



# DC Connect

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# INTRODUCTION

- This project is aimed at Identifying a problem in our environment , provide an Application based product solution and create two user personas for our product.



# Problem Statement

- There is currently the need for domestic helps, to assist in cleaning, cooking , running errand and generally maintaining the home of busy individuals in the country today.
- There is a challenge of security as there has been a high rate of criminal activities including murder being carried out by domestic assistants.
- Getting a domestic help with verified background check is challenging.



# Product Name: DomesticConnect

## Product description:

Domesticconnect, also known as DC Connect is a user-friendly mobile application designed to connect households with reliable domestic help services. The app provides a convenient platform for users to find, book, and manage domestic help services such as cleaning, cooking, babysitting, and other housekeeping tasks.

Target audience: homeowners and individuals seeking reliable domestic help services.



# Key Features

## Key Features:

- Service Provider Profiles: Users can browse through verified service provider profiles, including their ratings, reviews, and availability.
- Booking and Scheduling: Users can easily book services based on their requirements and schedule appointments at their preferred date and time.
- Secure Payment: The app offers secure payment options, allowing users to pay for services directly through the app.
- Real-time Tracking: Users can track the status of their bookings in real-time, ensuring transparency and peace of mind.
- In-app Communication: The app provides a built-in messaging system for users to communicate with service providers, enabling seamless coordination and updates.
- In-app location tracking: The App provides an inbuilt location tracking for users to track their domestic help while on duty.
- Service History and Ratings: Users can access their service history and provide ratings and feedback for service providers, helping maintain service quality.





# Unique Selling Points

- Convenience: DomesticConnect eliminates the hassle of searching for domestic help services by providing a centralized platform for users to find and book services.
- Reliability: All service providers on DomesticConnect undergo a rigorous verification process to ensure reliability and trustworthiness.
- Transparency: Users have access to service provider ratings and reviews, enabling them to make informed decisions.
- Security: DomesticConnect prioritizes user security by offering secure payment options, maintaining data privacy and location tracking of domestic help.



# Our Strategy

- **Competitive Analysis:** DomesticConnect differentiates itself from competitors by focusing on user experience, reliability, and security. The app's intuitive interface, verified service providers, secured payment and employee tracking options sets it apart in the market.
- **Monetization Strategy:** DomesticConnect can generate revenue through a commission-based model, where a percentage of each transaction is charged to service providers. Additionally, the app can offer premium features or subscription plans for enhanced functionality.
- **Future Enhancements:** DomesticConnect can explore additional features such as personalized recommendations, loyalty programs, and integration with smart home devices to further enhance the user experience.

# Boma George

Gender : Female  
Aged: 45  
Occupation: Bank Director  
Location : Old GRA , Port Harcourt, Nigeria

- **Demographics:**

Boma George is a 45-year-old Married bank director living in Old GRA Port Harcourt. She has a demanding job and a busy lifestyle. She is very security conscious because of her status.

- **Goals:**

Boma George's primary goal is to find reliable domestic help services that can assist her with housekeeping tasks, taking care of the kids and running errands. She wants to save time and ensure her home is well-maintained.

- **Pain Points:**

Boma George often struggles to find trustworthy service providers and coordinate schedules due to her hectic work life. She also values security and privacy when accessing domestic help services.

- **Key Features:**

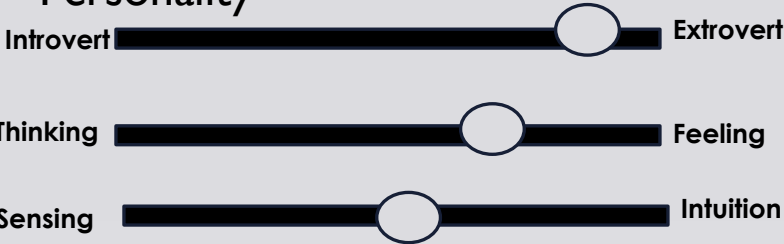
Boma George would benefit from features such as easy booking and scheduling, secure payment options, and real-time location tracking to ensure peace of mind, being assured of the safety of her home and kids.



## Technology



## Personality





# Ade Johnson

Gender : Male  
Aged: 34  
Occupation: Software Engineer  
Location : Ikeja, Lagos Nigeria

## Demographics:

Ade is a dedicated single dad who works from home as a software engineer. He has two kids, aged 6 and 8, and is responsible for managing both his professional work and household responsibilities. He values work-life balance and strives to create a nurturing environment for his children while meeting work deadlines.

## Goals:

Ade's primary goal is to efficiently manage his household tasks while ensuring quality time with his kids. He seeks reliable domestic help services that can assist him with cleaning, cooking, and other housekeeping tasks.

## Pain Points:-

Ade often struggles to balance work and parenting responsibilities, especially during busy workdays. He finds it challenging to find trustworthy domestic help services that align with his schedule and meet his specific requirements. Ade values security and privacy when accessing domestic help services.

## Key Features:

Ade would benefit from features such as easy booking and scheduling, secure payment options, and real-time tracking to ensure transparency and peace of mind. In-app communication with service providers would enable seamless coordination and updates. Access to service history and ratings would help



## Technology

### Social Media



### Mobile App



### Software



## Personality





THANK YOU.