Business Case Template

Business case information can be structured by completing the table below.

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| **Application Name** | **MaidEase** |
| **Type of business model** | Subscription, Advertising MaidEase will be Subscription and Advertising model. As soon as a customer registers, he or she will be enrolled in a monthly or annual subscription. For advertising will charge from service providers. We will have revenue from sources: 1. Customers 2. Service Providers |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**  Small businesses, frequent travelers, physically disabled and Working Professionals.  **Who are our most important customers?** Working professionals since they wouldn't have time to perform any household duties. Small businesses as they get platform to attract more customers. |
| **Groups of internal stakeholders, business users** | *Indicate who will be using the system in your organization, i.e., internal users.*  **Do we need a product development group?**  The platform will require the creation of a product development team. Business analysts, developers, testers, project managers, and owners make up the product development team. This group will be using MaidEase application.  **Do we need a sales group?**  No, we won’t require a separate sales group.  **Do we need a financegroup (accounts payable, receivable)?**  Yes, we would require the finance group. As MaidEase follows the subscription and advertising model, money laundering will happen between customers, service providers and MaidEase finance management.  **Do we need a customer support team?**  Yes, Customer support is required. Here customer care agents, testers, developers, project managers and business analyst will be responsible to provide support to customers and service providers through support emails/ FAQs/ Contact Us/ Customer services (chat, chatbot). This group will be using MaidEase application.  **Do we need an advertising management group?**  Yes, loyal customers and bloggers will support advertising through articles, reviews, blogs on social media platforms, and the website itself. This group will not be using the MaidEase application |
| **Value propositions** | **What value do we deliver to the customer?**  Our main motive is to provide help to customers in their household duties. For small businesses we provide platform to get more customers so that they can provide their services. We provide discount to the customer who enroll in yearly subscription plan. Frequent customers will get promotion deals, gift cards and coupons.  **Which one of our customer’s problems are we helping to solve?**  We are targeting mainly to frequent travelers, physically disabled, and Working Professionals. Working professionals and frequent travelers since they wouldn't have time to perform any household duties. For physically disabled will be an ease to use our services.  **We wish to solve the following problems:**   * Assured Service Quality. * Boosting small businesses. * Customer Support Management. * Time saving. * Providing multiple services in single platform.   **Which customer needs are we satisfying?**   * Professional people who are constantly on the go because they wouldn't have time for any housework. * As small businesses gain exposure, they can draw in additional clients.   Customers are given transparency to choose services that suit their particular needs. |
| **Key resources** | **What Key Resources do our Value Propositions require?**  Teams from development and customer service are required to update web applications and ensure that they work with hosting platforms.  **Our Distribution Channels?**  The website is the major channel we use. The business uses its social media accounts to advertise its product. Future scope - Mobile application.  **Customer Relationships?**  The majority of our interactions with customers is self-service. Through its website, customers use the service. The website offers services, including child care, senior care, laundry, housecleaning. The website also offers customer care chat and chatbots for solving customer or service provider queries. Additionally, based on customer feedback analysis the rating is provided to service providers.  **Revenue Streams?**   * Brand Promotions * Subscriptions * Advertising |
| **How the system is used** | **What are the main system use scenarios for the External Customers?**  External Customers are Working Professionals, frequent travelers, and physically disabled. Professionals in the workforce and people who travel frequently, as they wouldn't have time for any household responsibilities. It will be simple for physically challenged people to use our services.  A situation like this occurs when a parent visits the portal in search of a nanny to watch their child. Parents can book a babysitter from this list who has the top reviews and is available at that particular hour. Any customer can use MaidEase in the same way for laundry, house cleaning, and senior care.  **What are the main system use scenarios for the Internal Users?**  Team of Developers, Testers, Customer care, Maintenance, Project Manager and Owner, and Business Analyst are the Internal Users.  A consumer faces a technical problem and report it to the customer support staff. A ticket is thereafter created by the customer service team and sent to the project manager. The project manager investigates it and informs the developers about the ticket information. Developers fix the issue and forward ahead to tester. The tester runs regression tests, scenarios-based tests, and marks tickets as solved. |
| **External Interfaces (data feeds)** | **Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.**  Yes, the system is providing multiple household services therefore exchange of data is must. Customer basic information will be shared with service providers. System interacts with payment gateways for payment processing. |
| **Revenue generation, Revenue streams** | **Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.**  Monthly/ Yearly Subscription, Brand Promotions and Advertising |
| **Key Partners/Suppliers**  **(Stakeholders)** | ***Stakeholder – the party who is involved in or affected by your project***  Development Team, Advertising Team (Bloggers, Customers), Service Providers, Transactional Management (3rd Party Vendors), Customer Support Team, and Finance Management Team. |
| **Expected Benefits to the Customer** | 1. This website provides customers a more streamlined, personalized experience to find all household services all one platform. 2. MaidEase gives small businesses a platform to grow and gives more customers. Additionally, service providers can enroll in advertisements module. 3. Customers and service providers gets customer support 24/7 to solve any query or issue.   MaidEase collects and analyzes customer’s data which can be gathered from the order purchase history to suggest best services to customer. Additionally, information on the service provider is acquired to include him in the client's recommendations. |
| **Known Prototypes** | **Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.** 1. <https://www.laundryangels.com>  2. <https://www.urbansitter.com>  3. <https://www.sittercity.com>  4. <https://celestialcleaningnj.com>  5. <https://cloudkitchens.com> |
| **Front-end Technology** | **Indicate what technology will be used to develop the front-end of your application.** NextJS, Tailwind, Javascript, HTML5 |
| **Back-end, Database Technology** | **Indicate what technology will be used to develop the back-end, database of your application. The database should be relational.** NodeJS, Firebase, MongoDB, GraphQL, Postman |