

INTRODUCTION:

This will be a web application that connects end users to service providers like carpenters, bricklayers, plumbers, electricians, caterers, bakers, hair stylists, tailors, startup companies, major businesses etc. It will be a highly valuable service, especially in regions where reliable, skilled workers are in demand.

Key Features of the Application

1. Service Request System:

- **Job Posting:** Customers will post specific job requests, including details such as the type of work required, location, timeline, and budget. Approved Service Providers will be contacted by the system and sent to bid on the job.
- **Instant Booking:** Customers can also instantly book service providers based on the cost they agree with the service provider.
- The booked service provider then receives notifications of the job when the customer consents and also receives notification of new job postings and can accept or decline jobs in real time.

2. Location-Based Service Matching:

- Using **GPS**, the system selects service providers based on their availability and proximity.

3. Search and Filter:

- Customers can search for specific skills or artisans by trade (e.g., carpenters, vulcanizers, plumbers, masons, etc.) and filter by **ratings**, **price range**, and **reviews** from previous customers.

4. User Profiles (Service Providers & Customers):

- **Service Providers Profiles:** Service Providers can create profiles with the following;
- Details of their skills
- Experience in sector or speciality
- Location(s)

- Sample portfolio of previous work already executed or that can be performed (including photos, videos, and reviews), pricing models (hourly, daily, or per scope), and certifications where applicable.
- **Customer Profiles:** Customers can create profiles where they can view, hire, and rate artisans.

5. Rating & Review System:

- After a job is completed, both service providers and customers can leave feedback (the customer will need to trigger the review first by writing one before the artisans can comment) , including a star rating and written review. High-performing artisans can be featured or rewarded with badges.

6. Secure Payments & Invoicing:

- Integration with payment systems like **Flutterwave, Stripe, or Pystack** for secure transactions between service providers and customers.
- Payments can be held in **escrow** and only released when both parties confirm job completion.
- **Digital invoices** can be generated automatically for the customer's records.

7. Subscription or Pay-per-Use Model:

- **Free for Customers:** Basic users (customers) can use the platform for free.
- **Service Providers Subscription Model:** Service Providers could pay a subscription fee to be listed on the platform or could pay per job they secure.
- **Commission-Based Model:** The platform could take a small commission from each successful job transaction (30%).

8. Skill Verification and Trust Mechanism:

- Verification of artisans' skills through **certifications, references**, or **ID verification** to build trust between users may be important.
- Human or individual verification is important too i.e.
 - i. Full Names
 - ii. Passport/NIN/Drivers Licence.
 - iii. Proof of address
 - iv. Mobile number we can verify like sending an OTP to.
 - v. Email verification.
 - vi. Website if applicable.

9. Emergency Services:

- A special feature for urgent requests, such as **emergency plumbing and other emergency services**, where customers need a quick turnaround on critical tasks. Service Providers in the customer's area can be notified in real-time.

10. Service Providers Training and Development:

- A section of the platform could offer artisans access to **training materials**, such as online courses, videos, and tips for improving their craft or business.
- **Partnerships** with training centers or certification bodies to help artisans gain qualifications.

11. Loyalty Programs & Discounts:

- Regular customers could receive **discounts** or **loyalty points** that can be applied to future bookings.
- Artisans with a high rating or consistent performance could also receive bonuses or rewards from the platform, motivating quality service.

12. Job History and Portfolio:

- Service Providers can showcase their **work history**, allowing them to build a **professional portfolio** that attracts more business.
- Customers can track their **history of services**, making it easy to rehire Service Providers for repeat jobs or refer them to friends.

13. Notifications & Reminders:

- The platform can send regular notifications to remind Service Providers about job bids, accepted jobs, payment status, and feedback from customers.

Revenue Models

1. **Subscription Fees:** Charge artisans a monthly or annual subscription for premium features (e.g., higher search ranking, access to larger customer bases, ability to bid on premium jobs).
2. **Commission:** Take a small commission (30%) on each transaction between Service Providers and customers (similar to platforms like Uber or Airbnb).
3. **In-App Advertisements:** Offer advertising space to tool manufacturers, hardware stores, or construction companies targeting artisans and homeowners.
4. **Freemium Model:** Basic services are free, but customers or Service Providers can pay for premium features (e.g., priority booking, featured listings, advanced job posting options).
5. **Partnerships:** Partner with training centers, certification bodies, or material suppliers to offer additional services, generating revenue through affiliate marketing.

Challenges & Considerations

1. **Trust & Safety:** To ensure that both artisans and customers feel safe using the platform, especially for in-home services. This may include background checks, identity verification, and customer protection policies.
2. **Service Quality Control:** We have to build a system to handle disputes between artisans and customers, such as missed deadlines, unsatisfactory work, or overcharging.
3. **Market Segmentation:** Understanding the types of Service Providers and customers in the region, including their income levels, preferred payment methods, and job expectations.
4. **Data Privacy & Security:** Ensuring that customer and Service Providers information is handled securely, especially when it comes to payment information and personal addresses.
5. **Localization:** Adapting the platform for the local context, including language, currency, and region-specific trades or services.

Potential Market

- **Homeowners and Tenants:** Needing quick fixes or renovations (plumbing, carpentry, electrical work).
- **Businesses and Real Estate Developers:** Regular need for artisans for construction and maintenance tasks.
- **New Home Buyers:** Looking for artisans to help with home renovations or interior work.
- **Government or NGOs:** Partnering with agencies looking to provide employment opportunities for skilled laborers.
- Banks looking to advertise a new product.
- Farmers looking to showcase their products without websites.
- Tailors and fashion designers and Private and commercial cleaners
- Events organizer and Car sales people
- Accountants and Bakers.

Development Plan for the artisans-end users connects web application

Phase 1: Planning and Requirement Gathering

1. **Define the Scope:**
 - Clearly outlining the features, functionalities, and goals of the project.
 - Prioritizing the key features like user profiles, service matching, search and filter, in-app communication, payments, and ratings.
2. **Choose the Tech Stack:**
 - **Frontend:** React.js (for a responsive and dynamic user interface), Material UI for styling.
 - **Backend:** Django Rest Framework (Django).
 - **Database:** PostgreSQL for storing user data, service requests, and transactions.
 - **Payment Gateway:** Integrate Paystack for secure payments.
3. **Set Project Milestones:**
 - Breaking down the project into smaller tasks with clear deadlines, to ensure we can track progress and avoid delays.
 - Creating a timeline and assigning responsibilities to the development team.

Phase 2: Design

1. **Wireframes and Prototyping:**
 - **Wireframe:** Create wireframes for all major screens (Service Providers Profile, Customer Profile, Service Request Page, Job Listings, etc.)
 - **User Flow:** Map out the user journey for both Service Providers and customers, from signing up to completing a transaction.
 - **Prototype:** Develop a clickable prototype to test the user flow and gather feedback from potential users.
2. **UI/UX Design:**
 - Design a **clean, intuitive user interface** that is easy for both Service Providers and customers to navigate.
 - Ensure that the design is **mobile-responsive** to support users accessing the platform from smartphones.
 - Develop **design themes** for Service Providers and customer dashboards with features like job tracking, notifications, and payment management.

Phase 3: Development

1. **User Authentication & Profiles:**
 - **Authentication:** Implement secure user registration, login, and password recovery for Service Providers and customers (use JWT tokens for session management).
 - **Profile Management:** Develop functionalities for Service Providers to create and manage their profiles (skills, location, experience) and for customers to manage their profiles (previous jobs, reviews).
2. **Location-Based Service Matching:**
 - Integrate **Google Maps API** or similar geolocation services to help the system find Service Providers near a customer.
 - Build a service-matching algorithm based on **proximity, availability, and ratings**.
3. **Service Request System:**
 - Implement functionality for customers to **post job requests** including details like service type, timeline, and budget.
 - Enable Service Providers to **bid on jobs** or accept direct bookings.
 - Include real-time notifications for new job postings and accepted jobs
4. **Payments & Invoicing:**
 - Integrate a **secure payment system** using Flutterwave, Stripe, or Pystack.
 - Develop an **escrow feature** where payments are held until the job is confirmed as complete.
 - Automatically generate **digital invoices** for customers.

Phase 5: Launch

1. **Deployment:**
 - Deploy the web application to a reliable **cloud service** like Namecheap.
 - Use **CI/CD pipelines** for automating code deployment, testing, and updates.

Phase 6: Maintenance & Expansion

1. **Monitor Performance:**
 - Track **app performance** (speed, uptime) and ensure the platform scales well with growing user numbers.**ms**.
 - Regularly release **updates and new features** to improve user experience.
2. **Customer Support & Dispute Resolution:**
 - Set up a **customer support system** to handle disputes between Service Providers and customers.
 - Implement **conflict resolution mechanisms** for issues like unsatisfactory work, overcharging, or missed deadlines.

Timeline:

Milestone	Timeline
Planning & Research	1 week
UI/UX Design & Prototyping	3 weeks
Frontend & Backend Development	4 weeks
Testing & Bug Fixing and Launch	2 week
Total Time	10 weeks

Team Requirements:

- **Frontend Developers:** For the web and mobile UI.
- **Backend Developers:** For API development, database management.
- **UI/UX Designer:** For wireframing and prototyping.
- **QA Testers:** For testing the platform and identifying bugs.
- **DevOps Engineer:** For managing deployment and server infrastructure.

Development Cost Breakdown (Estimates based on average freelance or agency rates in Nigeria or Africa)

Task	Estimated Cost (₦)	Notes
UI/UX Design	₦150, 000	Wireframes, Prototypes
Frontend Development	₦400, 000	Web App (React, Material UI)
Backend Development	₦500, 000	Django, PostgreSQL, APIs
Payment Integration	₦75,000	Paystack
QA Testing	₦50,000	Bug testing, optimization
Deployment & DevOps	₦100,000	Domain, SSL, CI/CD pipelines
Miscellaneous / Buffer	₦300,000	Unexpected issues
Total Estimated Cost	₦1,575,000	
