

1. Write a 1-page report on what you don't like about our product & how we could improve it.

Tens of millions of people face problems related to goods transportation every day and technology can provide a much needed solution to solve these problems. MoveMate is providing an on demand service to connect customers and movers. MoveMate's attractive features are hassle free, customer focused and user friendly services.

There are still opportunities for MoveMate to improve the quality of their services and scale their services to a bigger audience. In my opinion, MoveMate can be more effective by incorporating the following recommendations.

1. **Live Tracking:** Tracking goods that are in transit can provide a sense of relief to the customers. Notification can be sent to the customers whenever a status is updated. This can also be useful for someone who is buying through craigslist or Kijiji where trust is an issue. Live tracking of goods can also be used by MoveMate to improve their engagement with the customers and their moving partners. It can also be used for conflict resolution between the two parties.
2. **User Experience:** Requiring customers to fill up a bunch of forms can have a toll on user experience. Designing a minimalistic interface for the app will be a substantial improvement. MoveMate could also benefit from integrating Google Maps or any other map API, for the sake of tracking orders, location selection, time/price estimation. This will help customers to be confident in the services provided by MoveMate and MoveMate can track customer satisfaction as one of the important KPIs for evaluating their services. In my experience, we have received positive feedback from customers by incorporating maps API for our clients in my current job.
3. **E-Commerce Integration:** MoveMate can scale significantly if they introduce seamless integration with online ecommerce stores. This can be implemented by providing MoveMate's services through a secure API integration and/or developing a custom WordPress/WooCommerce plugin that can be easily incorporated by e-commerce stores. During COVID-19 this could be a life saver for local businesses.
4. **MoveMate's Time Estimation:** MoveMate is currently asking customers to estimate time it will take to move their stuff. This could be a very complicated and confusing process for all the parties involved. One way MoveMate can improve this is by implementing AI/ML systems to estimate this from previous engagements. This is a difficult but well-studied problem that arises in a lot of scenarios e.g. price and time estimation by rideshare providers (Uber/Lyft), ETA estimations by Google Maps, infrastructure cost estimation by cloud providers etc.