



SERVICE HUB

Assignment 1 - SEBA
TEAM 22

Service Hub

PROJECT IDEA

Service Hub is a platform to help connect service consumers and service providers to bridge the gap between the demand and supply of basic services that can be offered by individuals for compensation by offering a one-stop platform where services can be listed, compared and booked.

Our platform's services are structured and categorized based on The Classification of Economic Activities, issue 2008 (WZ 2008). The approval of the European Commission according to Article 4 (3) of the Regulation (EC) No 1893/2006 validates its usage. Our platform's services fall under section S paragraph 95 and section T paragraphs 97 & 98.2 of this classification, such as but not limited to: bike repair service, moving service, cooking service, tutoring and babysitting.

Our platform adheres to and is compliant with the comprehensive regulatory package approved by the European Parliament, which consists of two regulations: the Digital Services Act (DSA) and the Digital Markets Act (DMA).

In the following we consider two distinct categories of customer segments, which are service providers and service consumers. Service providers are users of our platform, that want to use it to offer their services to a broad audience of service consumers. Service consumers in turn are users in need of someone to perform a certain service for them. In the subsequent section we elaborate more on the distinction between both categories and the segments within them, as well as the value that Service Hub offers for them.

BMC STRUCTURE

i. Customer Segments

The customer segments of our platform is the mass market which encompass both service consumers and service providers, each with distinct needs and requirements:

For service consumers, our target audience includes but is not limited to the following:

- Individuals seeking various services: These are people who require different types of services, ranging from home maintenance to personal assistance, and prefer the convenience of accessing them through a single platform.
- Busy professionals and families: Individuals with demanding schedules who lack the time and capacity to conduct extensive research to find service providers. They seek a solution that simplifies the process of finding reliable help.
- Value-conscious consumers: Customers who prioritize transparency in pricing and quality, preferring platforms where they can easily compare service providers based on ratings and reviews to ensure they receive value for their money.
- Newcomers to the area: People who have recently relocated or are unfamiliar with the local service market and rely on a centralized platform to discover reputable service providers in their area.

For service providers, our target audience includes but is not limited to the following:

- Freelancers: Individuals offering services such as home repair, cleaning, cooking, or personal assistance, seeking opportunities to expand their customer base.
- New service providers: Entrepreneurs or professionals entering the service industry who aim to establish their reputation and attract a steady flow of clients.
- Experienced professionals: Established service providers with a track record of delivering high-quality work and seeking avenues to increase their visibility and attract more customers.

ii. Value Propositions

For Service Consumers:

- Diversified service offerings: Access a wide range of services on one central platform.
- Efficient booking and transparent pricing: Benefit from a user-friendly platform for quick browsing and booking with service providers, with transparent pricing.
- Informed decision-making: Benefit from transparent customer reviews and ratings to make informed choices about service providers, ensuring quality outcomes.
- Cost savings and convenience: Save costs by comparing different service providers on a single platform, while also saving time by eliminating the need for extensive searches across various channels.

For service providers:

- Access to a large customer base: Connect with a vast number of potential customers through a platform that emphasizes service visibility and offers a broad array of services in one place.
- Reputation building: Build a strong reputation over time with a fair review system and regular feedback from customers, enhancing credibility.
- Opportunity to increase revenue: Expand the number of reachable customers and therewith increase services offered and thus also revenue.

iii. Customer Relationships

- At Service Hub, we prioritize our customer service and fostering positive user relationships. Through various communication channels and support mechanisms, we want to ensure that our customers feel valued, and supported. Committed to delivering excellence, we continuously enhance the overall user experience on our platform.
- Booking confirmation: Upon booking a service, customers receive a confirmation message, confirming the details of their request and providing assurance that their service needs have been acknowledged.
- Confirmation emails: Both service consumers and providers receive a confirmation email after each service is conducted, ensuring clarity and transparency in the process.

- FAQ page: We maintain a comprehensive FAQ page to address common queries and concerns that customers may have. This resource serves as a valuable self-service tool, empowering users to find answers to their questions efficiently.
- Forms for feedback, reviews, and ratings: We set up a form to gather feedback from our users, including both service consumers and providers, to continuously improve our platform's functionality and user experience. Additionally, we ask for reviews and ratings of the platform to always leave room for customer feedback and continuously improve our platform.
- Review and rating system: We encourage users – both consumers and providers - to leave reviews and ratings, allowing us to maintain transparency and accountability while also helping other users make informed decisions when choosing or accepting a service offering or request.

iv. Channels

In our business model, we utilize a diverse range of channels to reach and engage with our target audience effectively. These channels include:

- Social media marketing: Engaging with our audience through various social media platforms, such as Facebook and Instagram, to raise awareness, drive traffic, and foster community engagement.
- Word of mouth: When it comes to services-based business models, word of mouth is an extremely valuable resource to leverage. Therefore, we aim to encourage positive word-of-mouth referrals by providing exceptional service and cultivating strong relationships with our existing users, who then share their experiences and recommendations with their networks.
- The platform: Offering a user-friendly and intuitive platform that serves as the central hub for all finding/offering services and managing bookings for both consumers and providers. This channel serves as the primary interface for users to access our services and engage with our platform.
- Search engine results: Leveraging search engine optimization (SEO) strategies to ensure visibility and prominence in search engine results, allowing potential users to discover our platform organically

v. Key Activities

As part of Service Hub we have several key activities entailed, that enable us to offer our services to our users as well as perform regular maintenance and updates.

- Customer service & support: providing customer service to address inquiries, resolve issues, and ensure a positive user experience.
- Maintaining and improving the platform: Continuously updating and enhancing our platform to optimize functionality, usability, and performance, ensuring it remains up-to-date and fulfills user demands and requirements.
- Processing and facilitating payments: Managing the secure payment processing of subscribers of our subscription plan, ensuring seamless transactions and financial security for all parties involved.
- Rating system: Implementing and maintaining a robust rating system to gather feedback and reviews from users, facilitating trust, transparency, and accountability within our user base.

- User profile promotion: Promoting user profiles using our subscription plan to enhance visibility and attract more business for service providers, helping them grow their customer base and reputation on the platform.
- Scheduling of services: Facilitating the efficient scheduling and coordination of services between service consumers and providers, ensuring timely and seamless service delivery.
- License verification: Enabling professional service providers to assure their quality by uploading their license for a certain service, ensuring high quality standards as justification for higher pricing.

vi. Key Resources

We rely on the following key resources for the successful operation and growth of our platform:

- Large and active user base: A substantial and engaged user base is fundamental to the vitality and sustainability of our platform, driving demand for services and fostering network effects.
- Platform, network, and infrastructure: The technical infrastructure is the foundation of our platform. It enables all interactions and transactions between service consumers and providers, which are supported by robust network architecture and infrastructure to ensure scalability, reliability, and security.
- Payment system: A secure and efficient payment system is vital for facilitating transactions, providing convenience and trust while ensuring financial integrity and compliance with regulatory requirements.
- Customer service and IT support: Dedicated customer service and IT support teams are crucial for addressing user inquiries, resolving technical issues, and maintaining a high level of user satisfaction and trust.
- The development team: A development team is responsible for continually enhancing and optimizing our platform's features, functionality, and user experience, ensuring it remains competitive and aligned with evolving market trends and user needs.

vii. Key partners

We collaborate with key partners who play integral roles in supporting and enhancing our operations and growth. These partners include:

- Payment gateway: Partnering with reliable payment gateway providers ensures secure and seamless processing of transactions, providing users with trusted and secure payment options while maintaining financial integrity and regulatory compliance.
- Marketing / advertising agencies and channels: Collaborating with marketing and advertising agencies and channels helps us effectively promote our platform, raise brand awareness, and acquire new users – both service providers and consumers - to broaden our network.

viii. Cost Structure

Considering our cost structure, we have to differentiate between fixed and variable costs for which we consider the following definitions of each of these categories, Fixed costs are

expenses that remain constant regardless of the level of activity or usage of the service. These costs do not fluctuate with changes in the volume of services provided. In contrast, variable costs are expenses that vary directly with the level of activity or usage of the service.

In the following, we list the breakdown of our cost blocks:

- Platform hosting costs (fixed costs): These costs are associated with hosting and maintaining the platform infrastructure, including servers, databases, and other technical components.
- Development/maintenance costs (fixed Costs): This category encompasses expenses related to the development, maintenance, and ongoing support of the platform, including salaries for developers, software licenses, and infrastructure maintenance.
- Advertising/marketing costs (variable Costs): These costs include expenses incurred to promote the platform, acquire new users, and drive engagement, such as advertising campaigns, social media marketing, and search engine optimization (SEO).

ix. Revenue Streams

Our revenue primarily comes from our Subscription-Based Model for Premium Provider Accounts and advertisements made on our platform.

- Subscription-based model for premium provider accounts:
 - Premium provider accounts receive increased visibility and appear higher in the search results.
 - Providers pay a subscription fee on a recurring basis (e.g., monthly or annually) to access these premium features, such as priority listing in search results, additional profile customization options, or access to advanced analytics.
- Advertisements: Advertisements generate revenue through displaying ads on your platform. Businesses that would like to advertise on our platform pay a monthly fee for the ad placement.

BUSINESS MODEL CATEGORY

Our business model is a hybrid business model combining aspects of the brokerage and freemium models, designed to optimize value for both service consumers and providers. Operating as a C2C (consumer-to-consumer) platform within the brokerage model framework, we facilitate direct interactions between service consumers and providers. The fundamental functionalities of our platform are accessible to all users free of charge, ensuring inclusivity and broadening our user base. However, to unlock premium features and enhance visibility on the platform, service providers have the option to subscribe to a premium account. This subscription-based model aligns with the freemium approach, offering additional benefits and capabilities to subscribers while generating revenue streams for the platform. By combining aspects of both models, we leverage the brokerage model's facilitation of transactions and the freemium model's ability to attract and retain users, creating a dynamic and sustainable ecosystem.

Business Model Canvas

Designed for:

Service Hub

Designed by:

Team 22

Date:

April 28th, 2024

Version:

Key Partners

- Marketing / advertising agencies
- Payment gateway

Key Activities

- Customer service & support
- Maintenance and improvement the platform
- Processing and facilitating payments
- Rating of system
- Promotion of user profile
- Scheduling of Services

Key Resources

- Large and active user base
- Platform, network and infrastructure
- Payment system
- Customer service and IT support
- Development team

Value Propositions

Service Consumer:

- Ability to look for different services from one single platform
- Comparability of costs through viewing different service providers
- Efficiency of receiving services
- Transparency pricing and rating

Service Provider:

- Save time of searching for people that require services
- Reach a wider audience / customer base and attract new customers

Customer Relationships

- Confirmation email after service has been provided
- Booking confirmation
- Surveys for feedback, reviews and ratings (for the platform)
- Reviews and ratings by consumers on the service they received
- FAQ page

Channels

- Search engine results
- Social media marketing
- Word of mouth
- The platform

Customer Segments

Service Consumers (those that are in need of some kind of service), especially people that:

- Want a single platform to look for different services
- Do not have time / capacity to perform an extensive search themselves
- Want a platform with transparent rating and pricing for services
- Are unfamiliar with the local service market and don't know where to look

Service Providers that want to:

- Increase exposure
- Attract more customers
- Gain reputation (through good ratings)

Cost Structure

Fixed Costs:

- Platform hosting costs
- Development /maintenance costs

Variable Costs:

- Ad/marketing costs

Revenue Streams

- Subscription based model for premium provider accounts
- Advertisements

Value Proposition Canvas

Designed for:

Service Hub

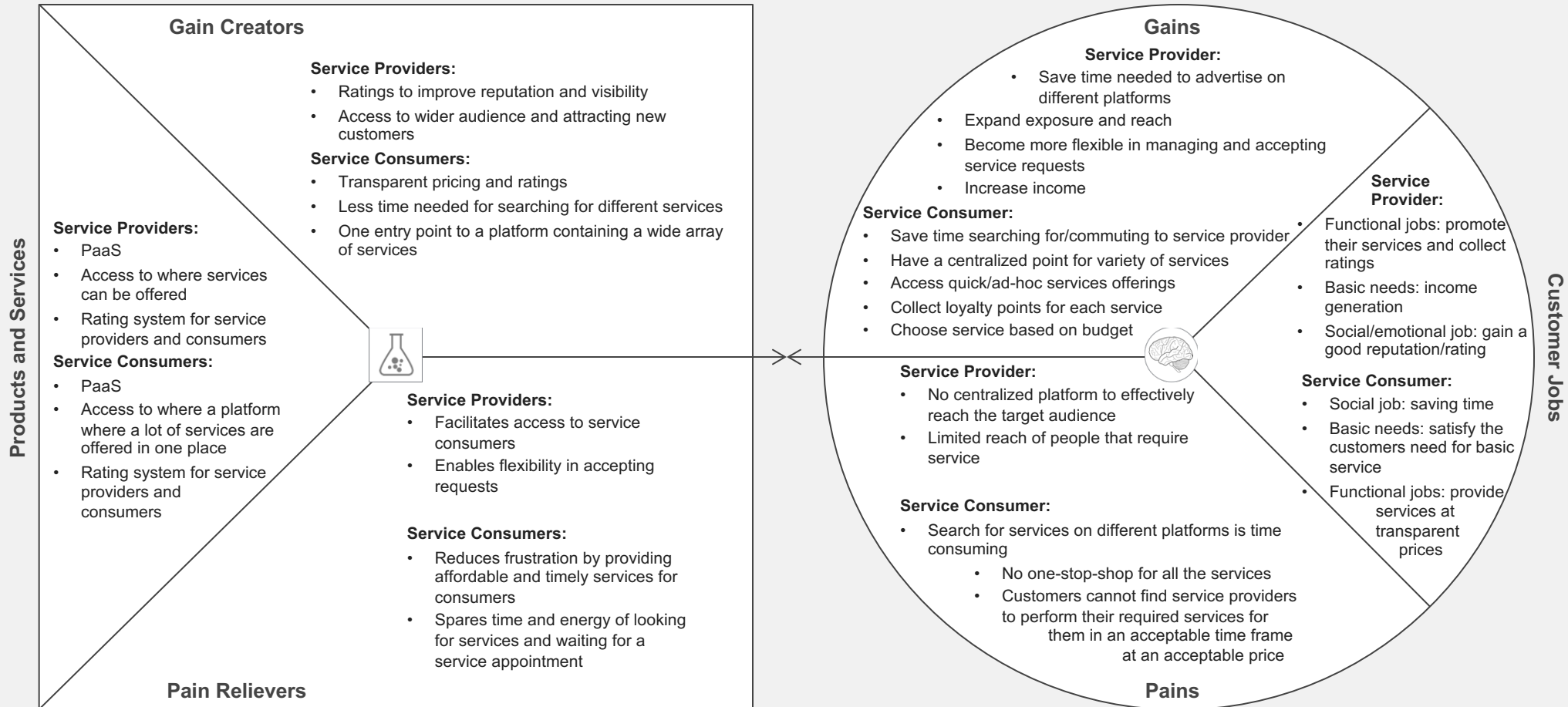
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Value Proposition

Service Hub is a platform to help connect service consumers and service providers to bridge the gap between the demand and supply of basic services that can be offered by individuals for compensation by offering a one-stop platform where services can be listed, compared and booked.

Customer Segment

The customer segments of our platform is the mass market which encompass both service consumers and service providers. Service providers use our platform to offer their service and generate income, while service consumers look for different services.