

What would be needed in Phase I, so the product could be released?

MVP

In the MVP version of Servio, the system collected payment **before** searching for an available provider.

The flow was:

1. Customer selects service
2. Customer pays immediately
3. BookingService then tries to find an available provider
4. If no provider is found → refund is issued

Phase I

In Phase I, the booking flow becomes more user-friendly and realistic. The change is to search for a provider FIRST, then collect payment.

The new flow:

1. Customer selects service and timeslot etc
2. SearchService finds the best available provider
3. BookingService sends the request to that provider
4. Provider accepts the job
5. Only after acceptance, the customer pays
6. Booking becomes confirmed

This improves:

- User trust
- Provider reliability

- Fewer refunds
 - Realistic marketplace experience
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Phase II - Future Enhancements

In Phase II, the system could introduce more advanced marketplace features such as:

- **Real-time in-app chat** between customers and providers
- **Provider reputation scoring.** When the app grows, I will have more data (ratings, reviews, completion rate) to improve profiles of providers
- **Allow customers to schedule services** (weekly cleaning, monthly maintenance, repeated appointments)
- **Analytics Dashboard for Providers** to show them important insights (How many people viewed their profile / Booking rate / Revenue graphs)

In future phases, the platform would focus on improving communication, trust, and long-term engagement with and between customers and providers. The order of implementation should follow user signals. For example, **in-app chat** should likely come first because it directly reduces misunderstandings and cancellations, and we can measure this by looking at user complaints or repeated questions providers receive. Next, **provider reputation scoring** becomes valuable once the marketplace grows and we have enough data (ratings, reviews, completion and acceptance rates) to generate meaningful scores, the user signal here is an increase in the number of providers and customers needing help choosing between multiple options. The **provider analytics dashboard** would follow when providers begin requesting more insight into their performance and it will increase the percentage of retention when providers see all the added value that the platform brings. **Recurring services** should be added once we see consistent customer retention and repeated manual re-bookings, which indicate that users need an easier way to automate repeat appointments. This logical order ensures that each feature is introduced at the moment it has the highest impact and is supported by real usage data.

Future Phases

Algorithm Provider Matching (Better Search Engine)

The system learns:

- which providers accept fast
- which ones complete jobs
- customer preferences
- geographic patterns

And ranks providers more intelligently and improves matching quality.

Provider Subscription or Boosting

Providers can pay to:

- Boost visibility
- Appear higher in search
- Get access to more customers