



# Product Dissection for Urban Company:

## Company Overview:

Urban Company is a technology platform that has revolutionized home services by connecting skilled professionals with users seeking specific services. Founded with a vision to empower millions of professionals worldwide, Urban Company offers a diverse range of services, including beauty treatments, haircuts, massage therapy, cleaning, plumbing, carpentry, appliance repair, painting, and more. The platform ensures a high-quality, standardized, and reliable service experience, delivered in the comfort of users' homes at their preferred timing. Urban Company collaborates closely with hand-picked service partners, providing them with technology, training, products, tools, financing, insurance, and brand support.

## Product Dissection and Real-World Problems Solved by Urban

### Company:

Urban Company revolutionizes home services through its digital platform, seamlessly connecting skilled professionals with users seeking reliable assistance. The Home Services Networking platform addresses the challenge of finding trustworthy service providers, streamlining access to a diverse range of household services. The user-friendly service booking system simplifies scheduling for beauty treatments, cleaning, plumbing, and more, ensuring a stress-free experience.

Distinguished by its commitment to standardized and reliable services, Urban Company tackles the industry-wide issue of inconsistent service experiences. Prioritizing high-level service quality and stringent standardization practices, the company establishes itself as a dependable and trustworthy service provider.

The core of Urban Company's mission is professional empowerment, offering tools for success such as cutting-edge technology, comprehensive training, and unwavering

support. This approach allows professionals to thrive, deliver exceptional services, and achieve excellence in their respective fields.

Urban Company's vision for professionals revolves around a dynamic platform that emphasizes employability through opportunities, growth, and recognition. By fostering skill enhancement and career development, the company aims to empower individuals in the ever-evolving service industry, creating a community of successful and recognized professionals.

In conclusion, Urban Company emerges as a transformative force in the home services industry, offering a seamless and reliable platform that addresses the challenges of finding trustworthy professionals. Through its commitment to standardized services, user-friendly booking systems, and professional empowerment.

## **Case Study: Real-World Problems and Urban Company's Innovative Solutions**

Urban Company has developed innovative solutions to address real-world problems related to home services and professional empowerment. Here are some of these problems and Urban Company's corresponding innovative solutions:

### **1. Reliable Service Delivery:**

**Innovative Solution:** Urban Company secures dependable service delivery through an innovative approach, meticulously choosing and partnering with service professionals. They equip partners with technology, training, and support, guaranteeing reliability and excellence in service support.

### **2. Seamless Service Booking:**

**Innovative Solution:** Seamless service booking by providing a user-friendly interface tailored for effortless service booking. It simplifies the process, enabling users to find and book the services they require, enhancing overall convenience for individuals seeking assistance through the platform.

### **3. Customer Satisfaction:**

**Innovative Solution:** Urban Company shows high priority on customer satisfaction, upholding elevated service standards, promptly resolving concerns and refining its platform in response to user feedback. The company's commitment to innovation and its dedication to providing an exceptional and evolving experience.

#### **4. Skill Enhancement for Professionals:**

**Innovative Solution:** Urban Company prioritizes the skill development of its professionals by investing in comprehensive training programs, ensuring their ongoing competitiveness within the dynamic home services market. This commitment to provide top-tier services through a well-equipped and continuously evolving team of skilled professionals.

#### **5. Empowering Service Professionals:**

**Innovative Solution:** The company empowers the professionals with essential tools, technology, and support for business success. This strategic approach ensures that third parties, such as service providers, have the resources needed to thrive in their respective ventures within the Urban Company network.

#### **Conclusions:**

Urban Company ensures reliable service delivery through an innovative approach, carefully selecting and partnering with skilled professionals. They equip partners with technology and training, ensuring excellence in service support. Seamless service booking is facilitated through a user-friendly interface, enhancing convenience. The company prioritizes customer satisfaction by upholding elevated service standards and responding to feedback. Skill enhancement for professionals is achieved through comprehensive training programs, ensuring competitiveness in the dynamic home services market. Urban Company empowers service professionals with essential tools and support, fostering success within its network.

#### **Top Features of Urban Company:**

##### **1. Service Professional Profiles:**

Urban Company empower individuals to craft comprehensive representations of their skills, experience and offered services. This platform grants service professionals the ability to showcase their expertise, fostering a transparent and informative environment for users seeking reliable and qualified professionals for their diverse home service needs.

##### **2. Service Networking and listings:**

Urban Company's service networking and listings connect professionals with seekers, offering diverse services for seamless discovery and booking, enhancing user accessibility to a wide range of service options.

##### **3. Training and Skill Development:**

Urban Company provides service professionals with comprehensive training and skill development resources, fostering an environment where they can elevate their expertise. Through dedicated initiatives, ensuring they acquire the necessary skills to deliver exceptional services, ultimately contributing to their individual growth and the overall success of the platform.

#### **4. Customer Reviews and Ratings:**

Individuals have the opportunity to contribute by leaving reviews and ratings for service professionals, offering invaluable feedback to fellow community members. This user-driven feedback mechanism plays a crucial role in enhancing transparency and assisting others in making informed decisions when selecting service professionals within the community.

#### **5. Business Pages:**

Urban Company provides service professionals with the opportunity to craft personalized business pages, presenting their brand, array of services, and notable achievements. This feature empowers professionals to establish a robust online presence, enhancing visibility and enabling them to showcase their expertise and accomplishments effectively.

#### **6. Collaboration and Partnerships:**

Urban Company cultivates collaboration among home services professionals, nurturing a community spirit. The platform provides avenues for professionals to explore opportunities, partnerships, and joint ventures, fostering industry-wide growth and connectivity.

#### **7. Real-Time Service Availability:**

The platform offered by Urban Company delivers up-to-the-minute information regarding the availability of service professionals, enhancing user convenience in discovering and booking services. This feature ensures a seamless and efficient process, aligning with commitment to providing users with a hassle-free experience in accessing home services.

#### **8. Professional Insights:**

Service professionals have the opportunity to share industry insights, tips, and updates, establishing themselves as experts in their respective fields. By doing so, they not only showcase their expertise but also contribute valuable information that enhances their credibility and standing within their specific professional domains.

#### **9. Analytics:**

The platform offers analytics, enabling service professionals to monitor their profile views, service bookings, and customer engagement. Through these features, professionals gain valuable insights into their online presence and interactions, facilitating informed decisions and enhancing their overall experience on the platform.

### **10. Business Growth Support:**

Urban Company offers resources and support for service professionals to grow and expand their businesses.

### **Schema Description:**

The schema for Urban company involves multiple entities that represent different aspects of the platform. These entities comprise Service Professionals, Users, Bookings, Ratings, Reviews, Services, and payments. Each entity possesses distinct attributes defining its characteristics and interconnections with other entities within the comprehensive framework of Urban Company's service-oriented ecosystem.

### **Service Professionals Entity:**

Service professionals are the core of Urban company, it contains information about skills, experience and rating of the professionals.

- **Professional Id:(PRIMARY KEY)** A unique identifier to each professional
- **Professional FirstName:** First name of the professional
- **Professional LastName:** Last name of the professional
- **Skills:** Type of skills the professional has expertise in their relevant fields
- **Experience:** Years of experience the professionals has
- **Professional Rating:** Average rating given by users for works he has done.

### **User Entity:**

User entity are the end users who book the services as per requirement. It contains Contact, address and booking details

- **User Id:(PRIMARY KEY)** A unique identifier id to each user
- **User FirstName:** First name of User
- **User LastName:** Last name of User
- **Contact Info:** Contact number of user
- **Mail ID:** Mail address of User
- **Address:** Location of user for providing the service
- **Booking Details:(FOREIGN KEY)** All service details regarding user bookings

### Services offered Entity:

Services entity provides various categories of services provided by Urban company and list of Products sold by business partners in collaboration with Urban Company.

- **Service Category:** Category of the service
- **Service Name:** Name of the service
- **Service Description:** Detailed description of the services
- **Service ID:(PRIMARY KEY)** Unique id for the service provided
- **Product Name:** Name of the product
- **Product Description:** Detailed description of the products
- **Product ID:(PRIMARY KEY)** Unique id for the product
- **Service Price:** Prices of the services and products

### Booking entity:

Booking entity provides all details related to bookings, by relating booking id with user id, professional id, service id and payment details

- **Booking ID:(PRIMARY KEY)** Unique id generated once booking is done by user
- **User ID:(FOREIGN KEY)** Unique id of user referring to booking id
- **Professional ID:(FOREIGN KEY)** Unique professional id referring to booking id
- **Service ID:(FOREIGN KEY)** Type of service(service id) referring to booking id
- **Service Description:** Detailed description of services referring to booking id
- **Service date & time:** Date and time of service to be provided
- **Service Status:** Provides the updates on service opted as Scheduled, in progress, completed.
- **Transaction status:(Transaction Id as FOREIGN KEY)** Shows the status of payment done or yet to be done.

### Website Ratings Entity:

Rating entity has all details of services and products ratings given by customers by looking at those ratings and user can choose the best products and services available in respective categories

- **Professional Ratings:(Professional id as FOREIGN KEY)** It shows the average rating given by users to professional
- **Product Ratings:(Product id as FOREIGN KEY)** It shows average rating of product given by purchased users.
- **Booking count:(Booking Id as FOREIGN KEY)** It gives the sum of bookings that have happened in recent time for a specific service/product.
- **Service/product comments:** Displays the comments for the service/product given by the user.

### User Review Entity:

User review entity has all details of ratings and comments given by the user for the services/products bookings he has done.

- **Review ratings:(User id as FOREIGN KEY)** It shows the rating given to service/product opted by the user
- **Booking Details:(Booking Id as FOREIGN KEY)** It shows all details of the bookings that user has opted for
- **User review comments:(User id as FOREIGN KEY)** Displays the comments for the service/products opted by user

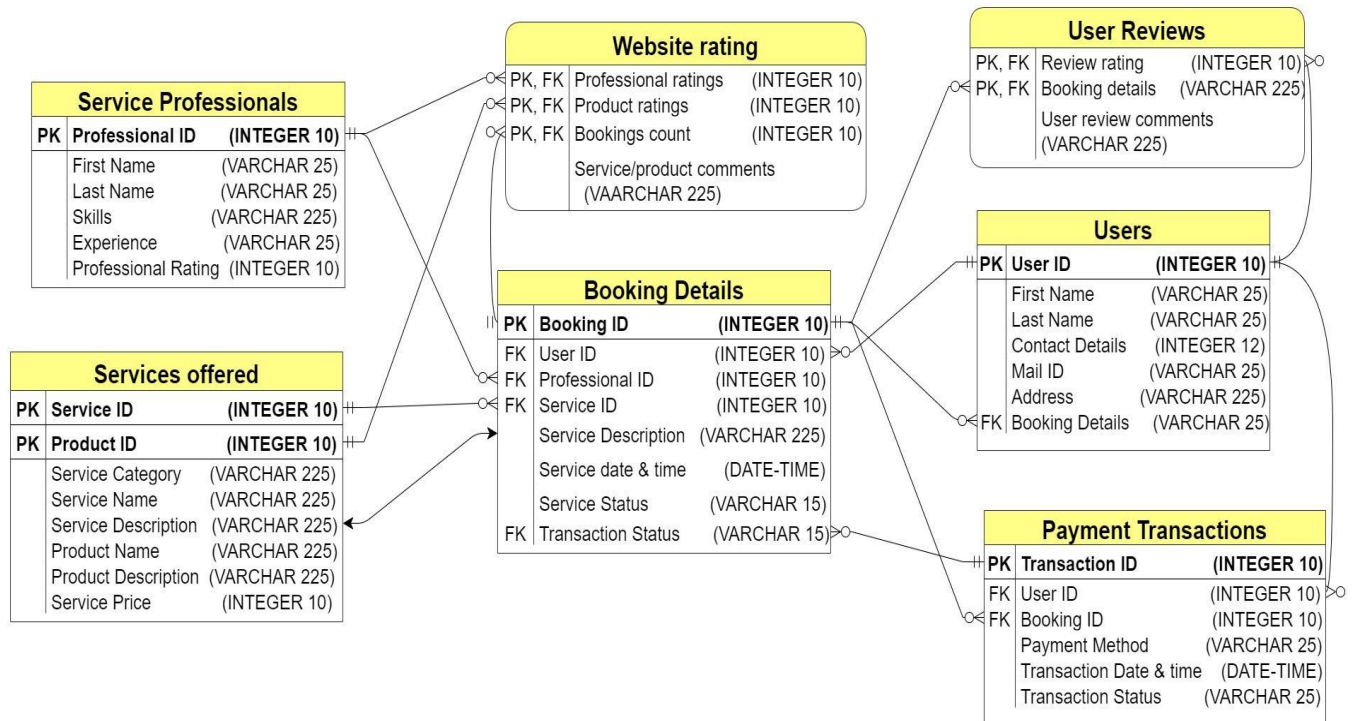
### **Payment Transaction Entity:**

Payment transaction entity provides all details of transaction for bookings done by user like payment mode, transaction date/time, payment status

- **Transaction ID:(PRIMARY KEY)** Unique transaction number for every booking
- **User ID:(FOREIGN KEY)** Connects the relation for Transaction made by user id
- **Booking ID:(FOREIGN KEY)** Connects the transaction made for booking id
- **Payment Method:** Mode of payment done via Credit card, Debit card, UPI or cash.
- **Transaction date/time:** Date and time when transaction has happen for a booking id
- **Transaction Status:** Gives details of transaction has done/pending/declined.

### **ER Diagram:**

Let's construct an ER diagram for Urban Company, illustrating the interconnections and attributes of pivotal entities within its ecosystem. This visual representation will unveil the core elements of Urban Company's data model, offering insights into the intricate relationships and dynamics of the platform. Utilizing this diagram will enhance the understanding the relationships of entities like Service Professionals, Users, Bookings, Website ratings, User reviews and Payment Transactions are interconnected, providing a comprehensive overview of Urban Company's operational structure and data flow.



## Conclusion:

In this exploration, we navigated the intricacies of Urban Company's data model and the design of its Entity-Relationship diagram. Urban Company stands as a transformative force in the home services industry, streamlining connections between service professionals and users. The entities encompass Service Professionals, Users, Bookings, Ratings, Reviews, Services, and Payment Transactions, forming the backbone of its operational structure. By comprehending this schema, we gain valuable insights into Urban Company's seamless functionality, exemplifying its commitment to reliability, innovation, and empowerment in the ever-evolving landscape of home services.