

Case study

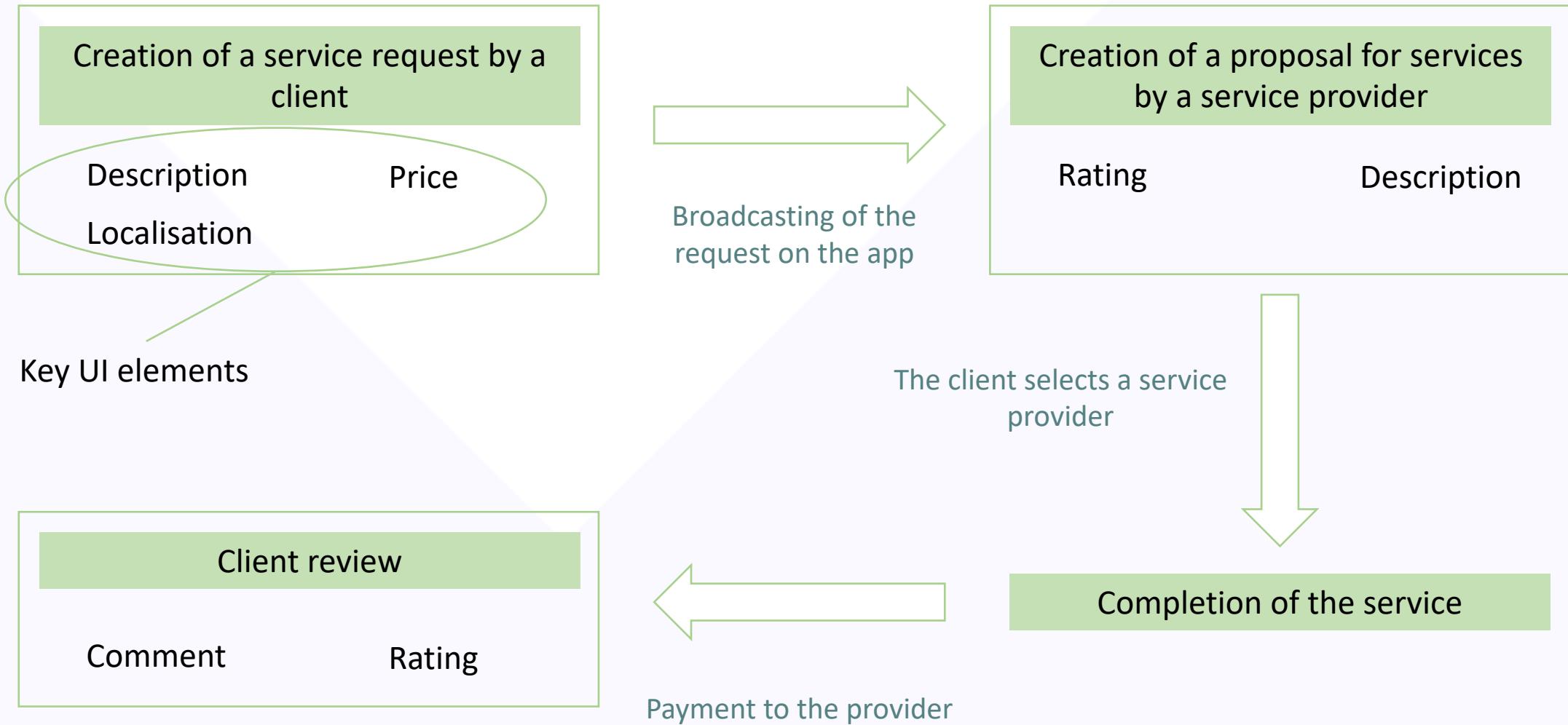


L'app pour tous les services

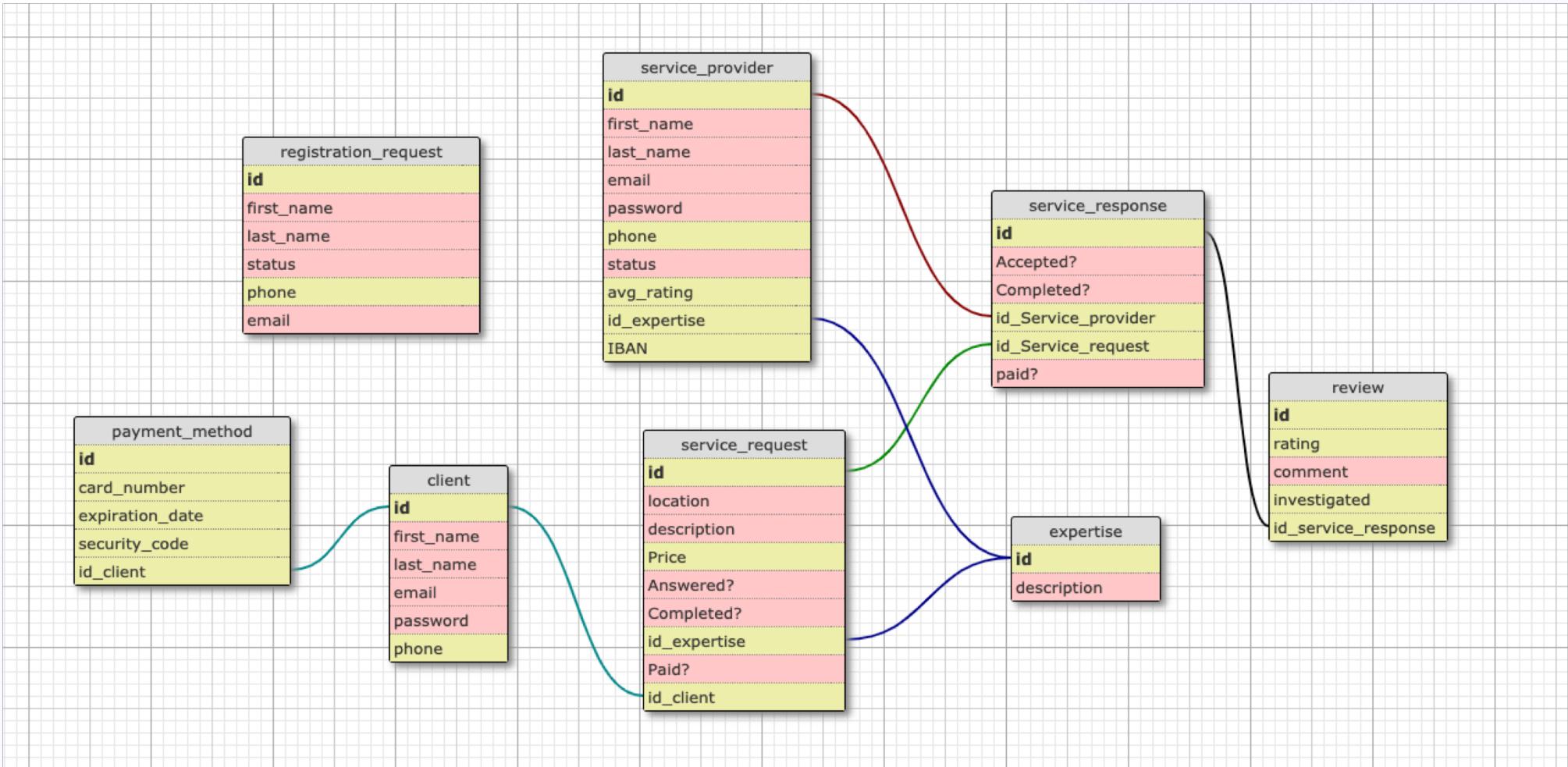
Overview of Stootie

Business model	Key figures
Objective: put in touch clients in need of a service with a qualified individual service provider	1,3 million users since 2011
The company pays itself through a commission withheld from the payment made to the providers	300 active user per month > 1000 requests per month
Key success factors	
Volume of registered client requests	Quality of service delivered by the providers
Ability to address requests rapidly	Securing the payment for both client and provider

High level use case of Stootie



Possible simplified database scheme



Note:

- Service providers can have several address? Better to store addresses in a different table or in service request?
- Start date and end date of the service?

Glossary of collections

Clients	Users using the app to request services
Service Providers	Authentified users offering their services through the app
Registration request	Used by the team to validate the creation of a service provider account
Service Request	Created when a user makes a request for a specific service
Service Response	Created when a service provider responds to a service request <i>A single service request can have several service response but only one can be accepted by the user</i>
Expertise	Allows to sort the service request by type of services
Reviews	Provides input on the customer satisfaction for each service rendered

Imaginable internal processes

Trigger Event	Consequences
A service provider wishes to join	<p>For security reasons, unlike a user, a service provider cannot sign up directly</p> <p>He/ she must fill a registration request, be authentified and his/ her account will be created by the team</p>
A service request is completed	The corresponding fee (i.e. the payment minus a commission) is wired to the service provider
A service provider has an average rating below 3 or is reported by a user	The team can suspend the account, investigate and decide to ban or restore the provider
A review has a rating below 3	The team may investigate and apply corrective actions
A client reports a serious issue on a service	A refund can be provided to the client

Overview of the clients collection

Clients					
Fields	First name	Last name	Email	Phone number	Credit card
Segments	Active/ Inactive clients <i>Filter by service requests created in the past 6 months</i>				
					Not needed stored in payment method table

Note:

Clients has many service requests

Question:

No relation set with Payment method?

Illustration of the clients collection

The screenshot displays a software application interface with a dark-themed header and sidebar. The header includes a logo, the text "Stootie & DEVELOPMENT", and navigation links for "Dashboard", "Data" (which is currently selected), "Collaboration", and "Activity". The sidebar on the left contains sections for "Service Requests" (Pending + 1 hr, Completed 2019), "Service Responses" (paid, To be paid), "Reviews" (To be investigated, Under investigation, Investigated), and "Clients" (Active, Inactive). The main content area is titled "Clients" and shows a table with 10 rows of data. The table columns are: FIRST NAME, LAST NAME, EMAIL, PHONE, CREATED AT, UPDATED AT, ID, and PASSWORD. The data rows are as follows:

	FIRST NAME	LAST NAME	EMAIL	PHONE	CREATED AT	UPDATED AT	ID	PASSWORD
	Augusta	Bosco	augusta.bosco@mail.com		19/03/2019 07:36:39	19/03/2019 07:36:39	547	*****
	Delmer	Pouros	delmer.pouros@mail.com		19/03/2019 07:36:39	19/03/2019 07:36:39	546	*****
	Devan	Dare	devan.dare@mail.com		19/03/2019 07:36:39	19/03/2019 07:36:39	545	*****
	Kathlyn	Wolf	kathlyn.wolf@mail.com		19/03/2019 07:36:38	19/03/2019 07:36:38	544	*****
	Aaron	Leuschke	aaron.leuschke@mail.com		19/03/2019 07:36:38	19/03/2019 07:36:38	543	*****
	Dariana	Kunde	dariana.kunde@mail.com		19/03/2019 07:36:37	19/03/2019 07:36:37	542	*****
	Vita	Greenfelder	vita.greenfelder@mail.com		19/03/2019 07:36:37	19/03/2019 07:36:37	541	*****
	Darrin	Kshlerin	darrin.kshlerin@mail.com		19/03/2019 07:36:37	19/03/2019 07:36:37	540	*****
	Keagan	Lockman	keagan.lockman@mail.com		19/03/2019 07:36:36	19/03/2019 07:36:36	539	*****
	Jaydon	Ruecker	jaydon.ruecker@mail.com		19/03/2019 07:36:35	19/03/2019 07:36:35	538	*****

Search bar: Search for Client

Overview of the registration requests collection

Registration requests										
Fields	First name	Last name	Email	Phone number	Status					
Segments	Pending <i>Filter by status = « pending »</i>									
Accepted <i>Filter by status = « accepted »</i>										
Rejected <i>Filter by status = « rejected »</i>										
Smart actions	Mark as accepted/ rejected									
Note: Moderation use case 	Create service provider account <i>Shortcut to create an account using the registration request info when the service provider is cleared to join</i>									

Illustration of the registration requests collection

The screenshot shows a user interface for managing registration requests. On the left, there is a sidebar with navigation links for 'Reviews', 'Clients' (Active and Inactive), 'Service Providers' (5 stars and < 3 stars), and 'Banned'. The 'Registration Requests' section is highlighted with a blue background and contains links for 'Pending', 'Accepted', and 'Rejected'. The main area is titled 'Registration Requests' and has a search bar at the top right. Below the search bar is a table with columns: FIRST NAME, LAST NAME, STATUS, CREATED AT, and UPDATED AT. The table lists eight entries, all of which are marked as 'rejected'.

	FIRST NAME	LAST NAME	STATUS	CREATED AT	UPDATED AT
<input type="checkbox"/>	Dillon	Grant	rejected	19/03/2019 07:36:06	19/03/2019 07:36:06
<input type="checkbox"/>	Clemens	Rice	pending	19/03/2019 07:36:06	19/03/2019 07:36:06
<input type="checkbox"/>	Miracle	Friesen	rejected	19/03/2019 07:36:06	19/03/2019 07:36:06
<input type="checkbox"/>	Burdette	Grant	rejected	19/03/2019 07:36:06	19/03/2019 07:36:06
<input type="checkbox"/>	Kira	Kuhlman	rejected	19/03/2019 07:36:06	19/03/2019 07:36:06
<input type="checkbox"/>	Mireya	Altenwerth	pending	19/03/2019 07:36:06	19/03/2019 07:36:06
<input type="checkbox"/>	Veda	Pouros	rejected	19/03/2019 07:36:06	19/03/2019 07:36:06
<input type="checkbox"/>	Jaquelin	McDermott	rejected	19/03/2019 07:36:06	19/03/2019 07:36:06
<input type="checkbox"/>	Heber	Muller	rejected	19/03/2019 07:36:06	19/03/2019 07:36:06
<input type="checkbox"/>	Amiya	Ernser	rejected	19/03/2019 07:36:06	19/03/2019 07:36:06

Note:

- Could have set enums on status
- No action approve/decline set on this table

Overview of the service providers collection

Service provider						
Fields	First name	Last name	Email	Phone number	Status	
	Average rating		IBAN			
Segments	5-star providers (for reward purposes) <i>Filter by minimum of 10 reviews and average rating of 5 and status = « active »</i>					
	Below 3-stars providers <i>Filter by minimum of 10 reviews and average rating < 3 and status = « active »</i>					
	Suspended <i>Filter by status = « suspended »</i>					
	Banned <i>Filter by status = « banned »</i>					
Smart actions	Mark as suspended/ banned <i>Allows to suspend an account when the ratings are too low The supply/ operations team may investigate and ban the provider or restore the account</i>					

Illustration of the service providers collection

The screenshot shows a web application interface with a dark theme. At the top, there is a navigation bar with the following items: a logo, the name "Stootie", a dropdown menu labeled "DEVELOPMENT", and tabs for "Dashboard", "Data" (which is currently selected), "Collaboration", and "Activity".

The main content area has a sidebar on the left containing several sections with icons and lists:

- Service Requests**:
 - Pending + 1 hr
 - Completed 2019
- Service Responses**:
 - paid
 - To be paid
- Reviews**:
 - To be investigated
 - Under investigation
 - Investigated
- Clients**:
 - Active
 - Inactive
- Service Providers**:
 - 5 stars
 - < 3 stars
 - Suspended
 - Banned

The main content area displays a table titled "Service Providers" with the following columns: FIRST NAME, LAST NAME, STATUS, CREATED AT, UPDATED AT, and PHONE. The table contains 10 rows of data, each representing a service provider with a unique ID (checkbox column). The data is as follows:

ID	FIRST NAME	LAST NAME	STATUS	CREATED AT	UPDATED AT	PHONE
1	Arjun	Ortiz	active	19/03/2019 07:36:40	19/03/2019 07:36:40	123-4567890
2	Cale	Huels	active	19/03/2019 07:36:39	19/03/2019 07:36:39	123-4567891
3	Pablo	Cummerata	active	19/03/2019 07:36:39	19/03/2019 07:36:39	123-4567892
4	Precious	Koch	active	19/03/2019 07:36:39	19/03/2019 07:36:39	123-4567893
5	Vincent	Swaniawski	active	19/03/2019 07:36:39	19/03/2019 07:36:39	123-4567894
6	Etha	Beier	active	19/03/2019 07:36:38	19/03/2019 07:36:38	123-4567895
7	Brandy	Lindgren	active	19/03/2019 07:36:38	19/03/2019 07:36:38	123-4567896
8	Dion	Wisozk	active	19/03/2019 07:36:38	19/03/2019 07:36:38	123-4567897
9	Eleanore	Brown	active	19/03/2019 07:36:38	19/03/2019 07:36:38	123-4567898
10	Damian	Cartwright	active	19/03/2019 07:36:38	19/03/2019 07:36:38	123-4567899

Note:

- ServiceProvider has many ServiceRequests
- What is the relationship between Service Provider and Expertise (seems like it doesn't exist)?
- How do you calculate average rating?

Overview of the service requests collection

Service requests					
Fields	Description	Expertise	Price	Paid?	
Segments	Location	Answered?	Completed?		
Note:	Unanswered for over an hour <i>Filter by answered = false and created_at over an hour ago</i>				
Smart actions	Completed (by period) <i>Filter by completed = yes, updated_at in years or months</i>				
Summary view	Refund <i>Allows to refund the payment made for a service not delivered</i>				
- ServiceRequests has many ServiceResponses - ServiceRequests belongs to User - ServiceRequests belongs to Expertise		Display in a single view the info of the client, the accepted service response and the service provider			

Why expertise as fields and not user? Missing date of the service request? Stripe Integration?

Illustration of the service requests collection

The screenshot displays a web-based application interface for managing service requests. The top navigation bar includes a logo, user name "Stootie DEVELOPMENT", and tabs for "Dashboard", "Data" (which is currently selected), "Collaboration", and "Activity". A sidebar on the left contains links for "Service Requests" (Pending +1 hr, Completed 2019), "Service Responses" (paid, To be paid), "Reviews" (To be investigated, Under investigation, Investigated), "Clients" (Active, Inactive), and "Service Providers" (5 stars, < 3 stars, Suspended, Banned). The main content area is titled "Service Requests" and shows a table with 10 rows of data. The columns are: a checkbox column, "UPDATED AT" (with sorting arrows), "LOCATION" (with sorting arrows), "PRICE" (with sorting arrows), "PAID" (with sorting arrows), "ANSWERED" (with sorting arrows), "COMPLETED" (with sorting arrows), and "DESCRIPTION". Each row contains a checkbox, a timestamp, a location name, a price value, a paid status icon, an answered status icon, a completed status icon, and a truncated description.

	UPDATED AT	LOCATION	PRICE	PAID	ANSWERED	COMPLETED	DESCRIPTION
<input type="checkbox"/>	19/03/2019 07:36:39	6054 Forrest Lights, West Earnestine, ME 14212-7326	61	 	✓	✗	Et fugiat nemo animi r
<input type="checkbox"/>	19/03/2019 07:36:39	Apt. 440 535 Valerie Estates, North Fannyton, PA 64379	29	 	✗	✗	Qui est est ab quia nc
<input type="checkbox"/>	19/03/2019 07:36:39	41053 Hudson Walks, Elliewood, OK 37696-1061	67	 	✗	✗	Et perspiciatis natus a
<input type="checkbox"/>	19/03/2019 07:36:38	671 Kuhic Tunnel, East Reymundotown, IL 88268	34	 	✓	✗	Corporis ut non ut. To
<input type="checkbox"/>	19/03/2019 07:36:38	190 Schowalter Pike, North Kennedishire, HI 40679-3011	33	 	✓	✗	Vitae et amet omnis a
<input type="checkbox"/>	19/03/2019 07:36:37	812 Schimmel Drive, Quincyborough, SC 23097	59	 	✓	✓	Quis aliquid exercitat
<input type="checkbox"/>	19/03/2019 07:36:37	Apt. 938 876 Nader Burgs, Port Ianside, ID 52675	93	 	✓	✗	Aut natus officiis quas
<input type="checkbox"/>	19/03/2019 07:36:37	8934 Zane Lodge, West Darienhaven, WY 66653-8164	64	 	✓	✓	Magnam aperiam eos
<input type="checkbox"/>	19/03/2019 07:36:36	Apt. 967 742 Hilpert Bridge, East Jessika, MN 35148	36	 	✓	✗	Error ea est. Quasi rei
<input type="checkbox"/>	19/03/2019 07:36:35	229 Jaunita Cove, New Agustin, WI 22418-9518	51	 	✓	✗	Debitis quidem conse

Overview of the service responses collection

Service responses			
Fields	Associated service request	Associated service provider	
Segments	Answered?	Completed?	Paid?
			To be paid <i>Filter by completed = true, paid = false</i>
			Paid <i>Filter by completed = true, paid = true</i>
Smart actions	Payment <i>Pays the service provider once a service response is completed</i>		

Note:

- ServiceResponse has many Reviews
- ServiceResponse belongs to ServiceRequests
- ServiceResponse belongs to ServiceProvider

Why has many Reviews? A service response can have multiple reviews?

Illustration of the service responses collection

The screenshot shows a web application interface for managing service requests and responses. The top navigation bar includes links for Dashboard, Data (which is selected), Collaboration, and Activity. On the left, a sidebar menu lists categories like Service Requests, Service Responses, Reviews, Clients, and Service Providers, with sub-options for each.

The main content area is titled "Service Responses" and displays a table with the following columns: ID, SERVICE REQUEST, SERVICE PROVIDER, ACCEPTED, COMPLETED, and CREATED AT. The table contains 11 rows of data, each with a checkbox in the first column and a red 'X' or green checkmark in the ACCEPTED and COMPLETED columns. The last row (ID 687) has a green checkmark in both columns.

	ID	SERVICE REQUEST	SERVICE PROVIDER	ACCEPTED	COMPLETED	CREATED AT
<input type="checkbox"/>	696	544	Ortiz	✗	✗	19/03/2019 07:36:40
<input type="checkbox"/>	695	544	Huels	✗	✗	19/03/2019 07:36:39
<input type="checkbox"/>	694	544	Cummerata	✗	✗	19/03/2019 07:36:39
<input checked="" type="checkbox"/>	693	541	Koch	✗	✗	19/03/2019 07:36:39
<input type="checkbox"/>	692	541	Swaniawski	✗	✗	19/03/2019 07:36:39
<input type="checkbox"/>	691	541	Beier	✗	✗	19/03/2019 07:36:38
<input type="checkbox"/>	690	540	Lindgren	✗	✗	19/03/2019 07:36:38
<input type="checkbox"/>	689	540	Wisozk	✗	✗	19/03/2019 07:36:38
<input type="checkbox"/>	688	540	Brown	✗	✗	19/03/2019 07:36:38
<input type="checkbox"/>	687	539	Cartwright	✓	✓	19/03/2019 07:36:38

Note:

- Possible to change ref field of service request to User?

Overview of the reviews collection

Reviews				
Fields	Comment	Rating	Associated service request	Investigated
Segments	<p>To be investigated</p> <p><i>Filter by rating < 3 stars and investigated = « no »</i></p>			
	<p>Under investigation</p> <p><i>Filter by investigated = « ongoing »</i></p>			
	<p>Investigated</p> <p><i>Filter by investigated = « yes »</i></p>			
Smart actions	<p>Mark as under investigation</p> <p><i>Informs your colleagues that you are reviewing the issues with the service provided</i></p>			
	<p>Mark as investigated</p> <p><i>Informs your colleagues that you have reviewed the issue</i></p>			

Note:

- Review belongs to ServiceResponse

Illustration of the reviews collection

The screenshot illustrates a software application interface for managing reviews. The left sidebar contains navigation links for Service Requests, Service Responses, Reviews, Clients, and Service Providers. The 'Reviews' section is currently selected and expanded, showing sub-links for 'To be investigated', 'Under investigation', and 'Investigated'. The main content area displays a table of reviews with the following columns: ID, Rating, Investigated, Comment, Service Response, and Created At. A filter bar at the top of the table area says 'RATING IS LESS THAN 3'. A search bar is also present at the top right.

ID	RATING	INVESTIGATED	COMMENT	SERVICE RESPONSE	CREATED AT
154	2		Quae consequuntur sed officiis id consectetur ad. Itaque sed eos corrupti laudan...	687	19/03/2019 07:
152	2		Harum sed expedita aliquid molestias fugiat porro. Non quasi nihil repellat quis...	673	19/03/2019 07:
150	2		Sed vitae inventore. Dolor distinctio illum illo non corrupti. Qui consequatur d...	665	19/03/2019 07:
148	2		Qui corrupti mollitia aut quis animi nobis. Ut et consequatur facilis. Pariatur ...	657	19/03/2019 07:
145	2		Quo sint dolorum temporibus. Velit architecto doloribus. Assumenda repudiandae a...	639	19/03/2019 07:
143	2		Esse ratione eius voluptatem. Minima earum eos. Inventore eaque ratione recusand...	619	19/03/2019 07:
142	2		Provident voluptatum qui quo corrupti reiciendis et. Omnis rem earum sapiente ad...	612	19/03/2019 07:
139	2		Blanditiis placeat dolorem. Velit voluptatem facilis unde qui aspernatur nemo. P...	603	19/03/2019 07:
134	2		Non est dolor soluta corrupti. Sunt eius porro. Veniam tempora animi quia volunt...	592	19/03/2019 07:
131	2		Laboriosam nisi suscipit maxime blanditiis odit et. Delectus est quod repudianda...	589	19/03/2019 07:

Imaginable dashboard

Based on the latest press releases of Stootie ([see here](#)) , KPIs to be tracked are the following

Total monthly payments

Total monthly turnover

% of requests resulting in a payment

% of payments made online

Additionally, the following metrics may be useful

Repartition of monthly services requests by expertise

Repartition of services requests by region

% of monthly services requests answered in less than 1 hr (for example)

Objective of service requests to be completed in the month

Repartition of the monthly review ratings

Note:

- If you had more time, what would you have added in terms of use case and features?

Example of email to Stootie's management

Hi Charles and Romain,

We are very excited to see that you have signed up for Forest Admin!

We wanted to let you know that we are here to address any issues you may have and help you onboard seamlessly all the way.

In order to provide you with an insight of how Forest Admin may benefit you, we have also thought of a few use cases applicable to Stootie.

We would love to have the opportunity to discuss them with you. If you wish to do so, please let us know and we will be happy to organize a call or meeting accordingly.

Best regards,

The Forest Admin team