



You are a PM at Urban Company. You have been asked to improve the user experience on the platform. Please pick one persona and talk about how you would improve their experience via a new feature or by improving an existing feature.

Urban Company, formerly known as UrbanClap, is an Indian technology platform that connects customers with various home service providers.

Urban Company offers a wide range of services including house cleaning, plumbing, electrical, beauty services, appliance repair, carpentry and more.

The platform acts as a marketplace, allowing users to search and book services through their mobile app or website. Urban Company's main focus is on providing high-quality and trustworthy services, and the company conducts background checks and competency checks for its service providers.

They also offer service guarantees to ensure customer satisfaction.

But are they really successful at this?

Let's look at the various User personas that are using Urban Company for various use cases.

1. Home Makers.
2. Bachelors/Working Professionals
3. Elderly/Disabled Professionals
4. New Home Owners
5. Students
6. Home Owners
7. House sellers

1. Home Makers - Sarah

- Age: 38
- Mother of two young children
- Works part-time from home
- Manages most household responsibilities
- Relies on Urban Company for services like cleaning, plumbing, electrical work, and carpentry
- Values online booking for convenience
- Quality service is crucial for a safe and comfortable environment for her family.

2. Working Professionals - Amit

- Age: 30
- Marketing manager with demanding job
- Values free time and convenience
- Uses Urban Company for cleaning and laundry services, any maintenance work.
- Appreciates the app's efficiency

3. Elderly or Disabled Individuals - Mr. Sharma

- Age: 62
- Retired school teacher living with wife.
- Relies on Urban Company for home maintenance
- Values extra assistance and customization
- Appreciates app's accessibility features

4. New Homeowners - Jasmine & Karan

- Young couple in mid-20s
- Recently bought their first home
- Use Urban Company for various services
- Appreciate guidance and expertise for homeownership

5. Students - Muskan

- Age: 22
- College student living in shared apartment
- Relies on Urban Company for cleaning, laundry, and minor repairs
- Appreciates affordability and flexibility

6. Home Owners - Mona & Rahul

- Middle-aged couple with suburban home
- Use Urban Company for landscaping, cleaning, and maintenance
- Value professional and reliable services
- Ensures home remains in top condition

7. House Sellers - Individuals or Company

- Use Urban Company to prepare their home for sale
- Services include painting, deep cleaning, and repairs
- Appreciate expertise in enhancing property's market value

☐ **GOAL setting:**

Our Goal as a PM of Urban Company is to improve the user experience of our users.

Since we have identified the goal , we will narrow down the scope of the problem by solving for a particular user base. We have Identified that the user segment of Working professionals or Bachelors. Solving for their pain points makes sense because.

- They are our larger user base.
- They have a high paying capacity.
- Higher chance of turning them into premium customers.
- They can be our recurring clients.
- They can refer us more to colleagues through word or mouth.

So, to understand more about them let's further discuss their needs/requirements, behaviours, pain points & user journey.

Behaviour:

1. They use app frequently for various uses.
2. They schedule booking on weekends or in the evening (after office hours).
3. They try to bundle multiple services together.
4. They often look for loyalty programs or memberships for better deals.

User Needs/Requirements:

1. They want to book for services at their convenience.
2. They want the services to be of the best quality.
3. They want someone who is reliable with their service.
4. They want to have clear communication with the service provider/customer support.
5. They want to be flexible with the booking slots- either at evening or on weekends.

User Journey:

1. Clients have some requirements such as: Repairing, plumbing, electrician, servicing etc.
2. They go to the Urban Company Application.
3. They check/browse from the various services.
4. They select a service.
5. See available time slots & select the available one.
6. Book it & pay.

User Pain Points:

1. They have time constraints. They only have limited time available since most of the time they are at the office.
2. They are mostly fatigued/tired after work hours.
3. They are frustrated from the inconsistent service that they received in the past.


4. They might face scheduling & re-scheduling challenges when browsing the available time slots.
5. Since most of the users might have relocated for the jobs, they are not aware about the local service vendors/providers.

We have figured out that re-scheduling for the service booked is a problem that most of the users face.

There might be some reasons why the booking was re-scheduled- Either from Client side or Vendor side.


1. Random cancellation of the booking.
2. Last minute cancellation of the booking.
3. Random re-scheduling (Can be a tech error).
4. No communication between the client & the Vendor.

Here are some of the references.

 Megha Joshi


★★★★★ 03/09/2023

Without my knowledge my booking has been rescheduled to the other day. If I am not available once I am sure UC could have called again but no if my booking is at 5.30pm they had called at around 1 or 2 and I didn't pick up so they cancelled my booking without even thinking if a customer has picked up any slot so it means that he will be available at that time. Really disappointing and poor service. Above that there is no option to call them

 Kbs Krishna


★★★★★ 11/09/2023

The "professional" can cancel at the last minute citing emergency, but customers aren't allowed to cancel less than two hours before schedule. UC blithely goes on to book at the next available slot automatically, assuming customers are always free. The "professionals" often want to work without letting UC know what they are repairing. If customer doesn't agree, they mangle the computer. If customer agrees, he loses warranty. Catch 22 indeed!

 Latika Ambolkar


★★★★★ 28/10/2023

Faulty App. Whenever I try to book services for home cleaning, it shows all professional for this location are busy. It's not giving any option to select the slot for future date. I mean how long your professionals are busy? Do you even have any professionals available with you? Cause without giving an option to select the slot how do you know for which date I need the service and for that day your professionals are available or not? And there is no option to reach out to support center also.

 Riddhi Shah

★★★★★ 20/09/2023

They reschedule the bookings without prior intimation. People plan and book appointments. This is highly unprofessional. Secondly, just because you have applied for UC plus membership, they don't even show Salon Classic, only Salon Prime and Salon Luxe are visible. This is definitely not the way a customer should be treated. What if I wish to obtain a service from Salon Classic?? I don't even have the option. I am not at all happy with the service.

 Shefali Anvesh

★★★★★ 30/09/2023

Very unprofessional rescheduling even without knowing customer availability. Very poor customer service if u do this kind of auto reschedule even without informing the customer. When customer books a slot, it means they are more available during that time. If u are rescheduling it, how come u dont check customer availability? I know we can change that from app. But u charge a cancellation fees if its me cancelling in the last minute, how come u dont do the same when u cancel/ reschedule last min

To improve the User experiences for these customers , not only we have to make certain in-app features, improve customer care services but also take certain supply side decisions.

Here, I have curated certain solutions to tackle these problems,

Solutions:

1. Vendor Onboarding:

This will increase the number of service providers in the area. There will be no issue for non-availability of the time slots. People can choose any service without having to worry about the availability of the time slots.

2. New Feature:

We can build a new feature where people can themselves choose the time slot they want. For eg: if the user wants to book a service for Saturday at 10am, they can directly adjust the timer & date and can book the service directly. They don't have to adjust with the available time slots.

3. Introduce a Re-scheduling feature:

There might be a scenario when the user wants to reschedule the booking due to various reasons.

- It can be due to sudden plans
- Unavailability at home.
- Some emergencies etc.

By giving him a feature through which he can reschedule the booking at his will, will allow him to use our service hassle free.

MVP Launch

(Version 1)

In the MVP phase we can prioritise these solutions.

- **Business Side:**

This will be a gradual process of on-boarding new vendors or service providers to our pool. This will help in completing the booking during peak hours, during multiple overlapped time slots etc.

- **User side:**

We will build a booking feature where users can directly reschedule the booking rather than cancelling it.

Customers can choose their own time slots to reschedule it.

In this way, they can book hassle free, without having to worry about the availability of relevant slots.

(Version 2)

In this phase we need to focus on these parameters:

- We have to partner with these societies so that they increase the working hours for these vendors. Since we only get to work 8 hours on weekdays & 6 hours on Weekends.
- Focus on better UI/UX

Metrics:

There are certain metrics that we need to focus on while measuring the success for these features.

- Number of bookings rescheduled & then complete (From client side).(L1)
- Increase in number of bookings (L2)
- Decrease in cancelled bookings (L2)

Potential Risks:

1. Bad quality Vendor:

It can be a scenario where the Vendors on-boarded are not of optimum quality. Since the background checks of their quality may take some time there might be a chance that the vendor is not skilled enough.

2. Customer Grievances:

There might be a chance of increased customer grievances due to improper service by the vendors.

3. Poor Customer support:

Due to increased bookings & multiple queries we might not be able to deal with each of them properly & efficiently. We need to be very careful about the customer's experience.

Risk Mitigation:

1. Proper training: We need to be sure that the vendors on-boarded are properly trained & skill so that they will be able to serve better.
2. Improve responsiveness: Our Customer support team needs to be responsive about the issues that our clients might have.

