

[Anon] App: On Demand Companion Care

improving reliability of payment workflows

CHALLENGE

[Anon]'s vetted care freelancers assist with daily chores and companionship for the elderly and those in need. In early 2021, payment delays prompted freelancers to contact customer support, causing a surge in payment-related tickets. The support team couldn't manage this, breaking the system and eroding user trust.

KEY QUESTIONS

- What contributed to the surge in payment tickets?
- What contributed to delays in ticket resolution?
- What is a typical workflow to resolve tickets?
- What are top pain points?

METHODOLOGY

User Recruitment

Customer support team and reporting care freelancers

Methods

Secondary Analysis
Contextual Inquiry
Interviews
Usability Testing

DELIVERABLES

- Time series chart of user activity trends showing service need changes.
- Ranked payment ticket categories by frequency
- Processes, tools, and key friction points in payment workflows.
- Usability testing report identifying the most intuitive design alternative.

IMPACT

- ★ As a result of my work, the team announced and added a new in-app tracking feature, reducing reliance on support, improving data quality, and making payment workflows more reliable.