

Product Strategy Planning Document

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About Snabbbit as a Company



India's first quick-service app that caters home services. Currently, are serving a few places within the following cities: Mumbai, Gurugram, Thane, and Bangalore.

Vision: In this Country with growing demand for trusted, efficient, and fast home service, we want to make home services affordable, simple, reliable, and transparent at your doorsteps.

Mission: Safe, Speed, Trustworthy home service for anyone, anywhere.

Market Size and Growth Possibilities for Home Services App in India

- The data below were obtained after referring to a few online resources like [Grand View research](#), [market research future](#) and with the Help of ChatGPT.

High growth in urban & tier-2/3 cities

Period	Market Size (USD)	Market Size (INR)	Average CAGR
Current (2022–24)	~\$173.6M	≈ ₹14,400 crore	
Future (2030–33)	~\$801.3M	≈ ₹66,500 crore	~19.3%

User Pain Points

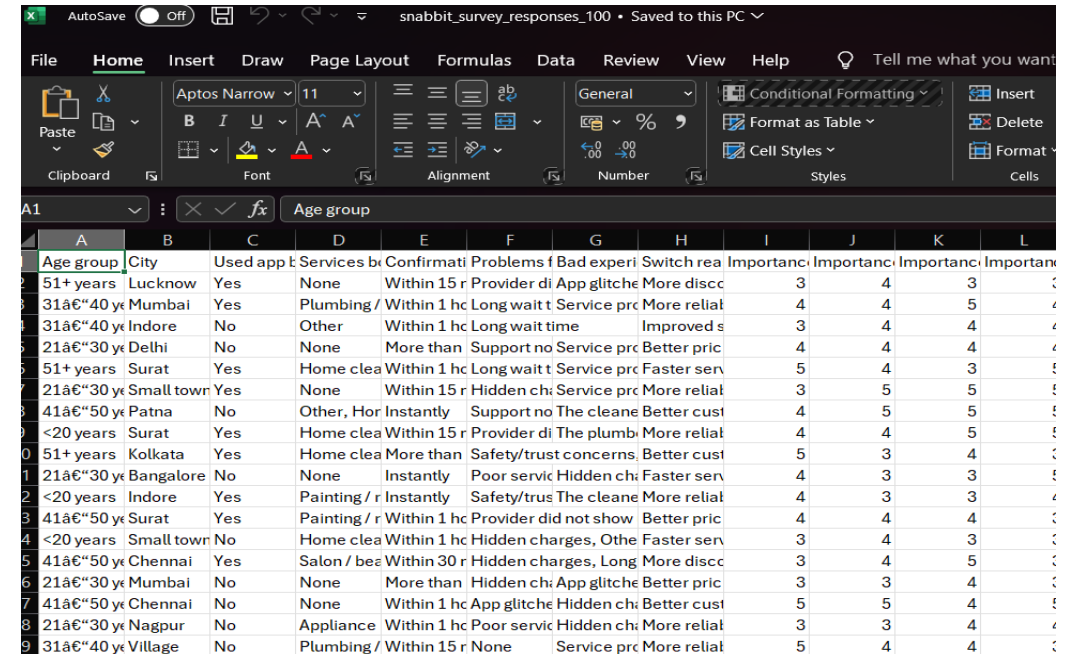
- The below user pain points were derived based on a simulated, qualitative survey (grounded method) using ChatGPT.
- Survey Questions prepared using ChatGPT and asked ChatGPT to give me a dataset of simulated responses from 100 users.

Common labels derived from the survey responses,

- Forgetting service schedules
- Slow technician arrival
- Lack of trust in service quality
- High service costs
- Difficulty reaching customer support
- Inconsistent app notifications
- Payment failures
- No real-time tracking

Similarities Grouped,

- Reliability Issues: trust, delays, quality, payment failures
- Convenience Issues: scheduling, reminders, notifications
- Cost Concerns: high price, hidden charges
- Customer Support Gaps: difficult to reach, slow response
- Transparency Issues: no real-time tracking



Age group	City	Used app	Services booked	Confirmation	Problems faced	Bad experience	Switch ready	Importance of service	Importance of service	Importance of service	Importance of service
51+ years	Lucknow	Yes	None	Within 15 r	Provider di	App glitche	More discc	3	4	3	3
31a€"40 yr	Mumbai	Yes	Plumbing /	Within 1 hc	Long wait t	Service prc	More relia	4	4	5	4
31a€"40 yr	Indore	No	Other	Within 1 hc	Long wait time	Improved s		3	4	4	4
21a€"30 yr	Delhi	No	None	More than	Support no	Service prc	Better pric	4	4	4	4
51+ years	Surat	Yes	Home clea	Within 1 hc	Long wait t	Service prc	Faster serv	5	4	3	3
21a€"30 yr	Small town	Yes	None	Within 15 r	Hidden chi	Service prc	More relia	3	5	5	5
41a€"50 yr	Patna	No	Other, Hor	Instantly	Support no	The cleane	Better cust	4	5	5	5
<20 years	Surat	Yes	Home clea	Within 15 r	Provider di	The plumb	More relia	4	4	5	5
51+ years	Kolkata	Yes	Home clea	More than	Safety/trus	concerns,	Better cust	5	3	4	4
21a€"30 yr	Bangalore	No	None	Instantly	Poor servic	Hidden chi	Faster serv	4	3	3	3
<20 years	Indore	Yes	Painting / r	Instantly	Safety/trus	The cleane	More relia	4	3	3	3
41a€"50 yr	Surat	Yes	Painting / r	Within 1 hc	Provider did not show	Better pric		4	4	4	4
<20 years	Small town	No	Home clea	Within 1 hc	Hidden charges,	Othe	Faster serv	3	4	3	3
41a€"50 yr	Chennai	Yes	Salon / bea	Within 30 r	Hidden charges,	Long More	discc	3	4	5	5
21a€"30 yr	Mumbai	No	None	More than	Hidden chi	App glitche	Better pric	3	3	4	4
41a€"50 yr	Chennai	No	None	Within 1 hc	App glitche	Hidden chi	Better cust	5	5	4	4
21a€"30 yr	Nagpur	No	Appliance	Within 1 hc	Poor servic	Hidden chi	More relia	3	3	4	4
31a€"40 yr	Village	No	Plumbing /	Within 15 r	None	Service prc	More relia	5	4	4	4

User Pain Points

Derived User Pain Points,

- **Trust & Reliability:** Users want verified professionals and assurance of quality.
- **Convenience & Speed:** Users expect instant booking with a simple, guided flow.
- **Transparent Pricing:** Users need clear upfront costs with no hidden charges.

Product Conceptualization Based on Derived Pain Points

Unique Value Proposition

Snabbit promises fast, reliable, and transparent home services.

- Trusted professionals
- Quick response
- Clear pricing

Core Features

- Smart reminders for monthly subscribed users & easy scheduling with a simple user flow
- Real-time tracking of service providers
- One-tap quick booking
- Verified professionals
- Transparent pricing
- 24/7 support

Ensuring Reliability, Speed & Efficiency

- **Reliability:** Verified partners, three days service warranty for reoccurring issues, and all taxes included in the upfront charges.
- **Speed:** Nearest partners identified and auto-assigned, auto-populate user details on every time after the first booking, save favorite services with highly-rated service partners,
- **Efficiency:** In-app guided booking, sort the service partners based on the ranking and relevance of the selected service, support different payment gateway for a faster payment and checkout, and support cash mode in case of online payment failure.

Product Planning Strategy

- Potential Issues Identified
 - **Market:** Highly segmented and competitive with big players like Urban company, having majority of the user base.
 - **Regulatory:** Compliance with labor, tax and data privacy laws.
 - **Operational:** Efficient partner onboarding, maintaining partner availability, quality consistency, cancellations, skill training for the service partners, and app development and scaling to tier 2 and tier 3 cities.

Product Planning Strategy

- Industry & Market Data
 - Current Industry Trends
 - Potential on-demand digital platforms for home services
 - Rising incomes in urban areas encouraging service outsourcing
 - Increasing trust in app-based verified professionals due to efficient KYC process
 - Subscription-based home services gaining attraction
 - Competitor Positioning
 - **Urban Company (direct)**: Market leader, brand recognition, wide service offerings
 - **HouseJoy (direct)**: Focused on niche services, regional strength
 - **Yes Madam (direct)**: Focused on premium home cleaning, subscription-based model, strong presence in metro cities
 - Local startups/freelancers (direct and indirect): Lower on price, limited reliability and scalability
 - Untapped Opportunities
 - Tier-2 & Tier-3 cities with rising smartphone adoption
 - Partnerships with renowned infra developers, corporates and gated communities
 - Package-based offering like house deep cleaning and pest control, cooking and dish washing, and more.
 - AI adoption in identifying user service history and provide service reminders for frequent needs

Snabbt- Strength and Weakness Analysis

- **Strengths**

- Verified, skilled service professionals
- Transparent pricing and upfront costs
- Real-time tracking & notifications
- Easy-to-use app interface

- **Weaknesses**

- New entrant: low trust initially and hesitation to use the app and service
- Strong existing competitors (Urban Company, Yes Madam)
- Limited serviceable areas within limited cities
- Limited service partner network in some cities
- Dependency on partner training and app performance

Planned Strategy

Minimum Viable Prodcut (Aligned with User Pain Points)

- User Pain Points recap:
 - Trust & Reliability: Users want verified professionals and assurance of quality.
 - Convenience & Speed: Users expect instant booking with a simple, guided flow.
 - Transparent Pricing: Users need clear upfront costs with no hidden charges.

MVP 1

MVP Feature	What It Solves	User Pain Point Addressed
Verified Professionals	Ensures trust and quality	Trust & Reliability
In-app guided, One-tap Booking	Simplifies booking, saves time	Convenience & Speed
Transparent Pricing	Clear upfront costs	Transparent Pricing
3-Day Service Warranty	Reduces risk of poor service	Trust & Reliability

Planned Strategy

MVP 2

MVP Feature	What It Solves	User Pain Point Addressed
Auto-Filled User Info	Faster repeat bookings	Convenience & Speed
Save Favorites	Quick access to preferred services	Convenience & Speed
24/7 Support (Chat or Call)	Immediate assistance for issues	Trust & Reliability
Smart Reminders	Reduces missed bookings	Convenience & Speed

Planned Strategy

MVP 3

MVP Feature	What It Solves	User Pain Point Addressed
Real-Time Technician Tracking	Reduces uncertainty	Trust & Reliability
Multiple Payment Options + Cash Fallback	Smooth transactions	Transparent Pricing
Sort Service Partners by Ranking/Relevance	Efficient partner selection	Convenience & Speed
Service Area & City Expansion	Makes Snabbit accessible to more users	Indirectly improves convenience and trust