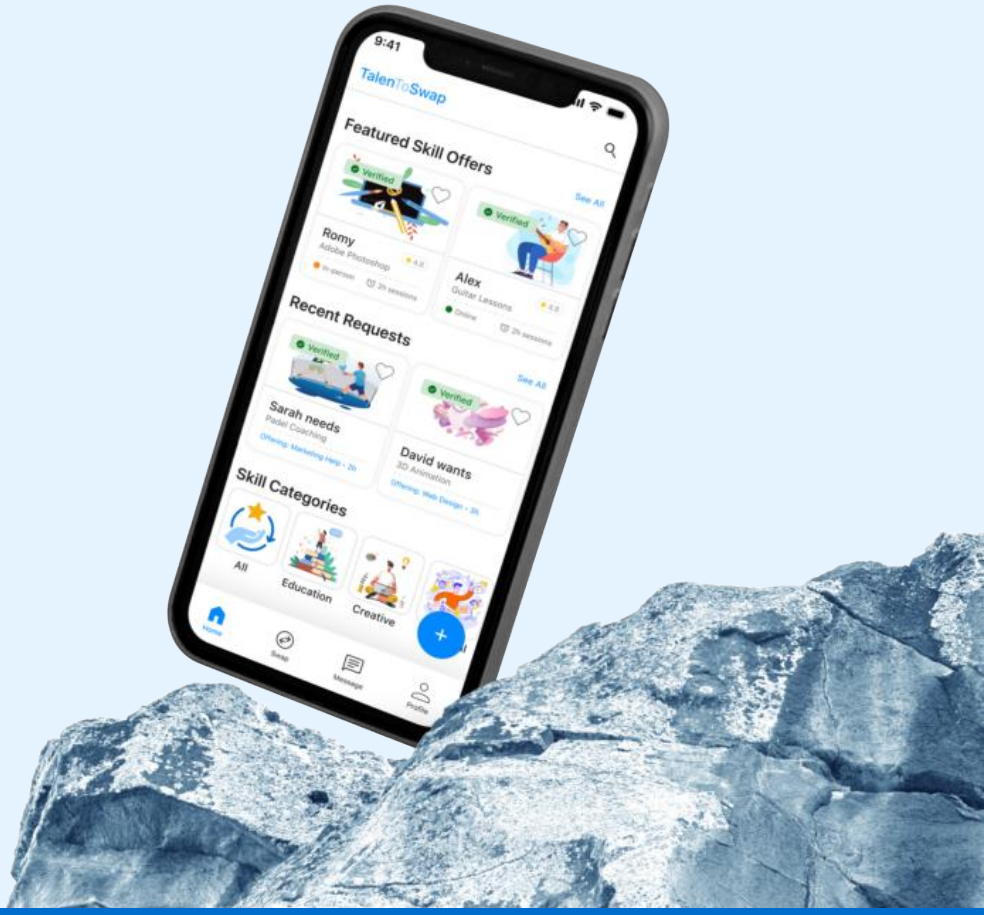
Skill Exchange Mobile App

Connect with your community to exchange skills without spending money

TALENTOSWAP



Project Overview

The Challenge

In regions where cash is tight or services are expensive, people struggle to access quality learning and skill development. Traditional options are costly, scattered across multiple platforms, or lack trust mechanisms.

The Solution

TalentoSwap enables users to exchange skills and services without money. Students, freelancers, and hobbyists can teach what they know in exchange for learning something new.

Platform

iOS Mobile App

Target Users

Students, Freelancers, Hobbyists

My Role

UX/UI Designer, User Researcher

5	3	38	2
User Interviews	Core Flows	Total Screens	Testing Round

Understanding User Behavior

I conducted interviews with students, freelancers, and hobbyists to understand how they currently learn skills and what prevents them from teaching others.

- 30-minute structured interviews
- Ages 20-28, diverse backgrounds
- Focus on pain points and motivations
- Analyzed TimeRepublik and Simbi platforms

Key Research Insights

Three critical patterns emerged from user interviews

01 Discovery Methods

YouTube Dominance
Primary learning resource but inefficient for complex skills requiring feedback

Social Networks
Used for finding connections, not structured skill exchange

Cost Barriers
Paid services consistently avoided due to financial constraints

02 Main Barriers

Time Investment
Both parties worry about significant time commitment without clear value

No Trusted Platform
Existing solutions lack skill matching & trust mechanisms

Value Exchange Friction
Unclear skill equivalence creates hesitation to participate

03 Trust Requirements

Social Proof
Portfolios and testimonials build immediate confidence for users

Personal Recommendations
Peer referrals carry the most significant influence

Verified Credentials
Community reputation matters more than formal certifications

KEY INSIGHTS

"I have many skills to offer but don't feel like there's a place for that. I just want to put my skills somewhere and let people talk to me."

David, Web Developer & Designer

User Personas

Three distinct user types emerged from our research, each representing unique motivations and skill exchange behaviors

Primary

Alex Chen

20 • Marketing Student

Background & Goals

Practices martial arts and wants to improve football skills. Seeks affordable skill development as a cost-conscious student.

Motivations

Willing to teach martial arts in exchange for football training. Values fair skill trades over monetary payments.

Frustrations

Found "free" groups that turned out costly. Limited budget constrains access to quality coaching.

Tech Comfort

High Active on Instagram and social platforms

> " I have valuable skills but would rather trade them than teach for free "

Secondary

Sarah Williams

22 • Pharmacy Student

Background & Goals

Active lifestyle enthusiast who recently learned padel through friends. Wants to learn new activities during free time without financial burden.

Motivations

Seasonal learning during university breaks. Prefers hands-on learning through personal connections.

Frustrations

People are too busy to help without compensation. Difficulty finding available instructors during preferred times.

Tech Comfort

Medium Relies on word-of-mouth recommendations

> " I want to learn new things in summer when I have free time "

Tertiary

David Martinez

25 • Web Developer & Designer

Background & Goals

Multi-skilled professional and musician seeking advanced technical skills. Wants specialized training that YouTube can't provide effectively.

Motivations

Access to unique skills not available through traditional channels. Values high-quality, personalized instruction.

Frustrations

Has many skills to offer but no proper platform to share them. Current solutions lack quality skill matching.

Tech Comfort

Very High Expert in digital platforms and online learning

" I want to find skills that aren't available anywhere else "

Empathy Map

Deep dive into Alex Chen's mindset to understand his motivations, behaviors, and emotional journey when seeking skill exchange opportunities

Thinking

- Free learning options should actually be free
- My martial arts skills have real value
- Need proof someone is qualified before trusting
- Social media should help find skill exchanges

Saying

- "Groups turned out to be expensive paid sessions"
- "I'd rather get paid for valuable skills"
- "Willing to teach martial arts for football training"
- "I look for reputation, experience, certificates"

Hearing

- Friends discussing expensive coaching costs
- Success stories from skill exchange platforms
- Recommendations for qualified instructors
- Social media ads for "free" training groups

Doing

- Searches Instagram for sports communities
- Checks credentials, medals, competition photos
- Practices martial arts regularly
- Avoids expensive coaching due to budget

Gains

- Access to football training without payment
- Opportunity to share martial arts knowledge
- Building connections with other athletes
- Learning while utilizing existing skills

Competitive Analysis

Evaluating existing platforms to identify market gaps and design opportunities

What's Missing in Existing Platforms

simbi

- ✕ No mobile application available
- ✕ Outdated interface design
- ✕ Confusing navigation patterns
- ✕ Complex credit system unclear to new users

timerepublik

- ✕ Overwhelming interface with too many features
- ✕ Lacks focus on core skill exchange
- ✕ Poor information hierarchy
- ✕ No local community targeting

Design Opportunities for TalentoSwap

Market Gap

Direct Skill Exchange

Simple matching without complex credit systems; users exchange skills directly

Market Gap

Trust Through Transactions

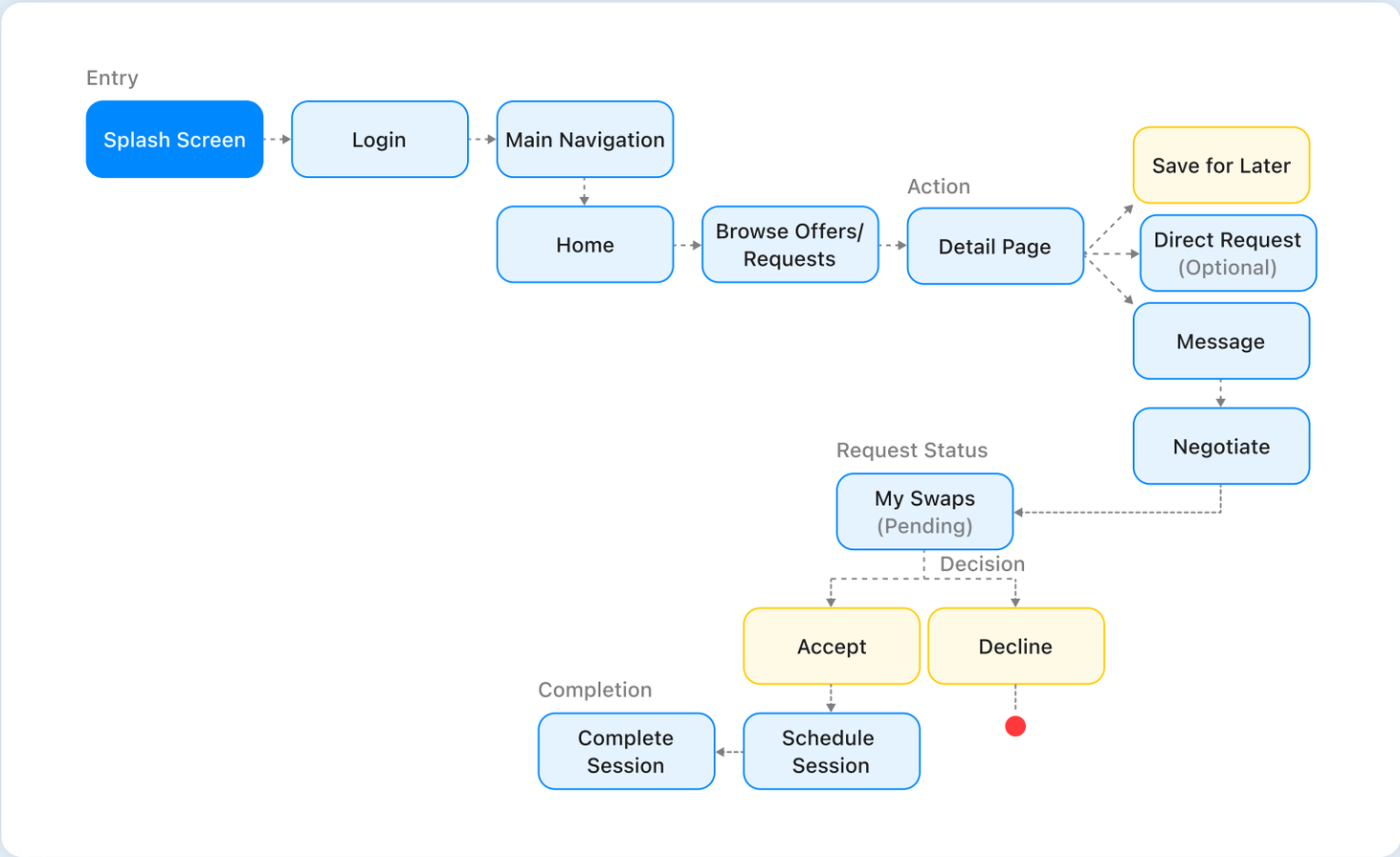
Verification system built on completed exchanges and community ratings

Information Architecture

TalentoSwap app sitemap and navigation structure

User Flow

Complete journey from app entry to successful skil exchange



Design System

iOS-native design following Apple Human Interface Guidelines for consistency and accessibility

SF Pro

Large Title

34pt • ExtraBold

Headline

28pt • Bold

Subtitle

22pt • Semi-Bold

Text

17pt • Medium

Caption

12pt • Regular

Color Palette

System colors with semantic variations for states and feedback

#0088FF	#E5F3FF
#00731D	#CEE8D4
#D90004	#FFEBEB
#FFCC00	#FFFAE6

Iconography

SF Symbols-based icons ensuring visual consistency across the interface

iOS Accessibility Standards

Following Apple HIG ensures built-in accessibility support for all users

Color Contrast

4.5:1 minimum ratio ensuring readability for users with visual impairments

Dynamic Type

SF Pro automatically scales with user's text size preferences

Clear Labels

Semantic naming improves navigation and comprehension

Usability Testing

Validating design decisions through user feedback

Method

Guerrilla usability testing with 2 participants

Interface Quality

Participants found the design clean, intuitive, and properly aligned with iOS standards. Visual hierarchy and navigation patterns were immediately clear.

Navigation Validation

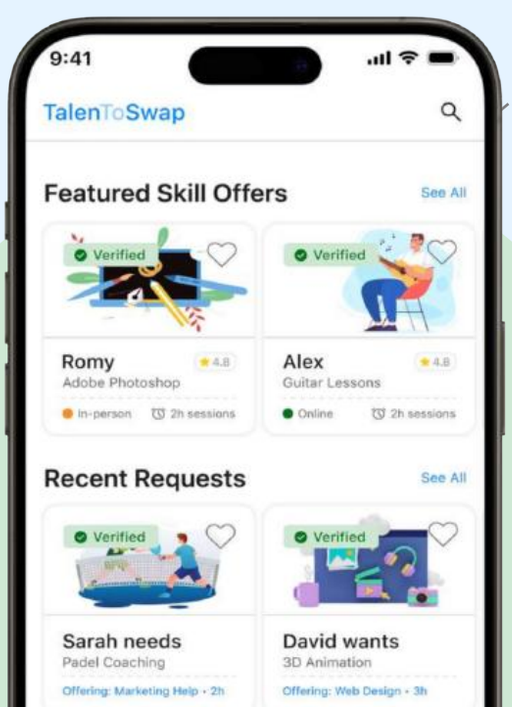
Confirmed bottom tab bar & header should remains persistently visible during scroll, following standard iOS behavior. Adjustments needed.

Overall Reception

Positive response to core functionality and user flow. No critical usability issues identified requiring design changes. The iOS-native approach resonated well with users, creating an immediately familiar experience.

The Final Design

Here are some of the final design screens

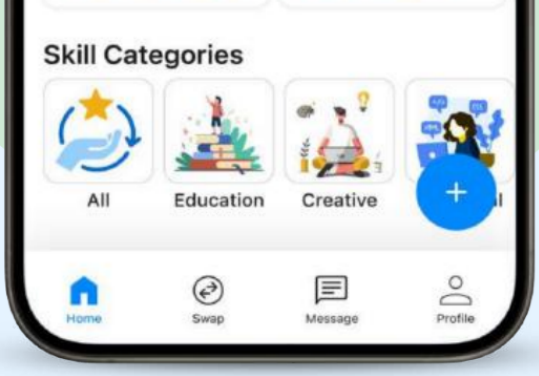


Discovery & Browse

Browse & Connect

- Featured skill offers and recent requests prioritize relevant exchanges
- Quick filters by category, location, and availability streamline discovery
- Floating action button provides instant access to posting requests

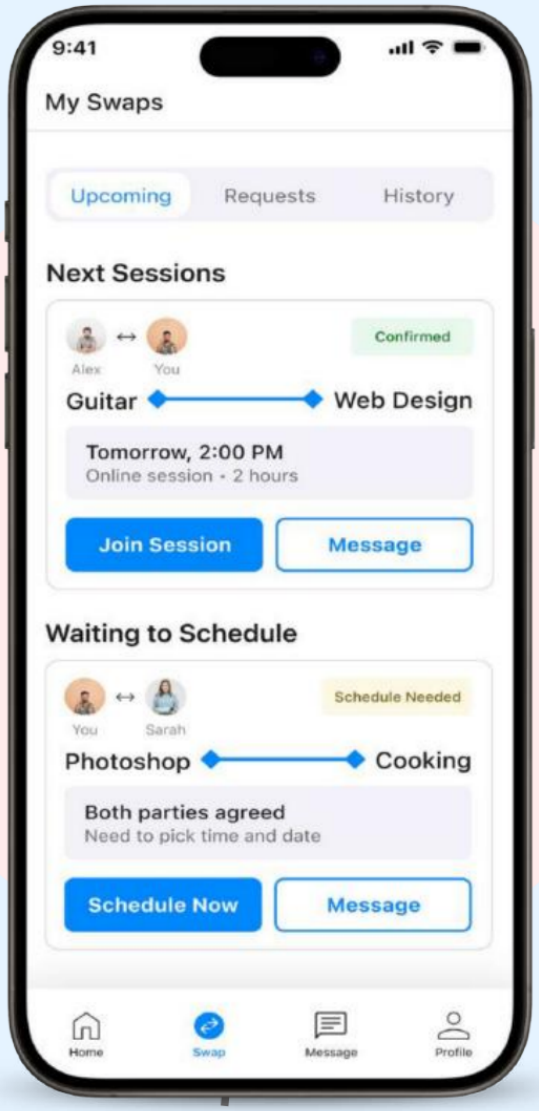
- Horizontal card scrolling keeps interface focused and scannable

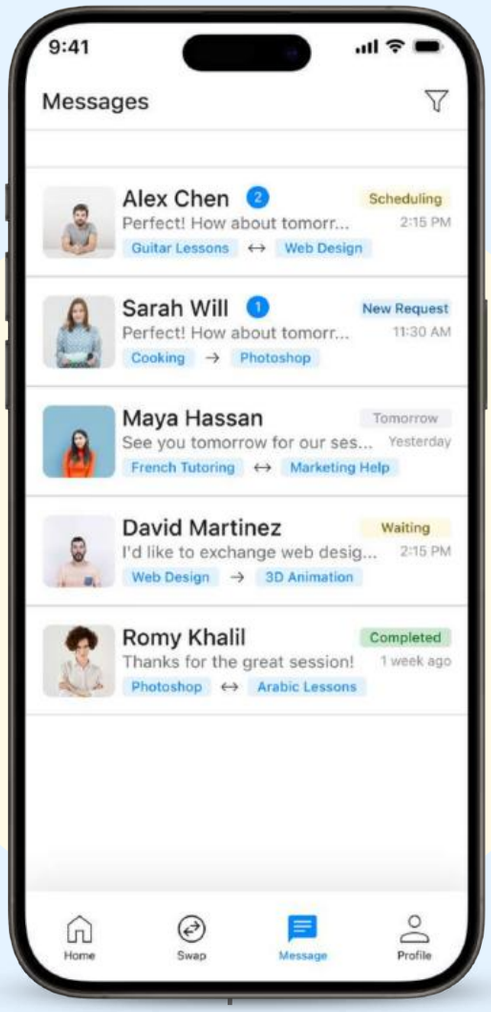


My Swaps

Manage Your Exchanges

- Three-state organization: upcoming sessions, pending requests, completed history
- Visual arrows show exchange direction between skills being traded
- Status badges (confirmed, waiting, new) highlight what needs attention
- Segmented control enables seamless navigation between exchange stages

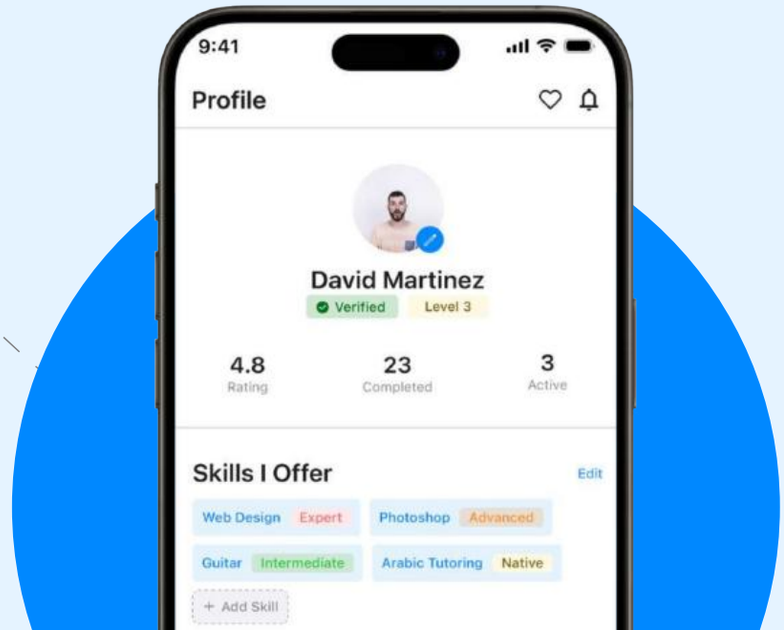




Messages

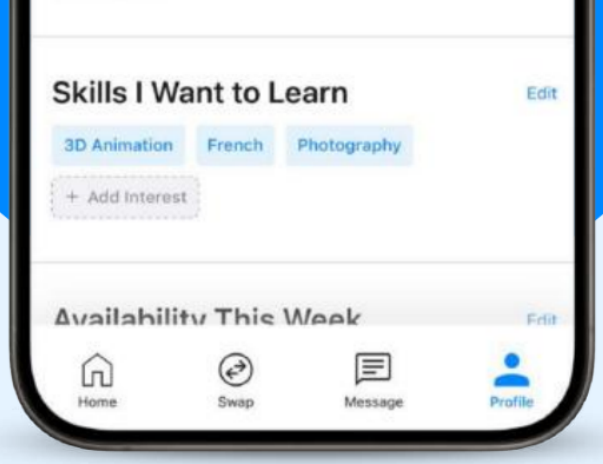
Negotiate & Schedule

- Skill exchange context visible throughout conversation threads
- Status-aware filtering helps locate specific conversation types
- Smart scheduling prompts appear when both parties are ready
- Quick actions reduce friction during negotiation process



Profile & Skills

Build Your Reputation

- Skills displayed with proficiency levels and learning interests
- Verification through completed exchanges builds platform trust
- Weekly availability calendar enables efficient session planning

- Review system creates transparent reputation for confident matching