

Project Brief

- Imagine you're a PM at NOBROKER in the consumer services pod.
- You've also learnt that your organization's goal is to build more consumer services (Painting, cleaning, plumbing etc.. to generate more revenue from the Urban residential societies in tier 1 market.
- Your P0 goal is to figure out what kind of services to build in the short & medium term and also what price point will work for the customers.

User Research Objectives

To identify the most in-demand home services (e.g., painting, cleaning, plumbing, electrical repairs) among urban residential communities in Tier 1 cities and determine the optimal pricing strategy that balances affordability for customers and profitability for No Broker.

Key Focus Areas:

1. Service Demand – Understand which home services are most frequently needed.
2. Pain Points – Identify gaps or frustrations in existing home service providers.
3. Pricing Sensitivity– Determine how much customers are willing to pay for different services.
4. Subscription Feasibility – Explore interest in a fixed-price subscription model vs. pay-per-use.
5. Trust & Reliability Factors – Learn what builds confidence in booking services online.
6. Booking Behavior – Understand how users currently find and book service professionals.

Outcome:

Insights from this research will help prioritize short-term and medium-term service launches, optimize pricing models, and improve customer adoption & retention in No Broker's consumer services business.

7 key questions with follow ups.

1. How do you usually find and book a service provider for your home?

Follow up : what makes you trust one provider over another?

(# It helps to understand user behavior and discover how customers book services and what aspects they search for before booking.)

2 . Have you ever had a bad experience with a home service provider? What happened?

Follow-up:What would have made that experience better?

(# Reveals users' frustrations and pain areas, as well as some new ideas for improvement)

3 . If No Broker's services were fully free for a day, what would you use first and why?

Follow-up:If we had to charge for it, what price would feel fair to you

(# Provides psychological information on how customers' minds wander when they hear a free term, revealing their wants and informing us about the best price approach to apply)

4 . Imagine No Broker introduced a subscription plan where you could get multiple home services at a fixed monthly cost. Would that be useful for you?

Follow-up:What services would you expect to be included for it to feel worth it?

(# Provides us with user behavior if they were given bundle services or one-time payment, as well as pricing techniques or tactics that may be adopted.)

5 . What features or services are missing from the no broker that would make it more useful for you?

(# They may provide new recommendations based on their recent previous experience or pain points).

6. How do festive discounts or coupons influence your decision to return for the services?

(# Explains more about client loyalty and repeat reservations)

7 . Can you describe how you would feel if a service professional took a moment to explain the entire process before starting the job?

Has there been a time when a service provider didn't explain the process, and how did that affect your experience?

(# It explains how service providers contact with consumers influences user trust and experience.)

Top 10 Insights :

To simplify understanding, I will aggregate the top ten discoveries into clusters or themes using affinity mapping. Clusters are classified into five topics.

Key Themes & Clusters

1 . Service Demand & Preferences

- The most in-demand services are plumbing, painting, deep cleaning, and electrical repairs.
- Some users also showed interest in beauty/salon services at home.
- Many prefer a customizable service bundle rather than fixed packages.

2 . Booking & Trust Factors

- Users rely on reviews, ratings, and professional verification to choose a service provider.
- Some still prefer local vendors they personally know over online platforms.
- Unprofessional behavior (rude attitude, rushed work) leads to a loss of repeat bookings.

3 . Pricing & Subscription Interest

- Users demand clear and upfront pricing to avoid hidden charges.
- Expected pricing:
 - ₹500-₹600 per visit for basic services (e.g., plumbing, electrical).
 - ₹2,000-₹2,500 for deep cleaning services.

- Strong interest in monthly or yearly subscription plans with flexible service choices.
- Festive discounts & coupons influence repeat bookings and improve user loyalty.

4 . Service Experience & Communication

- Users expect professionals to explain the process before starting the job.
- Accurate time estimates & service add-on options improve satisfaction.
- Users want real-time tracking of service professionals for better transparency.

5 . Customer Support & Complaint Handling

- Last-minute service cancellations frustrate users, and they expect a backup option.
- Users want quick issue resolution & refund policies for unsatisfactory service.
- A two-way feedback system (both customers and providers can rate each other) is needed to maintain service quality.

Insights	Why It Matters
Users primarily need plumbing, painting, deep cleaning, and electrical repairs.	NoBroker should prioritize these services for expansion.
Trust is built through reviews, verification, and professional training.	NoBroker should highlight verified professionals & customer reviews to boost confidence
Users expect ₹500-₹600 per visit for basic services and ₹2,000-₹2,500 for deep cleaning.	Helps set transparent and competitive pricing.
Many users are interested in a monthly subscription for home services.	NoBroker can introduce subscription models to increase customer retention.
Festive discounts & coupons encourage repeat bookings.	A seasonal promotion strategy can improve loyalty and engagement.
Users want service providers to explain the process before starting.	Training professionals in better communication can improve customer experience.

Users want real-time tracking of service professionals.	Adding a live-tracking feature will enhance trust and reduce frustration
Poor service experiences (rude behavior, rushed work) lead to fewer repeat bookings.	NoBroker should implement service quality checks and ensure provider training.
Users expect a clear refund or warranty policy for services.	Introducing post-service guarantee can build trust & long-term customer loyalty.
Last-minute service cancellations frustrate users.	NoBroker should introduce penalties for cancellations and have backup service providers available.

Here are the proofs for the above Insights [📎 Insights proofs](#)

Strategy Implications for NoBroker

Based on user research findings, NoBroker should pursue the following strategic path to improve customer happiness, increase bookings, and drive revenue growth.

1. Prioritize High-Demand Services & Expand Offerings

- Plumbing, painting, deep cleaning, and electrical repairs are the most in-demand services.
- Some users also expressed interest in beauty/salon services at home.

Strategic Direction:

- Prioritize these high-demand services while gradually introducing additional categories based on demand..
- Expand offerings with customizable service bundles instead of fixed, rigid packages.
- Test seasonal service offerings (e.g., festive home cleaning, winter geyser servicing).

2. Strengthen Trust & Reliability with Service Providers

- Users trust verified professionals with strong ratings and reviews.
- Poor service experiences (rushed work, rude behavior) discourage repeat bookings.

Strategic Direction:

- Implement NoBroker Assured – a verified badge for professionals who pass training & maintain high ratings.
- Offer service warranties (e.g., free rework within 7 days) to build trust.
- Introduce penalties for service providers with frequent cancellations or low ratings.

3. Introduce Flexible Pricing & Subscription Models

- Users expect ₹500-₹600 per visit for basic services and ₹2,000-₹2,500 for deep cleaning.
- There is strong interest in subscription-based home service plans.

Strategic Direction:

- Implement a tiered pricing model (basic, premium, and VIP plans).
- Offer monthly & yearly subscription plans with customizable service selections.
- Develop transparent pricing with cost breakdowns to increase booking confidence.

4. Improve Booking Experience & Convenience

- Users want real-time tracking of service professionals.
- Last-minute service cancellations frustrate users and cause drop-offs.

Strategic Direction:

- Launch NoBroker LiveTrack – real-time service tracking to reduce uncertainty.
- Introduce instant replacement for last-minute cancellations to maintain reliability.
- Develop one-tap quick booking for frequently used services (e.g., emergency plumbing).

5. Implement Customer Retention & Loyalty Strategies

- Festive discounts and coupons encourage repeat bookings.
- Users expect added benefits for long-term subscribers (priority booking, discounts).

Strategic Direction:

- Offer exclusive loyalty perks (free service credits, priority scheduling).
- Run seasonal promotions & referral rewards to attract and retain users.
- Develop personalized offers based on past service bookings.

6. Optimize Customer Support & Complaint Handling

- Users expect quick issue resolution when service quality is poor.
- Lack of a clear refund policy affects booking confidence.

Strategic Direction:

- Implement AI-powered complaint resolution for faster service issue handling.
- Introduce a transparent refund or rework policy to improve trust.
- Offer customer ratings for service providers to maintain accountability.

Key Takeaways

Short-Term

- Focus on high-demand services (plumbing, cleaning, painting).
- Improve service provider verification & quality training.
- Implement festive discounts & promotional campaigns.

Medium-Term

- Launch a monthly subscription model with flexible service options.
- Develop real-time tracking & instant replacements for cancellations.
- Strengthen customer support & refund policies.

Potential, Research-Led Product Ideas (Top 3 Only)

1 . Nobroker Homecare : Subscription Based Bundled Services.

Problem: Users want frequent home maintenance services (plumbing, cleaning, and electrical repair) but prefer flexible, customized, and cost-effective programs over one-time appointments.

Solution : A monthly membership package that offers customisable services.

For example :

- Basic Plan (₹999/month) includes 2 plumbing, 1 cleaning, and 1 electrical visit.
- Premium Plan (₹1,999/month) includes 5 services of choice and priority booking.

(T&C apply)

2 . NoBroker LiveTrack: Real-Time Service Tracking

Problem: Users are dissatisfied because they don't know when service providers will come, which causes annoyance and scheduling concerns.

Solution : Live location tracking inside the NoBroker app.

- See ETA & real-time updates of assigned service professionals.

3. NoBroker OneTap: 60-Second Express Booking

Problem: Users want a quick, no-hassle way to book common home services without navigating multiple steps.

Solution : One-tap quick booking for urgent services.

- Users pre-save their favorite services & addresses for faster checkout.
- Smart recommendations based on past bookings.
- Instant confirmation & provider assignment for urgent needs (e.g., plumbing emergencies).

