ENSE 281 GROUP PROJECT
Project Description: Design & Develop A Small To Medium Scaled, Web-Based Software Application

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PROJECT IDEA / BACKGROUND

➤ People try to find different services during different seasons, for some occasions, or throughout the year as well.

➤ Services include snow removal, leaves raking, fence painting, and many more, but they are not always budget friendly or reachable quickly.

➤ Different ideas to enter this market with a number of different questions making their way into the golden circle, like:
  o Why do we need to step into this market, but in a different way to change the game around and make an impact as well?
  o Who are the people that need certain services and the ones that could provide those services, and how can they meet?
  o What constraints we currently face, and what can we do to make sure that these services stay budget friendly, and reachable?

"Instead of you approaching them, let them approach you"

WHY???

REASONS	IMPACTS
➢ Bridging gap between people who need services and people who have skills to provide those services.	➢ Reduced / Closed gap between workers and who require and hire them for short term gigs.
➢ Not sufficient wages for workers and / or late payments.	➢ Earning more than just a small percentage amount of what bigger companies charge.
➢ Hectic to count and keep currently created resumes.	➢ Skilled workers having a chance to negotiate the price for their skills.
➢ Instead of having multiple resumes for multiple services, let the jobs come to you as common.	➢ Independence, favorable prices, more opportunities, less demands.

WHO???

➢ **Primary Audience:**
  o Homeowners, renters, property managers, and people looking for affordable prices to pay.

➢ **Secondary Audience:**
  o Skilled workers (even less experienced ones), maintenance professionals, people looking for flexible job opportunities with a better pay rate.

➢ **Business Reach:**
  o Locally and regionally across Canada, especially in urban and suburban areas with higher demands, and people willing to find trustworthy and reliable service at reasonable costs.

➢ **Opinions:**
  o Opinions from both sides matter for the success of the platform, as anyone could be at fault (so hearing both sides is crucial) or could make an honest mistake as well.

➢ **Providing Information:**
  o Online search engines, digital marketing, social applications, customer reviews, local advertisings, words of mouth, community recommendations, etc.

WHAT???

- **Constraints:**
  - Limited knowledge about backend work and architecture knowledge.
  - Limited technology usage in the form of CSS, HTML, SQL etc.
  - Limited budget for marketing on a wide scale.
  - Limited information about sources that could verify our workers by background check.
  - Limited sources to authenticate the accurate size of the piece of land where work takes place.

- **Vision:**
  - Having an independent database with available job postings, for people willing to provide service.
  - Ratings and reviews from customers to help solidify a worker's status on the platform.
  - Enhancing skills without the pressure of an employer and recognition in the community.
  - Dividing the jobs into 2 categories – Immediate and scheduled.
  - System providing autonomy and independent decision making opportunity for workers.
  - Jobs like gigs without commitment to a specific company in the market.

Any Questions?

Any Suggestions?

Any Specifications?

Any Recommendations?

Thank You!

The End