*Template last updated June 14, 2016*

THEME: Cash for Chores TEAM: Team #6 DATE: 14 feb 2020

PROBLEM STATEMENT What problem do we need to solve for customers and users (either internal or external)?

* Service providers do not have a straightforward mean of communication to connect and reach out to new customers.
* Service customers do not have a straightforward mean of communication to browse for service providers and review their service and credentials.

CONSTRAINTS What existing user workflows and technical constraints should we consider designing a solution?

* Service provider puts up an ad or flyer to promote themselves. They wait for a customer to contact them. After contact the customer may or may not pass on the Service Provider’s information to other potential customers. **(Current Workflow)**
* Both parties involved need to have a phone or computer with working internet. **(Technical Constraint)**
* The existing workflow is slow and unreliable due to references being given by word and not having any clear reviews of the persons’ work. **(Current Workflow)**

TARGET USERS Which personas (and editions) are feeling pain now? What job are they hiring us to do?

* Service providers
* Service customers
* They are hiring us to enable or establish a direct form of communication between both parties.

NEW USER EXPERIENCE How will the interface (web, mobile, API) and user workflow change?

Workflow:

* The user (service provider) will put up a profile with the different services they provide.
* The user (service customer) will put up a profile to provide/receive feedback.
* The customer reviews the service provider’s credentials and available reviews/feedback. They select and contact them to then identify the needed service and reach an agreement.
* After the service is finished both the user and the customer will provide ratings and feedbacks.

COST OF DELAY What is the opportunity cost if we don’t solve this problem? **How can we measure success?**

By not solving this problem:

* We lose the opportunity of reaching out to others, of experienced people that want to provide their services
* We lose time as customers by searching for quality service providers
* Providers lose the opportunity of earning money and waste money on ads, flyers, etc. as a means of reaching a larger audience.
* The users lose the ability of being able to rate and provide a constructive criticism of the service or customer that the service was provided to.

VALIDATION & MEASUREMENT PLAN How do we make sure that we solved the problem?

* User feedback
* Measure Usage