

Abeokuta Artisan Trust

Capstone 43 · E-commerce · Talodabi Academy

1 · Project overview

Verified artisans for Abeokuta, Ota, Ilaro. Pick one town wedge in case study.

Deliverable	Full mobile MVP in Figma (not code)
Platform	Mobile app · Android-first · portrait
Screens	11 screens + 1 unhappy path (12 frames)
Features	3 core features
Bottom navigation	Find · Bookings · Saved · Profile
Prototype	4 linked flows

Build order: Auth (screens 1–4) → nav tabs (5–8) → core flow (9–11) → unhappy path → link prototypes.

2 · Problem & primary user

Artisan scams hit property managers across Ogun state. National apps ignore Abeokuta neighbourhood trust networks.

Primary user

"Mrs. Shonibare, a property manager in Abeokuta who needs a verified plumber in Ibara."

Geographic scope: State-level (Ogun)

3 · Goals

User goal: Search plumbers, electricians, and tilers verified for Ogun state corridors.

Business goal: Artisans pay listing; property managers buy team plans.

Success: User books verified artisan in Ogun.

4 · Market context

QUESTION Talodabi Academy	ANSWER
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Who pays	Artisans pay listing; property managers buy team access.
Why not WhatsApp	Managers call neighbours for plumber numbers that fail.
Design focus	Ogun town filter, verified badge, booking without upfront scam.

Competitors to check:

- **Word of mouth** (default)
- **Wall phone numbers** (unverified)
- **National artisan apps** (not Ogun-focused)

5 · Validate before you design

Interview 3–5 people who match your primary user. Update this brief if interviews contradict it. Do not start hi-fi until you complete the confirmation below.

FIELD	YOUR ANSWER
Validated user (name, age, city)	
Problem in one sentence	
One interview quote	
Success metric for your test	
Primary colour and tone	
One competitor you checked	

Interview prompts

- "Walk me through the last time this happened."
- "What did you use instead? WhatsApp, paper, or nothing?"
- "What would make you trust this on a cheap Android phone?"
- "What would stop you from using this every week?"

6 · Features & scope

v1 · three features

1. Search by trade and Abeokuta/Ota/Illaro area
2. Verified profile with reviews and job photos
3. Book visit with deposit-free confirmation flow

Out of scope

- Payments in app v1
- Every trade nationwide
- Background checks without UI label

7 • Screens

Design every row in wireframe, high-fidelity UI, and prototype (where the flow applies).

#	LAYER	SCREEN	WHAT TO SHOW
1	Auth	Splash Screen	App logo, name, and tagline for Abeokuta Artisan Trust.
2	Auth	Onboarding (1 screen)	Explain the app in one sentence. One Get Started button.
3	Auth	Sign Up Screen	Name, phone number, state, and PIN. No email required.
4	Auth	Sign In Screen	Phone number and PIN. Forgot PIN link.
5	App shell	Find (tab)	Trade icons, Ogun town filter, and search bar. Show bottom nav with Find active.
6	App shell	Bookings (tab)	Upcoming and past bookings with status badges. Show bottom nav with Bookings active.
7	App shell	Saved (tab)	Saved artisan profiles with verified badge. Show bottom nav with Saved active.
8	App shell	Profile (tab)	Name, role (customer/artisan), and area. Show bottom nav with Profile active.
9	Core flow	Artisan profile	Verified badge, reviews, job photos. Show bottom nav on post-sign-in screens.
10	Core flow	Booking · Sent	Date, job description, landmark submitted. Show bottom nav on post-sign-in screens.
11	Core flow	Booking · Saved	Artisan saved to Saved tab. Show bottom nav on post-sign-in screens.

Layers: Auth = 1–4 · App shell = 5–8 · Core flow = 9–11

8 • Prototype flows

Link these in Figma. Examiners should click through without your voice-over.

Flow 1 • App entry

Splash → Onboarding → Sign Up or Sign In → first main tab

Flow 2 • Core task (all three features)

Sign In → Find tab → Profile → Booking sent → Saved tab

Core flow screens: Artisan profile · Booking · Sent · Booking · Saved

Flow 3 • Navigation

Link every nav tab so examiners can tap each bottom nav item. Tabs: Find · Bookings · Saved · Profile

Flow 4 • Unhappy path

Trigger the unhappy path edge case and link to that screen.

9 • Unhappy path

Design this as its own screen state (frame 12):

No verified artisan in town. Show unverified list with caution badge.

Link in **Flow 4**.

10 • Design system

RULE	DETAIL
Colour	You choose. Keep it simple and readable.
Type	You choose. Keep body text easy to read on a phone.
Tone	Design for your user, not for a tech audience.

Reuse on every screen:

- Primary button (active and disabled states)
- Input field (empty, filled, and error states)
- Card or list item used across the app
- Navigation bar with correct labels and icons
- Empty state: what the screen looks like with no data

Deliverables

#	DELIVERABLE	WHAT GOOD LOOKS LIKE
1	Wireframes	Every screen in this brief, plus the unhappy path. Layout and labels clear.
2	High-fidelity UI	Same frames polished. You choose colour and type. Bottom nav on every post-sign-in screen.
3	Prototype	Four linked flows (entry, core task, navigation, unhappy path). Examiners can use the app without your voice-over.
4	AI prototype	Figma Make: at least 2 screens. Share link.
5	Case study (1 page)	Problem · User · Who pays · Competitors · Solution · One design decision
6	Presentation (6–8 slides)	Name · Problem · User · Solution · Key screens · Flow demo · One decision

Before you present

- ☐ Every screen designed in wireframe and hi-fi
- ☐ Unhappy path screen designed and linked in the prototype
- ☐ Four prototype flows linked end to end
- ☐ At least one empty state on a list tab
- ☐ Shared components reused: button, input, card or row, bottom nav
- ☐ Case study names who pays and one competitor you checked
- ☐ You can explain one design decision in critique (why, not what)
- ☐ Completed 5 user interviews or 1 usability test
- ☐ Checked at least one competitor listed under Market context

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