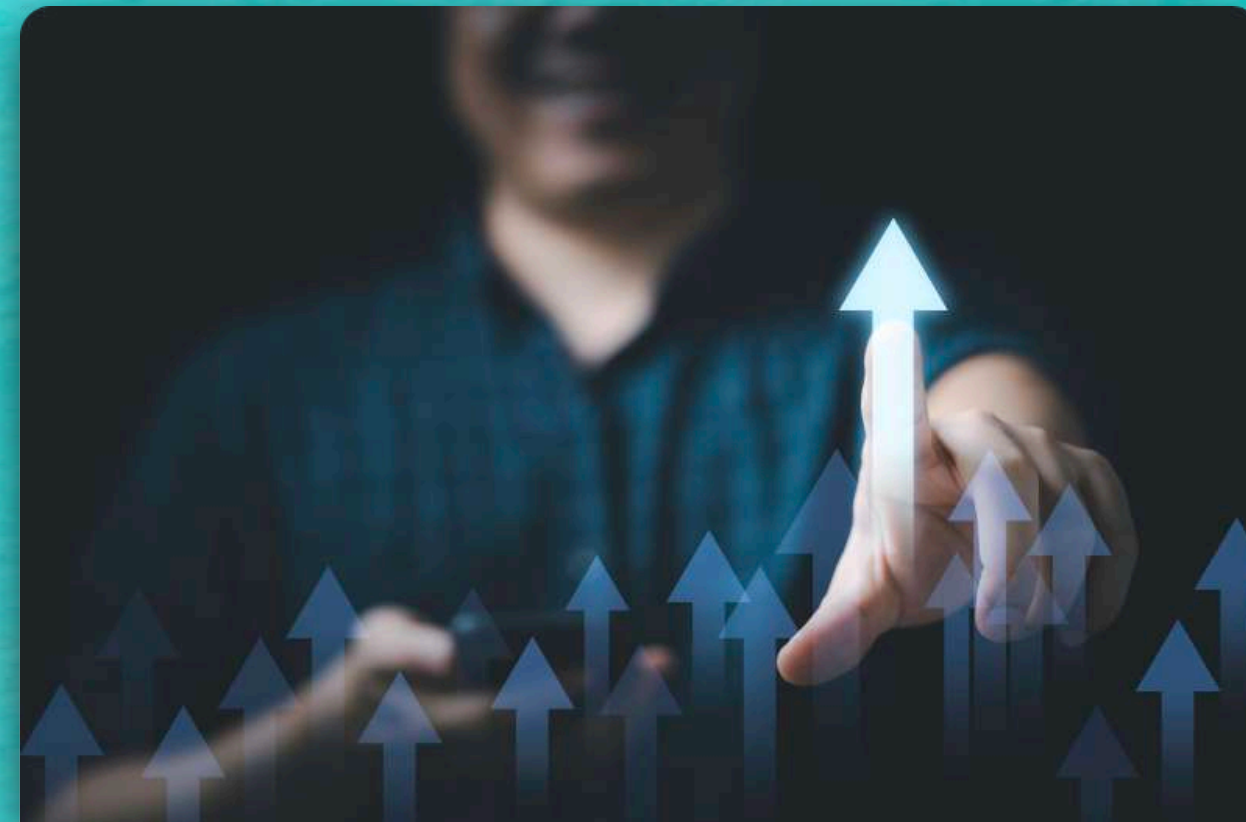




CASE STUDY

MVP for a marketplace App aimed at connecting freelancing consultants and potential customers





Market Demand



Conducting market research and analysing industry trends can help to determine if there is a sufficient level of demand for the app.



Competition



Analysing the competition can help to identify potential opportunities and challenges for the app.



Target Audience



Understanding the target audience can help to inform the development of the app and ensure that it meets the needs of users.



Value Proposition



Defining a clear value proposition can help to differentiate the app from competitors and ensure that it meets specific need of the users.



Cost to Develop



Ensuring the cost to develop the app is in line with the potential revenue it can generate, will help to ensure the financial viability of the product.

1. HOME SCREEN

The home screen should provide users with an overview of the app and its main features, including a directory of professionals and the ability to search for professionals based on location, specialty, or other criteria.

2. PROFILE CREATION

Users should be able to create profiles that include information about their needs and preferences, as well as any relevant details such as location and contact information.

3. PROFESSIONAL DIRECTORY

The app should include a directory of professionals, including CAs, counsellors, astrologers, etc. with information about their qualifications, areas of expertise, and availability.

4. MATCHING ALGORITHM

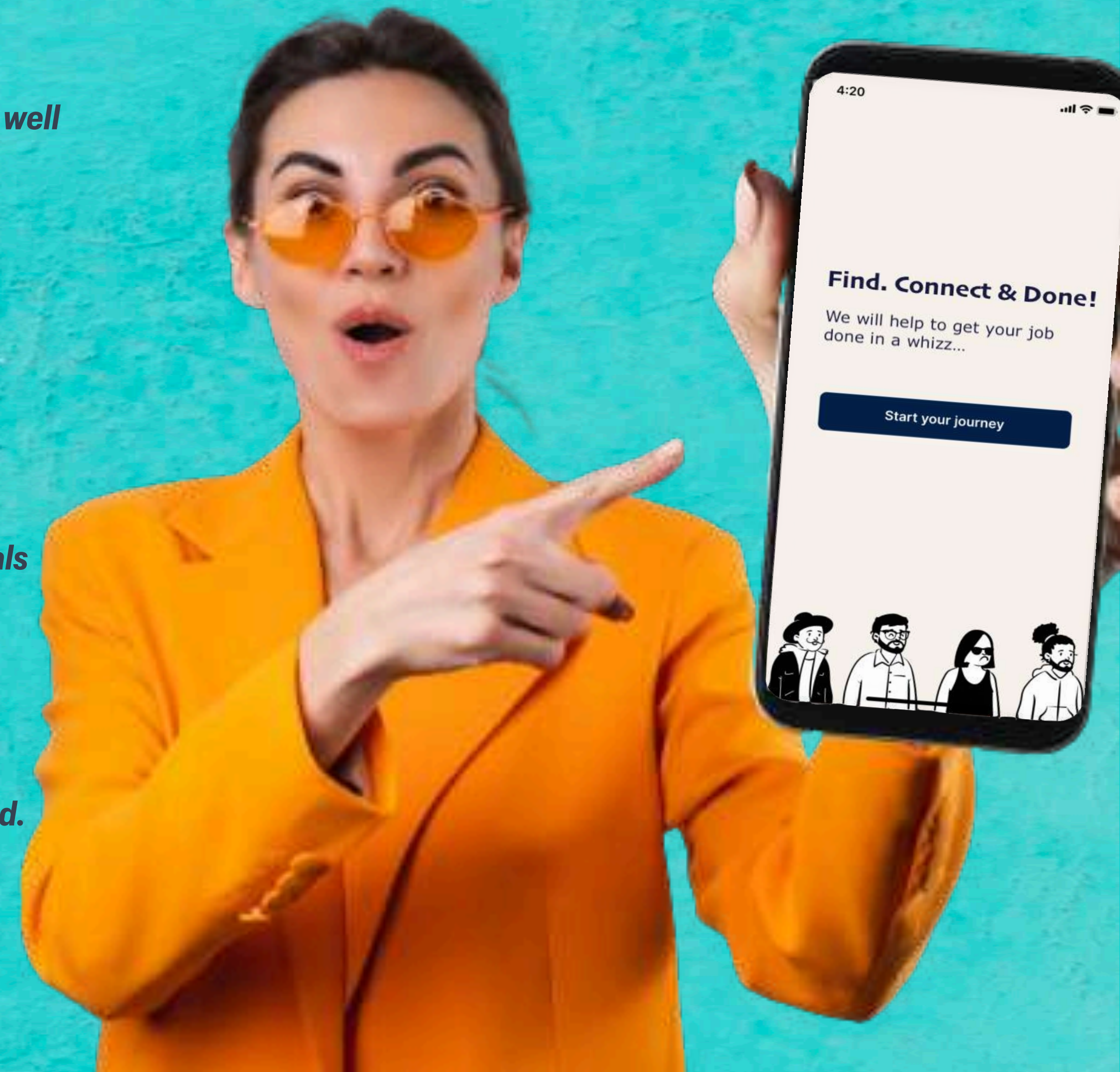
The app should use a matching algorithm to help connect users with the most appropriate professionals based on their needs and preferences.

5. PAYMENT PROCESS

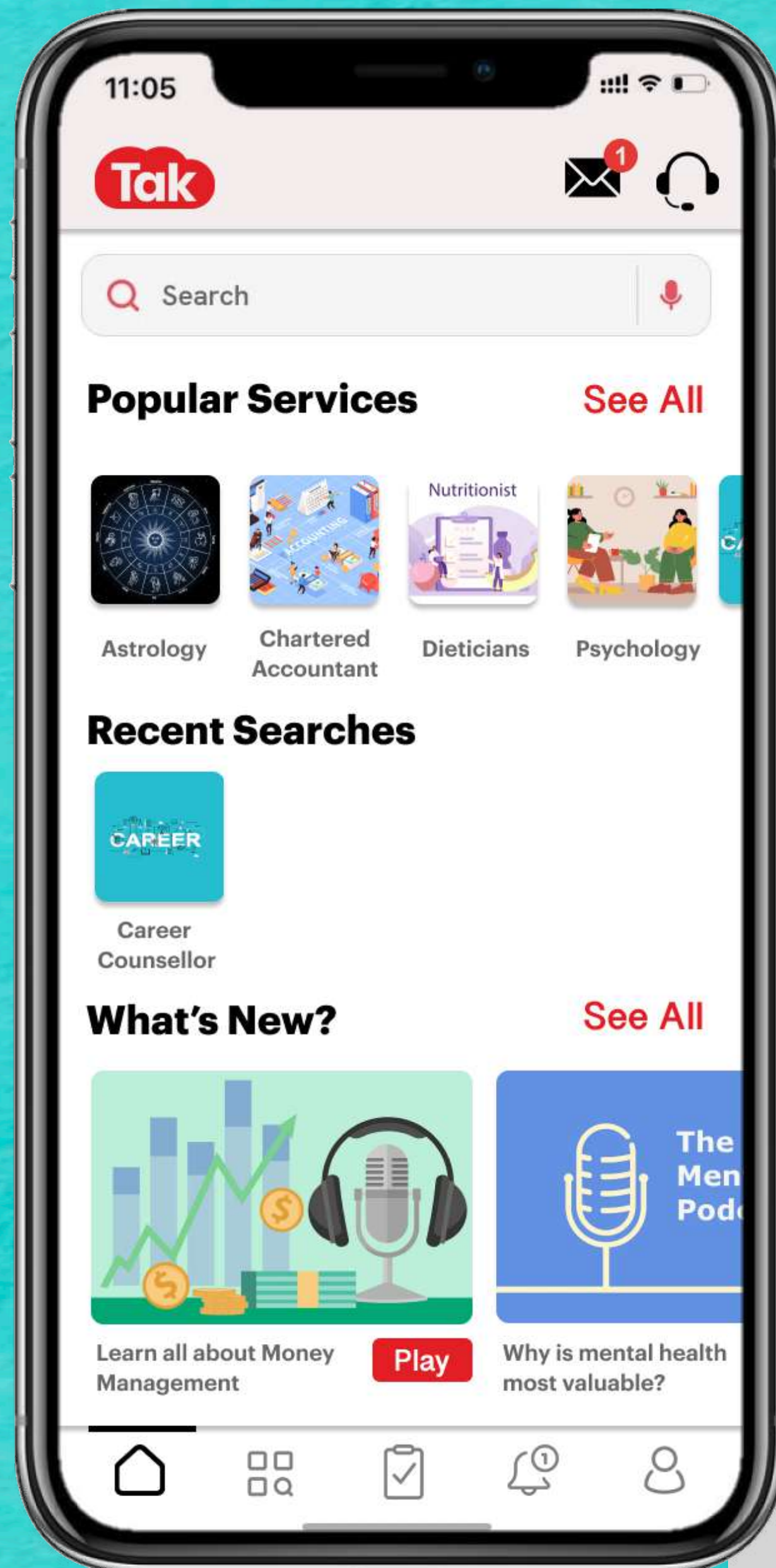
The app should include a system for users to pay for professional services, such as through in-app purchasing or integration with a third-party payment provider. Milestone-based payment can be added.

6. COMMUNICATION & FEEDBACK

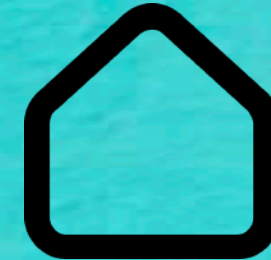
The app should include tools for users to communicate with professionals, viz. messaging, voice call, etc. Also, app should allow users to leave feedback and ratings for the professionals, worked with.



THE LOOK! - "BASIC LAYOUT"

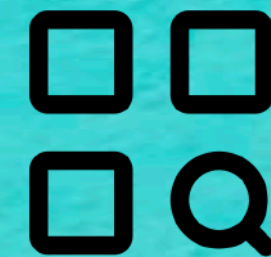


FIGMA Design



HOME

Users get an overview of the app and its main features, including a directory of professionals and the ability to search for professionals.



FILTER DIRECTORY

The user selects a professional from the app's directory based on their qualifications, areas of expertise, and availability.



TASKS/ORDERS

Users can manage all their tasks that they have in-progress or have been completed. Ratings, Support, Feedback, Follow-up, etc.



NOTIFICATIONS

Users can see any latest update in notifications tab where all their developments will be received for quick review.



PROFILE

Users can manage their profile, which includes information about their needs and preferences and personal details.

All Services



CAs & Doctors



Counsellors & Astrologers



Dieticians & Psychologists





IT STICKS! - "THE HOOK"



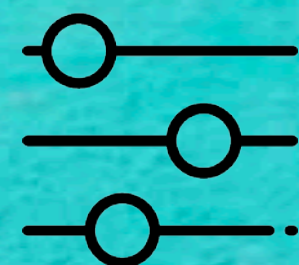
CONVENIENCE

Users may be attracted to the app because it allows them to easily connect with professionals and receive advice and guidance.



EXPERTISE ★★

Users may be drawn to the app because it offers access to a wide range of highly qualified professionals with specialised knowledge and skills.



PERSONALISATION ★

Users may appreciate the ability to receive personalised advice and guidance from professionals based on their specific needs and preferences.



AFFORDABILITY

Users may be attracted to the app because it offers access to professional services at a lower cost than competition/traditional consultations.



TRUSTWORTHINESS ★★

Users may be more likely to use the app if it has a strong reputation for providing reliable and trustworthy services.

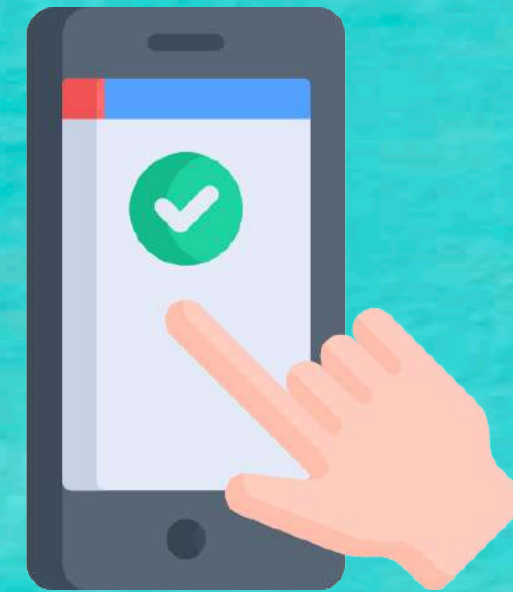


Most Preferred hooks to be worked as per my opinion



Commission

In this model, the app takes a percentage of the fee paid by the user for the professional's services. This could be a good model to start with as it will enable users to experience the platform without committing anything and charged only once they avail consultation.



Pay-per-use

With this model, users pay a fee each time they use the app to connect with a professional. This could be a good option for apps that have a lower frequency of use. It can also be used in the future to give users efficient services using limited in-house/curated professionals.



Subscription

In this model, users pay a recurring fee to access the app and its services. This model could be particularly suitable for users who are regular on the platform and take variety of services/ consultations from the experts on the platform.

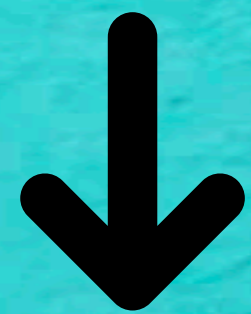


Advertisement

In this model, the app generates revenue through the inclusion of ads or sponsored content. This could be a good option once the app has a good user-base and the professionals are willing to spend extra money for featuring as sponsored experts to get more clients.



Commission



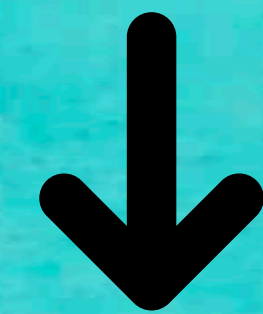
20%-45%

based on the
type of services

1. I will opt for two models for the platform i.e. **Commission** based and **Subscription** based model.
2. The Commission model enables users to engage with the platform and see if it **adds value** to their lives with the services they avail.
3. The experience and quality of service delivered will be the most crucial factor in them converting to our subscription-based model for better **LTV:CAC** Ratio.



Subscription



₹ 99-499

based on the type &
duration of subscription





