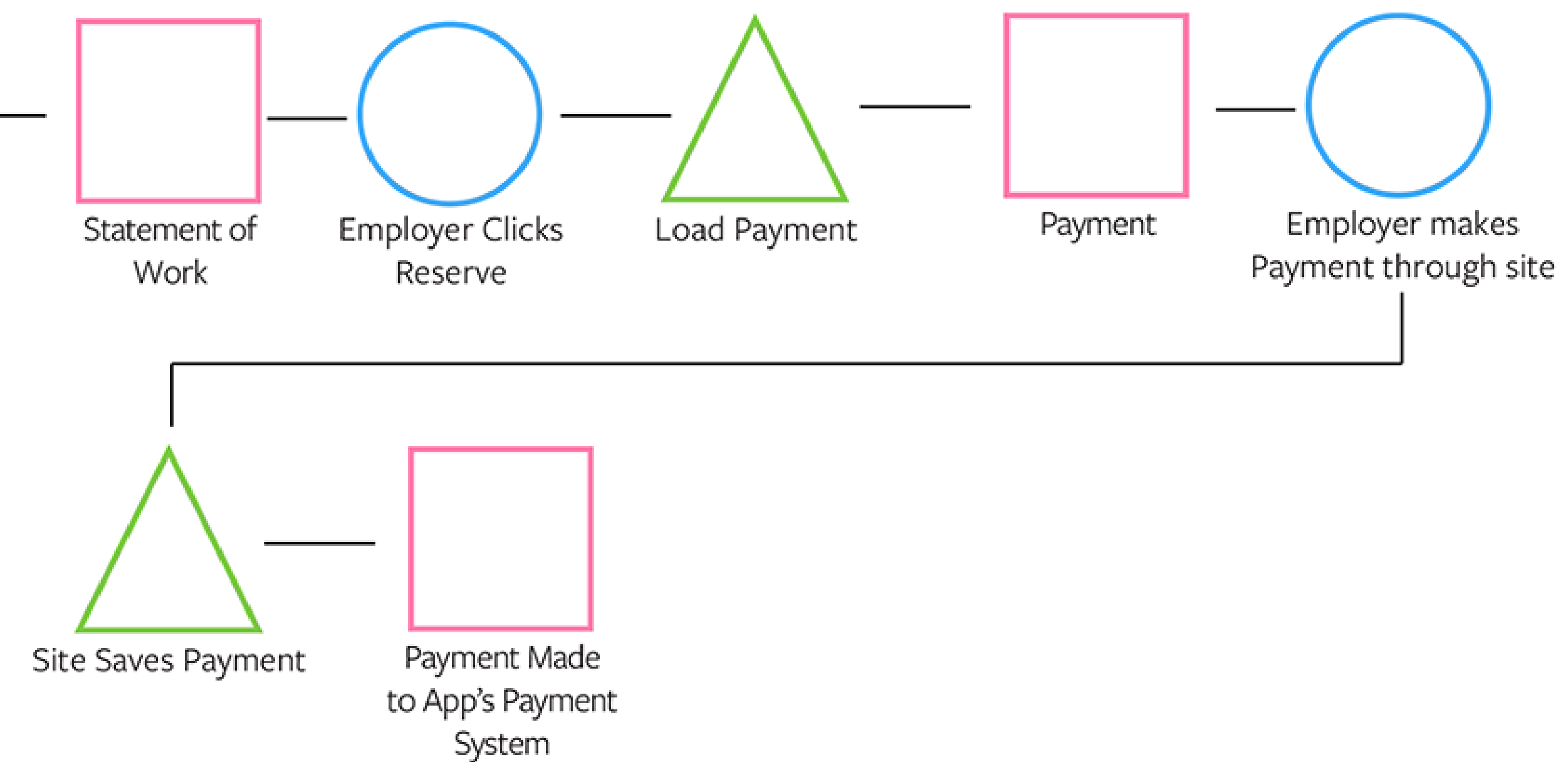
Incohesive Matches Between Designer and Employer



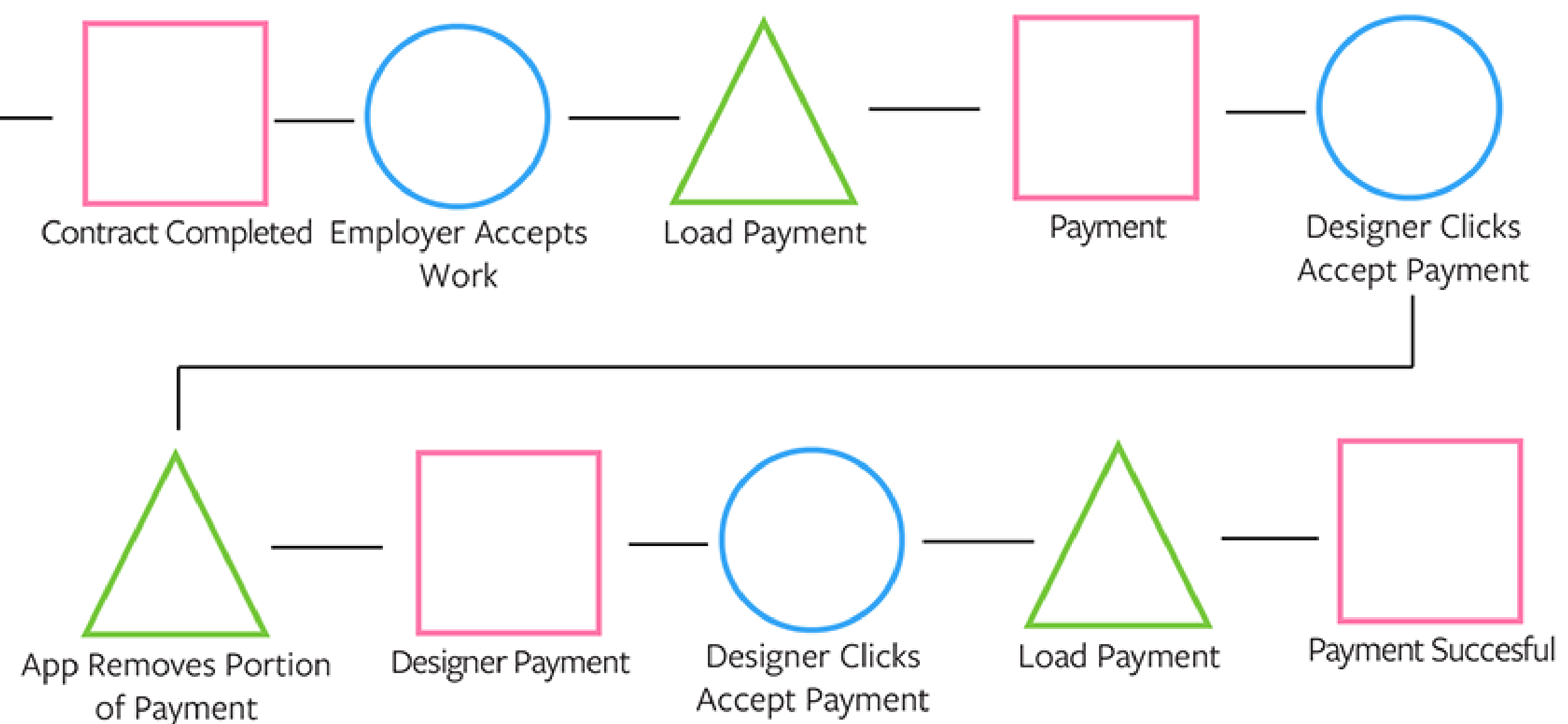
Inexperienced Designers
Unable to Write Statement
of Work



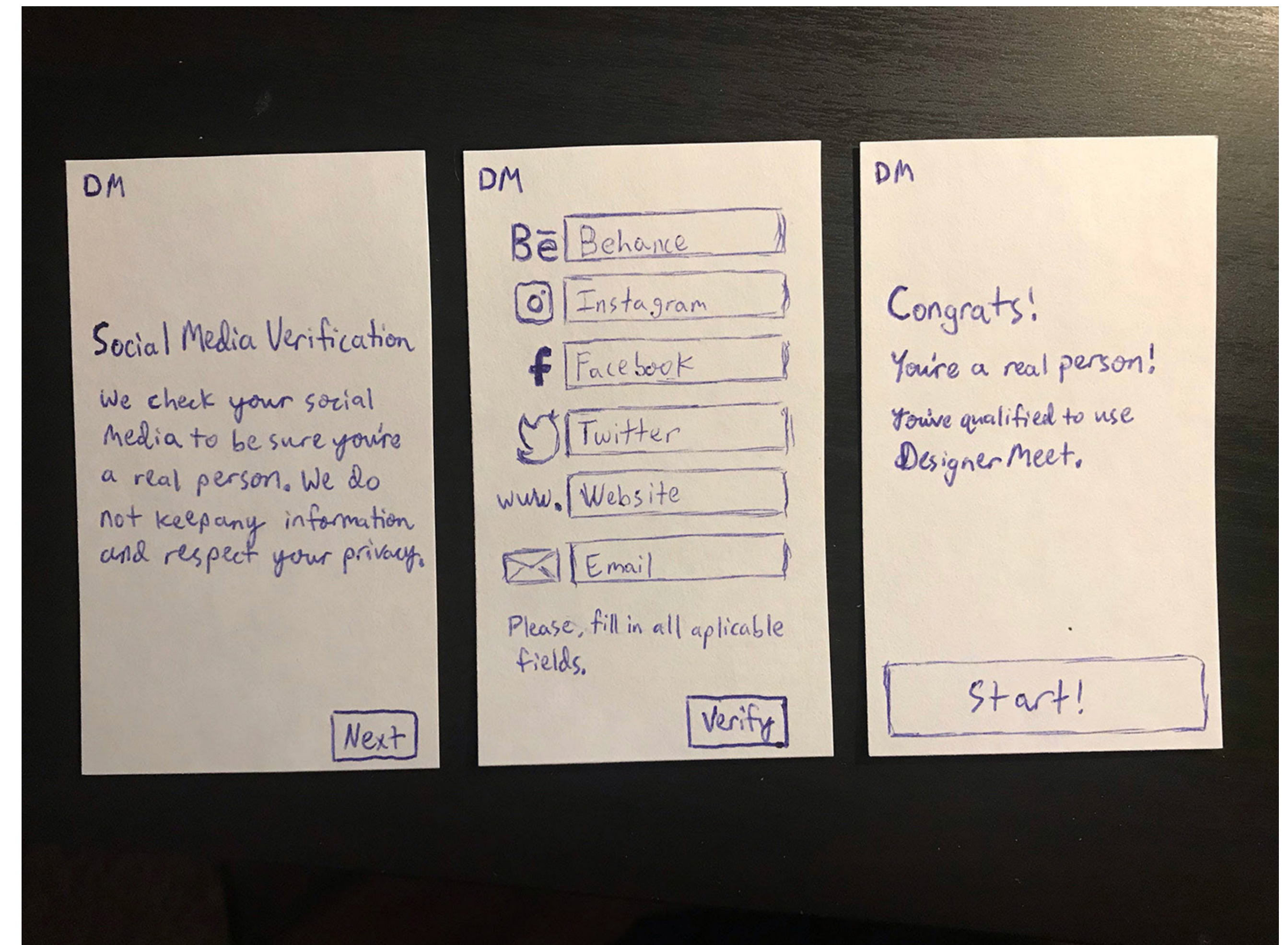
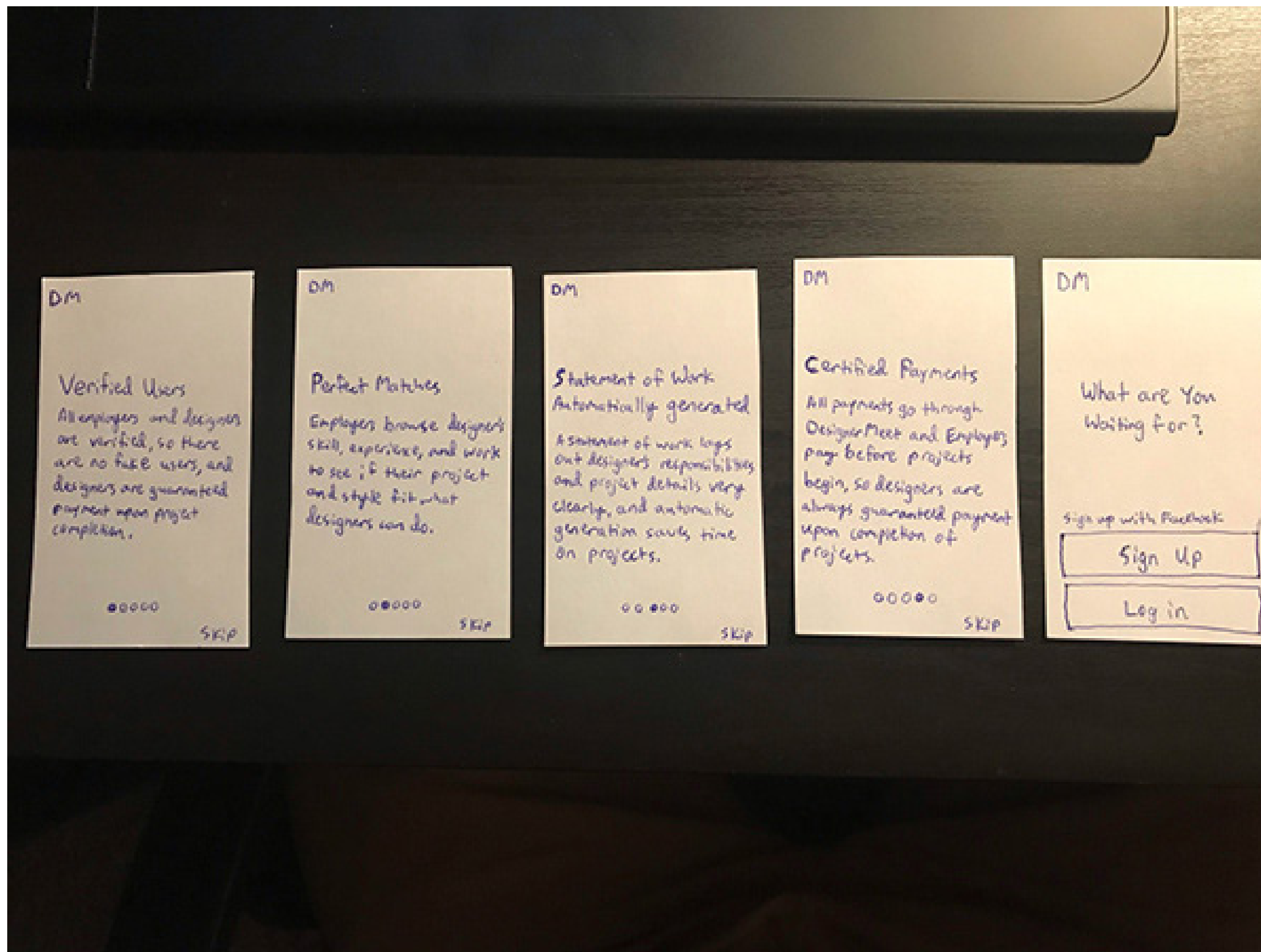
Fake Payments

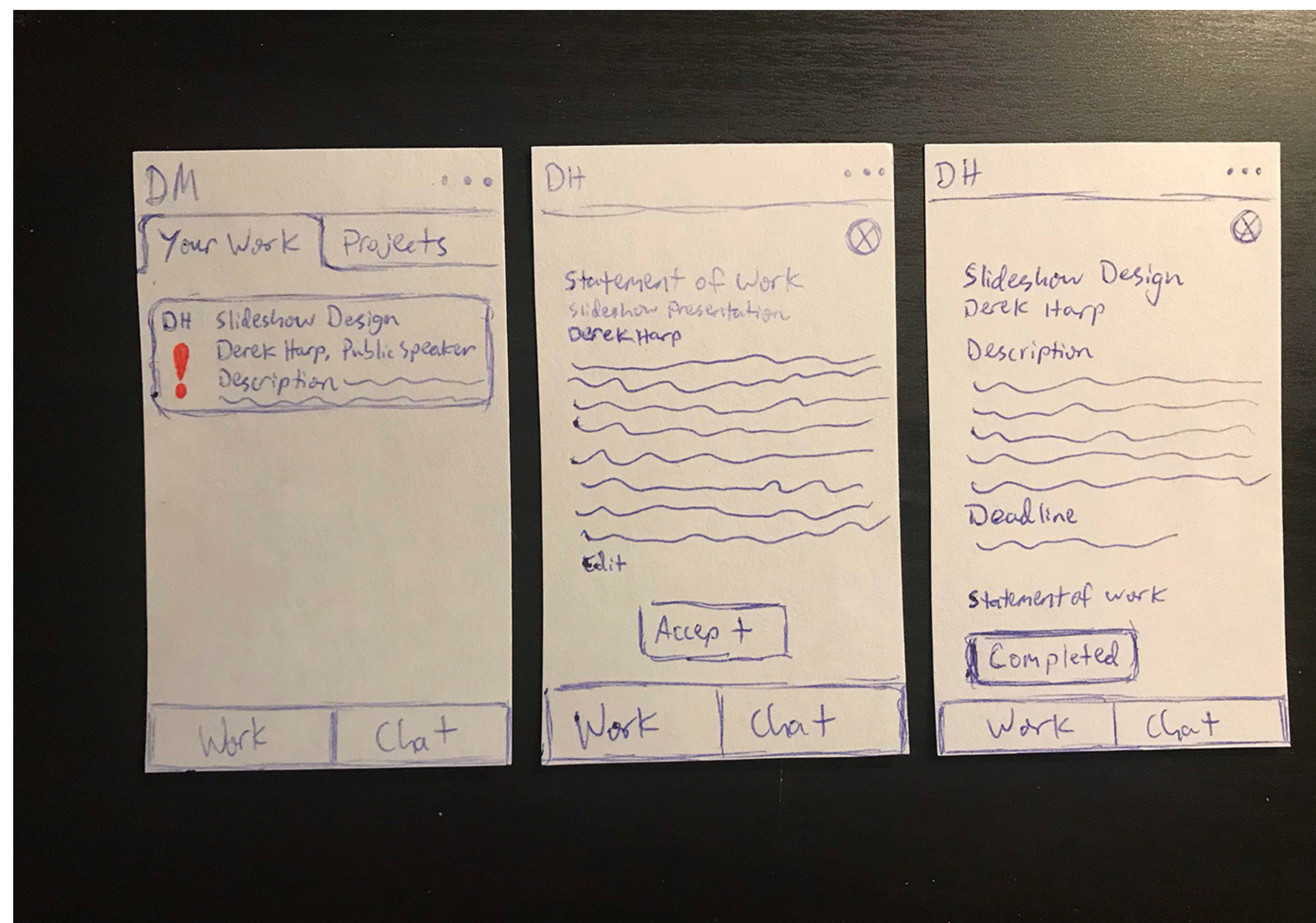
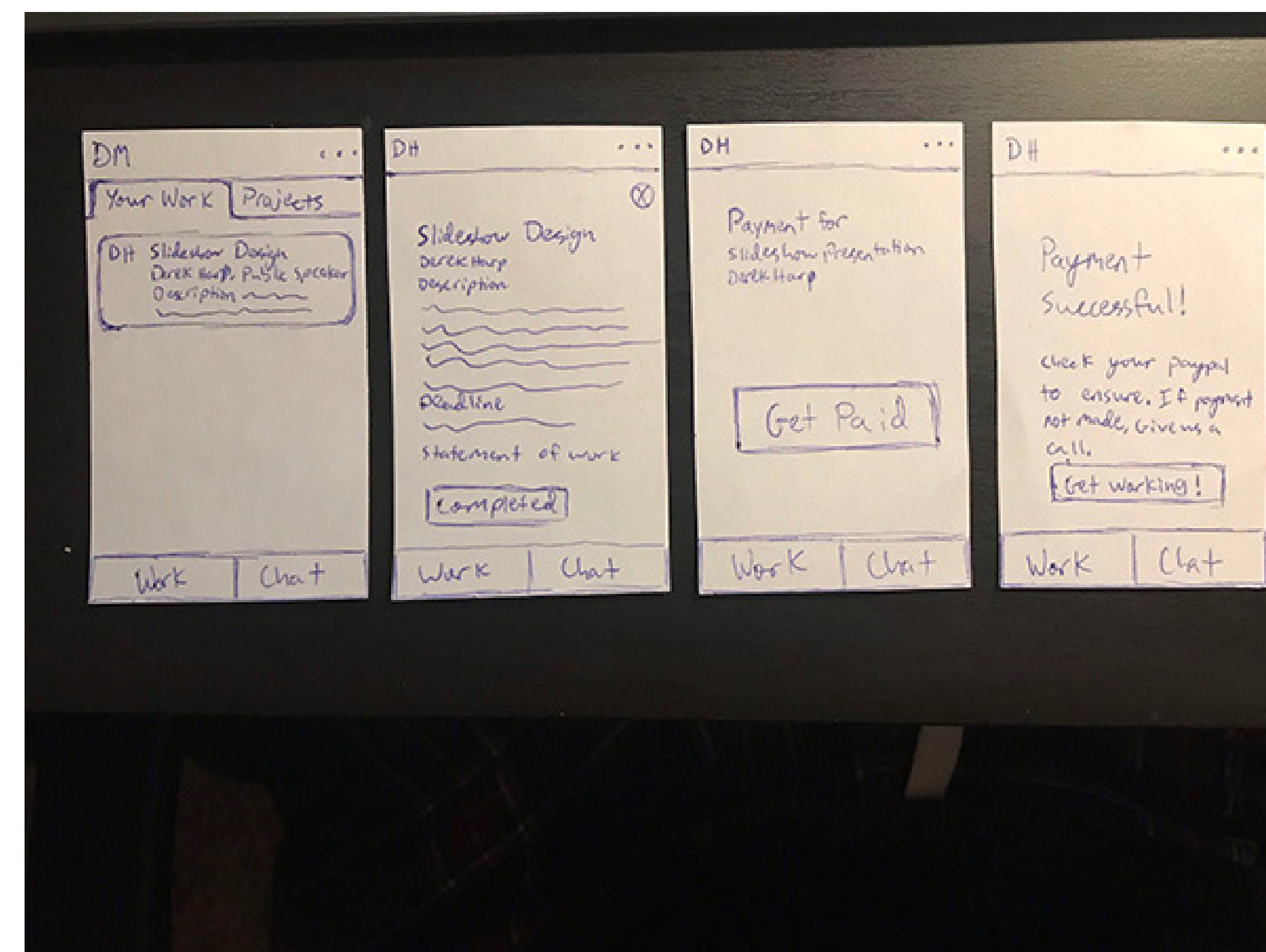
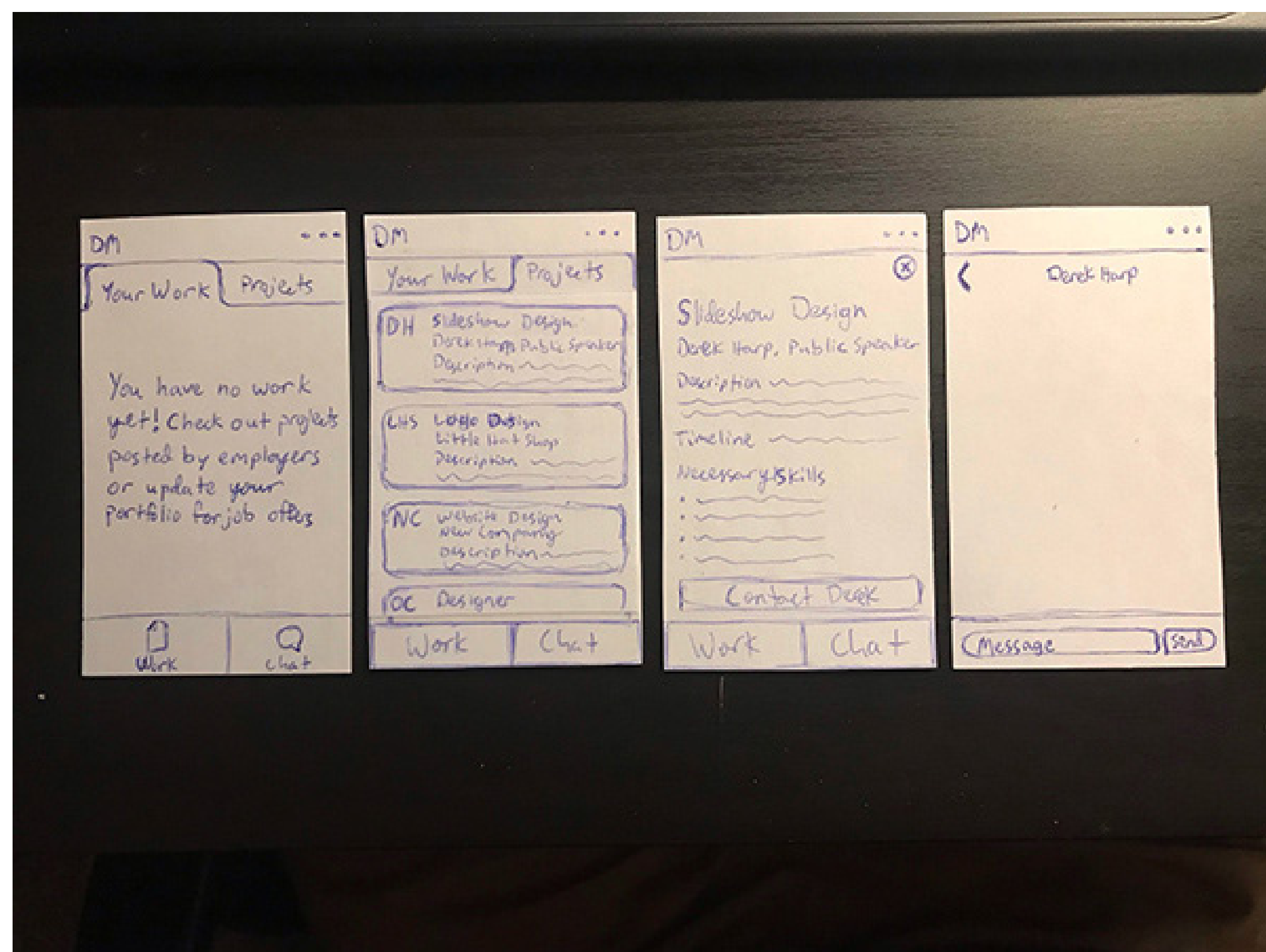


Post Project



Sketches





Ratoon
Desktop
home

work

Talk

Plant Pay

Plant Share

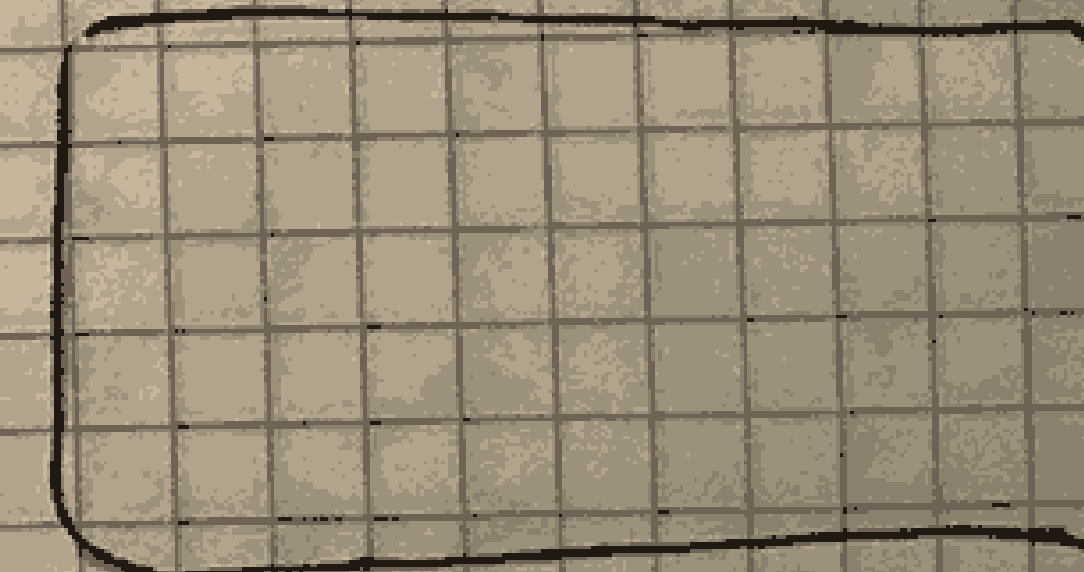
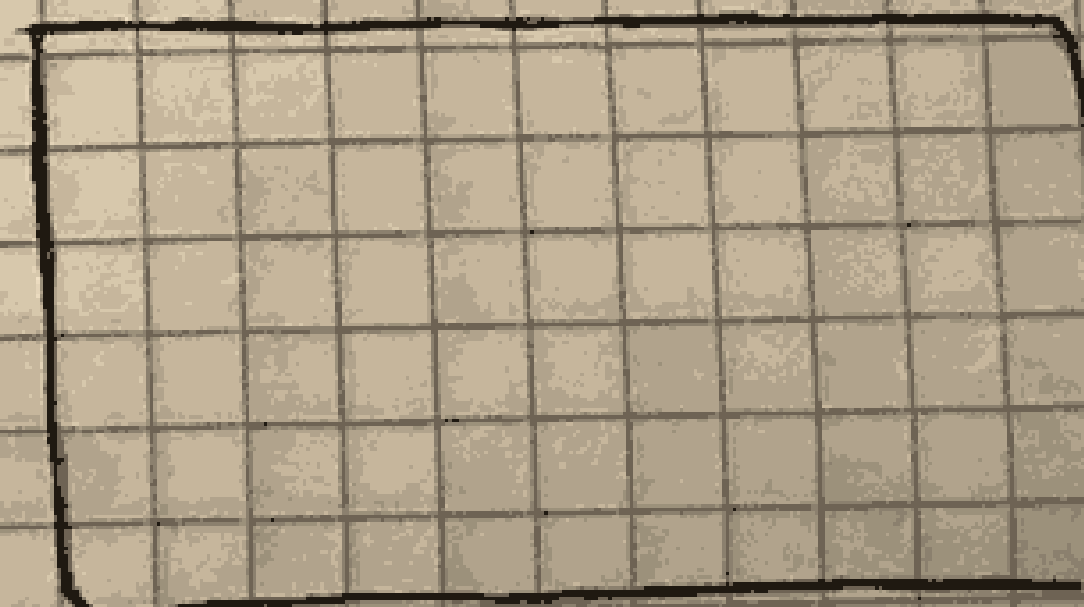


Current Project 1

Current Project 2

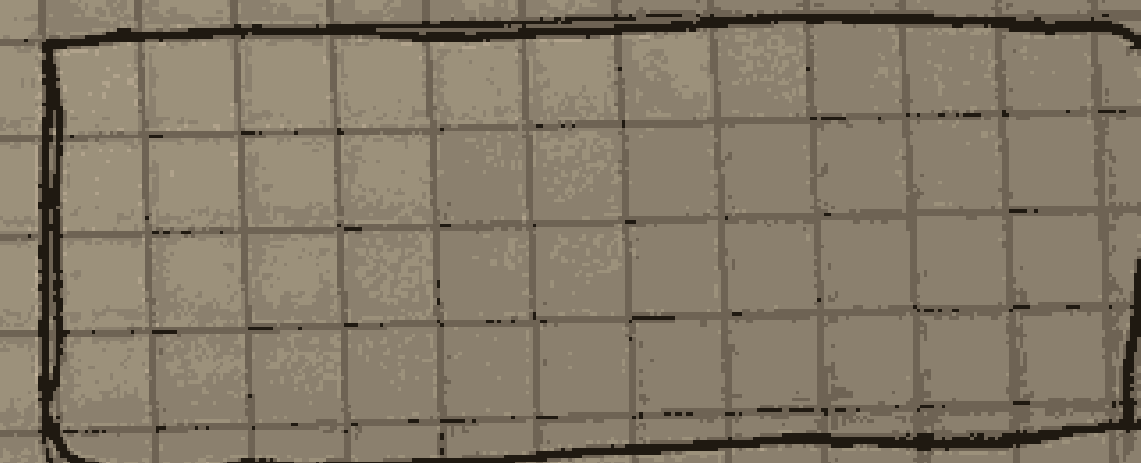
Current Project 3

Projects You might like

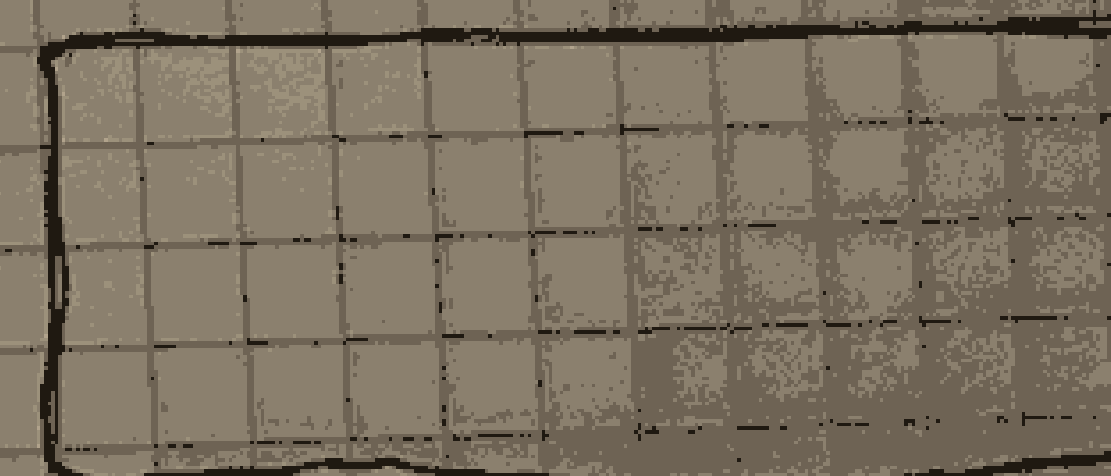


See all

Plant Pay Balance



Plant Share Recents



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”

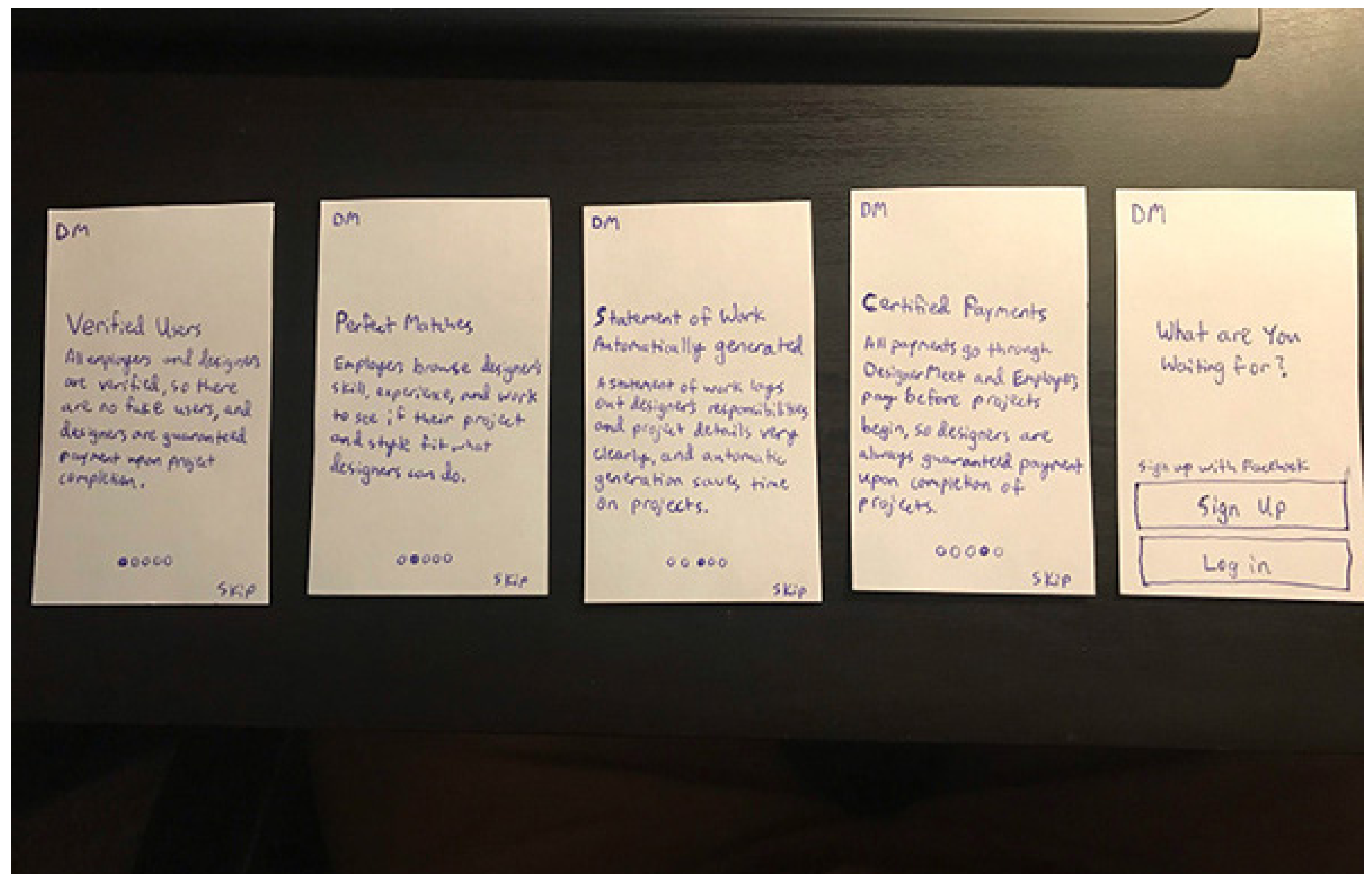
-processing application, instead of congrats

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



5. Review and accept your statement of work from derek

- 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
- 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

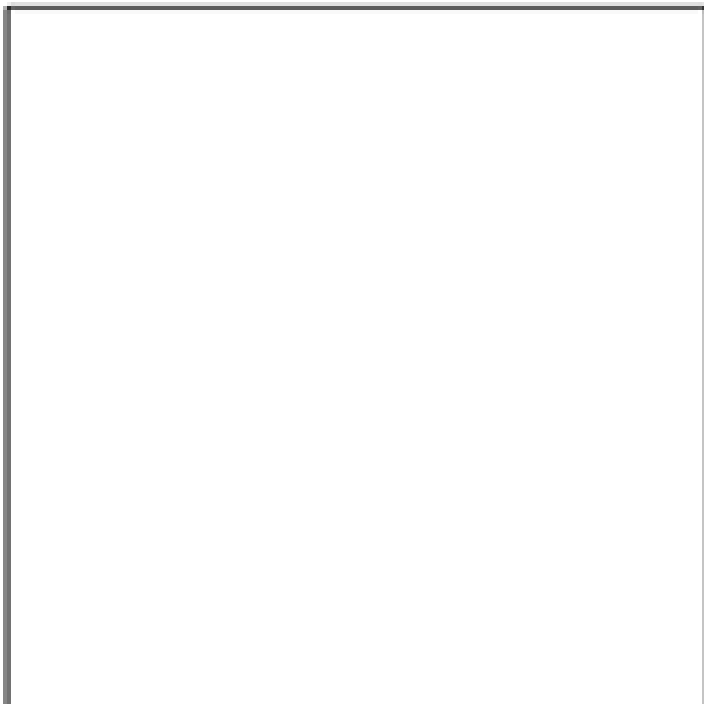


Ratoon Orange
Primary

Hex
#FDC170

RGB
R: 253
G: 193
B: 112

CMYK
C: 0%
M: 27%
Y: 64%
K: 0%



White
Primary

Hex
#FFFFFF

RGB
R: 255
G: 255
B: 255

CMYK
C: 0%
M: 0%
Y: 0%
K: 0%



Gray
Body Copy

Hex
#A0A5AA

RGB
R: 160
G: 165
B: 170

CMYK
C: 40%
M: 30%
Y: 27%
K: 0%



Accent Orange
Accents, subtext

Hex
#FFDEB2

RGB
R: 255
G: 222
B: 178

CMYK
C: 0%
M: 13%
Y: 32%
K: 0%



Black
Accents

Hex
#000000

RGB
R: 0
G: 0
B: 0

CMYK
C: 75%
M: 68%
Y: 67%
K: 90%



Visual Design Plan

-Benefits and Purpose Statement

-Colors

-App Icons

-Visual Designs



iPhone
120px x 120px
(60pt x 60pt @2x)



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)

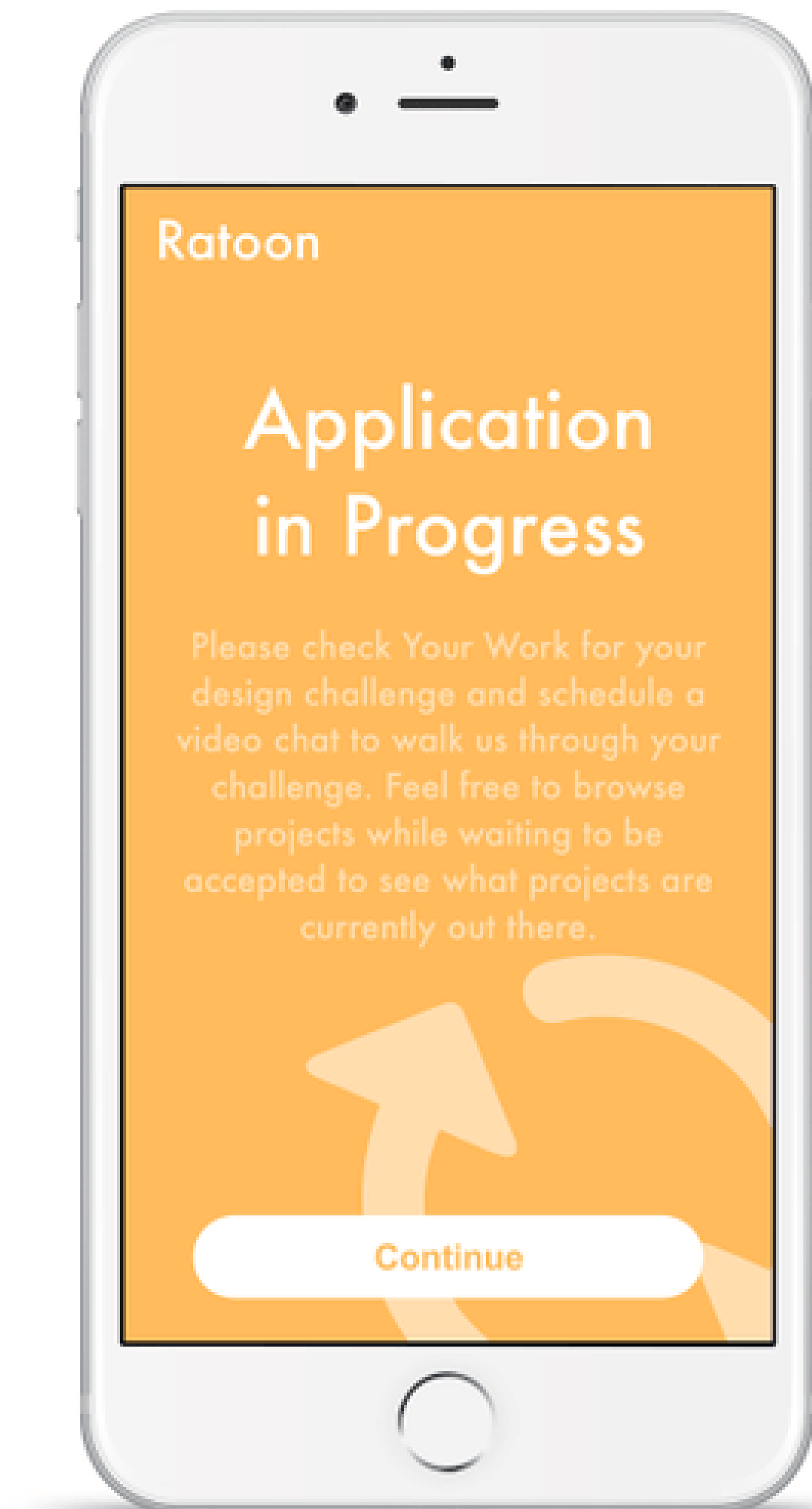


App Store
1024px x 1024px
(1024pt x 1024pt @1x)

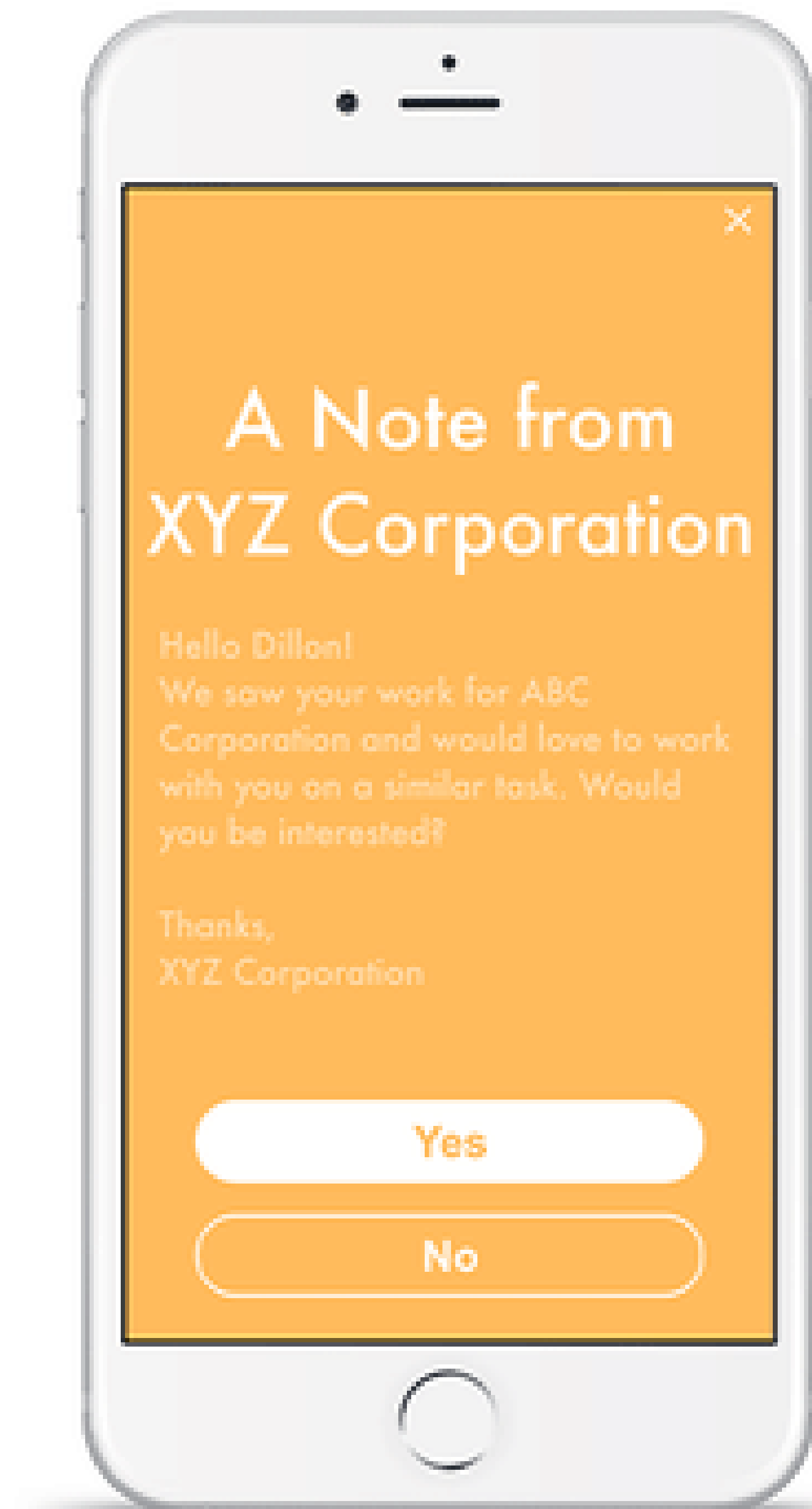


Key Screens

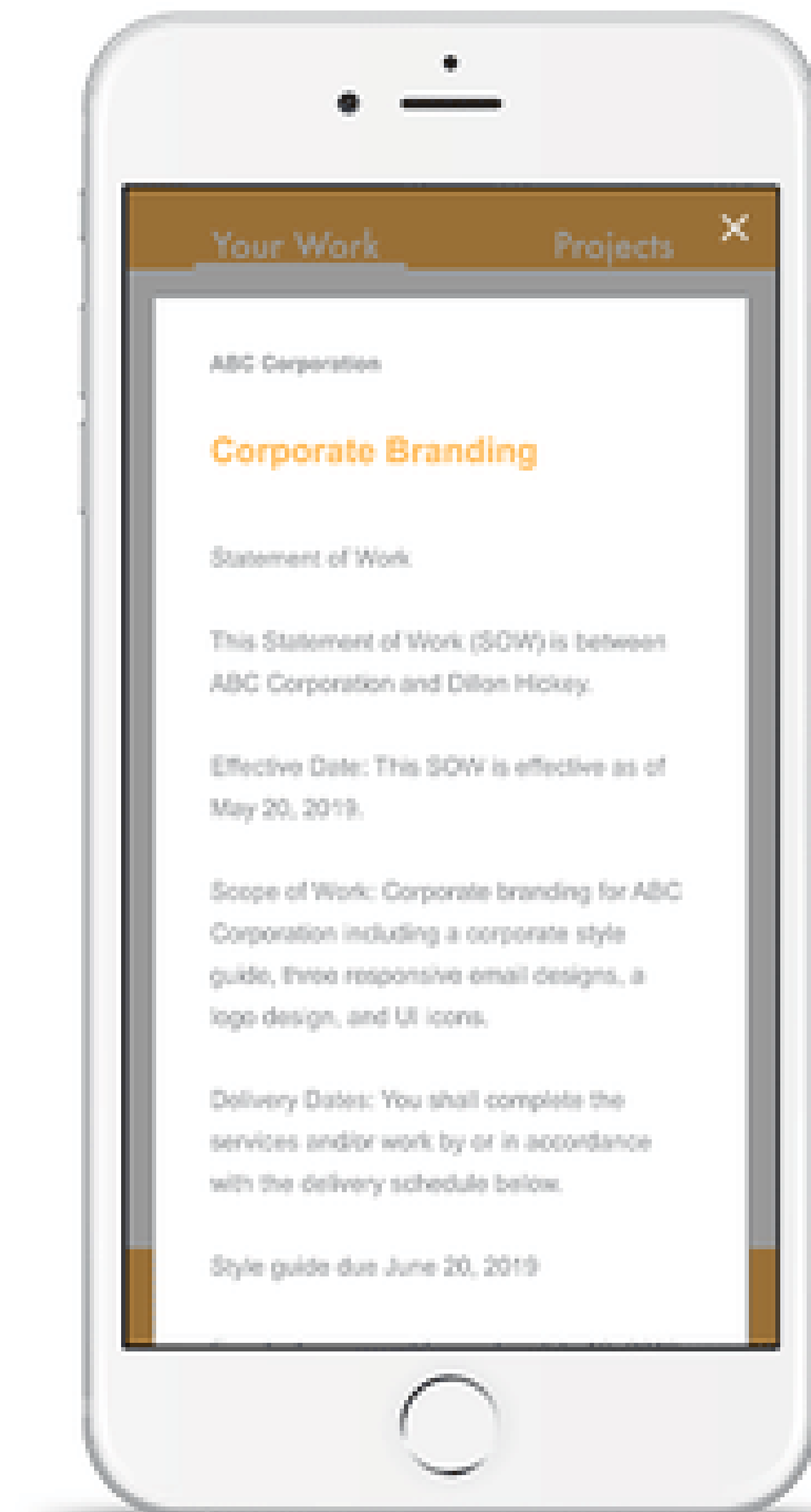
All designers and employers are verified users by our three step application process, so no fake users are able to book work and no one is involved in fraudulent activity.



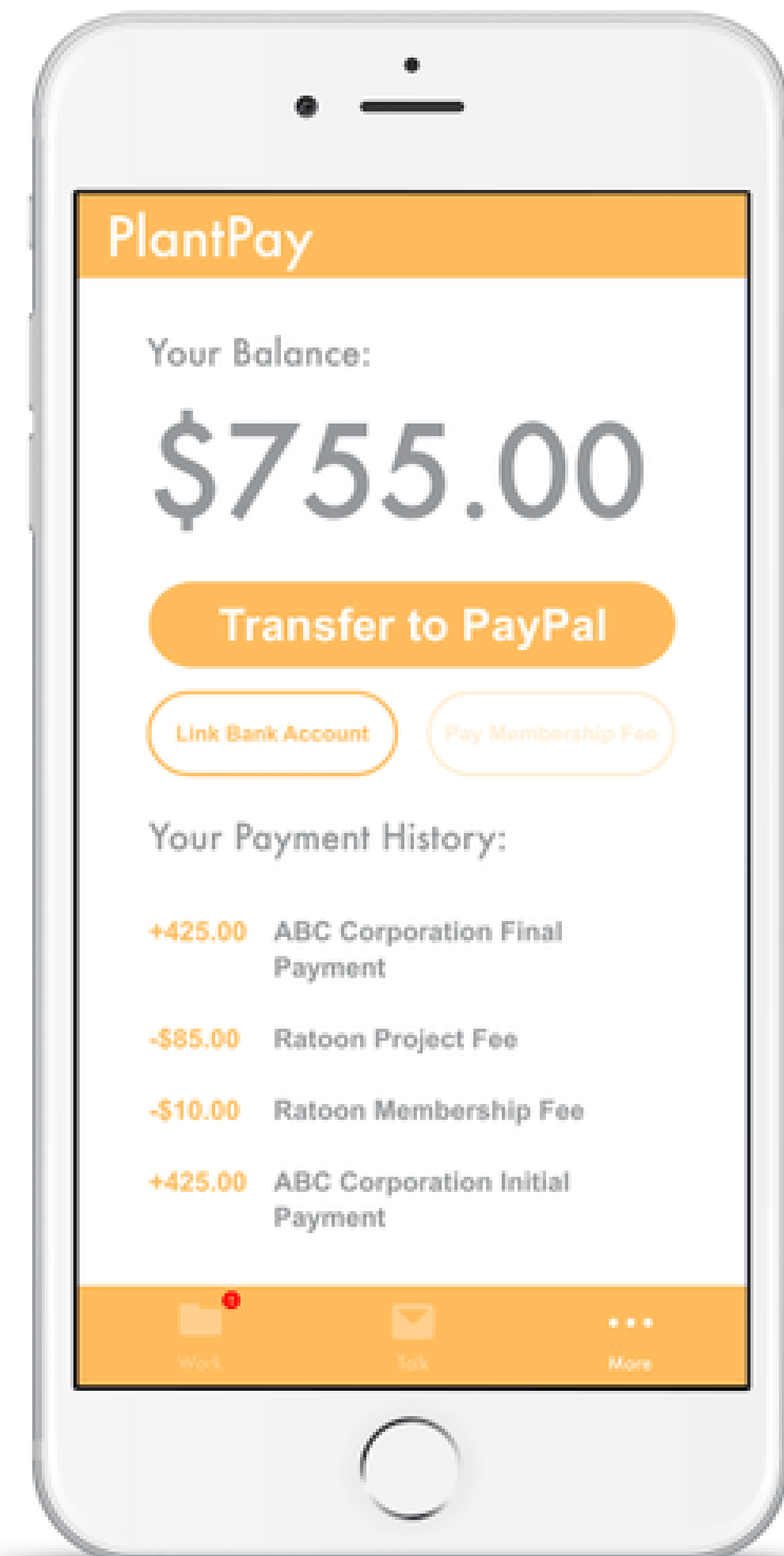
Employers choose which designers they work with based on existing work, to ensure perfect matches. Designers don't do work they won't get paid for and work done fits well with company styles.



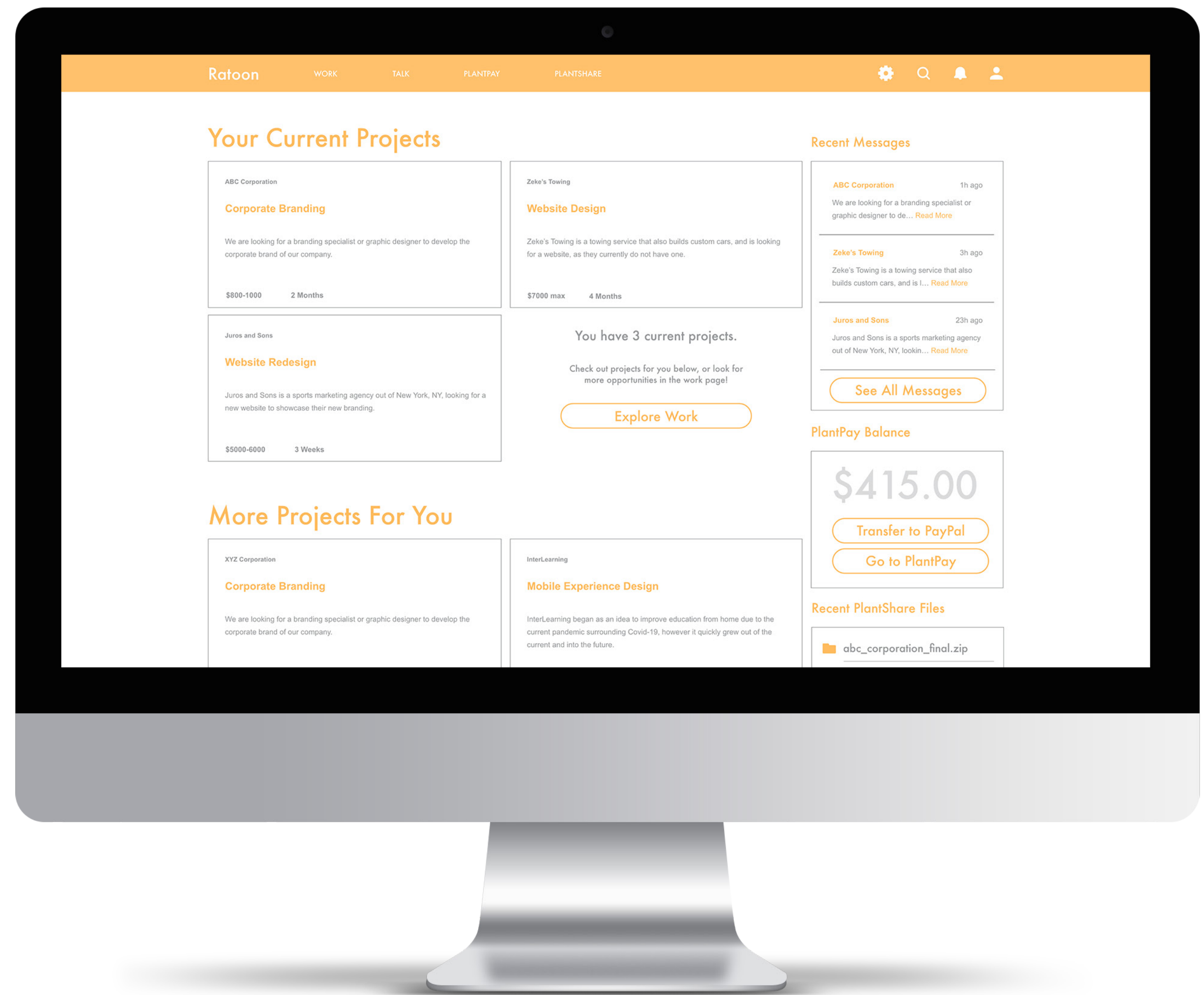
Statements of work are automatically generated once necessary project information is finalized.



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.





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