



Senior project 2020 by

Project owner: **Opal Almeida**

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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

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## **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.

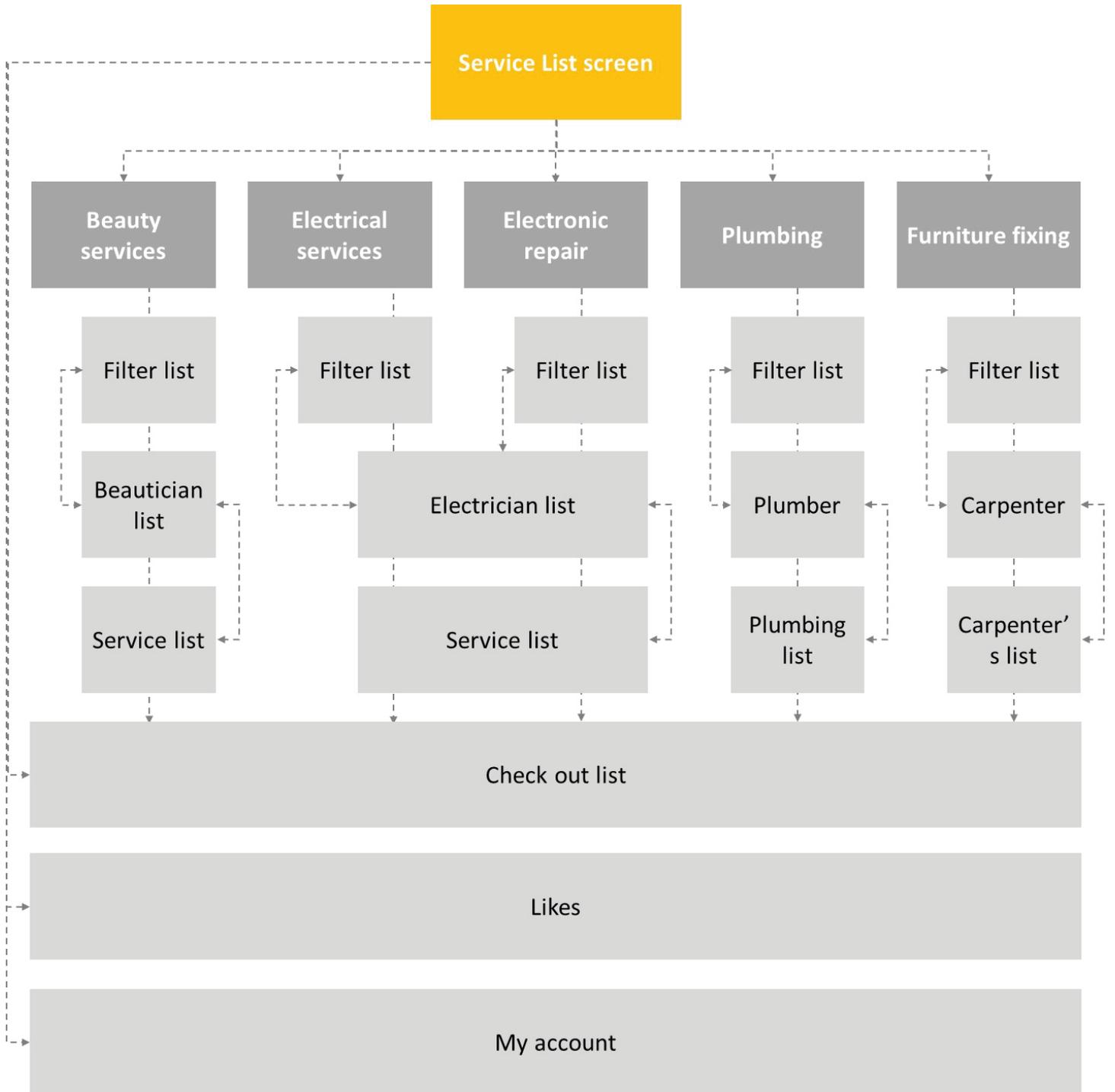
## **What is the mission of the organization?**

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



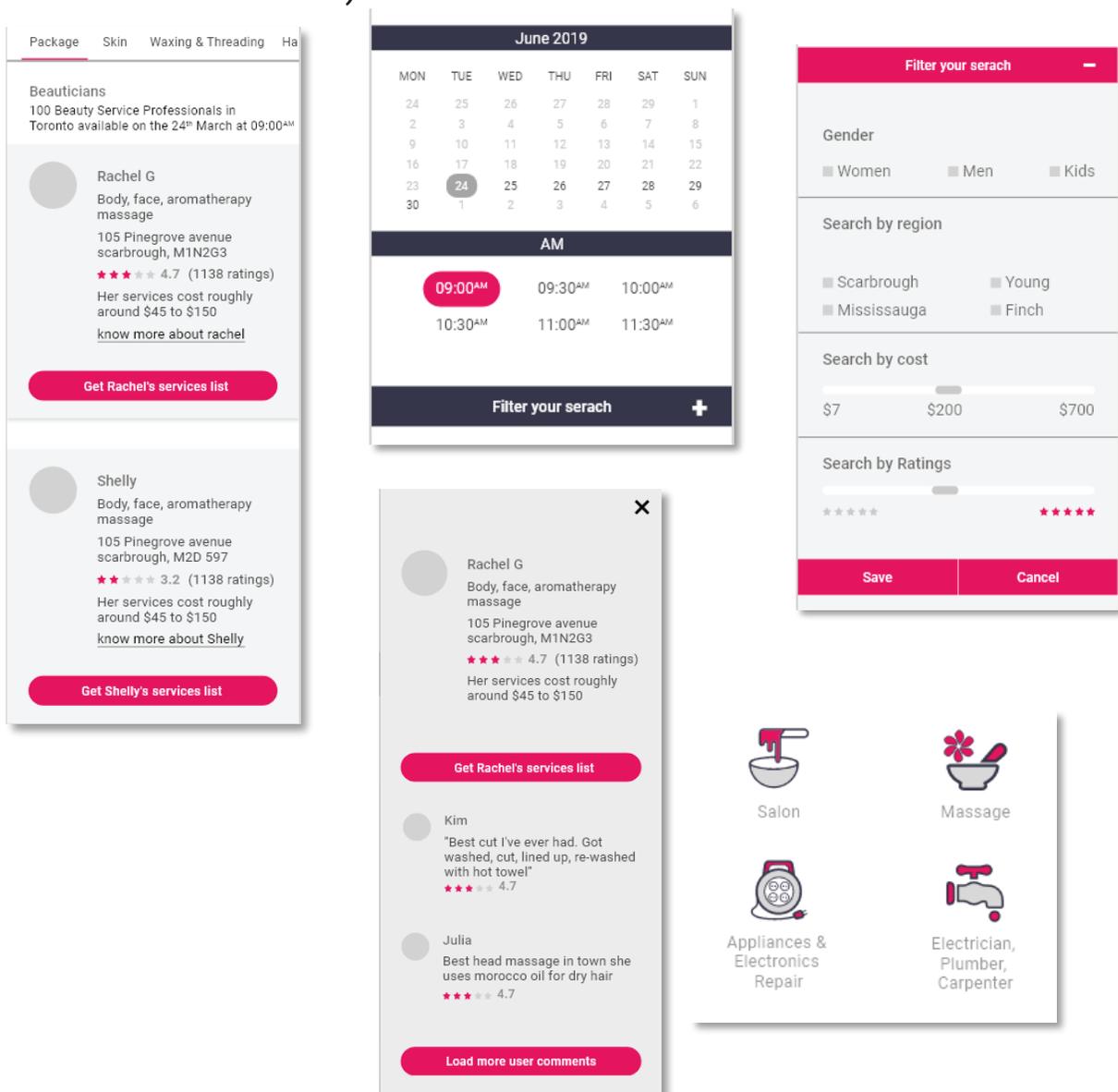
# Feature list

**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

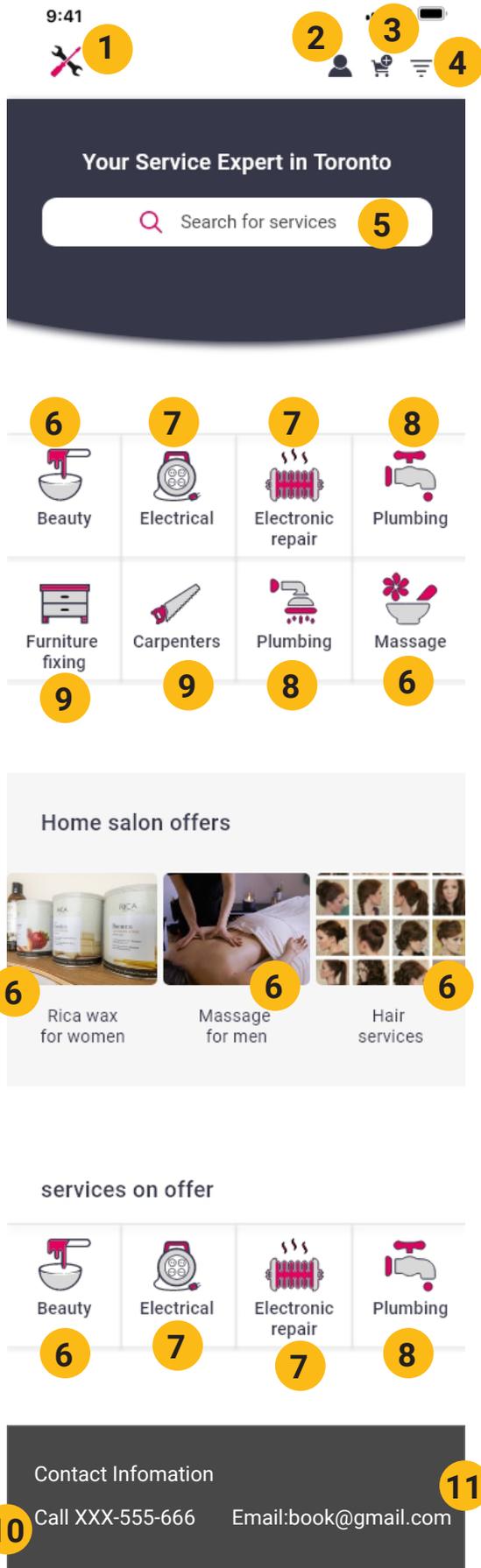
Able to book (the **exact time and date**)

**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\_electiction\_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

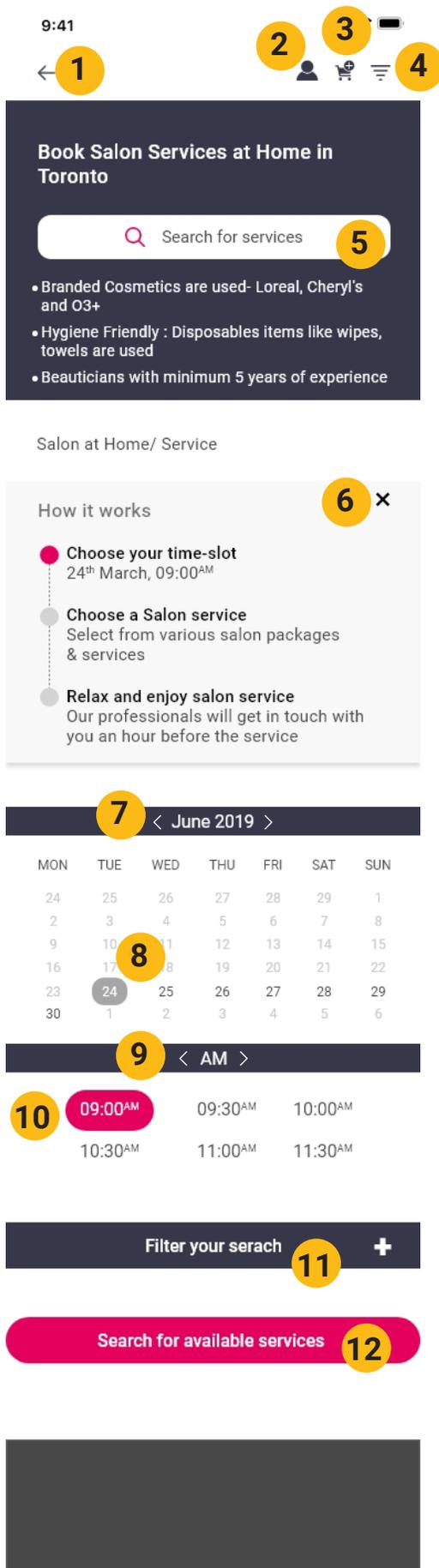
only the image and text will be clickable  
the image will pop out on hover  
this will open in a new tab

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

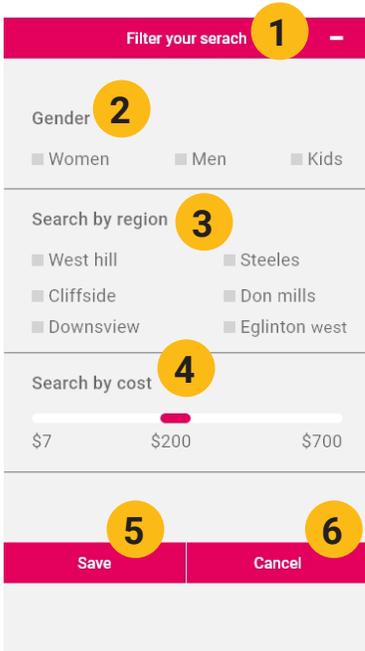
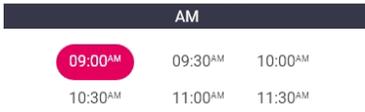
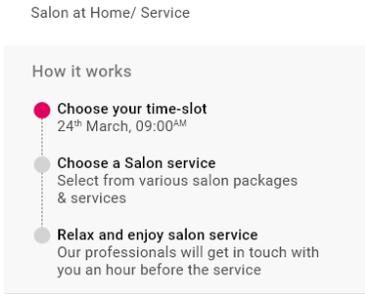
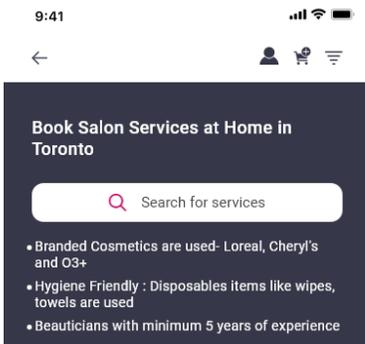
8 This will help users hover through dates  
 the date selected will be highlighted

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

6 This will cancel all selected filters and close the filter option

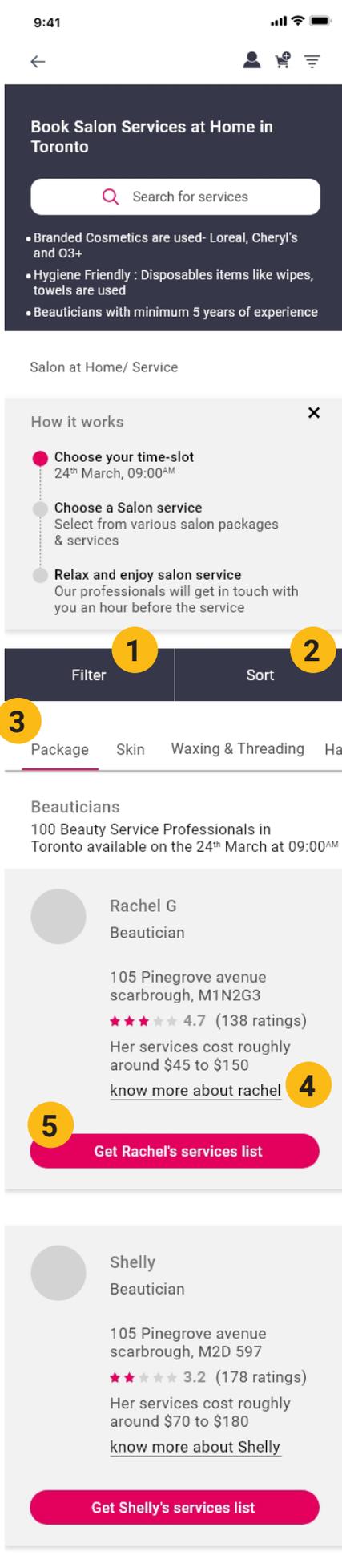
7 This will redirect the users to the beutician\_list

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)



## screen three

this page will appear after  
calender\_beutician\_page  
beautican\_list

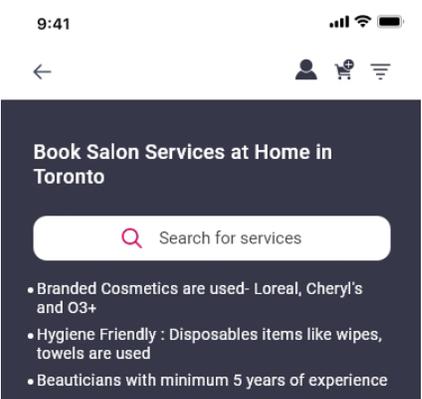
- 1 This will redirect to Calender\_beutician\_page it will show the number of filters applied
- 2 This will open a dropdown
- 3 This carosal will scrool through different options, the selected options will have a dorder of 2px solid #E5165F

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

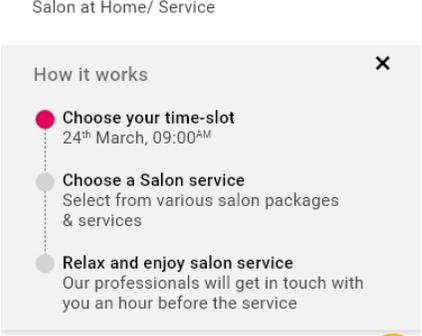
- 4 This will open a popup with the services mans information, the background will be back with opacity of 0.5

the pop up will only close when the users select the close button at the top of the pop up

- 5 This will open a new page service\_list\_page this will open a new tab



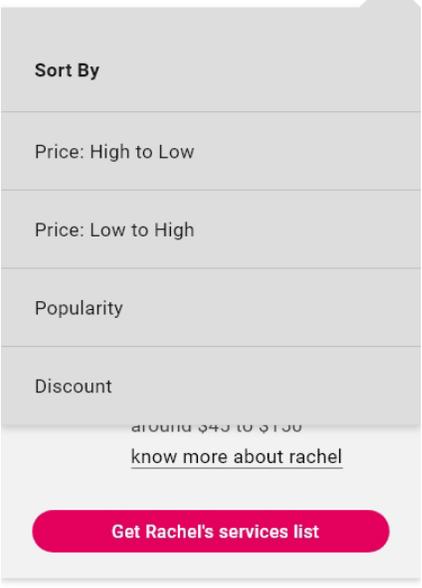
screen three  
this page will  
appear after  
calender\_beuti-  
cian\_page  
beautican\_list|  
(sort)



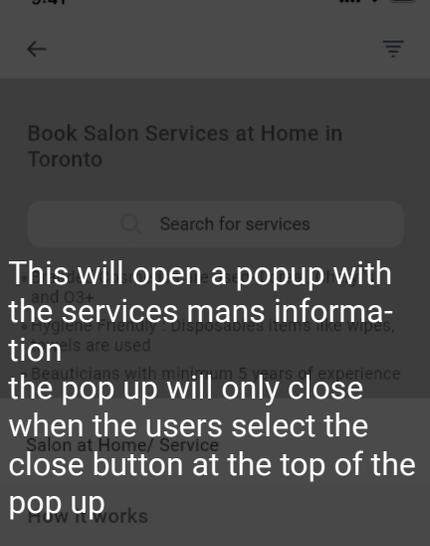
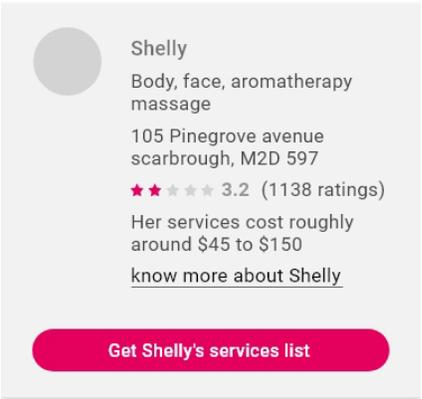
1 The sort options  
will open in a form  
of drop down



it will be highlighted  
in #E5165F when  
atcivated

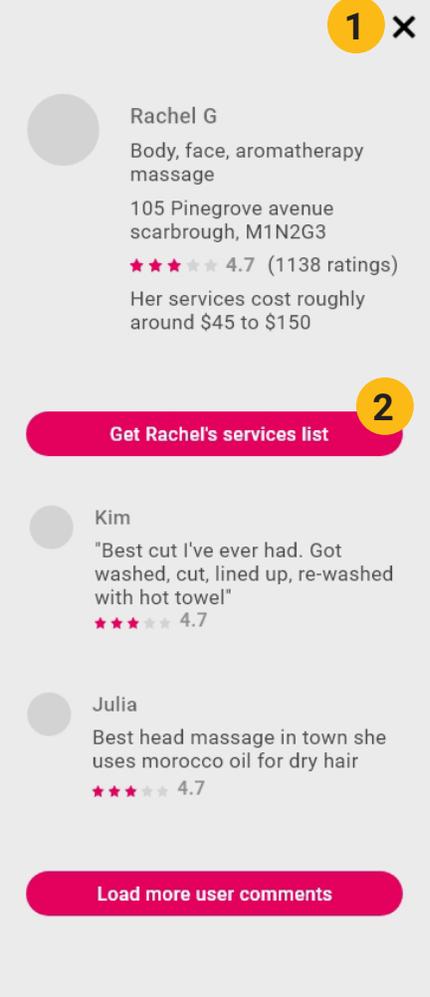


the drop down will  
close when users  
clicks anywhere  
outside the drop  
drown



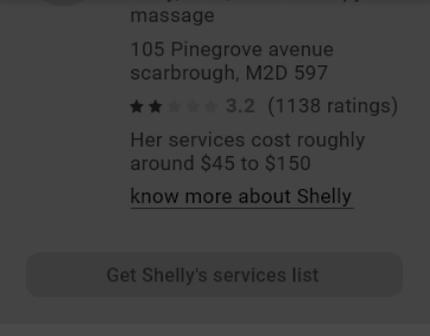
This will open a popup with  
the services mans informa-  
tion  
the pop up will only close  
when the users select the  
close button at the top of the  
pop up

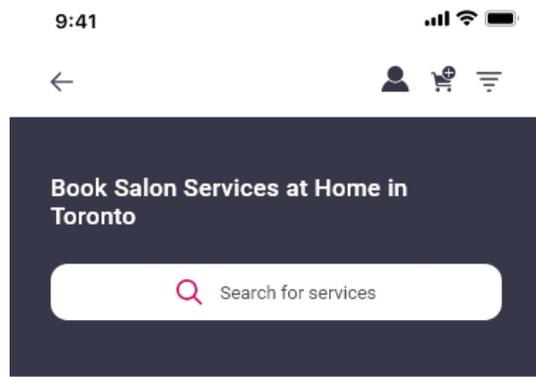
1 This will close the  
pop up once the  
users complets  
reading



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





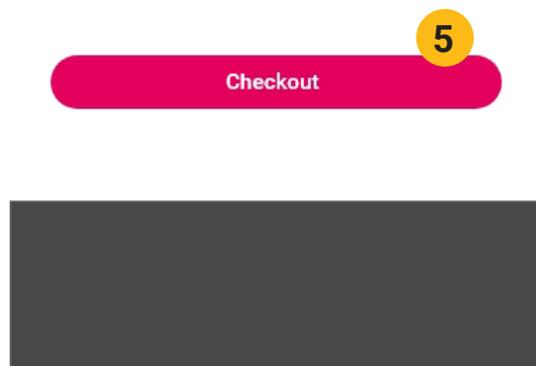
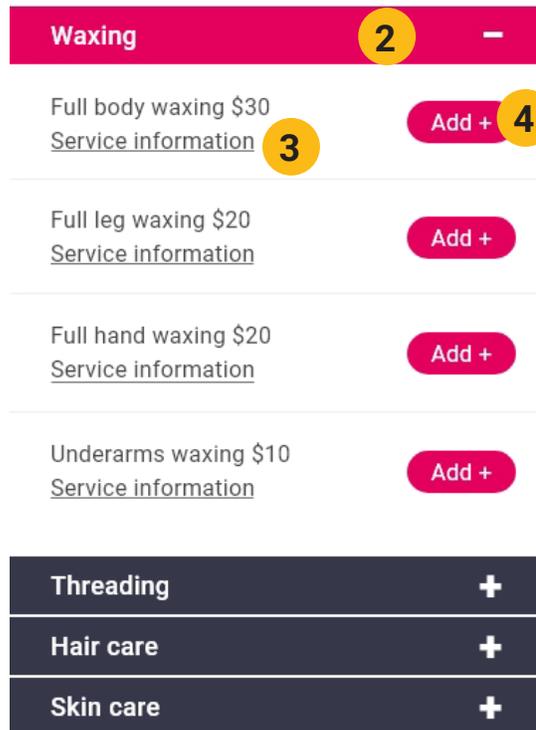
## service\_list\_page

Salon at Home/ Service/ Rachel's service List

### Rachel's service List

Her services cost roughly around \$45 to \$150  
Body, face, aromatherapy massage  
★★★★★ 4.7(1138 ratings)  
[know more about rachel](#) **1**

Chose available time and date for Rachel



**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

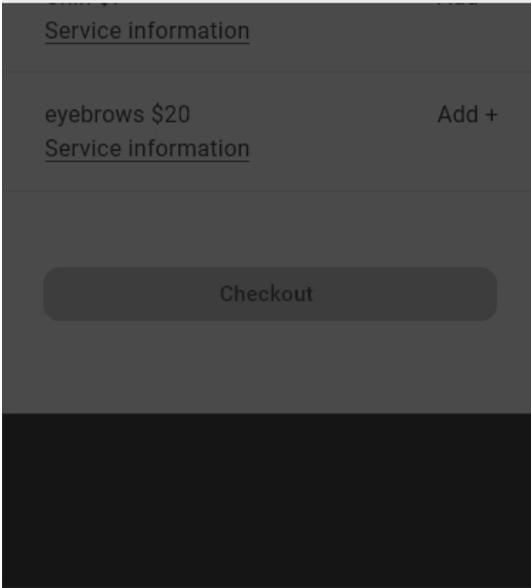
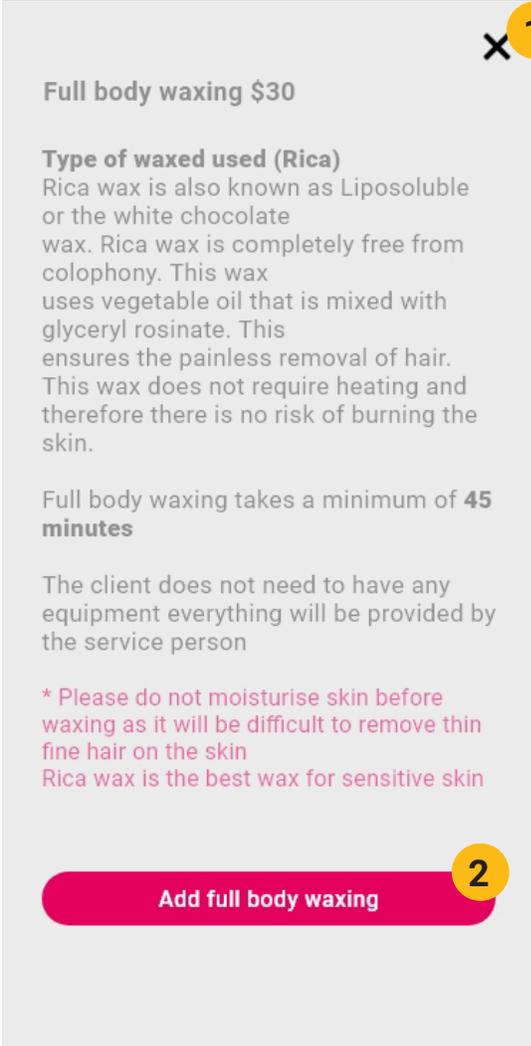
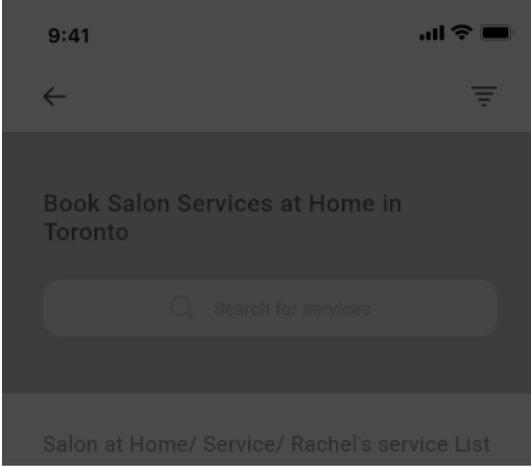
**2** The first collapse will remain open (Active) the minus sign will signify it is open when you open another collapse panel the first one will close and change the color to #363749

**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

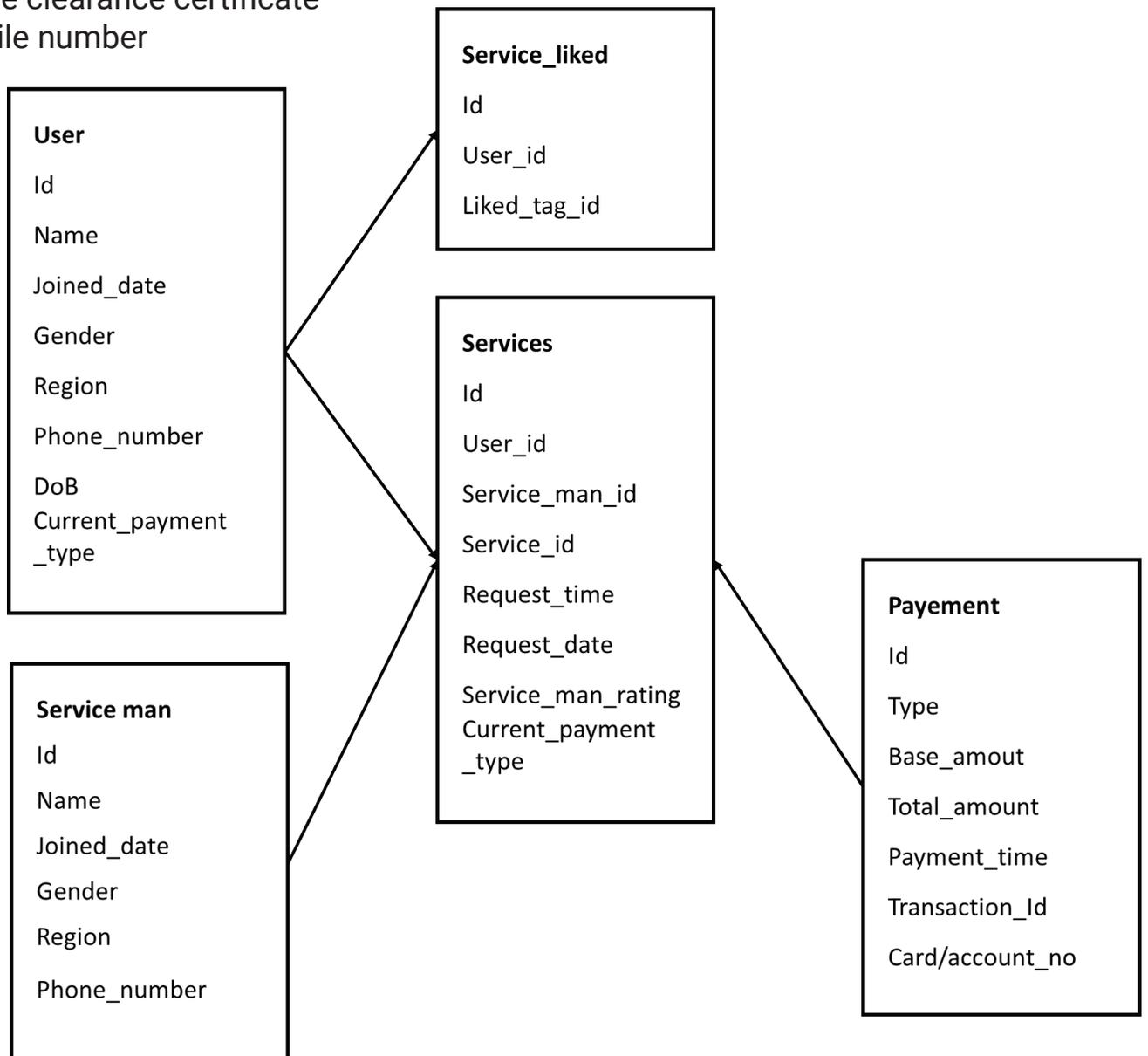
# Data model

## 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



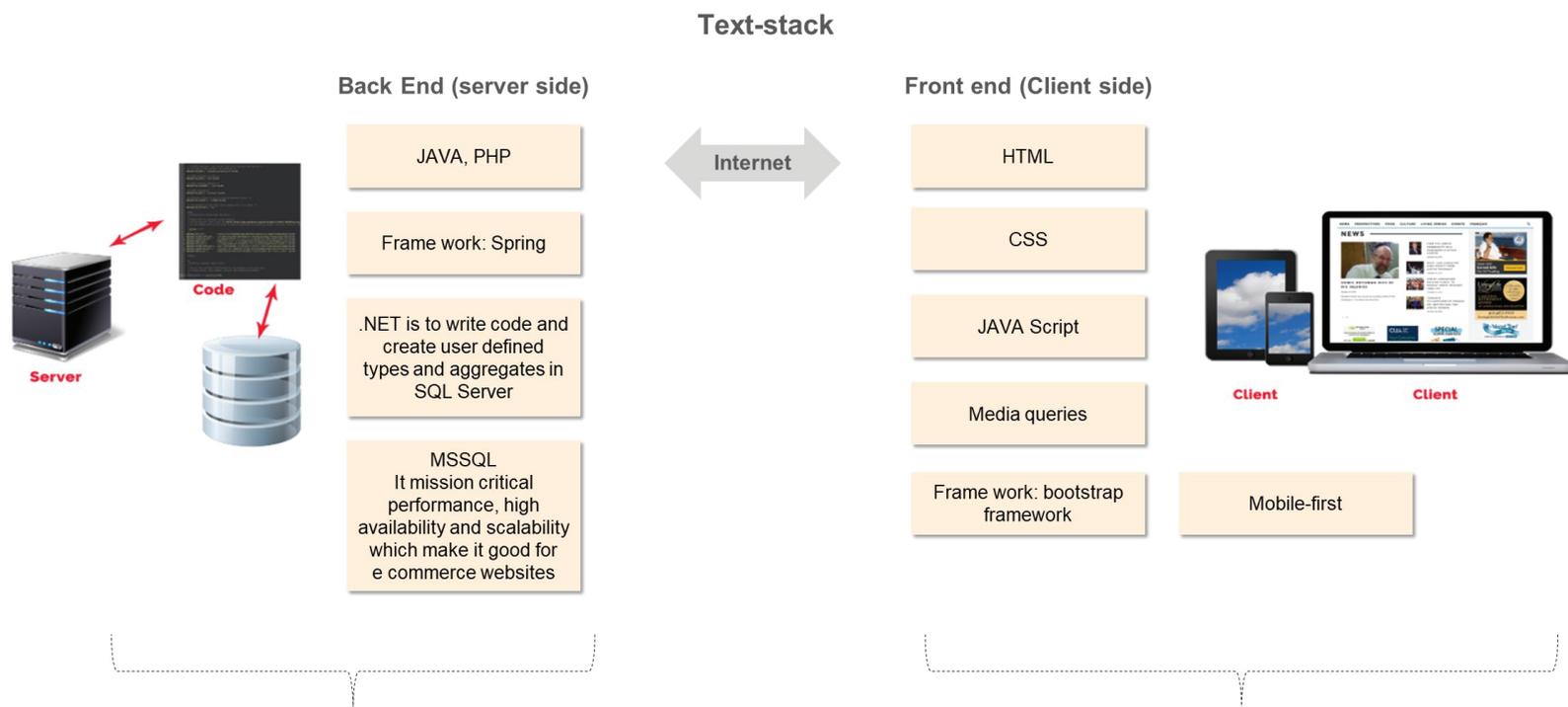
# Tech Stack OS design

## 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 interative 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

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## 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**

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## 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.