



Senior project 2020 by

Project owner: **Opal Almeida**

Issue date: **19th April 2020**

Project name:

Book My Services

A platform that connects service providers to people
Who need services (at your door step)

Problem definition: As there is a demand
For services like Kijiji, Yelp and Angie's List, my
Solution is to create an environment which
Would incorporate all of them in one place,
Since none of the existing services provide
Such a solution at your doorstep.

About

Concept definition:

This is an easy-to-use and uncluttered platform, which is a one-shop stop for all your local professional services at your doorstep. Examples of services provided - Housekeeping (Plumbers, Electricians, Carpenters, Cleaning, Pest Control, etc.) & Personal services (Beauty, Spa, Mobile and electric appliance repairs, Fitness, Music lessons, etc.). Users can directly call the service, book or track appointments through the platform.

This is purely based on services offered to your home and does not include services at the premise of the business (e.g. Restaurant reservations, Hotel bookings, Doctor's appointments, etc.), Like what you will find on a similar app like Yelp, kijiji.

Background of the idea:

With the rise of Internet connectivity and the exponential rise of smart phone use (because of cheaper data plans) it has become easier for people to search for services required at home. There are apps and services in the market which try to provide home services and make it convenient for people to connect with businesses through their market place. However, the apps currently in the market either have limited types of services (home cleaning, repairs or installation) or have over diversified industries in the solutions they sell. My platform is completely focused on connecting users with the right home service businesses (housekeeping and personal) and book them directly through the platform. The platform will also have real reviews and background information of the services/ people for increasing trust and reliability.

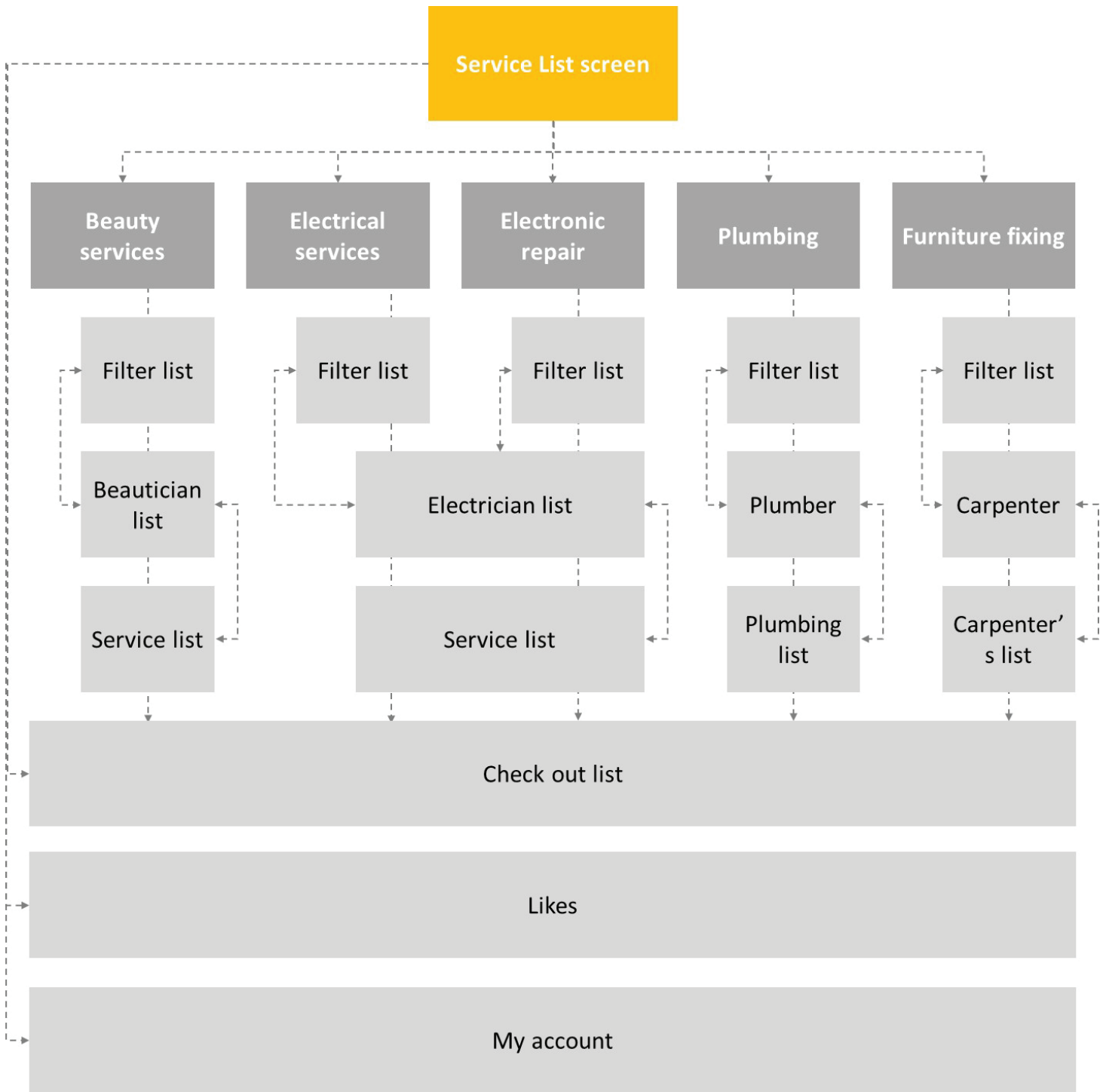
What is the mission of the organization?

The goal of my organization is to use latest technologies like (laptops, tablets, smart-phone) to structure the non-organized service sector for now in Toronto. To help make hiring people from local business easy and professional.

Comparative analysis

Yelp is one service which is slightly similar to the platform I am proposing. While food and restaurants are its main focus, it also enlists local services and businesses which cater to making it convenient for users to connect with them. The way the user has to navigate through Yelp's interface, makes it really hard to search for what a user is looking for. It also does not let you book an appointment through its platform. Handy is another app which is synonymous for when you specifically need to get home repairs or installation done. But then it only caters to this niche vertical. My platform will address these shortcomings and make it easy and simple to book the appointments for a service of your liking. I will categorize similar services together in verticals and then give the user to view ratings and descriptions of the service provider. An approximate cost will also be provided beforehand. The platform will instill trust in the user by assuring him/her of the quality and reliability of the service.

Site map



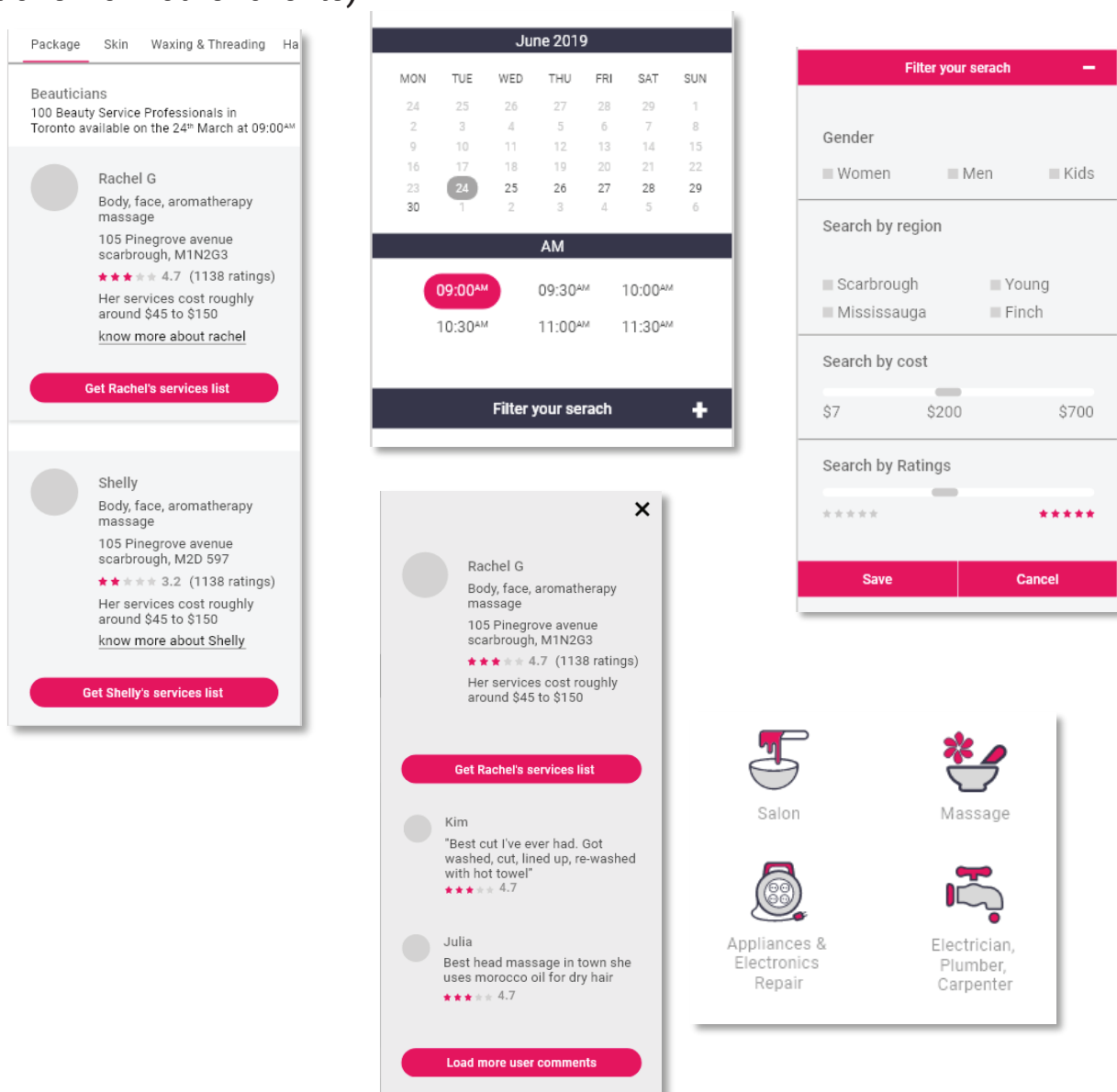
Feature list

Grouping similar services under a few broad categories (so that it is easier for the users to search what they are looking for quickly) and proposing an approximate cost of the service

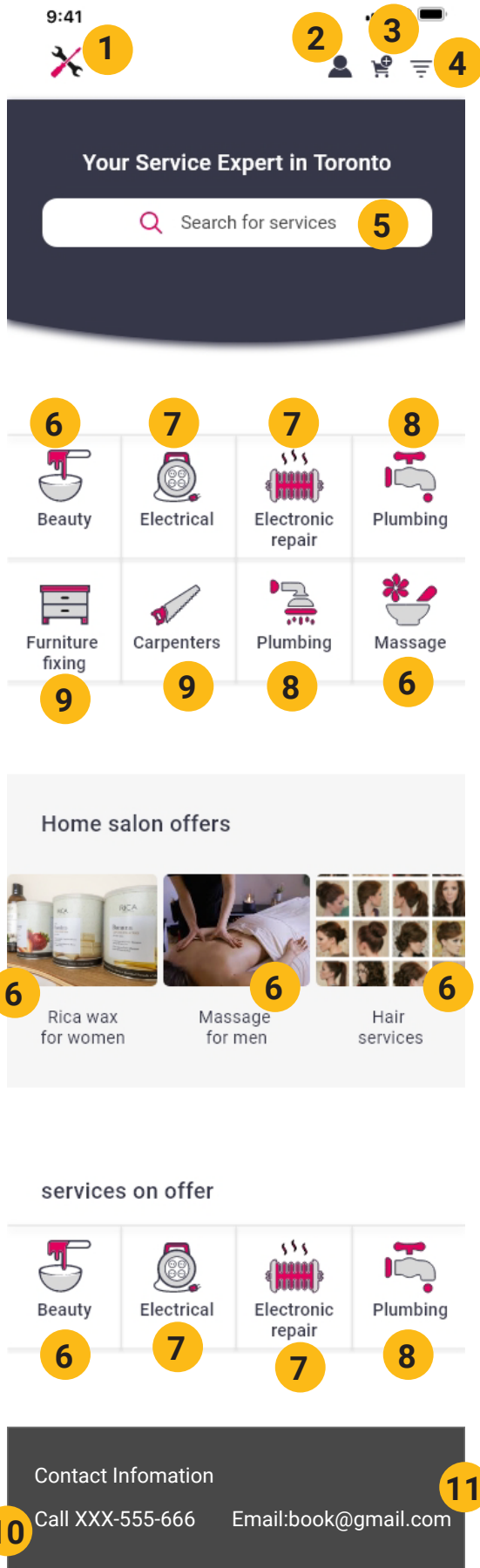
Able to book (the **exact time and date**)

Filter and sort services to make it relevant to the users needs

Giving the user complete **transparency of the serviceman** by displaying their profile (Background, certifications, number of bookings in the past month, ratings, reviews and recommendations from other clients)



Annotated wire frames



screen one the landing page after login screen service_list_page

- 1 The logo will always be on the top left it will redirect to the landing page (the service_list_page)
- 2 This will take the users to my_account page
- 3 This will take the users to my_cart page
- 4 The hamburger menu will slide in from right to left over the service page

The menu will close with the close option on the top of the menu

- 5 The search will be a wide drop down once the user clicks in the field it will have auto complete feature
if the user clicks outside the search the drop down will disappear

- 6 This section will open the calender_beutician_page

only the image and text will be clickable
the image will pop out on hover
this will open in a new tab

- 7 This section will open the calender_election_page

only the image and text will be click-able
the image will pop out on hover
this will open in a new tab

- 8 This section will open the calender_plumber_page

only the image and text will be clickable
the image will pop out on hover
this will open in a new tab

- 9 This section will open the calender_carpenter_page

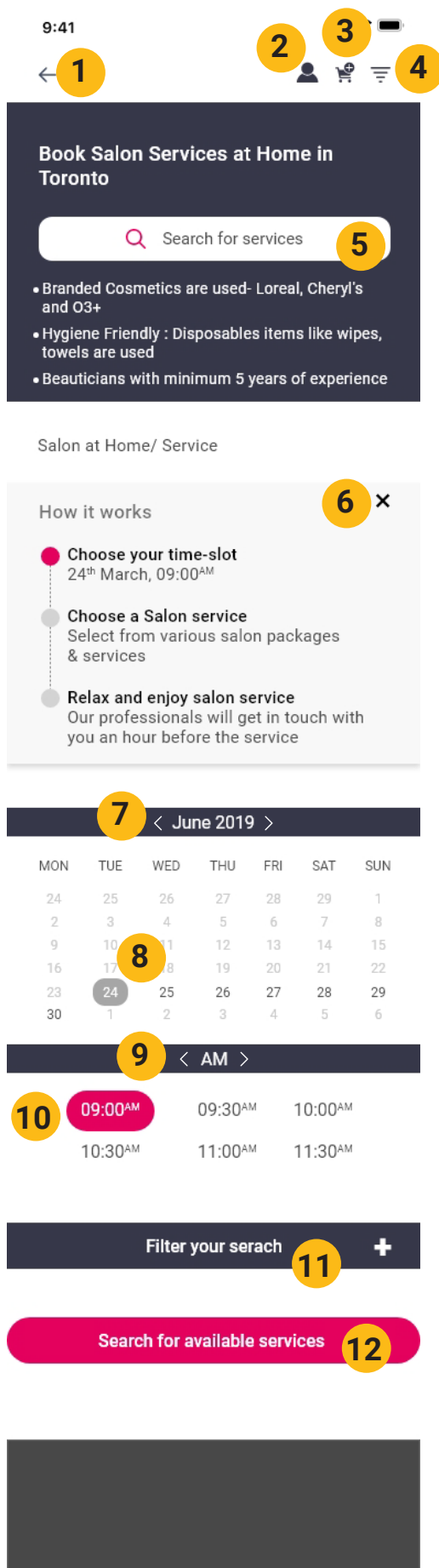
only the image and text will be clickable
the image will pop out on hover
this will open in a new tab

- 10 The contact number will open keypad onclick

- 11 email will open gmail on click

this will be same throughout the platform

Annotated wireframes



screen two

this page will appear after clicking the the number 6 on landing page
calender_beutician_page

1 This will take users back to the landing page (service_list_page)

2 This will take users back to the landing page (service_list_page)

3 This will take the users to my_cart page

4 The hamburger menu will slide in from right to left over the service page

The menu will close with the close option on the top of the menu

5 The search will be a wide drop down once the user clicks in the filed it will have auto complete feature
if the user clicks outside the search the drop down will disappear

6 This pop up will be present on the screen for helping new users what they can do next
The user can close this option any time once he understands the booking steps

7 This will help users swap between months
Note users can only book upto 2 months in advance, hence the rest of the dates must be grade out
dates that have passed also needs to be graed out

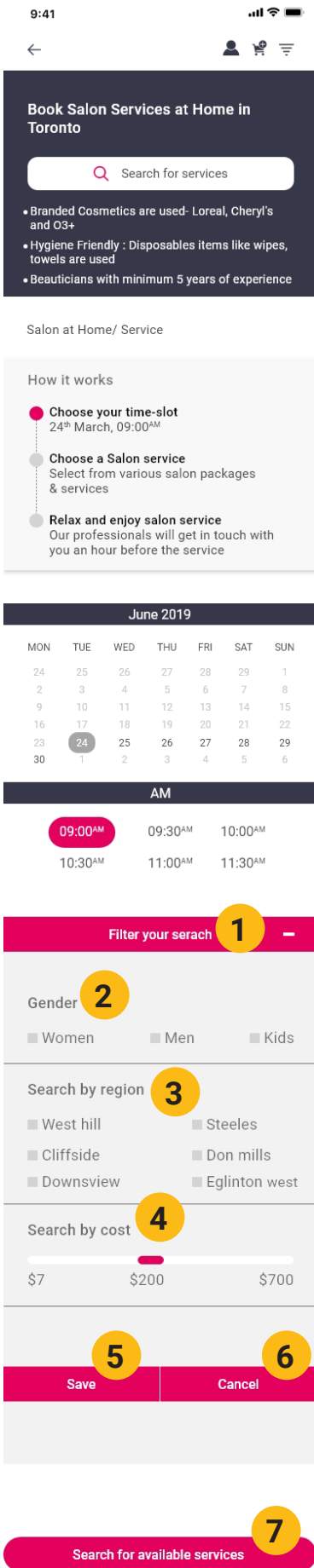
8 This will help users hover through dates
the date selected will be highlighted

9 Helps users swap between time

10 helps users select time slots available, slots that are unavaliabe will be grayed out

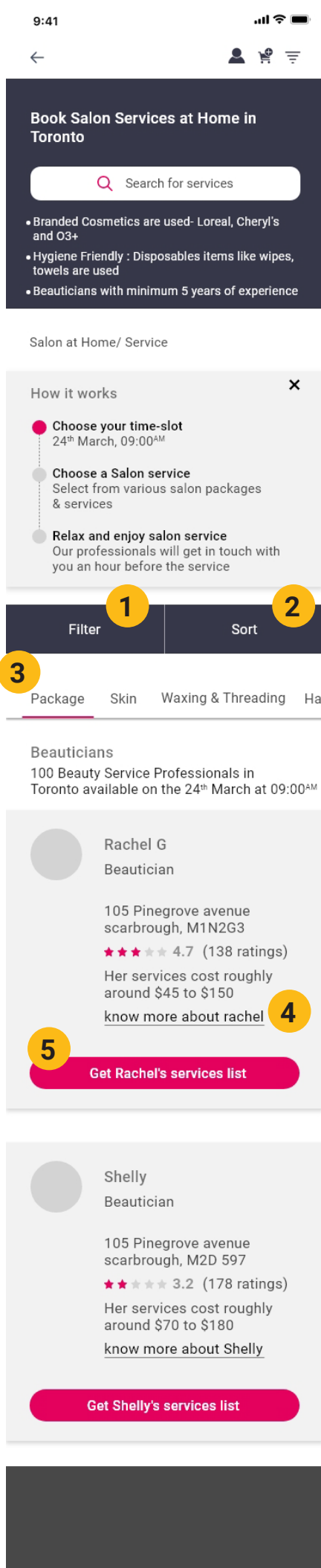
11 This will open the filter option, if clicked out side the open area the collapse will close. once open the "+" will trun to "-"

12 This will redirect the users to the beautican_list



screen two (with filter open)
this page will appear after
clicking the the number 6 on
landing page
calender_beutician_page

- 1 When the user opens the filter
the filter tab will change colour to #E5165F
options within the filter will be visible the background will be #F9F8F9
the '+' will be converted to '-'
If the user clicks outside the filter options filter will close automatically, and the options chosen will be saved
- 2 In this the user can chose the gender
the user can select one option here (radio button)
option selected will be high-lited at all times
- 3 Users can select multipale options here (multi check)
option selected will be high-lited at all times
- 4 Users can slide to to chose the amout
- 5 This will take the users to the next page (beautician list)
- 6 This will cancael all selected filters and close the filter option
- 7 This will redirect the users to the beautican_list



screen three

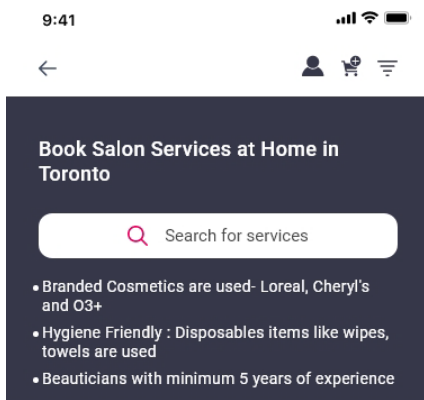
this page will appear after
calender_beutician_page
beautican_list

- 1 This will redirect to Calender_beutician_page it will show the number of filters applied
- 2 This will open a dropdown
- 3 This carosal will scrool through different options, the selected options will have a dorder of 2px solid #E5165F

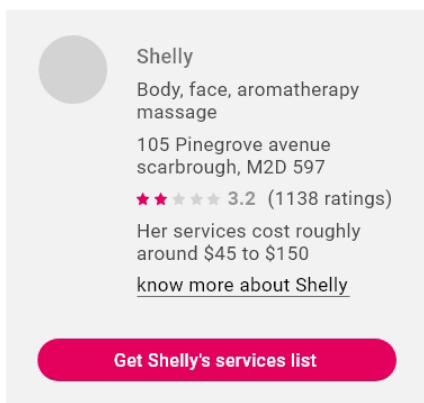
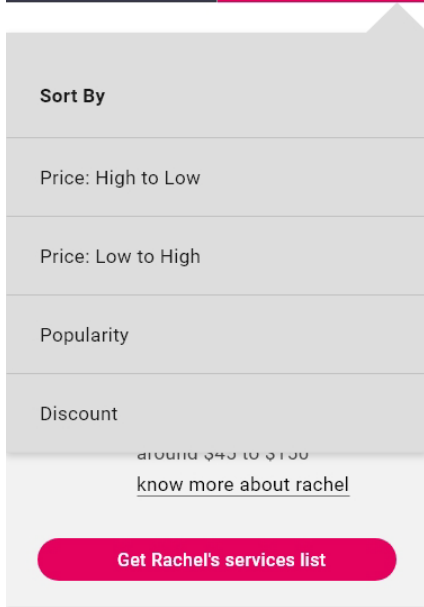
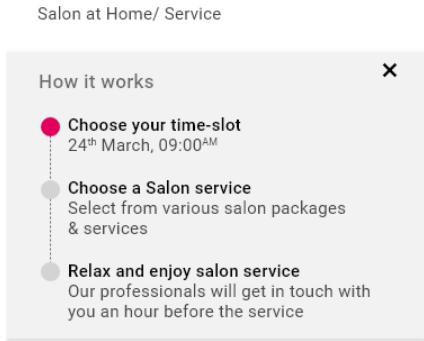
on hover the options will be
highlited 2px solid #E5165F

- 4 This will open a popup with the services mans informa-tion, the background will be back with opacity of 0.5
- the pop up will only close
when the users select the
close button at the top of the
pop up

- 5 This will open a new page
service_list_page
this will open a new tab



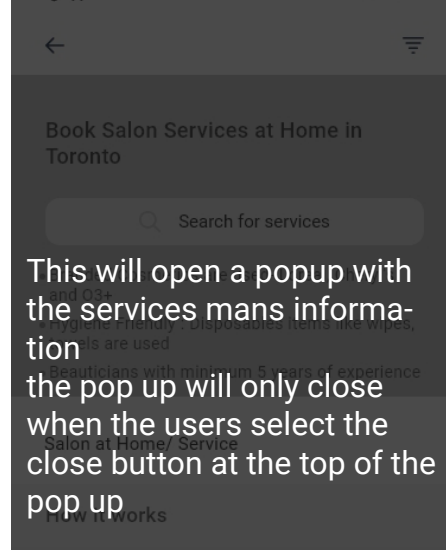
screen three
this page will
appear after
calender_beuti-
cian_page
beautican_list|
(sort)



1 The sort options
will open in a form
of drop down

it will be highlighted
in #E5165F when
atcivated

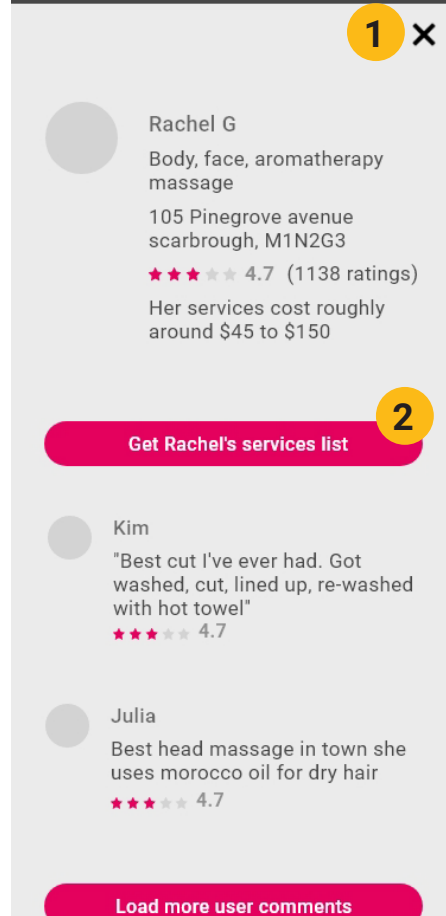
the drop down will
close when users
clicks anywhere
outside the drop
drown



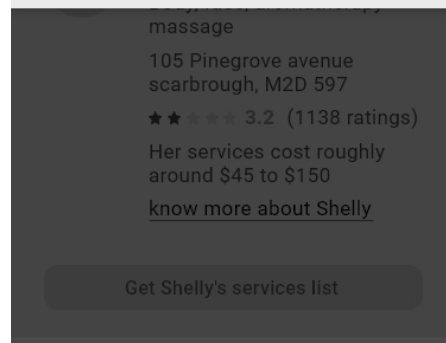
This will open a popup with
the services mans informa-
tion
the pop up will only close
when the users select the
close button at the top of the
pop up

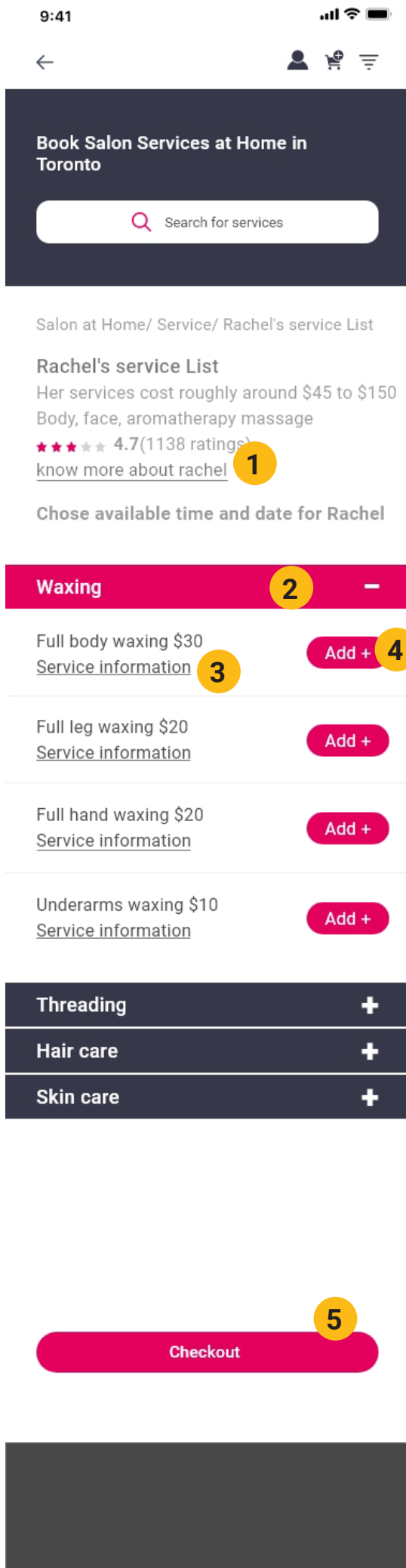
1 This will close the
pop up once the
users complets
reading

the pop up will only
close after clicking
the close button on
the top right



1 This will redirect
the user to the
services_sec-
tion_page



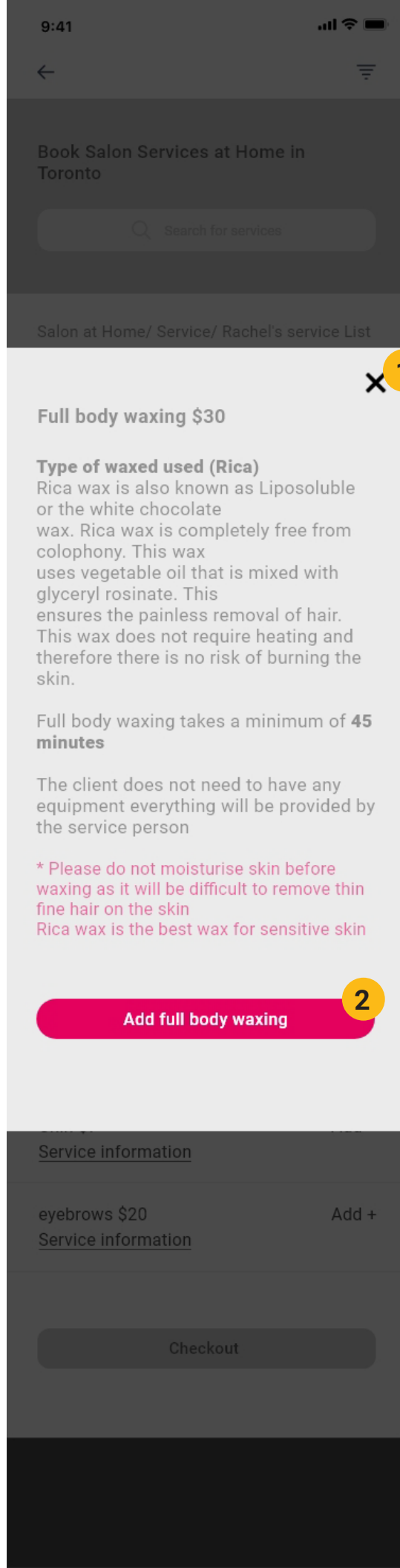


service_list_page

- 1 This will open a popup with the services mans information, the background will be back with opacity of 0.5

the pop up will only close when the users select the close button at the top of the pop up to return to service_list_page
- 2 The first collapse will remain open (Active)
the minus sign will signify it is open
when you open another collapse panel the first one will close and change the color to #363749
- 3 This will open a popup with the services information, the background will be back with opacity of 0.5

the pop up will only close when the users select the close button at the top of the pop up to return to service_list_page
- 4 This will add the service to cart
- 5 This will take the users to my_cart page



1 This will close the pop up

2 This will add the service to my cart with a confirmation message at the bottom service added to cart

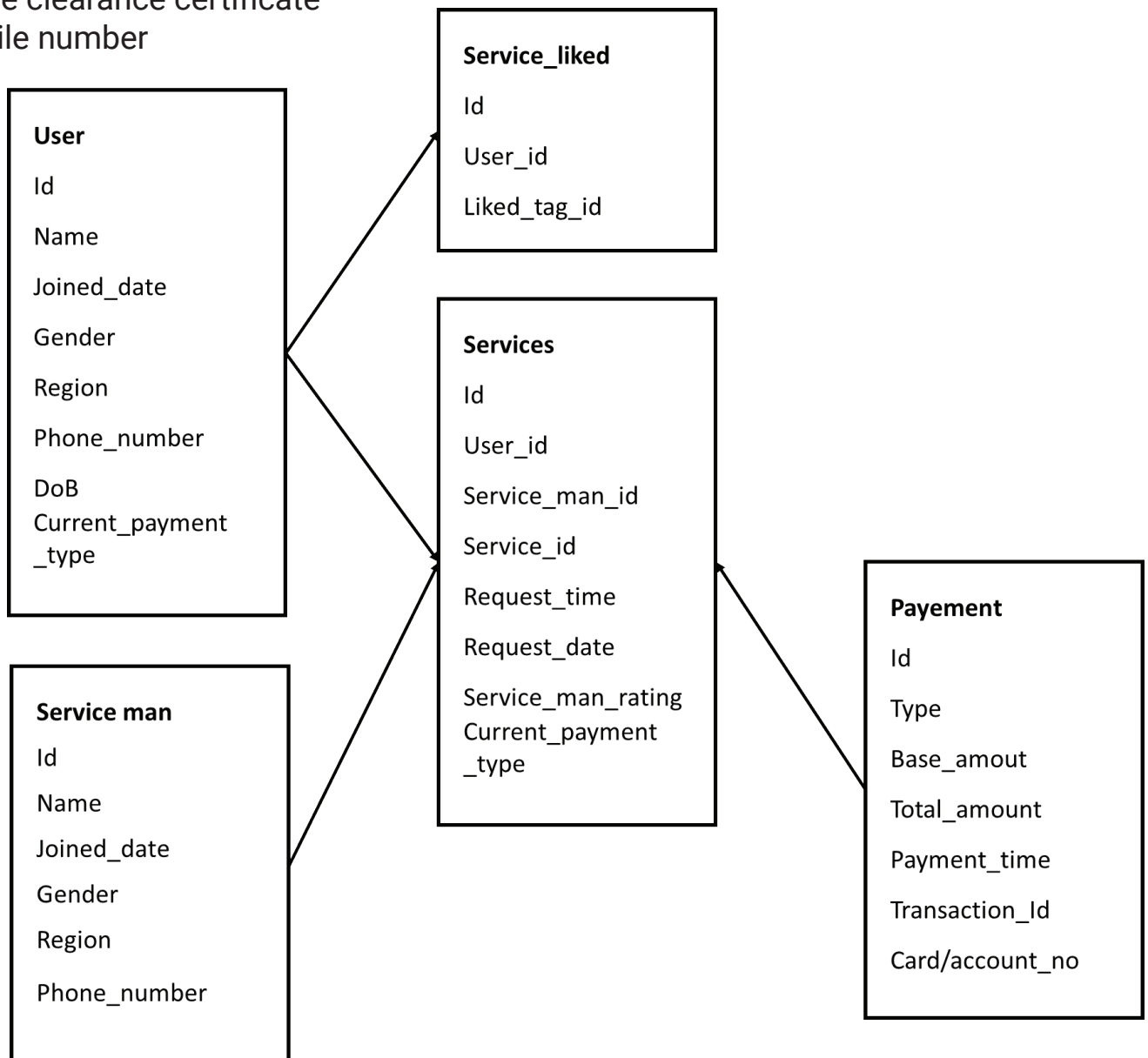
Data model

What information is being collected from users:

- 1) Email address
- 2) First and last name
- 3) Billing and shipping address
- 4) Credit card information (As my application is booking for services, the users will have to either add their credit card information to pay online, or they can select for cash on site.)

What information is being collected from service men:

- 1) Email address
- 2) First and last name
- 3) police clearance certificate
- 4) Mobile number

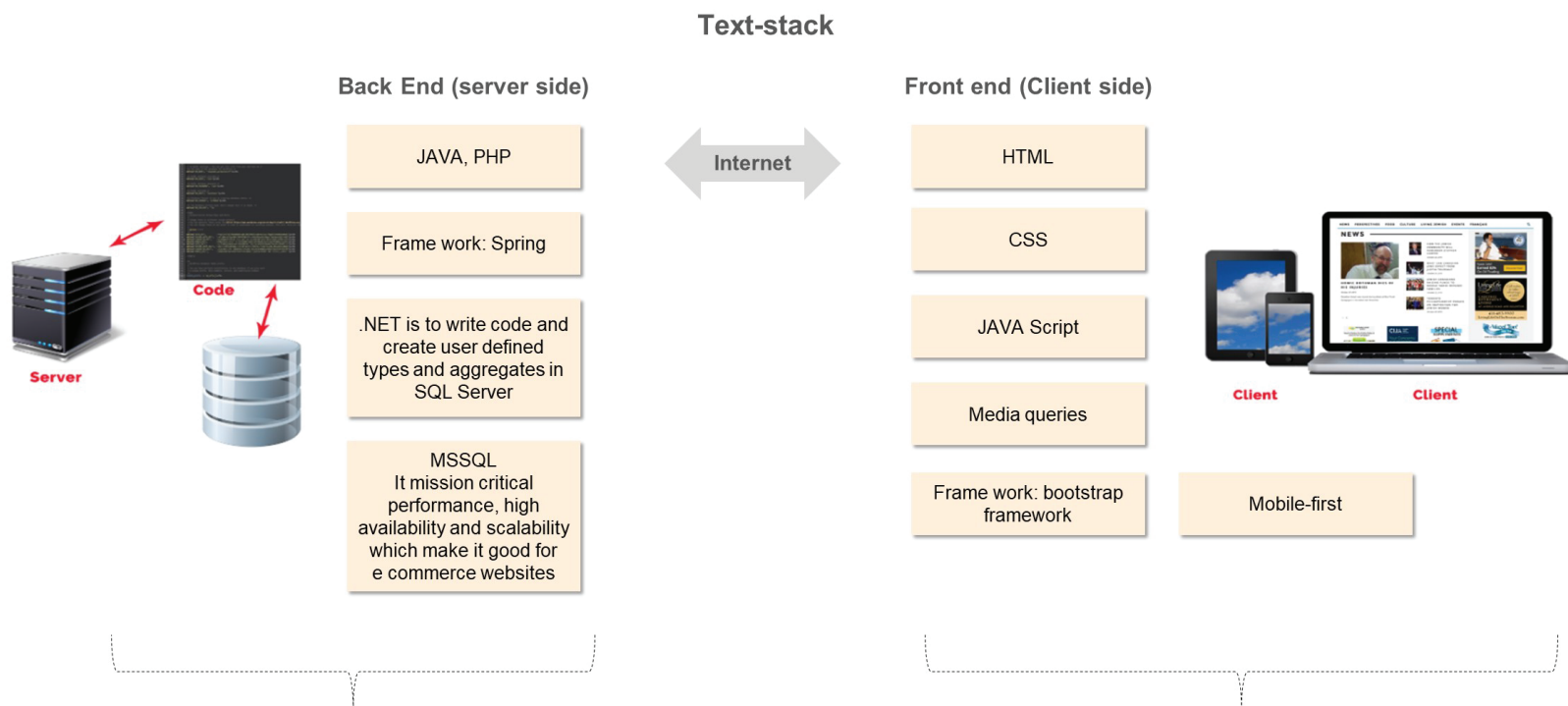


Mobile-first

The reason I want this to be mobile first that is a responsive web application that adjust well to all screen sizes because:

- Responsive web applications are easy to discover through a Google search (as my platform is new in the market the first thing I want for my platform is to be visible to people on Google search)
- It is easier to build and iterate

Once the platform gets more popular and I have many users using the platform, then I would develop an application



SDL process

For my software development life cycle I would want to go with **Agile methodology** because: Agile consist of a combination of interactive and incremental process.

It divides the product into small units, when we deal with smaller units at a time it is easier to understand the require and detect erros

in agile methodology every iteration involves cross functional teams working simultaneously, hence every team member is aware about what is happening within the project.

Budget and risk zones

Frontend (developer cost)

CAD \$55/hr. as per glassdoor and LinkedIn (for advanced developer)

Front end will be given a total of one and a half month (8 weeks) the developer will be working for 5 days a week for a minimum of 8 hours

TOTAL COST: CAD \$17,600

Backend (developer cost)

CAD \$65/hr. as per glassdoor and LinkedIn (for advanced developer)

Front end will be given a total of two months (8 weeks) the developer will be working for 5 days a week for a minimum of 8 hours

TOTAL COST: CAD \$20,800

Server Maintenance (developer cost)

CAD \$55/hr. as per glassdoor and LinkedIn (for advanced developer)

Front end will be given a total of one months (8 weeks) the developer will be working for 3 days a week for a minimum of 8 hours

TOTAL COST: CAD \$10,560

TOTAL DEVELOPER COST: CAD \$48,960

Using the IFTF ethical OS design toolkit I feel my platform would fall under three risks zones:

Data control and monetization

Surveillance state

Truth, disinformation propaganda

My platform falls under these risk zones because in order to create an account on my platform and to request relevant services at their door step, the users have to enter their personal data like first name, email address, telephone number, home address, and credit card information for payment.

To mitigate the first two risks I would ask my developer team to follow the following steps:

Data inscription: Try to protect data using the 256 bit encryption, all passwords must be stored securely

Data protection: All data used for creating an accounts on my platform should be protected using industry grade firewalls, and this should be kept with multiple level of security.

Constant monitoring: Data collected and stored will be monitored for any future threats.

Security on credit card information: All credit card information must be protected using secure payment partners who store credit card and banking related information.

Truth, Disinformation propaganda this can be mitigated by providing the complete information of the service person before hand. Also by adding additional profs such as the qualifications of the service person, comments by other users who have used their services in the past.