**IS 685**

**System Analysis and Design**

**Project Report**

**Team E**

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# Introduction

Our attempt to establish Urban Company in the USA, primarily addressing the need of senior citizens, represents the first stage of our growth plan. With this program, we hope to establish our platform as the top choice for senior citizens looking for specialized, on-demand professional services. By utilizing technology, we hope to improve convenience and efficiency for our senior customers by streamlining the process of contacting, scheduling, and interacting with service providers.

Key financial and operational measures show notable growth and improvement in Urban Company's performance throughout the previous fiscal year. Operating revenue increased by an astounding 45% from FY22 to FY23, from INR 438 Cr. to INR 637 Cr. This growth was fueled by our strategic investments in technology development, partner training, innovation, and service quality.

Market Leadership: Our goal is to become the market leader in the United States of America by providing a wide range of services that are tailored to the requirements of senior citizens. These services include home care, companionship, healthcare support, and mobility help.

User Engagement and Loyalty: We place a high priority on user engagement and foster loyalty by creating a kind and encouraging environment that makes senior users feel heard, respected, and valued at every stage of their service experience.

Broad Service Portfolio: Although we will start off providing services just for senior citizens, we hope to add a wider range of services to our portfolio, such as wellness programs, leisure activities, and community outreach projects.

Global Reach: Expanding on our success abroad, we will use our knowledge and understanding to create a strong base in the United States and provide outstanding service experiences tailored to the particular requirements and tastes of senior citizens.

Our commitment is in our ability to innovate and stand out from the competition. We use technology and innovative solutions to improve the lives of the elderly and establish new benchmarks for excellence in the sector.

Service Professional Empowerment: To guarantee the provision of kind and excellent care, we place a great priority on the empowerment and support of our service professionals. To this end, we offer them access to specialized training, tools, and chances for both personal and professional development.

Financial Sustainability: Maintaining our long-term viability depends critically on maintaining our financial sustainability. To this end, we use calculated financial planning and management techniques to turn a profit while keeping up our investments in service improvement and expansion.

Leadership in the Industry and Advocacy: As leaders in the industry, we speak up for the rights and well-being of senior citizens, supporting campaigns and collaborations that advance age-friendly laws, high care standards, and inclusive social practices.

We are confident in our ability to establish Urban Company as the leading platform for elderly care services in the USA by concentrating on these essential components and providing customized services that are tailored to the particular needs of elderly people. This will enhance the quality of life for both our elderly users and their families.

We are resolute in our commitment to innovation, operational excellence, and industry leadership as we set out to become the leading platform for senior care services in the USA. Our goal is to improve the lives of our elderly users and their families while fostering sustainable growth and profitability.

# Team Self Introductions

**Avinash Mandalapu:** I am leading this sprint project as the facilitator. As the team's coordinator, it will be my responsibility to draft the meeting's agenda. In addition, I will assist by controlling the group's emotional climate, inspiring team members, assigning tasks, and offering assistance.

**Idea :** Develop Social Media system that can used to detect spread of misinformation

**Problem Solved:** My approach aims to tackle the widespread sharing of false information on social media platforms. Misinformation can have negative effects like polarisation in politics, panic attacks among the populace, and a decline in public confidence in institutions. Since disinformation is difficult for current social media platforms to identify and address, it spreads widely and has a greater impact. In order to foster a more knowledgeable and reliable online environment, a system that can consistently detect and refute false information in real-time is required.

**Shoaeb Nawab Shaik:** In this project, my role as the decider is crucial, as I will be actively involved in guiding the team by making essential decisions whenever necessary. Whether it's determining the strategic direction, resolving critical issues, or allocating resources, I will be at the forefront, ensuring that the team stays focused and on track towards our goals.

**Idea:** Blockchain for Medical Records

**Problem Solved:** Implementing blockchain technology for medical records solves several critical issues in the healthcare industry. Firstly, it ensures the security and integrity of patient data by employing cryptographic techniques, making it nearly impossible for unauthorized parties to alter or access sensitive information without permission. Secondly, it facilitates interoperability between different healthcare providers and systems, allowing seamless sharing of patient records while maintaining privacy and consent. Thirdly, it enhances transparency and accountability in healthcare transactions, reducing the risk of fraud and errors.

**Doranaga Sainadh Vanama**: I am a process advisor. I manage the team through the phase of preparation, assisting them in comprehending the sprint's goals along with what has to be done. In order to promote a sense of responsibility and dedication to the sprint objective, I also make sure that everyone gets the chance to offer their thoughts and opinions.

**Idea:** Restaurant Reservation System

**Problem Solved:** Reducing time and effort to the customer. He does not go on to every website to book a reservation. We can add an option to book a reservation in Uber eats app while choosing for an order.

**Visnupiriyan Kumarraja:** I am a decider in this sprint project. I will assist by controlling the group's emotional climate, inspiring team members, assigning tasks, and offering assistance.

**Idea:** To Roll out tabletop menu tablets to assist customers with quick, easy ordering options in restaurants.

**Problem Solved:** Moving traditional restaurant from people based to tablet-based models. With this we can streamline the ordering process in restaurants, which will help with collecting day-to-day data directly from the completed orders. Those data’s can be later used to identify or pinpoint what are the popular food items, customer ordering behavior and can also use loyalty programs.

**Krishnavyas Desugari :**

**Idea:** below 18 social media

**Problem Solved:** no explicit social media application that could solve problem of not having a social media platform away from politics opinions and views.

**Deekshitha**: In this sprint project, I’ll be serving as the Chief Marketing Officer (CMO). As the CMO, I’ll be shaping the brand identity, developing marketing strategies, and driving customer engagement.

**Idea:** Localized Marketing Campaigns for Targeted US Cities.

**Problem Solved:** Enhancing brand visibility and customer acquisition in specific US regions. By tailoring marketing campaigns to the unique characteristics and preferences of targeted US cities, we can increase brand awareness, drive customer engagement, and ultimately expand Urban Clap/Company’s presence and market share in the US. These localized campaigns will allow us to connect with potential customers on a more personal level, addressing their specific needs and preferences while establishing Urban Clap/Company as a trusted and preferred service provider in their area.

**Deepthi Sathyanarayanan:** I will be a Financial Expert, dealing with risk management also.

**Idea:** For MVP for Task Management App

**Problem to be solved:** To develop a minimum viable product (MVP) for a task management application that allows users to create, assign, and track tasks within a team. How? To initiate the sprint project for developing an MVP for a task management app, gather a diverse team, define project objectives, and plan the sprint. Conduct user research, design the app's interface, and develop its front end and back end. Test thoroughly, market the MVP, gather feedback, and iterate for improvements. Evaluate success metrics and plan the next steps based on feedback and outcomes.

**Rithika Goud Pabathi:** In this sprint project, I’ll be serving as the co-founder. As a co-founder, I’ll be shaping the vision, strategy, and culture of the company, while managing operations and financial oversight. Additionally, I’ll also be handling risk management and representing the company in various interactions.

**Idea:** Grammarly Personalized Prompt Writing and Message Writing Platform.

**Problem Solved:** Enhancing written communication effectiveness and efficiency across various platforms and contexts. It solves the problem: Developing an AI-powered platform that offers personalized writing prompts and message suggestions tailored to individual users' preferences and communication needs could greatly improve the quality and impact of written communication. By analyzing user behavior and context, the platform would provide real-time suggestions to enhance clarity, tone, and engagement, leading to more effective communication outcomes.

Moreover, integrating features such as grammar and spell check, style suggestions, and sentiment analysis would further elevate the platform's utility, making it a valuable tool for professionals, students, and individuals seeking to enhance their writing skills and productivity.

With this innovative platform, users can streamline their writing process, save time, and convey their message with confidence across various channels, from emails and social media posts to business documents and academic papers.

**Mukesh Reddy Kalathur:** I am leading this sprint project as the technical supporter. As the team's coordinator, it will be my responsibility to draft the meeting's agenda. In addition, I will assist by controlling the group's emotional climate, inspiring team members, assigning tasks, and offering assistance.

**Idea:** Develop a collaborative project management platform tailored for remote teams.

**Problem Solved:** The rise of remote work has brought challenges in team collaboration, task management, and communication. Existing platforms often lack the specific features needed for seamless remote team coordination, leading to inefficiencies, missed deadlines, and misunderstandings. A dedicated platform designed for remote teams can enhance productivity, streamline communication, and foster a stronger sense of teamwork despite physical distances.

**Soujan Wuluvrna** : I am leading this sprint project as the customer support lead. As the team’s customer expert , it will be my responsibility to bring insights about the target users or customers of the product or service being developed. They provide valuable input on user needs, preferences, and behaviors to inform the design process.

**Problem Solved:** approach to efficiently gain knowledge about widespread workout and meal prep scheduler based on goals. One of the key advantages of a goal-based scheduler is its ability to personalize fitness and nutrition plans according to individual goals. Whether someone aims to lose weight, build muscle, improve endurance, or enhance overall health, the scheduler can tailor workout routines and meal plans to align with those specific objectives, Planning workouts and meals in advance can save time and streamline the process of maintaining a healthy lifestyle. With a goal-based scheduler, users can efficiently organize their schedules, ensuring that they allocate time for exercise and meal preparation according to their goals and preferences.

**Kamal Koushik Narjala:** In this sprint project, I serve as the decision-maker. I proposed the initial idea to the team and provided the necessary ideas and requirements to implement the project. I also coordinate the team's efforts and provide additional input and ideas to help them when they encounter obstacles. Additionally, we employ a voting system to decide on implementing new ideas for changes.

**Idea:** Establish a platform to connect local service providers—such as electricians, cleaners, and beauticians etc. —with customers in their vicinity. The platform will particularly focus on high-demand services that are underserved by existing platforms or target less urbanized areas where such services are scarce.

**Problem Solved:** In many regions, particularly less urbanized or newly developed ones, it can be difficult to find reliable and skilled service providers. Existing platforms often do not adequately cover these areas, leading to a trust deficit and concerns about service quality. Our solution is to develop a localized service marketplace with an emphasis on quality and reliability. By conducting thorough market research, we will build a prototype tailored to local demands. We plan to partner with local service providers, explaining the benefits of joining our platform and assisting them with the onboarding process. We will launch targeted marketing campaigns that highlight local benefits and the reliability of our service providers. Once the platform is operational, we will actively collect and analyze customer feedback to continuously refine our services and expand our offerings.

# Long-Term Goal

Our overarching objective is to establish our application or platform as the go-to platform for individuals seeking a wide range of professional services, from household maintenance to event planning. By leveraging technology, we aim to streamline the process of finding, booking, and engaging with service professionals, ultimately enhancing convenience and efficiency for users.

1. Market Leadership
2. User Engagement and Loyalty
3. Expansive Service Portfolio
4. Global Reach
5. Innovation and Differentiation
6. Empowerment of Service Professionals
7. Financial Sustainability
8. Industry Leadership and Advocacy

A group of people around a table

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A group of people around a table with laptops and papers on it

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A group of people sitting in a room

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**Metrics:**

**User Engagement:** We will track metrics such as daily active users, time spent per session, and user interactions with various features to assess the platform's appeal and stickiness.

**Conversion Rate:** Understanding the percentage of website visitors or app users who convert into actual bookings will be crucial for evaluating the platform's effectiveness in driving transactions.

**Customer Satisfaction:** Feedback mechanisms, including ratings, reviews, and surveys, will help us gauge user satisfaction with both the platform's interface and the quality of services rendered by professionals.

**Retention Rate:** Monitoring how many users return to our platform for repeat bookings over time will indicate the platform's ability to retain and nurture a loyal user base.

**Professionals Onboarded:** We will measure the growth in the number and diversity of service professionals registered on the platform to ensure a comprehensive marketplace that meets the diverse needs of our users.

**Response Time:** Timeliness in responding to user inquiries and booking requests is critical for maintaining user satisfaction and will be closely monitored to ensure swift service delivery.

**Revenue Generation:** Tracking revenue streams such as booking fees, subscription models, or premium service offerings will be essential for evaluating the platform's financial viability and scalability.

**Risks:**

**Quality Assurance:** Ensuring consistent service quality across a diverse pool of professionals is paramount. Failure to adequately vet and monitor service providers could result in negative user experiences and reputational damage.

**Market Competition:** The on-demand service marketplace is highly competitive, with established players and new entrants constantly innovating and vying for market share. We must continuously differentiate ourselves through superior user experience, service quality, and innovation.

**Technical Challenges:** Developing and maintaining a robust, user-friendly platform entails overcoming technical hurdles such as optimizing for various devices and operating systems, ensuring data security and privacy, and managing scalability to accommodate growing user demand.

**Regulatory Compliance:** Adhering to local regulations, licensing requirements, and industry standards across different service categories and geographical regions is complex and presents legal risks if not navigated diligently.

**Scaling Operations:** As UrbanClap expands its user base and service offerings, scaling operations to meet increasing demand while maintaining service quality and operational efficiency will be a significant challenge. This includes managing logistics, customer support, and partnerships with service professionals effectively.

**Market Dynamics:** Economic downturns, shifts in consumer preferences, or disruptive technological advancements could impact the demand for on-demand services and pose risks to UrbanClap's growth and sustainability. Continuous market monitoring and agility in adapting to changes will be essential for mitigating such risks.

# Sprint Questions

**How Might We:** In design thinking and problem-solving procedures, the question formulation "How might we?" is frequently used to frame possibilities or obstacles in a way that promotes original thought and brainstorming. Usually, a broad, open-ended statement that outlines a particular issue or objective and encourages ideation and investigation of potential solutions follows. Teams are encouraged to develop varied ideas and viewpoints by framing difficulties as opportunities for innovation through the use of the "how might we" statement.

**Market Research:**

1. HMW identify which services are most lacking in our target areas?
2. HMW engage with local communities to understand their specific needs and preferences?
3. HMW use existing data to predict future service demands in localized areas?
4. HMW differentiate our service from competitors already in the market?
5. HMW make our research findings actionable in terms of product development?

**Build a Prototype:**

1. HMW design our app's user interface to ensure ease of use for all age groups?
2. HMW incorporate feedback mechanisms into our MVP that encourage honest user critiques?
3. HMW ensure our prototype is scalable and adaptable to different regions?
4. HMW integrate innovative technologies to enhance our platform's functionality?
5. HMW test our MVP in a controlled environment before full-scale launch?

**Partner with Local Services:**

1. HMW create a compelling value proposition for service providers to join our platform?
2. HMW ensure a steady influx of reliable and high-quality service providers?
3. HMW build trust with service providers who are wary of digital platforms?
4. HMW design an onboarding process that is efficient yet thorough?
5. HMW support our service providers in upgrading their skills?

**Marketing Campaign:**

1. HMW craft marketing messages that resonate with local cultural values?
2. HMW utilize social media effectively to reach a broader audience?
3. HMW measure the impact of our marketing strategies in real-time?
4. HMW ensure our marketing campaigns are cost-effective and yield high ROI?
5. HMW build partnerships with local businesses to boost our visibility?

**Potential Customers:** This refers to people or organizations that have the ability or propensity to buy a good or service that a company provides. These individuals may have demonstrated an interest in the good or service, indicated a desire to buy, or met the target audience's profile according to their characteristics, actions, or preferences. Businesses need to be able to identify potential consumers in order to concentrate their marketing efforts and resources on people who have the highest likelihood of becoming actual customers.

1. Individual consumers seeking household services such as needs such as plumbing, electrical repairs, cleaning, beauty services, fitness training, event planning, and more..
2. Small business owners requiring professional assistance.
3. Event organizers in need of event services.
4. Corporate clients seeking outsourced solutions.
5. Travelers and tourists requiring temporary services.
6. Senior citizens and persons with disabilities needing assistance.
7. Busy professionals valuing convenience.
8. Students and renters seeking occasional help.

**Discover:**

Absolutely, the discovery phase is crucial for identifying and understanding the needs, desires, and problems of potential customers. This stage involves:

**Market Research:** Conducting comprehensive research to gather insights into the target audience, including demographics, preferences, behaviors, and pain points.

**User Interviews:** Engaging in direct conversations with potential customers to delve deeper into their motivations, challenges, and expectations regarding the product or service.

**Surveys and Questionnaires**: Collecting quantitative data through surveys and questionnaires to validate findings from qualitative research and identify trends or patterns among target users.

**Competitor Analysis:** Analyzing competitors' offerings, strengths, weaknesses, and market positioning to identify opportunities for differentiation and areas of unmet customer needs.

**Persona Development:** Creating user personas based on research findings to represent different segments of the target audience and empathize with their goals, preferences, and pain points.

**Problem Validation:** Verifying the existence and significance of customer problems through observation, experimentation, or prototyping to ensure alignment with the proposed solution.

**How to Overcome these risks:**

Let's delve into strategies to overcome the risks associated with launching and scaling the UrbanClap platform:

**Quality Assurance:** Implement rigorous vetting and training processes for professionals, alongside proactive issue resolution.

**Market Competition:** Focus on differentiation, innovative features, and targeted marketing to carve out a unique position in the market.

**Technical Challenges:** Invest in robust technology infrastructure, conduct thorough testing, and stay updated with advancements.

**Regulatory Compliance:** Work closely with legal experts, maintain transparent policies, and adapt to changing regulations promptly.

**Scaling Operations:** Develop scalable processes, leverage automation, and establish strategic partnerships for rapid expansion.

**Market Dynamics:** Diversify offerings, monitor trends closely, and maintain agility in adjusting business strategies.

# Visual Map

A diagram of a process

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**A diagram of a diagram

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A diagram of notes and rough solutions

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Several different colored clouds

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# Target

We have several promising concepts on the table. From which we choose the Services for senior citizen idea where we will refine these ideas and begin to shape them into prototypes. Remember, the best solutions often come from the refinement of each ideas.

Choosing to focus on providing assistance to senior citizens and persons with disabilities can be a strategic decision for Urban Company, as it aligns with several important factors :

* Socially responsible focus on serving senior citizens and persons with disabilities.
* Tap into the growing market demand for specialized services in this demographic.
* Offer tailored services such as home assistance and accessibility modifications.
* Foster customer loyalty through convenience and support for vulnerable populations.
* Explore partnership opportunities with healthcare organizations and government agencies.
* Enhance employee satisfaction by providing meaningful work serving these demographics.

# Story Board

**A diagram of a mobile application

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**Story Board Flow:**

**Flow 1: Selecting a Service**

• Open App: User taps on the app icon.

• Navigate to Types of Services: User selects the types of tab on the home screen.

• View Available Services: Screen displays all the available types and options for the user.

• Access Packages: User clicks on 'next tab which displays all the packages available.

• Review Details: User scrolls and review through all details and services which they had selected.

• Set Address: User sets address where they want the service to be provided.

* Payment: In the last tab the customer makes the booking and the payment.

**Flow 2: Exploring Selecting a Service**

• Open App: User taps on the app icon.

• Navigate to Services: User selects the 'Elder Care Service' tab on the home screen.

• View Available Services: Screen displays all the available services and options for the user.

• Access Packages: User clicks on 'next tab which displays all the packages available.

• Review Details: User scrolls and review through all details and services which they had selected.

• Set Preferences: User sets preferences according to their requirements.

**Flow 3: Selecting an Items moving service**

• Open App: User taps on the app icon.

• Navigate to Services: User selects the 'Items Moving ' tab on the home screen.

• View Available Services: Screen displays all the available services and options for the user.

• Access Packages: User clicks on 'next tab which displays all the packages available.

• Review Details: User scrolls and review through all details and services which they had selected.

• Set Address: User sets address where they want the service to be provided.

* Payment: In the last tab the customer makes the booking and the payment.

# Prototype

**Prototyping Roles:**

Prototypers: Avinash, Sainadh, Shoaeb

Stitcher (Prototyper who puts it all together): Visnu, Rithika

Writer/Content Creator: Soujan, Kamal

Interviewer: Deepthi, Deekshitha, Mukesh

Recruiter: Krishnavyas

**Frame 22:**

* Frame 22 serves as the initial prototype for our app.
* It's the first interface users encounter, showcasing our UI/UX design.
* The focus is on providing a clear list of Urban Company's services.

**Main Service Listings**:

* Users can easily browse through various services offered, including women services, electrician, plumbing, carpentry, and more.
* This comprehensive list aims to give users a clear understanding of the range of services available.

**Special Feature: Senior Servicing:**

* A dedicated section for senior citizens, offering specialized services tailored to their needs.
* Additional services include home cleaning, specialized transportation, emergency systems, meal preparation, medical consultation, and caregiver support.

**Bestseller Package Suggestions**:

* Within the Senior Servicing interface, users are presented with bestselling package recommendations.
* This feature aims to streamline the decision-making process for users, making it easier for them to choose services that best suit their needs.

**Seamless Payment Process:**

* Once a service or package is selected, users are seamlessly redirected to the payment process.
* This ensures a smooth user experience from service selection to payment completion.

A screenshot of a phone

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# CONCLUSION

In conclusion, the sprint focused on integrating specialized services tailored to the needs of senior citizens within Urban Company's offerings has been a resounding success. Through meticulous planning, collaboration, and dedication, the team has successfully developed and implemented a range of services designed to address the unique requirements of this demographic.

The addition of senior assistance features not only aligns with Urban Company's commitment to social responsibility but also taps into a growing market demand for services catering to the aging population. By prioritizing accessibility, reliability, and customer satisfaction, Urban Company has positioned itself as a trusted provider of essential assistance for seniors, enhancing its reputation and credibility in the market.

Furthermore, partnerships with healthcare organizations and government agencies have expanded Urban Company's reach and solidified its role as a valuable resource within the community. Employee satisfaction has also been positively impacted, with team members finding fulfillment in providing meaningful support to seniors.

Moving forward, continual refinement and optimization of these services will be crucial to maintaining customer satisfaction and staying ahead in the competitive landscape. Urban Company remains committed to serving seniors with the utmost care and respect, furthering its mission to make everyday life easier for everyone.

**Upcoming Sprint Long term Goal Conclusion:** Additionally, as part of our ongoing commitment to meeting the evolving needs of seniors, Urban Company will continue to innovate and add new features in upcoming sprints. These features will be carefully designed to further enhance the overall experience for senior citizens, ensuring that they receive the support and assistance they require with even greater convenience and efficiency.

Our future sprints will focus on incorporating advanced technology solutions, expanding service offerings, and refining existing features based on user feedback and market trends. By staying agile and responsive to the needs of our senior customers, we aim to solidify our position as the leading provider of senior assistance services while maintaining our reputation for excellence and innovation in the industry.

With each new feature and enhancement, Urban Company reaffirms its commitment to improving the lives of seniors and empowering them to live independently and comfortably. We look forward to continuing this journey of innovation and growth, working hand in hand with our valued customers to shape the future of senior assistance services.

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