Survey Report

Project Title: Creation of an Online Platform for House Cleaners Project Description:

Survey link: https://forms.gle/kbELuzzy3TD6jbqu7

Summary of Data Collected:

The data collected for the project includes information gathered from homeowners and professional house cleaners. Homeowners provided details such as their location, availability preferences, pricing expectations, and reviews/ratings for house cleaners they hired. Professional house cleaners shared their profiles, including services offered, pricing, availability, insurance details, and received reviews/ratings.

Methodology Used:

To collect data, various methods were employed, including surveys and analysis of existing online platforms for house cleaning services. Surveys were sent to homeowners to understand their preferences, challenges, and experiences when seeking house cleaning services. Interviews were conducted with both homeowners and professional house cleaners to gain insights into their needs and pain points. Existing online platforms were analyzed to identify common features, user feedback, and best practices.

Analysis of the Data:

The data analysis revealed several typical difficulties homeowners encounter when looking for a house cleaner. These include:

Finding reliable cleaners: Homeowners expressed concerns about finding trustworthy and reliable house cleaners. The analysis showed that a rating and review system can significantly assist homeowners in making informed decisions.

Limited availability: Homeowners often face challenges in finding house cleaners who are available at their preferred time slots. The data highlighted the importance of providing flexible scheduling options to accommodate different homeowners' schedules.

Pricing transparency: Homeowners found it difficult to obtain clear pricing information from house cleaners. They expressed a need for transparent pricing structures and the ability to compare prices among different cleaners.

Locating nearby cleaners: Many homeowners preferred house cleaners located near their homes for convenience and reduced travel costs. The analysis emphasized the significance of incorporating location-based search functionality into the platform.

Communication and coordination: Homeowners expressed difficulties in communicating and coordinating with house cleaners. They desired a messaging feature within the platform to facilitate seamless communication and easy coordination of cleaning appointments.

To summarize:

Trustworthiness: I am concerned about the trustworthiness of the house cleaner I hire through an online platform.

Quality of service: I am concerned that the house cleaner I hire through an online platform will not provide the quality of service I need.
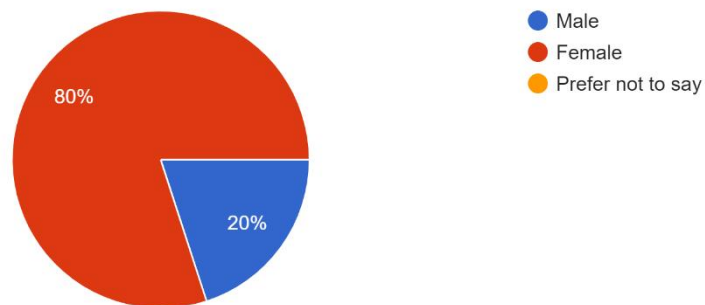
Safety and security: I am concerned about the safety and security of my home and personal belongings when hiring a house cleaner through an online platform.

Communication: I am concerned about the level of communication and responsiveness from the house cleaner I hire through an online platform.

By addressing these typical difficulties, the online platform for house cleaners aims to provide homeowners with an efficient and reliable solution for finding and booking house cleaning services that meet their specific needs.
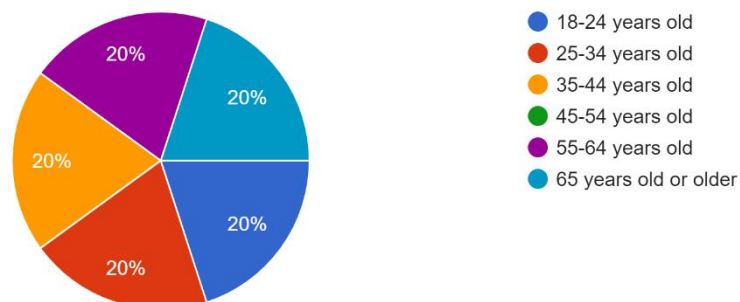
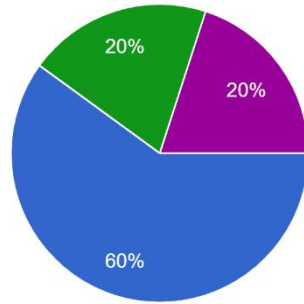1. What is your gender?
5 yanıt

- Male
- Female
- Prefer not to say

2. What is your age?
5 yanıt

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65 years old or older

3. What is your marital status?
5 yanıt

- ● Married
- ● Divorced
- ● Separated
- ● Widowed
- ● Single
- ● Prefer not to say

60%
20%
20%

4. What is your education level?
5 yanıt
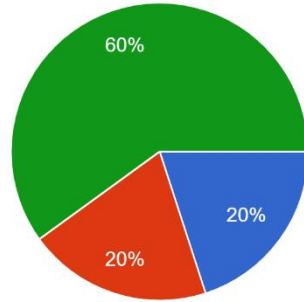
- ● Less than high school
- ● High school diploma or equivalent
- ● Some college or Associate's degree
- ● Bachelor's degree
- ● Graduate or professional degree

60%
20%
20%

5. What city do you currently live in?
5 yanıt
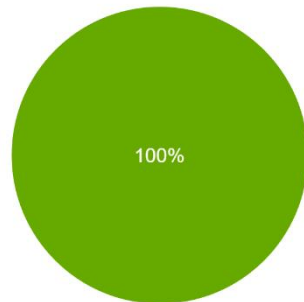
- ● Yurt Dışı
- ● Adana
- ● Adıyaman
- ● Afyonkarahisar
- ● Ağrı
- ● Aksaray
- ● Amasya
- ● Ankara

100%

6. What is your current employment status?

5 yanıt

- ● Full-time employment
- ● Part-time employment
- ● Unemployed
- ● Self-employed
- ● Homemaker
- ● Student
- ● Retired

60%
20%
20%
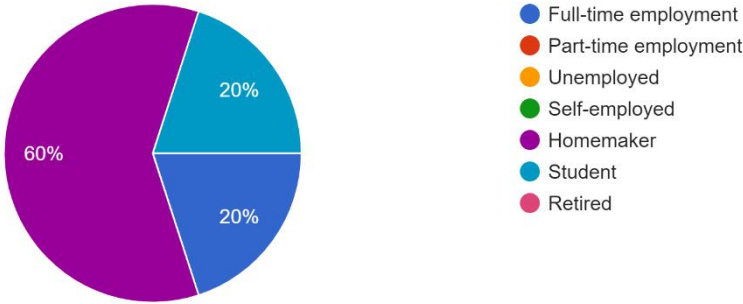
Before proceeding with the survey, you must confirm that you are over 18 years old.

5 yanıt

I confirm that I am over 18 years of age. — 5 (%100)
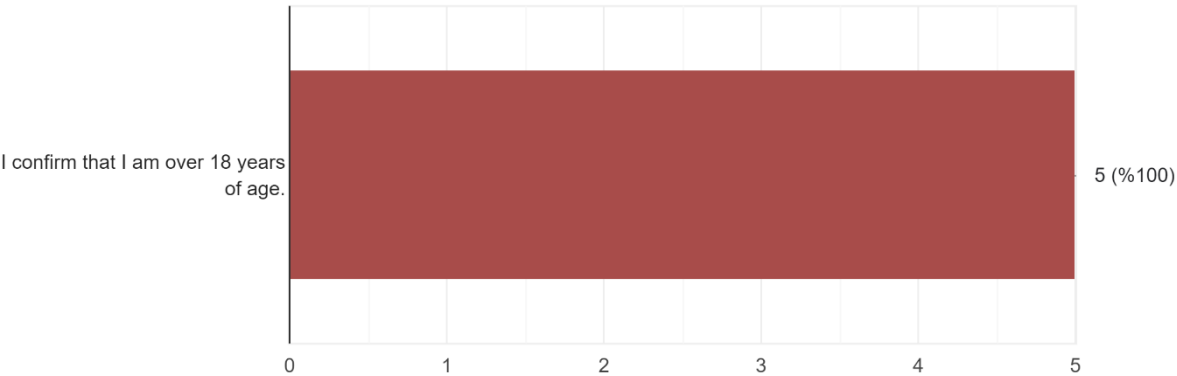
7. Have you ever hired a professional house cleaner before?

5 yanıt

- ● Yes
- ● No

80%
20%
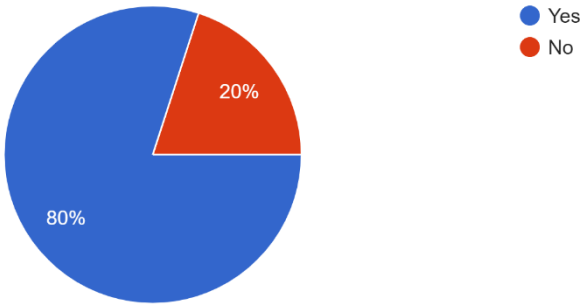
8. If your answer to question 7 is YES, how did you find them?

5 yanıt

Option	Count
Your immediate surroundings (r…	5 (%100)
bakiciburada.com	0 (%0)
mutlubiev.com	3 (%60)
armut.com	0 (%0)
elemanyonlendir.com	1 (%20)
temizlikgonder.com	0 (%0)
temizlikyolda.com	1 (%20)
sahibinden.com	0 (%0)
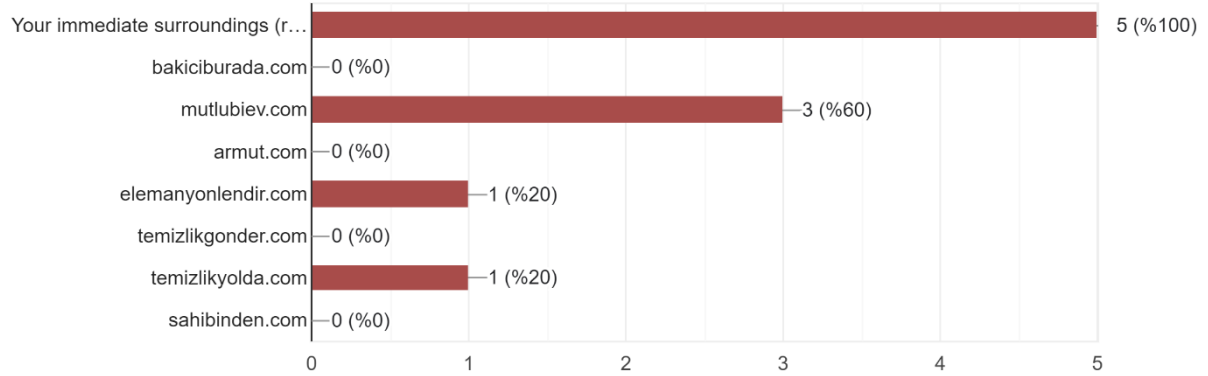
9. How frequently do you hire professional house cleaners?

5 yanıt

- More than once a week — 20%
- Once a week — 20%
- Biweekly (every two weeks) — 60%
- Once a month
- Every six months
- Once a year
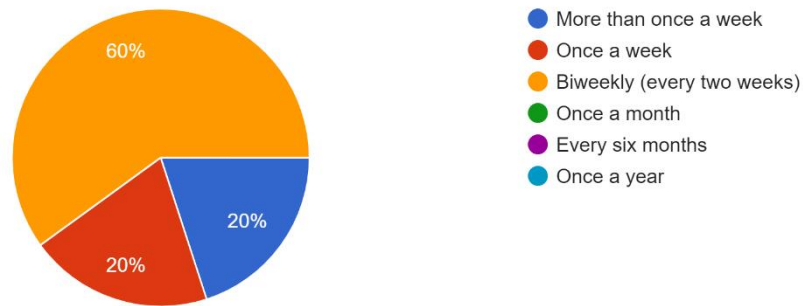
10. What factors are most important to you when hiring a house cleaner?

5 yanıt

Factor	Count
Price	2 (%40)
Experience	5 (%100)
Reputation	0 (%0)
Availability	1 (%20)
Flexibility	1 (%20)
References	3 (%60)
Quality of service	2 (%40)
Professionalism	4 (%80)
Services offered	1 (%20)
Communication skills	1 (%20)
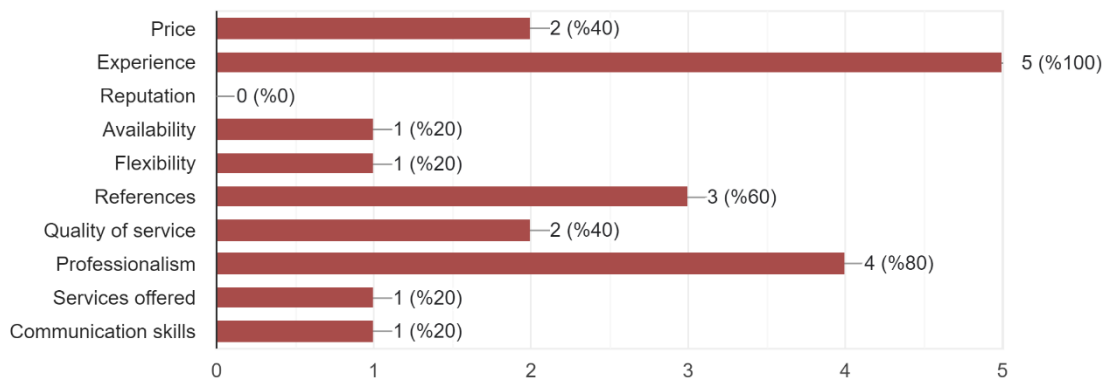
11. How much are you willing to pay for a standard house cleaning service?
5 yanıt

- Less than ₺250
- ₺250-₺500
- ₺500-₺1000
- ₺1000-₺2000
- More than ₺2000
- It depends on the size of the house and the scope of work
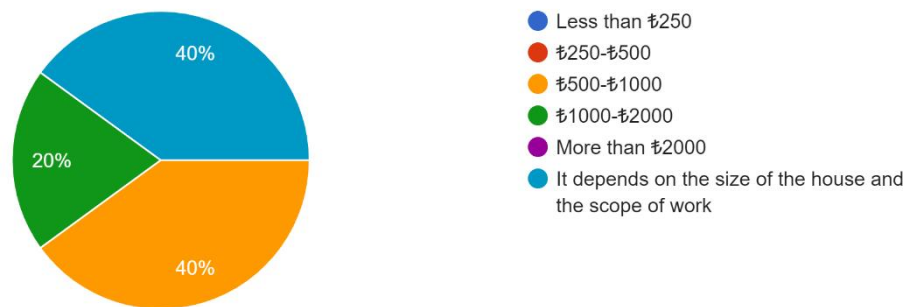
12. What is your preferred payment method?
5 yanıt

Method	Value
Credit Card	1 (%20)
Debit card	0 (%0)
Cash	5 (%100)
Online payment systems (e.g. PayPal, Venmo, Stripe, etc.)	4 (%80)
Bank transfer	1 (%20)
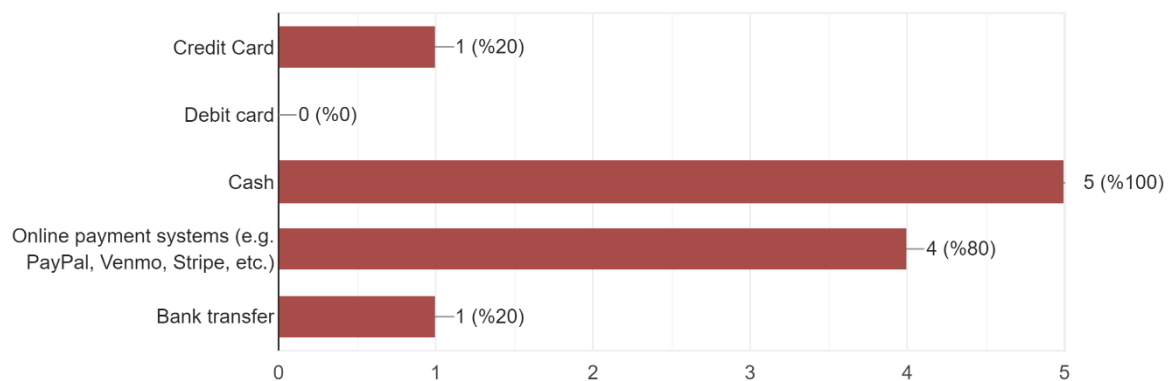
13. Would you be willing to pay a higher price for a house cleaner with a higher rating and better reviews?
5 yanıt

- Yes, I would be willing to pay significantly more for a cleaner with a higher rating and better reviews.
- Yes, I would be willing to pay a slightly higher price for a cleaner with a higher rating and better reviews.
- No, I would only be willing to pay the standard market price for a cleaner, re…
- No, I would prefer to find a cheaper cleaner even if it means sacrificing qu…
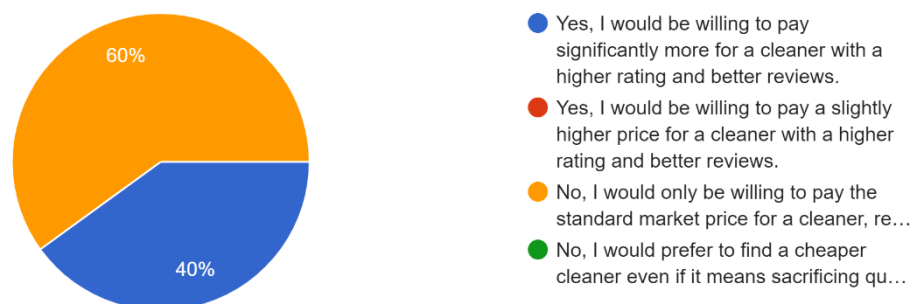
14. What type of services are you typically looking for when hiring a house cleaner?

5 yanıt

Service	Count
General cleaning (e.g. dusting,...)	5 (%100)
Deep cleaning (e.g. cleaning bli...)	5 (%100)
Laundry and/or ironing	4 (%80)
Organizing and decluttering	4 (%80)
Window cleaning	5 (%100)
Special requests (e.g., cleaning...)	3 (%60)
Pet-related cleaning (e.g. clean...)	2 (%40)
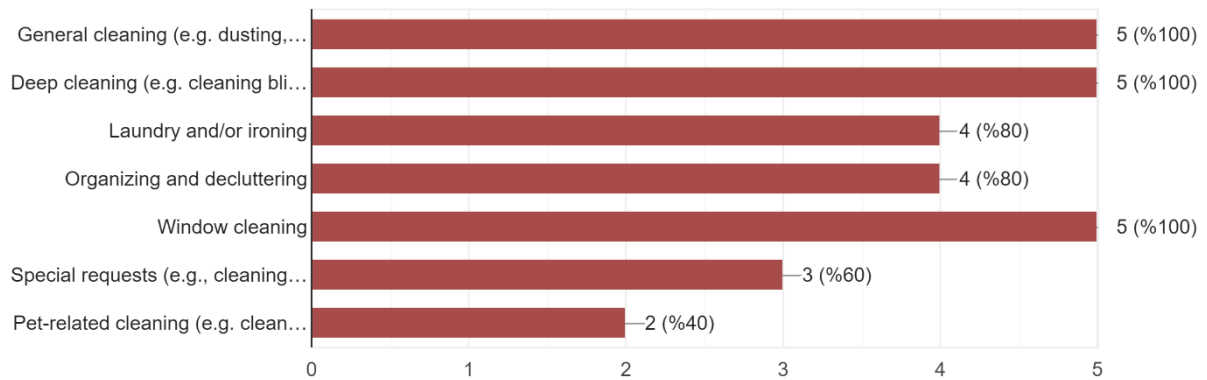
15. How do you prefer to communicate with house cleaners during the booking process?

5 yanıt

Method	Count
Phone call	4 (%80)
Text message	1 (%20)
Email	0 (%0)
In-person meeting	4 (%80)
Online messaging (e.g. WhatsApp, Facebook Messeng...)	2 (%40)
Via app	4 (%80)
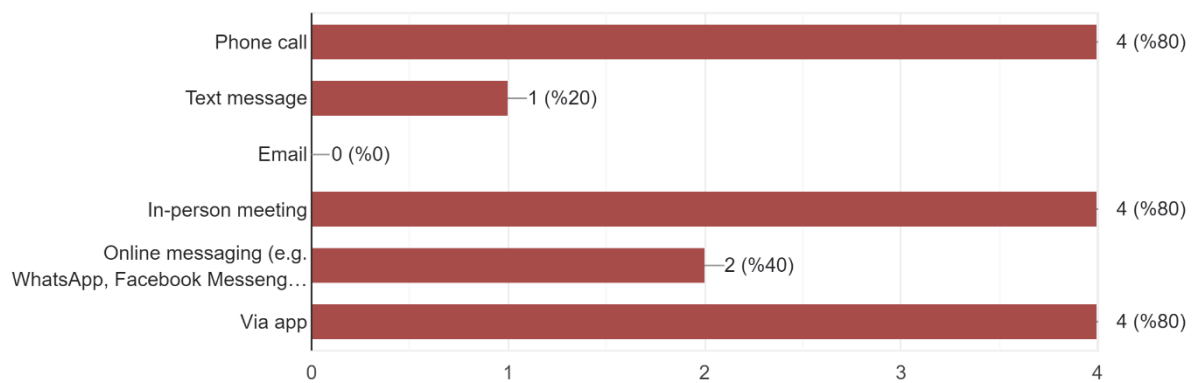
16. How important is it for you to see ratings and reviews of a house cleaner before hiring them?

5 yanıt

Rating	Count
1	0 (%0)
2	0 (%0)
3	0 (%0)
4	0 (%0)
5	5 (%100)
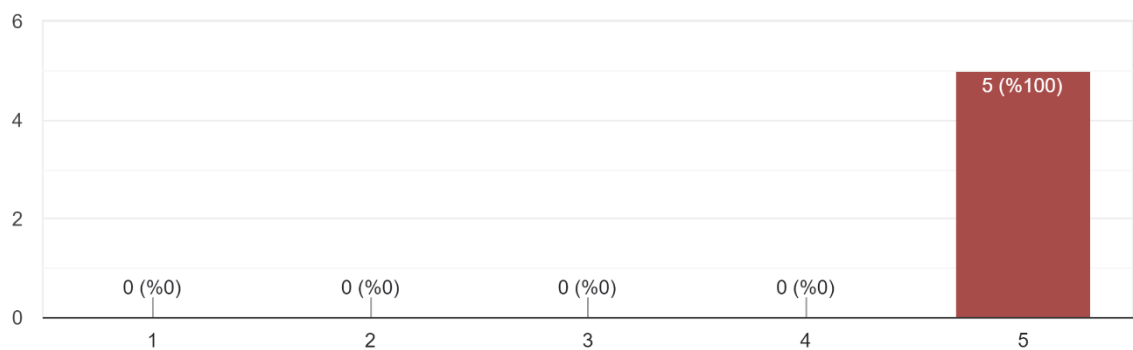
17. How far in advance do you typically book a house cleaner?
5 yanıt

- Less than a week in advance
- 1-2 weeks in advance
- 2-4 weeks in advance
- More than a month in advance
- I'm not sure

40%

20%

40%
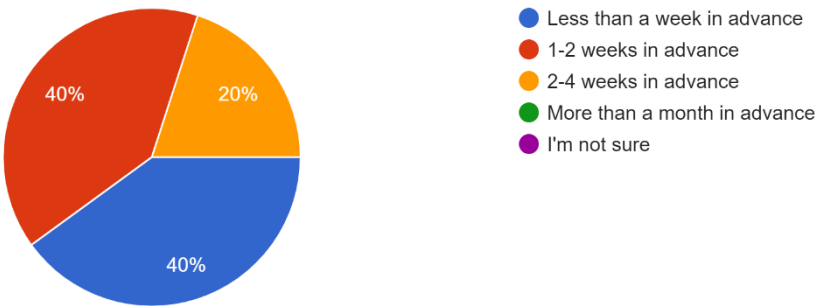
18. How likely are you to recommend a house cleaner to a friend or family member based on your previous experiences?
5 yanıt

0 (%0)	0 (%0)	0 (%0)	1 (%20)	4 (%80)
1	2	3	4	5
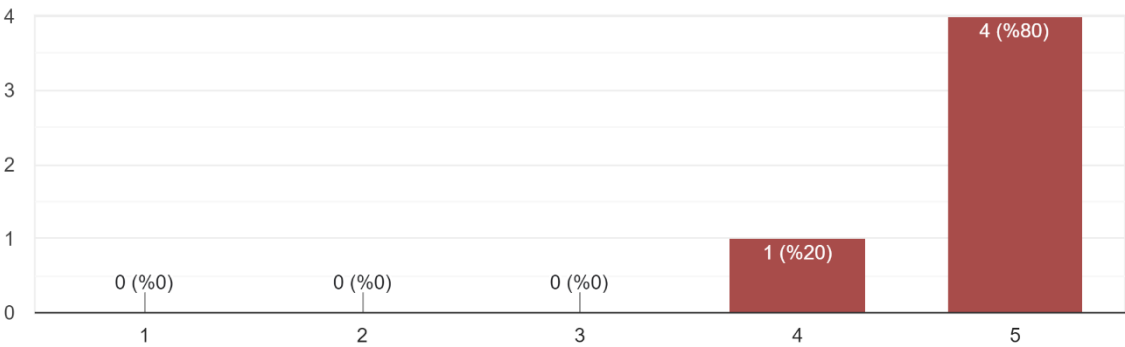
19. Would you be uncomfortable with a cleaner entering your home during cleaning services while you are not present?
5 yanıt

- Yes, I would be uncomfortable with a cleaner entering my home without me present during cleaning services.
- No, I would not be uncomfortable with a cleaner entering my home without me present during cleaning services.
- I am hesitant, but it depends on how much I trust the cleaner.
- I am not sure, I have never considered this before.

20%

80%
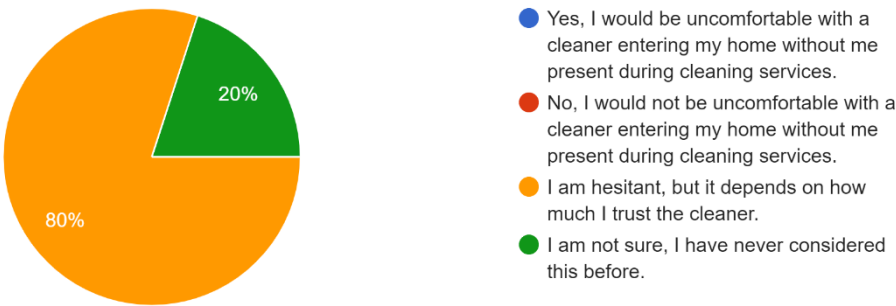
20. What are some common difficulties you've encountered when searching for a house cleaner?
5 yanıt

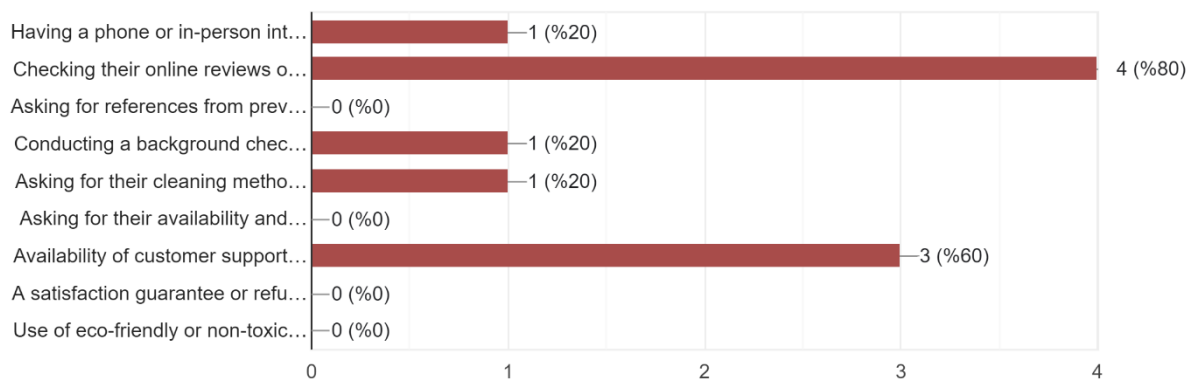| Response	Count
Struggling to find a cleaner with…	2 (%40)
Concerns about the quality or r…	1 (%20)
Concerns about the safety and…	2 (%40)
Difficulty finding a cleaner with…	2 (%40)
Difficulty finding a cleaner who…	4 (%80)
Difficulty finding a cleaner who…	2 (%40)
Difficulty communicating with th…	3 (%60)
Difficulty finding a cleaner who…	1 (%20)
Difficulty understanding the pric…	2 (%40)
Difficulty finding a cleaner who…	0 (%0)

To address these difficulties, using an online platform that incorporates features such as clear communication channels, detailed service listings, verified reviews and ratings, availability matching, and customer support can help alleviate these concerns and make the process of finding a suitable house cleaner easier and more reliable.

21. What would make you feel more comfortable and confident in hiring a house cleaner?
5 yanıt

Response	Count
Having a phone or in-person int…	1 (%20)
Checking their online reviews o…	4 (%80)
Asking for references from prev…	0 (%0)
Conducting a background chec…	1 (%20)
Asking for their cleaning metho…	1 (%20)
Asking for their availability and…	0 (%0)
Availability of customer support…	3 (%60)
A satisfaction guarantee or refu…	0 (%0)
Use of eco-friendly or non-toxic…	0 (%0)

By considering these factors and incorporating them into the online platform's features and services, homeowners can feel more comfortable and confident in hiring a house cleaner.
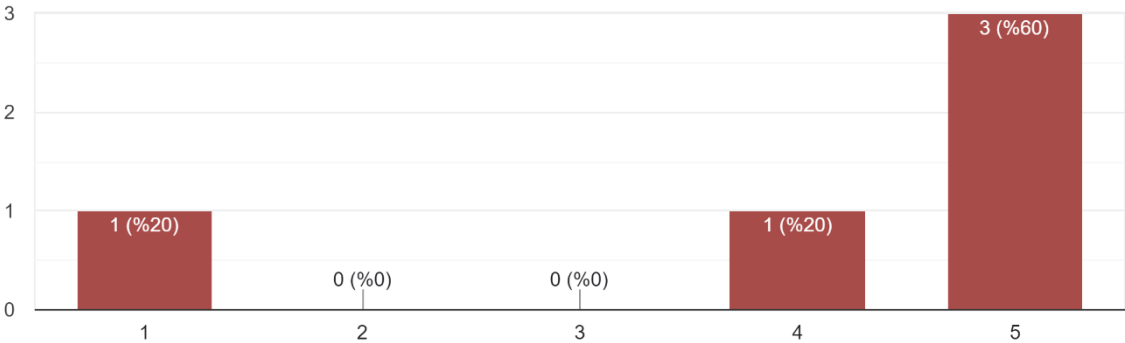
22. Do positive reviews and ratings from other homeowners affect your decision to hire a house cleaner?

5 yanıt

- ● Yes, I am more likely to hire a house cleaner with positive reviews and ratings.
- ● No, reviews and ratings do not affect my decision to hire a house cleaner.
- ● I am not sure.

100%

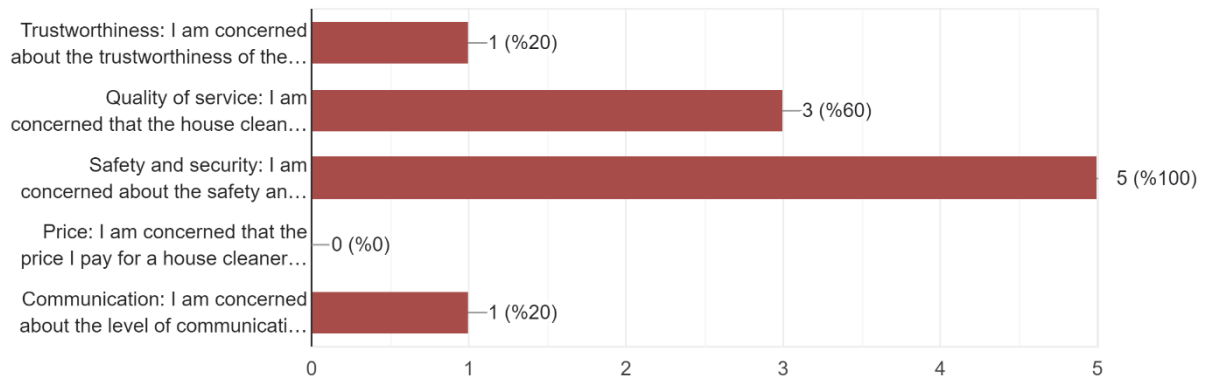23. How likely are you to use an online platform to find a house cleaner?

5 yanıt

By considering these factors and incorporating them into the hiring process, you can feel more comfortable and confident in selecting a house cleaner.

24. What concerns do you have when it comes to hiring a house cleaner through an online platform?
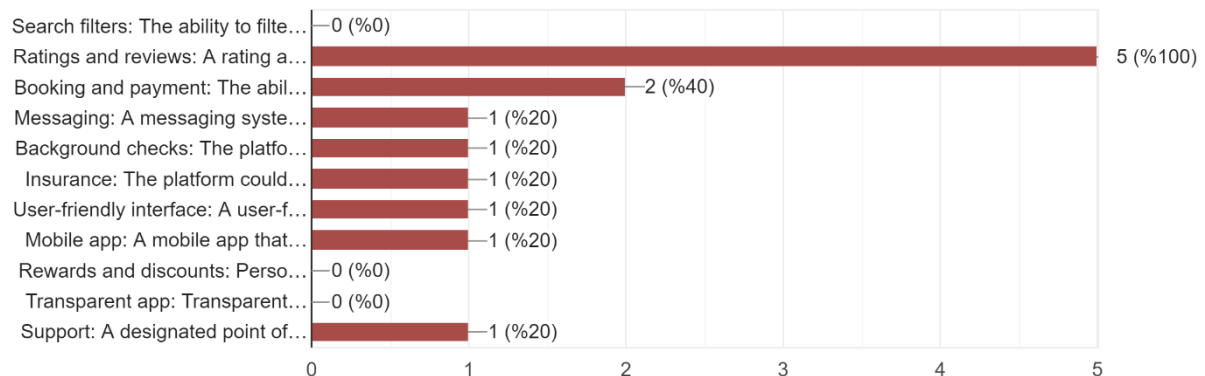
5 yanıt

Concern	Count
Trustworthiness: I am concerned about the trustworthiness of the…	1 (%20)
Quality of service: I am concerned that the house clean…	3 (%60)
Safety and security: I am concerned about the safety an…	5 (%100)
Price: I am concerned that the price I pay for a house cleaner…	0 (%0)
Communication: I am concerned about the level of communicati…	1 (%20)

To address these concerns, an online platform connecting homeowners with house cleaners should consider implementing features such as background checks for cleaners, a robust rating and review system, insurance options, secure payment methods, clear communication channels, and responsive customer support. These features can help build trust, ensure safety and security, and provide transparency in the hiring process.

25. What features would you like to see in an online platform that connects homeowners with house cleaners?

5 yanıt

Feature	Count
Search filters: The ability to filte…	0 (%0)
Ratings and reviews: A rating a…	5 (%100)
Booking and payment: The abil…	2 (%40)
Messaging: A messaging syste…	1 (%20)
Background checks: The platfo…	1 (%20)
Insurance: The platform could…	1 (%20)
User-friendly interface: A user-f…	1 (%20)
Mobile app: A mobile app that…	1 (%20)
Rewards and discounts: Perso…	0 (%0)
Transparent app: Transparent…	0 (%0)
Support: A designated point of…	1 (%20)

Overall, the most requested features include a rating and review system, booking and payment functionality, a user-friendly interface, a mobile app, messaging capabilities, background checks, insurance options, and customer support.