

Homeshield

Proactive home maintenance made simple

Spec Status: **Draft** / Mentor Review / Team Review / Complete

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Summary

What is it? Think of this as your elevator pitch for your product. Limit it to a few sentences.

HomeShield is a comprehensive web service redefining how Americans care for their homes. By addressing the challenges of time constraints and lack of expertise in routine maintenance tasks, HomeShield offers personalized maintenance schedules, DIY resources, and access to vetted professionals, ensuring homeowners can efficiently manage their homes and protect their investments.

Problem Background

Who is the customer and what is the need or problem we're addressing? Why should we address this problem now? What are all of the things we know? How do we know this is a problem?

Customer and Problem:

Our customers are primarily homeowners in North America, particularly those in the 30-59 age range residing in suburban areas. The need we're addressing is the challenge these homeowners face in managing home maintenance due to time constraints and a lack of expertise. This leads to anxiety, financial strain, and diminished property value over time.

Why Address This Problem Now:

The timing to address this problem is ideal due to several factors:

- Increasing homeownership rates: With more people purchasing homes, there's a growing need for solutions to streamline home maintenance.
- Shift towards preventive maintenance: Homeowners are increasingly realizing the benefits of proactive maintenance in avoiding costly repairs down the line.
- Advancements in technology: Technology now allows for personalized solutions and access to information, making it easier to address home maintenance challenges.

What We Know:

Through in-depth research, including surveys and user feedback, we've gathered several key insights:

1. Cost is a significant concern for homeowners, especially regarding major repairs and ongoing maintenance expenses.
2. Many homeowners feel overwhelmed and lack the knowledge and time to perform maintenance tasks independently.
3. There's a demand for a platform that provides personalized maintenance schedules, DIY resources, and access to vetted professionals.

Homeowners value convenience, peace of mind, and cost savings when it comes to managing home maintenance.

How We Know This Is a Problem:

We conducted an extensive online survey targeting North American homeowners and renters, collecting 38 responses. The data analysis revealed common pain points, including cost concerns, lack of knowledge, and time constraints. Additionally, user feedback highlighted the frustration and anxiety experienced by homeowners when dealing with maintenance issues. These insights confirm the existence and severity of the problem we're addressing.

Goals

Talk about the general high-level goals of doing this work. What are we trying to accomplish by solving the problem?

By solving the problem of neglected home maintenance, our app strives to:

- Protecting homeowners' investments and reducing financial strain.
- Enhancing the overall living experience by simplifying home maintenance.
- Empowering homeowners with essential knowledge and confidence.
- Promoting positive habits that benefit both individuals and communities.

User Stories

Put 3-5 user stories here. Keep it high level. As a <type of user>, I want to <goal to be accomplished>, so that <reason for the goal>.

What problems the user has and expects to be solved

Suburban Homeowner with Children (Ages 5-12):

As a suburban homeowner and parent, I want personalized maintenance schedules to efficiently manage seasonal tasks, ensuring the value and future investment of my property.

Urban Renter with Partner and No Children:

As an urban renter with limited maintenance knowledge, I want access to DIY resources to address common issues in my home independently.

Urban Homeowner with Children (Ages 0-18):

As an urban homeowner with children, I want a convenient solution that saves time and energy, providing access to vetted professionals for complex jobs when DIY is not feasible.

Proposed Solution

What are you proposing as the solution to the problem being tackled? Keep this to a few sentences, again focusing on the WHAT, not the HOW.

HomeShield offers a user-friendly service designed to help homeowners stay on top of crucial maintenance tasks, reducing the risk of major breakdowns and enhancing the long-term value of their property. Our platform provides personalized maintenance schedules, DIY resources, and access to vetted professionals, ensuring homeowners can efficiently manage their homes with confidence.

Scenarios

What are your key scenarios (based on your user stories)? What is the definition of done (or acceptance criterion) for each of them? Note: This should be finalized as a team.

1. Suburban Homeowner with Children (Ages 5-12):

Scenario: Scheduling Seasonal Tasks

Definition of Done: The user can successfully create and customize a maintenance schedule within the app based on home type, age, and location.

Acceptance Criterion: The user receives a personalized schedule with tasks tailored to their single-family home, effectively managing seasonal maintenance needs.

Urban Renter with Partner:

Scenario: DIY Resources for Common Issues

Definition of Done: The user accesses a comprehensive library of how-to videos and articles within the app, guiding them to address common maintenance issues in their duplex.

Acceptance Criterion: The user successfully navigates the DIY resources, gaining knowledge and confidence in resolving common maintenance challenges independently.

Urban Homeowner with Children (Ages 0-18):

Scenario: Efficient Access to Vetted Professionals

Definition of Done: The user accesses the "Professional Marketplace" and efficiently connects with a vetted professional for a more complex job.

Acceptance Criterion: The user receives timely responses, transparent pricing, and efficient communication, streamlining the process of hiring a professional.

Measuring Success

Co.Lab Success Metrics

What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team.

Personalized Maintenance Schedule:

Definition of Done: Users can customize schedules based on home type, amenities, and location.

Timely Reminders:

Definition of Done: Users receive notifications for upcoming maintenance tasks, ensuring timely completion.

DIY Resources:

Definition of Done: Users access a comprehensive library of how-to videos and articles for basic maintenance tasks.

User Flow: users can input their home data, and receive a sample maintenance plan.

Reminder Demo: a showcase of multiple notification methods and how users can customize them.

DIY Guide Access: the search works smoothly, a few examples highlight difficulty levels, linked to reminders.

"Find a Pro": users can see a list of contractors for tasks

Product Success Metrics

Consider metrics you'd want to measure to consider the product a success. How would we know if we've solved the problem? What are the things we'd want to measure?

Churn Rate. How many people abandon the app after a short time? High churn needs investigation.

Task Completion. Are users marking reminders as 'done'? If low, it suggests a problem with either the reminder system or task clarity.

Feature Engagement. Which features are used?

Net Promoter Score (NPS): How likely are you to recommend this app?

Milestones & Timeline

What are the milestones and project stages within Co.Lab? How will you consider your roll-out plan? What about extending beyond?

Milestone 1 (Week 2): Draft project plan and initial user stories. Launch website on chosen cloud service.

Milestone 2 (Week 3): Create wireframes based on completed user stories.

Milestone 3 (Week 4): Begin development process, focusing on core functionalities such as onboarding, personalized task management, and DIY resources.

Milestone 4 (Week 5): Continue development, integrating backend and frontend components, implementing task management features, and refining user interface elements.

Milestone 5 (Week 6): Conduct prototype usability testing with potential users to gather feedback and iterate on the design and functionality.

Milestone 6 (Week 7): Finalize development, perform extensive testing, and prepare for the product launch.

Milestone 7 (Week 8): Launch the HomeShield platform, monitor user engagement, collect feedback, and make any necessary adjustments. Additionally, prepare documentation and presentations for Demo Day.

Beyond Co.Lab, the team could focus on continuous improvement and expansion of features based on user feedback and market demand. This could involve:

- Iterative updates and enhancements based on user feedback and performance metrics.
- Expanding the platform's offerings with additional DIY resources, professional services, or integrations with home maintenance providers.
- Scaling the platform to accommodate a growing user base and addressing any scalability concerns identified during initial rollout.
- Exploring partnerships or collaborations with relevant industry stakeholders to further enhance the value proposition for users.

Open Questions / Appendix

For any open questions about the problem or any assumptions that you might have.

How can we further optimize the onboarding process to improve user engagement?

Are there additional features or services that homeowners would find valuable but are currently missing from our platform?

How can we effectively manage scalability concerns, particularly regarding database management and frontend scalability?