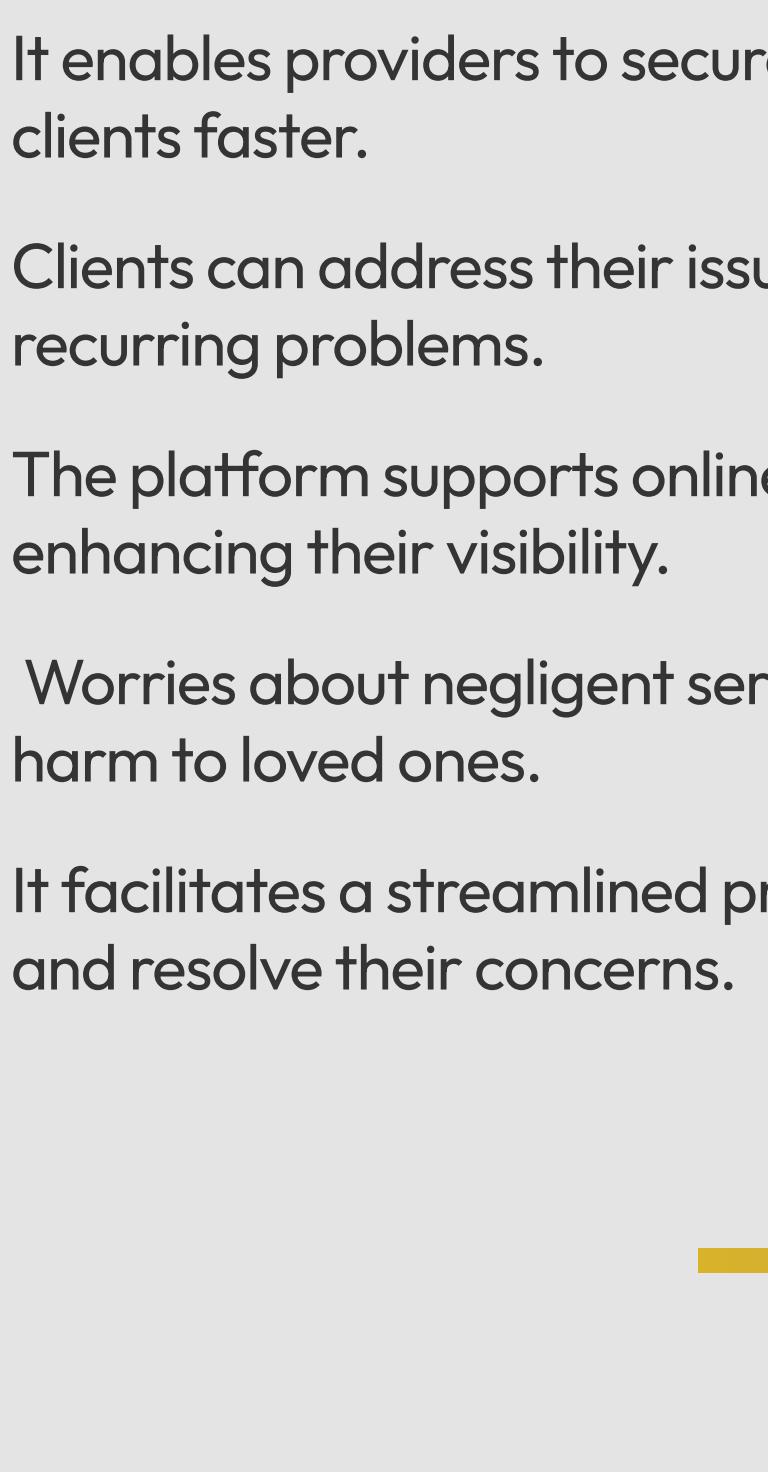


# Project Overview

Our solution is a mobile application that aims to facilitate users' lives by providing a reliable and creditable solution to everyday problems. The application's main uses would include finding and booking of handymen for home services, e.g. plumbing, electrical work and maintenance of home appliances; it would also offer services like: house-keeping, baby-sitting and elderly-care.

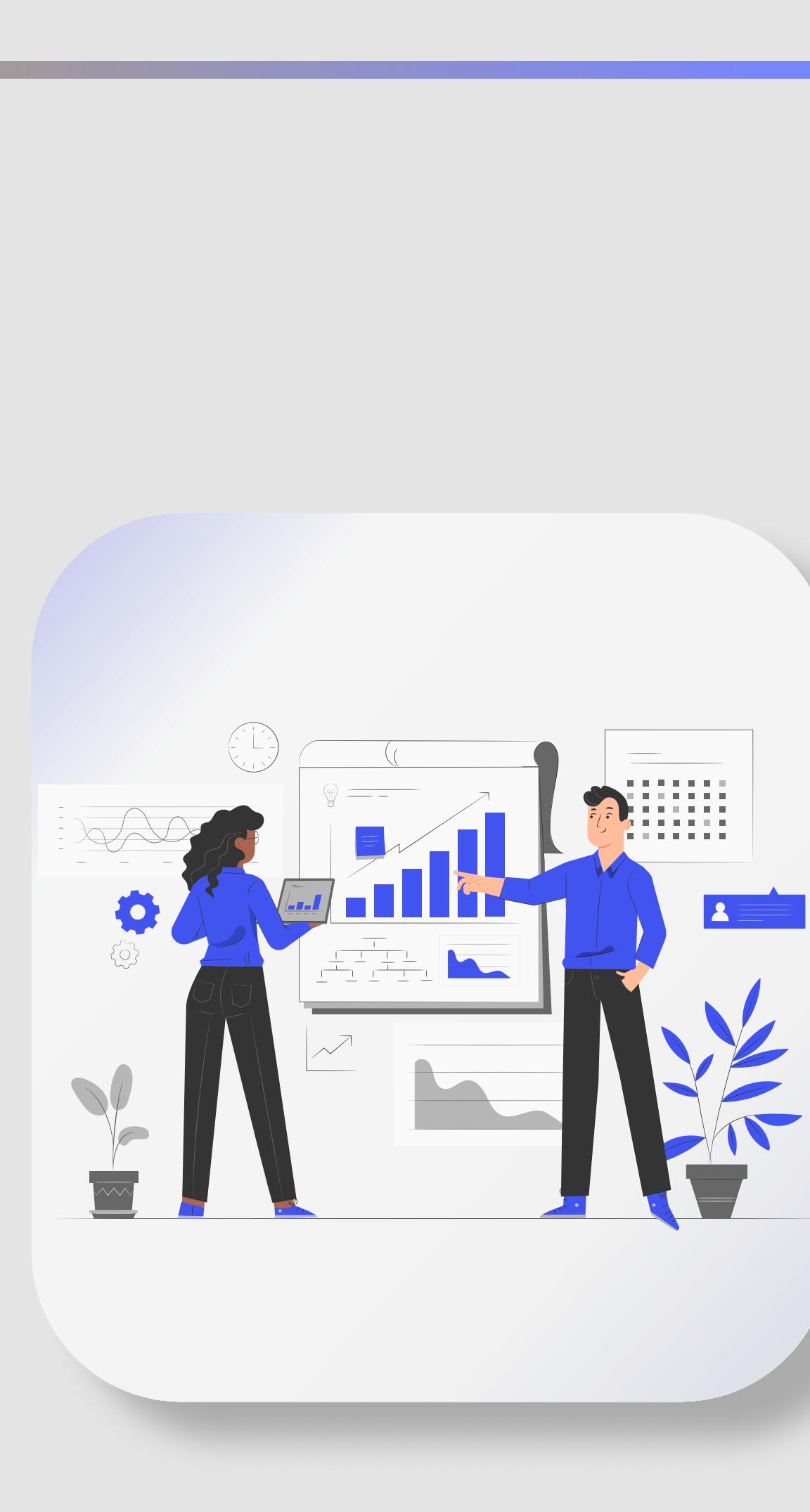
## Problem Statement



- Difficulty finding reliable service providers quickly and easily.
- Concerns about the time it takes to handle malfunctions with household appliances.
- Specific mention of the needs of people with disabilities, seniors, and young children for reliable care.
- Fear of being scammed by service providers.
- Worries about negligent service providers potentially causing harm to loved ones.
- Desire for a solution that addresses these concerns and provides peace of mind.

## Proposed Solution

- A Mobile application that effectively connects service providers with clients.
- It enables providers to secure jobs more efficiently and attract clients faster.
- Clients can address their issues more rapidly and prevent recurring problems.
- The platform supports online marketing for service providers, enhancing their visibility.
- Worries about negligent service providers potentially causing harm to loved ones.
- It facilitates a streamlined process for clients to access services and resolve their concerns.



## Key Attributes



### Usability

- Intuitive navigation & smooth onboarding
- Minimal steps for booking services

### Usefulness

- Comprehensive home services (plumbing, electrical, cleaning, care)
- Detailed provider profiles with ratings & reviews

### Credibility

- Verified providers with background checks
- Secure payments & dispute resolution

### Accessibility

- Multi-language support & inclusive design
- Easy-to-use interface for all users

### Desirability

- Modern, engaging, and visually appealing UI
- Loyalty programs & personalized recommendations

### Findability

- Smart filters & search options
- Real-time tracking & notifications

## Stakeholders' Interviews

### What are your goals as stakeholders in this project?

We want the EasyFix app to be user-friendly, scalable, and profitable while ensuring high customer satisfaction, trust, and efficient service provider management.

### What concerns do you have about the current UI/UX design?

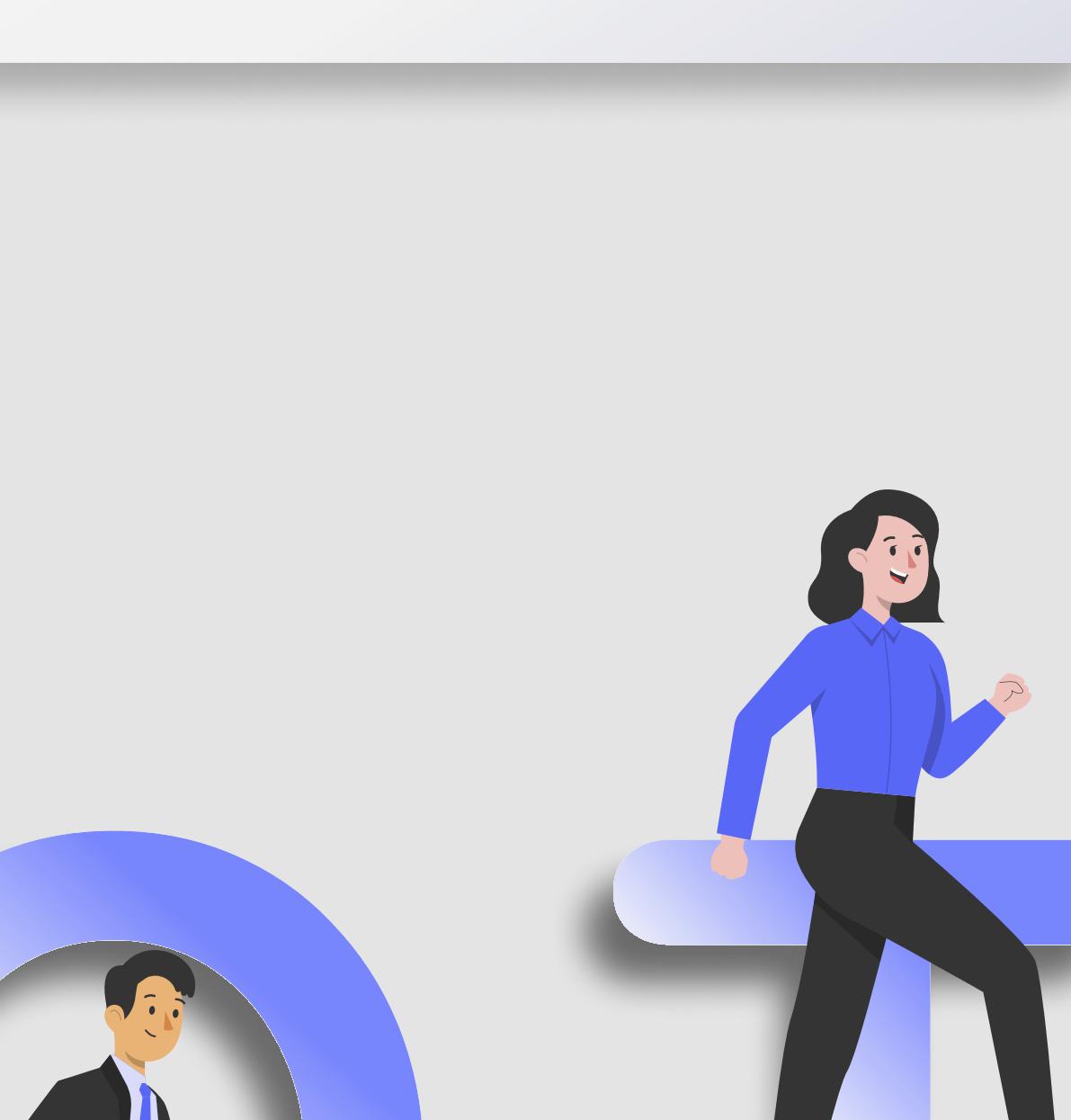
The main concerns are user trust, service provider reliability, ease of navigation and scalability as we expand.

### Which features would you consider critical in our app?

A seamless booking process, transparent pricing, real-time tracking, verified professionals, quick-booking options, loyalty programs, and accessibility features.

### How do we ensure EasyFix remains profitable?

Revenue can come from commission fees, subscriptions, priority booking charges, premium provider listings, and brand partnerships.



## Unique Selling Proposition

### Specialized & Certified Repairs

Unlike general service platforms, Easy Fix It focuses solely on repair solutions, ensuring expertise and high-quality service.

### On-Demand & Emergency Services

Fast response times, including express repair options for urgent issues.

### Transparent Pricing – No hidden fees

Customers receive clear estimates before booking.

### Seamless Digital Experience

Easy booking, real-time tracking, and AI-powered diagnostics for a hassle-free customer journey.

### Trusted & Verified Technicians

All service providers are background-checked, ensuring reliability and professionalism.

## Opportunities

- Rising urbanization and busy lifestyles increase the need for on-demand home services.
- Collaborating with real estate developers, hotels, and corporate offices for bulk service contracts.
- Potential to scale to other countries in the MENA region.

## Threats

- A single bad experience can lead to negative reviews and reputational damage.
- Lack of expertise in certain fields with high demand.
- Market fluctuations may impact user spending on non-essential services.

## SWOT Analysis

### Strengths

- Wide Service Coverage - Availability across Egypt.
- Support for cash, credit, and digital wallets to cater to different users.
- Verified service providers with background checks and ratings

### Weaknesses

- Difficulty in maintaining consistent quality across all providers.
- GPS tracking is required for real-time handyman tracking, which some users may hesitate to share.
- Safety issues - Users may fear letting someone into their homes.

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