

ChopFix MVP Scope & 3-Month Roadmap

Product Description

ChopFix is an on-demand platform connecting busy Nigerian professionals, single parents, and students with verified home cooks and cleaners. The platform addresses time poverty and trust issues by providing background-checked service providers with transparent pricing, flexible scheduling, and quality guarantees through a mobile-first application.

MVP Scope Definition

Core Value Proposition for MVP

"Book trusted, background-verified home cooks and cleaners in Lagos and Abuja within 2 hours, starting from ₦2,500/hour, with guaranteed quality and secure payments."

MVP Success Criteria

- **User Acquisition:** 500 active users in first 3 months
 - **Provider Network:** 50+ verified service providers
 - **Service Completion:** 200+ successful bookings
 - **User Satisfaction:** 4.0+ average rating
 - **Revenue Target:** ₦2M gross merchandise value
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MUST-HAVE Features (MVP Core)

Customer Mobile App

1. User Authentication & Onboarding

- **Phone number registration** with OTP verification
- **Basic profile setup:** Name, address, contact preferences
- **Simple onboarding flow:** 3-screen introduction to service
- **Terms acceptance:** Privacy policy and service terms

Why Essential: Foundation for all user interactions and legal compliance

2. Service Booking System

- **Service selection:** Cook, Clean, or Both options
- **Location input:** Manual address entry with GPS assistance
- **Date/time picker:** Today, tomorrow, or custom date selection
- **Duration selector:** 2, 3, 4, or 6-hour options
- **Special instructions:** Text field for specific requirements

Why Essential: Core functionality that delivers primary value

3. Service Provider Selection

- **Provider list view:** Available providers within 10km radius
- **Basic provider profiles:** Photo, name, rating, price per hour
- **Provider details:** Experience, services offered, brief bio
- **Availability display:** Real-time availability status
- **Selection confirmation:** Choose provider and proceed to payment

Why Essential: Trust-building through transparency and choice

4. Payment Processing

- **Single payment method:** Bank transfer integration (Paystack)
- **Cost calculator:** Transparent pricing breakdown
- **Payment confirmation:** Secure payment processing
- **Receipt generation:** Digital receipt via email/SMS

Why Essential: Revenue generation and transaction completion

5. Order Management

- **Booking confirmation:** Order details and provider assignment
- **Status tracking:** Booked → Provider Assigned → In Progress → Completed
- **SMS notifications:** Key status updates via text message
- **Basic customer support:** Phone number for urgent issues

Why Essential: Service delivery coordination and customer confidence

6. Rating & Feedback System

- **Service rating:** 1-5 star rating system
- **Text feedback:** Optional comment field
- **Provider rating:** Rate specific provider performance
- **Issue reporting:** Report problems or concerns

Why Essential: Quality control and trust building for platform growth

Service Provider Mobile App

1. Provider Registration

- **Application form:** Personal details, experience, services offered
- **Document upload:** ID, references, certification photos
- **Bank account setup:** Payment details for earnings
- **Profile creation:** Photo, bio, service rates

Why Essential: Provider onboarding and verification foundation

2. Availability Management

- **Calendar interface:** Set available days and hours
- **Service area:** Define coverage areas within city
- **Rate setting:** Set hourly rates for different services
- **Instant availability toggle:** Quick on/off for same-day bookings

Why Essential: Efficient matching between supply and demand

3. Job Management

- **Booking requests:** View incoming job requests
- **Accept/decline:** Quick response to booking requests
- **Job details:** Customer location, requirements, duration
- **Navigation support:** Basic directions to customer location

Why Essential: Service delivery coordination

4. Earnings Tracking

- **Earnings dashboard:** Daily, weekly, monthly earnings view
- **Payment history:** Completed jobs and payment status
- **Payout schedule:** Weekly automatic bank transfers
- **Tax information:** Basic earnings summary for records

Why Essential: Provider motivation and financial transparency

Admin Dashboard (Web-based)

1. Provider Verification System

- **Application review:** Manual verification of provider applications
- **Background checks:** Coordinate with verification partners
- **Document validation:** Verify IDs, references, certifications
- **Approval workflow:** Approve or reject provider applications

Why Essential: Trust and safety foundation

2. Operations Management

- **Booking oversight:** Monitor all platform bookings
- **Issue resolution:** Handle customer and provider disputes
- **Quality monitoring:** Track ratings and feedback patterns
- **Provider performance:** Identify top performers and issues

Why Essential: Platform reliability and quality assurance

3. Basic Analytics

- **User metrics:** Signups, bookings, retention rates
- **Provider metrics:** Availability, completion rates, ratings
- **Financial tracking:** Revenue, commissions, payouts
- **Geographic insights:** Service demand by area

Why Essential: Business intelligence and optimization

NICE-TO-HAVE Features (Post-MVP)

Enhanced User Experience

- **In-app chat:** Real-time messaging between customers and providers
- **Advanced search filters:** Price range, ratings, specializations
- **Favorite providers:** Save and rebook preferred providers
- **Service packages:** Bundled services with discounts
- **Loyalty program:** Rewards for frequent users

Advanced Functionality

- **Real-time GPS tracking:** Live location of service provider
- **Multiple payment methods:** Cards, wallets, installment plans
- **Subscription services:** Weekly/monthly recurring bookings
- **Emergency services:** Same-day urgent cleaning/cooking
- **Corporate accounts:** Bulk booking for offices and events

Platform Optimization

- **AI-powered matching:** Smart provider recommendations
- **Dynamic pricing:** Surge pricing during peak demand
- **Advanced analytics:** Predictive insights and recommendations

- **API integrations:** Connect with grocery delivery, security services
 - **White-label solutions:** Franchise opportunities
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3-Month Development Roadmap

MONTH 1: Foundation & Core Development

Week 1-2: Technical Setup & Architecture

Deliverables:

- Technical architecture documentation
- Database schema design
- Development environment setup
- UI/UX design system creation
- API structure definition

Key Milestones:

- ☒ Tech stack finalized (React Native, Node.js, MongoDB)
- ☒ Development team onboarded
- ☒ Project management tools configured
- ☒ Code repository and CI/CD pipeline setup

Week 3-4: User Authentication & Basic UI

Deliverables:

- User registration and login functionality
- Basic app navigation structure
- Profile management screens
- Authentication security implementation

Key Milestones:

- ☒ Users can register and login securely
- ☒ Basic app shell completed
- ☒ Password reset functionality working
- ☒ Profile creation and editing functional

MONTH 2: Core Features Development

Week 5-6: Booking System & Provider Profiles

Deliverables:

- Service selection interface
- Booking flow implementation
- Provider profile display
- Location and scheduling functionality

Key Milestones:

-  Complete booking flow functional
-  Provider profiles displaying correctly
-  Date/time selection working
-  Location services integrated

Week 7-8: Payment Integration & Order Management**Deliverables:**

- Paystack payment integration
- Order tracking system
- SMS notification system
- Basic customer support setup

Key Milestones:

-  Secure payments processing
-  Order status updates working
-  SMS notifications sending
-  Support contact system active

MONTH 3: Testing, Launch Preparation & Optimization**Week 9-10: Provider App & Admin Dashboard****Deliverables:**

- Provider mobile app completion
- Admin dashboard development
- Provider verification workflow
- Earnings and payout system

Key Milestones:

-  Providers can manage availability and accept jobs
-  Admin can verify and manage providers
-  Payment system working end-to-end

-  Basic analytics dashboard functional

Week 11-12: Testing, Bug Fixes & Soft Launch

Deliverables:

- Comprehensive testing (user, provider, admin flows)
- Bug fixes and performance optimization
- Soft launch with 20+ beta users
- Feedback collection and iteration

Key Milestones:

-  All critical bugs resolved
 -  Beta testing completed successfully
 -  First 10 providers verified and onboarded
 -  First 50 real bookings completed
 -  Public launch readiness confirmed
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Technical Architecture & Requirements

Technology Stack

Frontend (Mobile Apps):

- React Native (iOS and Android)
- Redux for state management
- React Navigation for routing

Backend:

- Node.js with Express framework
- MongoDB with Mongoose ODM
- JWT for authentication
- Socket.io for real-time features

Third-Party Integrations:

- Paystack (payments)
- Twilio (SMS notifications)
- Google Maps API (location services)
- Cloudinary (image storage)
- SendGrid (email notifications)

Infrastructure:

- Heroku (hosting)

- MongoDB Atlas (database)
- CloudFlare (CDN and security)
- GitHub (code repository)

Minimum System Requirements

Customer App:

- Android 8.0+ / iOS 12.0+
- 2GB RAM minimum
- 100MB storage space
- Internet connection required

Provider App:

- Android 8.0+ / iOS 12.0+
- 2GB RAM minimum
- 200MB storage space
- GPS capability required

Admin Dashboard:

- Modern web browser (Chrome, Firefox, Safari)
 - 1920x1080 screen resolution recommended
 - Stable internet connection
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Team & Resource Requirements

Core Development Team

Essential Roles:

- 1 Product Manager (you)
- 1 Full-Stack Developer (React Native + Node.js)
- 1 UI/UX Designer
- 1 QA Tester
- 1 Operations Manager (provider relations)

Budget Estimate:

- Development: ₦1.5M - ₦2.5M
- Design: ₦300K - ₦500K
- Testing & QA: ₦200K - ₦400K
- Operations: ₦500K - ₦800K
- Total: ₦2.5M - ₦4.2M for 3 months

Additional Resources

Legal & Compliance:

- Business registration and licensing
- Terms of service and privacy policy
- Service provider contracts
- Insurance coverage

Marketing & Launch:

- Brand identity and logo design
- Marketing website development
- Social media account setup
- Launch campaign planning

Operations:

- Provider recruitment strategy
 - Customer service protocols
 - Quality assurance procedures
 - Financial management systems
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Success Metrics & KPIs

User Acquisition Metrics

Month 1 Targets:

- 100 app downloads
- 50 completed registrations
- 20 first-time bookings

Month 2 Targets:

- 300 app downloads
- 150 active users
- 80 completed bookings

Month 3 Targets:

- 600 app downloads
- 300 active users
- 200 completed bookings

Business Metrics

Financial KPIs:

- Gross Merchandise Value: ₦2M in Month 3
- Average Order Value: ₦10,000
- Take Rate: 15-20% commission
- Monthly Recurring Revenue: ₦300K by Month 3

Operational KPIs:

- Provider Network: 50+ verified providers
- Service Completion Rate: >95%
- Customer Satisfaction: >4.0/5.0 rating
- Provider Satisfaction: >4.0/5.0 rating

Growth Metrics

Engagement:

- Monthly Active Users: 200+ by Month 3
- User Retention (30-day): >40%
- Booking Frequency: 1.5 bookings per user per month
- Provider Utilization: >60% of available hours booked

Quality:

- Customer Support Response Time: <2 hours
- Service Quality Rating: >4.2/5.0
- Provider No-Show Rate: <5%
- Payment Success Rate: >98%



Risk Mitigation & Contingencies

Technical Risks

Risk: Payment integration complexity

Mitigation: Start with single payment method, expand later

Contingency: Manual payment processing if needed

Risk: Scalability issues

Mitigation: Cloud-based architecture from day one

Contingency: Optimize and upgrade infrastructure as needed

Risk: Mobile app performance

Mitigation: Regular testing on various devices

Contingency: Progressive web app fallback option

Business Risks

Risk: Provider recruitment challenges

Mitigation: Competitive compensation and referral bonuses

Contingency: Partner with existing domestic service agencies

Risk: User adoption slower than expected

Mitigation: Aggressive marketing and referral programs

Contingency: Pivot to B2B corporate market

Risk: Competition from established players

Mitigation: Focus on superior user experience and trust

Contingency: Niche positioning (premium quality focus)

Operational Risks

Risk: Quality control issues

Mitigation: Strict provider verification and rating systems

Contingency: Insurance coverage and service guarantees

Risk: Regulatory challenges

Mitigation: Legal compliance from launch

Contingency: Adapt business model to meet regulations

Risk: Cash flow problems

Mitigation: Careful financial planning and reserves

Contingency: Additional funding or extended development timeline

Post-MVP Roadmap (Months 4-6)

Phase 2 Features (Month 4-5)

- In-app chat and calling
- Multiple payment methods
- Advanced provider matching
- Subscription services
- Corporate account management

Phase 3 Expansion (Month 6+)

- Additional cities (Port Harcourt, Ibadan)
- New service categories (laundry, gardening)

- API partnerships (grocery delivery)
- White-label franchise model
- AI-powered recommendations

Scale Preparation

- Series A funding preparation
- Team expansion planning
- Technology platform scaling
- Market expansion strategy
- Strategic partnership development

This comprehensive MVP scope provides a clear path from concept to market-ready product while maintaining focus on essential features that deliver core value to users.