

Oscar Ganyani

GNYOSC001

INF3014F PROJECT

eCommerce Business Idea

There has always been a need for house help with increasing demand with increasing socioeconomic status (low, middle, high) of a particular family or household. The problem is the difficulty of getting a house help that can be trusted. Generally, most people who work as house helps go around door to door asking if there's any job they can assist with. Those who need house helpers will usually ask from people with house helpers to assist them by asking their house helper if they can connect them with any house helper they know.

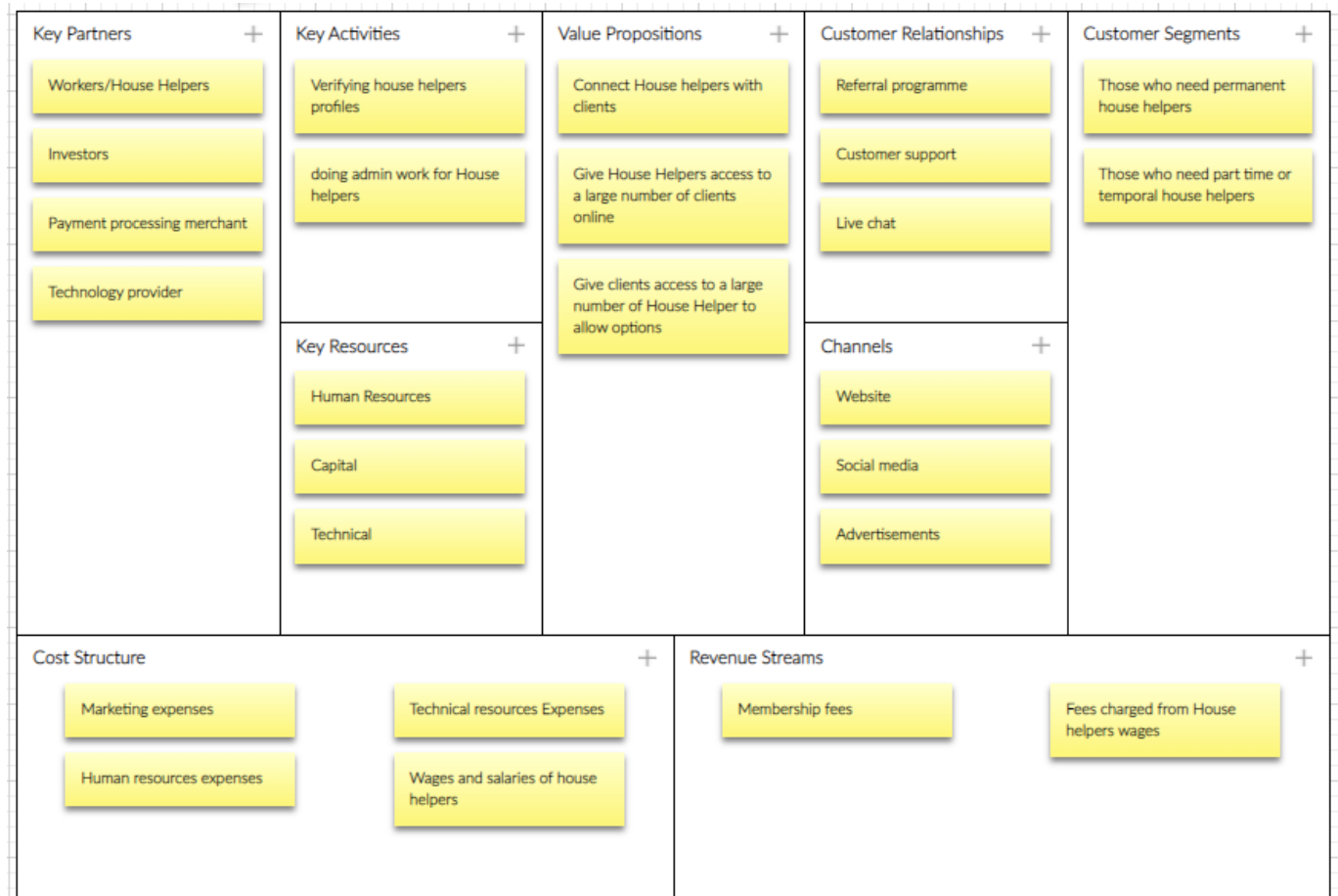
Problems that arise from the current way of getting a House Helper:

- a) The person who needs house help
 - 1. There's no specific place to get a house helper
 - 2. Safety is not assured since people just get random people without background check.
 - 3. The house helper might not be suitable for a specific job.
- b) The person who wants to work as a house helper
 - 1. Going house to house asking for a job is inconvenient.
 - 2. Safety is not assured since the household might not be verified to have clear intentions.
 - 3. Treatment from family might not be good since they are not sure if they can trust the helper.

An eCommerce website for a House Help business will solve all the above-mentioned problems. Clients will not have to go around looking for house helpers as they can simply search for a house helper on the website from the comfort of their homes, they can specify what type of skills they would like their house helper to have, they can also choose their preferred house helper gender and other qualities.

All the people who would like to be house helpers can simply apply to be one on the website and won't have to go door to door asking for jobs. They will be verified to have skills for a specific job that a client wants. They will be asked to present their police clearance for the sake of the safety of the clients.

Business Canvas Model:



User Experience Report

1. User Persona

First user: Wendy Mukwevho

Demographics:

Age: 33

Gender: Female

Education Attainment: B-Tech in Quantity Survey

Income: R25 000

Job Title: Quantity Survey

Background: Wendy has been working for Mariswe (pty) Ltd for the past 8 years, she recently got a promotion from Junior to Senior Quantity Surveyor

Interests: Wendy is very passionate about nature, spend most of her free time taking care of her garden and planting new flowers, she finds joy in seeing her garden at a perfect condition at all times.

User needs and wants:

Wendy needs A part time house helper who can take care of her garden since after the promotion she does not have enough time for her garden. Wendy does not have time to go around looking for a house helper.

How product fulfils user needs and wants:

The eCommerce website will help her find a House helper from the comfort of her office or home and at a very convenient amount of time. The product will also get her the perfect worker who specialises with gardening and is willing to work a part time job.

Training for product usage:

She is computer literate so she does not need any training on how to use the website since it has the same format as the any other website Wendy might have used before.

Second user: Maria Gumede

Demographics:

Age: 42

Gender: Female

Education Attainment: National Senior Certificate

Income: wages

Job Title: House Helper

Background: Maria has been working as a House Helper for 3 years ever since she lost her job as a cleaner at Tembisa Hospital.

Interests: Since a young age Maria has always had the love for clay crafting. She spends a lot of her time crafting as this helps her make extra income when she sells some of her best crafts.

User needs and wants:

Maria Needs a platform that can connect her to potential clients so she can serve as a house helper. She stated that it was very difficult having to walk from door to door asking if she can get any job.

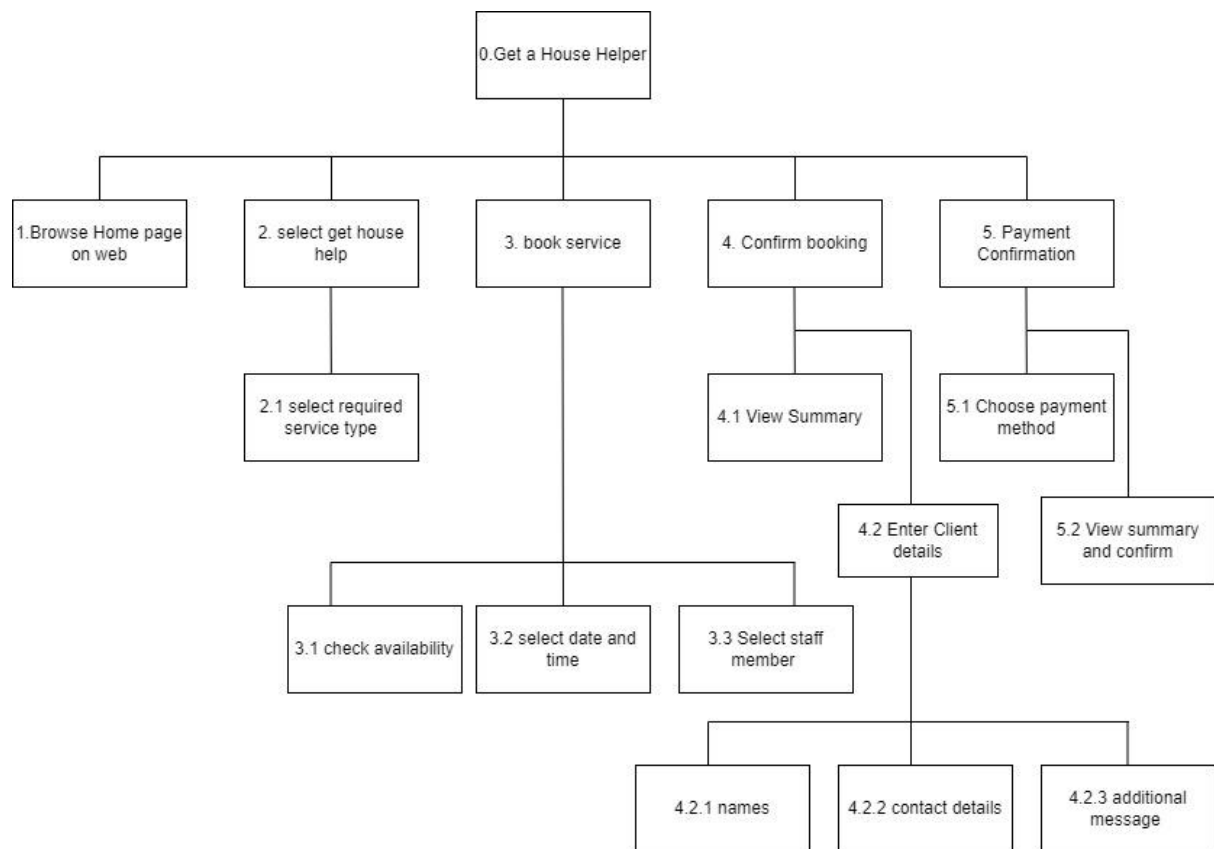
How product fulfils user needs and wants:

The eCommerce website will help her find potential clients without having to go look for them in person. It will also help her focus on the important things only as the website will do all the admin work for her.

Training for product usage:

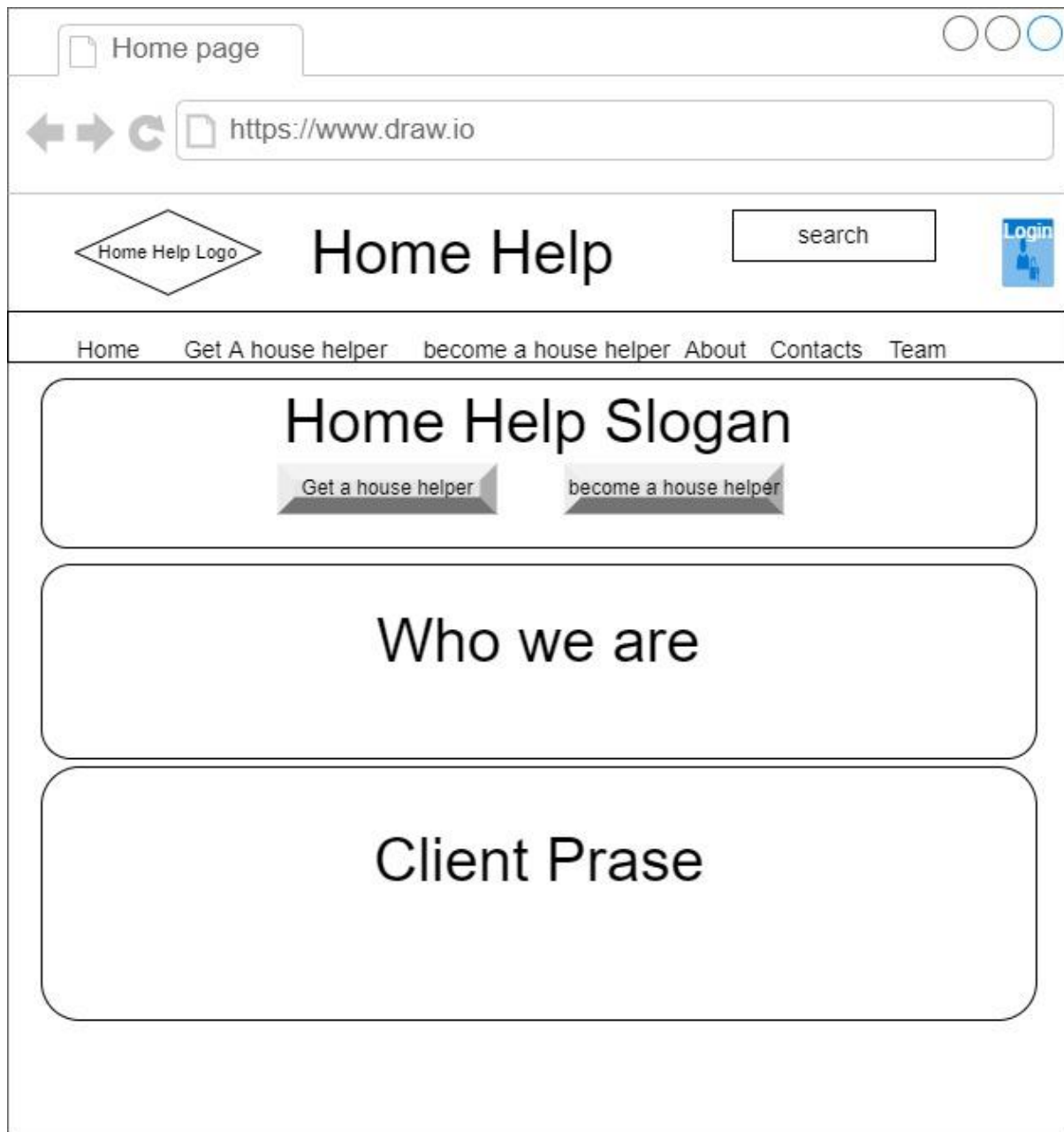
She is computer illiterate so she will need help on how to use the website, the product will offer guidance on how to use some features, but it would be best she finds someone who know how websites work to train her.

2. Hierarchical Task Analysis

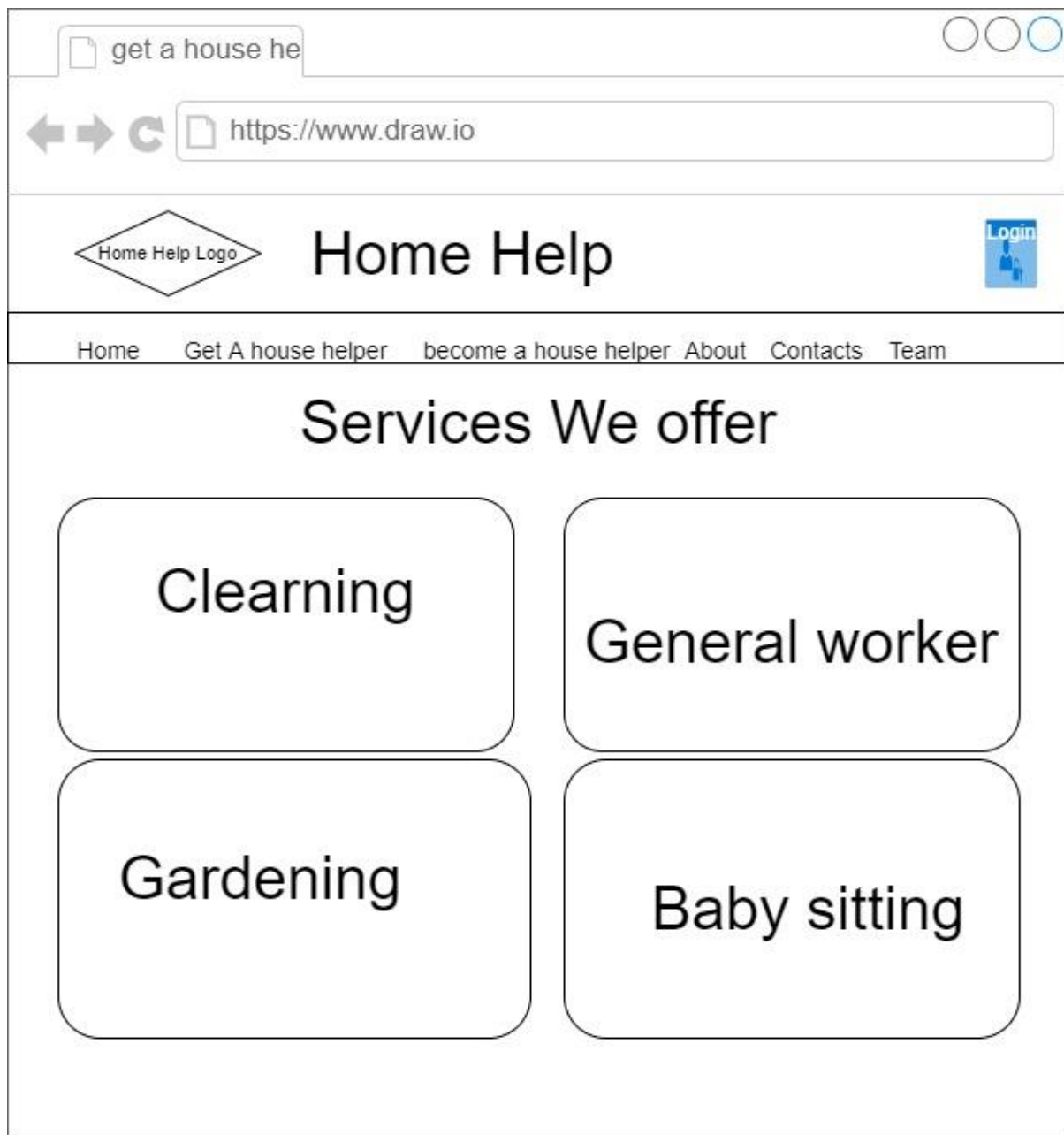


Wireframes:

Home page:



Get A House Helper Page:



Become A House Help Page:

⬅ ➡ ↻

📄 Become a hou

📄 https://www.draw.io

⬅ ➡ ↻

📄 https://www.draw.io

Home Help Logo

Home Help

search

Login

[Home](#) [Get A house helper](#) [become a house helper](#) [About](#) [Contacts](#) [Team](#)

Available jobs

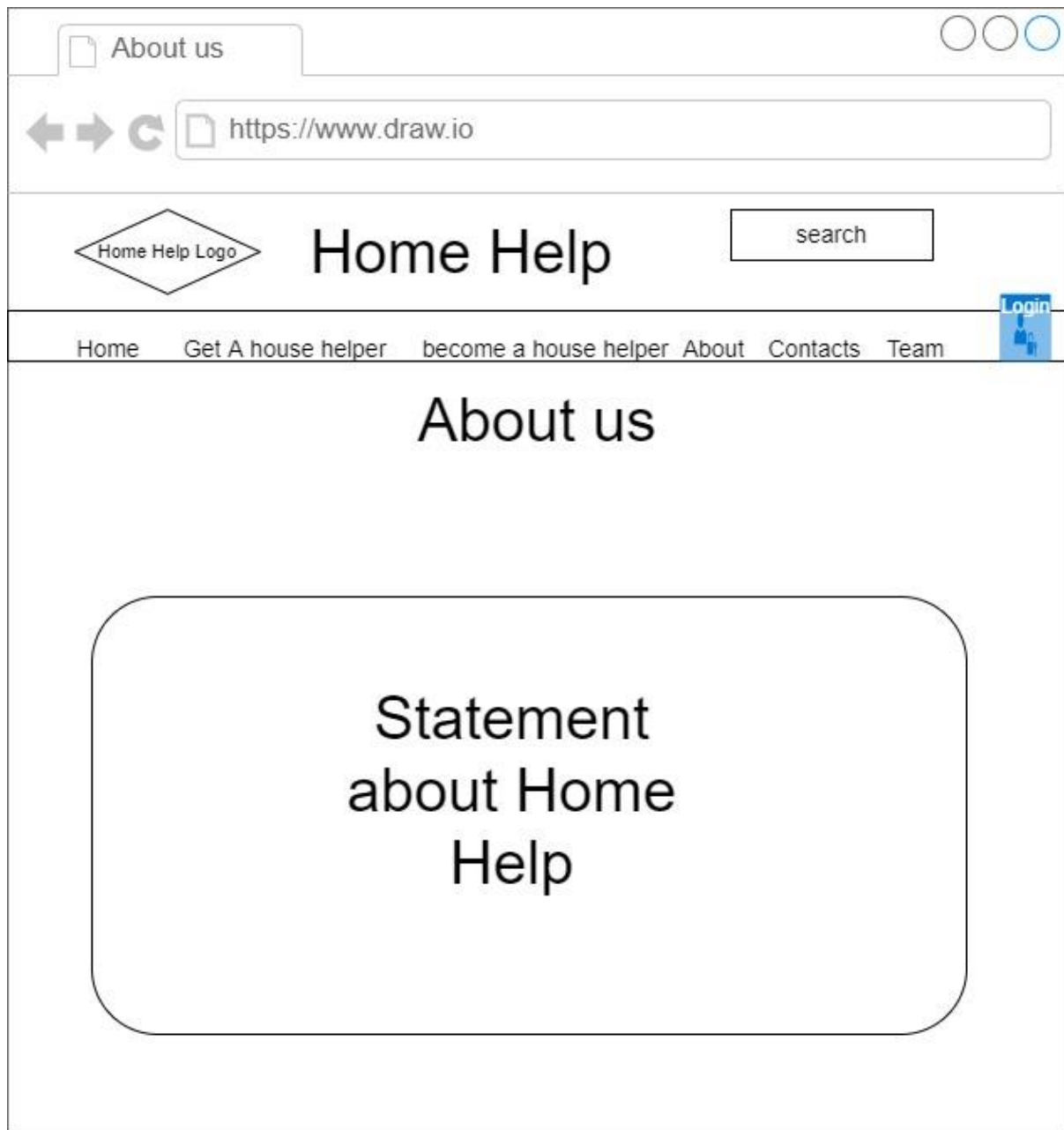
Clearnig

General worker

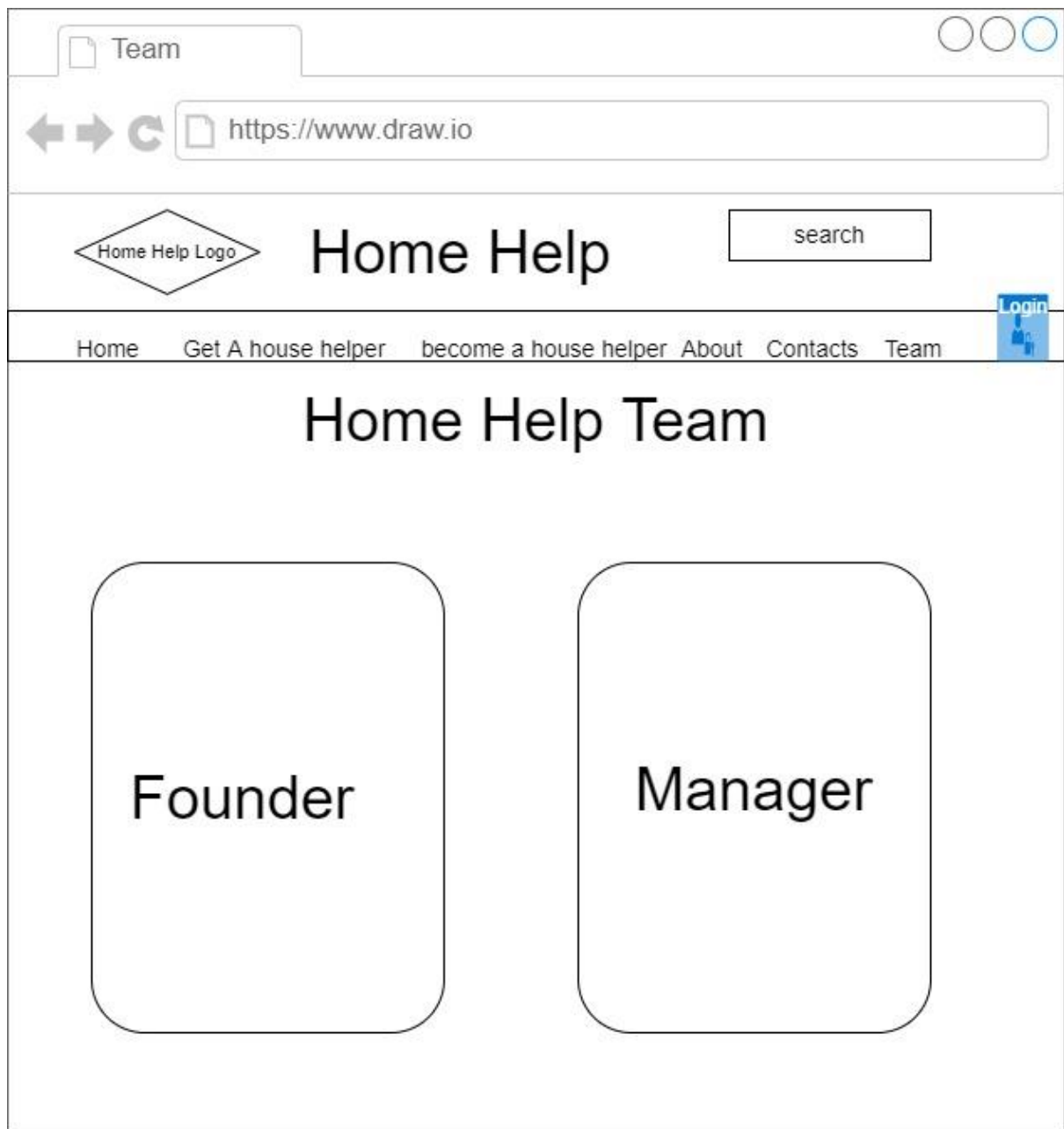
Gardening

Baby sitting

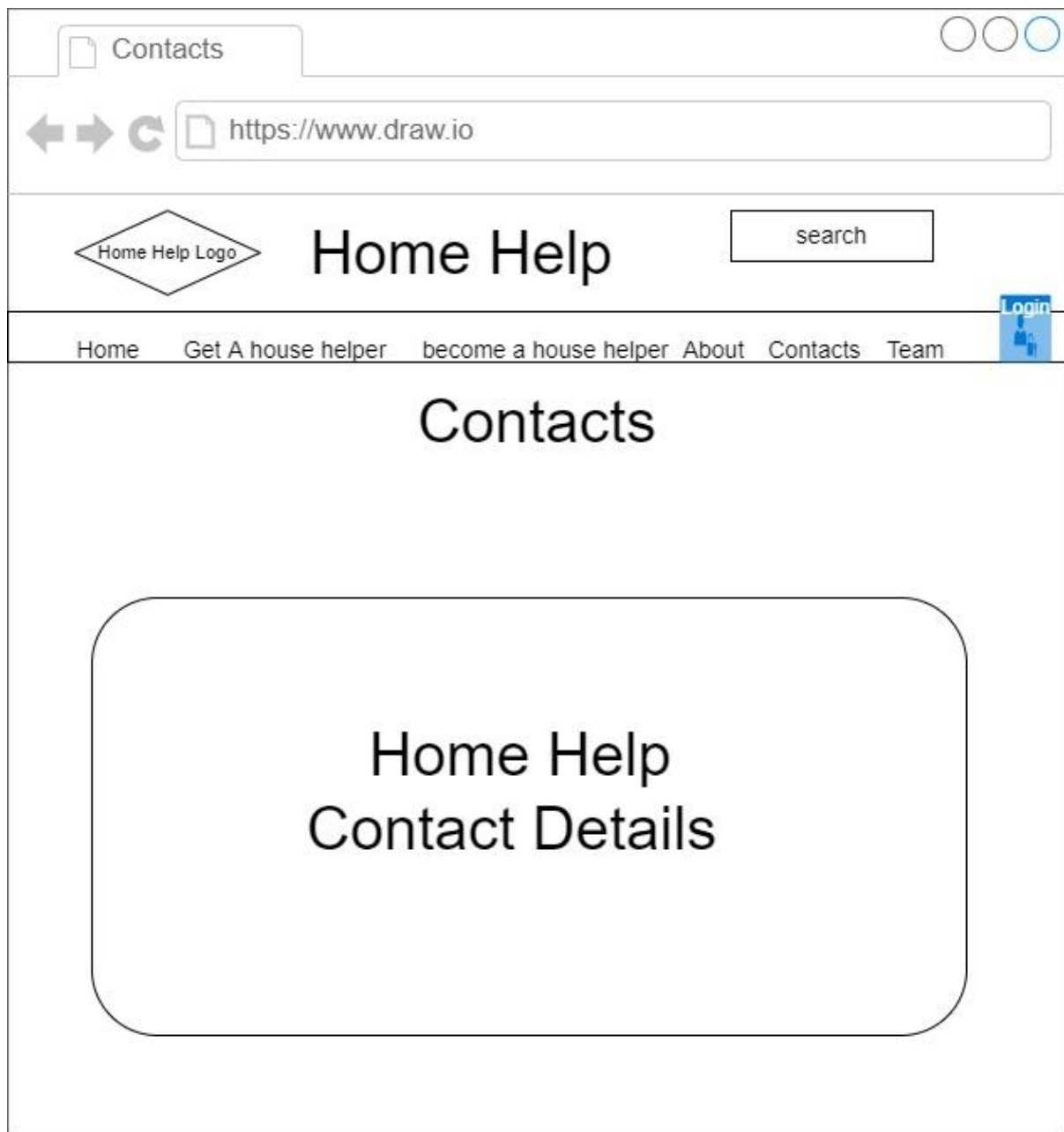
About Us Page:



Our Team Page:



Contacts Page:



Prototype:

<https://oscarganyani24.wixsite.com/website>

Referrals:

<https://www.fatbit.com/fab/wp-content/uploads/2015/07/Business-Model-Canvas-How-to-Start-an-Online-Tutoring-Platform-1.jpg>

<http://hcishopon.blogspot.com/2016/05/task-analysis.html>