

Insta Maids by Urban Company

By : GROUP 7

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How does Insta Maids achieve Product-Market Fit?

MARKET SIDE

➤ 1. Target Customer

- Urban, working professionals and families in Tier-1 and Tier-2 cities.
- Demographics: Age group 25–45, both genders, middle to upper-middle class.
- Psychographics: Time-starved, digitally active, value convenience, expect quality service.

➤ 2. Underserved Needs

- Difficulty in finding trustworthy and skilled domestic help.
- Lack of standardized pricing, professionalism, and reliability.
- High dependence on word-of-mouth or local networks to hire maids.
- Irregularity, absenteeism, and lack of accountability in traditional setups.

How does Insta Maids achieve Product-Market Fit?

PRODUCT SIDE

➤ 3. Value Proposition

- Verified, trained, and background-checked maids on demand.
- Instant booking through the Urban Company app.
- Fixed, transparent pricing — no haggling needed.
- Reliability and support — backed by Urban Company's reputation.

➤ 4. Feature Set

- Booking and scheduling via app.
- Selection of duration, type of work (deep cleaning, utensils, sweeping, etc.).
- Subscription model for regular services.
- Ratings and reviews for maids.
- Reassignment and customer service in case of dissatisfaction.

How does Insta Maids achieve Product-Market Fit?

PRODUCT SIDE

➤ User Experience (UX)

- Smooth and intuitive app design.
- Seamless checkout and rescheduling flows.
- Feedback loops built into the product.
- Notifications, reminders, and in-app support for users.

➤ The Fit: Product-Market Fit Achieved

- The **market demand is strong and real**, especially in urban India where dual-income families struggle with household chores.
- **Insta Maids solves the pain elegantly** with a digital-first, verified, scalable service.
- Positive user retention, app ratings, and word-of-mouth indicate satisfaction.
- **The product is pulled by the market — it's not being pushed.**



Technology Adoption Lifecycle - User Interviews Overview

We have segregated the five phases as below :

- Innovators: Prem Kumar N
- Early Adopters: Kajal
- Early Majority: Keshav
- Late Majority: Rahul
- Laggards: Neha

Innovators – Interview questions

(By Prem Kumar N)

► Interviewee Details

Relationship: In-person interview with spouse **Age Group:** 30–39 **Profession:** IT Professional

► Interview Questions Asked

1. How do you usually discover new apps or services like Insta Maids by Urban company?
2. What motivates you to try out new products or services before others?
3. Were you concerned about any risks while trying a new service for domestic help?
4. What was your experience like with the first booking? Did you recommend it to others?

Innovators – User Insight

(By Prem Kumar N)

► Insights: Why this individual represents an Innovator

1. Tech-Savvy Early Explorer

She actively explores newly launched services on app stores, product blogs, and through early-access programs. She downloaded Insta Maids within a month of its listing on the Urban Company platform.

2. High Tolerance for Risk & Uncertainty

She used the service even when there were minimal reviews and no word-of-mouth in her social circles. She was willing to test and give feedback, showing openness to trial and error.

3. Enthusiastic Promoter via Social Platforms

After a positive experience, she actively recommended Insta Maids to her colleagues and neighbors. Being socially active on platforms like Instagram and LinkedIn, she shared detailed feedback across her network — **a classic behavior seen in early innovation adopters.**

4. Willingness to Provide Constructive Feedback

After her first few experiences with Insta Maids, she didn't just use the service passively — she proactively shared detailed feedback via the app and even emailed suggestions for improvement. This behavior reflects the Innovator trait of wanting to shape and refine new products, often becoming informal beta testers for early-stage offerings.

Early Adopters – Interview questions (Kajal)

- Age: 25-29 | Profession: •Young Urban Professional (PR Executive)
- **Interview Questions Asked**
 - What drew you to try Insta Maids by Urban Company soon after its launch?
 - How important are user reviews and social proof to you before booking a new service?
 - Were there any hesitations or expectations you had while trying out the platform?
 - Did the service meet your expectations? If not, what would have helped?
 - Would you recommend it to others in your network? Under what conditions?



Early Adopters – User Insight (Kajal)



Insights:



Digitally Native & Socially Influenced

She adopted Insta Maids after noticing friends posting about it on Instagram and seeing initial reviews online. While she's not the first to try new things, she moves quickly once there's some social proof.



High Standards, Medium Risk Appetite

She was curious but cautious—only booked after comparing options and reading experiences on Reddit and Google reviews. Expected seamless service and transparent pricing from the get-go.



Opinion-Shaper in Peer Circles

She shared her experience on a lifestyle blog and through DMs to friends asking for recommendations. While not loud on public platforms, she plays a key role in influencing peers' decisions through curated, private sharing

Early Majority – Questions to get User Insight (Keshav TN)

- Age: 24-35 | Profession: Working IT Professionals of different age groups

Questions: (Before they used insta maids)

- Walk me through the last time you needed a helper urgently. How did you find them, and what frustrated you the most?
- When your helper doesn't show up, what's the real cost to you? (Time? Money? Family arguments?)
- How do you really know if a helper is trustworthy? Have you ever been wrong?

Questions: (After they started using insta maids)

- What almost stopped you from trying Insta-Maids? What finally convinced you?"
- What's one thing Insta-Maids got right on Day 1 that your old method didn't?
- Who would you never recommend Insta-Maids to? Why?

User Insights (Keshav TN)

❖ Insights:

- 1. Urgent Bookings = High Stress + High Cost
 - Users pay 2X more for last-minute, unverified helpers during crises.
- 2. No-Shows Have Hidden Costs
 - Spousal conflicts, added stress and expensive workarounds (₹1,500 takeout).
 - Users would pay ~₹200 extra for backup guarantees.
- 3. Trust is Built Through Verification & Social Proof
 - Neighbor recommendations are the #1 way for gaining collective trust.
- 4. Adoption Barriers: Price Myths & Lack of Local Proof
 - Assumed apps are "too expensive" until seeing peer usage
- 5. Delighters vs. Dealbreakers
 - Wins: Photo/ETA transparency, eco-friendly supplies.
 - Gaps: No support for elderly users, daily-use pricing.

Late Majority – Interview questions (Rahul)

➤ **Age:** 50–59 | **Profession:** Semi-retired professional / Traditional service user

➤ **Key Questions Asked:**

- What finally convinced you to try a service like Insta Maids?
- How did you hear about Insta Maids?
- Were you hesitant to use the app-based platform?
- What was your first experience like? Would you use it again?

Late Majority – User Insight (Rahul)

➡ Insights:

- Reluctant Tech User: Initially hesitant to try app-based services; prefers traditional word-of-mouth recommendations.
- Needs Social Proof: Only adopted Insta Maids after multiple positive reviews from friends and family.
- Value-Conscious: Concerned about costs and service consistency; appreciated the fixed pricing model after experiencing it.
- Late Adopter Behavior: Waited until the service was widely accepted and had built trust in the market before trying it.
- Not Vocal Online: Less likely to share feedback on social platforms but will give private referrals once satisfied.

Laggards– Interview questions(Neha)

↓ Age:60-89 | Profession: Retired (or Homemaker)

Key Questions:

- ↓ What factors make you hesitant to try new services like Insta Maids?
- ↓ Who do you usually trust or consult before using a new service?
- ↓ What finally convinced you to give Insta Maids a try?
- ↓ How would you describe your very first interaction with the service?
- ↓ What concerns did you have during or after the initial experience?
- ↓ What would make you feel more confident using a service like this regularly?

Laggards– User Insights(Neha)

Insight :

- ↴ 1. Open to New Technology—With the Right Encouragement:
While typically cautious, this Laggard was open to trying a tech-based service when encouraged by a trusted source. This highlights that even late adopters may step out of their comfort zones when they feel reassured by someone they trust.
- ↴ 2. Practical Over Perfect:
Laggards tend to be more forgiving of initial glitches or imperfections. In this case, the user chose to continue using the service despite minor concerns, valuing reliability and convenience over flawless execution.
- ↴ 3. Quiet but Powerful Influencers:
Although they adopt new technologies late, Laggards can significantly impact word-of-mouth adoption within their close-knit social circles. This user, initially influenced by a neighbor, may now serve as a trusted source for others considering the service.

Feature Suggestion & Justification

➤ Suggested New Feature: “Maid Match+”

A **personalized assistant feature** that remembers user preferences (e.g., cleaning tasks, preferred maids, language, arrival time) and automatically **matches the most compatible professional**, along with real-time availability and a fallback option in case the preferred maid is unavailable.

➤ Justification: Why This Feature?

- **Solves a universal friction:** All user segments (from innovators to laggards) expressed a desire for consistency, convenience, and assurance — whether through trust, speed, or familiarity.
- **Reduces decision fatigue:** Especially useful for Early and Late Majority who want minimal interaction with app complexities.
- **Addresses trust and continuity:** Builds on trust by suggesting maids based on usage patterns, reviews, and prior bookings.
- **Enhances inclusivity:** Especially helpful for **older users** (Late Majority & Laggards) who prefer simplified, guided choices over browsing.
- **Boosts retention:** Innovators and Early Adopters love features that evolve with their input — and this feels smart, tailored, and premium.

Target Persona -Busy Professional Mom

- **Name: Nivedita** is a 33-year-old working mom who manages both household and corporate deadlines with precision — but has little time for repetitive app setups
 - ❑ Age Group: 30–45
 - ❑ Profession: IT Professional
 - ❑ Tech Comfort: Moderate (Early Majority)
- **Needs:**
 - ❑ Daily cleaning before office hours
 - ❑ Prefers the same maid each time
 - ❑ No time to reconfigure preferences weekly
- **Pain Point:**
 - ❑ I don't have time to browse profiles every week or explain preferences again and again.
- **Trigger for Adoption:**
 - ❑ Assurance of consistency and minimal effort through automation

Discovery Ideation Technique

Discovery Ideation Technique Chosen: “Customer Problem Interviews”

► Why this technique?

1. Uncovers Real Pain Points (Not Just Opinions)

Instead of asking “Would you use our maid service app?”, which often gets false positives, this technique focuses on asking users about *real past behavior*, like:

1. “Tell me about the last time your house help didn't show up.”
2. “How did you solve it?”
3. “What did it cost you — time, money, stress?”

2. Validates the Problem Before the Solution

The biggest mistake in building a competing product is jumping to features too soon. This technique helps us validate whether the problem is urgent, painful, and frequent enough to build for — and whether users are already hacking their own solutions.

Discovery Ideation Technique

3. Applicable Across All User Segments

Whether interviewing innovators or laggards, this approach adjusts naturally. For example:

- With tech-savvy users: Focus on app flows and expectations.
- With older or skeptical users: Explore their trust-building process and reluctance.

Conclusion:

Customer Problem Interviews offer actionable insights, eliminate false positives, and help your group **build a differentiated product grounded in actual user needs**, not assumptions.



Thank You !!!!