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Professional – Version 2.0

Class: MSIS-670-01

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Executive Summary: Professional Services Marketplace

The "Professional" project is a marketplace that connects dots between clients needing any type of service, for instance, repair works at home, tutors, or beauticians, and professionals offering those services. It solves the consumers' problem in terms of ease of interface, whereby users can search, book, and review professionals by real-time availability and ratings on the platform.

It caters to two major kinds of users:

These are the consumers who want to hire services and need good professionals. Professionals seeking jobs desire easy flows in booking. Core features would involve real-time booking, review systems for consumers, and profile management for professionals. It will also provide an integration system of customer support and administrative roles in order to maintain quality user experience and ensure a safe platform by managing disputes.

From a business point of view, this marketplace will provide a great avenue for growth, considering that the current professional services market lacks an all-embracing, dominant platform. The platform should, therefore, work around the clock, with just a few intended periods of downtime, under considerations of privacy and meeting all standards in general.

With its review and communication features allowing for transparency, "Professional" aims to foster the trust that will make it easy to access for both consumer and professional alike. It will be a reliable, secure, and scalable service platform, broadly appealing within several sectors of service.

Part 1

Solution name

- Professional

Solution description

A professional services marketplace for individuals needing various services like home repairs, tutoring, or beauty services. It connects users with local professionals, making it easy to find, book, and review service providers.

Business or Consumer Benefits

- It makes it easier for users to search for local professionals for handyman work and such
- The review system will help users stay safe and find a right fit for the job
- The other type of users (the “professionals”) have a platform to find work reliably

Business or Consumer Environment

This solution is a C2C type solution designed for the general public, targeting a wide range of services. The marketplace for professional services is currently segmented and has no dominant platform for all services. It has potential for significant growth due to the space not being saturated.

Operational Environment

It is a solution public facing with the potential to have thousands of users per minute. It should be available 24/7 and downtimes should be planned only at night. Quality customer support and IT support will be needed to address any issues that come up. The system should prioritize user privacy and adhere to the latest industry standards.

Solution Stakeholders

- Owner
- Programmers
- Investors
- Consumers
- Professional users
- Admins
- Customer support

Solution Users

- Consumers – people looking for professionals to do some type of work
- Professional users - people looking to find work in their field
- Customer support – employees answering to any problems the person has
- Admin – responsible for managing app and bug fixes, all technical fixes including managing accounts of users etc

Requirements Elicitation Method(s)

- Market research – to figure out the depth and scope of the solution
- Survey – since the user base is intended to be broad, I would need information from both professionals and consumers to better understand the needs of the consumers and professionals alike
- Interview – this should be done down the line to assess and refine the platforms features and user experience

User Stories

Create the user stories and acceptance criteria for each user of your solution.

“Consumer” type user

User story: As a consumer I want to be able to easily find and book professionals so I can get my job done quickly and efficiently

1. Customer is able to log in with valid credentials and sees their personalized dashboard
2. Customer is able to filter professionals by ratings or booking times
3. Customer is able to book a professional with real-time availability confirmation
4. Customer receives email(or sms) confirmation

User story: As a consumer I want to view my past and upcoming booking so I can keep track of services I requested

1. Customer sees a list of past and present bookings in dashboard
2. Each booking provides detailed information like date and messages
3. Customer is able to filter bookings by date/service type

User story: As a consumer I want to be able to write reviews about professionals for completed jobs so I can share my experience

1. Customer receives notification for a review once the booking is marked as completed
2. Customer is able to leave a text review and grade the professional(5 stars)
3. Customer is able to see his review on the listing after submission

“Professional” type user

User story: As a professional I want to be able to list my services and manage my bookings easily, so I can focus on providing quality work

1. Professional is able to register and receive a confirmation of their authentication
2. Professional is able to post listings
3. Professional can manage bookings
4. Professional gets an email(or sms) confirmation of a new booking

User story: As a professional I want to be able to manage and edit listings so I can keep my listings up to date

1. Professional can edit all listing details from dashboard
2. Changes are reflected on listing after submission
3. The system alerts the professional if there is anything missing from the necessary fields

User story: As a professional I want to be able to respond to consumer reviews so I can maintain transparency with potential customers

1. Professionals is able to see all reviews per listing
2. Professionals is able to reply to reviews on his listings
3. Reply is visible publicly after submission

“Admin” type user

User story: As an admin I want to be able to monitor user activity and manage disputes so that the platform remains safe, functional, and trustworthy for all users.

1. Admin is able to flag, suspend, or delete accounts based on policy violations.

2. Admin can intervene in disputes by viewing submitted evidence from both sides (consumers and professionals) and make decisions (e.g., issuing refunds or suspending services).

3. Admin can generate platform performance reports (e.g., number of disputes, user activity metrics) for business analysis.

“Customer support” type user

User story: As a customer support I want to provide assistance to users so they can resolve any issues or questions related to the platform.

1. Customer support is able to all user inquiries (e.g., technical issues, booking problems) in a ticketing system and answer or send to Admin.

2. Customer support has access to the user's booking history and account information to assist with issues.

3. Support responses are sent via email or within the platform’s messaging system, with follow-up options available if needed.

Part 2: Use cases, use case digrams

“Consumer” type user:

User story: As a consumer I want to be able to easily find and book professionals so I can get my job done quickly and efficiently

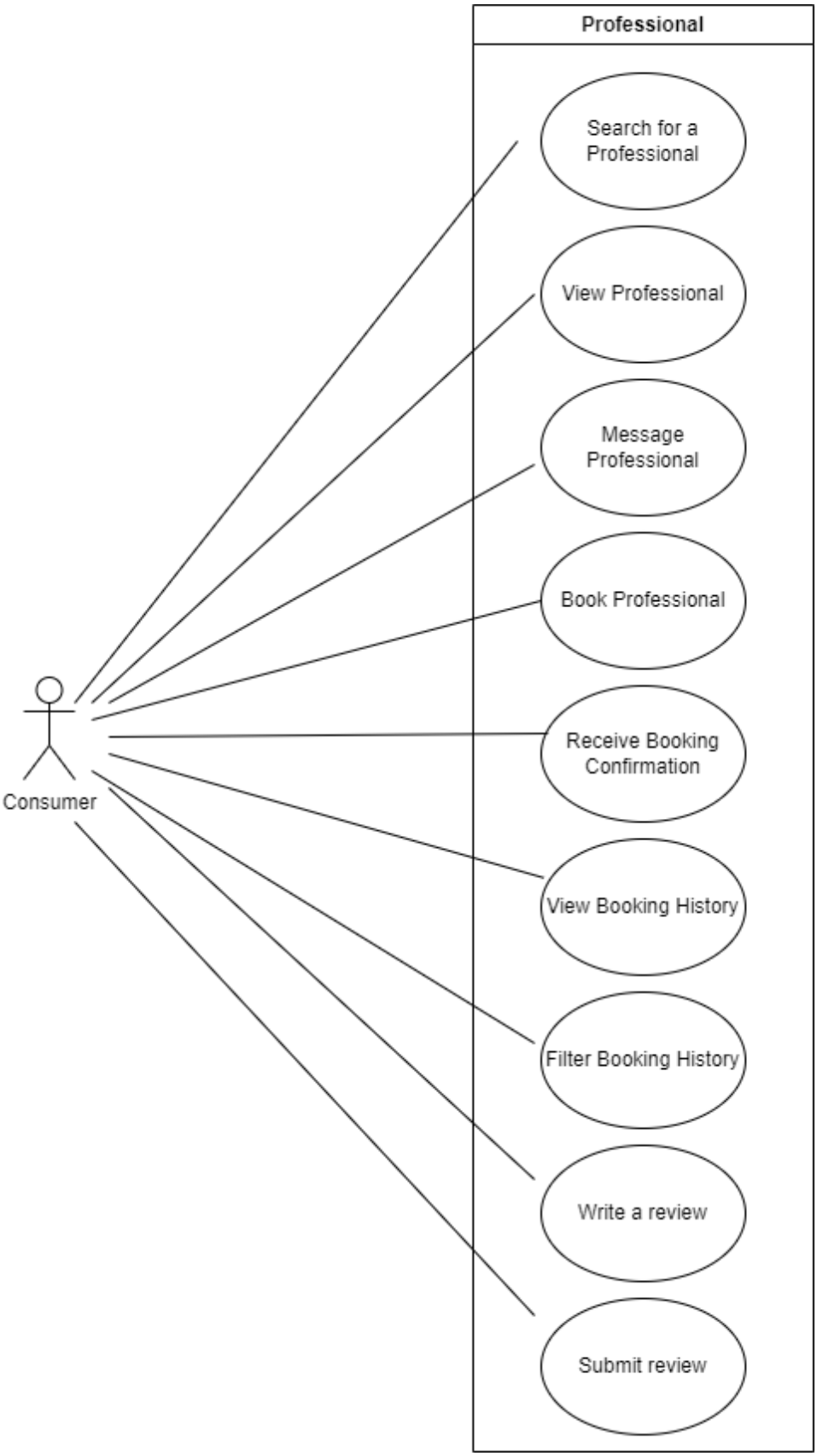
Use case	Use case description	Event type
Search for a professional	Consumer uses the search bar to find professionals by service type, ratings, and location. Filters can be applied based on availability and user reviews.	External
View professional	Consumer enters the professionals profile to view details about him	External
Message professional	Consumer messages the professional to align on details	External
Book professional	Consumer books professional	External
Receive booking confirmation	Consumer receives booking confirmation notification	State

User story: As a consumer I want to view my past and upcoming booking so I can keep track of services I requested

Use case	Use case description	Event type
View booking history	Consumer selects booking history from dashboard and opens it	External
Filter booking history	Consumer filters booking history by date or service	External

User story: As a consumer I want to be able to write reviews about professionals for completed jobs so I can share my experience

Use case	Use case description	Event type
Receive review notification	Consumer gets notification after job was marked as done, prompting a review	State
Write review	Consumer accepts the prompt and writes a text review and leaves a star rating	External
Submit revies	Consumer submits revies which is then visible	External


Professional
Search for a Professional
View Professional
Message Professional
Book Professional
Receive Booking Confirmation
View Booking History
Filter Booking History
Write a review
Submit review
Consumer

“Professional” type user

User story: As a professional I want to be able to list my services and manage my bookings easily, so I can focus on providing quality work

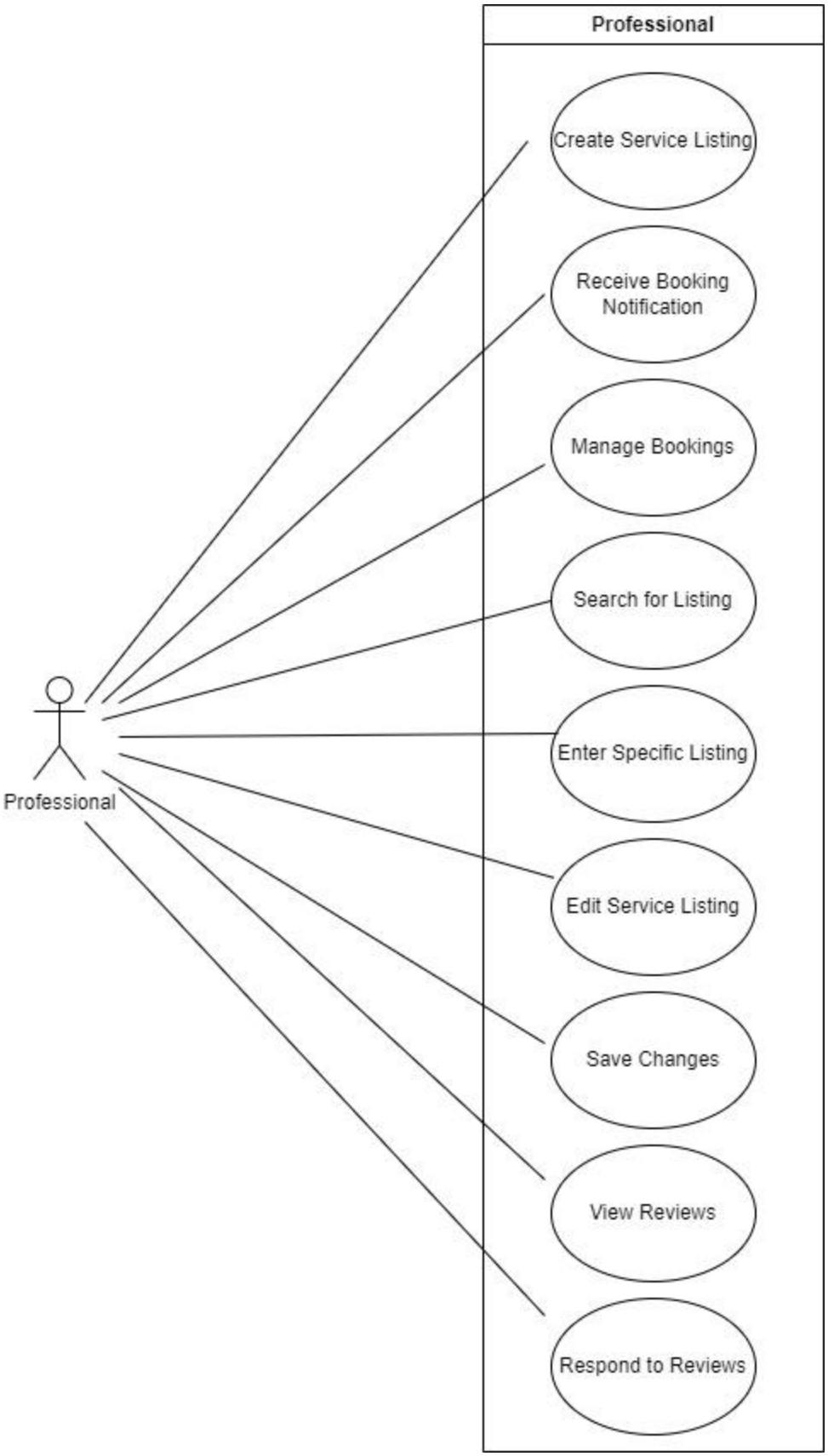
Use case	Use case description	Event type
Create a service listing	Professional creates listing with detailed description	External
Receive booking notification	Professional receives notification that a consumer booked him	State
Manage bookings	Professional views and manages incoming bookings where they can message, accept, decline, or reschedule	External

User story: As a professional I want to be able to manage and edit listings so I can keep my listings up to date

Use case	Use case description	Event type
Search for listing	Professional searches for desired listing	External
Enter specific listing	Professional enters listing of choice	External
Edit service listing	Professional modifies details about listing	External
Save changes	Professional saves changes	External

User story: As a professional I want to be able to respond to consumer reviews so I can maintain transparency with potential customers

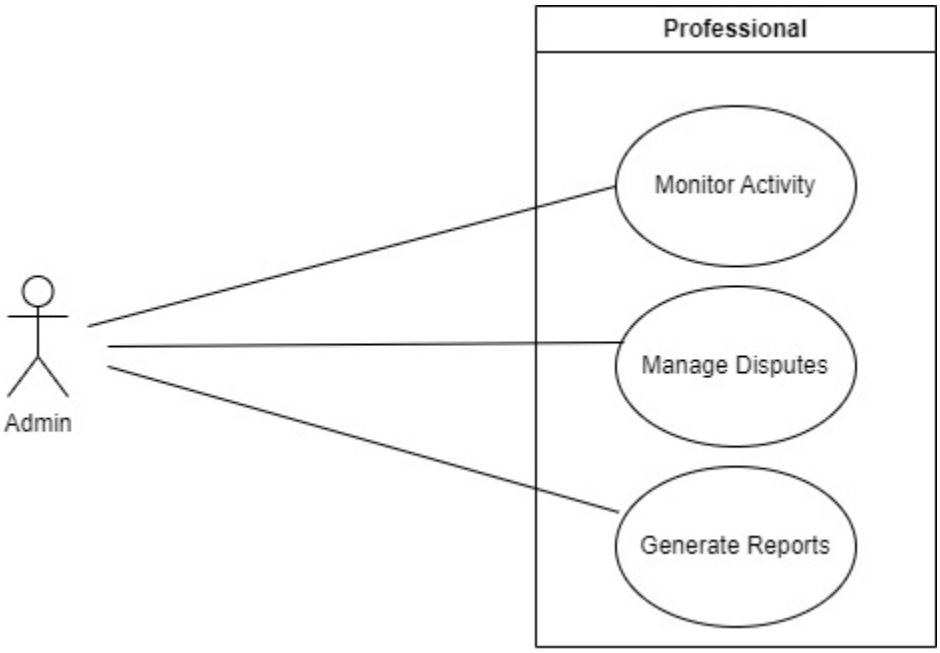
Use case	Use case description	Event type
View reviews	Professional opens reviews section and views all reviews	External
Respond to reviews	Under every review there is a reply button, professional responds to desired review	External


Professional
Create Service Listing
Receive Booking Notification
Manage Bookings
Search for Listing
Enter Specific Listing
Edit Service Listing
Save Changes
View Reviews
Respond to Reviews
Professional

“Admin” user type

User story: As an admin I want to be able to monitor user activity and manage disputes so that the platform remains safe, functional, and trustworthy for all users.

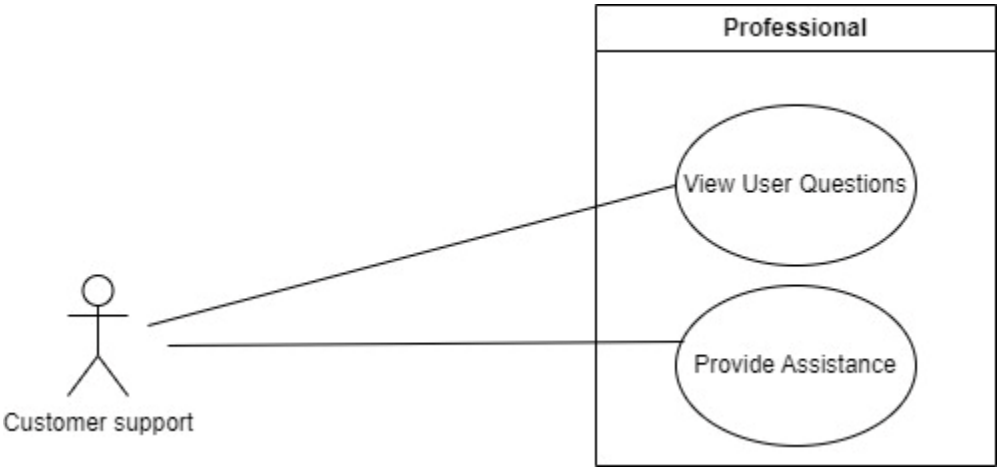
Use case	Use case description	Event type
Monitor activity	Admin sees real time activity of disputes and reviews	State
Manage disputes	Admin reviews evidence from both parties and makes decisions, such as removing reviews or banning users	External
Generate reports	Admin generates performance reports(number of disputes, avg user activity, booking trends)	External



“Customer support” user type

User story: As a customer support I want to provide assistance to users so they can resolve any issues or questions related to the platform.

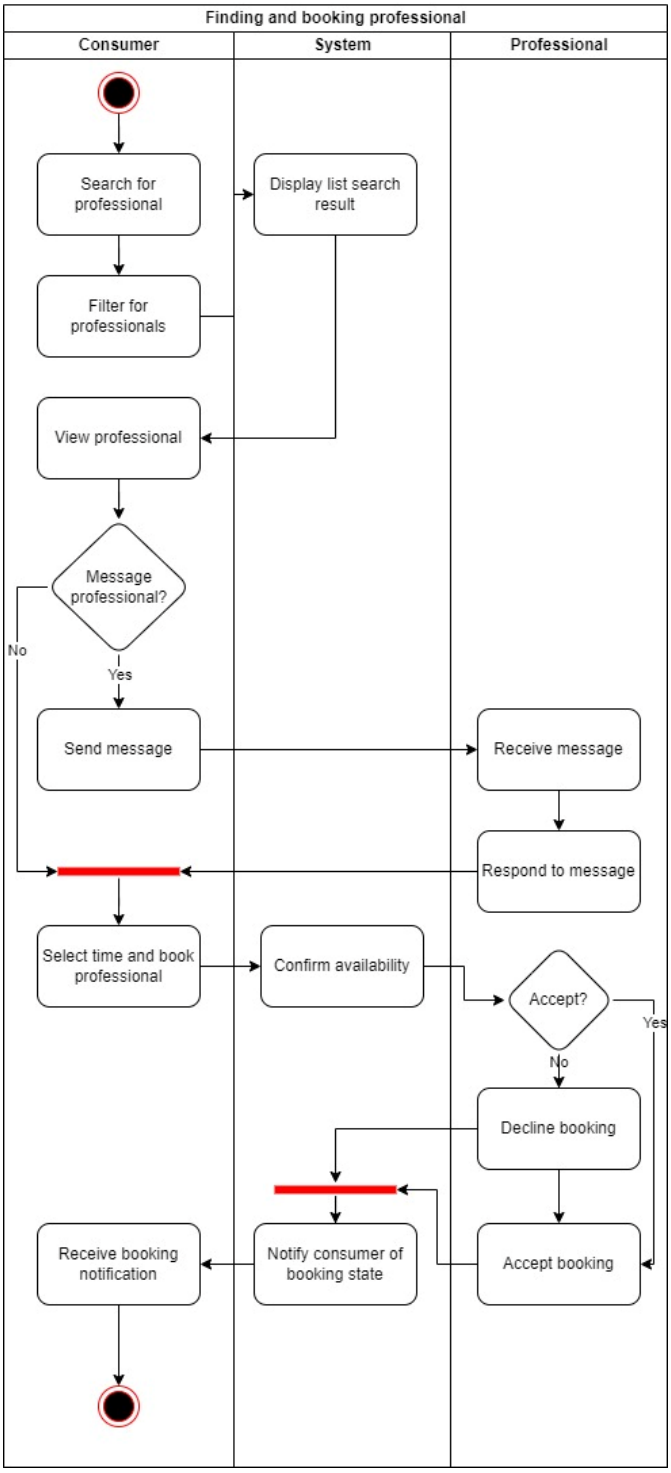
Use case	Use case description	Event type
View user questions	Customer support views all tickets	External
Provide assistance	Customer support answers the questions/or sends them to the admin	External



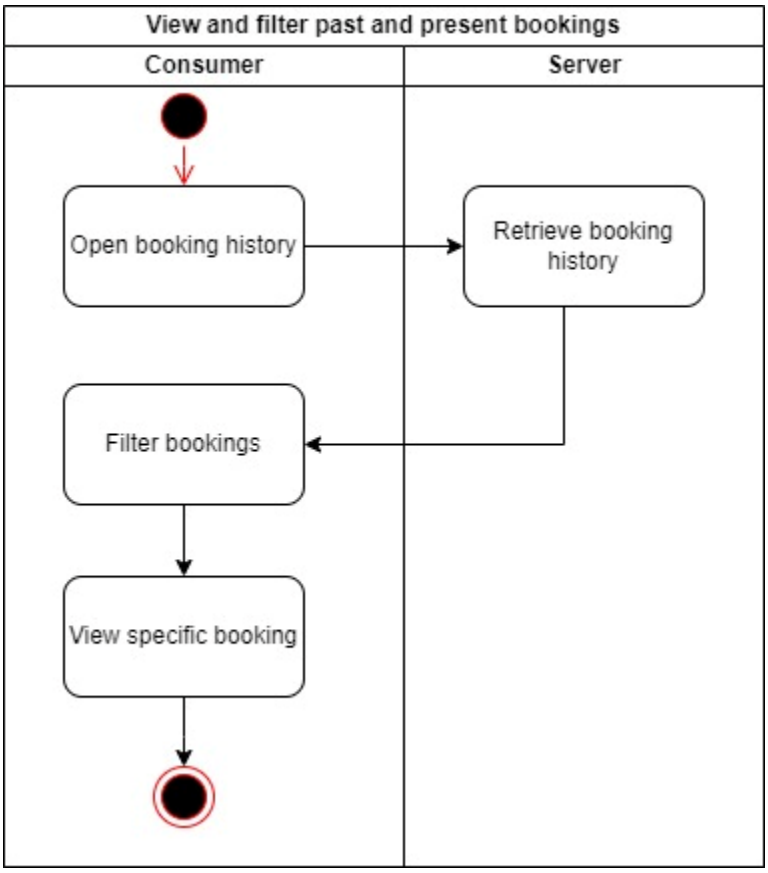
Part 3

Activity Diagrams

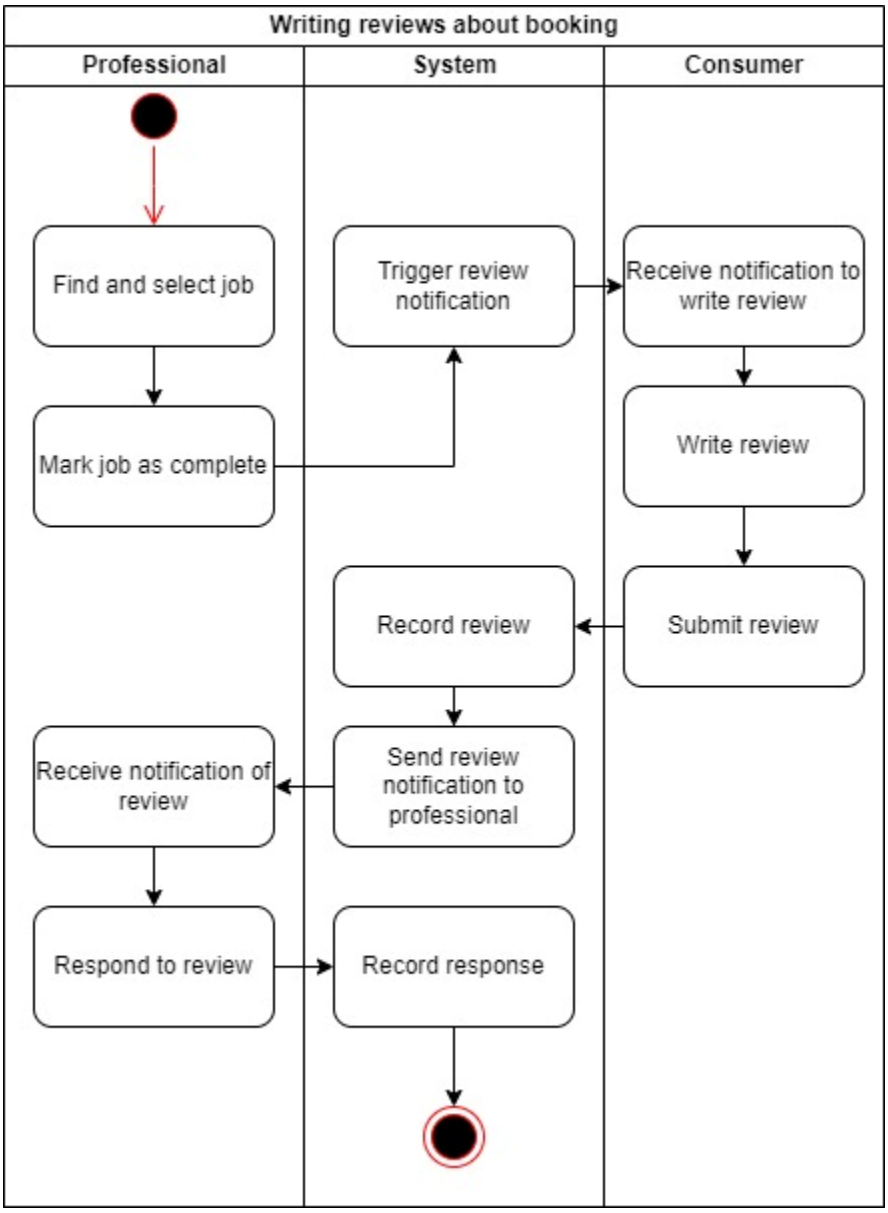
Finding and booking professional



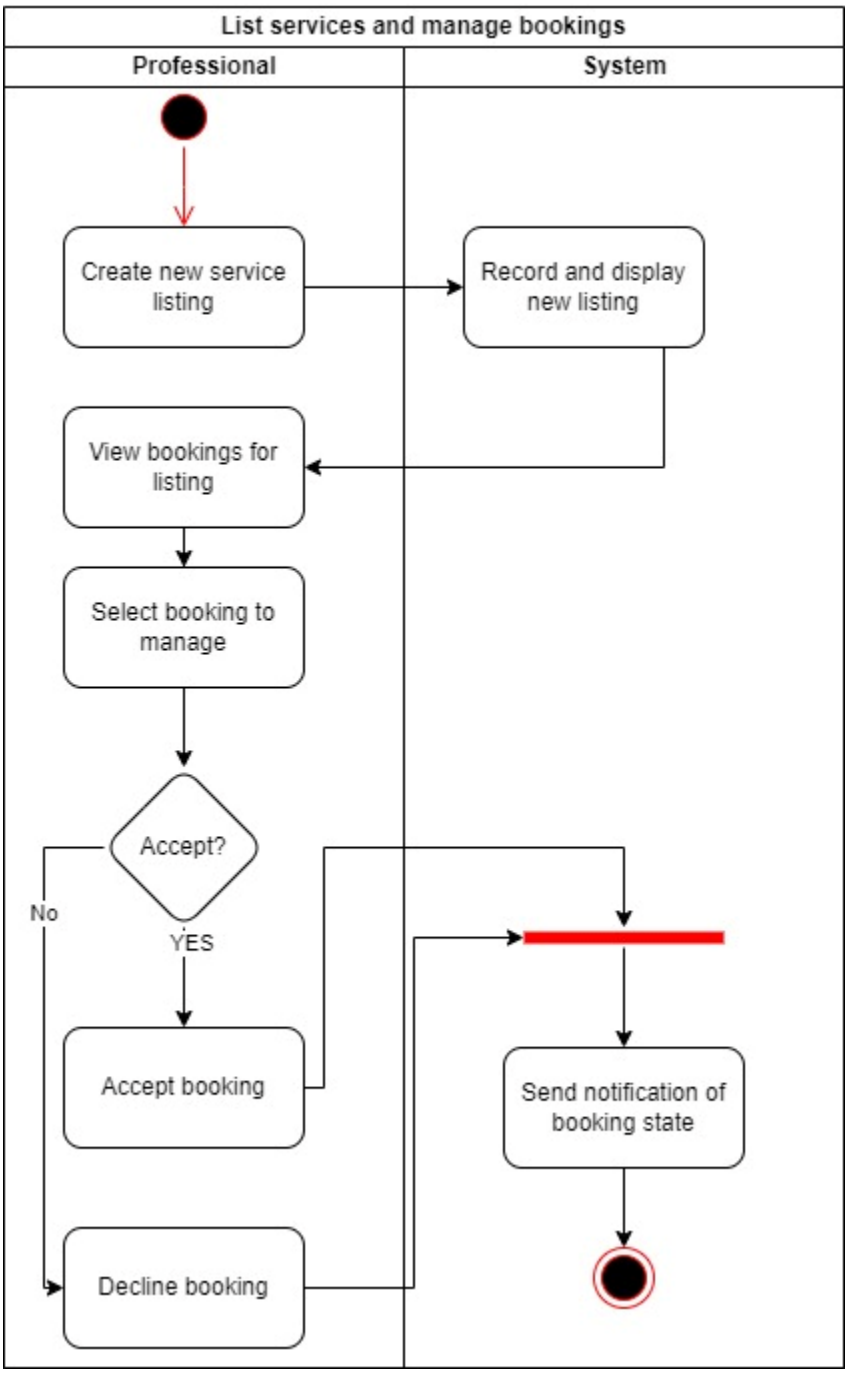
View past and upcoming bookings



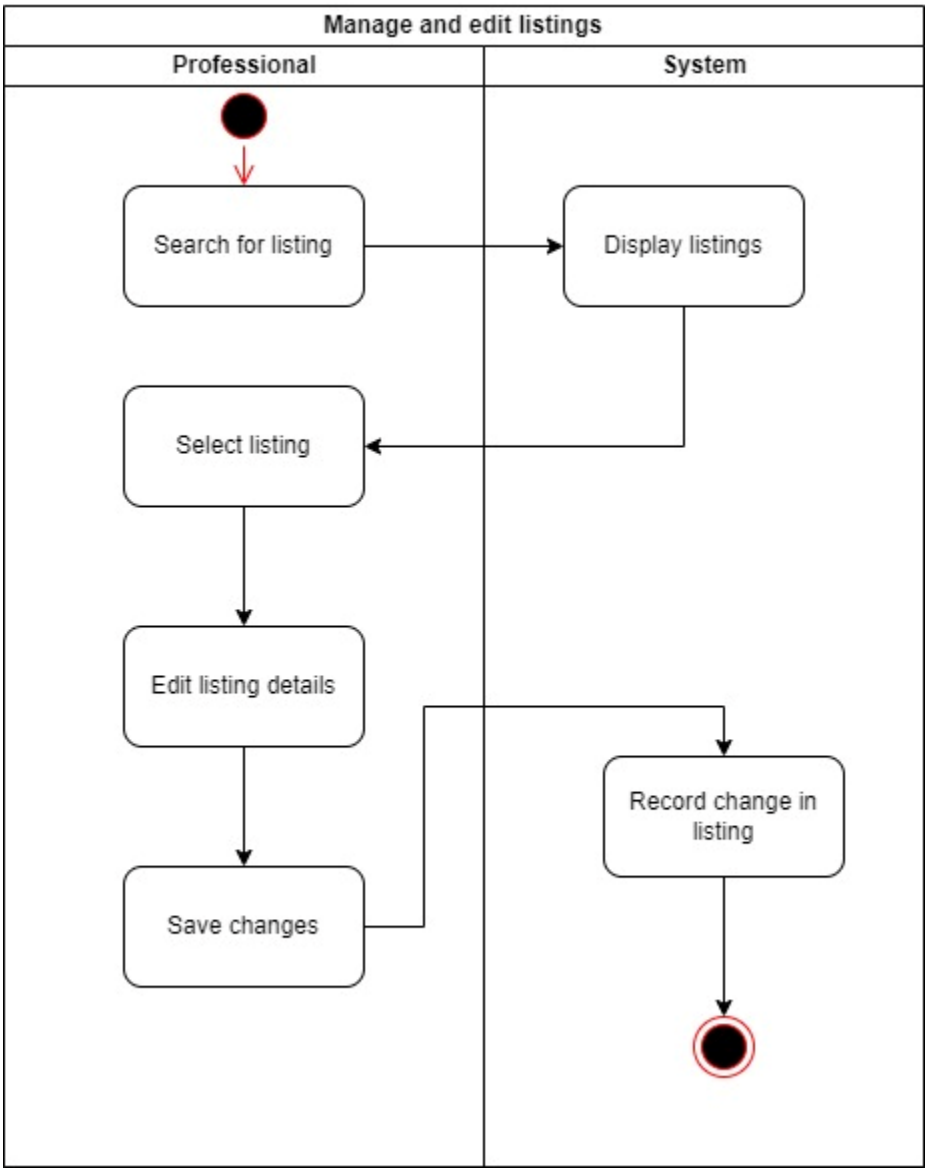
Writing reviews about booking



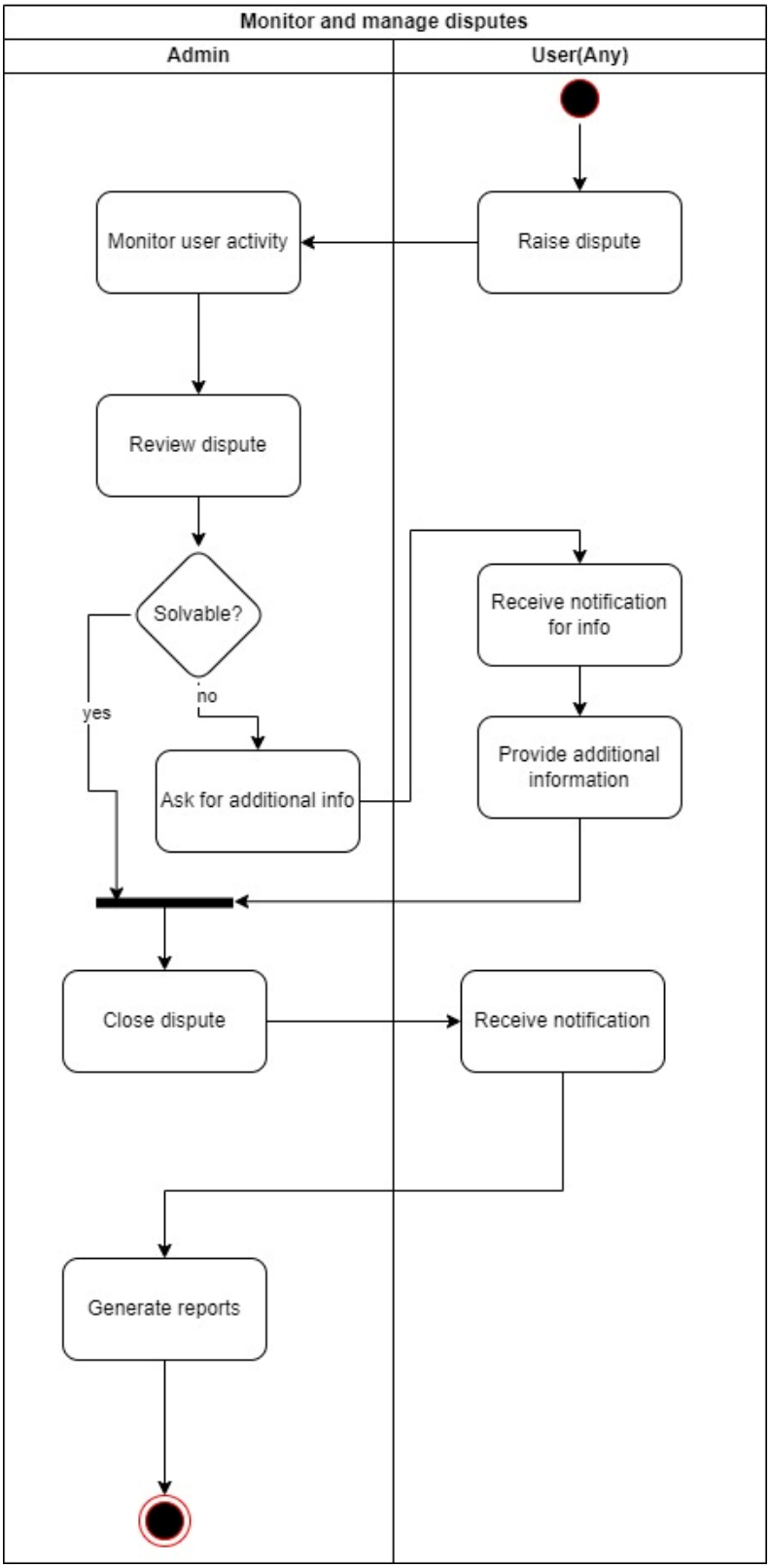
List services and manage bookings



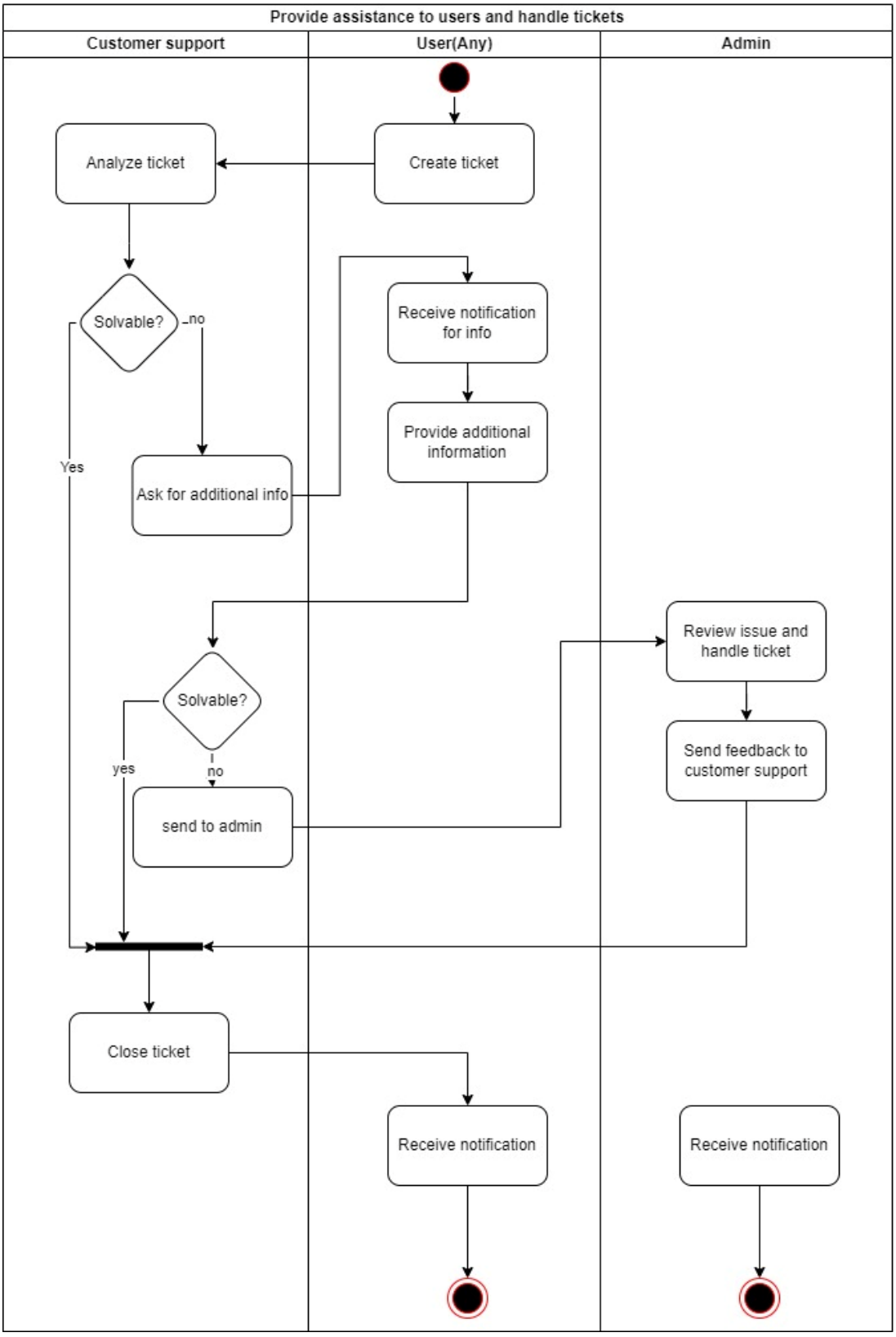
Manage and edit listings



Monitor activity and manage disputes



Provide assistance to users and handle tickets



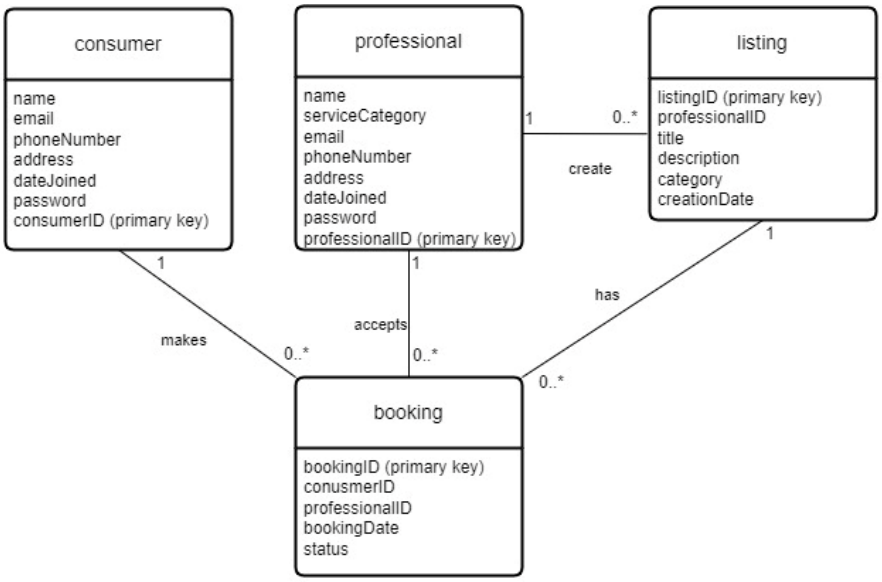
List of things

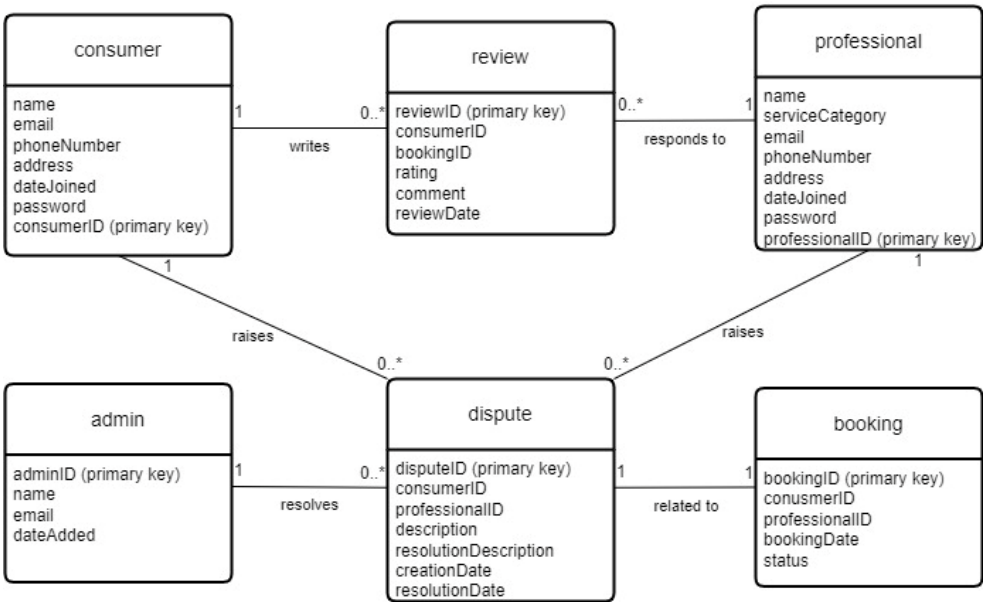
1. **Consumer**
    - Name
    - Address
    - Email
    - PhoneNumber
    - Password
    - DateJoined
2. **Professional**
    - Name
    - Address
    - Email
    - PhoneNumber
    - Password
    - ServiceType
    - DateJoined
3. **Admin**
    - Name
    - Email
    - DateAdded
4. **Customer Support**
    - Name
    - Email
    - DateAdded

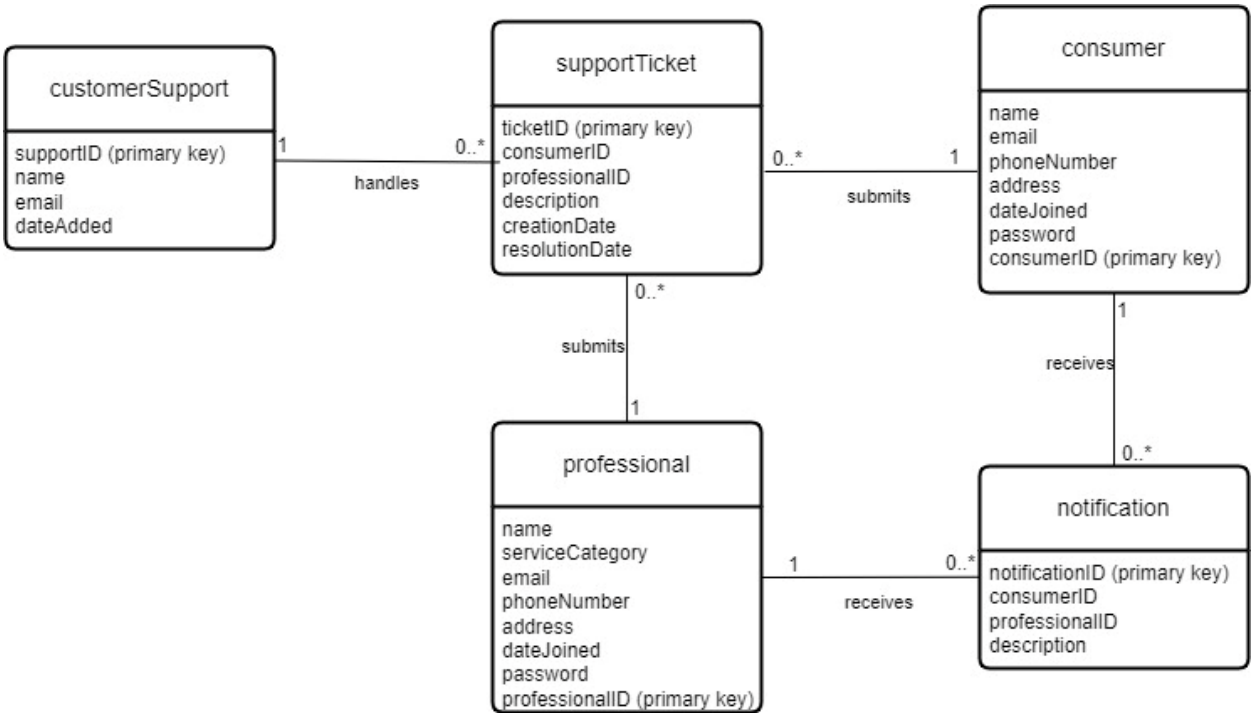
5. **Booking**
    - BookingID
    - ConsumerID
    - ProfessionalID
    - BookingDate
    - Status
6. **Listing**
    - ListingID
    - ProfessionalID
    - Title
    - Description
    - CreationDate
7. **Review**
    - ReviewID
    - ConsumerID
    - BookingID
    - Rating
    - Comments
    - ReviewDate
8. **Support Ticket**
    - TicketID
    - ConsumerID or ProfessionalID
    - IssueDescription
    - DateCreated
    - ResolutionDate

9. **Notification**
    - NotificationID
    - ReceiverID (Consumer/Professional)
    - Description
10. **Dispute**
    - DisputeID
    - UserID (Consumer/Professional)
    - IssueDescription
    - Status
    - Resolution
    - DateRaised
    - DateResolved

Domain model class diagram



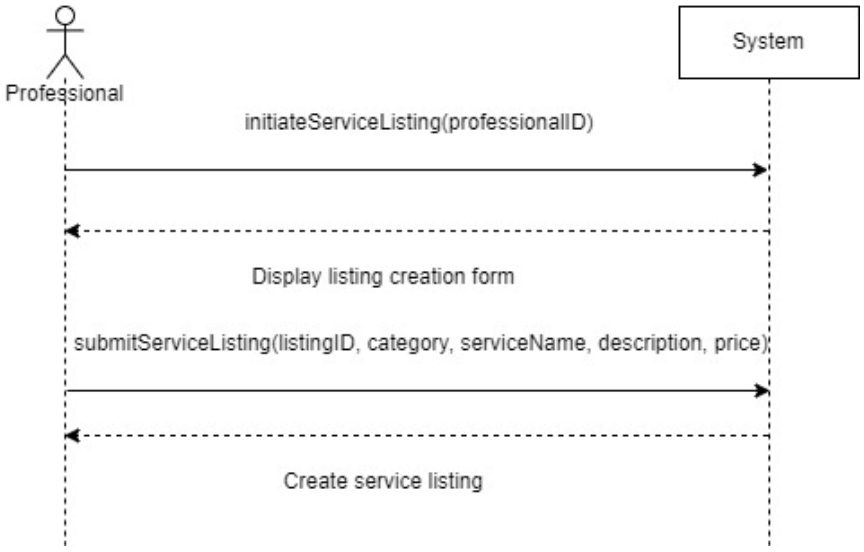



customerSupport
supportID (primary key)
name
email
dateAdded
1
handles
0..*
supportTicket
ticketID (primary key)
consumerID
professionalID
description
creationDate
resolutionDate
0..*
submits
1
consumer
name
email
phoneNumber
address
dateJoined
password
consumerID (primary key)
0..*
submits
1
1
receives
0..*
professional
name
serviceCategory
email
phoneNumber
address
dateJoined
password
professionalID (primary key)
1
receives
0..*
notification
notificationID (primary key)
consumerID
professionalID
description

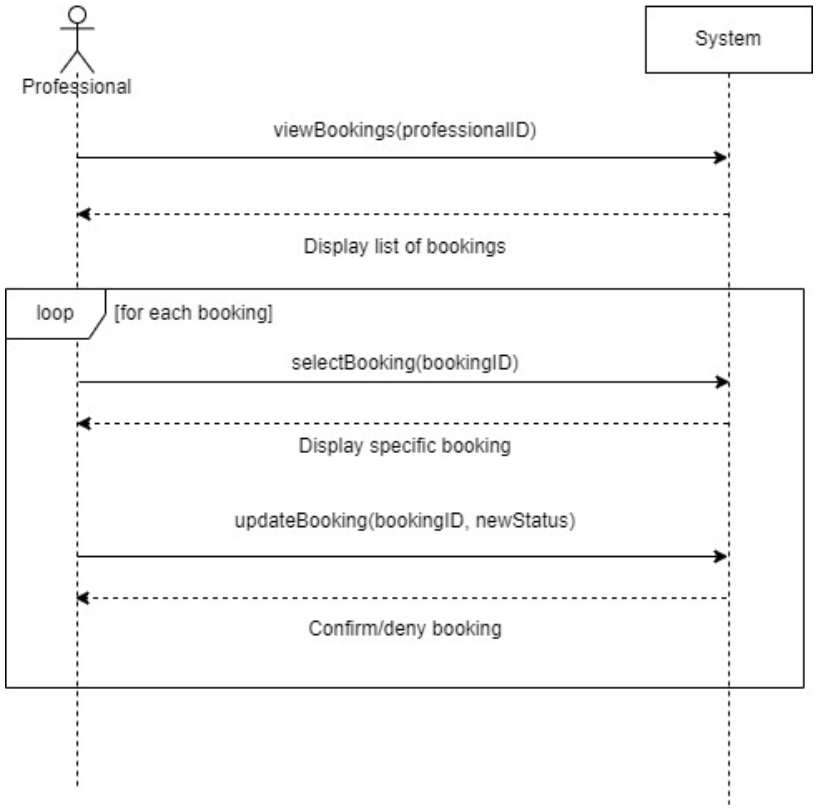
Part 4

System Sequence Diagram (SSD)

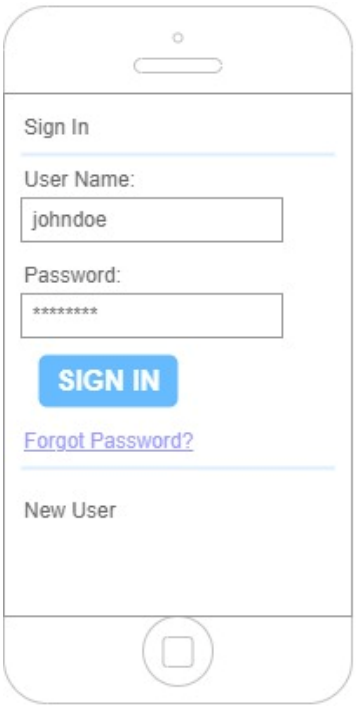
Listing of a service

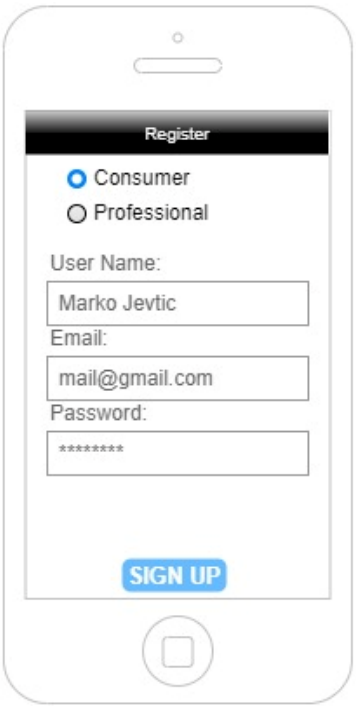


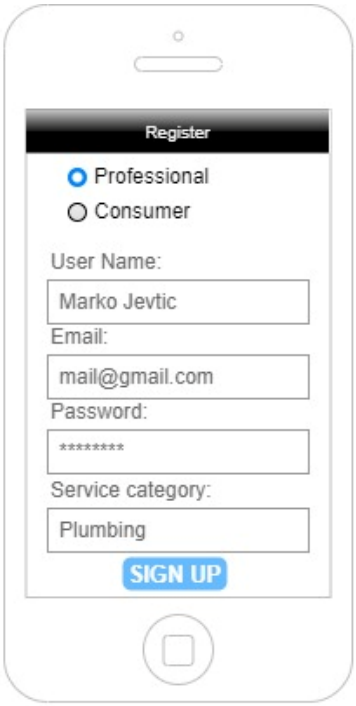
View and manage bookings

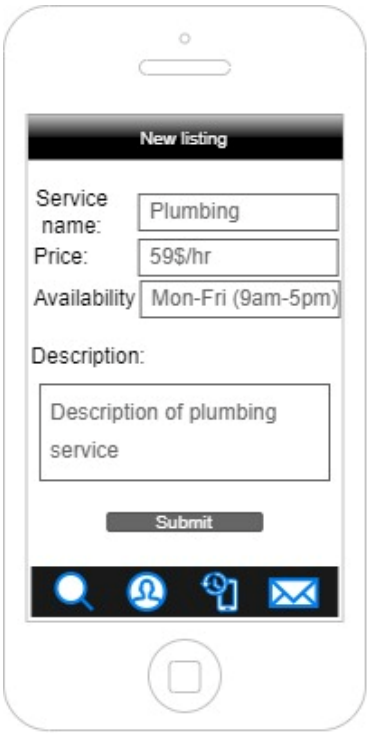


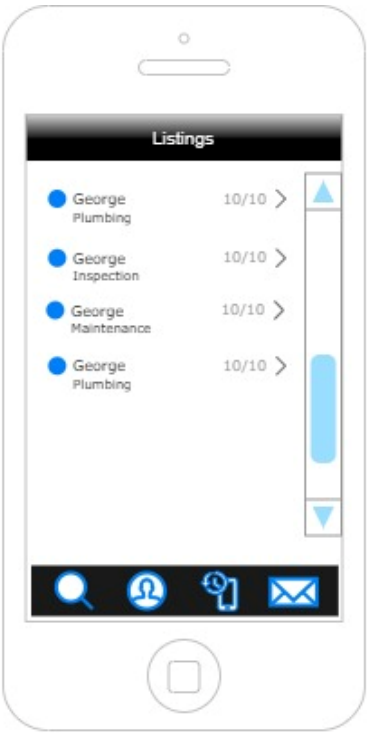
Mockups

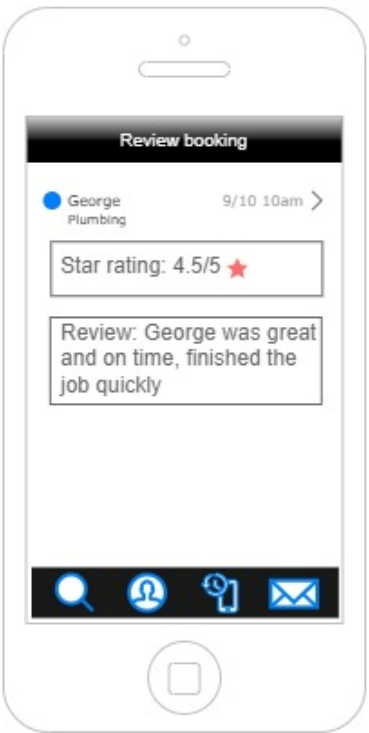

Sign In
User Name:
johndoe
Password:
****
SIGN IN
Forgot Password?
New User


Register
Consumer
Professional
User Name:
Marko Jevtic
Email:
mail@gmail.com
Password:
****
SIGN UP


Register
Professional
Consumer
User Name:
Marko Jevtic
Email:
mail@gmail.com
Password:
****
Service category:
Plumbing
SIGN UP


New listing
Service name:
Plumbing
Price:
59$/hr
Availability
Mon-Fri (9am-5pm)
Description:
Description of plumbing service
Submit


Listings
George
Plumbing
10/10
George
Inspection
10/10
George
Maintenance
10/10
George
Plumbing
10/10

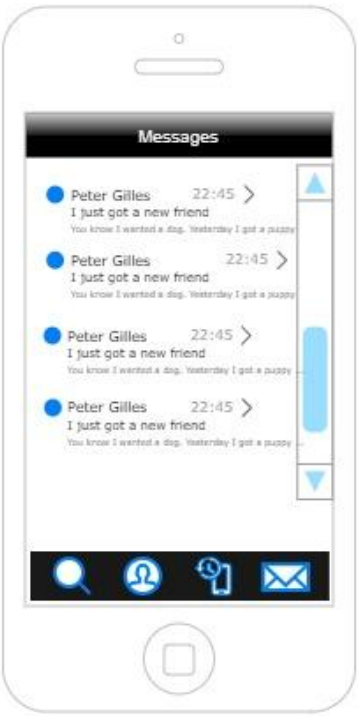

Review booking
George
Plumbing
9/10 10am
Star rating: 4.5/5
Review: George was great and on time, finished the job quickly

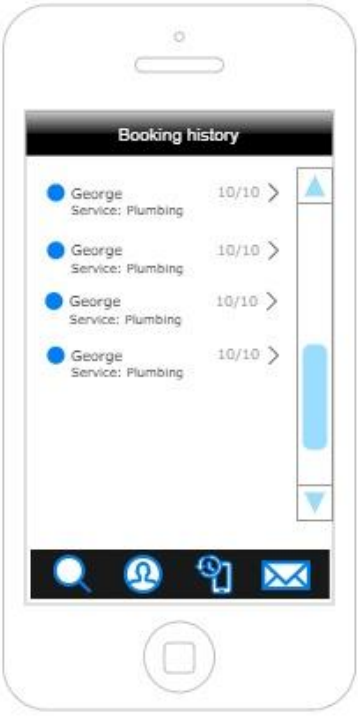
Tickets
Ticket #1234
Ticket #1235
Ticket #1236
Ticket #1237
Ticket #1237 details
ConsumerID: #123512
Description: I have an issue

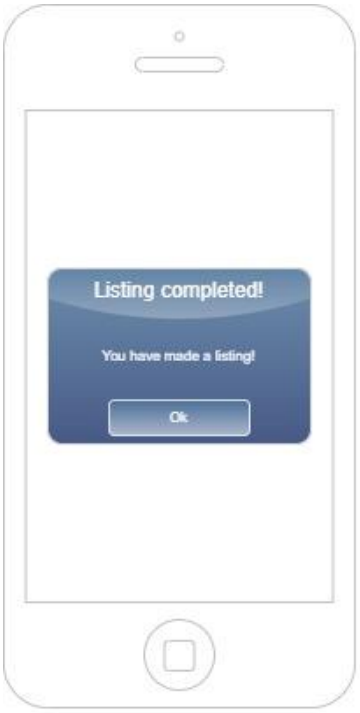
Profile
Photo
Name:
Marko Jevtic
Address:
ave, ZIP
Email:
email@gmail.com
Phone:
333333333
Settings

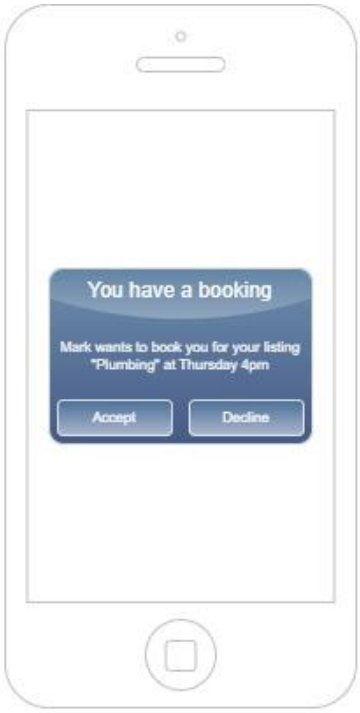
Settings
Photo
Change photo
To change anything, put it into the empty cell
New name:
New address:
New email:
New phone:
New pass:
Save and back

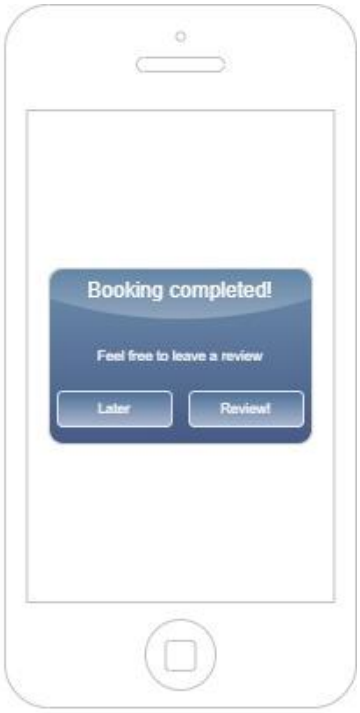
Services
Search
George
10pm 10/10
Service: Plumbing
George
Service: Plumbing
Select time to book

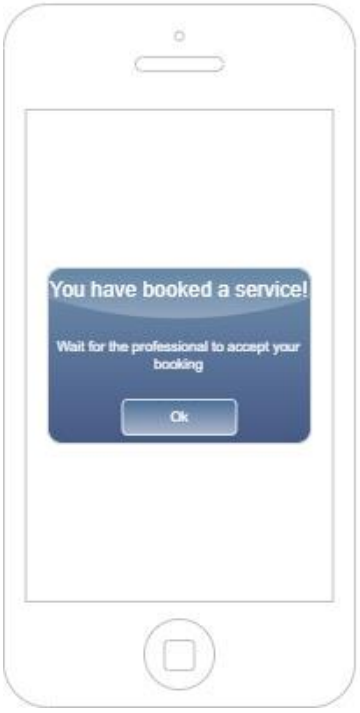

Messages
Peter Gilles
22:45
I just got a new friend
Peter Gilles
22:45
I just got a new friend
Peter Gilles
22:45
I just got a new friend
Peter Gilles
22:45
I just got a new friend

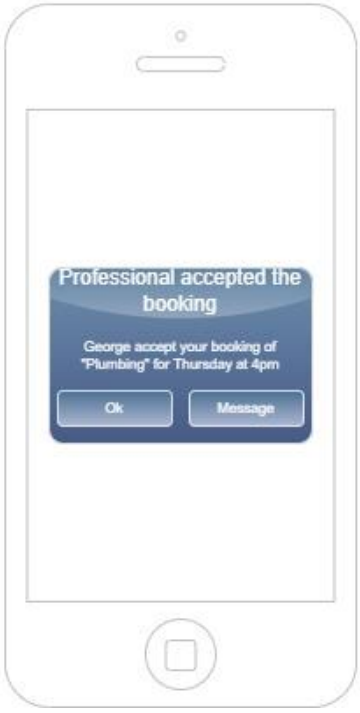

Booking history
George
10/10
Service: Plumbing
George
10/10
Service: Plumbing
George
10/10
Service: Plumbing
George
10/10
Service: Plumbing

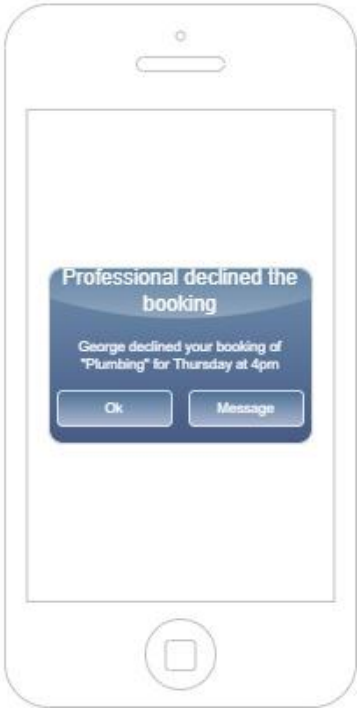

Listing completed!
You have made a listing!
Ok


You have a booking
Mark wants to book you for your listing "Plumbing" at Thursday 4pm
Accept
Decline


Booking completed!
Feel free to leave a review
Later
Review!


You have booked a service!
Wait for the professional to accept your booking
Ok


Professional accepted the booking
George accept your booking of "Plumbing" for Thursday at 4pm
Ok
Message


Professional declined the booking
George declined your booking of "Plumbing" for Thursday at 4pm
Ok
Message

Detailed report of mockup

Professional Service Listing and Booking Report

- **Professional Name**: Marko Jevtić
- **Professional ID**: 6472
- **Today's Date**: September 30, 2024
- **Report date range**: September 1 – September 30

Service Details

Service ID	Service name	Service category	Price	Availability	Bookings	Average Rating
458239WL	Maintenance	Plumbing	$50/hr	Mon-Fri (9 AM-5 PM)	15	4.9/5
347827OP	Maintenance	Electrical Repair	$75/hr	Mon-Sat (10 AM-4 PM)	8	4.7/5
87954SH	Lawn Mowing	Gardening	$30/hr	Sat-Sun (8 AM-2 PM)	3	4.5/5
5858642HR	Home Inspection	Inspection	$150/hr	Mon-Sun (8 AM-6 PM)	4	4.8/5
475920AP	Renovation	Carpentry	$100/hr	Mon-Fri (8 AM-3 PM)	2	4.2/5

Booking information

Booking ID	Service Name	Customer Name	Date	Time	Status
12349	Home Inspection	John Roe	9/24/2024	1:00 PM	Completed
12348	Lawn Mowing	Sarah Brown	9/25/2024	11:00 AM	Declined
12347	Maintenance - Plumbing	Marko Jevtić	9/28/2024	3:00 PM	Completed
12345	Plumbing	John Doe	9/29/2024	10:00 AM	Accepted
12346	Electrical Repair	Jane Smith	9/30/2024	2:00 PM	Pending

Summary Information:

- **Total Services Listed: 5**
- **Total Bookings: 32**
- **Most Booked Service: Plumbing (15 bookings)**
- **Highest Rated Service: Plumbing (4.9/5 based on 15 reviews)**
- **Total Earnings: $2,365.73**

Conclusion and Recommendation

This "Professional" services marketplace makes a clear niche in existing professional services markets by offering an easy-to-use online platform that will be of greater convenience to customers and professionals alike. It provides users with greater transparency, trust, and ease in allowing users to more easily search, book, and review service providers through the app while offering professionals a reliable channel toward acquiring jobs, managing bookings, and communicating with customers. The review system of the platform increases accountability, while user support and administrative features enable smooth operations and solve any problem arising during interaction.

Since there is no single major, overarching platform in the segment, "Professional" can show outstanding perspectives on this highly fragmented professional services market. Its flexibility for handling a wide range of services, together with real-time booking and review features, puts it as a highly scalable solution. Moreover, the marketplace architecture allows it to be available 24/7, focusing on end-user experience and privacy according to the best practices of the industry.

Recommendation: I really believe that we should move forward with the creation and launch of the "Professional" app, as it solves a tangible market need and can yield widespread customer capture for revenue generation. If marketed appropriately and further fine-tuned based on user response, "Professional" can become one of the top platforms in this professional services domain, providing tremendous value for both consumers and service professionals alike.