

MICASA

Raquel Farias

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MICASA CHALLENGE

CONTENT

Topic	Problem Addressed	Solution
Video Demo & Link to Figma File	N/A	This is a guided tour of the interactive prototype created in Figma. Please note that these are not high-fidelity designs, but rather conceptual mock-ups to illustrate the user experience and flow.
Personal Video	N/A	Self-Intro
User Classification	Lack of clarity around user progression and feature access across different user types	Defined tiers (Novice, Beginner, Advanced, Proficient) with feature unlocks and tailored UX at each step
Pricing & Profit-Sharing Tier Options	Time-consuming and ambiguous negotiations between hosts and collaborators	Standardized risk/reward pricing models (Flat Rate, Hybrid, Percentage) to speed up agreements
Co-host Collaboration General Flow	Event creators struggle to find and align with collaborators; lack of trust and structure	End-to-end matching flow with discovery feeds, interest signals, 20-min sync feature, and smart filtering

VIDEO DEMO



LONG VIDEO DEMO (5MIN)

<https://www.youtube.com/watch?v=6pg8yvbr5fl>



SHORT VIDEO DEMO (2MIN)

<https://www.youtube.com/watch?v=x2OfkpSCa0s>

FIGMA FILE [LINK](#)

PERSONAL VIDEO



<https://www.youtube.com/shorts/M5joD6ltODI>

USER CLASSIFICATION – Unlocking Personalized Growth: How User Classification Drives Feature Adoption, Engagement, and Monetization

Why it's important:
User classification provides structure to the platform experience by mapping user intent to feature access. It allows Micasa to tailor discovery, recommendations, and onboarding based on user maturity, guiding them from first-time attendees to fully engaged creators. This improves retention, surfaces relevant opportunities, and ensures smooth transitions as users grow within the community

USER LEVEL 1 Novice				
MINIMUM REQUIREMENT	KEY ACTIONS	SYSTEM EXPECTATIONS	UNLOCKED FEATURES	REPUTATION / TRUST LAYER
No account; user can browse & buy tickets as guest	Buy tickets, receive basic recommendations	Recommend top events by location & vibe	Explore feed, RSVP limited features & filters	None
As a user exploring the feed for the first time, after selecting my preferred location, I want Micasa to recommend a few events to get me started.				
USER LEVEL 2 Beginner				
MINIMUM REQUIREMENT	KEY ACTIONS	SYSTEM EXPECTATIONS	UNLOCKED FEATURES	REPUTATION / TRUST LAYER
Account created; user browses events	Like/saves events, follow hosts, use filters	Refine feed by user interest & previous activity	Saved preferences, follows, deeper filters	Starter badge (browser)
As a user browsing the explore feed, after liking an event, I expect Micasa to recommend similar events based on its tags.				
USER LEVEL 3 Advance				
MINIMUM REQUIREMENT	KEY ACTIONS	SYSTEM EXPECTATIONS	UNLOCKED FEATURES	REPUTATION / TRUST LAYER
User has Host or Collaborator profile	Create events, join as a collaborator or host	Prompt to complete event creation flow	Collab invites, Host tools, payout setup	Host or Collaborator badge
As a user browsing the explore feed, after creating my collaborator or host account, I expect Micasa to recommend events where I can contribute — whether by collaborating, creating, or hosting — filtered by attributes that align with my past preferences or expressed needs				
USER LEVEL 4 Proficient				
MINIMUM REQUIREMENT	KEY ACTIONS	SYSTEM EXPECTATIONS	UNLOCKED FEATURES	REPUTATION / TRUST LAYER
User has Host, Collaborator, and Discover profiles	Host series, receive revenue, track engagement	Enable revenue tools, analytics, badges	Community dashboard, full collaboration tools	All badges + top host metrics
A Proficient user is fully immersed in the Micasa ecosystem — they've built a host profile, collaborated on multiple events, and regularly engage as an attendee. They not only create and manage events but also drive community growth by inviting others, experimenting with new features, and unlocking advanced tools like revenue sharing, negotiation options, and recurring event templates				

PRICING TIER OPTIONS- Smart Pricing Tiers for Smoother Collaboration

💡 The 3 Tiers: Confidence-Based Revenue & Profit-Sharing Models that work for both: Event Creators & Hosts

A

**Low Risk /
Low Reward**

Flat Rate:

I. Price Per hour

B

**Medium Risk/
Medium Reward**

Hybrid:

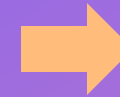
I. Small fixed amount +
% of revenue

C

**High Risk /
High Reward**

Fixed Percentage:

I. % of revenue



WHY IT MATTERS - In creative events, negotiating compensation can slow things down or prevent events from happening altogether. By standardizing pricing tiers, Micasa removes friction, builds trust, and helps creators and hosts match faster — based on shared expectations.

Use Case One: Hosts Setting Venue Pricing

- Hosts choose the model that fits their risk tolerance & space value.
- Helps attract the right kind of collaborators.
- Clear up-front expectations → less back-and-forth.



Use Case Two: Creators Negotiating With Co-hosts

- Creators select their preferred tier when building an event.
- Micasa suggests collaborators open to the same model.
- Streamlined, fairer negotiations = faster event creation.

 **Faster Decision-Making** Predefined tiers reduce back-and-forth and accelerate collaboration setup.

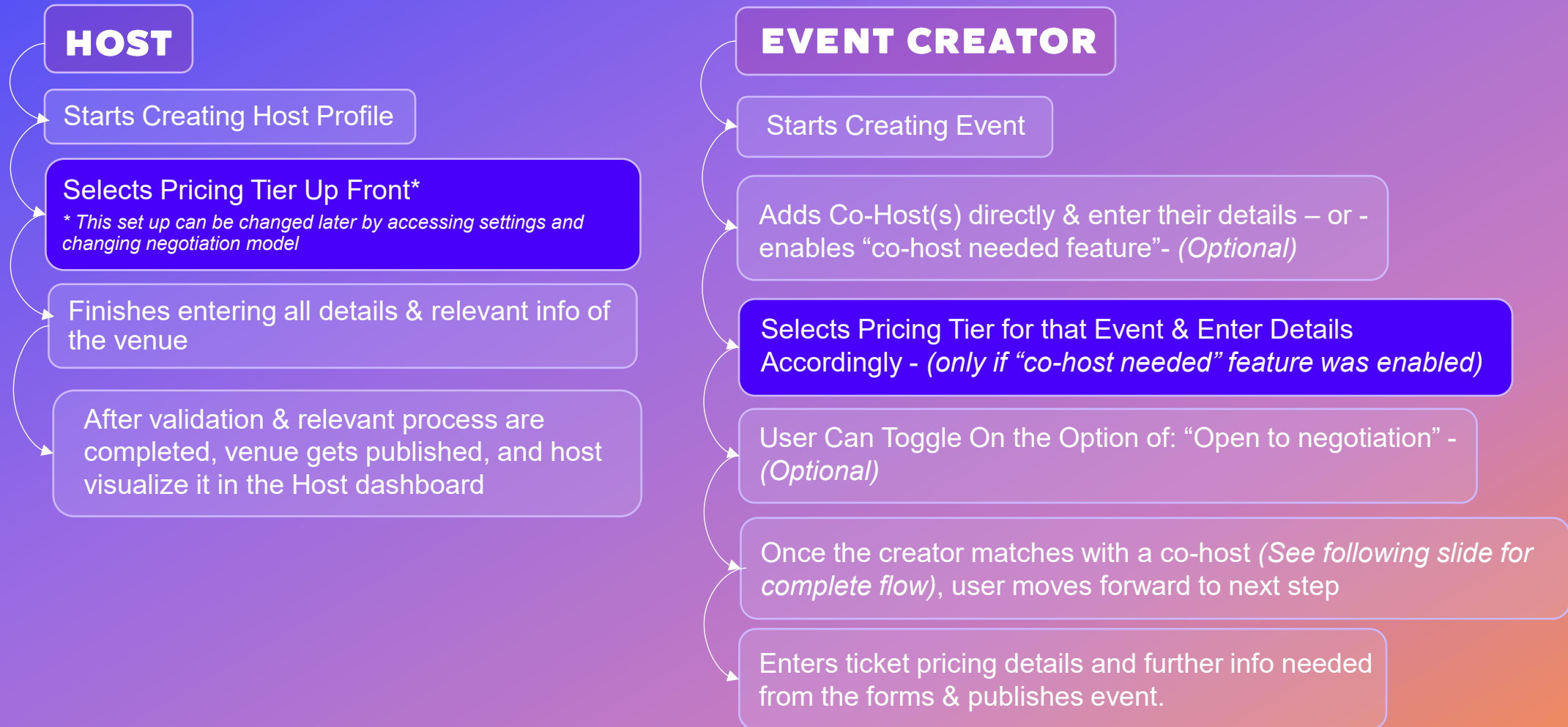
 **Transparent Expectations** Everyone understands the financial structure up front—no surprises.

 **Built-In Trust Mechanisms** Confidence-based models reflect experience, helping creators and hosts align naturally.

 **Smarter Search & Matching Users** can filter by pricing style or limits (e.g., “Max \$55/hr.”) to quickly find compatible partners.

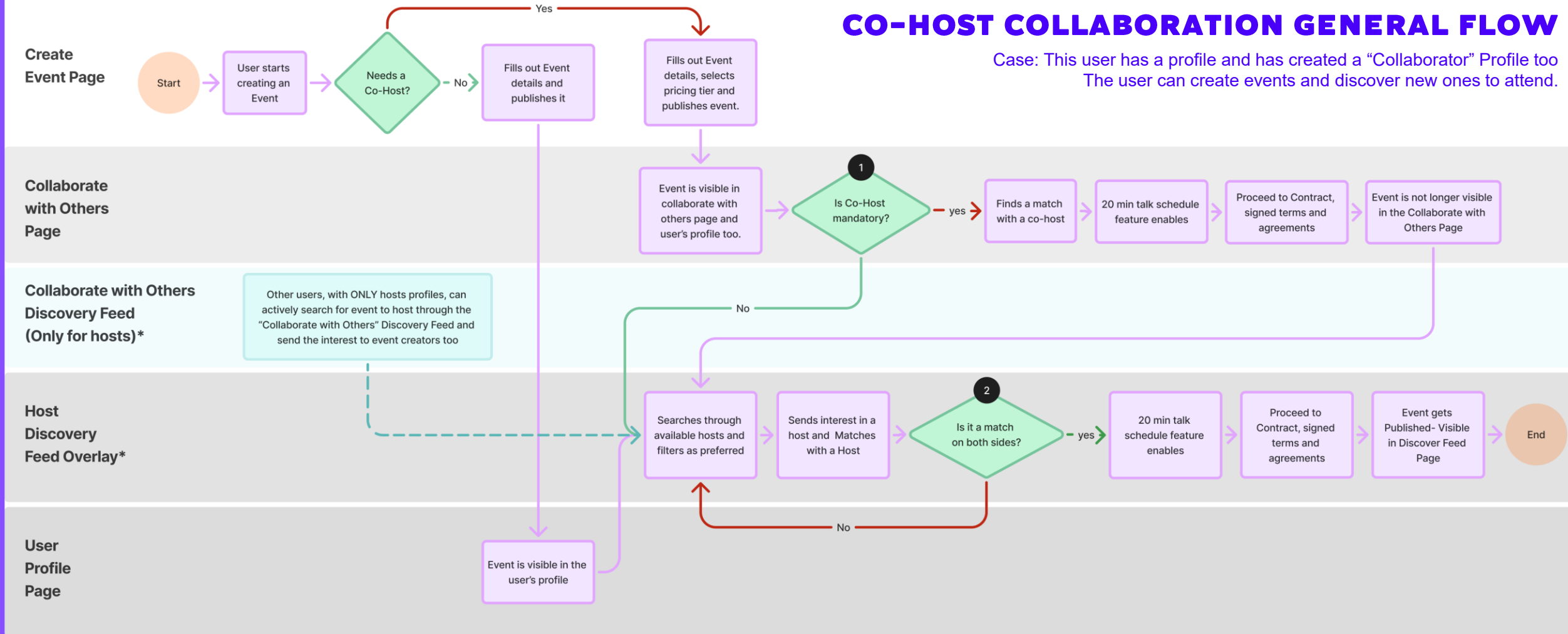
CO-HOST COLLABORATION GENERAL FLOW – This flow simplifies collaboration between hosts and event creators by standardizing expectations and reducing negotiation friction through predefined pricing tiers.

Both Hosts and Event Creators benefit from clarity and autonomy.



CO-HOST COLLABORATION GENERAL FLOW

Case: This user has a profile and has created a “Collaborator” Profile too
The user can create events and discover new ones to attend.



“Collaborate with Others” Discovery Overlay is a semi-modal interface where users with a *host-only profile* can browse open events actively seeking a host, and match based on availability and fit. **“Host Discovery” Feed Overlay** is a semi-modal interface where users with a *collaborator-only profile* can browse available hosts and request to match based on pricing model, and sort through host categories (reviews, location, attribution, etc.), event needs, and availability

1. **Is Co-Host Mandatory?** This decision depends on the complexity and scale of the event. If the event requires shared responsibilities—like logistics, venue setup, or financial risk-sharing—a co-host becomes mandatory to ensure smooth execution and accountability. Smaller or simpler events may not require one, giving creators the flexibility to publish solo.
2. **Is it a Match on Both Sides?** Mutual agreement is essential for building trust. A match means both the host and the event creator have shown interest in collaborating, creating a balanced foundation for negotiation, communication, and transparent expectations before moving into contract terms.

END

Thanks for watching