Segretaria

Virtual Secretarial Assistance

Problem Statement

Italian professionals increasingly work solo or in lean teams. Despite this, clients expect responsive communication and well-managed schedules. Hiring a full-time assistant isn't cost-effective, and DIY admin work leads to missed opportunities and burnout.

There's a market gap for affordable, on-demand human secretarial help via a simple app.

Product Brief

Name: SegretariaPro

Industry: Business Services / Productivity

Platform: iOS, Android

Target Users: Freelancers, small business owners, consultants

Business Goal:
To empower Italian professionals with flexible, human-powered virtual assistance through a seamless mobile experience.

Core Features:

- Virtual secretary answers calls in user's name
- Calendar integration and meeting scheduling
- Inbox/task management and reminders
- Live updates and chat with assigned secretary
- Custom call scripts and working hours setup

Challenges

- Building trust in a stranger answering calls on behalf of the user.
- Creating an intuitive mobile-first experience for users with low tech literacy.
- Localizing communication styles and secretary tone to match business types.
- Real-time synchronization with calendars, task lists, and notifications.
- Managing secretary availability across time zones and workloads.

Process

Empathise | Define | Ideate | Prototype | Test

Personas

Alessia – Freelance Consultant, 36
Location: Milan, Italy
Age: 36 years
Needs: A reliable assistant to answer client calls professionally when she's in meetings.
Pain Point: Can't afford to lose leads due to missed calls.
Tech Usage: Heavy smartphone user, prefers mobile-first solutions.

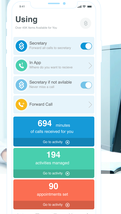
Marco – Boutique Law Firm Owner
Location: Barcelona
Age: 45 years
Needs: Scheduling meetings, call filtering, and forwarding urgent inquiries.
Pain Point: Gets overwhelmed with back-to-back meetings and admin tasks.
Tech Usage: Uses iOS devices, values integration with Outlook and Google Calendar.

Sofia – Startup Founder, 29
Location: Barcelona
Age: 29 years
Needs: Needs flexible admin help during rapid business scaling.
Pain Point: Can't justify full-time hires yet.
Tech Usage: Digital-native, priorities UX and smooth onboarding.

Competitor Analysis

Competitor	Country	Strengths	Weaknesses
Moneypenny	UK	Personalized services	Expensive, limited Italian support
Smitha.ai	USA	AI + human blend, CRM integration	Not local, no Italian UX
Google Voice + Calendly	Global	Widely used, automation available	Not a full secretarial experience

dashboard



Colors Typography

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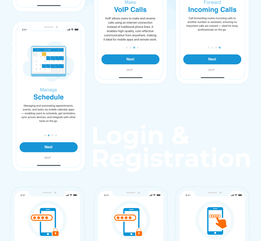
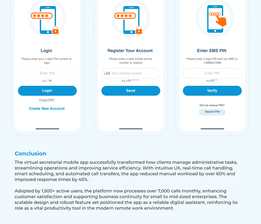
High fedility mockups

On boarding



Login & Registration



Conclusion

The virtual secretarial mobile app successfully transformed how clients manage administrative tasks, streamlining operations and improving service efficiency. With intuitive UX, real-time call handling, smart scheduling, and automated call transfers, the app reduced manual workload by over 60% and improved response times by 45%.

Adopted by 1,500+ active users, the platform now processes over 7,000 calls monthly, enhancing customer satisfaction and supporting business continuity for small to mid-sized enterprises. The scalable design and robust feature set positioned the app as a reliable digital assistant, reinforcing its role as a vital productivity tool in the modern remote work environment.