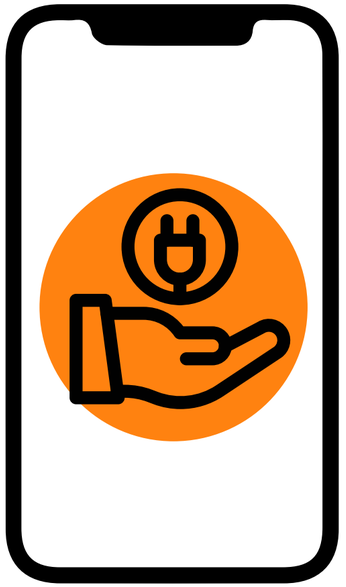
Online Service Hub

PlugMe



Bringing services to your doorstep

SLIDE NOW

Presentation by Study Group B

About our Platform

PlugMe is a User friendly app that connects people together and bridges the gap between service providers and users, creating a vibrant network that enhances lives through meaningful interactions and accessible services.

User Problems

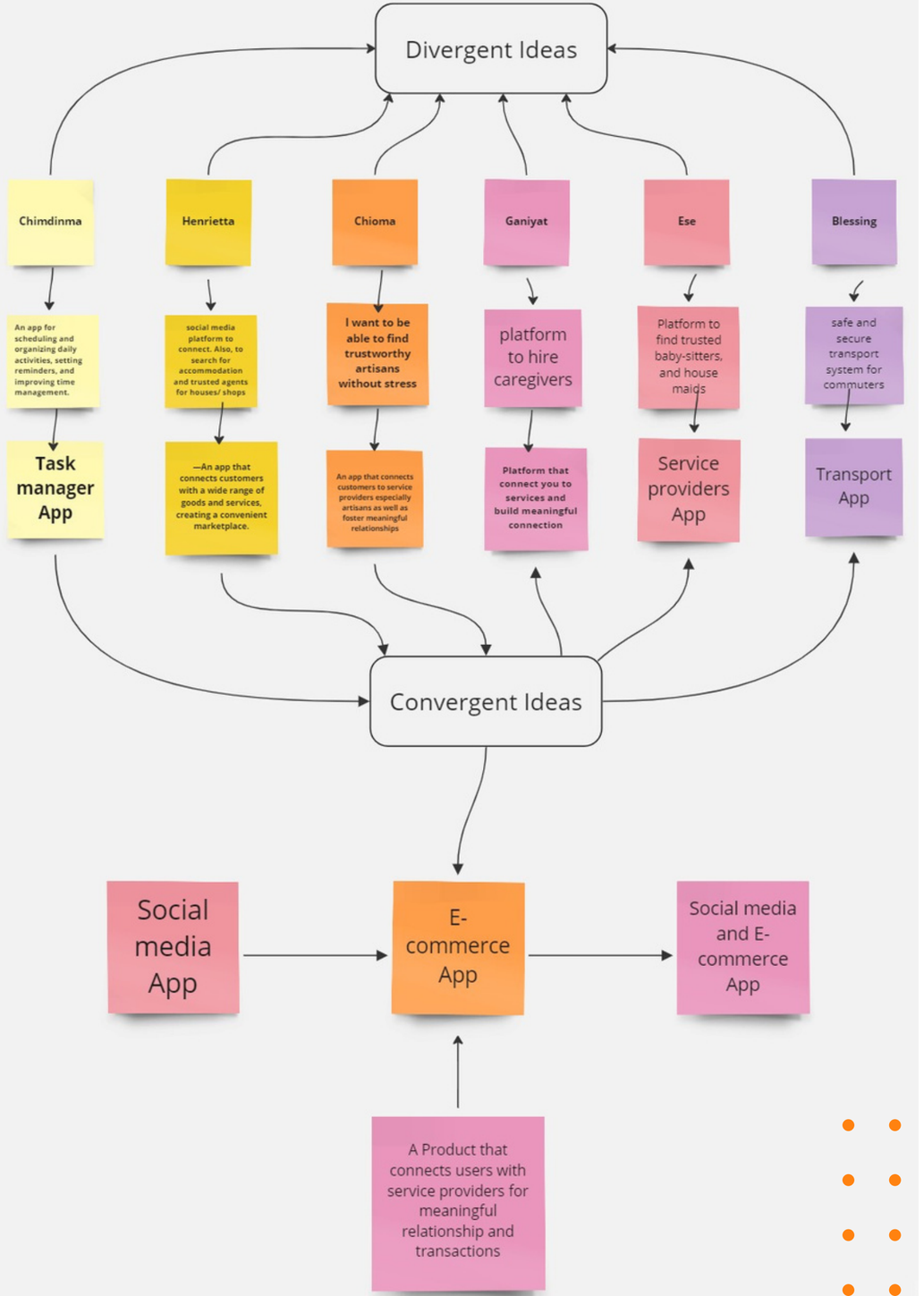
Poor access to trustworthy artisans and service providers creates daily challenges for individuals, resulting in increased vulnerability to fraud, stress, strained relationships, reduced life expectancy, and distance-related issues.

Brainstorming

Mind Mapping

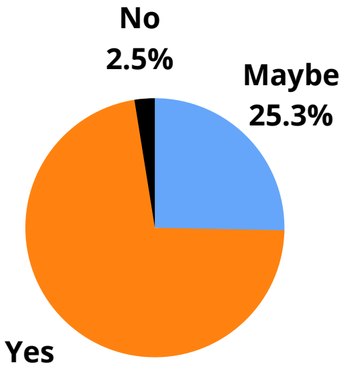
Grouped Ideas

TAP TO VIEW MAP

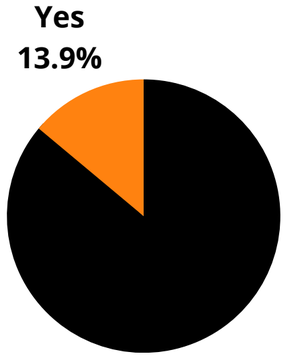


Research Data

Idea/Product Validation



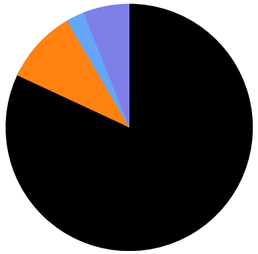
People that prefer to connect to a service provider through trusted digital platforms



People familiar with platforms that connects users with skilled artisans(e.g Nanny,make up artist, plumber,etc

Lack of transparency and trust in service providers
9.6%

Difficulty targeting specific customer segments
27.3%



People’s biggest challenges in finding reliable and skilled service providers

Limited options and difficulty finding the right fit
81.9%

Limited reach and visibility
36.4%

Lack of online reputation and reviews
31.8%

People's biggest challenges in finding new customers

Competitive Analysis

Factor	Plug Me	Facebook Marketplace	VisCorner	Jiji
Target Market	Business professionals, business owners and individuals in Nigeria	Anyone who wants to buy or sell goods and services	Businesses and individuals in Nigeria	Anyone who wants to buy or sell goods and services in Nigeria
Strengths	• Prioritizing user safety through robust service provider verification for enhanced community trust. • Large and growing market opportunity • Experienced team • Focus on trust and transparency • Seamless user experience and transactions.	• Large user base • Well-known brand	• Focus on local businesses • User-generated reviews	• Wide selection of products and services • Affordable prices
Weaknesses	• New platform with limited brand awareness. • Need to build a strong network of service providers • Competition from other online platforms and traditional offline channels	• Lack of trust and safety features • Cluttered user interface	Limited selection of products and services	Lack of buyer protection

Competitive Analysis

Factor	Plug Me	Facebook Marketplace	VisCorner	Jiji
Opportunities	• Growing demand for in-demand services in Nigeria • Increasing smartphone and internet penetration in the country • Partnerships with businesses and organizations to reach a wider audience • Expansion into new markets and service categories	Ability to expand into new markets and offer new services	Ability to expand into new markets and offer new services	Ability to expand into new markets and offer new services
Threats	• Economic downturn in Nigeria • Entry of new competitors into the market • Changes in government regulations • Technological advancements that could disrupt the platform	• Changes in Facebook's algorithm • Competition from other online platforms	• Economic downturn in Nigeria • Competition from other online platforms	• Economic downturn in Nigeria • Competition from other online platforms

Competitive Advantage

Features	PlugMe	Facebook Marketplace	VisCorner	Jiji
A strong network of trustworthy and qualified service providers	Yes	No	Yes	No
Experienced team with a proven track record in the tech industry	Yes	Yes	No	Yes
Strong focus on building trust and transparency between users and providers	Yes	No	No	No
Technological advancements that could disrupt the platform	No	Yes	No	Yes
Community interactions	Yes	Yes	No	Yes
More responsive customer service	High	Low	Low	Low
Partnerships with businesses and organizations to reach a wider audience	Yes	No	No	No

User Persona
Customer

NAME Korede Idowu

AGE 29

LOCATION Lagos, Nigeria

OCCUPATION Baker

ABOUT	Korede Idowu, a 29-year-old passionate baker residing in the vibrant city of Lagos, Nigeria. Known for his creative flair in the kitchen, Korede not only finds joy in perfecting pastry recipes but also has a soft spot for dogs. His love for baking and caring for animals shapes his lifestyle and interests.He spends most of his free times researching on beautiful houses and kitchen interiors.
QUOTES	"I wish finding an apartment wasn't such a hassle; the agents I encountered left me frustrated and drained."
BEHAVIORS	• Actively participates in local culinary communities to enhance baking skills and expand professional connections. • Appreciates technology that simplifies tasks and aligns with his interests in baking and caring for animals. • Values transparency and reliability when engaging with service providers for both personal and professional needs
CHALLENGES	• Korede faced frustration when seeking an apartment through traditional channels. Real estate agents lacked transparency, providing imprecise location details and resorting to extortion. The overall experience turned an exciting step into a stressful and resource-draining ordeal. • He is always busy focusing on his passion, He feels he isn't giving his dogs enough care, Leaving his dogs unkept,and his apartment in general
CORE NEEDS	• Korede appreciates personalization; the platform should understand his preferences and provide tailored recommendations for services that match his unique needs • As a busy baker, Korede needs a platform that saves him time and effort when searching for and booking services, allowing him to focus on his passion. • Values transparency in service details, ensuring clear information about providers, pricing, and services offered • Korede seeks a platform that streamlines the process of connecting with reliable service providers, reducing the hassle of traditional methods

User Persona
Business Owner

NAME Florence okafor

AGE 25

LOCATION Abuja, Nigeria

OCCUPATION Caterer

ABOUT	Meet Florence Okafor, a dedicated caterer offering both indoor and outdoor services in Abuja, Nigeria. Florence is passionate about creating delightful culinary experiences for her clients. She garners clients through a combination of effective advertisements and referrals.
QUOTES	"In a challenging economy, connecting with clients efficiently is crucial for sustaining and growing my business."
BEHAVIORS	• Actively engages in marketing and advertising strategies to showcase her catering services to a wider audience. • Values sincerity, feedback, and punctuality as the cornerstones of her business. • Faces challenges in the current economic situation and seeks efficient ways to connect with clients and close deals.
CHALLENGES	• Struggles with the absence of referrals, impacting the growth of her catering business. • Navigating the challenges of the economic situation in the country, which affects client acquisition and business sustainability. • Desires a platform that allows her to showcase sincerity, receive feedback efficiently, and connect with clients seamlessly.
CORE NEEDS	• Florence needs a platform that enhances the visibility of her catering services, reaching potential clients beyond her current network. • A service-connecting app that can act as a third party, connecting Florence with potential clients efficiently and closing deals. • Florence values sincerity; therefore, the platform should provide a space for her to showcase the authenticity and quality of her catering services. • Florence wishes for a feature where the platform facilitates communication with clients, allowing her to gather feedback directly and improve her services.

PlugMe Vision Board

Creating vibrant connections and seamless transaction between service users and service providers while enhancing lives through access to trustworthy and qualified personnel for busy professionals and business owners in Nigeria

Target Group

- Busy professionals in Nigeria
- Business owners in Nigeria.

Needs

- To save time and effort
- Access to a wide pool of trustworthy and qualified personnel
- Seamless transaction
- Life Enhancement

Product

- Focus on busy professionals and business owners
- Vetting and verification of service providers
- Community features
- Secure online booking and payment system
- Personalized recommendations

Business Goals

- Revenue generation
- User acquisition and growth
- Data collection and analytics
- Brand recognition and reputation
- Ecosystem expansion
- Competitive advantage
- SDG 3, 8 ,9, 11, 17.

PlugMe Strategy

Build a platform that promotes trust and focus on quality service delivery to users

Focus on visibility and collaboration opportunities for service providers

Partner with individuals, businesses and organizations

Develop innovative features

Expand into new markets and offer new services

Tap to Read more details

Resource Board

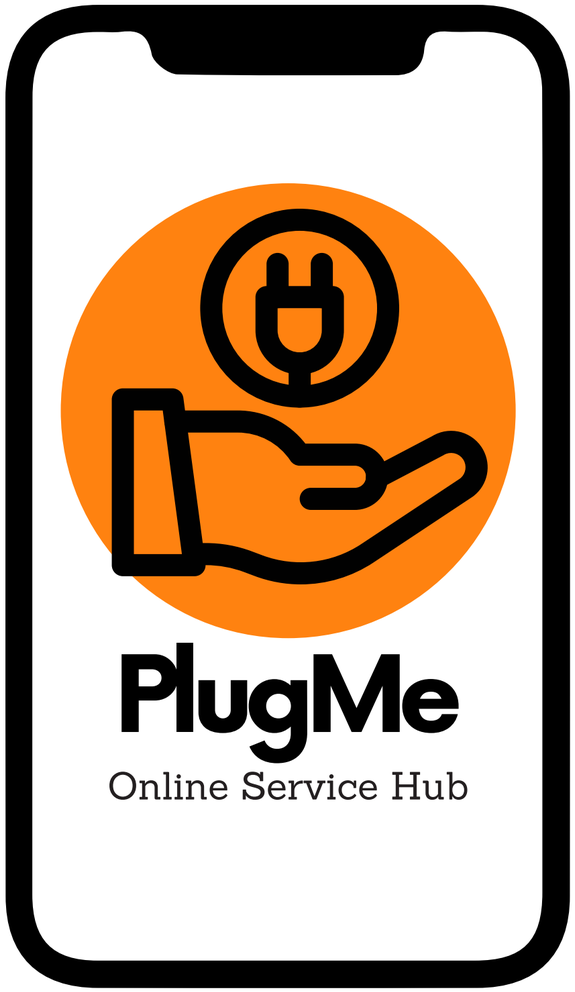
Mind Map

User Interview Form

PlugMe Strategy

Product Validation Form

Idea Validation Form



THANK YOU FOR YOUR ATTENTION