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# HOMEEASE-IN-HOME SERVICES PROVIDER

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HomeEase

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## Project Vision Document

**Version 1.3**

9/27/2024

**Revision History**

Revision	Date	Author	Summary of Changes
1	18/09/2024	Subhan Mohammed Abdul Ahad Abdul Michael West	Introductory version of HomeEase
2	19/09/2024	Bhavya Vaghela Abdulgafar Towolawi	Updated and worked on positioning and stakeholder and user description
3	26/09/2024	Subhan Mohammed Abdul Ahad Abdul Michael West Bhavya Vaghela Abdulgafar Towolawi	Worked on stakeholder requirements and other aspects of the project vision document

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# 1 Introduction

## 1.1 Purpose

This Project Vision Document outlines the strategic framework and guiding principles for the development and deployment of HomeEase, a web application designed to offer a wide range of at-home services. HomeEase enables customers to conveniently book services such as beauty treatments, haircuts, massage therapy, cleaning, plumbing, carpentry, appliance repair, painting, and more all delivered at their preferred location and time.

The document provides a comprehensive overview of the project, detailing the objectives, target market, features, and long-term goals for HomeEase. It establishes a clear roadmap, focusing on user experience, service efficiency, and the integration of sustainable practices. Each section delves into critical aspects of the app's development, including market analysis, technical specifications, and projected timelines.

Ultimately, the goal of this document is to ensure alignment across stakeholders, guiding the project toward delivering a seamless, reliable, and eco-friendly platform that enhances customer convenience and satisfaction.

## 1.2 Scope

### 1.2.1 In Scope

HomeEase will provide a wide range of home-based services, including appliance repairs, grooming for kids, men, and women, electrical work, painting, deep cleaning, carpentry, and plumbing. The platform will also include senior-specific services like home modifications for better mobility and safety. Users will have access to a seamless booking system that allows them to choose the services they need, along with the time and date of their convenience. Service providers will receive real-time booking notifications and respond accordingly. The app will support secure payment processing, where the company earns revenue by taking a percentage of each transaction between users and service providers. User profiles, reviews, and ratings will also be available to ensure transparency and trust within the platform.

The primary target audience for HomeEase will be elderly individuals, with a focus on providing them convenience and accessibility. The platform will be designed with features that cater specifically to their needs, such as simplified navigation and senior-friendly services like health-related support or home modifications for increased mobility. HomeEase will be available as both a web and mobile app to ensure ease of use, especially for older adults who may prefer different platforms for accessing services.

### 1.2.2 Out of Scope

Out of scope for this project are services unrelated to home-based needs, such as medical care or pet grooming. Advanced features like AI-driven service matching or integration with third-party smart home devices are also excluded for now but may be added in future releases. Additionally, HomeEase will initially operate only in selected geographic regions and will not

offer custom service packages or negotiable rates—only fixed pricing options will be available during the initial phase.

### 1.3 Definitions, Acronyms, and Abbreviations

Term	Explanation
HE	HomeEase
Service provider	a professional or business that offers specific home services to users through the platform

### 1.4 References

*<This subsection provides a complete list of all documents referenced elsewhere in the Project Vision. Identify each document by title, report number if applicable, date, and publishing organization. Specify the sources from which the references can be obtained. This information may be provided by reference to an appendix or to another document>*

Reference File Name	Version	Description

*This section also contains links to all other places that were referred to in this document. These may include:*

- *Web sites*
- *URLs or network locations*
- *Research done for similar products*

Name	Link
Urban Company (India)	<a href="https://www.urbancompany.com/">https://www.urbancompany.com/</a>
Handy(Canada)	<a href="https://www.handy.com/">https://www.handy.com/</a>
Jiffy	<a href="https://jiffyondemand.com/">https://jiffyondemand.com/</a>

## 2 Positioning

### 2.1 Business Opportunity

HE addresses a growing market need for convenient, on-demand home services, particularly for the elderly population. With the increasing trend toward aging in place, many seniors prefer staying in their homes as they grow older, but they require accessible services for home maintenance, repairs, and personal care. Traditional service providers may not always offer the level of convenience, specialized services, or ease of access that older adults need.

HomeEase also opens up a business model that benefits service providers by connecting them with a consistent flow of customers without the overhead of marketing or customer acquisition. The commission-based structure provides a scalable revenue stream for the company, allowing it to grow in line with demand and service expansions. As the gig economy continues to expand, this platform presents a sustainable business opportunity that meets the needs of both users and service providers.

### 2.2 Problem Statement

The Problem of	Lack of In-Home services
affects	Elderly People, People with Disabilities, service providers
the impact of which is	Quality of life for seniors, missed revenue potential for service providers
a successful solution would be	the building of an app which implements a comprehensive solution focusing on accessibility, convenience, and reliability for elderly individuals seeking at-home services. The platform should feature a user-friendly web and mobile interface designed for seniors, minimizing technological barriers and enhancing user experience through an intuitive design and assisted booking option. The platform should also offer various services so that users can find everything they need at one place and to allow people from different backgrounds to be able find work.

Table 1 Problem Statement

### 2.3 Product Position Statement

< A product position statement communicates the intent of the application and the importance of the project to all concerned personnel >

For	Senior people
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Who	Need various at-home services at their convenience time and date.
HomeEase	A Web application
That	offers a variety of services at home. Customers use our platform to book services such as beauty treatments, haircuts, massage therapy, cleaning, plumbing, carpentry, appliance repair, painting etc. These services are delivered in the comfort of their home and at a time of their choosing.
Unlike	Many other at-home services apps that either provide just cleaning services or handyman services and do not have service providers with proper certifications.
Our product	offeris a variety of services at home. Customers use our platform to book services such as beauty treatments, haircuts, massage therapy, cleaning, plumbing, carpentry, appliance repair, painting etc. These services are delivered in the comfort of their home and at a time of their choosing.

Table 2 Product Position Statement

## 2.4 SWOT Analysis

<Reference: <https://www.businessballs.com/strategy-innovation/swot-analysis/>>

<b>Strengths</b>	<b>Weaknesses</b>
User-Friendly Interface	Limited Brand Recognition
Comprehensive Service Offerings	Technology Adaption Barriers
Trusted Provider Network	Initial Service area Limitation
Strong Revenue Model	
<b>Opportunities</b>	<b>Threats</b>
Growing Senior Population	Regulatory Challenges
Partnerships with Healthcare Providers	Dependence on Service Providers
Expansion of Service	Economic Factors
Technological Advancements:	

### 3 Stakeholder and User Descriptions

#### Stakeholder Summary

Stakeholder Name	Represents	Role
Elderly Citizens	The Target Audience	Utilize the platform to book home services and provide feedback on their experiences.
Service Providers	Professionals offering services	Deliver the services requested by users, ensuring quality and reliability.
Customer Support Team	HomeEase employees	Assist users and service providers with inquiries, technical support, and service-related issues.
Software Architect	HomeEase Employees	Responsible for the software architecture, which includes the key technical decisions that constrain the overall design and implementation for the project.
Project Manager	HomeEase Employees	Plans, manages and allocates resources, shapes priorities, coordinates interactions with customers and users, and keeps the project team focused. Also establishes a set of practices that ensure the integrity and quality of project artifacts.
Technical Reviewer	HomeEase Employee	Responsible for contributing feedback to the review process. This role is involved in the category of review that deals with the technical review of project artifacts. This role is responsible for providing timely, appropriate feedback on the project artifacts being reviewed.
Regulatory Authorities	Government entities	Ensure compliance with local regulations and safety standards for home services.

Table 3 Stakeholder Summary



### 3.1 User Summary

User Name	Description	Responsibilities	Stakeholder
Elderly User	Represents senior citizens seeking at-home services to improve their quality of life. They may have limited mobility or technology proficiency, making convenience essential.	<ul style="list-style-type: none"><li>- Register on the platform</li><li>- Browse and select services needed</li><li>- Schedule appointments at preferred times</li><li>- Provide feedback on service quality</li><li>- Communicate with customer support if needed</li></ul>	Self
Service Provider	Represents professionals offering various home services, catering to the needs of elderly users while maintaining quality and reliability.	<ul style="list-style-type: none"><li>- Register and create a profile on the platform</li><li>- Accept and complete service requests</li><li>- Communicate with users and provide updates</li><li>- Maintain service quality and user satisfaction</li></ul>	Self
Customer Support Agent	Represents the team responsible for assisting users with inquiries and resolving issues, ensuring a smooth user experience.	<ul style="list-style-type: none"><li>- Respond to user queries</li><li>- Assist with service booking and cancellations</li><li>- Address complaints and feedback</li><li>- Provide information about services offered</li></ul>	Self

Table 4 User Summary

## 4 Stakeholder Requirements

ID	Requirement	Stakeholder
1.	The platform must be easy to navigate and accessible for elderly users with limited technical skills.	Elderly User
2.	The system should allow users to browse, select, and book services quickly based on time and availability.	Elderly User
3.	Secure payment processing must be integrated, ensuring user trust and data protection.	Elderly Users, HomeEase Management
4.	Service providers should be able to easily sign up, create profiles, and list their services.	Service Providers
5.	Providers must receive real-time notifications of bookings to ensure timely responses to user requests.	Service Providers
6.	A review and rating system should be in place to allow users to provide feedback on services.	Elderly Users, HomeEase Management
7.	Customer support should be available to help users with any booking issues or service inquiries.	Elderly Users, HomeEase Management.
8.	The platform should have analytics and reporting tools for tracking usage, service quality, and customer satisfaction.	HomeEase Management
9.	Service categories should include options that cater to elderly users, such as home modifications for accessibility.	Elderly Users
10.	Marketing and promotional tools to attract both elderly users and service providers must be implemented.	HomeEase Management
11.	The platform must comply with local regulations and safety standards related to at-home services.	Regulatory Authorities
12.	Providers should have a clear payment structure, with the platform taking a set percentage from transactions.	Service Providers, HomeEase Management

Table 5 Stakeholder Requirements

## 5 System Features

ID	Feature	Stakeholder Requirement ID
1.	<u>Simple User Interface</u> : A user-friendly, intuitive interface designed to make navigation easy for elderly users with minimal technological proficiency.	1,2

ID	Feature	Stakeholder Requirement ID
2.	<u>Service Browsing and Booking</u> : Users can browse various service categories, choose specific services, and book them at a preferred time and date.	2,4
3.	<u>Secure Payment Gateway</u> : Integration of a secure, reliable payment system that protects user data and ensures trust in transactions.	3, 12
4.	<u>Service Provider Management</u> : Allow service providers to create profiles, list services, manage schedules, and receive booking requests in real-time.	4, 5
5.	<u>Notifications System</u> : Real-time notifications sent to service providers when bookings are made, and reminders to users about upcoming services.	5, 7
6.	<u>Review and Rating System</u> : A feature allowing users to leave feedback on services provided, promoting accountability and improving service quality.	6
7.	<u>Customer Support System</u> : Accessible customer support, including chat and phone options, to help users with booking issues and service inquiries.	7
8.	<u>Analytics Dashboard</u> : A tool for HomeEase management to track platform usage, service performance, and customer satisfaction metrics.	8
9.	<u>Service Customization for Elderly</u> : Specialized services tailored to the elderly, such as home modifications, personal care, and accessibility features.	9
10.	<u>Marketing and Promotion Tools</u> : Features to support marketing campaigns and promotions targeting both elderly users and service providers.	10
11.	<u>Compliance and Safety Measures</u> : Ensuring all services provided comply with local regulations and safety standards related to home services.	11

ID	Feature	Stakeholder Requirement ID
12.	<u>Payment Structure and Tracking</u> : A transparent payment structure, allowing service providers to see earnings and transactions after each job completion.	12

Table 6 System Features

## 6 Assumptions

- It is assumed that elderly users, though the primary focus, will be able to use a simplified web or mobile platform with minimal support. Assisted technologies, like voice commands or larger text options, are assumed to help overcome technical barriers.
- It is assumed that a sufficient number of reliable service providers will register and actively participate on the platform to meet the demand for home services in targeted regions.
- It is assumed that all service providers on the platform comply with local regulations, certifications, and safety standards relevant to their profession (e.g., electricians, plumbers).
- It is assumed that the commission-based revenue model will be sustainable and generate enough income for HomeEase to cover operational costs and grow the business.
- It is assumed that the platform will undergo continuous updates and maintenance to ensure functionality, security, and user satisfaction.
- It is assumed that users will actively participate in the review and rating system, providing valuable feedback to improve service quality and accountability.

## 7 Constraints

- The platform's functionality is dependent on the availability and reliability of secure third-party payment processors, which can affect the user experience and transaction security.
- The platform may be restricted to certain geographic areas during the initial launch phase, limiting access to both users and service providers outside those areas.
- Since the primary user base includes elderly individuals, the onboarding process needs to be simple and accessible, which might limit the complexity of the user registration and training features.
- The platform will need to thoroughly vet service providers to ensure safety, quality, and compliance, which could slow down the provider onboarding process.
- The platform may launch with core features only, with additional capabilities like advanced analytics, marketing tools, or specialized services added later.
- The platform depends on the consistent availability of service providers to meet user demand. If provider availability is low, it could result in delays or unfulfilled bookings.

- The platform's success is contingent on reliable hosting services and technology infrastructure to ensure uptime and performance. Downtime or slow performance could negatively impact the user experience.
- The platform's growth depends on both users and service providers signing up in sufficient numbers to maintain balance between supply and demand. Slow adoption rates could delay the platform's success.