

DCA LocalTasker Case Study

Project Documentation

Amplify digital presence and lead generation

Martha Hayward and Zidane Khan

DCA LocalTasker Case Study

Young homeowners and first-time renovators

Pain points:

Cost 3,4

Quality 4

Reliability

Age: 25-40 years old¹

Median household income²

Part of the 50% of Australian homeowners planning on minor renovations in the next year ⁵

Time-poor and cost-conscious

Part of the millennial generation looking for smart homes and appliances⁶

Targeted advertisements

Social media: Facebook and Instagram⁷

Targeting new homeowners and people Googling: “painting supply store near me”, “How much does it cost to renovate my kitchen”

Business partnerships

Collaborations with appliance stores/manufacturers.

Hardware items could be sold with stickers on it, saying ‘Free Installation’ from LocalTasker

Mutually beneficial agreement to be struck on the management level with the hardware company.

Partnerships with developers and property managers, who advise clients to go to LocalTasker for their maintenance needs

Buy today and receive complementary installation from a LocalTasker expert!

Enhancements to app/website

Personalization

Location-based service filtering so users see contractors closest to them.

AI chatbot for simple questions

Ratings, reviews, and profiles

90% of millennials are more inclined to purchase from a brand with verified reviews⁸

Customer testimonials

Portfolio of the contractor’s work

Price transparency/estimate on profiles

Verified contractor and customer profiles

Extra features

Auto translate feature
One-click booking and real-time task updates (ex, “Tasker on the way,” status notifications)

Conversion funnel

Targeted Ads, Social Media, Partnerships

Website Visit, App Browse, Reviews

Quote, Info, “Book Now”

Fast Checkout, Payment

Reviews, Loyalty Programs, Rebooking Reminders

Retention

Action

Decision

Consideration

Awareness

Resources

1. <https://www.ahuri.edu.au/analysis/brief/when-are-australians-buying-their-first-home>
2. <https://www.abs.gov.au/statistics/labour/earnings-and-working-conditions>
3. https://www.aph.gov.au/About_Parliament/Parliamentary_departments/Parliamentary_Library/Search/Issues_and_Insights/48th_Parliament/Implicationsofdeclininghomeownership#:~:text=Since%20peaking%20at%2071%25%20in,from%2061%25%20to%2043%25
4. <https://www.refreshrenovations.com.au/articles/biggest-renovation-fears-study>
5. <https://www.comparethemarket.com.au/news/renovation-nation-52-of-homeowners-plan-to-spruce-up-their-digs-next-year/>
6. [https://www.samsung.com/us/business/builder/industry-innovation/insights/millennial-homebuyer+s+remorse+what+designers+need+to+know/](https://www.samsung.com/us/business/builder/industry-innovation/insights/millennial-homebuyer-s-remorse-what-designers-need-to-know/)
7. <https://review.content-science.com/millennial-content-consumption-fact-sheet#:~:text=Millennials%20are%20likely%20to%20connect,reading%20and%20social%20media%20review.>
8. <https://media.sproutsocial.com/uploads/Sprout-Social-The-Digital-Natives-Report.pdf>