Part 1:
COMPETITOR LANDSCAPING

Platform	Key Services (Popular)	Pricing Model	User Feedback (Trends)	Unique Selling Proposition
Urban Company	• AC/Appliance Repair • Home Cleaning & Pest Control • Salon & Spa (Men/Women) • Electrician, Plumber, Carpenter • Painting & Waterproofing	• **Fixed** per-job fees • Transparent, **no hidden charges** • **Monthly cleaning plans** offered	• Easy and **intuitive app experience** with upfront pricing. • Users appreciate **professional behavior and grooming** of service providers. • **High trust in background-verified** technicians. • Praise for range and depth of services. **Pain Points:** • **Last-minute cancellation**s. • Variability in **service quality across cities**. • Poor **customer support** responsiveness. • Some reports of **inexperienced professionals**.	• **Trained, background-verified** professionals • **Strong quality assurance and service guarantees**

			• Workers unhappy with **rigid rules and low flexibility**.	
HouseJoy	• Home Renovation/Construction • Interior Design • Painting & Maintenance • **At-home Beauty (Zalon)** • **Packers & Movers, Grocery Delivery (HouseJoyMart)**	•**Flat/job**-based pricing per service • **Bundled packages** available • Backed by **Amazon's logistics network**	• Customers enjoy the **convenience of multiple services** on one platform. • **Salon/beauty services** receive frequent praise. • Quick turnaround and **bundled offers** are appreciated. **Pain Points:** • **Inconsistent quality** across providers. • Some **bookings face delays or no-shows**. • Mixed experiences with **communication and escalation.**	• **Amazon**-backed logistics network • **Mix** of **in-house and marketplace professionals**, especially in **beauty**
Sulekha	• Repairs, Cleaning, Movers (Home) • **Education, Events (Life)** • Health, Beauty (Self)	• **Lead generation** & paid listings • Users **receive quotes** from multiple providers	• **Broad choice** of providers seen as a plus. • Users like the ability to get **multiple quotes**. • Suitable for finding niche/local services. **Pain Points:** • Lack of pricing standardization. • Frequent complaints about unqualified service providers. • No real control over service quality – just	• **AI-powered service matching** • Covers 200+ service categories

|		connects users to vendors.		
Bro4U	• Plumbing, Electrical, Carpentry • AC/Appliance Repair • Laundry, Pest Control, Home Cleaning • **Bike/Auto Repair**	• **Flat** per-job fees via mobile app • Focused on Tier 1 metros (e.g., Bangalore, Pune, Hyderabad)	• **Easy service discovery** and booking via app. • <mark>Users like being able to choose their preferred technician</mark>. • Good for basic handyman and home repair needs. **Pain Points:** • Inconsistent quality of work. • Price variation between app listing and actual charge. • Support issues if provider underperforms or cancels.	• "**Hire the professional of your choice**" approach • **Verified, trained** service professionals

Part 2: Based on Survey & Market Analysis

Date: May 10, 2025

Consumer Services Insights Report

NoBroker Tier 1 Residential Societies

USER INTERVIEW/SURVEY QUESTIONS
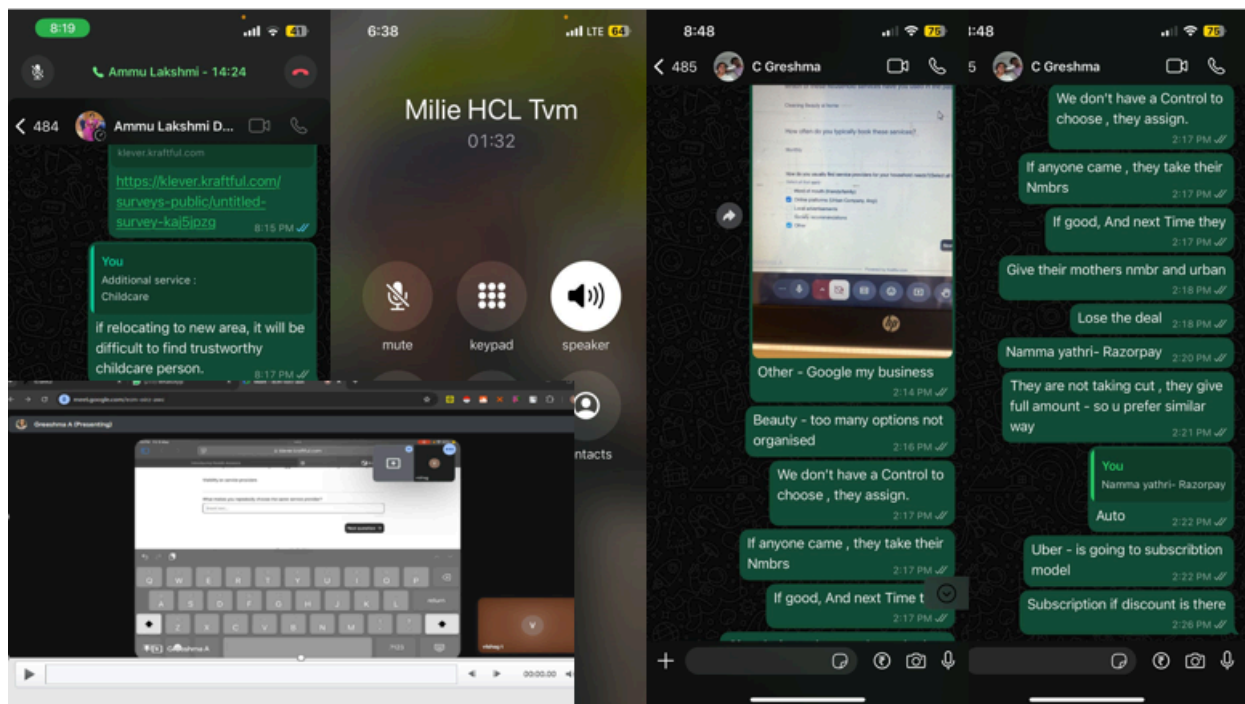
Top 10 User Insights

1. Urban Company **dominates mindshare**.
2. **Beauty-at-home** and **cleaning services** are in high **demand**.
3. **Price** sensitivity is high.
4. **Trust** in service provider is paramount.
5. Lack of **subscription options** is a blocker.
6. Users want **bundled services**.
7. **Customer support** is often cited as weak.
8. **Awareness** of NoBrokers service verticals is low.
9. Service **quality** is **inconsistent**.
10. Working professionals prefer **time-slot flexibility**.

Strategic Directions for NoBroker

1. Launch Tiered **Subscription Plans** for High-Repeat Services

2. Build **Trust-First Service Branding**

3. **Optimize Discovery & Awareness** of NoBroker Services

Product Ideas to Improve Retention

1. **SmartCare Plans**: **Subscription bundles** for cleaning + pest + other utilities with priority slots.

2. Trusted by **NoBroker Badge**: Verified service professionals with visual badge and trial credits.

3. **Instant Feedback Loop**: **Same-day escalation of low ratings** to build service recovery trust.

Part 3: SUMMARY

New insights from user interviews:

- Difficulty in finding **trustworthy childcare** when relocating

- Users prefer **retaining good service providers directly**, bypassing the platform

- Lack of **control over professional selection** frustrates repeat users

New product idea inspired by combining data + conversations:

- **"Choose Your Pro" feature**: lets users **bookmark favorite professionals** for future use
  (Tackles both **personalization** and **retention)**
- **Services you would like to have** button

Strong alignment was seen between market research and interviews on:

- **High demand for cleaning, beauty**-at-home services

- **Trust and pricing** as top user concerns

AI tools enhanced the research by:

- Clustering user sentiments (trust, convenience, reliability)

- Validating themes like inconsistent quality and service personalization gaps

- Prioritizing user pain points based on emotional tone and frequency

Overall, the blend of AI + human insights highlighted:

- The need for **reliability**, **user control**, and **transparent service models**