

Software Product Management ASSIGNMENT 2

Chouk Connect System (CCS)

Group 5

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- ❖ ANDRADE PRAKASH PETER MARGARET (2022MT93366)
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Team Intro

- ❖ AMIT NAIK (2022MT93215)
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Group Discussion link

Assignment 2 - Discussion

<http://taxila-aws.bits-pilani.ac.in/mod/forum/discuss.php?d=58810>

Assignment 1 - Discussion

<http://taxila-aws.bits-pilani.ac.in/mod/forum/discuss.php?d=56909>

About (Product Idea)

“Chouk Connect” is an application which provide a complete end to end solution for both parties (labors and employer).

It is your one-stop destination for expert local services. Get dozens of trusted professionals near you to take care of all your problem

It is a service provider business that connects service seekers with service providers

Target Customer

- ❖ This product caters to a wide range of users, from those with little knowledge of the task at hand to professionals seeking additional support. Its scalability makes it accessible to users across the spectrum of expertise.
- Individuals who lack the time to clean on their own
- Individuals who prefer not to perform cleaning tasks themselves
- Individuals who are unable to clean due to various reasons
- Individuals with health conditions requiring specialized cleaning services
- Businesses seeking cleaning services to maintain a positive image
- Businesses seeking cleaning services to meet regulatory requirements

Value Proposition

Final product will create an **app-based** and **web-based** system designed to connect customer and professional staff. Create job opportunity for low end professional or uneducated people

Value Proposition:

- ❖ This app is very user friendly and available in main languages so it can cover large number of audiences.
- ❖ User must register themselves as either or the category (Skilled Worker or Employer)
- ❖ If user is skilled worked, then they must provide their skills and work area preferences and hourly rate and they must update their profile and show case themselves and availability time.
- ❖ If user is employer, then they must put bidding details and hourly rate and select available skilled workers.
- ❖ Both users can see available skilled work and available work in given area

Story Map

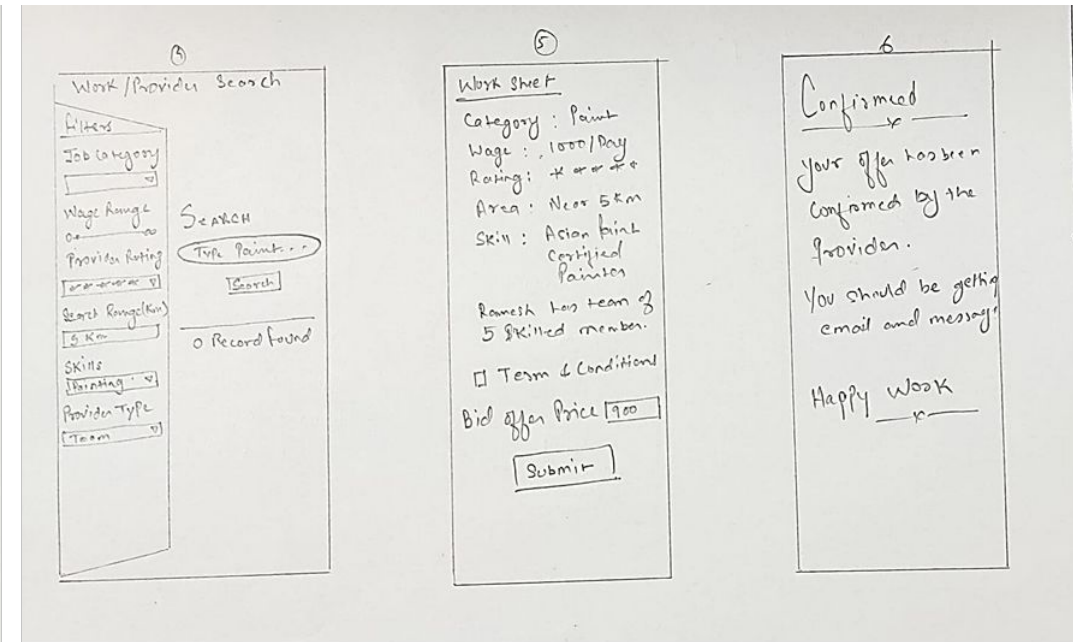
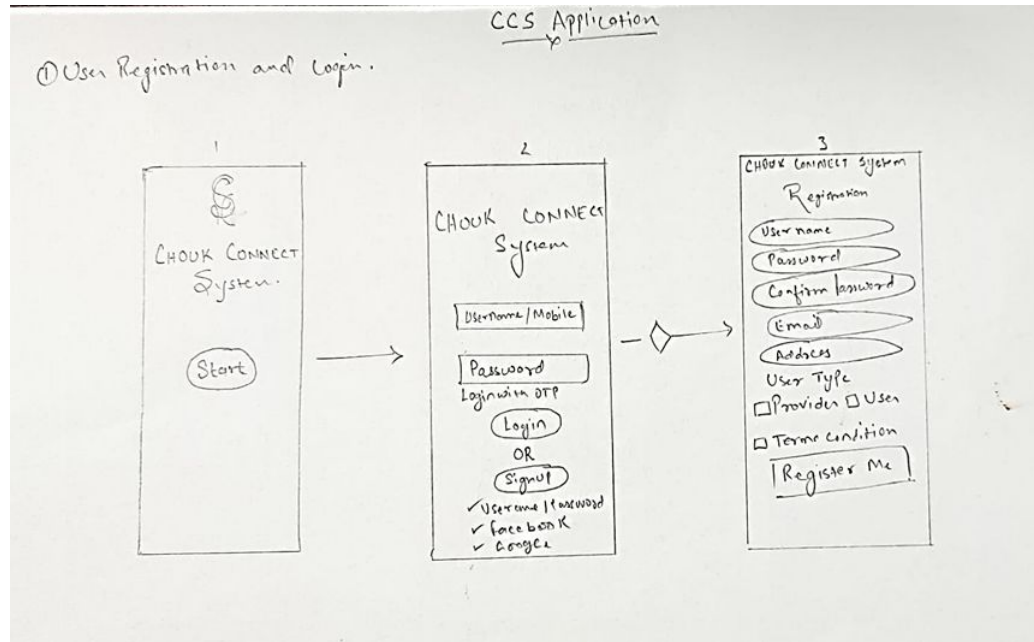
User Activities	User Account	Orders & Payments	Tracking & Feedback	Customer Support & User Profile
Release 1	Minimum Viable Product			
	Registration (Customers & Chefs)	Menu, Search, Cart	Track Labors	Update Profile
	Login/Password	Payment UPI, Card, COD	Feedback	Support: e-mail, phone, chat
Release 2				
	User Booking Services	Labor Status	No. of Orders Customer done	AI Bots for Support
	Confirm Date/Time	Addon Page/Additional Service page	Provide work done Images by labor	
Release 3	Additional Features			
	Filter options as per rating	Rewards points	Real time tracking	Labor's Success stories

MVP features

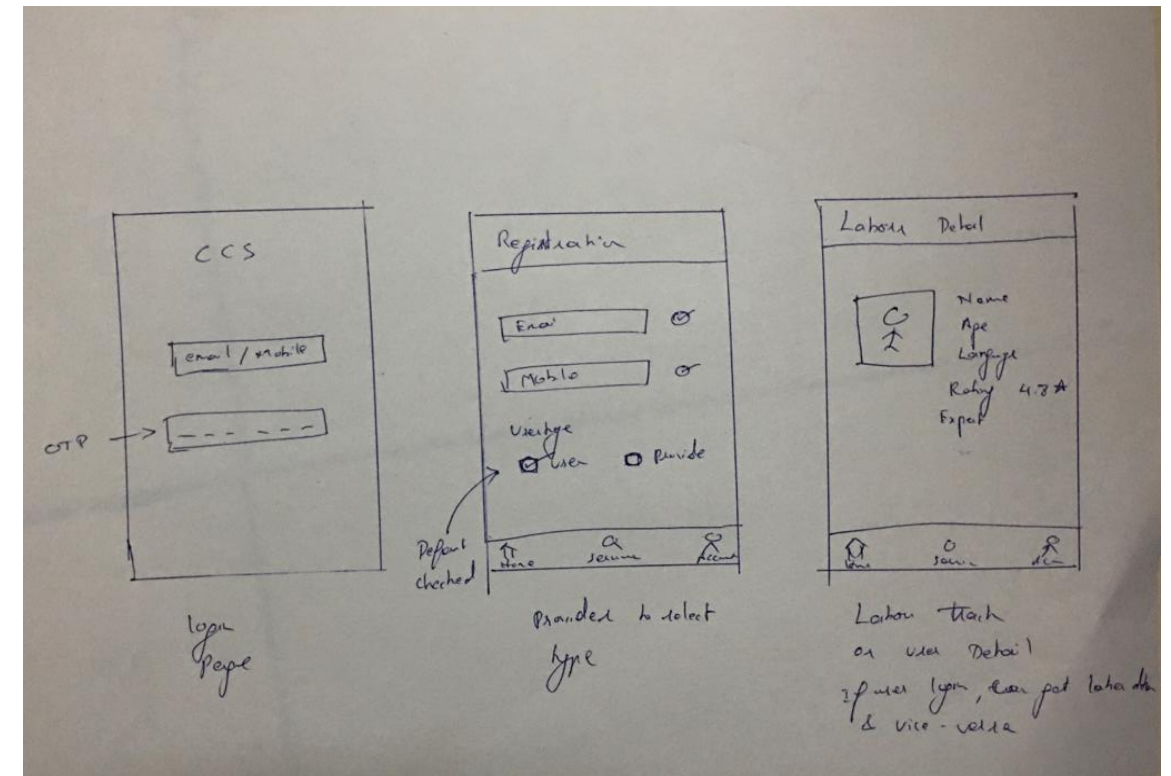
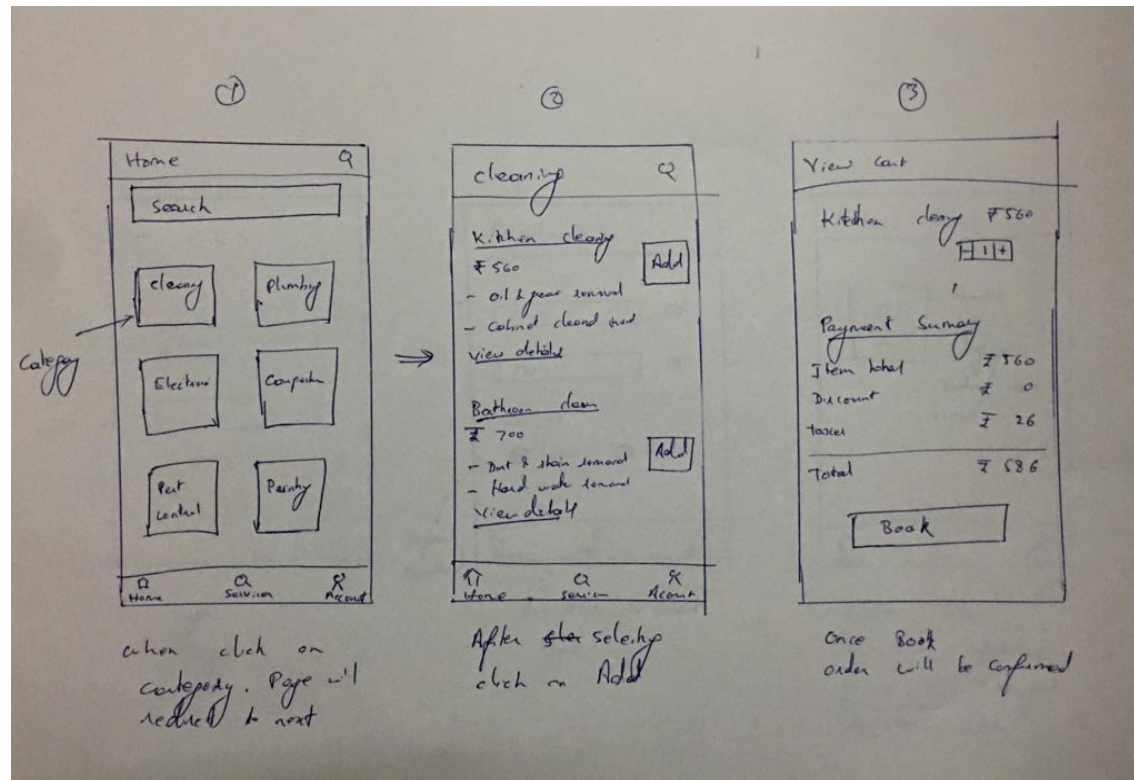
The Minimum Viable Product (MVP) features of the CCS application are:

- ❖ A user-friendly interface that allows users to book their requirements and get quick response from provide in a few simple clicks
- ❖ Integration with Google Maps or other mapping services to locate the near by provider
- ❖ Cashless payment system via credit/debit card or digital wallet
- ❖ In-app rating and review system for both ends (customers and providers)
- ❖ Push notifications for any requirements update or provider information updates
- ❖ Provider's background checks for safety and quality services

Low Fidelity Hand Drawn Sketch - Anand Prakash Dubey (2022MT93359)



Low Fidelity Hand Drawn Sketch - Amit Naik (2022MT93215)



Low Fidelity Hand Drawn Sketch - Anant Patni (2022MT93238)

• CCS Application Worker View

Worker Name

Current Bookings

Past Bookings

Upcoming Bookings

Home

Bookings

Profile

Booking Details Received

Distance : XX

Time : XX

Maps Link : XX

Home

Bookings

Profile

Booking Confirmation Page.

Name : XX

Address : XX

Time : XX

Cost : XX

Confirm

• CCS Application User View

①

Search Bar

Google Maps with nearby service providers

Clean

Wash

Help

Home

Bookings

Profile

②

Provider Details

Name : - - - - -

Contact Details : - - - - -

Service offered : - - - - -

Amount = ₹XX

Proceed to Pay

③

Payment

> UPI

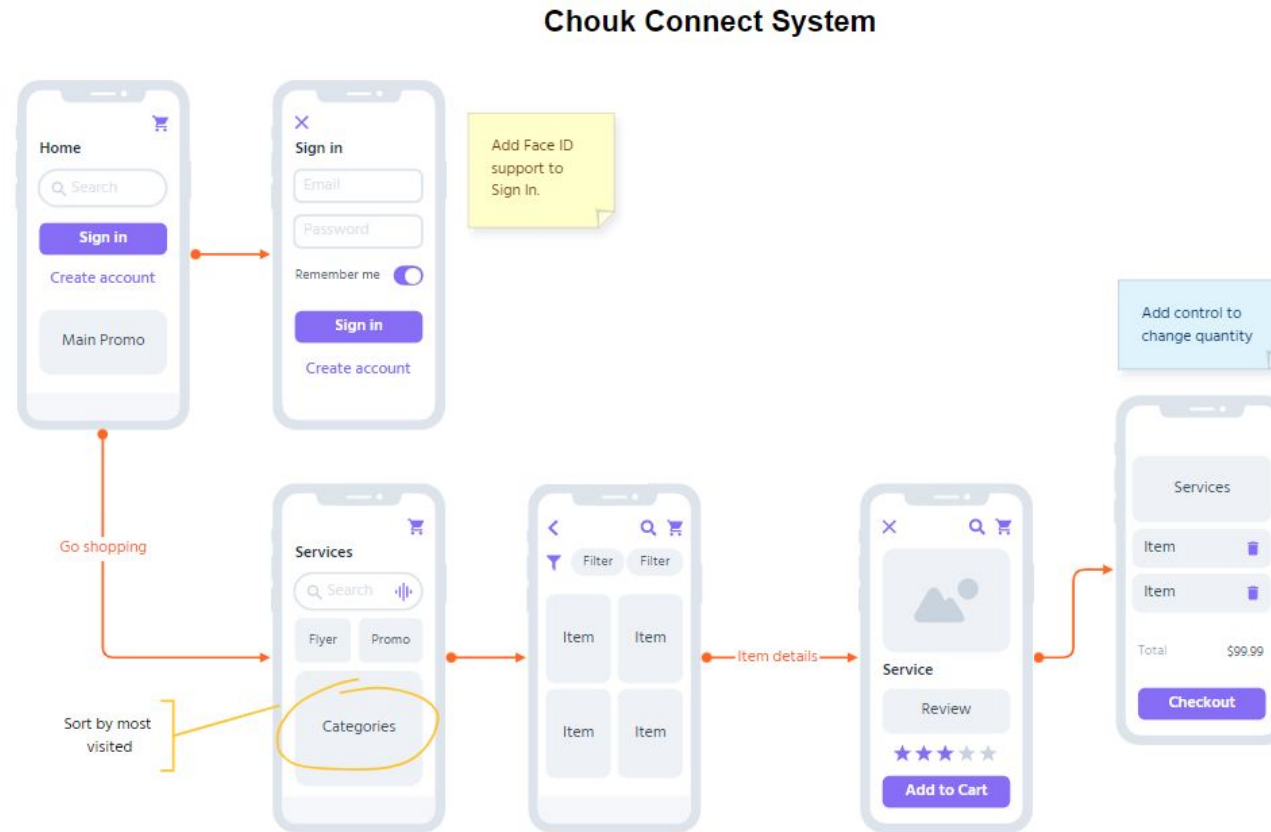
> Credit/Debit Card

> Net Banking

Final Amt : ₹XX

Timer

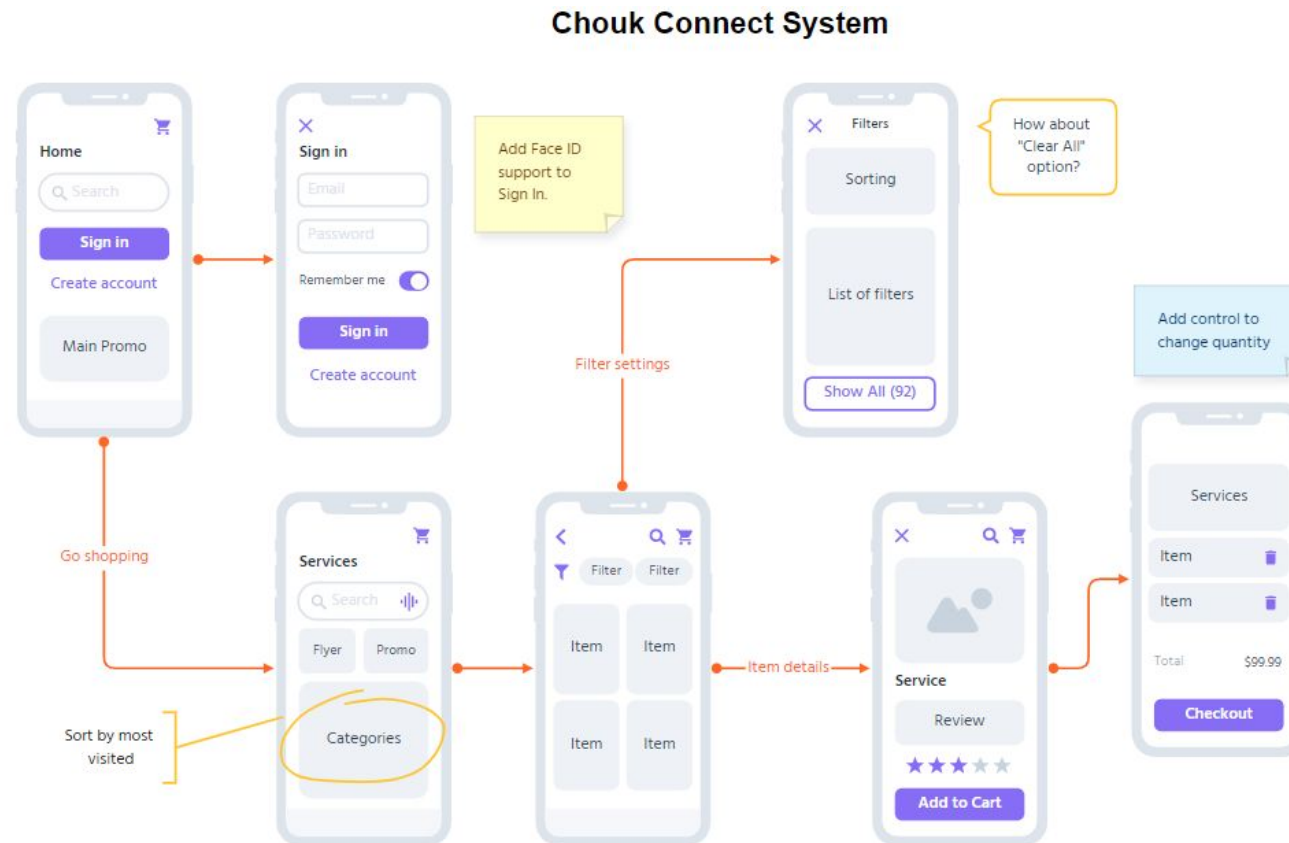
Wireframe storyboard for the best solution



Validate - Customer feedback

- ❖ Ritu Jindal : "I love the convenience of using Chouk Connect to find reliable professionals for my home services. The app is easy to use and I appreciate the detailed profiles of each professional, which helps me make informed decisions."
- ❖ Nishith : "The Chouk Connect app has made it so much easier for me to find and book appointments with trusted professionals. However, I would like to see more filters and search options to make it easier to find exactly what I'm looking for."
- ❖ Sandesh : "I'm really impressed with the quality of professionals I've found through Chouk Connect. The app has saved me so much time and hassle, and I appreciate the transparent pricing and payment system."
- ❖ Akshath : "While I like the concept of Chouk Connect, I find the app a bit overwhelming and cluttered. I wish there were more streamlined navigation and fewer pop-ups and ads."
- ❖ Sneha : "I had a great experience using Chouk Connect to find a professional for my plumbing needs. The app was easy to use and the professional I hired was prompt, reliable, and skilled. I will definitely use this app again in the future."

Iterate - Added filter screen based on customer feedback



Key learning -AMIT NAIK (2022MT93215)

- ❖ We learnt about low fidelity wireframes, which is quick and easy way to visualize the layout and structure of a product, without getting bogged down in the details of design or functionality.
- ❖ Customer in early stage is very important to get good quality of the product
- ❖ By MVP feature, we got focus on core needs of the users for product.
- ❖ Focus on MVP features that are most important to the user, add the most value, and require the least amount of effort to develop

Key learning -Anand Prakash Dubey (2022MT93359)

- ❖ I gained knowledge about low fidelity wireframes, which offer a fast and effortless approach to depict the arrangement and framework of a product, without getting caught up in the intricacies of design or functionality.
- ❖ Discovering the significance of receiving customer feedback during the initial phases of product development is crucial in delivering a Minimum Viable Product (MVP).
- ❖ The significance of a wireframe storyboard lies in its ability to facilitate comprehension of the final product and its features.
- ❖ The significance of obtaining customer feedback during the design phase of MVP and feature development cannot be overstated.

Key learning -ANANT PATNI (2022MT93238)

- ❖ Learnt about how MVP features are defined.
- ❖ Got to know about ideation in form of a low fidelity hand drawn sketch
- ❖ Learnt about storyboarding in terms of selecting the best ideas from the wireframe
- ❖ Finally got to know about how customer feedback and validation helps in completion