

Find a house helper in your city

A working professional, who just moved to a new city is looking for a household helper in his/her city, since the person is quite busy and occupied, and do not have much connections, is looking for a house hold assistance, where he/she can see the ratings, authenticity and cost along with the time slots available.

I conducted a survey on Google Forms, the sample size was about 20.

Who

Assumptions

- Working Professionals
- Aged People
- People with Disability

Survey Results

- Working Professionals*
- Subject to the sample - Random sampling

What

- Busy Schedule
- Limited Connection
- Lack of Trust

- Limited Connection
- Finding the right fit
- Inadequate quality of work

When

- Affordability
- Need for assistance
- Moving to a new locality

- Mostly in Urban areas*
- Where connections are limited

Why

- Mis-match between rates and services
- Lack of Trust and Grievance addressal
- Limited options

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Looking Back

I should also have asked about the impact of their problems, that would have helped me frame problem statement batter, and analyze the emotional anguish. This would come in handy when I was creating User Journey and Empathy Mapping.

Analysis

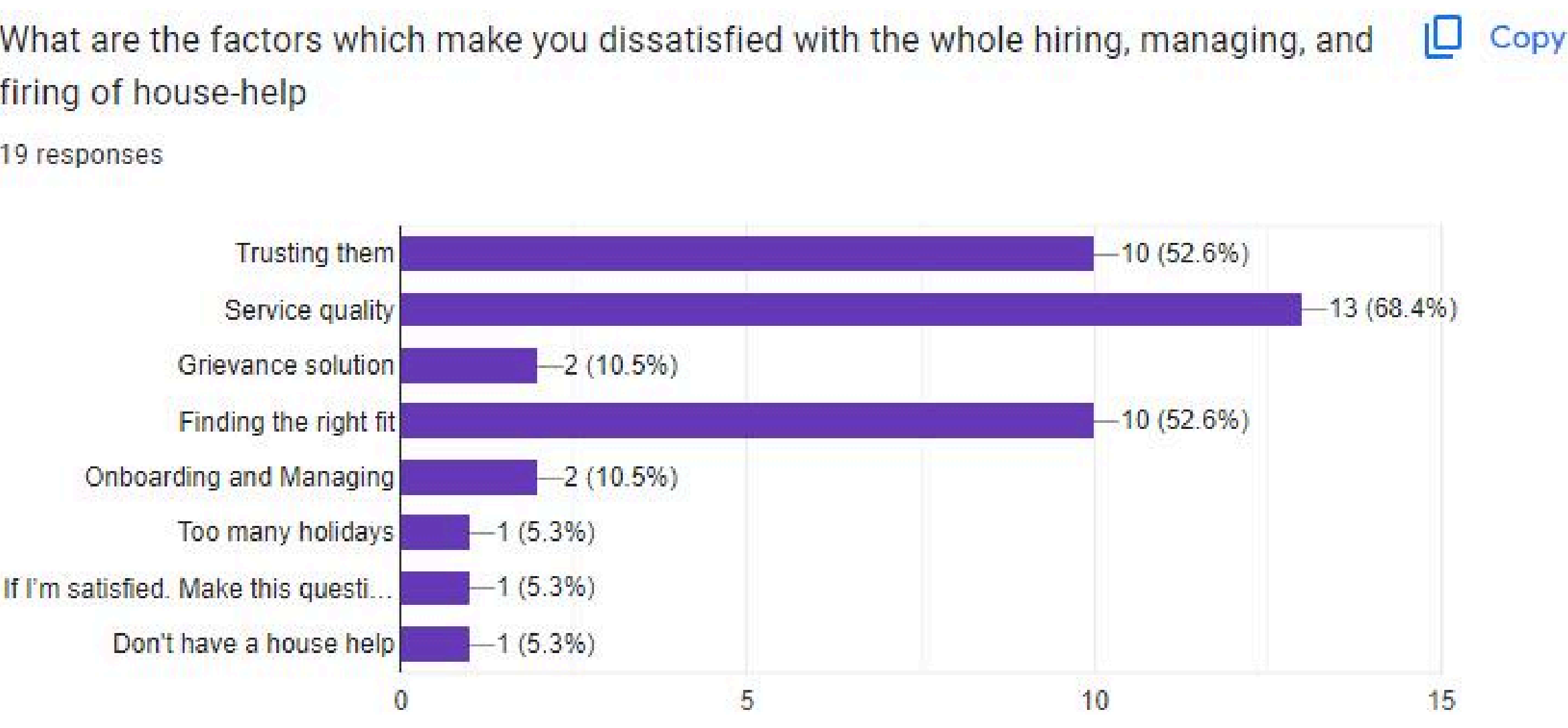
Response Analysis

People who are dissatisfied	Level	Their Age	Residence	Tenure of employment	Tenure of residence
form 1 - Sanjeev	Dissatisfied	25-35	Not home-town	NA	0-1 Year
from 3 - Chirag	Somewhat	18-25	Home town	2 years	0-1 Year
form 6 - Nandini	Somewhat	18-25	Home town	Few months	5+ Year
form 11 - Shreya	Dissatisfied	25-35	Not home-town	Changed many in 5 months	0-1
form 12 - Nikhil	Somewhat	35-45	Home town	Few months	5+ Years
form 13 - Ranadhir	Somewhat	25-35	Home town	NA - doesn't have one currently	5+ Years
form 14 - Divya	Somewhat	25-35	Home town		2-4 Years
form - 15 Neeraja	Somewhat	25-35	Not home-town		0-1 Years

The intensity of dissatisfaction is more in people who have recently moved, but the quantity of dissatisfaction is more for people who have been living in the same place

I assume, after a while they tend to get less helpers through contact as they replenish the sources.

Problem Analysis



Problem Statement

1. Dissatisfaction with the service quality
2. Finding the right fit
3. Establishing trust