

Contents

Quick Recap

Studying the Competition: UrbanClap

Target Market

Users Incentive-Value Analysis

Revenue Streams

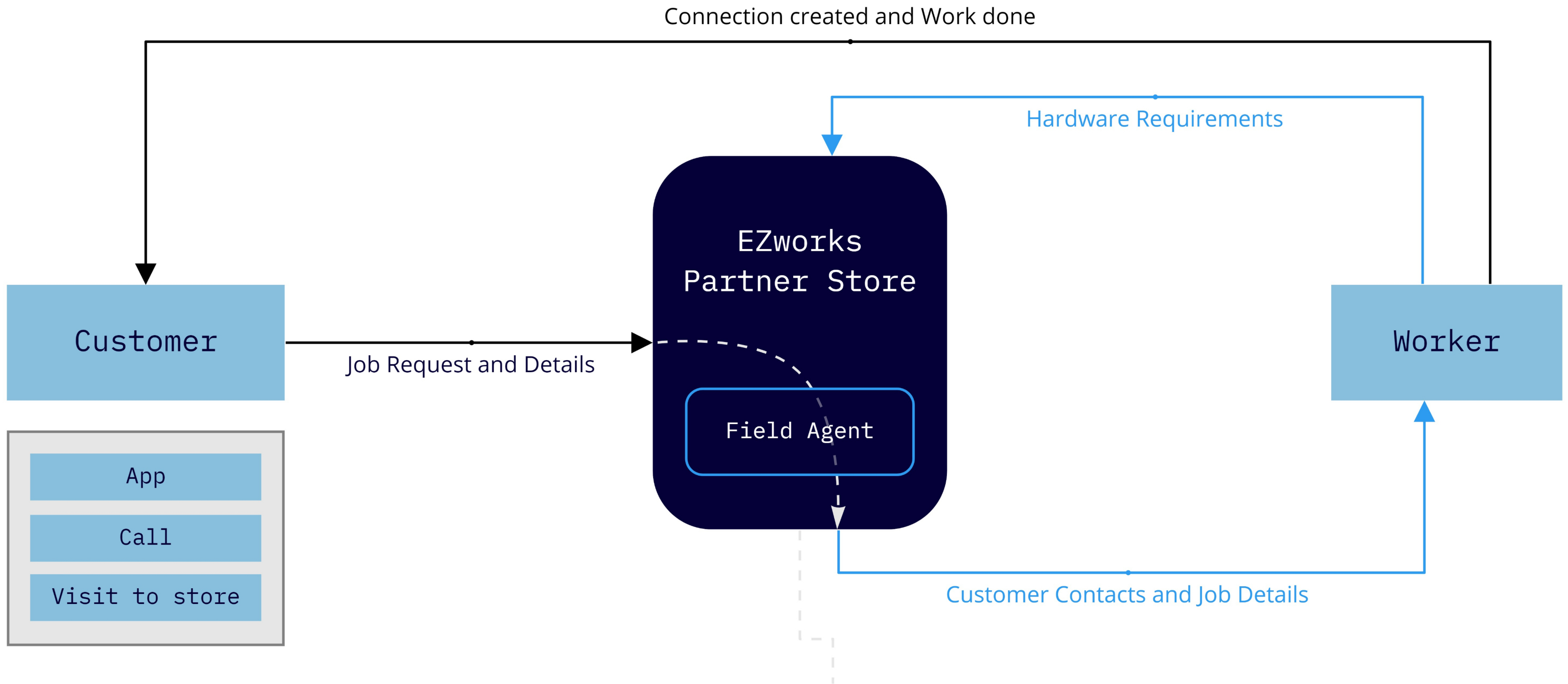
Revised System

Digital User Interface

Scenario

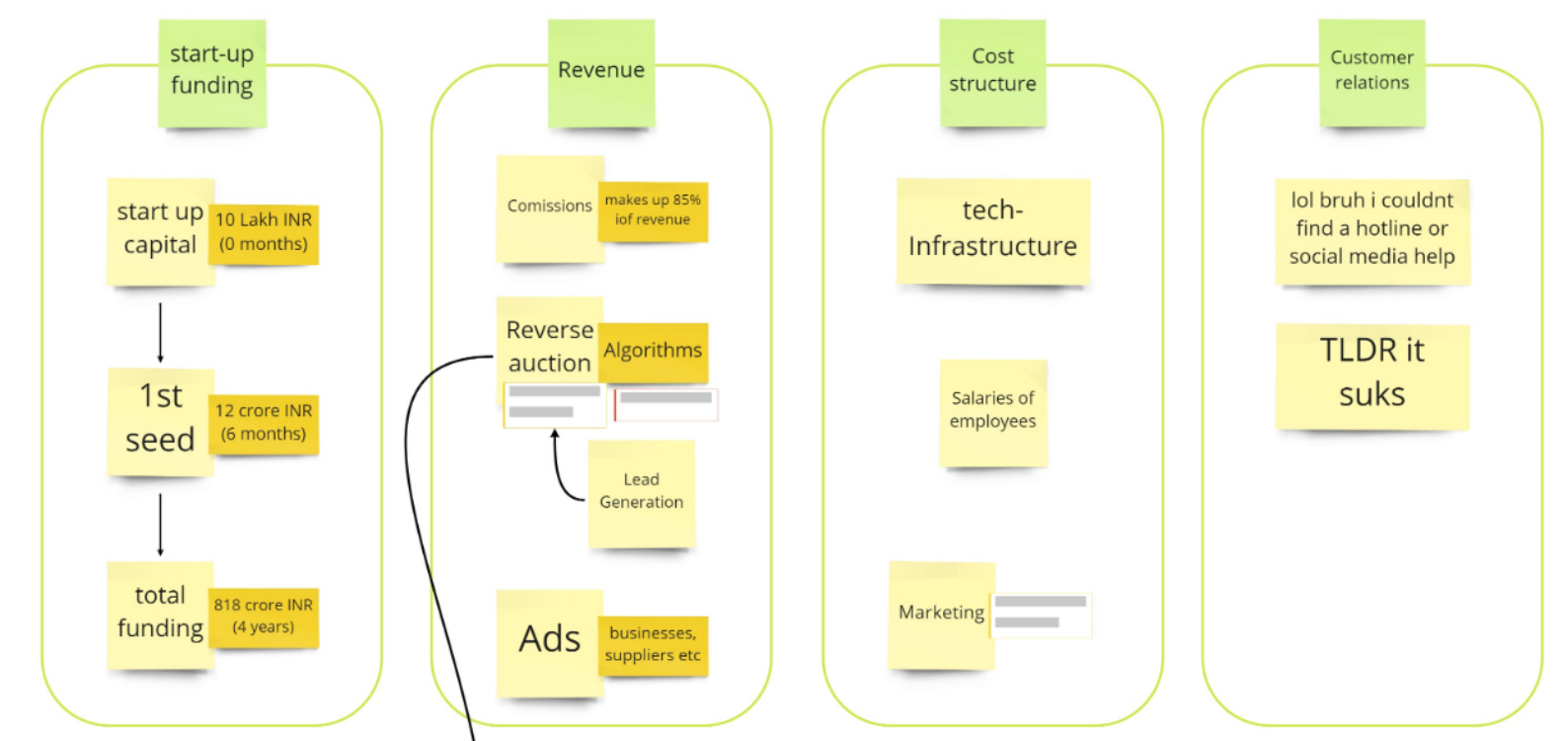
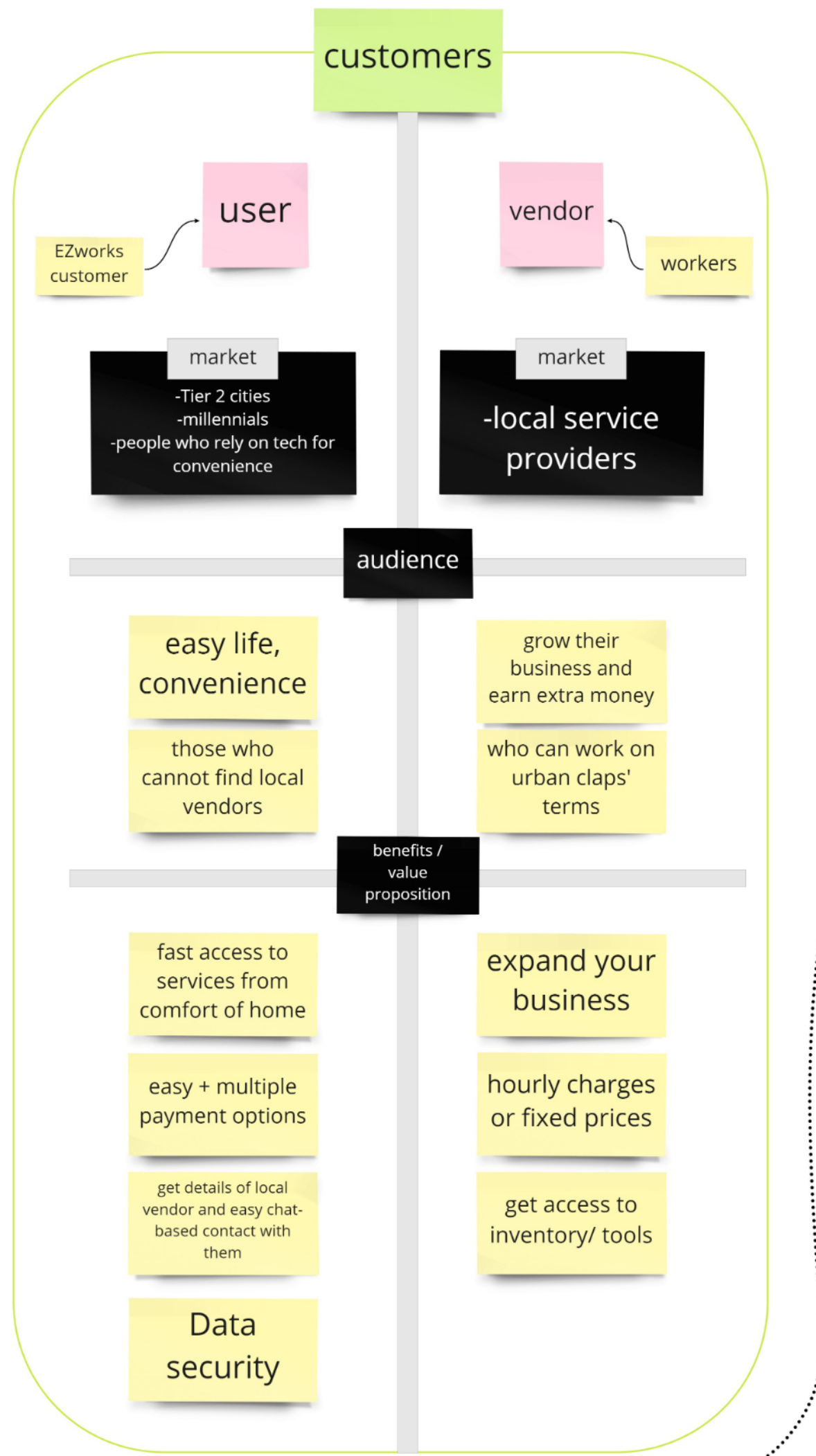
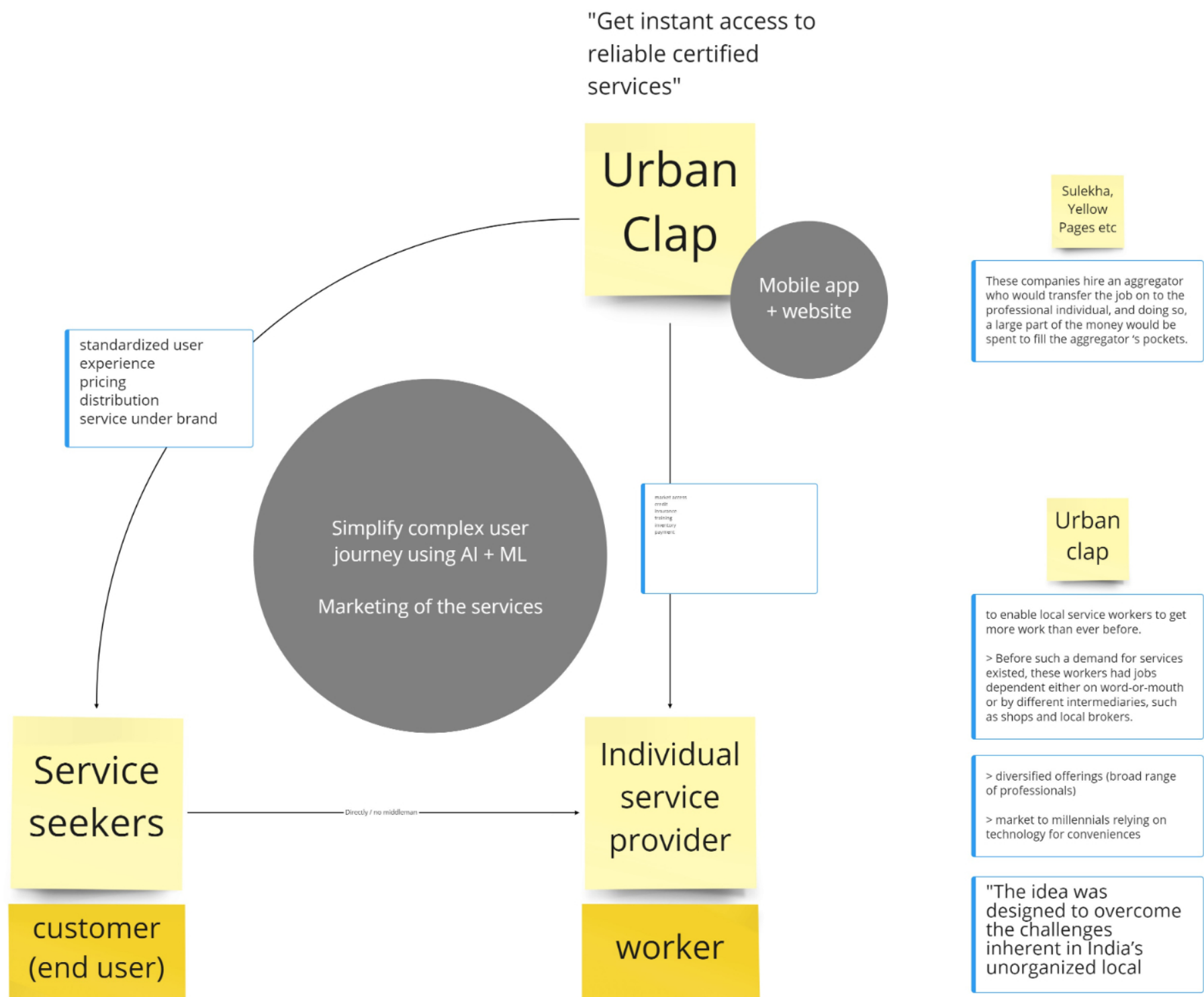
Recap





Studying the Competition





Looking to hire professionals in Bangalore?

Tell us your requirements and get custom quotes with profiles within 24 hours from upto 5 interested professionals.

Give requirements

INSIGHTS

- appeals to people who are in for tech
- tier 1 & tier 2 cities only
- same model deployed in semi-urban/ rural areas would work on workers' side but fail on the customers end
- only for people who can afford high quality services- now they have moved to Australia, UAE etc without touching lower spectrum of INDIA
- even after 4 years of operation they have 50k registered employees and 15k in buffer who are being verified and trained as employees- slow and takes time to become an employee

- Use of AI and ML in their system
- Standardising job costs will complicate our model
- Aggregator transferring the job pay from customer to worker
- Understand the whole structure of how a startup works

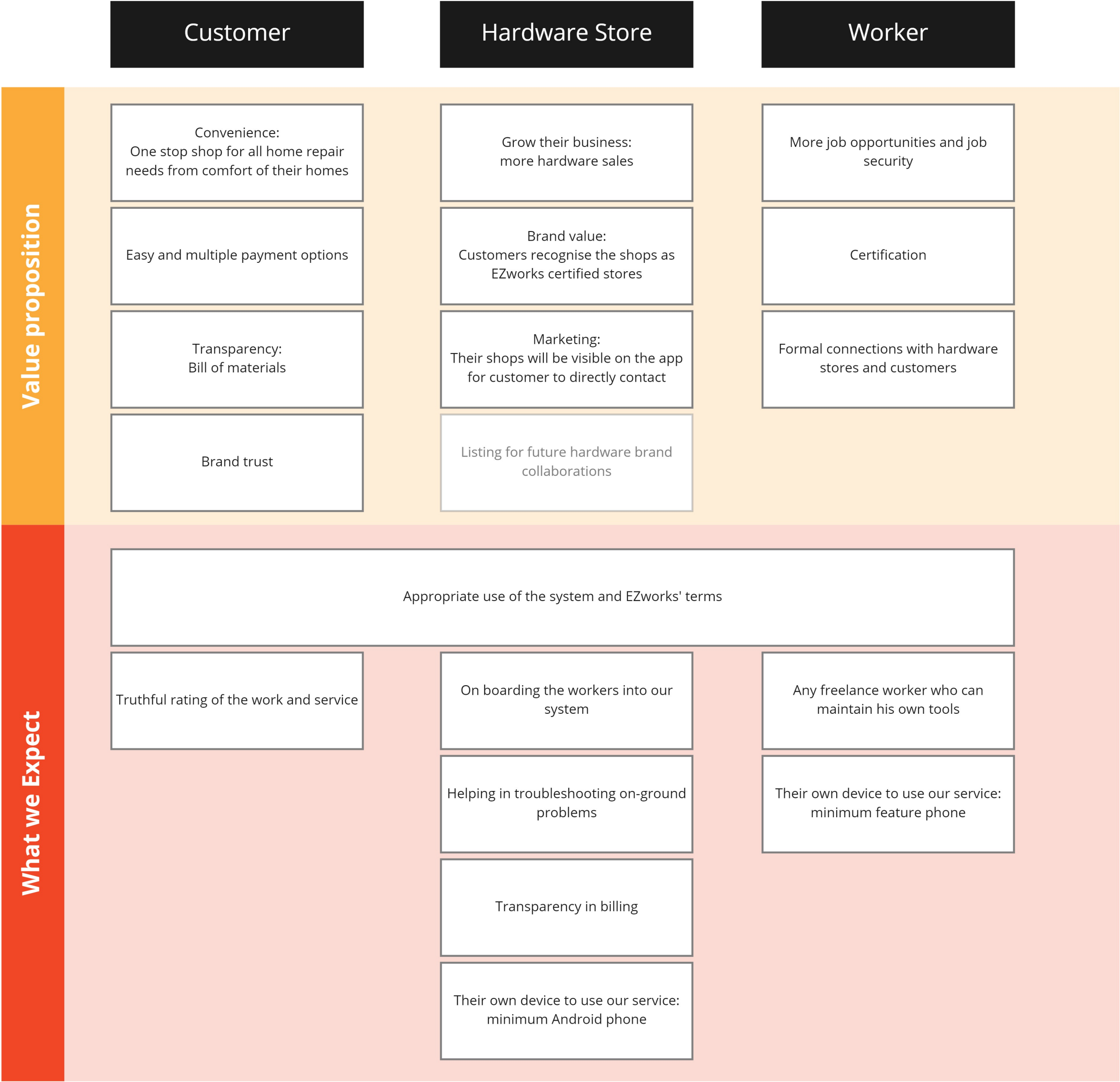
The Target Market



- Tier 2 and Tier 3 cities of India and Sub-urban localities.
- Leverage on existing informal work relationships.
- Physical presence on the field, not just an abstract concept.
- Smaller hardware stores looking to grow business beyond local customer base

Users Incentive-Value Analysis





Customer

VALUE

Convenience

One Stop Payments

Transparency

Brand Trust

EXPECTATIONS

Honest Ratings

Hardware Store

VALUE

More Sales

Brand Affiliation

Marketing

EXPECTATIONS

On-Boarding

Troubleshooting

Billing Honesty

Smartphone

Individual Worker

VALUE

Job Opportunities

Certification

Formal Connection

EXPECTATIONS

Smartphone

Revenue Streams



Customer

Convenience Fee:
for using our service

Hardware Store

Commission per Sale

Worker

Freemium Model

Customer

Convenience Fee:
for using our service

Hardware Store

Commission per Sale

Worker

Freemium Model

Free

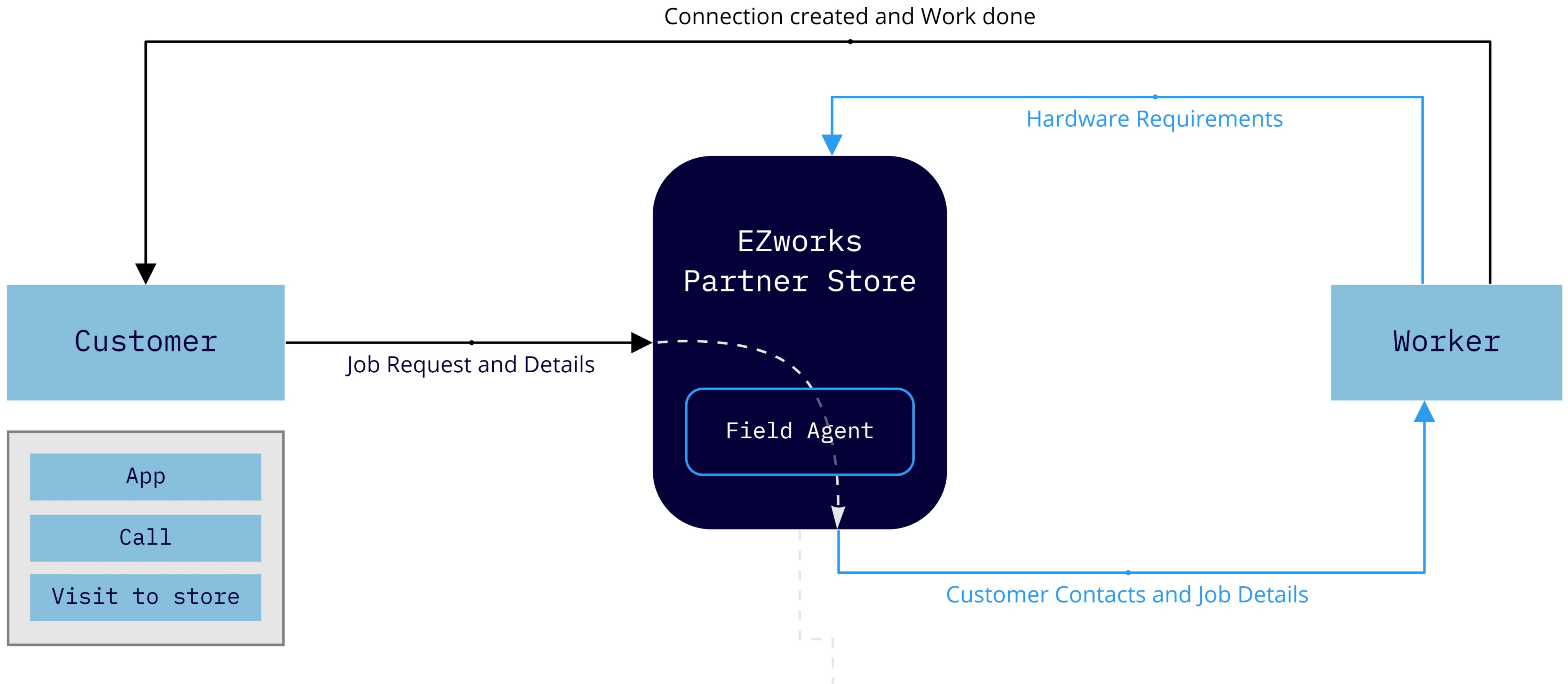
Access to
only one
listing

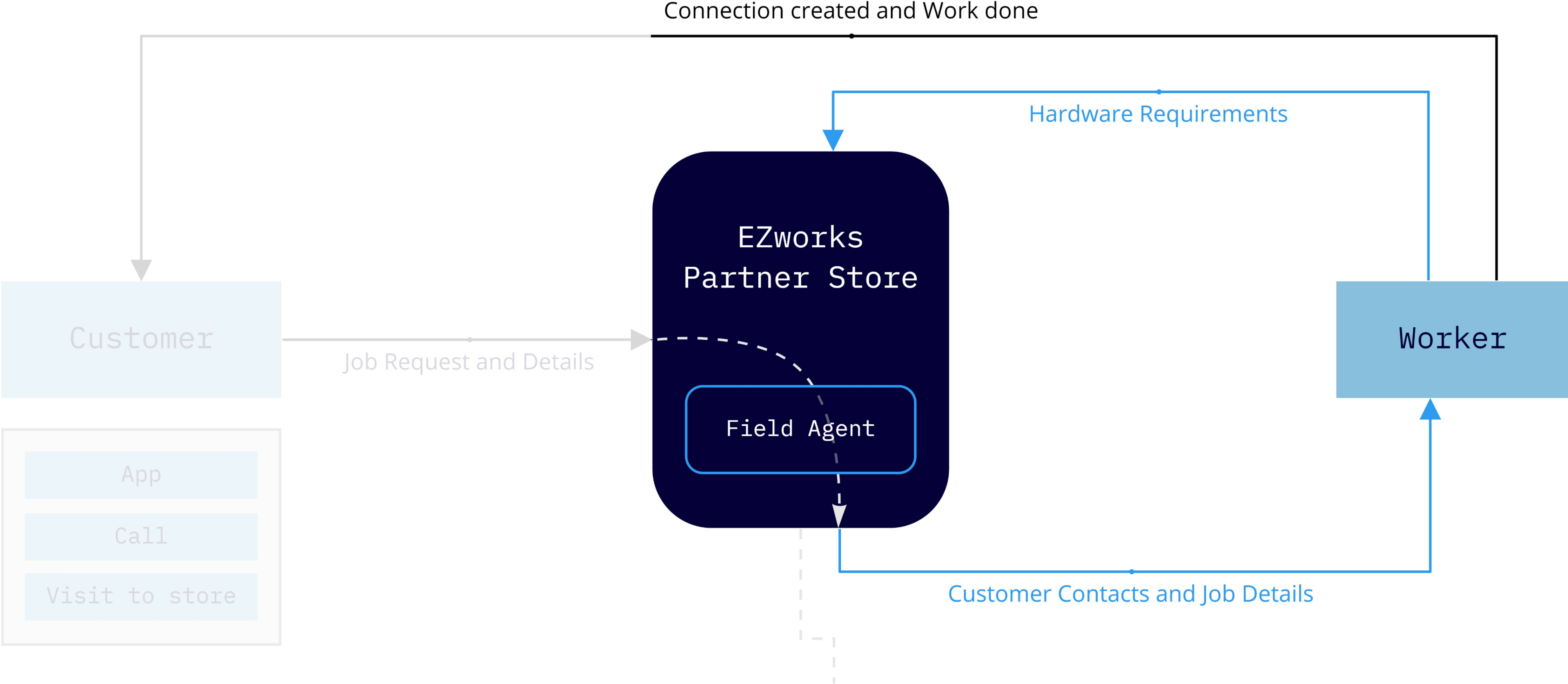
Subscription

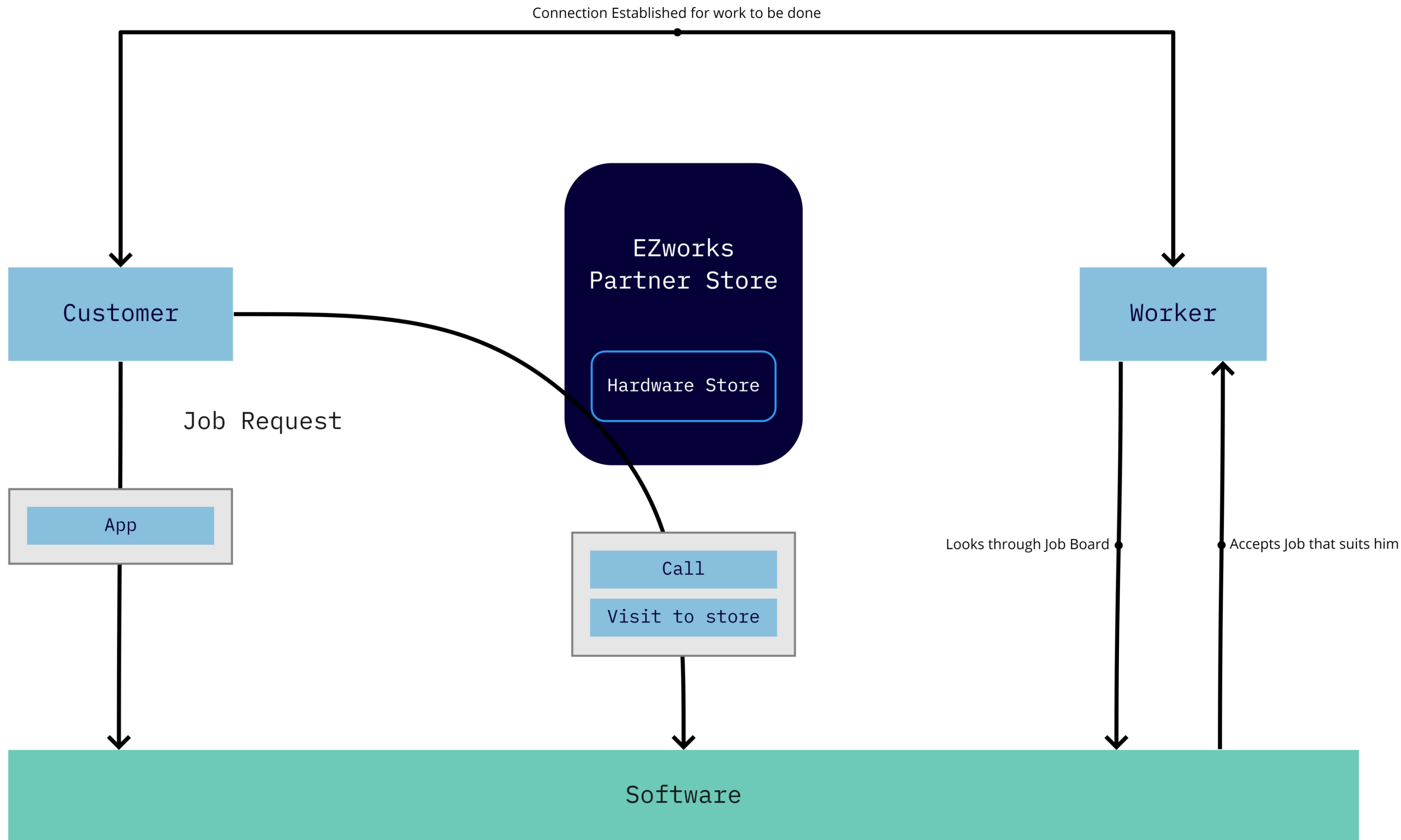
Access to all
relevant job
listings

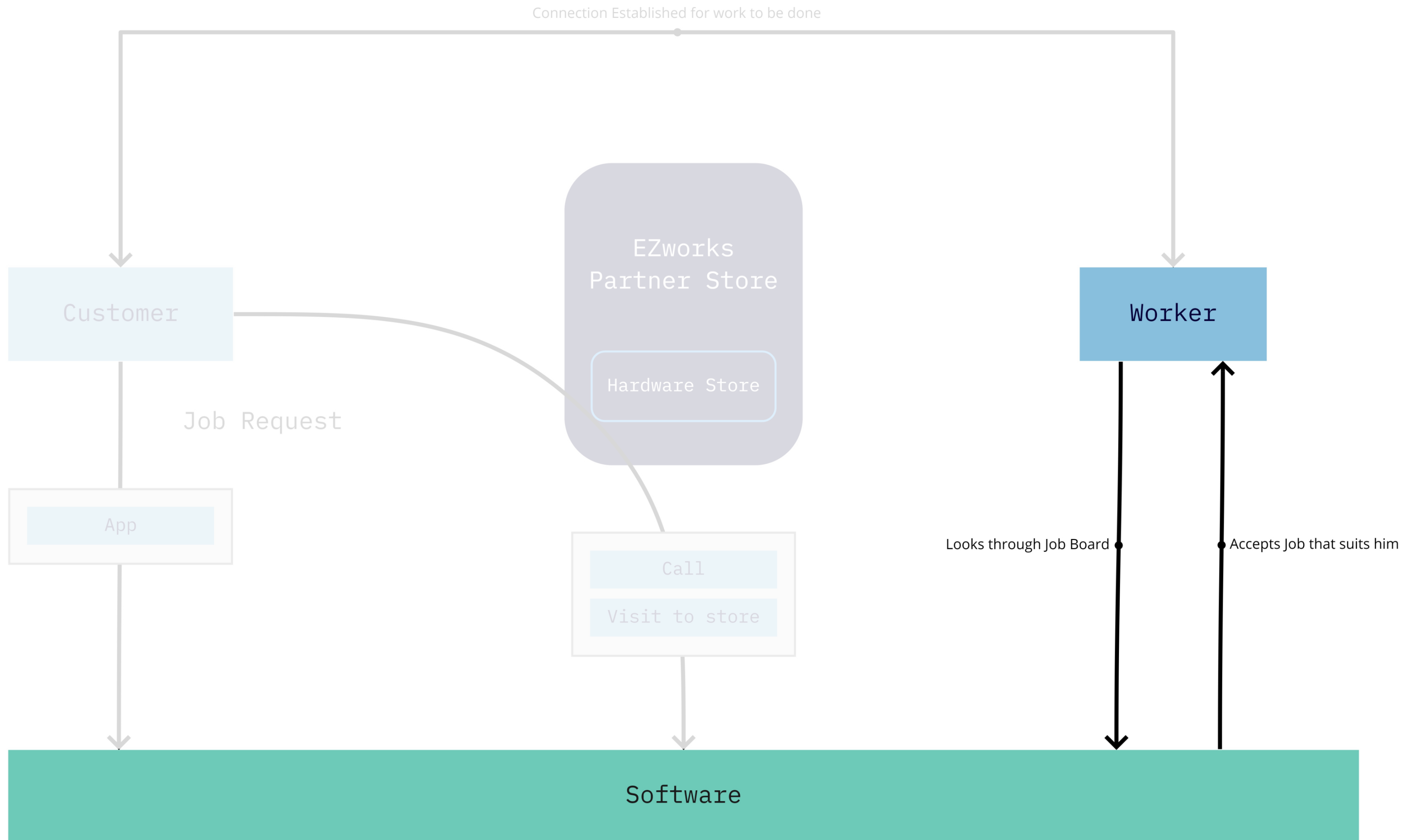
Revised System



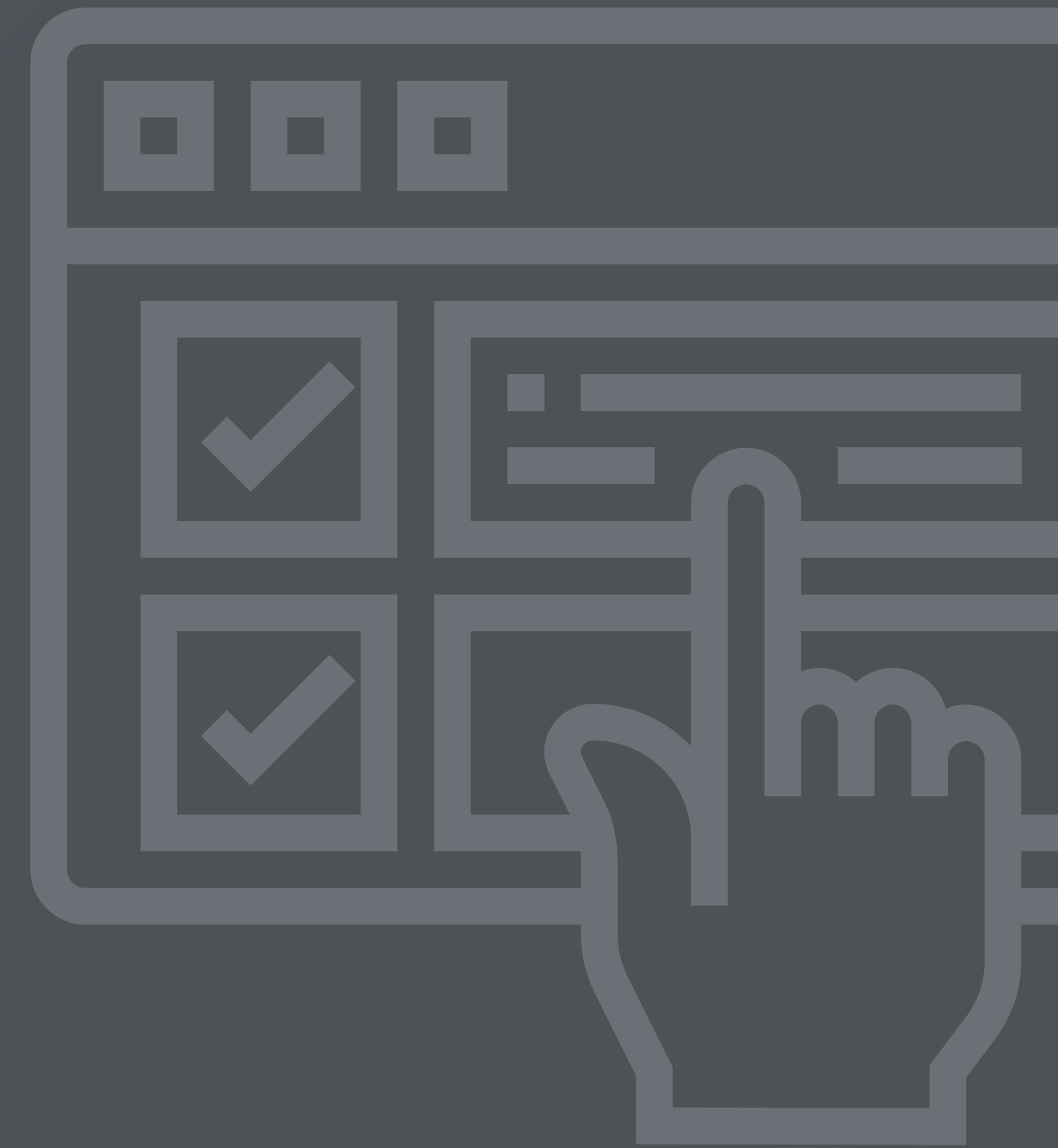


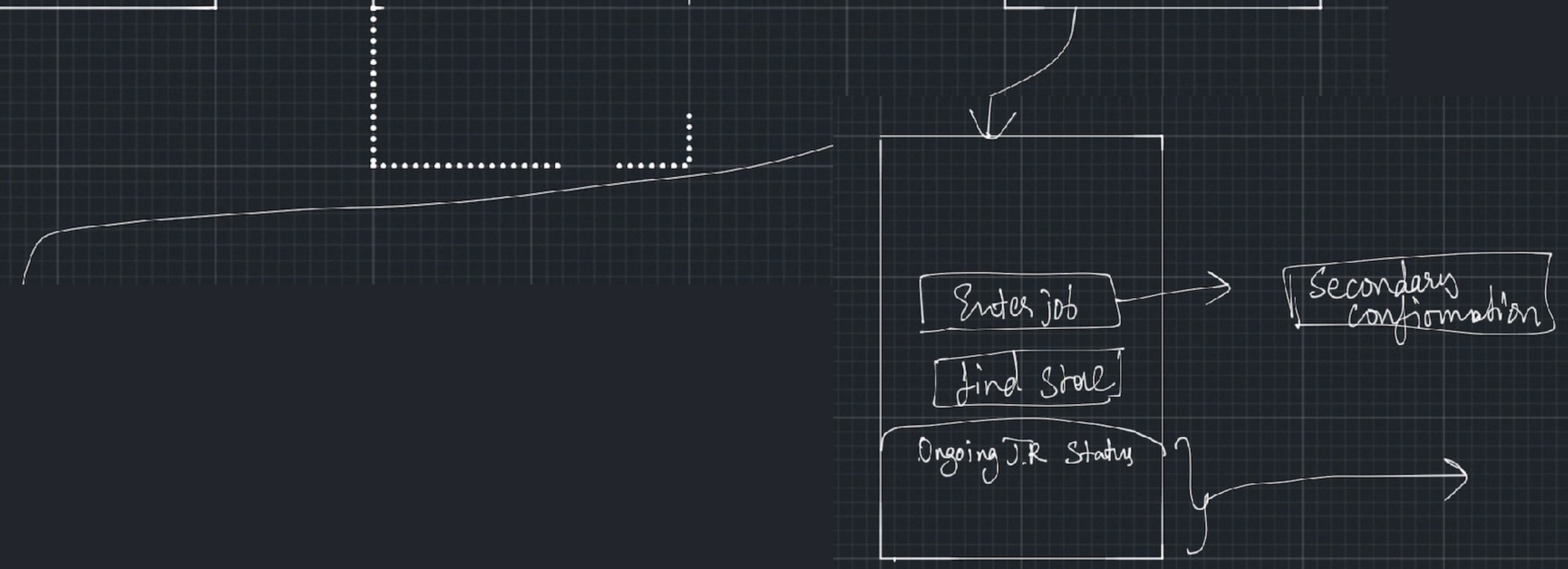
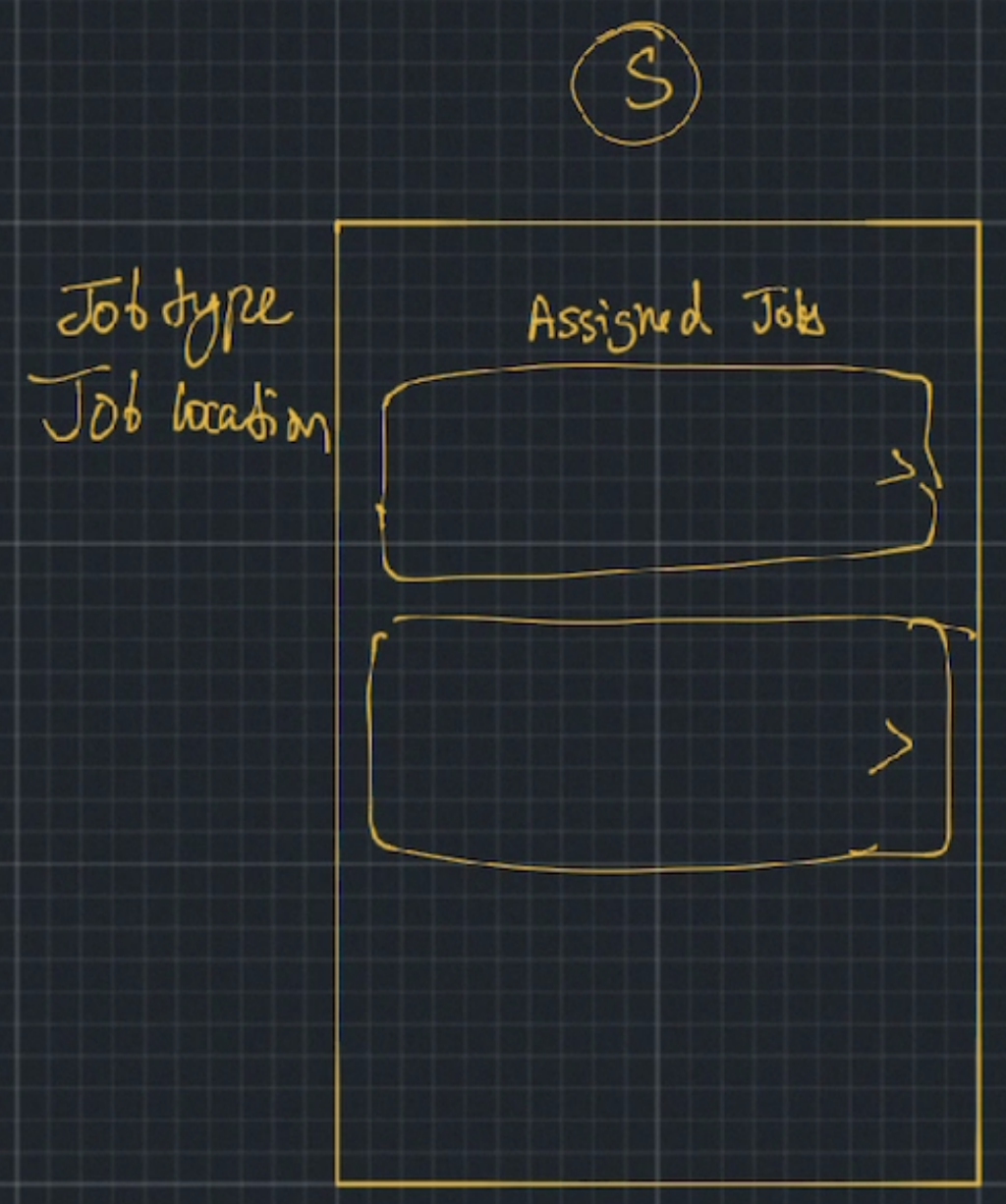
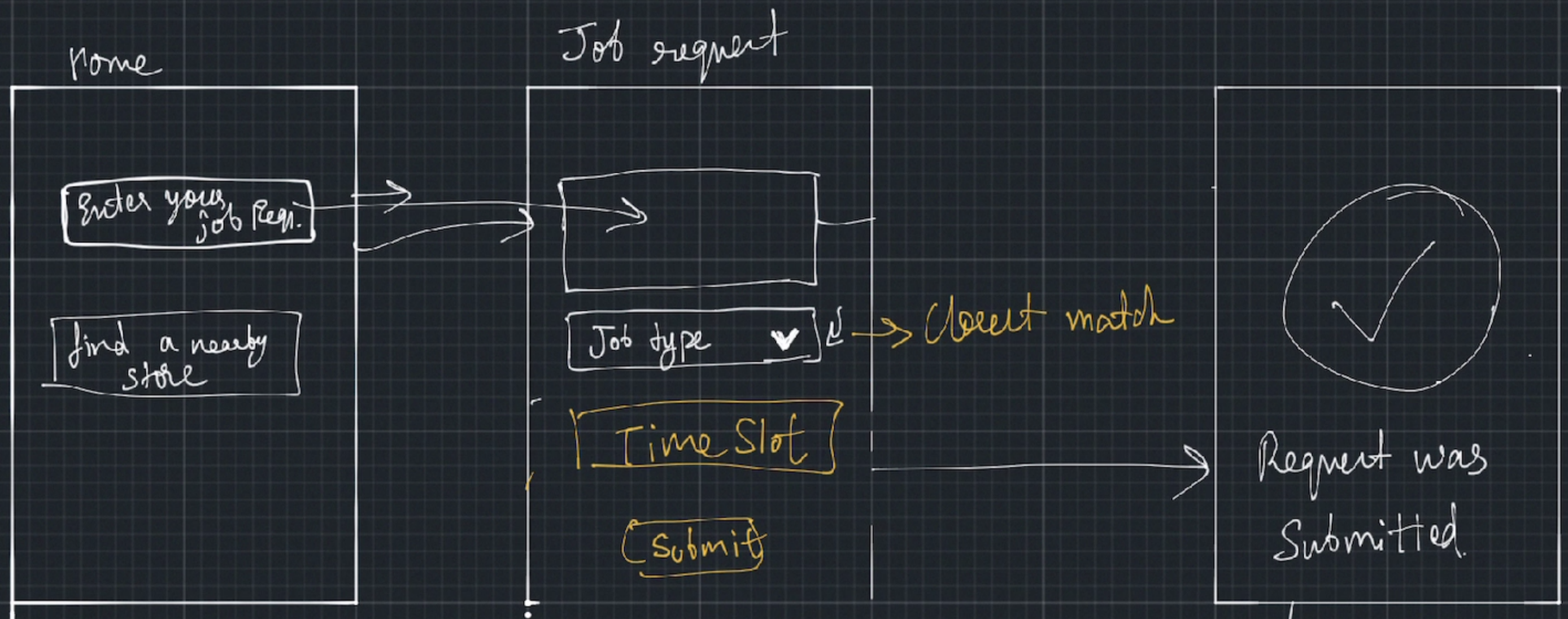






Digital User Interface





NEW JOB REQUEST

Patel Plumbing
#address . Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
+91 98765 43210

Patel Plumbing
#address . Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
+91 98765 43210

Patel Plumbing
#address . Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
+91 98765 43210

Patel Plumbing
#address . Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
+91 98765 43210

Home Jobs Profile

< **#PL000653**
Status: **Ongoing**
work started 23 mins ago

Job Description
Leaking tap needs fixing and water heater not working. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Worker Details
Mr. Lokesh Kojal **4.8/5**
+91 98765 43210

Hardware Expenses
ADD

Labour Expenses
N/A

TAKE PAYMENT

#PL000653 **Ongoing** started 26 mins ago
Leaking tap needs fixing and water heater not working. Leaking tap needs fixing and water heater not working.

Mr. Suraj Patel +91 98765 43210

#PL000653 **Completed** date
Mr. Lokesh Kojal +91 98765 43210

#PL000653 **Completed** date
Mr. Lokesh Kojal +91 98765 43210

#PL000653 **Completed** date
Mr. Lokesh Kojal +91 98765 43210

Home Jobs Profile

#PL000653 Posted 2 mins ago
Leaking tap needs fixing and water heater not working

Mr. Suraj Patel
address, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

ACCEPT

#PL000653 Posted 2 mins ago
Leaking tap needs fixing and water heater not working

Mr. Suraj Patel
address, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

ACCEPT

Home Jobs Profile

< **#PL000653**
Status: **Ongoing**
work started 23 mins ago

Mr. Suraj Patel (customer)
+91 98765 43210
address. it can be looong

Labour Expenses

1.
Rupee symbol

+
Please input each task and price accordingly after negotiating

SUBMIT RECEIPT

< **New Job Request**

Select Category

Job Description

Time Preferences

A worker will be assigned to your request within 2 hours

SUBMIT REQUEST

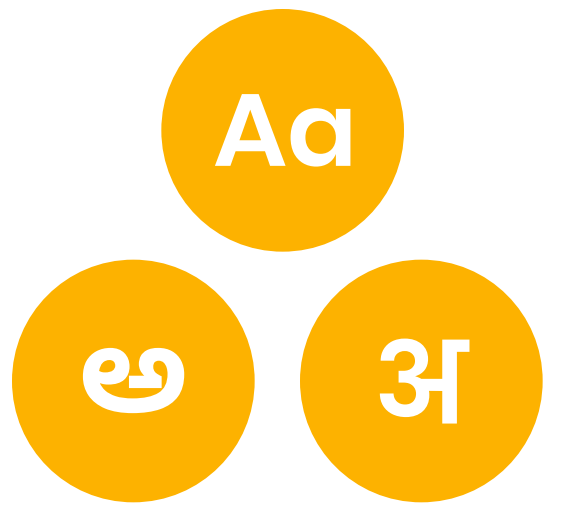
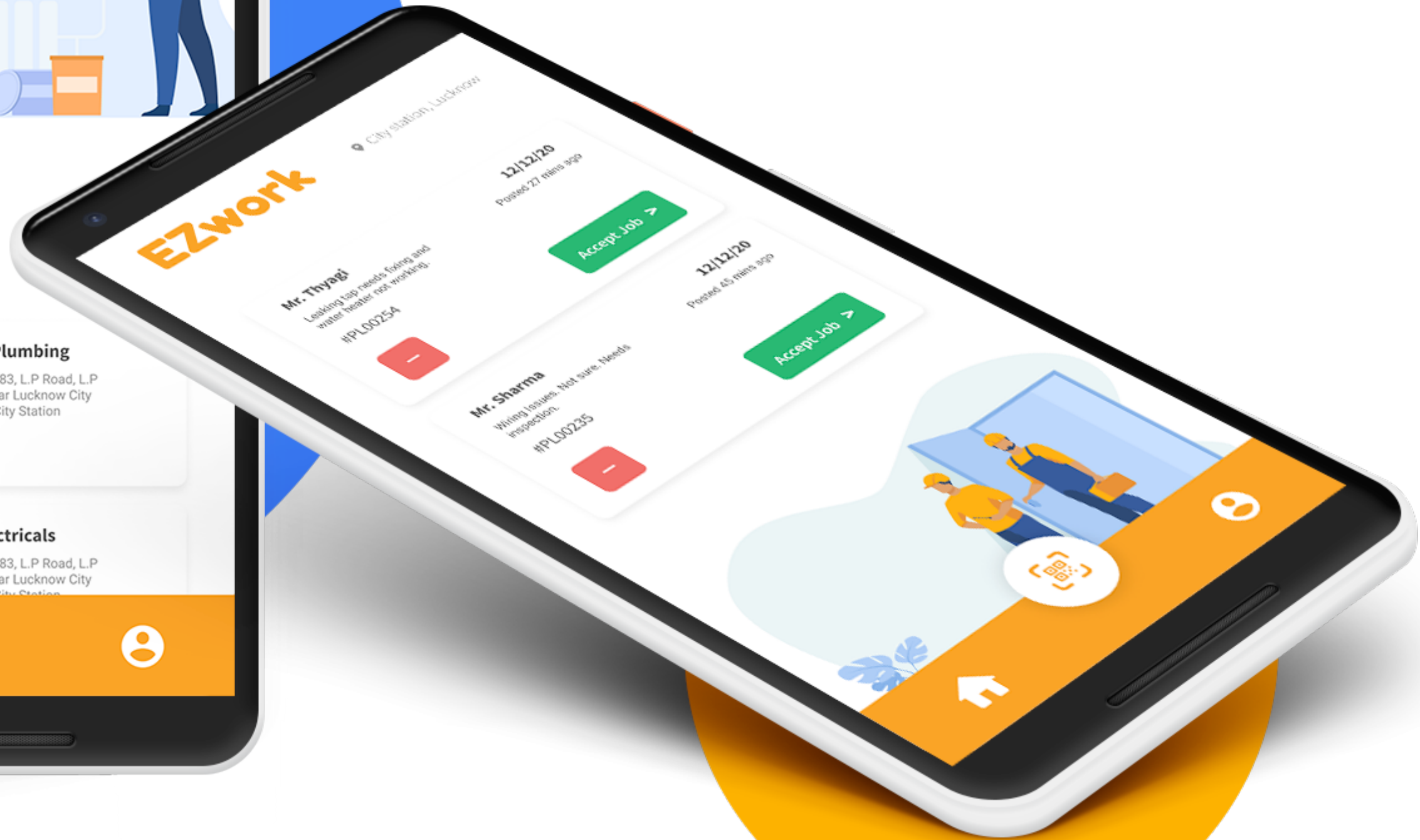
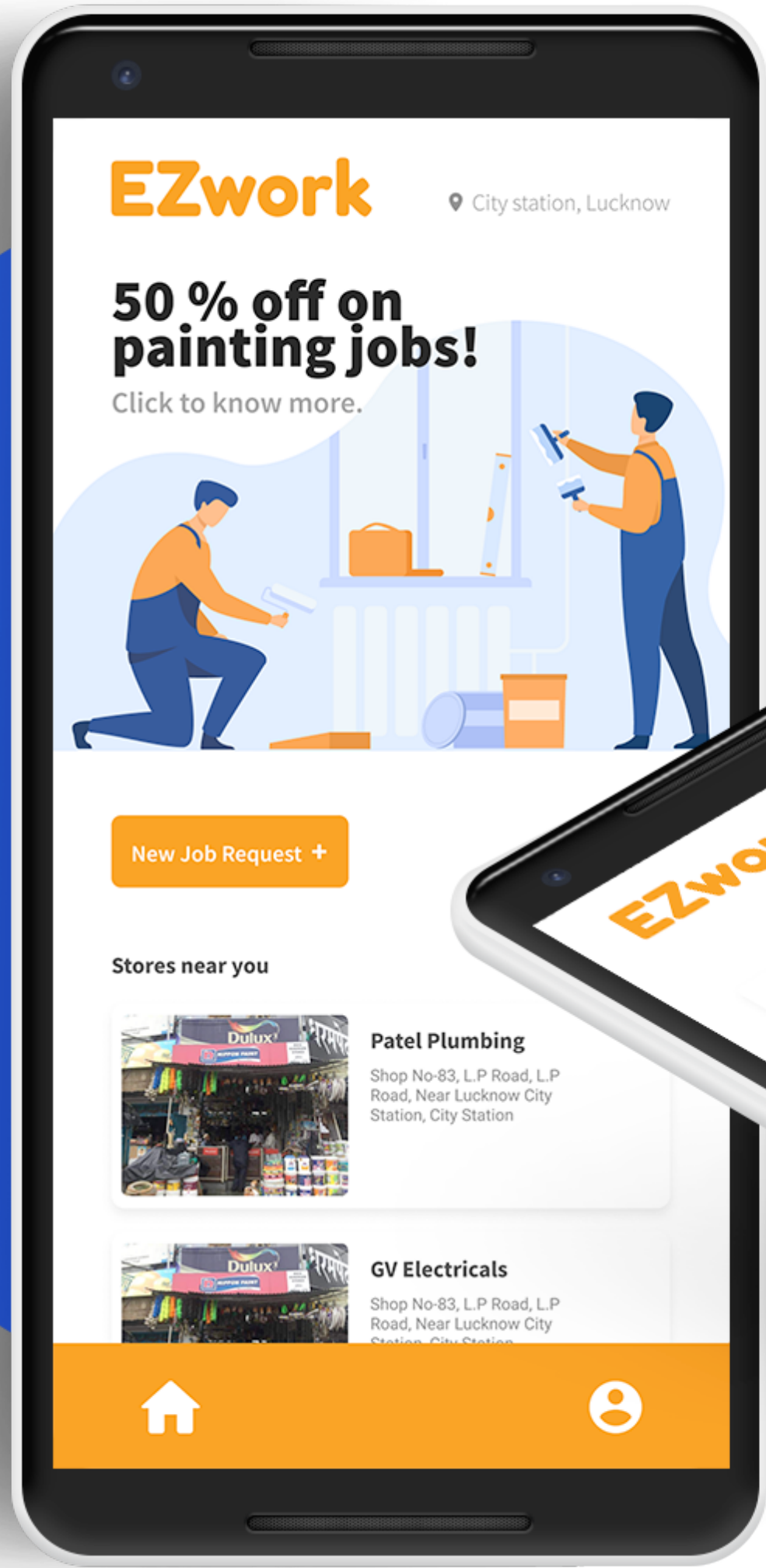
Scan Job QR
or
Enter Job ID

View Job History

Home Jobs Profile

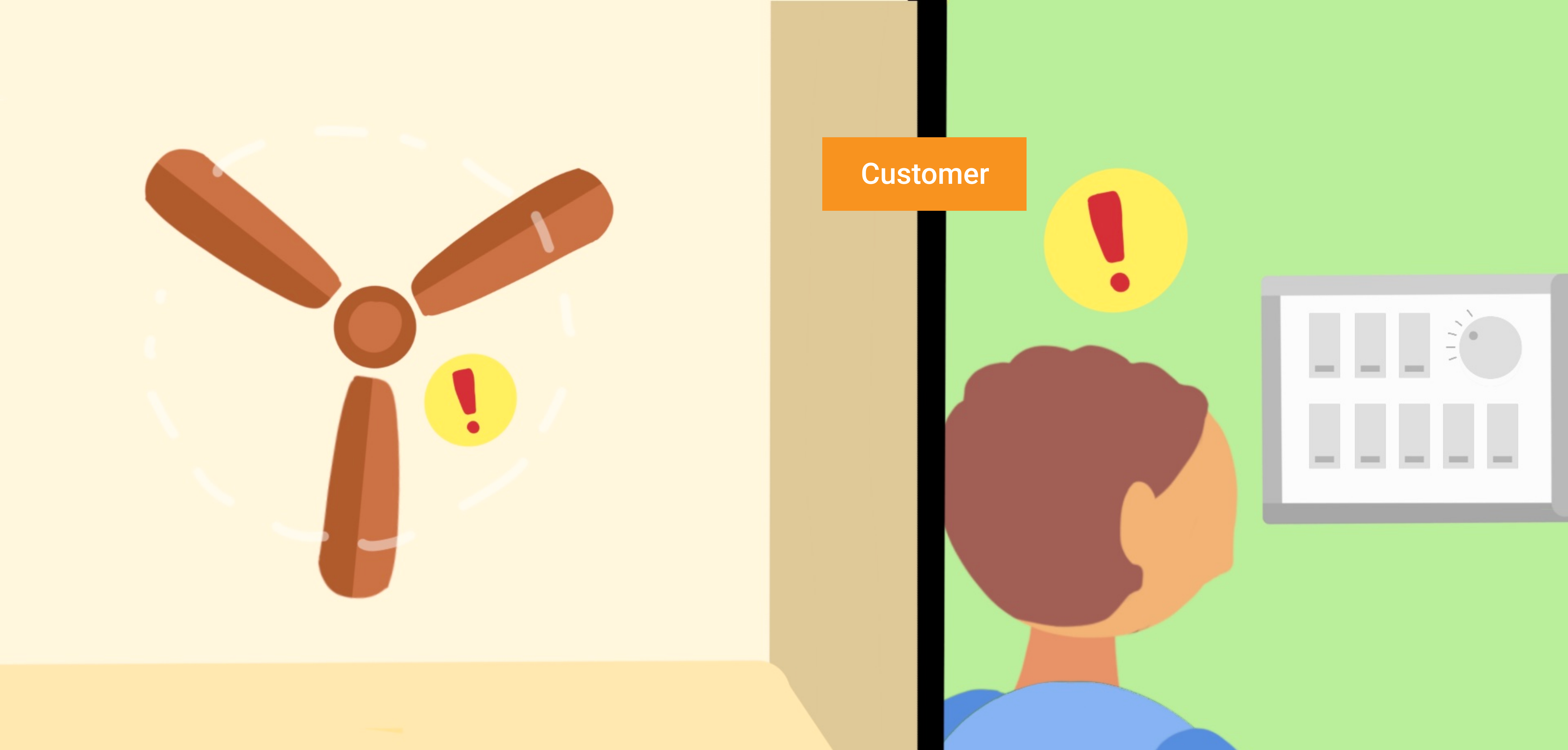
NEW JOB REQUEST

Home Jobs Profile



Scenario





Mr Aranjeet Sharma's fan stopped working, so he thought of using the EZwork app he had known from a whatsapp forward to get help.

An illustration of a hand holding a smartphone. The phone's screen displays a numeric keypad with 12 white buttons on a dark green background. One button, the number 0, is highlighted in orange and contains the white letters 'EZ'. The phone is tilted, and the background consists of light gray and orange abstract shapes.


Customer

He goes to the EZwork app on his phone, he signs up using phone number- OTP based authentication.

EZwork City station, Lucknow


50 % off on painting jobs!

Click to know more.




New Job Request +

Stores near you View all >



Patel Plumbing
Shop No-83, L.P Road, L.P Road, Near Lucknow City Station, City Station



GV Electricals
Shop No-83, L.P Road, L.P Road, Near Lucknow City Station, City Station

EZwork City station, Lucknow

Electrician ▼

Job description

My fan is not working since morning, tried flipping switch no luck 📷

Time slot

4PM to 6PM Today ▼

A worker will be assigned to your request within 2 hours


Submit Job Request

EZwork City station, Lucknow

← #PL00254

We have received your request!

You'll get a notification as soon as we have someone to fix it.

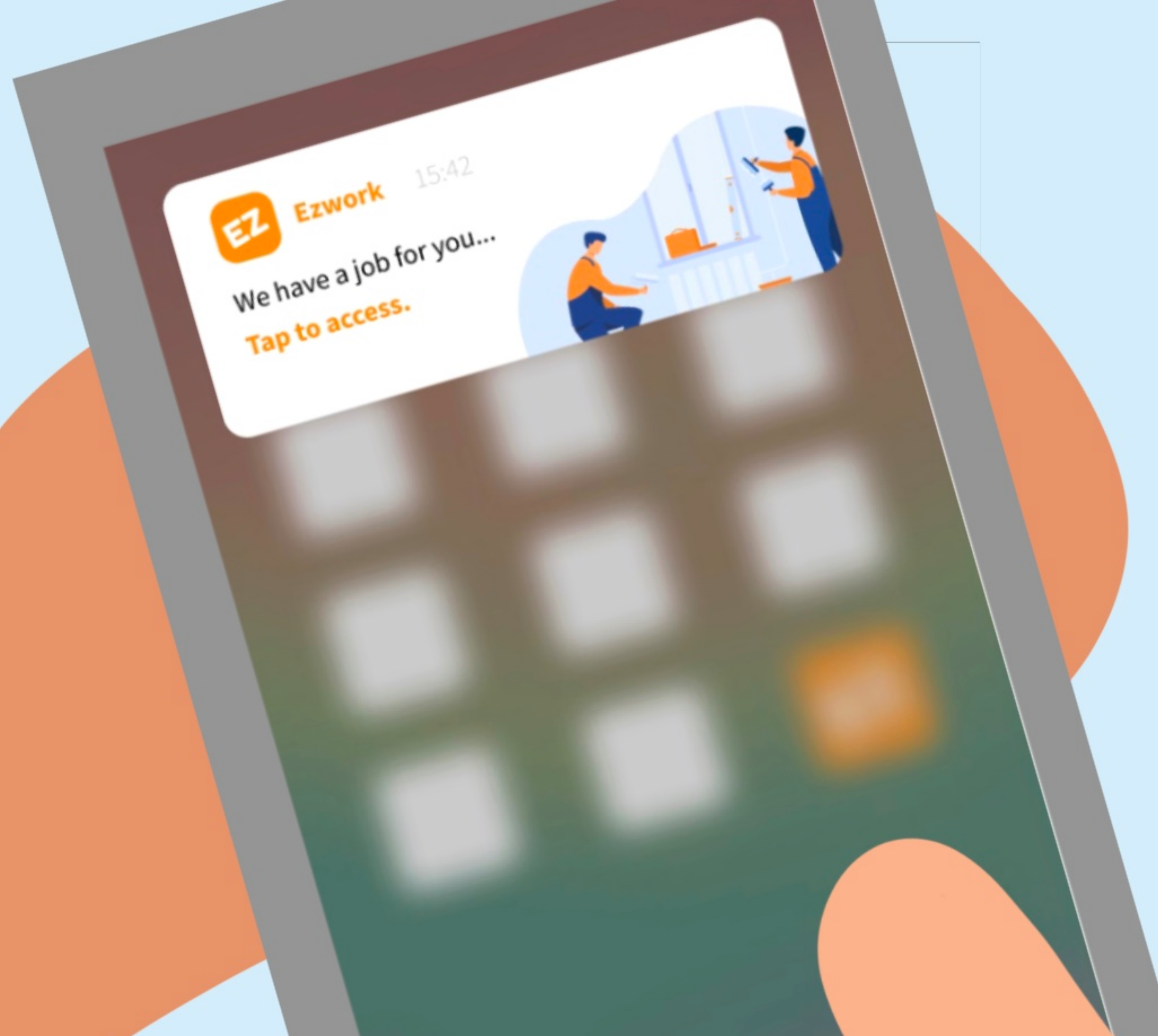


Leaking tap needs fixing and water heater not working. started 3 mins ago

Requested

#PL00254

He selects the job type as "electrician" and enters a job query "my fan is not working since morning" and he specifies a time slot as 4PM today, and he submits a job request.



Worker

The app says "we have received your request, we'll inform you as soon as we have someone to fix it" on the customer side. Chand pasha who is our EZwork registered electrician receives a notification of the same job on his phone.

EZwork

City station, Lucknow

Mr. Aranjeet

My fan is not working since morning, tried flipping switch no luck

#PL00254



Accept Job >

12/12/20

Posted 27 mins ago

Mr. Sharma

Wiring Issues. Not sure. Needs inspection.

#PL00235



Accept Job >

12/12/20

Posted 45 mins ago

Worker



EZwork

City station, Lucknow

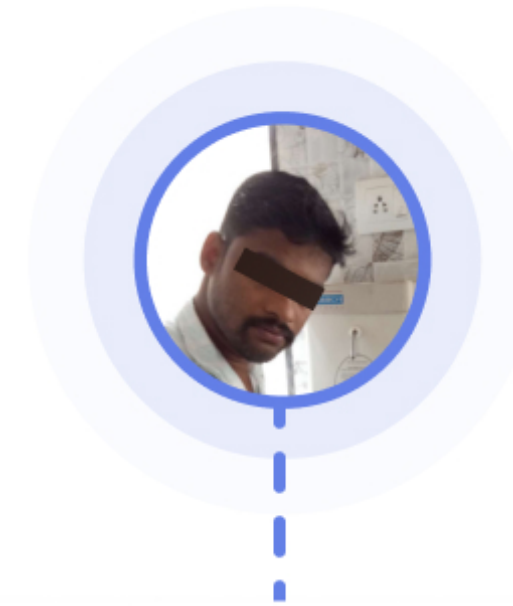


#PL00254

Worker is on thw way!

Worker will contact you for further details.

Jayaram
Electrician



Customer

Leaking tap needs fixing and water heater not working.

started 3 mins ago

Ongoing

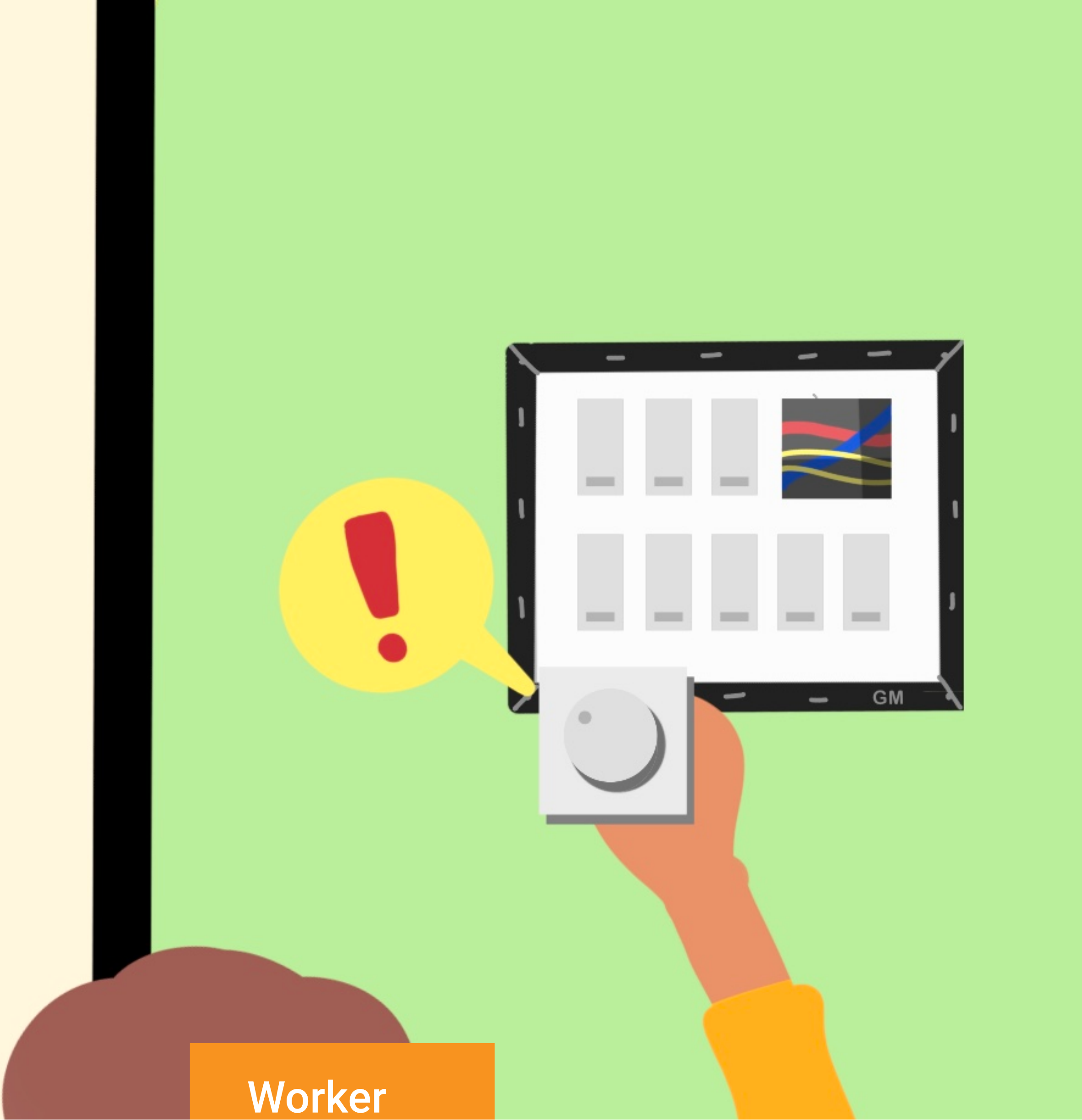
#PL00254

The worker accepts the job, and the status changes to connected to a worker.

Customer



Worker



The worker approaches the customer, investigates the problem, and finds out it's the problem with the fan regulator, so he suggests the fan regulator should be replaced.

Hardware store



Worker

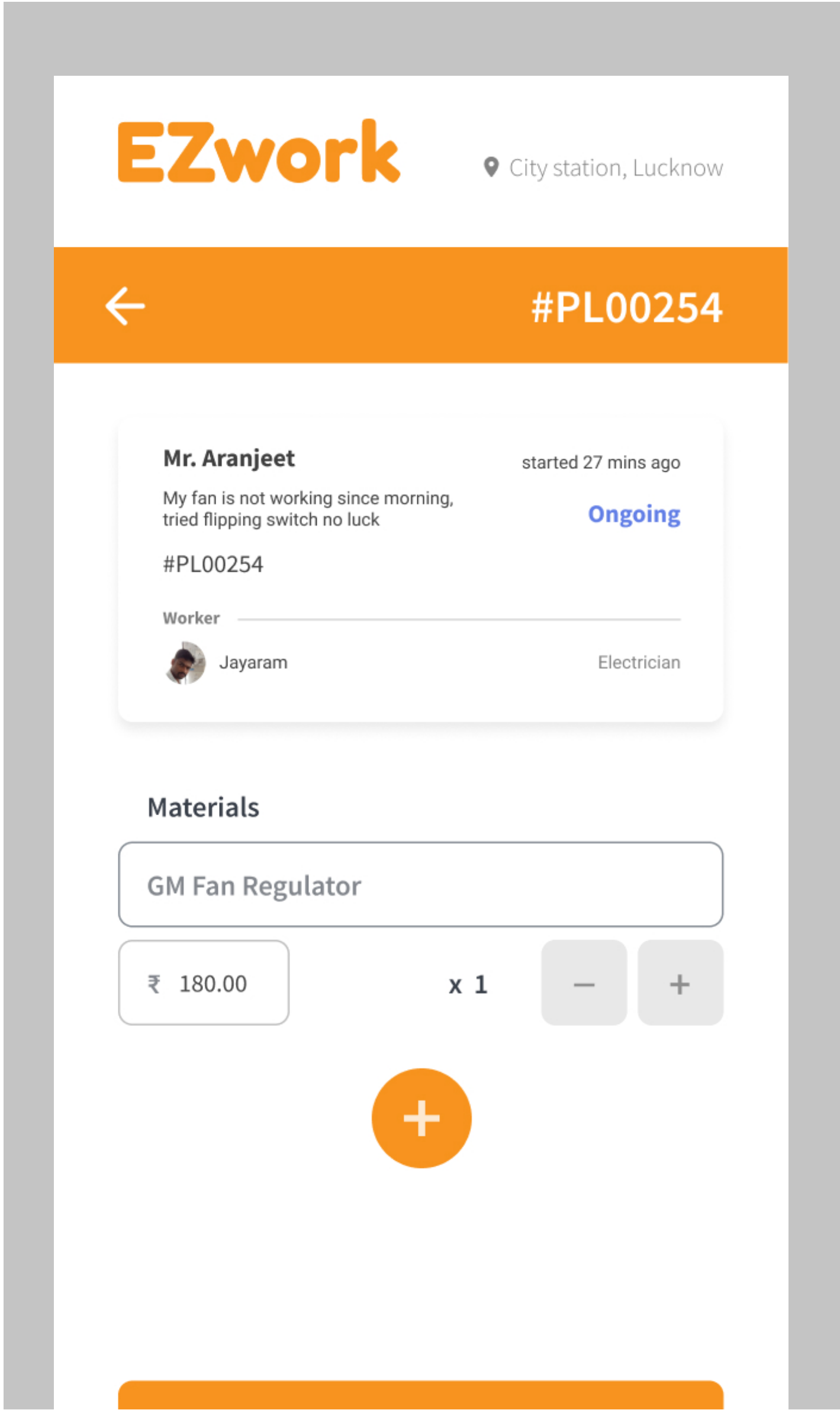
He goes to the EZwork store to get the materials.

Hardware store

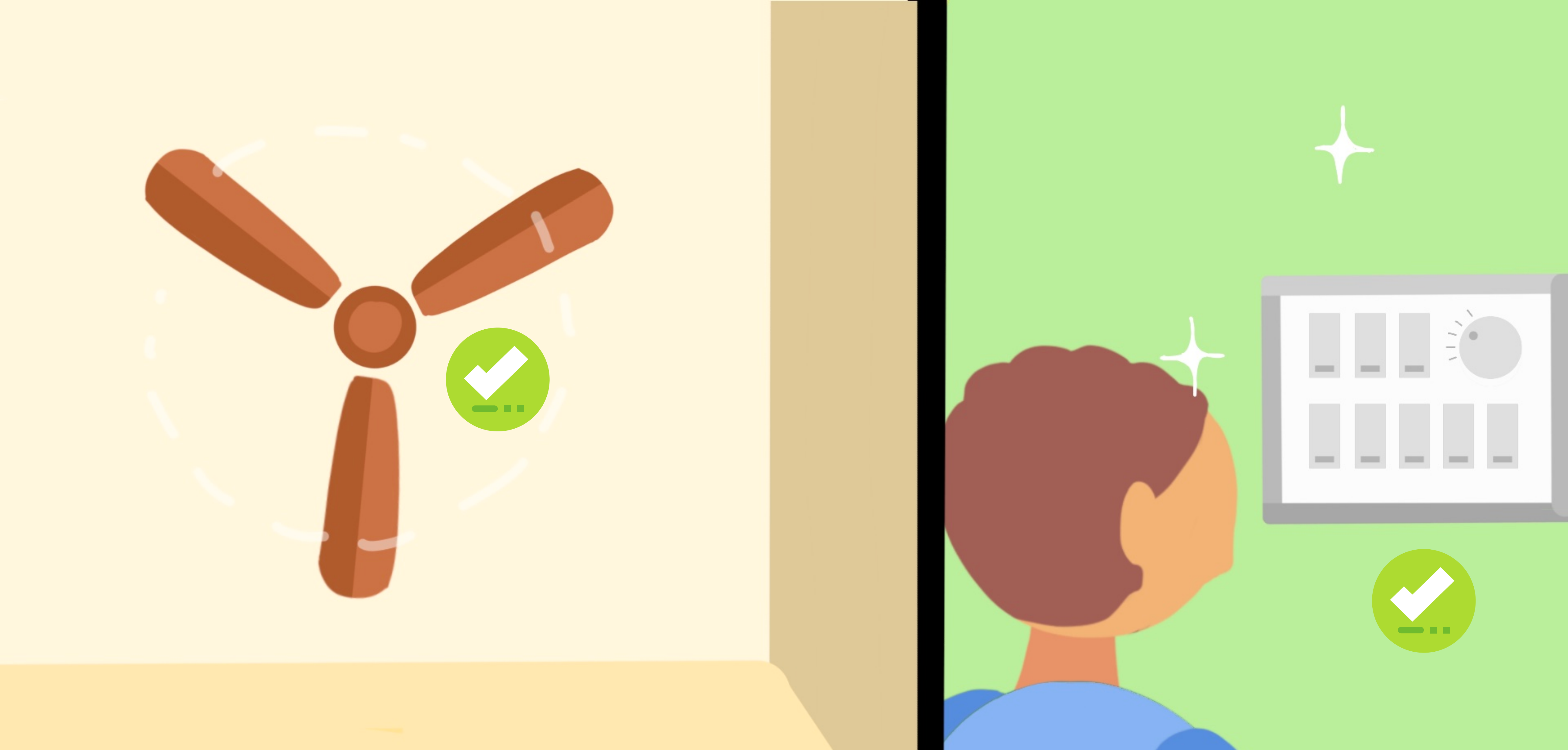
Worker

The field agent scans the barcode on workers phone to authenticate and connect with the job.

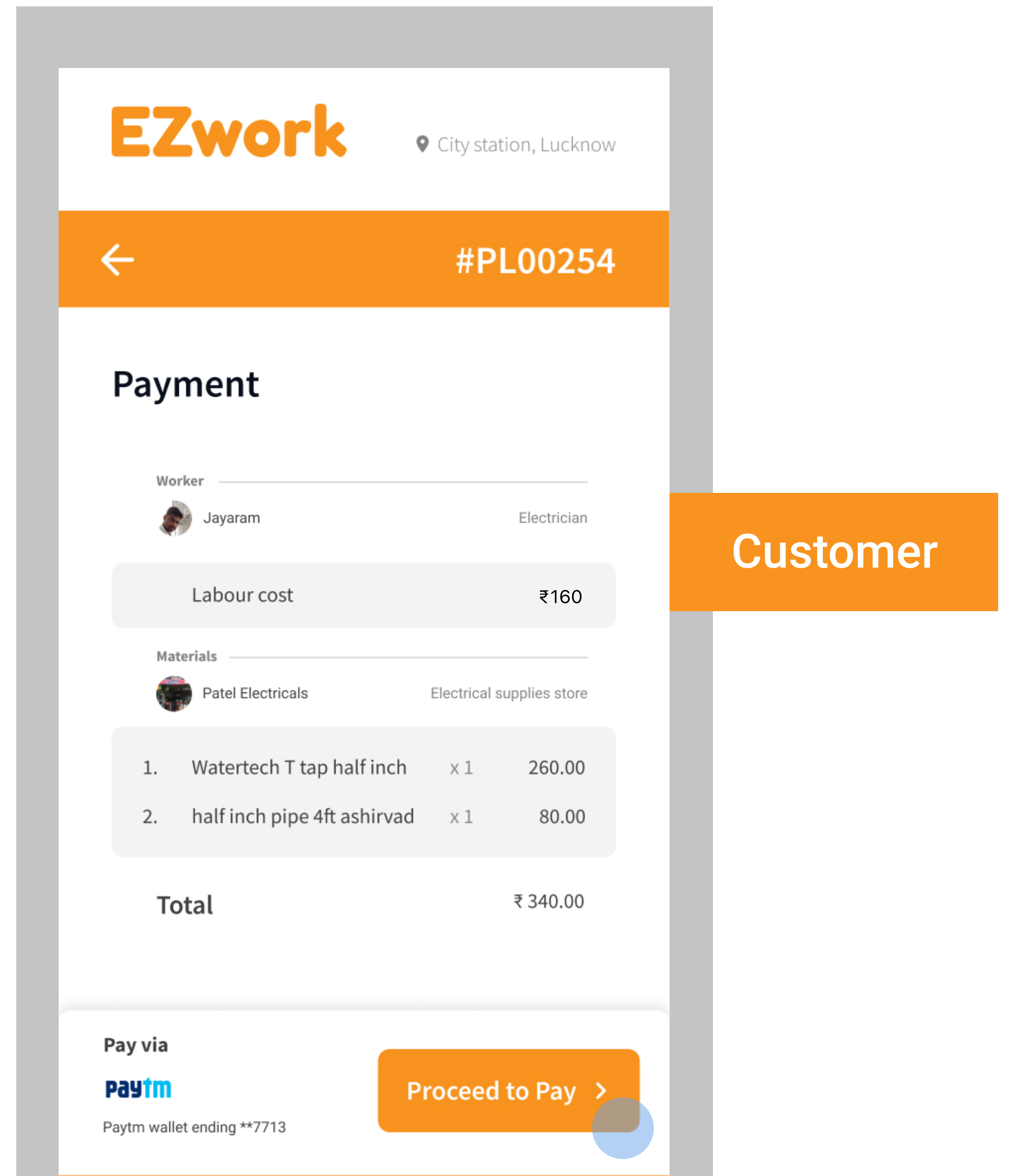
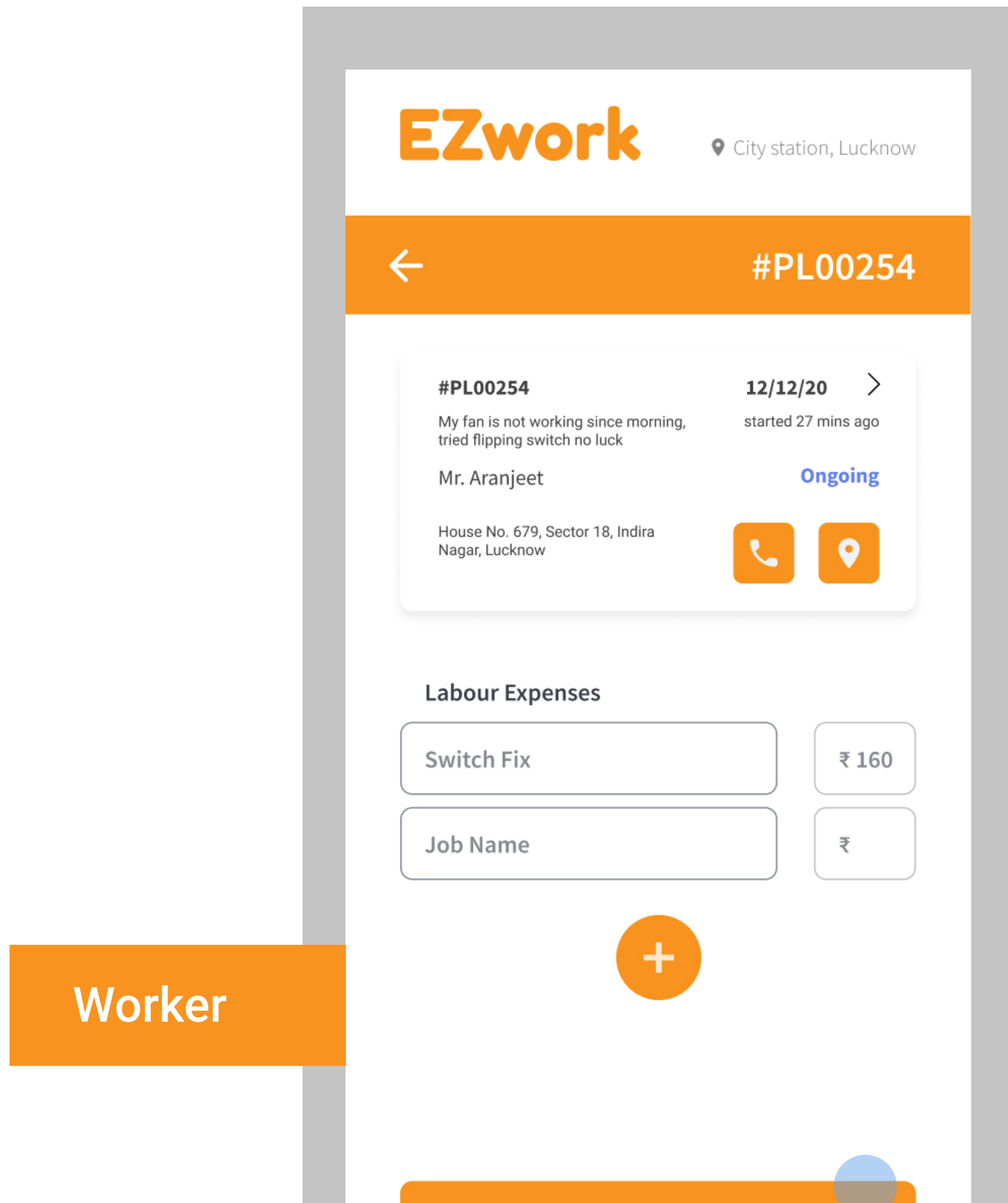
Hardware store



He then bills the materials into our system using our app.



The worker finishes the job.



He negotiates the price with the customer and inputs in his app. Combined bill of our convenience fee, materials bill and labour will be shown, and the customer can pay through cash, net banking or UPI through the app

Way Forward



- IITB Sine Pitch Template
- User Testing
- User Feedback

