

Executive Summary-Business Problem

BA Case Study: Transparent Construction & Home Services Platform (Conceptual)

1. Background & Context

The on-demand home services market is currently fragmented and highly disorganized. Customers primarily rely on unverified local providers via informal booking channels like phone calls, leading to inconsistent quality, unreliable availability, and zero pricing transparency. Furthermore, a significant gap exists in professional standards; most service personnel lack the proper equipment and standardized training required to deliver high-quality results safely. This results in poor post-service accountability and fails to meet the rising expectations of urban consumers who prioritize trust and convenience.

2. The Core Problem Statement

The market for on-demand home services is very fragmented right now, and there aren't many standards in place. This creates a dilemma on both sides:

- **For the customer**, relying on unverified providers and informal booking channels means that service quality is not always the same, prices are not always clear, and people are not always held accountable. Furthermore, the absence of suitable equipment and professional training among labour leads to unsatisfactory outcomes.
- **For the Business/Platform**: The lack of a centralized system results in inefficient booking management, high cancellation rates, and a "black hole" in data. Without real-time visibility into service partner performance, it is impossible to effectively monitor, control, or scale operations, leading to significant operational cost and lost revenue.

3. Stakeholder Assumption

- **Customers** experience unreliable service delivery, delayed responses, and lack of trust due to inconsistent service quality.
- **Service Partners** face irregular demand, unclear job allocation, and limited performance feedback, impacting their earnings and engagement.
- **Business Owners and Operations Teams** lack access to structured data and insights required to optimize operations, measure performance, and support scalable growth.

4. Business Objectives

- Reduce service cancellations and booking failures
- **Revenue Protection (Leakage)**: Reduce 'off-platform' transactions by implementing a secure in-app escrow payment system.

- **Operational Transparency:** Implement a real-time milestone tracking system to provide 100% visibility of job status to both customers and admin.
- **Safety & Compliance:** Ensure all service partners are equipped with a standardized tool kit as per the platform's 'Service Excellence' guidelines.

5. Success Metrics (KPIs)

Objective	Target Metric (KPI)
Reduce Cancellations	Decrease booking-to-cancellation rate from 25% to <10%.
Partner Accountability	Maintain an average partner rating of 4.2/5 stars or higher.
Operational Efficiency	Reduce manual coordination time per booking by 60% through automated booking and partner allocation workflows.
Trust & Retention	Achieve a 30% repeat customer rate within the first 6 months.

6. Role of the Business Analyst

As a Business Analyst, the objective of this case study is to evaluate the current-state process, identify business pain points, define clear business and functional requirements, design an improved future-state process, and analyse data insights to support informed business decisions and measurable operational improvements.