

Product Requirements Document

FRANKIE

Revision	Date	Author	Changes
1.0	2011.08.01	Ryan Stellar	Initial Draft



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The Problem

The residential contracting market is huge; in 2011 it was \$151B in the US alone. Though despite its size, it is remarkably unstructured and informal leading to inefficiency in the form of frustrated buyers who may put off pursuing work, equating to lost revenue for contractors.

Before a choice in contractor is made, consumers are faced with an anxiety inducing process of simply discovering a quality contractor. Word of mouth is typically best and most trusted, but is limited in its availability and breadth. Also, as a form of performance documentation it can be skewed by anecdote and subjectivity.

The buying process is typically done with phone calls or possibly email and transactions are handled between individuals in a wide variety of ways. Occasionally lead generation websites are used, but so far are poorly adopted and offer an incomplete solution. On the sell-side contractors have trouble marketing themselves and conveying their value and quality relative to others.

There is an opportunity to bring the process online and make it delightful -- contractor discovery, managing bids and managing projects.

The Solution

The Frankie roadmap includes both web and mobile experiences.

The MVP will be a mobile application in which a job can be created and managed. This job includes a title, description of work to be done and a deadline. The contractor and customer may mutually agree to create a series of milestones. Once the work begins, the contractor uses the app to take photos of work completed. Each photo and time stamp acts as proof of work completed and builds a timeline of activity. The customer can use the app to check on work status while they are away from their home at the office or on vacation. This gives peace of mind to the customer that work is being done to spec, it creates mutual accountability on timing and planning and allows the contractor to have a practical project management tool for all her jobs.

The web experience includes a two-sided market place with performance analytics, messaging, buying support and transaction management. Contractors can log on, create a profile, pay to promote it (optional), collect leads and bid on open jobs. Consumers can create an account, create an RFP of the work they want completed and post it to a marketplace to be bid on by contractors. Alternatively, they can contact contractors directly and generate a lead for an in-person meeting.

Requirements

Finding a Contractor

Req 1: The consumer can simply browse contractors with existing feedback without being logged-in.

Req 2: Consumer can choose to contact a contractor, generating a lead in the system which is queued for the contractor -- must have account, be logged-in.

Req 3: Contractor list is provided in a sortable vertical list with various relevant criteria to include: # of jobs completed, years of experience, % precision on cost estimate, % precision on time estimate, priceyness represented as a 1 to 4 '\$' signs, and a small photo and description.

Scenario

About once a year a consumer will need to find a licensed qualified contractor that has correct specialty skills and an acceptable amount of experience. The consumer typically must do a lot of research on the internet, call a few leads and in-parallel, use personal networks for word-of-mouth discovery. Angie's list and Yelp! are typical resources but both emphasize qualitative information that can be skewed by bad memory and subjective interactions. Quantitative metrics relevant to work quality would be better, such as variation in time, estimate vs. actual and variation in costs, estimate vs. actual.

Getting an Estimate and Agreeing on a Contract

Req 4: The consumer can create a new 'JOB' (AKA RFP) and add photos, description, and numeric content such as price range, deadline line for work completion and location.

Req 5: Once complete 'Jobs' are pushed to a marketplace where they can be browsed by registered contractors. Unregistered contractors cannot publicly view the market place.

Req 6: After identifying a suitable job, the contractor can bid on the job, provide a price range for proposal and estimated start and completion dates.

Req 7: An accepted bid creates a Job which can now be managed on the Frankie mobile app.

Scenario

For every project a consumer pursues they will have to go through an estimation process

several times with different contractors. This will be time consuming and will usually require in-person meeting to show the contractor the job area and describe the work to be done. This meeting may not be necessary if a dossier of sufficient detail could have been provided to the contractor ahead of time.

The Frankie web application will allow a consumer to login, post a job with dossier (Request for Proposal, aka RFP) and allow contractors to bid on the job. This creates a two sided market place based on objective quantitative metrics of contractor quality. On the other side of the market contractors can browse posted RFPs within their specialties and submit bids with price range -- the bid can later be refined in-person.

Manage Projects

Req 8: The contractor mobile app allows them to view jobs that have been contracted for by either an 'All Jobs' view or a dat sorted view (see Appendix).

Req 9: The contractor mobile app allows contractors to create new jobs (for work sourced off line from the web application)

Req 10: The contractor mobile application allows uploading of photos to each job and correlates them to 'milestones' of stages of work completed.

Req 11: The contractor app provides basic contact relationship management (CRM) tools; such as the ability to import consumer contact info from the web app and initiate a call or email from with in the mobile app.

Req 12: The consumer mobile app notifies the consumer (homeowner) when milestones are completed and allows them to provide comments back to the contractor.

Scenario

For the consumer, simply getting a contractor is only half the battle as home remodelers are notoriously unreliable; shoddy work, poor estimates of time or cost, and in the worst cases, causing damage to the home. Typically the homeowner must be away at work or tending to children, creating a pain point while the contractor (a relative stranger) is alone in their home. The consumer needs to away to monitor progress and updates in a way that is mutually accountable. Phone calls, emails and SMS all work OK, but fail to build a complete and continuous archive of the work and interactions. At the same time, contractors typically want to provide updates and maintain a record of their work in order to defend themselves from disagreements or lawsuits.

To do this the Frankie mobile application allows contractors to create a job; either by pulling in from the RFP process on the web app or simply generating a fresh one from within the mobile app. The contractor then adds in all the relevant details of a typical job contract; client name, start date, end date, description and milestones. As the work progresses, the contractor 'checks off' each milestone by taking a photo. The photo is then immediately pushed to the homeowner for review and feedback. Through continual, two-way communication, a collaborative relationship is built, establishing trust in the present and an archive for future review.

The Frankie mobile app is also critically important because it will generate the objective analytics by contractors are ranked within the web application. Frankie will track % of jobs completed, variance of time estimate and variance of cost estimated. This will then be combined with qualitative assessments from the consumer, post job.

Monetization

The consumer does not pay to use Frankie at any point in the process.

The contractor has several point of chargings

1. Free Subscription: Allows contractor to create a moderately detailed profile and can bid on open jobs.
2. Bronze Subscription - Same as Free plus the ability to have a full featured profile (additional photos, description, etc) and receive 5 leads/mo.
3. Silver Subscription - Same as Bronze plus 20 leads/mo.
4. Gold Subscription - Same as Silver, plus unlimited leads/mo.

Pricing will be varied depending on tests conducted by product management and the data analytics team.

Payments can be accepted through credit card or PayPal.

Web Navigation

Top Navigation Options:

- Logo (homepage)
- My Account
- Sign up (if no user is currently signed in)
- How Does This Work?
- Login/Sign out

Footer

- Legal (Terms and Conditions, Privacy Policy)
- About Frankie
- Share Icons (Facebook, Twitter, Instagram and Tumblr)

Pages

- Sign up Page

- Homepage
- Consumer
 - Creates a an RFP with dossier
 - Posts a Job Request (RFP)
 - Selects a Contractor
- Contractor:
 - Review Leads
 - Browse marketplace for open RFPs
 - Bid on RFPs
- Message Center
- Edit My Account
- How does this work?
- Privacy Policy & Terms of Service

Mobile

- Contractor:
 - Create a job
 - Post updates to profile (Tweets, ie: "Check out recently completed job X")
 - Manage contacts
 - Describe job
 - Create Milestones
 - Take photos of Milestones, add note
 - Close a job out.
- Consumer
 - Review Contractor Reviews
 - Review job status
 - Review milestones
 - Comment on milestones

Personas

Contractor



Todd, Male, 48 years old, married, kids, small general firm, him and 3 other laborers.

Advertising: Word of mouth (best), YellowPages, Single page HTML 1.0 website that people sometimes use to get phone number.

Todd is a craftsman at heart, though functions as a General Contractor. He got into construction because he liked the idea of doing a good job and building something of quality, with his hands. He's been in the business a while and during the housing bubble, he enjoyed a strong business, sometimes taking on very large projects like building customer homes. Since then, things are tougher, he's having trouble finding clients and the administrative support he could afford years ago, is no longer there. Managing the day-to-day of the business while swinging a hammer, is a bit too much for him to handle. He's worried about paying his mortgage and taking care of his kids. He loves the business and is too old to start a different career, he's looking for a solution that will allow him to run his business well, while putting the majority of his focus on craftsmanship.

Tech: Carries a basic feature phone and uses it to make calls from the job site. Sometimes has a laptop with him to write up receipts and bids, but mostly just uses old-school carbon paper because it's familiar, reliable and easy.



Brad, Male, 27 years old, independent plumber

Advertising: Yelp! (Best), YellowPages, Basic Website, Word of Mouth

He is young for the profession, late 20's, but old enough to have a bit of experience. He has learned that success is as much about being a good businessman, as it is about doing a good job. He's a digital native and sees value in the Internet for marketing, but not much else. He gets

most of his business through Yelp! or Google searches and he views these as crucial channels to get new customers. He's looking for practical business support that he can access from the job site and will grow him and his business.

Tech: Carries an Android smart phone he got free with his contract. He values the apps, Internet access and email for how it helps manage his business. He'd be willing to do more from his phone if the functionality were available.



Donna, Single, female, 38 years old, independent contractor and 'handyman' type
Advertising: Yelp!, Yellowpages, Word of Mouth

Donna is proud of doing manual labor and sees herself as a part of a archetype of strong women who thrive in traditionally male professions. She values community, pragmatism and a sense of accomplishment. Her challenges are much like other independent contractors; she needs to find new clients and manage relationships with them well, while still getting jobs completed.

Tech: She is open minded and leverages email and iPhone to manage her work; she, like Brad, would be open to expanding her reliance on her mobile device.



Hovnavian, A large national corporation of 20-30k employees depending on season:
Advertising: Realtors, large corporate run national campaigns, local promotions for new developments, targeted regional promotions for source geographies.

Description: Hovnavian is a nationally recognized developer with a corporate structure. They are professionals and can make McMansion neighborhood appear out of thin-air, in a matter of weeks. They have several layers of management (executive, middle and lower/foremen). Their business is typically with developments they own the land for and scope the work on. They control and optimize the process all the way down to the independent, local contractors. *Their*

one challenge is to maintain a quality network of independents to call-on as new projects kick-off. Their managers and foreman use project management tools to drive and monitor progress. Their product lacks quality and personality, yet is the gold standard of bloated suburban sprawl.

Tech: Corporate IT infrastructure with field support via laptops and mobile. All layers of management carry a company issued BlackBerry. Some of the foreman still use a NexTel for quick communication on the job site.



Tony, 50 years old, owns a large local general contractor of ~40 employees:
Advertising: Referrals, Local advertising, Yellow Pages

Tony got into the construction business as a young man, directly out of college. His is a 'lifestyle business' that is plateaued in growth, for the local area. He's a big fish in a small pond with established foreman that handle most of the detail. What is valuable to him is to continue a consistent stream of large-job customers. His only real unmet need is to find and maintain a pool of labor to add-on when big jobs come-in.

Tech: Carries a feature phone that he barely uses, it has a camera, but he couldn't turn it on. Most of his numbers are on paper in his pocket day planner.

Consumer



Matt, 47 years old, Married, Finance Professional

Family: 4 kids aged 5-17 years old

Household Income: \$250k

Home: Own 3 story house in CT for 14 years

"I have a busy career. I know what needs to get done to keep my home in repair but I don't have time to do it and would prefer to spend time with my family when I am not at my office or or

playing golf."

Tech: iMac at home for the family, Dell laptop for work, BlackBerry for mobile. Comfortable with all, but not a super user.

Hue, 56, Married, Anesthetist a high end salon.

Family: 3 children, none live at home.

Household Income: \$100k

Home: Own 3 bedroom home for 20 years

"My children have all moved out. My husband and I are getting old and have trouble keeping up with the repairs and maintenance of this home. We need someone we can trust to help us out."

Tech: Older PC used for internet access and email, she is about to start learning Facebook to keep up with her kids. Carries a basic cell phone with a camera she never uses.



James, 29, Single, Corporate Product Manager

Family: None

Household Income: \$120k

Home: Own a 2 bedroom home for less than 1 year

"I just bought my first home and I am just learning how to maintain it. I need help doing things because I have no idea how. I will do basic stuff on my own, but my tub needs to be replaced and that's way out of my league. I need to find someone reliable for a big job"

Tech: James is a geek, an engineer by training he samples, adopts and moves on from devices very quickly. He carries a Dell Laptop for work that he hacked to have extra RAM and is constantly on his iPhone 3GS and iPad.



Vicky, 30, Single, Associate Creative Director, Digital

Family: None

Household Income: \$130k

Home: Own a studio apartment

"I just bought my first apartment and there are some renovations I'd like to make. I can paint but need help on small or medium jobs like installing shelves or replacing a door."

Tech: Vicky is a web designer and uses technology extensively at work, she grew up as an artist but is now quite nerdy and digs gadgets. Has an iPhone 3GS, iPad, and a MacBook Pro 17".

Tasks, Routines and Rewards

Contractor

Reward	Cue	Routine
Establish a Brand	Create a Profile	<ol style="list-style-type: none">1. Find Frankie2. Find contractor login/signin3. Signin with Facebook or Google, select contractor type (general/independent).4. Import contacts: Pull from Google, identify Present & Past clients, subcontractors/specialist -- or --SKIP5. Select services offered from menu, working days (m-f, Sat, Sun, day and/or evening)6. Create Portfolio: Upload Pictures (Encourage before/after if available), delineate work done and cost to customer.7. END
Obtain New Business	Bid on existing RFPs	<ol style="list-style-type: none">1. Search RFPs (Either through a main feed or via a search)2. Read job description, view 'before photos' verify available during customer's preferred time.3. ---calculate big (off-line in phase 1)---4. Post jobs WITH clearly stated assumptions<ol style="list-style-type: none">a. *Critical*--Contractors will not be open to committing to a price unless than protect themselves with caveats.5. Submit6. END
Obtain	Respond to	<ol style="list-style-type: none">1. Consumers find contractor's profile

New Business	Leads	<ol style="list-style-type: none"> 2. Create 'Work Proposal'--separate task flow--- 3. Contractor estimates with assumptions 4. Submit 5. END
Manage Current Customers	View Existing	<ol style="list-style-type: none"> 1. Open mobile app 2. Selects "Existing Customers" 3. Presented vertical list of clients 4. Selecting name advances to customer detail
Manage Active projects		<ol style="list-style-type: none"> 1. Log on 2. Select 'My Jobs' 3. Presented with listing of active jobs (inactive available on alternate tab). 4. Can sort by: <ul style="list-style-type: none"> a. Date Started b. Date of Completion c. Next Deadline d. Highest/lowest \$ e. Progress Complete 5. Selects job
<i>Out of Scope</i>		
<ol style="list-style-type: none"> 1. Manage Payroll 2. Acquire New Employees 3. Track Employee Labor 4. Compensate Employees 5. Financial Valuation of Business 6. Be acquired by Larger Co. 7. Be acquired by a larger entity 8. Past Customers - On-going marketing/brand-presence/inbound Marketing. 		

Consumer

Reward	Cue	Routine
Join	Create Account	
	Create RFP (Can be completed)	<ol style="list-style-type: none"> 1. Selects 'Create new job' 2. Selects # of rooms

	(before or after selecting a contractor)	<ol style="list-style-type: none"> 3. Selects various components; painting, drywall, demolition, construction, etc. 4. Uploads photos of current areas 5. Add measurements 6. Describes work to be done to each area 7. Optional: sets price range 8. Submits to market
Find a Trustworthy Contractor (Optional: can simply away bidding from market).		<ol style="list-style-type: none"> 1. Selects "Find a Contractor" 2. Presented with a vertical list of contractors. 3. ZIP code is pre populated, but can be edited. 4. Analytics on precision of price and time estimates -- key differentiator. 5. Selects 6. Views profile
Make a referral		<ol style="list-style-type: none"> 1. Login 2. Selects 'Past Jobs' 3. Selects job --> Hit's 'Refer' button 4. Presented with Facebook, Twitter, or Email posting workflow
<i>Out of Scope</i>		
		<ol style="list-style-type: none"> 1. Review past work 2. Showcase work done one home

Appendix A: General Technical Considerations

Desktop Browser Compatibility

Frankie will be tested and certified for the following browsers:

- Internet Explorer 8 and above (PC)
- Firefox 10 and above (Mac and PC)
- Google Chrome 17 and above (Mac and PC)
- Safari 5.0 and above (Mac and PC)

Mobile Compatibility

Frankie's mobile experience should be built on a mobile responsive front-end stack (ex: Twitter Bootstrap). Testing and Certification should be completed for:

- iOS
 - Native for 4.0 and above
 - Safari Mobile - iOS 4.0 and above
- Android
 - Native for Gingerbread and above
 - Chrome Mobile for Gingerbread and above

Performance Testing

The Frankie web application will be optimized for fast load times by following industry best practices and implementing techniques such as loading data asynchronously, effectively caching data, optimizing images and more, where applicable. In addition to optimizing the speed at which the site downloads, development will also consider the speed at which the browser is able to render the site. By avoiding unnecessary or excessive DOM manipulation and other CPU-intensive tasks, the site should perform adequately on modest computers.

Analytics

Development will implement standard page tracking using the Google Analytics platform. Product management and development will collaborate to determine any needed custom event tracking.

A/B Testing

Development will implement an A/B testing solution that is easily accessible by marketing for rapid-turn tests of conversion funnels, content and page graphics; Optimizely, VWO, Google Website Optimizer.

User Feedback

Development will implement a system for capturing user feedback by using a third party such as UserVoice or Bugherd.

Appendix B: Branding

The brand for *Frankie* was developed through an iterative process that focused on combining various emotional themes for each user.

Consumer: wants security, no pay-wall, understand value of database quickly, knowledgeable, friendly, but predictable. "Why are home repays so difficult; first finding a contractor and agreeing an estimate then managing the work which is rarely done on time, it's very frustrating."

Contractor: professional partner, not a place to be scolded by angry customers, courteous of my time and investment; "I'm trying to run a business here."

Name	Pro	Con
contractist	Biting of Gothamist, SFist,	Too urban
Buildr	Direct	"Builder" often refers to whole home, not remodeling
contractr, kontractr	Web trendy spelling, branding resonance ie: Flickr	Vague negative connotation.
*webuild	Notion of social aspects of site.	Wiki connotations
fixr	See contractr	
*toolbox, toolbox	visual, dual meaning tools as in construction and tools as in 'tools to manage a business'	specific, granular
hiredhelp		'Hired Help' has negative connotation
lewis		
*lucas		
*frankfrankdoesit, getfrank	(i like the concept of a man's name)"we need someone to fix our sink--frankdoesit"	Too long,
worktogether	Emphasized work and collaboration	Sound peer to peer
fixit	Shoft, punchy,	Narrows to only repairs

* reConstruction, reConstruct		Civil war reference, redone plastic surgery, wordy, speaks to the innovator and not consumers,
Wood	Simple, familiar	Does not directly represent the functionality
Craft		
BuzzSaw		
HomeDoctor		likely been used, not accurate.
HandyHub		Sounds like tacky XXX massage parlor
Remodelr		alienating to new constructing or non remodeling jobs.
HomePro		blah
HomeHacker	Consonance, nice market appeal.	hacker associations alienating to older folks/non geeks.
ConstructionTherap y/Therapist	Bites on apt therapy, alludes to notion the site will make construction better, feel happier.	longish
ProHammer, HammerPro		Sounds like a shitty caffeine drink.
HomeConcierge	eludes to high service, luxurious experience, broad enough for brand expansion to other 'home services'	Not as catchy as 1 word options, may seem high-fa-luting (sp?)
HomeLux	home luxury?	vague
Vesta	Roman Goddess of Home, Name of the asteroid	Sounds like Vespa

Sage	May resonate with middle age women	
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Appendix C: The Competition

Yelp.com - The current paradigm of consumer review sites.

- Social reviews (authentic, local, traceable), persistent profiles, quick task flow, decent UI, strong brand.
- Easier sort if it's by job type.
- Before and After - with details, details on the bid proposal, afterwards, what delivered different from the proposal.
- Geography is a Key deciding factor --> Map
- IRL extension: Stickers for restaurant/store windows.

Angie's List

- Will be a partial competitor, need to replicate authoritative listing of local service providers with peer ratings. Ability to identify peers and ask specific details if needed.
- Differentiator: Specific for home contracting/renovation space, contractors will participate in community, not just customers, expanded value proposition within this narrower segment.

Appendix D: Non-competitive Inspiration

Homedepot.com

- Similarity: split value proposition, two customer buckets - contractors & consumers
- Strong brand consumers and contractors, well established, synonymous with home improvement projects.
- Big Box retail vs. main street (Ace)

esurance - Taking a bureaucratic process digital with project management.

- <http://www.esurance.com/>
- Claims management via website & mobile application - real-time status reports with photos of job progress.
- Streamlined, total online experience-- Consumer does not have to worry about being surprised by annoying manual processes.
- Life support available when needed.
- 'Insurance in 15 minutes'

ZocDoc.com - Mobile, local, scheduling in a specialty domain.

- Online directory with appointment booking.
- Excellent Mobile Experience
- National brand with local expertise.
- Business Model: Sell monthly subscription to physicians, no reviews,

LinkedIn - Enterprise grade features for the small business

- Notable Element: Job application work flow

- Consumers: Post resume, able to be searched, show professional network, public view of professional skills.
- Talent Acquisition Platform - Post Jobs, Search Candidates, Candidates can apply via LinkedIn.
 - An expensive feature for a business to duplicate on their own
 - Competition (PeopleSoft or via manual process manage by several HR people) are very expensive, require large enterprise scale. Disincentive for applicants as it requires unique registration and login. Takes more time.
- Consumers/Job Applicants win because the application takes place on the LinkedIn platform they are used to and is a matter of a few clicks (all demographic and resume information is ported over from applicant's profile) to submit an app. No need to re-enter personal details and re-upload a resume for a new employer site, not to mention new login credentials for each employer site.

AirBnB - Referrals with strong social reinforcement and two sided market.

- Referral's from within established social network (FaceBook)
- Creates a market backed up by social profiles, reviews and recommendations.
- Bypasses large corporation experience while still providing a sense of security.
- <http://www.airbnb.com/social>

Campfire

- Collaborative tools that extend to customers.
- Pragmatic business process automation.
- Manage contracts within platform, removes manual process.
- Simplistic UI, with mino personalization (meh).

TripAdvisor

- Cards for service providers - Helps the provide establish & promote their personal brand, while advertising Trip Advisor.

oDesk

- Contractor and work views.
- Job posting/bidding managed on the platform.
- Flexible pricing based on assumptions/quality of product delivered.

Appendix E: Glossary

- RFP or Request for Proposal - s a solicitation made, often through a bidding process, by an agency or company interested in procurement of a commodity, service or valuable asset, to potential suppliers to submit business proposals.
- Job - After an RFP is bid on and accepted by the consumer it becomes a job to be completed by the contractor.

Appendix F: Mobile Comps

Mobile Login - Both Consumer and Contractor



Contractor Dashboard - All Projects View

A screenshot of the Contractor Dashboard. At the top, there is a navigation bar with icons for "+", "All Projects" (which is highlighted in orange), "Calender", and a gear icon. Below the bar, a grey banner displays the date range "March 1-7". The main area shows four project cards. Each card includes a thumbnail image, the project name, the next step, and a due date indicator. A secondary grey banner at the bottom indicates the date range "March 8-14".

- Robinson Bathroom Remodel**
Next step: Install Floors
PAST DUE BY 1 DAYS
- Jia Kitchen Remodel/Addition**
Next step: Insulation
DUE IN 1 DAYS
- Boyle Outdoor Deck**
Next step: Stain
DUE IN 2 DAYS
- Arthur's Garage Addition**
Next step: Insulation
DUE IN 2 DAYS

Contractor Dashboard - Calendar View (Date Sorted)

All Projects Calender

March 1-7



Robinson Bathroom Remodel

Next step: Install Floors
PAST DUE BY 1 DAYS



Jia Kitchen Remodel/Addition

Next step: Insulation
DUE IN 1 DAYS



March 8-14



Boyle Outdoor Deck

Next step: Stain
DUE IN 2 DAYS



Arthur's Garage Addition

Next step: Insulation
DUE IN 2 DAYS



Contractor View - Job Details

Back Robinson Bathroom Remodel Edit



Chris and Lauren Robinson

February 12, 2012 - April 01, 2012

Call Email Text

Customer wants upstairs bathroom remodeled. Dimensions of floor are 8" x12". Additional window to be added at 2"x4". Italian tile. Ceramic dual sinks. Water saving toilet. Apply 10% discount completion of job for first time customers.



Insulation Installation >
DUE IN 5 DAYS



Framing
Competed March 1, 2012 >



Demolition
Competed February 12, 2012 >

Contractor View - Create New Project

Back New Project

Title of Project

Notes

Client Information >

Project Type >

Starts March 31
Ends June 1 >

Build Project

Appendix G: Web Application Comps

Consumer View - Search Results

SIGN UP NOW | LOG IN



Filter Results reset filters

By star rating
 Highest To Lowest
 Lowest to Highest

By number of reviews
 Highest To Lowest
 Lowest to Highest

By social connection
 View social connections

WHO DO I NEED? WHERE? (ZIPCODE)

Sort by:

Job Details	Rating	Description
ABC Plumbing New York, New York (212) 523-1236	★★★★★ (5)	Intermountain Plumbing is a family owned and operated company that has been serving families for over 15 years.
58 jobs completed 58% response rate 58 something else	Mutual Friends  10 Mutual Friends	
ABC Plumbing New York, New York (212) 523-1236	★★★★★ (5)	Our qualified and experienced service technicians are dedicated to solving your plumbing and HVAC issues in the most timely and...
ABC Plumbing New York, New York (212) 523-1236	★★★★★ (5)	Our qualified and experienced service technicians are dedicated to solving your plumbing and HVAC issues in the most timely and...
ABC Plumbing New York, New York (212) 523-1236	★★★★★ (5)	Our qualified and experienced service technicians are dedicated to solving your plumbing and HVAC issues in the most timely and...
ABC Plumbing New York, New York (212) 523-1236	★★★★★ (5)	Our qualified and experienced service technicians are dedicated to solving your plumbing and HVAC issues in the most timely and...
ABC Plumbing New York, New York (212) 523-1236	★★★★★ (5)	Our qualified and experienced service technicians are dedicated to solving your plumbing and HVAC issues in the most timely and...

600x60 (unique size)

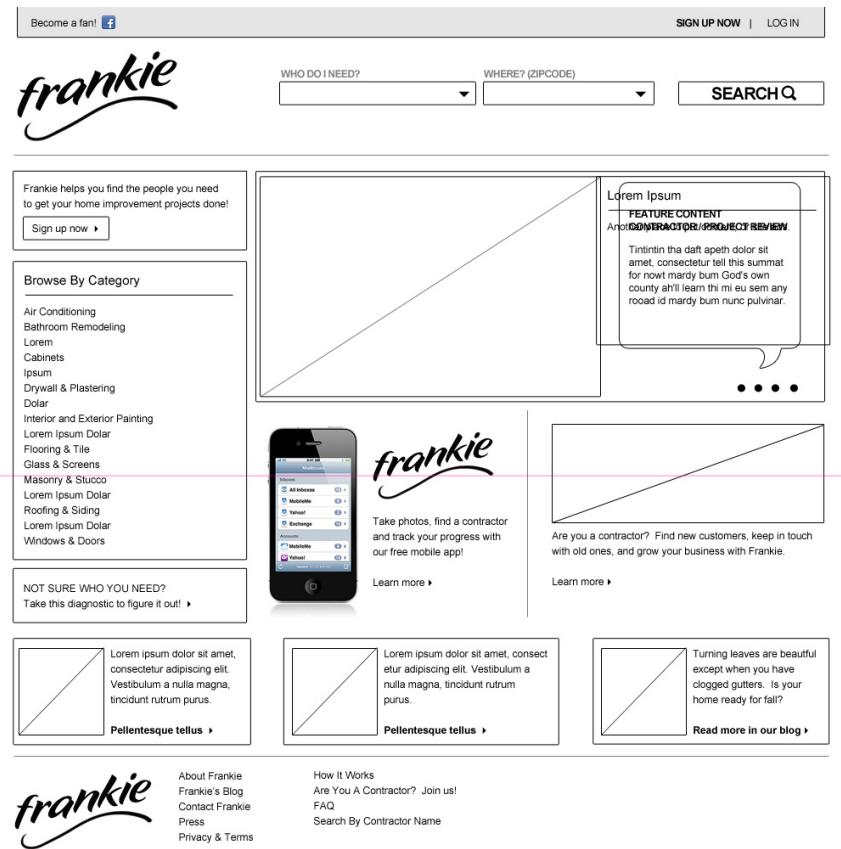
1 | 2 | 3 | 4 | 5
[Next](#)



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[Contact Frankie](#)
[Press](#)
[Privacy & Terms](#)

How It Works
[Are You A Contractor? Join us!](#)
[FAQ](#)
[Search By Contractor Name](#)

Homepage - Both Consumer and Contractor



Appendix F: Market Research

1. Contractor Smartphone Usage - April 2013
 - a. 68% use a smartphone (54% over 2012), 22% use tablet (up 22% over 2012)
 - b. <http://www.mower.com/buildings-and-construction/2013/04/15/smartphone-use-by-contractors-on-the-jobsite-jumps-35-in-past-year/>
- 2.