Group :4

APP:Smart On-Demand Service Application for Skilled Workers.

_ Executive Summary

This project proposes the development of a smart mobile application designed to connect individuals with verified skilled workers (plumbers, electricians, carpenters, mechanics, and others). The platform addresses key pain points in the service market: unreliability, lack of pricing transparency, safety concerns, and absence of real-time support.

The app ensures:

- Transparent pricing and secure digital payments.

- Verified professionals with ratings and reviews.

- Real-time customer support for issue resolution.

- Safety and accountability through strict verification measures.

- A DIY knowledge hub for minor repair guidance.

The goal is to create an all-in-one ecosystem where users can easily access trusted services, while professionals benefit from fair visibility and income growth.

_Problem Statement

The home and technical service industry in many regions is **fragmented, unreliable, and inefficient**, leading to:

1. **Unreliable Service Providers** – Customers often face late arrivals, poor-quality work, or complete no-shows.

2. **Lack of Pricing Transparency** – Hidden costs and inconsistent rates create mistrust and frustration.

3. **Limited Accessibility** – Finding skilled workers quickly, especially during emergencies, is stressful and time-consuming.

4. **Safety Concerns** – Customers feel unsafe allowing unverified individuals into their homes.

5. **Lack of Customer Support** – There is no clear system to resolve issues when services fail.

6. **Scattered DIY Resources** – Customers lack centralized, tailored resources to handle minor fixes themselves.

_Our Solution

The app provides a **comprehensive, digital-first approach** to solve these challenges:

- **Verified Professionals:** Every service provider undergoes identity checks, skill verification, and background screening.

- **Transparent Pricing:** Fixed or pre-estimated prices prevent hidden costs and disputes.

- **Smart Matching & Fast Access:** GPS-based technology matches customers with the nearest available professional.

- **Safety & Accountability:** Ratings, reviews, and verified profiles create trust and accountability.

- **Dedicated Customer Support:** A responsive support team ensures quick resolution of complaints.

- **DIY Knowledge Hub:** Integrated video tutorials empower users to handle minor tasks independently.

_Vision & Mission

- **Vision:** To become the region's leading digital platform for on-demand skilled services, setting new standards of trust, convenience, and safety in the service industry.

- **Mission:**

  - Provide seamless, reliable, and secure access to professional services.

  - Empower skilled workers with fair opportunities, visibility, and income growth.

  - Integrate technology-driven solutions (smart matching, online payments, customer feedback).

  - Promote customer empowerment through DIY learning tools.

_Target Market

- **Primary Market:الاهم**

  - Residential compounds and gated communities.

  - High-end neighborhoods and new cities (e.g., New Cairo, Sheikh Zayed, New Capital).

- **Secondary Market:**

  - Small and medium-sized businesses, offices, and co-working spaces.

o Developing or newly built areas with limited access to service providers.العبور مثلا

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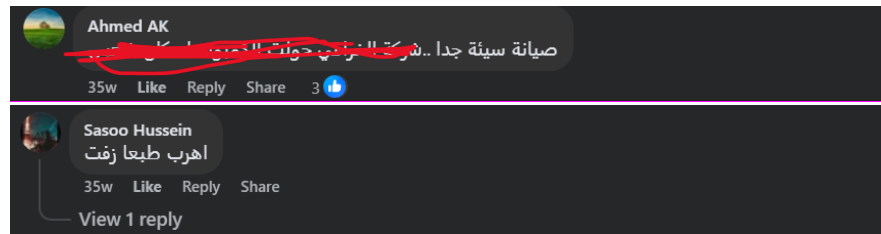
_ Value Proposition

- For **Customers**: Fast, safe, and reliable access to trusted professionals with transparent pricing and customer support.

- For **Service Providers**: A platform that offers visibility, credibility, and consistent income.

- For **The Market**: A trusted application that brings order, accountability, and professionalism to a fragmented industry.

_Market Opportunity

- Rising demand for smart home and maintenance solutions.

- Growth of gated communities and urban expansion.

- Increasing use of mobile applications for daily services.

- Customers seeking **safety + convenience** post-pandemic.

- مفيش حد من المنافسين بيجمع كل الخدمات دي او بيوفرها بصوره كويسه و في شكاوي كتير ده بيخلي فرصتنا اكبر في السوق

_ Expected Benefits

1. **Customers:** Save time, reduce stress, ensure safety, and enjoy peace of mind.

2. **Service Providers:** Increased job opportunities, fair wages, and digital visibility.

3. **Community:** More reliable service ecosystem, fostering trust and efficiency.

4. **Business Growth:** Potential for scaling into multiple cities and service verticals.

Skilled Workers.

User Research

1- **Craftsmen: freelance – part time – full time – emergency – night shift**

2- **Exepected clients (National – foreigners)**

men- women(30-60) the **high percentage** for **men**

"The user lives in an apartment that requires multiple maintenance tasks, such as plumbing and electrical repairs, fixing the TV or satellite dish, repainting, and addressing water leaks or ceiling damage caused by neighbors. In addition, the user may also need appliance repairs, including refrigerators and stoves."

OR

user(men 20- 30)

"The user is preparing a new apartment and needs to coordinate various services, including electrical and plumbing installations, painting, aluminum works, kitchen setup, and carpentry for furniture and doors."

OR

user (both gender18-60)

"The user might face an unexpected issue at home, such as a sudden breakdown of electricity, plumbing, or appliances, especially at a late hour, and needs quick and reliable support."

user all age

User Need Statement:

"The user needs a trustworthy technician who is transparent in pricing and provides reliable service. They also want the technician to arrive at the agreed time without delays."

or

user: compound

"Partnership opportunities with luxury compounds, since they usually provide residents and owners with an in-house maintenance team."

User Pain Points:

- Delays in service.

- Lack of trust in technicians.

- Overpriced services.

- Difficulty in communication or booking.

- Scheduling issues (technicians not showing up or arriving late
  User Goals:

- Fix issues quickly.

- Ensure the technician is trustworthy.

- Get clear and transparent pricing before booking.

  Context of Use:

- At home when something breaks.

- Late at night in urgent situations.

- During apartment setup or renovations before moving in.

_Project Owner Interview Questions

1. Who is your target audience?

2. Do you plan to expand outside of Egypt? What is your long-term vision for the app?

3. How do you define the success of the app?

4. Are there specific features you want to add?

5. Where do you see the app in one or two years?

6. Would you like the app to have features that work offline (without internet)?

7. Do you want all features to be paid, or a mix of free and paid ones?

Content Management Interview Questions

1. Would you like to enable interaction on videos?

2. Should we keep only likes and remove comments?

3. Will there be an admin reviewing the videos before publishing?

4. Can creators earn money from their videos?

5. Should the video quality be standardized, or can it vary?

6. Can we send creators suggestions for topics to make videos about?

7. Will video uploads follow a fixed schedule, or will it be more freelance?

8. If creators earn money, after how long will they receive the payment?

_stakeholders: -

Internal:*These are individuals and teams directly responsible for building, managing, and growing the platform.*

1. **Project owner**: *Provide vision, funding, and strategic direction for the application.*
2. **Development team**: *Software engineers, UI/UX designers, testers, and system architects responsible for building and maintaining the platform.*
3. **Marketing team**: *Handle branding, digital campaigns, customer acquisition, and partnerships.*
4. **Support team**: *Frontline team managing user inquiries, complaints, and issue resolution.*
5. **Content manegment:** *Curate and maintain DIY tutorials, user guides, and educational content.*

External: *These groups interact with the application ecosystem but are not part of the internal organization.*

- **Technicians**: *Plumbers, electricians, carpenters, mechanics, and other service providers who earn income through the platform.*

- **Payment provider**. (such : vodafone /etisalate cash- fawry- masary – aman)

- Delivery partner: *Support delivery of spare parts, tools, or materials required for repairs.*

- Compound manegment: The individual responsible for overseeing the daily operations of a residential compound or property,

including maintenance, security coordination, vendor management, and ensuring resident satisfaction.

- Resisdents: *Primary users requesting services; they demand convenience, safety, and transparency.*

Competitors:

Direct competitors:

- plumping mart.
- filkhedma-home services.
- taskty.
- octoboss.
- easy srv.

Indirect competitors:

Facebook groubs

- سباكين مصر المحترفين
- ايجيبت لمعدات
- خدمه صيانه و مراكز السيارات
- الحرفيين

Weak and strength points for each compitetor

1) FilKhedma (Home Services)

Ratings & Presence: ~3–3.5/5 average, thousands of downloads.

User Complaints:

Frequent no-shows or last-minute cancellations.

Technicians arriving without proper tools.

Unprofessional behavior / inconsistent quality.

Customer support not responsive or helpful.

Hidden charges / final cost higher than initial quote.

Strengths: Wide coverage, known brand in Egypt, simple booking process.

Weaknesses: Weak quality control, poor

support, unreliable timing.

2) Taskty (Taskty Home Services)

Ratings & Presence: ~3.5–3.8/5, moderate downloads.

User Complaints:

Big variation in technician quality (sometimes skilled, sometimes not).

Poor customer service response (bad attitude in disputes).

Extra costs compared to initial offer.

Strengths: Wide range of services (cleaning, pest control, moving, maintenance).

Weaknesses: Lack of verified technicians, no clear compensation/guarantee, average UI/UX.

3) Octoboss

Ratings & Presence: New app, few downloads & reviews so far.

User Notes:

Small user base, not much feedback yet.

Promotes rating system and price negotiation features.

Opportunity: Early stage → easier to overtake by focusing on trust & reliability.

4) EasyServ & Plumbing Mart

EasyServ: Exists in other countries, low presence in Egypt. Limited reviews.

Plumbing Mart: More of a supplier/store than a service app, low digital competition.

Opportunity: Weak competition → potential partnership for spare parts / materials.

Common Complaints Across Competitors

Unprofessional or inconsistent technician quality.

No-shows / delays without compensation.

Poor customer service (slow or dismissive responses).

Hidden charges / unclear pricing.

Weak app features: no live tracking, no proper technician profiles, clunky booking flow.

Features to Add in The App to Win the Market

MVP (must-have from day one)

3-step booking flow: Service → Time Slot → Confirm.

Detailed technician profiles (photo, skills, past reviews, completion rate).

Escrow payment: money released only after job completion.

No-show policy: automatic refund/discount if technician doesn't arrive.

Verified customer reviews with photos.

In-app support ticket system (chat or call).

Competitive Differentiators (next stage)

Live GPS tracking + ETA for technicians.

Pre-visit video call to assess the problem.

Transparent pricing (fixed vs. hourly, breakdown of parts).

Subscription plans (monthly/annual maintenance for AC, plumbing, etc.).

Work guarantee (e.g., 30–60 days warranty).

Multiple payment options + digital invoice sharing.

Technician verification & training badges (adds trust).

UX/UI Enhancements

Clear status tracker for each job (Requested → Accepted → On the way → Completed).

"Report an Issue" button → simple dispute flow.

Microcopy in plain Egyptian Arabic/English → easy, friendly language.

Accessibility: large buttons, high contrast, bilingual (AR/EN).

Emergency booking button (SOS) for urgent fixes.

Strategic Roadmap

Stage 1 (MVP): Simple booking, profiles, escrow, no-show guarantee, ratings, in-app support.

Stage 2 (Competitive Edge): GPS tracking, pricing transparency, pre-visit video, subscription plans, warranty.

Stage 3 (Growth): Analytics dashboard, supplier partnerships, loyalty program.