

Qualitative Research

We conducted interviews with some volunteers from our target audience research.

These interviews were with potential users like university students living in a rented apartment, away from family; or newly- moved in families.

Our main objectives were to understand the challenges they face with home maintenance services while managing the maintenance of their homes.

They shared insights on how they find service providers, the common issues they encounter, and their concerns about pricing, reliability, and service quality.

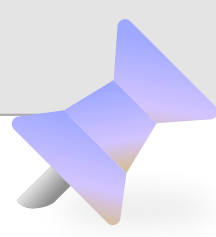


Interview Questions

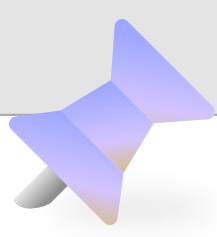
- ✔ What’s the utility that breaks down the most in your house?
- ✔ How do you usually reach a handyman when you need one?
- ✔ What are the main concerns you have when dealing with a handyman?
- ✔ Have you ever been scammed before by a handyman?
- ✔ Would you like to see more female workers in the field of renovations and maintenance services?
- ✔ How do you assess the quality of work provided by a handyman?
- ✔ What do you find most frustrating about hiring a handyman?
- ✔ What factors influence your decision when choosing a handyman?
- ✔ What would make you feel more comfortable when allowing a handyman into your home?



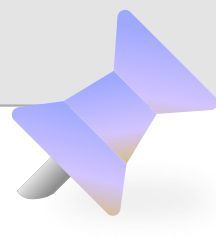
Key Insights



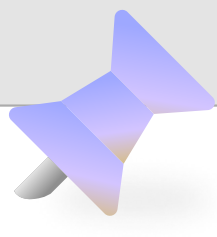
Plumbing issues (clogged sinks and bathroom leaks) are the most frequent problems faced in homes.



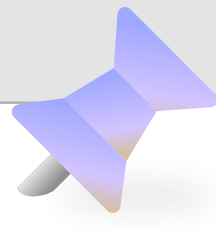
Personal recommendations from the landlord or neighbors remain the most common method for finding handymen.



Reliability is the major concern, especially whether the handyman will show up on time and complete the work properly.



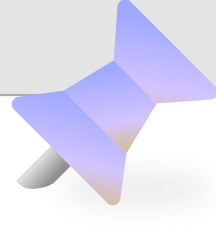
Bad experiences include being charged extra for unnecessary services or receiving temporary fixes that didn’t last long.



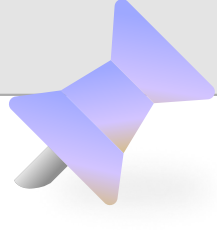
Having female workers would increase safety and professionalism in the industry, as people tend to take women more seriously in customer service-related roles.



Users tend to rely more on referrals from trusted individuals rather than trying untested online services.



A review and rating system would help clients identify trustworthy handymen and share their experiences.



There is a strong desire for more female workers in the field, especially among women living alone.