

Project Brief: Home Services Marketplace

A web-based platform that connects renters and homeowners with local home service professionals.

Project Overview

The home services industry is worth billions, but millennial homeowners and renters alike **report difficulty in finding reliable and affordable contractors** that return on the value they promise. Compounded by a seemingly ubiquitous **lack of millennial DIY knowhow** (<https://www.bigissue.com/latest/why-millennials-dont-diy-a-very-21st-century-problem/>), this is a problem that has long led to frustration and headache for homeowners and renters. The solution? **On-demand home services apps that put the control back into the hands of homeowners and renters.** (<https://appinventiv.com/blog/on-demand-home-services-app-market/>)

Looking to take advantage of this trend, your stakeholder wants to build a **home services eCommerce marketplace** that connects millennial renters and homeowners to local home service professionals. In distinction from industry competitors, your stakeholder plans to offer a one-stop solution for finding, reviewing, bidding, scheduling and paying for home service requests. In the words of your key stakeholder contact, “I want to be the Uber of home services solutions.”

The stakeholder has stressed that the product needs to provide *both* the homeowner/renter and the contractors with value, simplicity, trust and transparency. With this product, homeowners/renters will save time with a central database of home service professionals and cut costs with flat-rate commissions; while home service professionals will reduce their customer acquisition costs and consolidate their invoice practices with streamlined, cashless payments.

The Challenge

While this will be a two-sided platform, with the counterpart experience of the product geared towards the home service professionals providing the services, your team will be **focusing on the consumer side** of the platform. Your team has been asked to assess the full end-to-end customer journey of the home repairs process in order to build a home services marketplace that brings ease, transparency and control to users. Your team will also be expected to consider ways to **increase user engagement on various devices**. This may or may not require designing responsive layouts that will work for various devices, depending on the results of your research.

Your team will focus on defining the **UX strategy of the platform**, starting from initial research to delivering final MVP specifications via the following deliverables: Wireframes, information architecture and a low- to -medium-fidelity prototype. According to stakeholder desires, you might consider designing the following:

- **New user onboarding:** Account creation and new user navigation are intuitive
- **Flexible bidding methods:** The platform should support multiple [bidding methods \(https://www.thespruce.com/getting-successful-contractor-bids-1825138\)](https://www.thespruce.com/getting-successful-contractor-bids-1825138), including fixed-price (bid) proposals and estimate proposals.
- **Peer-to-peer messaging:** Homeowners/renters should be able to connect with other homeowner/renter users through chat to discuss a potential contractor's previous work.
- **Referral system:** Homeowners/renters should be able to receive in-platform incentives when referring new users.
- **Reviews and ratings:** Homeowners/renters should be able to view relevant reviews and ratings so that they can find the best contractor for the job.
- **Streamlined scheduling:** Homeowners/renters should be able to easily book and schedule contractors within the platform.
- **Cashless payments:** Homeowners/renters should be able to pay within the platform.

Additionally, the stakeholder has a few open-ended questions that your team will need to explore further:

- What devices should we prioritize developing first?
- How can we improve our search and filter capabilities to help users find the "right" contractor quicker?
- How can we encourage homeowners/renters to leave more reviews and ratings?
- What else can we offer to be the one-stop solution on the market?

Though the stakeholders do not currently require assessment or design work for the home service professionals side of the platform, it's important to keep in mind how the customer side/role of the platform will function in relation to this other side/role. Given time, we recommend also researching more into the home service professional side/role of the platform to provide future recommendations when handing off the project.

As with any client project, you'll start off with many open questions and client requests, and there's no doubt those lists will continue growing throughout the project. **It'll be up to you and your team to continue to prioritize and scope your work.** This might mean proposing pivots away from some of your client's original asks as well as introducing new focuses based on research insights. Overall, your goal is to deliver an MVP of the platform that's backed by research and user insights.

The Audience

The target audience is millennial (approximately 20-40 year-old) homeowners and renters. They are digitally savvy, with an interest in both convenience and value-for-their-money. This audience will resonate best with a cashless and entirely digital experience.

During user interviews and testing, keep in mind that it's important to test a wide variety of single-family homeowners, condo owners and renters who represent a range of home repair experience and knowledge.

Service providers are the secondary target audience. The age varies and other demographics are unclear at this time.

Brand Principles

The following brand principles have been provided by your stakeholders and should be considered throughout the project. These will also serve as a starting point for your team's design principles.

- **Seamless:** Cut through the noise, curate the experience
 - **Transparent:** Users know what they're getting and at what price
 - **Retain:** Keep users engaged and coming back for more
 - **Trustworthy:** Users trust the product and its offerings
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Resources

Home Services Resources (US)

- [Home Services State of Spending Report \(https://www.homeadvisor.com/r/true-cost-report/\)](https://www.homeadvisor.com/r/true-cost-report/)
- [Contractor Digital Marketing Statistics \(https://www.bluecorona.com/blog/contractor-digital-marketing-statistics\)](https://www.bluecorona.com/blog/contractor-digital-marketing-statistics)
- [Joint Center for Housing Studies Remodeling and Repair Spending Report \(https://www.jchs.harvard.edu/research-areas/remodeling\)](https://www.jchs.harvard.edu/research-areas/remodeling)

Home Services Resources (UK)

- [UK Housing Statistics \(https://www.ons.gov.uk/peoplepopulationandcommunity/housing\)](https://www.ons.gov.uk/peoplepopulationandcommunity/housing)
 - [Contractor Digital Marketing Statistics \(https://www.bluecorona.com/blog/contractor-digital-marketing-statistics\)](https://www.bluecorona.com/blog/contractor-digital-marketing-statistics)
 - [UK Construction Industry Statistics \(https://researchbriefings.files.parliament.uk/documents/SN01432/SN01432.pdf\)](https://researchbriefings.files.parliament.uk/documents/SN01432/SN01432.pdf)
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