

Module 5 Analysis

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DL5763 – Trends in Instructional Design

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## **INTRODUCTION**

For a business to be successful, it must be able to connect with potential customers to earn their trust in hopes of creating a reoccurring customer base. Advancements in technology allow businesses to connect with current and potential customers in a variety of ways. If this is done in an effective and efficient way, the business has an excellent chance of growing (Indeed Editorial Team, 2023). Mobile devices are an excellent way for businesses to connect with their customers.

## **WORKPLACE PROBLEM**

Owning a home is a great investment but comes it also comes with its own hardships. These include, but not limited to, taking care of the property and fixing things when they break. Homeowners are always looking for a trustworthy and reliable handyman at a reasonable price. Unfortunately, many homeowners don't have a go to handyman or know where they can find one whom they can trust. If this problem could be solved, it could create a very lucrative business. The business, "Handyman, A Click Away" will do its best to connect local handymen to homeowners.

## **DESIGN**

Handyman, A Click Away will use mobile technology to address this problem. There is a huge demand for handymen. Most handymen are independent contractors and do not work for a company. Handyman, A Click Away will connect homeowners and independent handymen through an easy-to-use app. The workplace environment for the instructional designer will be in their home or office designing the app; the workplace environment for the handyman will be in the residence of the homeowner. The target audience will be homeowners who need a handyman to fix a problem in their house.

The purpose of the app is to address the communication gap between independent handymen and homeowners in need. Mobile devices play an important role in daily life most adults;

individuals routinely use apps are their phone and are very familiar with them (Xiangming & Song, 2018). Therefore, the instructional designer thinks an app would be more effective to connect two groups of people than a website. The app would be free to download and will be updated regularly to ensure the app meets the needs of its users (American College of Education, 2023). The goal of the app is to help homeowners create a relationship with local handymen to help them properly maintain their home.

Handyman, A Click Away will require the handyman and the homeowner to have a mobile device; both parties will need to download the app on their phone. To launch the business plan, the instructional designer creates a storyboard to outline the process from beginning to end. If the instructional designer has background in mobile apps, the instructional designer will create the app themselves; if the instructional designer does not have a background in creating apps, the instructional designer will hire an app designer to help with the creation. The two will work in unison, following the storyboard, to create the app. The instructional designer should survey homeowners to see what they would like to see in the app; the instructional designer should also survey the handymen to see what they would like in the design. Once the app is launched, the business will market the app to ensure the public is aware of the it. The app will allow homeowners and handymen to communicate via message, phone, and video call. Coordinated communication through mobile devices in the field of medicine has shown promise in disease prevention; creating lines of communication between homeowners and handymen will create and foster positive relationships (Sharma et al., 2022). Feedback is essential for continuous improvement of the app as well as feedback on the handyman who performed the service. The homeowner will be asked to complete a small survey when the service has been completed; this will give feedback on the app as well as the handyman.

There are a few ethical dilemmas that could make the implementation of the plan challenging. As the company is connecting two people who do not know each other, it's important to ensure the safety of both parties. Background checks and application process will be performed for all handymen who are on the app. Between the vetting process and reviews from previous jobs, homeowners will have confidence that the person hired for the job is trustworthy and competent to complete the job. Handymen will be asked to complete a short survey about their experience with the homeowner; this will determine if the homeowner will be able to use this service in the future. The instructional designer must ensure the app is encrypted and protects its users. The app will have sensitive information on it such as credit card information and information about the homeowner and handyman. Security will be of the utmost importance and communicated with all users to ensure they trust the business. It is important the handyman can only see information pertinent to the job and nothing personal about the homeowner. Lastly, the business is performing a service. It is unethical for the business to collect money if the job is not complete or to the satisfaction of the homeowner. The business will hold itself the handymen that are contracted to a high standard.

## **CONCLUSION**

There are many benefits with mobile technologies; one of them is communication. Mobile devices instantaneously connect the world and provide users multiple different modes of communication. If used correctly, businesses can connect to their customers and grow their business via mobile devices. Since almost every adult in the United States owns a cell phone, creating an easy-to-use app on a mobile device will help connect homeowners and independent handymen. Handyman, A Click Away is a business that will provide a platform where two different groups of people can easily communicate with one another.

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