

Quick Fix: Revolutionizing Emergency Home Repairs

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1. Introduction

On a freezing winter night, your boiler has suddenly stopped working, panic ensues as you search to find an urgent plumber to sort the issue at hand, only to find all are either unavailable or unreliable. You then turn to family and friends and make desperate calls, yet no one can offer help. This is unfortunately the reality of what many households face in the UK. It was reported that waiting times for a tradesperson is on average an astounding 5 weeks (*electime (2024)*). Furthermore, the growing demand for repair works only further escalates this issue, for instance between 2022-2023 the quote rate for a tradesperson increased by 10% (*Magazine, H.P.M. (2015)*), placing further strain in the prompt allocation of trades workers to customers. These issues highlight the need for a service that is more reliable, affordable, and quick in response.

It was reported by a survey that 79% of plumbers lack the necessary skills or are unsure on how to market themselves (*Anon, (2024)*), and therefore clients who need their services are unable to reach them. This imbalance between supply and demand causes inefficiencies in the allocation of tradespersons. The popularity and success of on demand service platforms such as 'Uber' and 'Airbnb', highlights the potential for success and dire need for a platform that seamlessly connects tradespersons to customers with minimal hassle.

QuickFix aims to capitalise and change the way emergency trade services are accessed and delivered, primarily within the UK. The unique selling point (USP) and the value proposition lies in providing fast, affordable, and reliable service. Essentially, connecting trade workers with customers swiftly, using technological innovation and a user centred approach, to become the leading and go to emergency repair app.

2. Minimal Viable product

QuickFix is a go-to solution for all kinds of emergency repair tasks ranging from major plumbing works to even replacing a light bulb. The app interface as shown in *figure (1)* allows users to easily request services without any hassle or tedious application forms to fill out, view available tradespersons nearby, compare options as well as communicate directly to the trades worker or utilize the AI chatbot feature for general enquiries. Users will have the option to upload photos, or provide a description of the task, ensuring clear communication with the trade worker. Users will be able to confirm the price ahead of the starting the works, this ensures that the service provided is accessible by all households and both customers and trade workers have confidence knowing price has been agreed upon. Furthermore, QuickFix also incorporates a vetting system and a review section to ensure quality amongst trade workers is consistently maintained. Once confirmed, users will be able to use the GPS tracking feature to track

their trades worker in real-time. For trade workers, QuickFix simplifies the booking process, making it easier to obtain customers, all while ensuring competitive rates.

3. Testing the MVP

The target demographic for QuickFix is all households, with a specific focus on individuals aged 18 and above whom either own or rent a property or land. Gathering feedback from the target audience is essential for refining the MVP. In the initial stages, QuickFix looks to roll out a beta testing program to a selective number of participants in urban cities. There will be a varied and diverse representation from the target demographic. The app will be marketed through social media platforms and repair related forums. Participants will be encouraged to provide feedback on various aspects of the app such as usability and the different features.

As for the trade workers QuickFix aims to recruit trade workers from trade unions and existing trade companies. In addition to this referral programs will be implemented to incentivise trade workers in the initial stages. Trade workers will also be able to submit feedback or report any issues.

Surveys will be used to gather qualitative and quantitative feedback to track behaviour within the app, this data will provide insights into user preferences and areas for improvement such as most frequently used feature and average session duration. Improvements will be implemented based on feedback. Success metrics for QuickFix include number of bookings made through app, customer satisfaction rate, and number of trades workers live. Quick fix aims to utilize feedback to meet the expectations of both customers and trade workers.

4. Research carried out.

Primary research was carried out, where each member contributed questions to a collective survey consisting of 10 questions. The survey was sent and asked to complete by potential customers and users of QuickFix. The survey questions covered various aspects regarding emergency repairs, see *figure (2)*. Amongst the survey respondents shown in *figure (3)*, there was some key findings. Direct forms of communication such as telephone or messages was preferred *'I prefer to receive updates via text message or phone calls*. Customers also wanted a fair pricing system where cost was equitable to the quality of service *'I aim to find a balance between cost and quality'*. Many also faced the issue of excessive waiting times. *'It can vary depending on period, but I note about waiting 5 hours once'*. Alongside surveys, competitor analysis was also carried out. The main competitors were a traditional Google search, CheckATrade and TaskRabbit. The drawbacks identified amongst competitors; uncertainty in service, no transparent pricing information, not directly connected to a licensed trade worker, overload with information, tedious and time-

consuming forms. Many of these drawbacks were also highlighted amongst survey respondents. These insights provided valuable feedback in refining QuickFix's offering as well addressing the key pain points experienced by the target audience to ensure fast, affordable, and reliable service.

Secondary research gave key findings about the market demand. It was found that during the first quarter of 2023, over half a million searches were made for the search of a tradesperson in the UK (*electime (2023)*). For QuickFix this signifies an ideal opportunity to address market needs and capitalise on existing demand. The UK trade market is currently valued at £404bn (*Approach Personnel. (n.d.)*), with just a 5% market share there is potential for ample growth and revenue. However, an issue that was noted within the industry, was the shortage of trade workers. Despite the increase in population, the number of trade workers has not kept pace, this is partly due to implications of Brexit and Covid. In fact, research found 66% of trade related work was cancelled in 2023 due to shortage of workforce (*electime (2023)*), QuickFix aims to address this by streamlining the allocation process through an app, while providing incentives for trade workers with a steady stream of job opportunities with competitive rates and future investment in training programs to increase pool of trade workers. This ensures QuickFix meets the growing demand while addressing the workforce shortages.

5. Financial Forecast

Based on research with an initial investment of £50,000, 20% is allocated for app development, £15,000 for marketing, referral programs and partnerships, and £2,000 for company insurance, the remaining funds will be used for any miscellaneous cost that arise. With a service fee of 10%, it is anticipated £125,000 in revenue in the first year, resulting in a net turnover of £90,000 after £35,000 in expenses. By the second year, advertising and trade worker incentives will increase expenditure, but with no app development costs, net turnover is projected at £215,000. In the third year, QuickFix plans to invest £100,000 in training programs and expansion, aiming for a minimum turnover of £400,000 as it scales operations across the UK and Europe.

6. Personal development Plan

Throughout the development of QuickFix, I ensured effective communication within the group, effectively corresponding with my team ensuring all doubts were clarified, to ensure everyone had a clear understanding of the project's concepts. I took part in sharing my opinions and ideas on the approach of our business idea and this was backed up through my extensive research regarding our MVP. Guiding and setting group members task was something I prioritised as it was important everyone played their part. Arranging meetings with group members was also vital to ensure we all kept up and were on track, alongside this I consistently displayed high quality of work making valuable contributions. This business idea was something I considered before this

module and I wanted to work on it as I saw there was a need in the market, moreover I was able to use my prior secondary research to my advantage, knowing the market and the basic financial cost side of this MVP. Over the course of the development of the MVP, I identified areas for personal development, when it came to designing it was quite difficult initially to articulate a design for the MVP, and as a result there was a lot of changes with the wireframe design and user interface of the app. Another weakness of mine was handling questions, when group members would pose an opposing view, I find I could have given a more well thought response. A SWOT analysis was carried out for the group, see *figure (5)*. There were many strengths within the group, each member adding their expertise to the table. Our innovative approaches from starting from a basic business concept to configuring it to become a potential business, showcases how we think outside the box to find solution to current problems, furthermore communication skills were vital, and this is what enabled the group to finish the project, from communicating ideas to communicating to ensure everyone was on the same stride. There were a few weaknesses which I identified, the most obvious being the limited experience, the lack of experience in business and entrepreneurship meant a lot of research and clarification was required, also due to everyone having their own commitments it was difficult to arrange group meetings where everyone was available. As for future opportunities, this project enables us to network with other entrepreneurs and investors and even potential partners, to scale our business. Furthermore, we were able to interact with potential clients and their feedback gave us confidence in our MVP, potentially surveying a wider range of clients in the future could give more varied feedback that may prove valuable for our MVP. As for threats we faced, the lack of knowledge of the industry, may be an issue. Experience would give a better understanding of the industry, as mentioned there is a shortage of trade workers, we came to conclusion that the app will optimize the allocation, however whether this will solve the issue in practice is not known. Overall, I aim to support my team by fostering collaboration, communication, and helping to solve challenges, all to ensure our enterprise's success.

7. References

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8. Portfolio of Engagement and Appendix

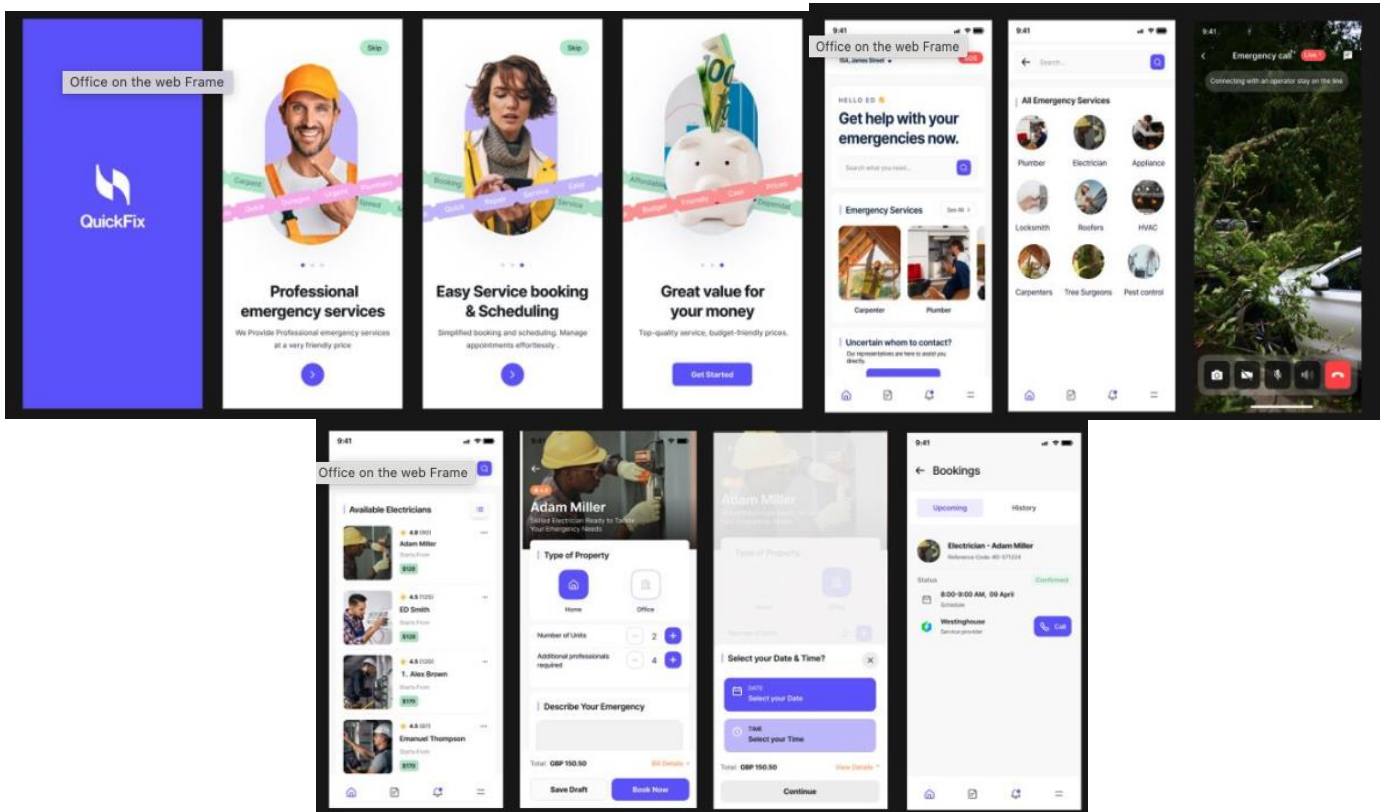


Figure (1): Wireframe of QuickFix App

Office on the web Fram	urship	Question 1	Question 2
Group Work Survey Questions			
Jeeva	<p>Have you ever experienced difficulties with documenting or reporting technical emergencies for future reference or insurance purposes?</p> <p>(This question helps in understanding how customers store their data and what obstacles they encounter such as unclear procedures, lack of support, etc also indicating potential areas of improvement that require assistance or tools to streamline the documentation)</p>	<p>Have you faced any challenges in accessing technical assistance outside of regular business hours or during holidays?</p> <p>(This question aims to uncover difficulties finding technicians or support services in time of emergency, especially outside of standard operating hours, indicating a potential gap in service availability; whether the customers express a preference for round-the-clock technical assistance)</p>	<p>How do you decide if information or help is trustworthy in urgent situations?</p> <p>(This question helps in identifying the customers' criteria for evaluating credibility, sources that are deemed reliable during emergencies, strategies for verifying information in fast-paced situations thus understanding how to enhance the effectiveness and efficiency of emergency response efforts)</p> <p>What is one thing you wish was better about getting help in an emergency?</p> <p>(This question provides insights into the pain points and areas of improvement; specific features or functionalities that customers prefer can be identified, we also get to know the factors influencing user satisfaction and confidence in emergency situations)</p>
Nicholas	<p>In an emergency repair situation at home, how important is it for you to receive updates and communication from the service provider, and what form of communication do you prefer to use?</p> <p>(This question seeks to understand how valuable it is for a customer to communicate with someone during emergency repair situations. It not only seeks to understand what methods of communication (text messages, notifications, phone calls) users prefer but also the types of updates desired during the emergency (time of arrival, immediate next steps). This will help us understand better users' expectations in terms of facilitating communication between them and the service provider during stressful moments)</p>	<p>If you were away from home and received a notification or message from someone about a potential emergency at home, what would be your immediate course of action?</p> <p>(This question seeks to explore the measures people have prepared in a situation where there is an emergency at home, and they are not physically present. The responses can give valuable insights into the demand of a feature that allows users to coordinate emergency repairs remotely through the app itself)</p>	<p>How much does the cost of emergency repair services affect your decision to choose a provider and what factors do you consider when deciding if the price is fair?</p> <p>(This question helps to understand how important the price factor is to individuals and businesses when choosing an emergency repair service, and the justification for agreeing to a certain price, this enables us adjust pricing strategies and gain insight as to whether it should be a subscription-based plan or a flat fee)</p> <p>How frequently have you recommended an emergency repair service or tradesperson to a friend or family member? And if so, what aspects of their service made you feel confident in suggesting them to others?</p> <p>(This question gives an indication of how often people recommend emergency repairs services, this reflects how satisfied and confident they are on that emergency repair service to recommend to other people, while also understanding why that specific service stands out)</p>
			<p>What is your first call of action when emergency repair works are required? Do you already have an emergency repairs service that you use and are satisfied with the service they provide, if not how do you go about finding emergency repairs services, when required?</p> <p>(This question allows us to understand the most common current methods people use for emergency repairs, and allows us to understand how we may</p> <p>How long on average do you have to wait before any emergency works are attended to?</p> <p>(This question allows us to understand how we can improve on the average speed of emergency repairs compared to current services that are being used, which is at the core of our emergency repairs service offering)</p>
			<p>Shreya</p> <p>Sahan</p> <p>Dilan</p>

Figure (2): Survey questionnaire compiled by group.

The following is the recorded response of my interview for the Questions regarding our Emergency Repairs Startup

	QUESTION 1	QUESTION 2
Office on the web	Frame sometimes it's tricky to document technical emergencies for future reference or insurance claims.	Yes most of the time you have to rely on online resources or forums for help , or wait until regular support hours resume.
NICHOLAS'S QUESTIONS	receiving updates and communication from the service provider is crucial. It helps provide reassurance and keeps me informed about the progress of the repair. I prefer to receive updates via text message or phone calls, as they are quick and direct forms of communication.	my immediate course of action would be to assess the situation as quickly as possible. I would try to gather more information by contacting whoever sent the notification, checking home security cameras, or contacting neighbors to see if they could provide any insight. Depending on the severity of the situation, I might also contact local authorities or emergency services for assistance.
SHREYA'S QUESTIONS	If it's from someone reliable, like an expert or a trusted friend, and it fits with what I understand about the situation, then I'm more likely to believe it. I also think about whether others agree or if it's consistent with what I've heard before.	it can take a while to reach someone who can provide assistance, especially if it's outside of regular business hours or during holidays. It would be great if there were faster and more reliable ways to connect with emergency services or support,

SAHAN'S QUESTIONS	I aim to find a balance between cost and quality to ensure I receive satisfactory service without overpaying.	I feel confident suggesting a service when the provider has demonstrated reliability, promptness, fair pricing, and high-quality work. Positive communication and excellent customer service are also crucial factors. If a service provider has consistently met or exceeded my expectations, I'm more likely to recommend them to others, as it reflects their trustworthiness and competence.
DILAN'S QUESTIONS	If it's a critical emergency, such as a burst pipe or electrical problem, I immediately contact a trusted emergency repair service that I've used before and have been satisfied with their service. However, if I don't already have a go-to emergency repair service, I typically rely on recommendations from friends or family, online reviews, or local directories to find reputable service providers. I prioritize companies with good reputations for reliability, responsiveness, and quality workmanship. Once I've identified a few potential options, I contact them to discuss the issue, get quotes, and assess their availability.	It can vary depending on period, but I note about waiting 5 hours once

Figure (3): Survey response collected.

Office on the web Frame

Figure (4): Business Model Canvas for QuickFix

<p><u>Strengths</u></p> <ul style="list-style-type: none"> - Innovative approaches - Communication - Industry knowledge - Analytical Thinking 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> - Limited Experience - Time management - Technical limitations -
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> - Professional development - Customer feedback - Partnerships - Market trends - Networking 	<p><u>Threats</u></p> <ul style="list-style-type: none"> - Lack of knowledge - Competitive market - Time management - Large budget

Figure (5): SWOT Analysis for group

Group meeting date	Meeting Type
16/02/2024	In person
17/03/2024	Online (Microsoft Teams)
26/03/2024	Online (Microsoft Teams)
02/04/2024	In person
06/04/2024	Online (Microsoft Teams)
08/04/2024	In Person

Figure (6): Table showing evidence of group meeting dates and types.

Section	Wordcount
Introduction	285
Minimal Viable product	191
Testing The MVP	235
Research Carried Out	404
Financial Forecast	120
Personal Development Plan	519
Total	1,754

Figure (7): Table showing wordcount.