



Jonah Hill is a mom of 2, and after a stressful work week she needs to an efficient way to run her errands.



So, she uses the ERRAND app, so give her the quickest routes based off the stores she needs to go to.



She is able get her errands done quicker than ever before, which helped the stressful environment of taking care of 2 kids.



Cody is an avid weightlifter, and he broke his dumbbells during his latest workout.



So, he uses the ERRAND app, which locates the nearest store which he could buy them in person, or which delivery service has the lowest delivery time.



Cody decides to order online, and he receives his workout equipment.



Nicole had a huge graduation party, and she needs to move out the next day, but the party trashed her apartment.



So she uses the ERRAND app, which she was able to hire a cleaning lady to help clean her apartment.



Nicole got her apartment clean and she was able to move out.

Problem Statement:

- People need a faster and more efficient way to complete errands such as scheduling repairs, ordering home services, or navigating to stores and service providers. Errands often require visiting multiple websites or apps, calling various service providers, and physically traveling to different locations, making the process time-consuming and disorganized.

Who is experiencing the problem?

- Anyone who struggles with managing multiple errands, especially working professionals, busy parents, elderly individuals, or those unfamiliar with local service providers. These users may face challenges in organizing, locating, and accessing trusted services efficiently.

What is the problem?

- The problem is that people often lack a centralized, user-friendly platform that connects them to various errand-related services like plumbing, carpentry, electrical work, cleaning, deliveries, and directions. Without integration, users waste time switching between platforms or making uninformed decisions.

Where does the problem present itself?

- The problem occurs in everyday life: when someone needs to quickly fix a leaking sink, clean their house before guests arrive, find the fastest route to multiple errand locations, or hire a trusted electrician on short notice. These common situations often demand a streamlined and reliable solution that users currently lack.

Why does it matter?

- Errand efficiency affects both personal productivity and quality of life. A disorganized errand routine can lead to wasted time, money, and added stress. By providing a centralized app that integrates trusted service providers, real-time directions, and scheduling features, users can reclaim time and reduce frustration, allowing them to focus on more meaningful activities.

ERRAND

↓
1. Publix 1.2mi 5min
↓
Home Goods 2.1mi 8min
↓
Target .7mi 3min
↓
Home most efficient travel

Plumbing Services
Franklin Plumbing 1.2mi \$5
Crew Plumbing 3.5mi \$888

Cleaning Services
Desired House Cleaning \$8888
Palmetto Service \$8
Sparkle & Shine \$88

Dumbbells (9)
Dicks Sporting Goods 14 day \$888
Amazon 7 days \$8888
Sportsmans Warehouse In-Store \$8 Only

Jonah Hill

age: 32

residence: Columbia, SC

education: Bachelors Degree

occupation: Graphic Designer

marital status: Single with 2 kids



"My kids are everything to me."

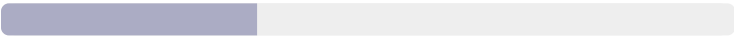
She works during the week to earn money, and during the weekends she spends with her kids and having to run errands for them.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Some way to make running errands with her kids more efficient.

Needs

- Quicker routes to many different stores, avoiding traffic

Values

- Time with her kids

Wants

- To be able to go through running errands without stressing out herself and stressing out her children

Fears

- The stressful trips to the stores will hurt her relationship with her kids.