Community Exchange

[https://www.youtube.com/watch?v=gtUR0DSguGk]

1. Description of the Idea (Golden Pitch)

Why:

Today's world is face-paced and individualistic. Many people are seeking meaningful ways to connect with people around them. We want to foster a collaborative environment to help individuals build stronger community relationships. As more people interact more with their neighbors, they will create bonds that contribute to a safer community.

How:

We connect users based on their skills and needs, allowing them to trade services directly. Whether you need help with plumbing, organizing, childcare, or tech support, you can find someone nearby willing to assist. In return, you offer your own skills in areas where you excel. Through verified profiles, reviews, and a secure platform, we ensure that users feel confident and safe in every exchange. It's simple: you list what you can do, browse services you need, and make a fair trade—all in one intuitive app.

What:

Our platform is a service-exchange marketplace that allows users to trade skills and time instead of money. It's a flexible, affordable, and community-driven solution to everyday tasks and challenges.

2. Customer Personas

Persona 1: Megan



Background

Megan is a 32-year-old woman living in Cincinnati, Ohio. She works remotely as
an independent graphic designer. Because her salary fluctuates, she tries to pick
up as much work as she can to save money for when it is harder to come by work.

She finds herself being so busy sometimes that doing tasks like keeping up with her garden and doing laundry causes her so much <u>stress</u>. She would really appreciate a way for her to <u>delegate these tasks</u>, but hiring a gardener or nanny is not in her budget.

Demographics

o Age: 32

Gender: Female

Job: Freelancer, Graphic Design

Education: Bachelor's degree

o Location: Cincinnati, Ohio

o Income: \$50,000

Family status: Single and no children.

Identifiers

o Tech-savvy

Resourceful

Values flexibility

Goals

- Wants to reclaim her time to focus on her creative work and personal life, reducing the hassle of everyday chores.
- o Seeks meaningful connections with like-minded individuals.
- Prefers service exchanges that allow her to offer her skills in exchange for help, like trading graphic design for gardening or house cleaning.

Challenges

- Her income fluctuates, so paying for services can sometimes feel financially straining.
- o Struggles to manage her time effectively.
- She's cautious about using platforms where she doesn't know the people or feels comfortable trusting strangers with personal tasks.

How We Can Help

- Provide a platform where Megan can trade her graphic design services for help with tasks like house cleaning, grocery shopping, or pet care.
- o Offer a budget-friendly option where she can get things done without spending money, aligning with her need to manage her finances better.

 Create a trusted local community of users in Cincinnati, where service exchanges feel secure, reliable, and personable. The platform can highlight user reviews and connections to create trust.

Real Quotes

- "I have so much work that finding time to do laundry or run errands feels impossible."
- "I wish I could trade my graphic design skills for someone to handle these small tasks instead of paying out of pocket every time."
- o "I need to feel safe when I use a platform."

Common Objectives:

- What if people don't want to do my home chores?
- How do I find people that need my skills and who are willing to help clean up my home?

Elevator Pitch

"Community exchange is a platform where you can share your skills with others. Some people may have a need for graphic design but do not have the resources to pay and would be willing to do something in exchange for you. We also verify user profiles to help protect the community."

Persona 2: James



Background

o James is a 40-year-old, <u>stay-at-home dad</u>. He used to work as an IT consultant, but shortly after the birth of his second child, he and his wife decided that it would be best for one of them to stay with the kids, and James took on that role. Because James <u>likes to stay busy and learn new things</u>, he picked up the hobby of doing DIYs around the house when his career changed. James has developed a passion for doing DIY's and has <u>learned</u> a lot of skills through watching videos

and testing out different crafts like woodwork, plumbing, and electrical work. James has always <u>wanted a way to share the crafts he's learned</u> and learn from others in a more personal way, rather than just watching YouTube videos. He has searched in his community for different workshops to attend to learn a new craft, but they all are very pricy and that drives him away from wanting to attend.

• Demographics:

o Age: 40

Gender: Male

Job: Stay at home dad (former IT consultant)

o Education: Associate degree, IT

Location: Loveland, Ohio

o Income: \$60,000 (household)

o Family status: Married with 2 kids (ages 8 and 11)

• Identifiers:

Enjoys learning new skills

Loves fixing things

o Frequently watches YouTube tutorial DIY project videos.

• Goals:

- Wants to share their skills and learn new ones
- Connect with like-minded people
- o Save money by exchanging help over hiring professional services.

Challenges

- Lack of Expertise in Certain Areas.
- Finding Like-Minded People.
- Cautious about letting strangers into his home or relying on others he doesn't know well.

• How We Can Help

Provide a platform where James can easily find people in his community who
need home repairs or are willing to offer their services in exchange for what he
needs, like organizing or tutoring for his kids.

- Allow James to exchange his services for help with things he wants to learn, like gardening, sustainable living, or more advanced DIY skills.
- Offer a safe, local platform where he can interact with others in the DIY space, create bonds with people nearby, and feel confident about service exchanges through reviews and verified profiles.

Real Quotes

- "I'd much rather trade my woodworking skills than pay someone to fix something
 I could easily handle myself."
- o "I love learning new skills, especially from people who know what they're doing—sometimes it's even more satisfying than hiring someone."
- "It would be great to connect with others who have the same DIY mindset, especially in my local community."

• Common Objections

- o How can I trust that the person I'm trading services with will do a good job?
- What if my services aren't as valuable as what I need? How do I know it's a fair trade?
- o How do I ensure the person I'm inviting into my home is trustworthy?

• Elevator Pitch:

"Community Exchange is a platform where you can trade your skills and learn new skills. There is a section of the platform dedicated for local free workshops so you can engage with others. Given that you are a stay-at-home dad, you may find yourself wanting to connect with others outside your family and Community Exchange is the perfect solution to get out of the house and connect with local people."

Persona 3: Sophia



Background

o Sophia is a 26-year-old living in downtown Cincinnati. She has just recently graduated with a bachelor's degree and has begun her career as a marketing coordinator at a nonprofit organization. She has begun to pay off her student loans, so she lives with a roommate to help delegate some of the cost of rent. Sophia is an advocate for the environment and does all she can to reduce her carbon footprint and live an eco-friendly lifestyle. Because of this she tries to buy locally as much as she can and does not support large corporations. She wants to be a part of a community that cares as much about the Earth as she does. Being surrounded by like-minded people is something that is very important to her and her mission of making the world a better, cleaner place.

Demographics

o Age: 26

Gender: Female

Education: Bachelors in Communications

Job: Marketing Coordinator at a Non-Profit Organization

Income: \$40,000

Location: Downtown Cincinnati, Ohio

o Family status: Single, lives in an apartment with a roommate.

• Identifiers:

Financially conscious

Eco-friendly

Prefers sustainable living solutions

Goals:

- Reduce her carbon footprint by live sustainably and using fewer resources
- Desires to be a part of an eco-conscious community
- Live comfortably without overspending or participating in traditional consumption models

• Challenges:

- Trying to save money while juggling an entry level salary, paying off student loans, and paying other bills
- Limited access to sustainable resources
- o Cautious about meeting random people

• How We Can Help

- Sustainable service exchange
- Cost-free access to services
- o Build a platform with a focus on eco-friendly living and sustainability.

Real Ouotes

- "I love the idea of trading services with people who care about the environment as much as I do."
- "It's tough finding affordable, sustainable services, especially when I'm on a budget."
- "I'd rather exchange skills than spend money on something new—it feels like a
 waste to buy when I can trade with someone."

• Common Objections

- o How will I know that the people I'm exchanging with also prioritize eco-friendly practices?
- What if the person I'm trading with doesn't provide the same quality of service that I would?
- Will it be easy to find people nearby who want to trade services, or will I spend too much time setting up exchanges?

Elevator Pitch

"Community Exchange is a platform that you can coordinate with others. Whether you want to teach people how to be eco-friendly or are just looking for like minded people who want to exchange products with you to reduce waste, Community Exchange can match you with local people who share the same morals as you."

3. Value Proposition

Proposition 1:

Our platform, Community Exchange,

Helps resourceful freelancers,

Who want to manage their time efficiently and avoid the cost of hiring professionals,

By outsourcing everyday tasks,

And enabling time saving and trust building without spending money

Proposition 2:

Our platform, Community Exchange,

Helps DIY enthusiasts,

Who want to trade skills and learn from like-minded individuals,

By eliminating the need to hire costly professionals,

And giving access to a local network where they can exchange expertise for free.

Proposition 3:

Our platform, Community Exchange,

Helps eco-conscious people,

Who want to live sustainably and reduce expenses,

By avoiding wasteful consumption and paid services,

And enabling them to connect with a community of like-minded individuals for service exchanges that align with their values.

4. Target Market

Total Addressable Market (TAM):

• Globally, there are several hundred to over a million towns/cities that could be catered to. Considering urban and suburban populations globally, it is expected that the **TAM** is roughly **500 million people**.

Serviceable Available Market (SAM):

• There are roughly 19,500 cities and towns recognized by the government within the United States making the **SAM** to be around **50 million people**.

Serviceable Obtainable Market (SOM):

• For the initial product, focusing on our major local city, Cincinnati, would result in the **SOM** of roughly **300,000 people.**

5. SWOT Analysis

Strengths:

- Community-driven, non-monetary exchange promotes local engagement and trust.
- Affordable alternative to traditional paid services.
- Skill discovery and recommendation system increases user engagement.

Weaknesses:

- Slow initial growth due to the need for a range of users for matching.
- Reliance on user-generated content (service listings, reviews) for platform success.
- Monetization challenges since no money is exchanged with the potential need of ads or premium benefits.

Opportunities:

- Expand into workshops and events to create stronger community relationships.
- Target users who are eco-conscious (exchange extra materials).
- Because of increasing inflation/cost of living (since people will be more prone to saving money)

Threats:

- Competition from established platforms like TaskRabbit, Craigslist, Nextdoor, and Fiverr.
- Users may prefer more professional services.

• Risk of trust issues between users if due diligence is not done to verify profiles.

6. Competitors

Key Competitors:

- TaskRabbit: Focuses on task outsourcing with payments involved.
- **Nextdoor**: Neighborhood social network that includes some service listings.
- Craigslist: Has a dedicated barter section where people can trade goods and services.
- **Fiverr**: Freelance marketplace for services, typically remote or digital.

Competitive Advantages:

- **Pure Service Exchanges**: Differentiates itself by focusing on service trades rather than payments.
- **Community Focus**: Encourages local connections, unlike other platforms which emphasize efficiency or anonymity.
- **Skill Discovery**: The platform's recommendation engine suggests relevant skills to users, something competitors lack.
- **Eco-friendly Appeal**: Appeals to sustainability-conscious users, promoting resource-sharing instead of consumption.

7. Mom Test

After conducting the Mom Test on 10 participants we found the following:

- People prefer to reduce costs on services
- People often need help
- People ask whoever is closest available to them
- People spend anywhere from 10 minutes to 3 hours on things they wish to delegate to others
- People can recognize skills that they have
- Most people like helping others and enjoy receiving help
- Money is quite often an issue when looking for help or services
- Most people do not feel connected to their community

 Most people would like to trade their skills with others to avoid paying for a service

Questions asked:

- When was the last time you needed help with a task. How did you solve it?
 - Help with assignment and asked teacher to explain topic more
 - Today working on stuff for a club (helped each other by getting input for someone else)
 - o Today collaborating with someone on work
 - Today- asked someone they thought would know the answer was solved by accident
 - o They don't need help- they are independent
 - Today I asked for help
 - Yesterday I didn't solve it.
 - Yesterday I asked my friend.
 - o 2 days a go when I need help, I ask for it
 - Today I asked my supervisor for help
- How do you usually find someone to help you with household tasks or personal projects?
 - Asking family for help
 - Ask who is available (family)
 - Asking sister
 - o Tell people to do the tasks or ask them to do the chore (family)
 - o Ask people in the house
 - o I don't. I try to do everything by myself and get frustrated
 - I ask my partner
 - I ask my roommate
 - Text or verbal communication
 - I ask my partner
- What's the hardest part about finding reliable help when you need it?
 - o Some people don't work well
 - o Finding people who actually understand the task
 - o People who are knowledgeable with the subject
 - o People having available time
 - People keeping their doors closed
 - o No one will do it
 - Finding time
 - o Finding someone who knows what I am talking about
 - o It's not a problem
 - o Trusting people to get the job done to my standards
- When was the last time you traded or bartered services with someone? How did it work?

- Today, answers to an assignment (answers to each other in exchange for other answers
- o Today, questions and info on business for club and got what they needed
- Within a year, they wanted a craft and they asked for something in return (worked out and everyone was happy)
- o Trade every day in fantasy football league
- Never have
- Never have
- Never
- o June let someone use my lake property in exchange for a roof repair
- Last week traded vegetables from the farm for a massage
- How much time do you spend on tasks you wish you could delegate to someone else?
 - Doing dishes 15 minutes
 - \circ Dishes -10/20 minutes, schoolwork -5/15 minutes depending on assignment, organization -1 hour
 - Cleaning- 20 minutes, homework 10 minutes, club work 1 hour
 - Household stuff too much time (more than they would like)
 - o One hour
 - o Alot (3 hours)
 - o Fair amount of time
 - o An hour
 - o 25% of the day (about 3 hours)
 - o About 2 hours a day
- What stresses you out most in your day-to-day life
 - o Difficult schoolwork
 - Too many tasks to do and prioritizing work
 - Managing time well
 - After they have to make decisions at work, they have to make more at home
 - o Work
 - o Clutter
 - Money
 - o Myself
 - o Nothing
 - Staying alive and healthy
- Is finding time to complete something ever an issue for you?
 - o No
 - Yes schoolwork vs role in club
 - Yes role in club
 - o Yes

	0	Yes
	0	Yes
	0	Yes
	0	No
	0	Yes
,	Do yo	u consider yourself a resourceful person?
	0	Depending on task
	0	Yes
,	Is ther	e any skill you are good at?
	0	Playing games
	0	Working in groups, talking, drawing, sawdering
	0	Public speaking, organization, writing, painting
	0	Crafting, people pleasing, following expectations
	0	Conning people into doing stuff (manipulation)
	0	Helping others and listening
	0	Creative work and crafts
	0	Playing videos games, talking to people, being a good friend
	0	Cooking
	0	Silversmithing, farming, and nutrition
,	Do yo	u enjoy helping others out? Do you enjoy when others help you out?
	0	Helping others – kind of. When other people help you – yes
	0	Helping others – yes. When other help you – depends
	0	Helping others – yes. When other help you – depends
	0	Helping others – yes. When other help you – yes
	0	Helping others – yes. When other help you – yes
	0	Helping others- yes. When others help you – yes
	0	Helping others- yes. When others help you – yes
	0	Helping others- yes. When others help you – yes
	0	Helping others- yes. When others help you – yes
,	Is mor	ney ever an issue when you need something done?

o No

	0	Yes		
	0	yes		
	0	Yes		
	0	No		
	0	Yes		
	0	Yes		
	0	Yes		
	0	No		
	0	Yes		
•	How in	mportant is it for you to reduce costs or avoid spending money when hiring help?		
	0	Depends on if product is worth it (reusable or one time thing)		
	0	Depends on other options and quality and cost (bad quality and cheap doesn't want it but good quality and a little more expensive then yes wants it		
	0	Yes very		
		No ever		
	0	Somewhat important		
	0	Very important		
	0	Very important		
	0	Somewhat important		
	0	Important to an extent		
•	Are you good with technology and navigating new apps?			
	0	Yes		
	0	Takes a minute to figure out then yes		
	0	Yes		
	0	Yes		
	0	Yes		
	0	No		
	0	Fairly		
	0	Somewhat		
	0	Yes		
	0	Kinda		
•	Do you	a feel connected to your local community? How often do you interact with		
	neighb	neighbors for things like help with tasks or sharing resources?		
	0	No and never		
	0	Not really, and never		
	0	No and no		
	0	Yes and never		
	0	No, and never		
	0	No and never		

- No and not often
- No and never
- Yes and I speak with neighbors when I see them and do a lot of outreach, but I do not ask my neighbors for help
- Yes I feel connected to my local community, but not specifically to my neighbors but with the people at my community garden
- How do you feel about trading services with people instead of paying for them? Have you done this before?
 - As long as it's equal and yes
 - It would be nice
 - I wouldn't feel comfortable and no
 - o I would like that
 - o I don't mind that
 - o Good
 - Love it and yes
- What are the reasons you might be hesitant to trade services with someone else? Have you had any bad experiences?
 - If someone is not happy with how its done and they complain so they have to redo
 it and its time wasting and they attempt to avoid that by asking questions
 - o If they don't feel like it's a strong enough relationship
 - o I don't feel like I have enough skills
 - o I am not hesitant but I have never done it.
 - o They're greedy
 - o None and no
 - You risk them not returning a service in exchange or your service not reaching their expectations
- What would make you trust someone enough to trade services with them?
 - o If they work hard enough
 - Sending email to bring them into where they work to build connections and show how they operate
 - Connecting with them on our level and sharing more about their self with them (personal connection)
 - o If there is already an established relationship
 - Having an Established relationships
 - o Knowing they are reliable and honest
 - o Not much, I do not really worry about trust
 - Local friend
 - o Knowing them or knowing people who recommended them
 - Knowing their character

- How do you feel about using an app that lets you exchange your skills or services for help from others, instead of paying for things?
 - o Feel good
 - Would like that
 - Would like that
 - o they would want there to be a way to verify the person is legit and going to follow through on what they said they would want to trade
 - o Good
 - o I do not see myself using that
 - o That would be chill
 - Seems nice
 - o I prefer one on one communication but would not be opposed to an app
 - Sounds interesting

8. Plan

- Use Figma to create an interactive prototype of our platform.
- Conduct mom test to determine how they would make use of the platform.
- Have users test the platform and see what they like/dislike.
- Refine platform based on mom test and user testing.

9. Roles

Amaya Bryant – Developer/Administrator

Julianna Truitt – Developer/Administrator