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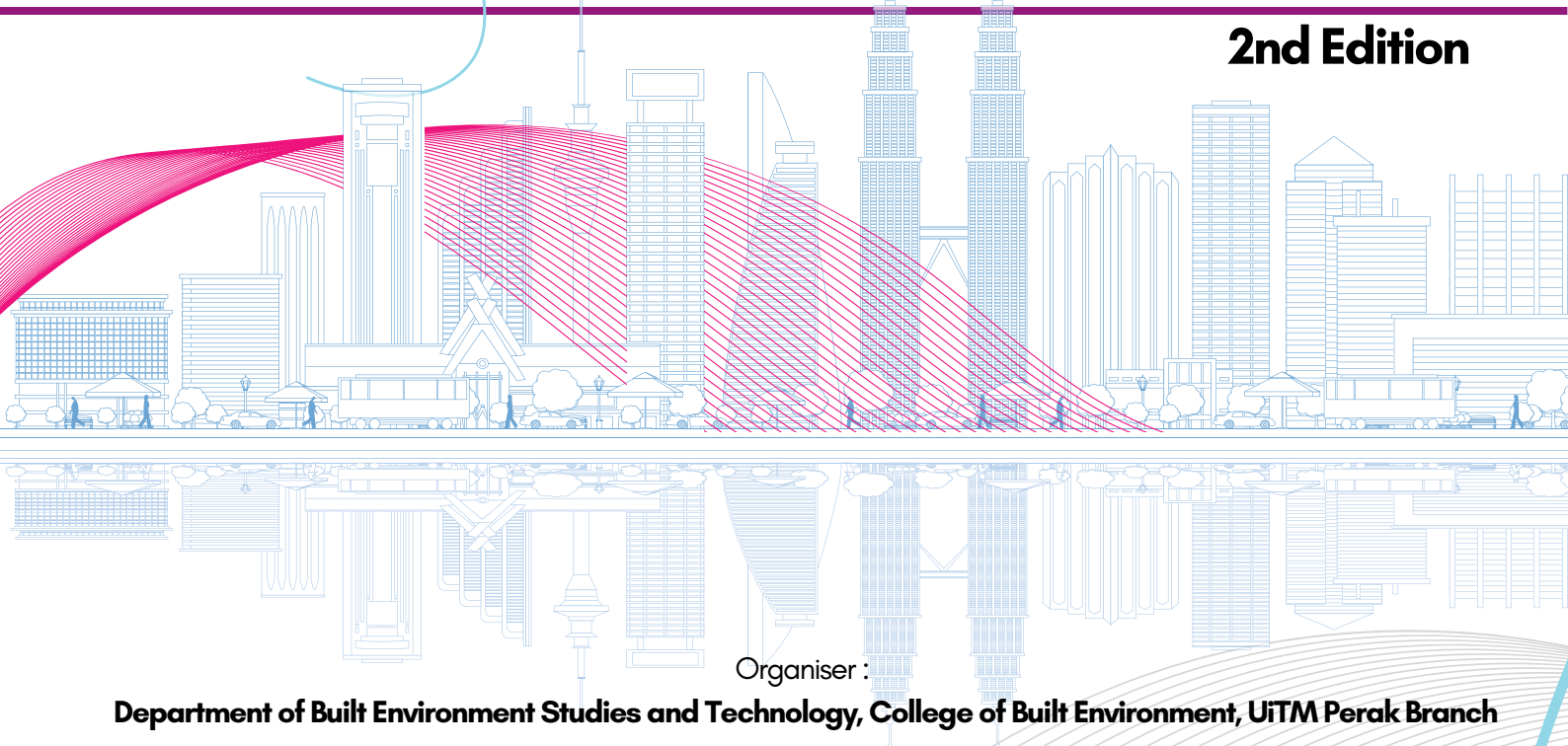
Cawangan Perak

e - Proceedings



Proceeding for International Undergraduates Get Together 2024 (IUGeT 2024)
“Undergraduates’ Digital Engagement Towards Global Ingenuity”

2nd Edition



Organiser :

Department of Built Environment Studies and Technology, College of Built Environment, UiTM Perak Branch

Co-organiser :

INSPIRED 2024. Office of Research, Industrial Linkages, Community & Alumni (PJIMA), UiTM Perak Branch

Bauchemic (Malaysia) Sdn Bhd

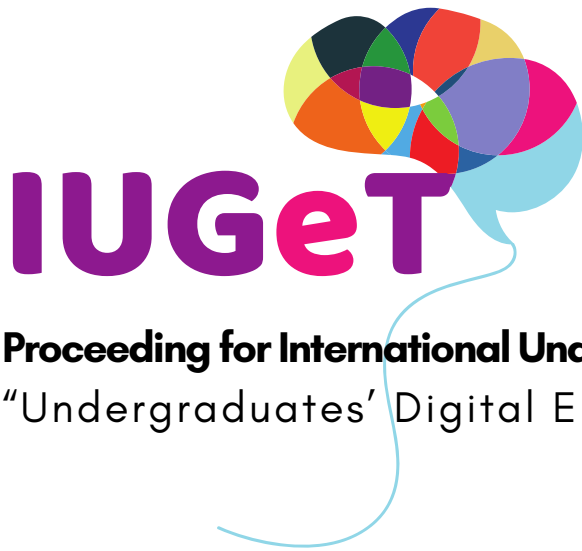
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FIND HIRE FREELANCERS (FHF) MOBILE APP

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Abstract

Find Hire Freelancers (FHF) is a mobile application that is used to provide multiple types of services to customers in Kuching, Sarawak. The problems occurring from the current situation is the customers having too many choices that makes decision-making more challenging. The customers also need to spend an excessive amount of time sorting through numerous listings, uncertain about which ones suit them. Besides that, the existing gig worker apps rely on a directory-based structure, limiting user engagement and efficiency. The FHF Mobile App was proposed to overcome the problems. The first objective of FHF is to have an application that eases the user to choose a service. This will prevent the paradox of choices from occurs. Second objective is to create a user-friendly interface that can facilitate the connection between skilled vendors and clients seeking their services. This will shorten the time to survey on suitable vendors. The third objective is to develop a mobile application that can preset the charges applied to each service. The software needed to develop FHF include Flutter, Visual Studio Code, and Android Studio. As a result, these mobile apps achieved the objective as the customers can save their time of choosing a vendor. These apps assigned the vendors and the actual price of services. The FHF has determined much potential to be used as the center of freelancers to provide their services in Kuching, Sarawak.

Keywords: *Freelancers, Kuching, Gig worker, Mobile application.*

1. INTRODUCTION

The gig economy, a vibrant and evolving sector in Malaysia, has seen a significant surge and prospects are bright going forward amid some challenges. As of 2023, it engages about four million individuals, over a quarter of Malaysia's workforce, with a majority being young adults aged 25 to 44. The gig economy consists of freelance jobs that offer flexible and temporary work for individuals, utilizing online platforms to provide services for clients in search of such services (The Star, 2023). Gig workers often endeavor to improve their skills by working in different environments (McCarty, 2020). The gig economy provides them with advantages such as flexible work hours, a good salary, the freedom to choose their jobs and lower transportation costs (Ahmad Nursilah, 2021).

This happens in Kuching, Sarawak where many services are offered by freelancers on many platforms. By proposing this Find Hire Freelancers (FHF) Mobile Application, it will help the customers and freelancers to access the same platform whereby FHF provides a user-friendly interface that can facilitate the connection between skilled vendors and clients seeking their services and ease the user to choose a service. Hence, this paper has been carried out to develop a mobile application to help the customers on choosing the services available in a centralized platform.

2. METHODOLOGY

2.1 Design of an Interactive Page

The mobile application for the Find Hire Freelancers (FHF) is a multi- platform mobile application developed using Flutter, a UI toolkit that can transform a single codebase into a natively compiled application at target operating system speeds. The main language used for the programming was Dart which facilitates development of profound and elastic arrangements of interface. IntelliJ IDEA was not chosen as an IDE because it lacks features specifically designed for creating an effective smartphone application Android Studio was chosen as the IDE to guarantee effectiveness and response of the application across all types of screen and devices. It is used due to the fact that Flutter has an advantage of giving users a consistent interface and affording development time for different business platforms.

2.2 Data Collection Method

Data for the project were collected using surveys regarding the most needed services among people that live in the Kuching, Sarawak area. It was selected for collection of qualitative data which gives understanding about the service preferences and expectations of the respondents of a selected category. The questionnaire was disseminated through an online mode using a simple random sampling technique to ensure that the participants include different individuals residing in the selected community.

This sampling was helpful as it allowed for a wide reach of the participants without any prior list of people. Participants assigned randomly to reduce sample bias which makes the collected data more reliable. These areas included services they would like to be offered, their expectations in terms of charges, and the kind of user experience they desire when using an application like FHF leading to the development of the FHF mobile app and identification of the features to incorporate.

2.3 Rationale for Choosing Kuching

Kuching was chosen for the pilot of the FHF service because of its position as an expanding hub with a strong potential for community service. The reason Kuching was chosen as the starting point for this service is that its size and demographic mix create a more favorable chance for achieving early adoption and forming a visible brand. The intention is to capitalize on success in Kuching as a starting point for expanding the app to other parts of Sarawak and other regions.

2.4 Data Analysis

The data collected from the survey were carefully analysed , with the purpose of finding the most wanted services. Services that secured the most significant percentages were prioritized for the initial availability in the FHF application. Input from respondents offered qualitative perceptions regarding challenges when hiring freelancers, which shaped the design and functional aspects of the application, particularly the introduction of the QR code check-in system alongside automated pricing tools.

3. RESULTS AND DISCUSSION

Find Hire Freelancer (FHF) Mobile App provides a novel approach to recruit freelancers for various projects. The creation and implementation of FHF is to design an easy and fast platform that makes the process of finding, hiring, and managing freelancers for both short-term and long-term projects much easier.

The use of QR code scanning for freelancers to check-ins makes it possible for freelancers to easily and swiftly log their attendance or progress on a project by just scanning a QR code.

The functionality simplifies the process of keeping track of the freelancers' activity and makes this activity reliable to confirm whether the projects are executed, or attendances met. It saves time and raises the accuracy of task management while giving a simple way of cooperation for freelancers and employers.

Next, the proposed feature aims to develop an automatic module that allows users to receive notifications one week after order placing and reminds them to change project description or adjust prices to attract freelancers. Orders that are not updated or re-submitted within a certain period will be deleted without warning to optimize system resources and maintain platform effectiveness. In a nutshell, the automated order update reminder and deletion feature is a proactive strategy to maintain the order relevance and platform efficiency and thus, it benefits both users and the entire ecosystem of the platform.

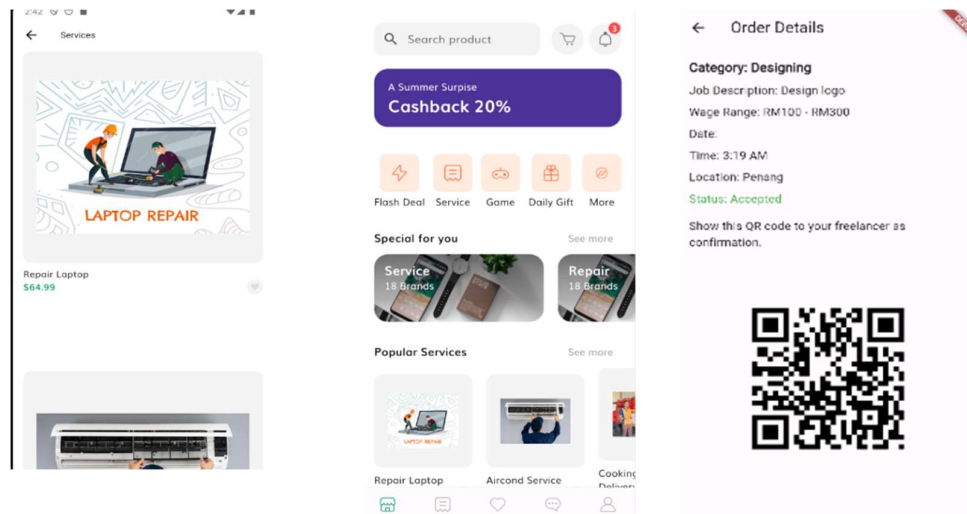


Figure 1. FHF Mobile App Design

Figure 1 shows the User Interface (UI) of the FHF Mobile App. It shows the services provided by FHF including price. When the customers make the order, the Order Details will be displayed and the QR code will be generated automatically.

4. DISCUSSION AND CONCLUSION

From the findings, it can be deduced that FHF resolves the problems of freelance hiring with its easy interface and rather professional options. Through this model, clients experience easy access to competent freelancers, which increases the flow and quality of projects.

Table 1 shows the SWOT analysis of the competitor available in the market today. This will help FHF's to provide better to the clients. GoGetter: GoGetter is an on-demand workforce technology powered by a network of verified people, called GoGetter, to do work.

Table 1. GoGetter SWOT Analysis

	HELPFUL	HARMFUL
INTERNAL	<u>STRENGTH</u> GoGetter Training: User or applicants need to pass the test before getting a job through this platform. Savings and insurance benefits.	<u>WEAKNESSES</u> Too many requirements Require personal details
EXTERNAL	<u>OPPORTUNITY</u> Create a safe community to deal with since everyone's identification needs to be verified.	<u>THREATS</u> Higher risk of misused personal data if the system has been hacked

A survey was conducted among the community that lives in Kuching. The result in Figure 2, shows that more than 80% of them need electronic device repair services. This result was followed by air-conditioner service, plumbing, cooking gas delivery, and cutting grass service. This will help to preset the service available in the mobile apps.

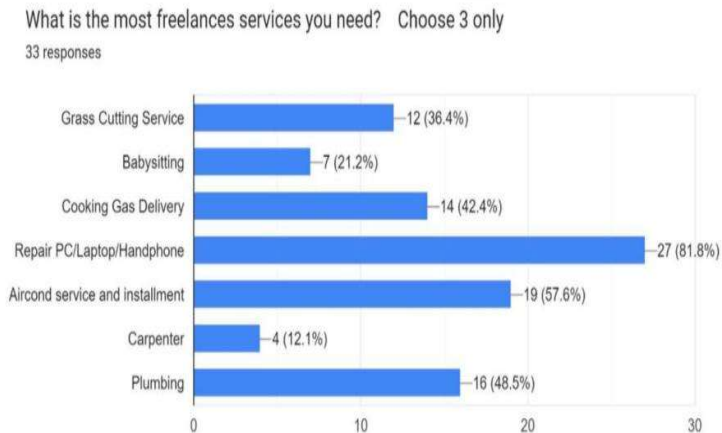


Figure 2. Result of Survey regarding Freelance Service needed the most among communities in Kuching

However, there are several issues bound to come up in relation to FHF in relation to the following: The quality of service delivery may become an issue when it comes to freelance hiring hence making it hard to manage client expectations. Mitigating these through feedback and evolving the user experience is, therefore, quite important.

In a practical perspective, the contribution of this study concerns the adjustment of freelancers' innovative hiring. Thus, FHF is not only capable of satisfying the current trends in the market but also adds its own contribution to the development of the gig economy based on the use of technology and a focus on the needs of consumers.

All in all, freelancers and clients will likely find FHF as a reliable solution with minimal frictions, clear interface, and other functionalities such as QR code scanning. Continual update in light of the users' experiences and market changes can help keep the services pertinent and competitive in the platform economy.

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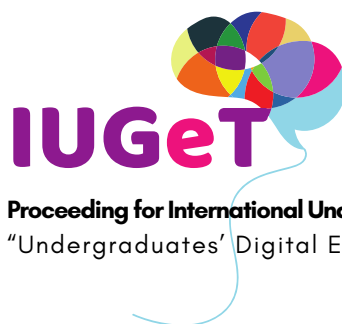
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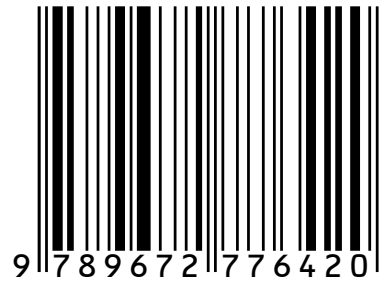
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