## **Product Vision & Market Analysis for Mdadda**

### **Vision Statement:** MDADDA connects domestic workers with employers in Kenya through a trusted, accessible platform that formalizes the household help sector, ensures fair treatment and security for workers, and provides employers with reliable, pre-vetted household help.

### **Market Analysis**

***Current Market Challenges for Workers:***

* High job insecurity lack of legal protection leaves workers vulnerable to exploitation.
* Expensive and/or untrustworthy middlemen.
* Limited technology access creates inequality.
* Lack of professionalization of domestic work.
* No certification standards or documentation processes.
* Absence of formal employment structures.

***Current Market Challenges for Employers:***

* Few trustworthy channels to find reliable household help.
* Security and trust concerns when bringing someone new into their home.
* Mismatch between expected and actual skills.
* Unreliability and inconsistency.
* Confusion about legal requirements and obligations.
* High turnover rates.
* Privacy concerns about sharing personal information

***Existing Solutions Analysis:***

| **Solution Type** | **Strengths** | **Weaknesses** | **Cost Structure** |
| --- | --- | --- | --- |
| Word-of-mouth | High trust factor | Limited options, no vetting | Free |
| Agencies | Some vetting, wider selection | Expensive, variable trust | High upfront fees |
| Online apps | Scalable, some verification | Limited adoption, trust issues | Moderate fees |
| NGOs/Community groups | High trust, some vetting | Not scalable, limited options | Low/donation based |

***Kenya-Specific Market Factors:***

| **Factor** | **Implications** | **MDADDA Feature Response** |
| --- | --- | --- |
| Mixed smartphone penetration | Digital divide | Android app + USSD & SMS functionality |
| M-Pesa dominance | Digital payment comfort | Native M-Pesa integration |
| Large informal sector | Lack of documentation | Digital contracts & professional profiles |
| Trust concerns | Hesitancy to use platforms | verification system & reviews |
| Growing part-time work trend | Need for flexible arrangements | Job type & schedule filtering |
| Varying digital literacy | Usability challenges | Visual UI, Swahili language support |
| Cultural nuances | Preference matching needed | Optional cultural preference settings |

### ***Unique Value Proposition:*** MDADDA bridges the trust gap in Kenya's domestic work sector by providing a platform that offers verified profiles, secure payments through M-Pesa, flexible work arrangements, and accessibility features that create dignity for workers and peace of mind for employers.