Provider Recuitment

HMW

- How might we make becoming a provider feel **low risk** and **approachable**?
- How might we clearly communicate **earning potential without over promising**?
- How might we build **trust** before sign up?
- How might we differentiate TiriVelo from competitors?
- How might we reduce hesitation around **safety** and **verification**?

Provider Mindset

- Will I actually get clients?
- Is this safe?
- How much can I realistically make?
- What if I don't have experience?
- How flexible is this really?
- What if something goes wrong with a pet?

Pain Points

- Unclear onboarding process
- Lack of trust in new platforms
- Fear of inconsistent income
- Confusing expectations (what services to offer)
- Not enough info on safety protections

Opportunities/Ideas

- 3 simple steps to get started section
- Earnings examples or ranges
- Real provider testimonials
- Trust badges (background check, secure payments)
- Service selection visuals (icons for walking, sitting, etc.)
- Set your own schedule emphasized visually
- FAQ accordion

Content Structure

- Hero: emotional + outcome-driven
- Benefits section (flexibility, income, trust)
- Services grid (what you can offer)
- How it works (4 steps)
- Trust & safety highlights
- Testimonials
- CTA: get started

About/Trust & Safety

HMW

- How might we make users feel **safe** booking a stranger?
- How might we clearly explain **verification** without overwhelming?
- How might we balance **transparency** and **simplicity**?
- How might we build trust for both owners and providers?
- How might we reduce fear of worst-case scenarios?

Pet Owner Concerns

- Can I trust this person with my pet?
- What if something goes wrong?
- Are they actually verified?
- Will my pet be safe?
- Is my payment secure?
- Can I contact someone if needed?

Pain Points

- Generic "we care about safety" messaging
- Lack of specifics
- No visibility into verification process
- Unclear support system
- No reassurance around emergencies

Opportunities/Ideas

- Dedicated trust cards:
  - verified caregivers
  - secure payments
  - support & dispute resolution
- How we verify providers breakdown
- Icons for scanability
- Emergency support messaging
- Real stats (if applicable) or confidence language
- Testimonials reinforcing safety

Content Structure

- Hero: trust-first messaging
- How TiriVelo keeps you safe (3-4 pillars)
- Verification process
- Payment protection
- Support system
- FAQ
- CTA (browse or join)

First-time Pet Owner Booking

Roles

- Pet owner (anxious, new use)
- Provider (wants to seem trustworthy)

Key Moments

- Searching for provider
- Viewing profile
- Booking request
- Waiting for response

Insights

- Users need reassurance BEFORE booking
- Trust signals must be visible early
- Messaging matters more than visuals alone