

# Competitive Analysis

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# Competitors

# CheckaTrade

<https://www.checkatrade.com>

## Key Objectives

Helping customers combat rogue traders across the UK, through website and printed directories which only allow recommended, vetted, and monitored tradespeople to join and offer their trade or services to the public.

## Location

UK

## Services

- Home renovation
- Maintenance
- Emergencies

## Strengths

- Large customer base (12 million people)
- Customers can search for trade + postcode, or a company/member name
- 5.4 Reviews to date
- Tradespeople anywhere in the UK
- View tradespeople contact details straight away
- Background check and public feedback to ensure reliable and trusted tradespeople
- Customer service team to resolve issues
- No cash payment allowed
- Advice for tradespeople to grow their business & advice centre for homeowners
- Both available to individual tradespeople and businesses
- 4.6/5 rating on Trustpilot

## Weaknesses

- If Public Liability Insurance is out of date this is shown on profile page but doesn't stop them from accepting jobs
- Requires a call back to complete qualifications, references and insurances
- Vetting includes min 12 checks
- Affiliate membership (tradespeople) cost £25.00 + VAT per month
- Requesting reviews from customers is manual
- Authenticating reviews is manually done by a team (phone calls, IP address, email verification links etc)

- Guidelines but no controls on quotes, payments & contracts
- App is only available for tradespeople, customers have to book via website
- Customer service team doesn't work weekends
- App and website contain glitches leading to miscommunication between tradespeople and customers
- Tradesperson's profile page doesn't allow for much showcasing
- App doesn't work offline and uploading pictures is a lengthy process
- Quote requests are sent to three tradespeople only
- No images of tradespeople available on their profiles, only of work completed

#### Opportunities

- Improved app experience for tradespeople and native app for customers
- 24/7 customer support
- Automated, bi-directional review requests between both tradesperson and customer
- Make vetting checks an easier process for tradespeople to join

#### Threats

- Engineers can accept jobs without valid public liability insurance
- Tradesperson's contact details are available straight away meaning customers can arrange work outside app

# Rated People

<https://www.ratedpeople.com>

## Key Objectives

Connect good homeowners with good tradespeople to deliver better homes, better work, and better lives. Everything they do is shaped to easily finding a reliable tradesperson. Prevent rogues on site and put reliable, skilled, and trustworthy tradespeople in the spotlight. Give tradespeople the confidence to grow their business and take control of their workload.

## Location

UK

## Services

- Fix
- Maintenance
- Improvements
- Build

## Strengths

- Over 50,000 qualified tradespeople
- Over 30 trades
- Over 1,000,000 jobs posted by homeowners every year
- Ratings and reviews for tradespeople
- Chat to tradespeople directly through the app
- Cover the whole of UK
- Posting a job is free
- Tradespeople can also use tool to manage jobs from outside Rated People
- Send quotes, create invoices
- Instant notifications for new leads
- List of all leads with filters
- Lead tracker to see won and completed work
- Customers can add photos, budget, contact details, stage, and start date to job listing
- App for homeowners and tradespeople
- No more than three tradespeople can buy the same lead
- Milestone badges to build profile and attract more work
- Member discounts on tools, fuel, insurance, etc.
- Customers are happy being contacted by tradespeople within an hour
- App is easy to use
- Tradespeople increase reputation by answering DIY related question posted on the site by customers

## Weaknesses

- Receive up to 3 quotes, and on average 1-2
- Tradespeople pay a subscription fee and a small cost to quote for each job
- Average cost for a service is very vague (£100 - £250)
- Website search feature requires both trade input and type of job
- Tradespeople 'buy' a lead which is taken out of their monthly credit
- Dedicated support only available for premium customers
- Customers have reported work done by unqualified electricians
- Customers want more tradespeople to quote for jobs
- No support for customers going down legal route in case of dispute
- Poor customer reviews suggest vetting isn't fraud-proof
- Lead money is high and extremely difficult to get back if job is already taken by someone else

## Opportunities

- Improve vetting of tradespeople to avoid fraud
- Give customers more flexibility by receiving more quotes
- Free subscription for tradespeople
- Lower lead fees for tradespeople
- Easier to receive lead fees back if job not won
- Give customers more tools to know what a fair price is for a job
- Improve support when dispute arises between customer and tradesperson

## Threats

- Services that give customers more control over who they can select for the job
- Services that offer more controls for the engineer to decide if they want to accept the job or not before paying
- Services that are completely free to use

# My Builder

<https://www.mybuilder.com>

## Key Objectives

Helping homeowners choose great builders and help great builders succeed. Take the hassle out of finding the right tradesman with their unique matching system.

## Location

UK

## Services

- Architecture
- Home renovation
- Maintenance
- Emergencies

## Strengths

- Job insurance available on MyBuilder Plus
- Advice for customers on project, pricing, jargon
- Option to ask questions to tradespeople
- No joining or membership fees for tradespeople
- Contact details are only exchanged after customer accepts job
- Built in quote tool
- Flexible to use for tradespeople whenever they've got gaps in their schedule
- Support team for tradespeople working seven days a week
- Leave feedback once job is completed
- Careful evaluation of tradespeople before they are accepted
- Support for tradespeople how to win more work
- Customers can shortlist tradespeople for the job
- Very positive app reviews in terms of finding work
- App provides good communication between tradespeople and clients
- Instant notification on leads allows tradespeople to show interest immediately
- Intuitive job posting experience
- Tradespeople profile pages have images, feedback, photo gallery and option to ask questions

## Weaknesses

- Must select category to start search
- Shortlist fees apply (£2 - £35)

- No option to view service costs for customers before sending a request
- Being shortlisted will charge the tradesperson money but doesn't guarantee the job
- Quote Tool is a separate app from the My Builder app
- No app for customers, must book through website
- No option to view customer profile pages
- No support offered in case of disputes

#### Opportunities

- Only charge the tradesperson shortlist fee once they've won the job
- Build customer app
- Improve experience if customers don't know what exactly they're looking for

#### Threats

- Services with customer app
- Services with no shortlist fees
- No option to list individual estimates
- Companies that offer support on both sides in case of disputes



# Local Heroes

<https://www.localheroes.com>

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UK

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# Boxt

<https://www.boxt.co.uk>

## Key Objectives

Allow customers to choose and buy a suitable home heating package at a fixed price, in their own time, on a mobile phone or laptop.

## Location

UK

## Services

- Boiler
- Air con
- Electric vehicle chargers
- Home covers (home owners and landlords)

## Strengths

- Tradespeople can update availability through calendar
- App guides tradespeople through checks, forms and photo needed
- If all is good, app automatically invoices and payment processed within 24 hours, tradespeople paid weekly
- Tradesperson can see customer's screening answers before entering job
- Clean app design, easy to use
- 5/5 rating on trustpilot
- Phone number to call an engineer
- Partners with famous brands (Google, Bosch, Worcester)
- Offers "home cover" maintenance and service plan for both home owners and landlords
- Easy of use: Right product is suggested to client through small number of questions
- Package recommendations based on customer request including different brands and prices
- Installation discounts on days that are less busy
- Flexible pay on boilers: monthly or up front
- They beat competitor quotes
- Engineers have good manners (take extra time to explain before and after, shoes off, quiet)
- Customer videos on how to use their new boiler and devices
- Native BOXT installers app for tradespeople
- 10 years of manufacturer-backed guarantee on boilers
- Tradesperson profile shows video, certifications, number of installations completed and trustpilot reviews. Also extras e.g. tea and biscuit preference

- Option for tradespeople to set them as available for extra work

#### Weaknesses

- App automatically matches tradespeople and customers
- Limited offer (boilers, aircon, electric vehicle chargers and home covers only)
- Next that installation only if purchased before 4pm
- Lack of support, contact and support from engineer reactively when something goes wrong (pipe burst lead to flood)
- Warranty doesn't cover poor installation by tradespeople

#### Opportunities

- Offer more services
- Offer native app for customers
- Flexibility for customers to choose the tradesperson they want
- Quicker installation
- Better customer service

#### Threats

- Companies that offer more services
- Cheaper competitors in terms of product

# HiPages

<https://hipages.com.au>

## Key Objectives

Connecting customers with trusted tradies on the customer's suburb recommended by other homeowners.

## Location

Australia

## Services

- New build
- Renovations
- Repairs
- Installation
- Maintenance

## Strengths

- Customers select the best tradesperson for them
- Public tradesperson profiles
- Verified reviews
- Receive multiple quotes from different tradespeople
- Option to add photo of issue
- Very large directory of services
- Helpful articles for customers
- Customer can set budget
- Customer can set option "ready to hire" or "planning & budgeting"
- New job lead every 20 seconds
- Tradespeople select trade area
- Photos of tradesperson's work on profile
- Hipages doesn't charge commission on tradespeople's jobs
- Phone and in-app messaging and account management, depending on membership
- Option to chat with customers through app
- Tradespeople can add link to website or facebook page to their profile
- Loyalty credit for tradespeople: for every six months that they remain with hipages, they get rewarded with a bonus 5% extra lead credit up to max of 25%
- Mates rates for tradespeople on third party services (cars, work wear, business insurance cover)

## Weaknesses

- Can only search for trade or business name, not key word

- Process to find right service for the problem could be better
- Directory has an overwhelming amount of items
- Can only update work provided to you by updating trade category and service area
- Internal rating system, not linked to Trustpilot
- Not free: Membership for tradespeople start at \$99 AUD per month
- Phone and in-app messaging and account management, depending on membership

#### Opportunities

- Help customers define what their problem is and find a suitable required trade
- Not only show people what they ask for, but also show what's available near them

# Houzz

<https://www.houzz.com>

## Key Objectives

Make people's dream home a reality, find inspiration, products and the pros to make it happen – all in one place

## Location

Australia, Denmark, Germany, Spain, France, India, Ireland, Italia, China, New Zealand, Russia, Singapore, Sweden, Canada, USA, UK

## Services

- Design advice
- Shop products
- Find professional tradespeople

## Strengths

- Wide variety of services spanning beyond maintenance only
- Trending searches
- Images contain product tags
- Widely available in many countries
- Before and after photos are really fun
- Option to add notes, measurements, drawings and stickers to photos.

## Weaknesses

- There is a lot of information on the website, both in terms of text and image
- Images are very polished, feel fake
- High entry level in terms of booking tradesperson
- Pictures don't give opportunity to reach out to people who completed the work
- "Professionals" profile pages are shown under company name, doesn't feel personal
- Pros seem to only be available in USA

## Opportunities

- Provide context around before and after photos (link to trades person, etc)
- Make more approachable by showing more real life photos, photos of tradespeople instead of business logo etc

# Makita Mobile Tools

<https://makitauk.com/mobile-apps>

## Key Objectives

Providing an app for tradespeople that can be used throughout their working day

## Location

Globally

## Services

- Professional power tools

## Strengths

- Quick website link
- Spirit level
- Levelling instrument
- Sound level meter
- Flash light
- Distance measure
- Battery level indicator (for smartphone)

## Weaknesses

- Quite dated
- Doesn't offer anything else



# Fixington

<https://fixington.com/tradesmen>

## Key Objectives

Help independent tradespeople keep track of all their jobs and appointments, create invoices and save information about jobs and client details. Fixington bookings offers leads and matches you with customers

## Services

- Electricians
- Heating engineers
- Plumbers
- Tradespeople app: Invoicing, Calendar, Client details, Booking

## Strengths

- Just rolled out Fixington Bookings
- Bills are sent via messaging so they're easy for customers to pick up
- Data is available on any desktop/phone tradespeople log into
- Instant payments and rolling 7-day payouts
- Payment protection via card payments
- Customers get a price for the area before you book

## Weaknesses

- App is only available for iOS not Android
- Monthly fee is required to access data on iPad and desktop
- Only available for independent tradespeople
- No controls in terms of payments or disputes
- Price is based on area, not anything else
- Customers must select day and time when they book online
- Notifications to customers happen via email
- Phone calls to complete payment
- Limited service offer

## Opportunities

- Improve app availability
- Make accessible to companies and tradespeople that work together

## Threats

- Companies that offer services for business too
- Apps that are available to Android
- Services that are free to use

# My Job Quote

<https://www.myjobquote.co.uk>

## Key Objectives

Offer a quick and easy way to get a price for any job around the home.

## Location

UK

## Services

- Maintenance
- Improvement

## Strengths

- 30,000+ tradespeople use the platform nation wide
- Compare up to three quotes
- Completely free for customers
- Instant online guide price
- Onboarding process asks for specific questions to match tradespeople better with customer (e.g. Are you a homeowner, tenant, tradesperson etc)
- Customer can view 'my jobs' and filter
- Customer can share a job with someone else (e.g. partner)
- Offers less common services: traditional craftsmen, swimming pool, tree surgeons

## Weaknesses

- Must sign up to view offers/pricing available for work required
- Can only upload images after job add has been posted
- Nothing to explore in terms of tradespeople nearby/inspiration outside of required job
- Need to be company registered to be a tradesperson
- Needs to set radius mile as a tradesperson
- After 11 minutes 74 matches but still not response on my job offer (matches cause frustration without a reponse)

## Opportunities

- Offer more flexible work depending on location instead of set location
- Improve functionality for customer to explore ideas/people
- Remove number of matches (if there are no responses this is frustrating to see)

## Threats

- More all round platforms that offer more services
- Platforms that are easier to sign up with for tradesepeople

## Booking process

- Postcode – tradesperson – work type – job description – post code confirmation – budget – start date – email address

# Fixxa

<https://fixxa.com>

## Key Objectives

Fix the on-demand and emergency repair market, by making it simple, fast, efficient and transparent for the benefit of all.

## Location

South west London

## Services

- On-demand repair
- Emergency repair

## Strengths

- Works with Handy Heroes (London based instruction company run by ex-military tradesmen)
- Nominated for Best Brand and Best Web Experience in 2019 Creative Pool awards
- Vetting process includes background checks, qualifications, insurance and online negative feedback
- Rates are communicated before confirming a booking
- Three day cooling off period before releasing money to the tradespeople, in case an issue arises
- 12-month guarantee on all work
- Has a custom app for customers
- Customers can see details of who's coming
- Customer's get notified when a match has been made
- No registration fees for tradespeople or customers
- Payments are auto processed and paid on completion
- Tradespeople get paid to be "on call" irrespective of whether they attend a job or not
- Background check is decided in five minutes
- Live vehicle tracking for customers to see when tradesperson arrives
- Packages for agents, landlords and property managers

## Weaknesses

- Only operates in South West London
- Offer hourly rates only
- Hourly rates are fixed per trade and trades person
- Customers can not pick the tradesperson for the job
- Updates to arrival are given via text (outside app)
- Physical job inspection on tradesperson's work

- Tradespeople must be accredited their Niceic, Gas Safe or Elecsa
- Three day cooling off period before releasing money to the tradespeople, in case an issue arises

#### Opportunities

- Offer estimated work
- Offer app for customers
- Give customers more insight in what tradesperson to choose
- All updates in the app

#### Threats

- Apps that offer flexible rates based on demand
- Apps with more coverage

# British Gas

<https://www.britishgas.co.uk>

## Key Objectives

Bringing Britain the smooth running homes of today and tomorrow.  
Empowering communities to use energy efficiently, supporting households in need and help to build skills for a brighter future

## Location

UK

## Services

- Domestic/commercial
- Emergency work
- Home maintenance
- Home improvement
- Smart homes
- Home insurance
- Friend referrals
- Landlord support
- Energy supply transfers when moving home

## Strengths

- HomeCar offers plumbing, drains, electrics, boiler and central heating
- Customer account to manage bills
- Smart Prepay meter
- Customer receive £100 amazing gift card when they refer a friend
- Large customer base (30,000+)
- All supplier have to give information about their fuel mix and environmental impact
- Earns commission on insurance products
- Customers can book and track tradesperson
- Customers can change previously set appointments
- Customers can submit meter readings for more accurate bills
- In app notifications and reminders
- Set energy budgets
- Chat with an advisor through app
- Discounts, give aways and prizes
- Live energy usage
- Doing good: teach communities how to use energy efficiently, supporting households in need and helping to build skills for a brighter future
- App integrates with apple and google pay

- Meter reading feature has flash light feature on it

#### Weaknesses

- No reviews on engineer page
- No clear information about flexibility for tradespeople
- Limited in trade offer
- App has very poor rating (basically doesn't work)

#### Opportunities

- Offer full stack of property maintenance services available
- Create an app for both tradespeople and customer
- Transparency over legal and contract

# Pimlico Plumbers

<https://www.pimlicoplumbers.com>

## Key Objectives

More than just plumbers

## Location

London

## Services

- Domestic
- Commercial
- Emergency
- Maintenance

## Strengths

- Estimates are free for existing customers
- Customer service advice on website
- Live chat for customers on website
- 12-month guarantee on all workmanship
- 1 hour emergency response

## Weaknesses

- Fixed hourly rates
- 1 hour minimum charge on hourly rate work
- Payment taken via chip & pin machines or cash
- Estimates are not free for new customers
- Material collection is charged at 45 mins of the trade hourly rate
- Insurance reports are charged at £50 + VAT
- No online booking system
- No tracking of tradesperson
- No insight who's coming to visit property
- Internal reviews (not authenticated) and no review filters
- Very poor website design (UI and UX)

## Opportunities

- Improve UX and UI of website
- Add option to book online
- More transparency about what to expect post job attendance



# Plumbing Force

<https://www.plumbingforce.co.uk>

## Key Objectives

Same day plumbers & gas engineers. Local based, gas safe registered plumbers.

## Location

UK

## Services

- Emergency call out
- Boiler repair
- Boiler installation
- Radiators
- Gas Safety Certificate
- Fault finding

## Strengths

- Live chat on website
- Covers the whole of the UK

## Weaknesses

- No option to book online, only to leave booking request
- Limited service offering
- 1-3 hour response time
- Website is dated
- No clear pricing structure
- No clarity of customer journey
- No clarity on benefits for tradespeople to work for them

## Opportunities

- Offer appliances for services
- Expand trade offering
- Improve website design and online booking process

# Powered Now

<https://www.powerednow.com>

## Key Objectives

No more headaches. Built for trade companies and comes with world-class UK based support.

## Location

UK

## Services

- Field service management software

## Strengths

- Attractive and easy to navigate website
- Free support training for tradespeople
- For tradespeople who work with a team or on their own
- Location tracker on team members
- Chat feature to stay in touch with your team members
- Customer records and notes are stored in "projects"
- Projects can be managed by status
- Support for commercial, domestic, landlords and sites
- Reporting to give insight in trends in business
- Reports can be exported or synched with XERO
- Can connect to HMRC for VAT returns
- Diary and scheduling system linked to customer records, team and paperwork
- 20+ templates to create invoices, quotes and work sheets
- Starting a business support

## Weaknesses

- Not free to use (starts at £5 a month per user)
- Service only focuses on tradespeople
- Doesn't offer booking service for customers
- UI looks dated
- Setting up client is complicated (create client, open project, add site to client, add site to project)
- App can't be used on multiple devices simultaneously
- Marketing is too much
- Pricing structure is not very transparent
- Product descriptions are limited to 60 characters
- Glitches in app makes it difficult for users to create invoices or do VAT returns, search a job

- Support team needs communication back and forth to fix issues which tradespeople don't have

#### Opportunities

- Option to import existing contacts
- Allow for app usage across multiple devices
- Add option "are you sure" before exiting invoice screen

# Amazon Home Services

<https://www.amazon.co.uk/b/?node=13943654031>

## Key Objectives

A new and simple way to get all your home service project done.

## Location

Large metropolitan areas

## Services

- Plumbing
- Electrician
- Assembly
- Computer
- Handymen
- Home cinema specialists
- Smart Home
- Garden/Outdoors

## Strengths

- Verified customers
- Pre-packages services
- Upfront pricing
- Happiness Guarantee (Full refund is given if customer is not happy with work)
- All tradespeople are required to carry necessary insurance, licenses and certifications as applicable by law
- Criminal background check on tradespeople
- Can add service from a product page and the other way around
- Customer has option to request phone call prior to appointment to discuss details with tradesperson
- Proof of appointment is collected at end of service completion
- Tradesperson will go over scope prior to completing the service once on site
- Transparency over what is not included with the service
- Each service comes with predefined scope of work or pricing

## Weaknesses

- Mainly focussing on installation,
- Reminders are sent to customer via email, 48 hours in advance
- Customer can't choose who they want to do the work

## Opportunities

- Instant updates and reminder instead of via email in advance
- Expand into emergency work, renovations etc
- Give insight into tradespeople available
- Option for customers to select who they want to do the work

# Analysis

# Things people do well

- No cash allowed
- Strong customer support 24/7
- Some sort of advice page/centre for customers and tradespeople
- Authenticated reviews of tradespeople
- Internal messenger for tradespeople and customers to chat prior to arrival, during work or to share invoices/updates
- Customers can add filters to their listing (date, stage of work, start date, photos)
- Discounts for tradespeople on fuel, tools, vehicles, insurance, etc
- Tradespeople attract more work by collect milestone badges on their profile and answering DIY questions from customers
- Flexible use for tradespeople whenever they got gaps in their schedule
- Instant notification on leads which allows tradespeople to show interest immediately
- Tradespeople profile pages with images, feedback, photo gallery, introduction video and option to ask question
- Built in quoting and invoicing tools, as well as integrations with Xero and HRMC for tax returns
- If work is done well, invoices and payments are automatically created and processed within 24 hours and tradespeople are paid weekly
- Flexible pay: Option to pay monthly or up front
- Easy of use: suggest right product to client through small number of questions
- Package recommendations to customers based on customer request including different brands and prices
- Post service support (e.g. videos on how to look after new boiler)
- Customer can select whether they are looking to book straight away or just browsing
- Images of completed work have tags to the products in the image, which then can be purchased
- Before and after photos
- Handy in app tools (e.g. flash light feature on screen where customer adds gas meter numbers)
- Live tracking of tradesperson, but also live tracking of team members for other tradespeople to see where their colleagues are
- Three day cooling off period before releasing money to the tradespeople, in case an issue arises
- 12-month guarantee on all work
- Auto processed payments on completion of the work, with a three day cooling off period before the tradesperson receives the money
- Packages for agents, landlords and property managers

- Customer friend referrals (£100 amazon voucher for both customer and friend)
- Environmental transparency through insight in fuel mix and environmental impact of suppliers
- Customers can change previously set appointments
- Option to set energy budgets
- Doing good: teach communities how to use energy efficiently, supporting households in need and helping to build skills
- Happiness Guarantee: full refund is given if customer is not happy with the work
- Check on tradespeople for insurance, licence, certifications, and criminal background check
- Option to add service from a product, or book service straight away



# Things people do badly

- Not enough controls over stopping tradespeople with expired public liability insurances to accept jobs
- Glitches and bugs in app leading to drop off from tradespeople (have little time and patience) and miscommunication between customers and tradespeople
- Not enough controls on quotes, payments & contracts
- No customer app meaning they miss out on live status updates and can only book when they're sitting behind a computer
- Platform doesn't work offline
- Pictures can only be uploaded one by one
- Reviews are one-directional (only tradespeople get reviewed)
- Tradespeople pay a lead or subscription fee to receive/accept jobs
- Average cost per job is very broad (£100 - £250)
- The process of listing a job is linear, people have to start with postcode or specific job type
- Customers receive quotes from tradespeople directly, up to 3 max.
- Tradespeople vetting is not watertight, still lots of fraud/bad reviews
- When disputes arise this needs to be taken up by customer service which in many cases isn't very helpful
- Customers can't choose the tradesperson they want but are matched automatically
- Fixed hourly rates per trade
- Cancellation policy and impact is unclear
- Information about what happens post attendance, how tradespeople are employed etc isn't very clear.
- Loss of information when exiting invoice screen
- Proof of appointment collected at the end of service completion
- Tradesperson goes over scope once on site, prior to completing the service
- Transparency over what is not included with the service
- Each service comes with a predefined scope of work or pricing

# Opportunities

- Bi-directional review system for both tradespeople and customers
- Super fast, 24/7 customer support (take Zapier)
- Flexible pricing for reactive work based on engineer experience, location, and date/time of starting work
- Honest pricing with independent estimates
- Platform is entirely free to use for both customers and tradespeople
- In app messaging, with personalised quick replies in messages which lets the tradesperson reply with one tap to customer's often-asked questions
- Provide accurate average cost of a service based on filters and work completed in the customer area (small radius). Give them tools to know what a fair price is for a job.
- Give customers the opportunity to explore what's happening around them when searching for a job if they're not sure what exactly they're looking for. AI to recommend what they are looking for, keywords they type in etc.
- Help customers define their problem and the required solution through a small number of steps, avoid having to scroll through a directory.
- Customer can receive unlimited number of quotes.
- Collect behaviour on tradespeople bidding so they don't have to fill out the same questions each time to answer an estimate (based on their bidding/offering behaviour)
- Profile page for customers to show their information, style, received reviews
- In app dispute support on both fronts. Step by step, real time updates for customers and engineers, explaining what steps we are taking and what to expect next.
- Make payment as easy as possible with Apple Pay and Google Pay integrations, as well as partial payments
- Option for tradespeople to easily import their existing contacts and invite them to use the platform
- Option to add measurements, notes, drawings to a photo when customer uploads photo to the job/project
- Option to view photos in your area and from there navigate to the tradesperson's profile
- Option to tag people in a photo/job. For customers, option to add someone to their project/job (e.g. husband, housemate) to follow updates (similar to how you add someone to an Airbnb trip). For tradespeople, option to add team mates to their profile and a project.
- Customers can reach out to a tradesperson via their profile

- Once an estimate is received, customer can share their estimate with a favourite tradesperson before it gets published for all to look at (give them early bird access)
- App/platform should be able to be used across multiple devices simultaneously (phone, tablet, laptop, second phone) especially for tradespeople
- Option for customers to create an inspiration board that can be accessed on their profile for tradespeople to look at e.g. with links to products (Pinterest style)
- Clear cancellation policies to increase clarity for both tradespeople and customers
- Option to create a project and curate ideas, estimates, add photos etc. Only when ready, make it public so tradespeople can offer their bids. This allows customers to fully craft their ideas before posting it.
- Full transparency on all fronts (how do we recruit, what is our environmental impact, what can we improve upon)
- Make sure all information is always updated so that when tradesperson leaves a page (e.g. estimate) and comes back to it, the information is still there
- Option to add service from a product, or book service and add product from there
- Option to build estimates with pre-defined scope of work building blocks. And, option for tradespeople to build their own scope of work blocks / service catalogue so they can easily put together estimates
- Flexible matching: offers wider selection of listing results by showing tradespeople just outside of your search parameters. This way customers never miss out on a great person that falls just outside what was specified in a search
- Flexible dates: makes it easy to find the best tradespeople when you are flexible when you want the work done. Option to switch between calendar where they select dates, or "im flexible" and select weekend, weekday, month, receive discounted prices on quieter days)
- Computer vision deep-learning models to automatically arrange tradespeople's photos based on their guest appeal
- Smart text suggestions to help tradespeople craft their best title and description for their listing
- An integration with publicly available real estate data to automatically show number of bedrooms, bathrooms etc on a customer's property for the tradesperson
- Arrival guide for tradespeople: easy access to all the helpful information the tradesperson needs (directions, message the host)
- Advanced reviews with option to give critiques and compliments to rate their experience
- When first signed up, feature for tradespeople to estimate their potential earnings based on their qualifications and jobs in their immediate area

- Scheduled messages which automates sending reminders?
- Option to switch between 'calendar' and 'I'm flexible'
- A language translation feature to make it easier to communicate (tap to instantly translate a message in the preferred language of the reader) with a tradesperson that's en route or has arrived
- Quality control checks that will manage disputes in app
- Option for anyone to join as a tradesperson and grow their skill set by unlocking new qualifications
- Option for well established tradespeople to unlock features by providing the correct documentation
- Guidance for customers to sign off work and raise issues (in app tips at different points throughout the process)
- Option for customer to follow scope of work that is completed and what is still pending (it's like a journey)
- Engineer referral fee for life
- Give customers the option to store property files and certificates, to share with real estate agents and the pass on to new homeowners
- Material suppliers with price match guarantee
- Business as a force for good – become a B-Corp
- Strong brand identity that stands for equality and inclusiveness

# Threats

- On day of launching, not having enough customers and tradespeople on both sides to get the system off
- Tradespeople work isn't like a regulated metered taxi journey: Create an easy-to-use quoting tool that collects enough information from the customer for the tradesperson to be able to give an accurate quote
- There are multiple reasons why tradespeople would want to use cash over card > show them the benefits of cancelling cash
- It's not the availability of tradespeople but the tradesperson itself that brings value. Find a way to make customers loyal to the platform once they've found a tradesperson they like. Why would they not share numbers and contact each other directly in the future?
- Demand isn't as high as with apps like uber. How often do you need a plumber? And once you have a good plumber, why would they use the app again to find another one?
- Poor vetting of tradespeople that isn't watertight will lead to poor customer experiences