

# UniqueService Platform – Trusted Service Platform for House Chores

<sup>1</sup>Marina Allahyar, <sup>2</sup>Abdulraof Naseh, <sup>3</sup>Yasamin Naeemi,  
<sup>4</sup>Abdul Rahman Ahmad Dahlan

<sup>1,2,3,4</sup> Kulliyyah of Information and Communication Technology, International Islamic University Malaysia

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**Abstract:** The purpose of this paper is to develop a conceptual business model to help needy people by providing them an effective service provider application through mobile and web based platform, called UniqueService. UniqueService is a business model which provides a helpful platform for people to find job easily, without searching around. These services are consisting of house holding and cleaning. People who need to find these kinds of job they can use UniqueService and they will be connected to the job buyers in a short time. There is also an option for helpful or donators who don't look for money but just want to help old and needy people to get the works done at home. Service buyers consist of people who provide job and service providers are those who are looking for job. "UniqueService" also provides the opportunity for wealthy people by providing them a platform to donate their donation to the needy and unable people. Literature Reviews, benchmarking, Business Model Canvas (BMC), 4 Lenses of Innovation, and Value Proposition Design (VPD) have been used as the methodologies for this paper [1, 2&14].

**Keywords:** Advertising, facilities, e-commerce, online platform, 4 Lenses of Innovation, BMC, VPD, EM.

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## I. INTRODUCTION

The world we know is changing every day along with the evolving busy schedule. There are new works and new tasks coming every day after finishing one. Everyday lifestyle of people is changing. Some busy wives at home want to hire someone to get the job in their house done without wasting the time, they want to pay but they don't want to miss their job just because of house cleaning and house holding. [15] Also there are some wealthy people that really want to help unable and poor people but they are out of time. Other people need some extra income but they really cannot find the service they can provide. UniqueService is providing opportunities to those busy women at home, to those who want to help poor and unable people and to those who prefer to spend their time on working and being with friends and family rather than spending it in the house just for cleaning and washing. Technology is here helping us to enrich ourselves and our way of living. People are using the internet, devices in every possible way they can to make the full use of it. There are many things that we can do by just some click which were so hectic 10 years ago. Now life has become easier than ever with the help of hundreds of types of electronic devices that technology gifted us in the last few decades. So UniqueService is website and mobile app that people can use it everywhere to get job and find workers [18].

## II. BACKGROUND

As people become more and more busy with their daily activities, mothers need some assistant with their house chores, their children need tutors to help them with their studies, wealthy people willing to help poor or orphan families but don't have time to look for, a student wants to give tuition and earn extra income but don't know to whom, Volunteer wants to help unable and old people but has no idea how. These all people need each. So, there should be some of a digital platform to solve this issue so that people won't have to search and look around for service seeker and providers. By using this platform, service seekers can contact and interact with service providers and vice versa.

### III. PROBLEM STATEMENT

There are many services where needy people required, as we mentioned in the background. Mothers have full time job they cannot accomplish their house chores like vacuuming, washing dishes, cooking. Other hand, there are some talented people who can assist with her house chores. But they cannot find a proper person and in suitable place. Tuitions for children become important but difficult to find tutor, wealthy people so minded to help poor and needy people but cannot find and poor people vice versa. Furthermore, some people want to serve unable and old people voluntarily but unable to find the deserving people. This company want to become a trusted media which is required to solve this problem by creating a bridge between service seekers and service providers.

### IV. LITERATURE REVIEW

#### A. ServisHero:

ServisHero is a company that provides local services on-demand via a mobile app in Southeast Asia. This company was founded in June 2015. ServisHero is based in Malaysia but already the service is available in Singapore and Thailand. They wanted to create a more effective way for consumers to find and compare local services in Southeast Asia. ServisHero claims to connect quality (as measured by their review and rating system) service providers via their mobile (including Android and iOS) and web applications. Consumers can use these applications to search and find from thousands of available service providers. Service providers need buy prepaid credits on the service that will allow them to bid for jobs. Service providers cannot bid if there is no credit in the provider's account. Credits do not guarantee a job. That incentivizes them to keep costs competitive and, as the company is not receiving any share, there's no extra charges added on. The company recommends leaving job posts and job requests for at least 24 hours to get enough responds. However, most of the time people responds to such postings within hours. ServisHero is already receiving big investments from investors like YTL, Golden Gate Ventures, Cradle Seed Ventures, and Lelong.my [17].



Figure 1: ServisHero website's user interface

#### B. Kaodim:

The Kaodim group is supported by leading venture capitalists including BEENEXT, East Ventures, KK Fund, 500 Startups and Ventura Capital. Kaodim enables users to find any service professional like a plumber, a wedding photographer, a yoga teacher, or an interior designer. They advertise themselves as the go-to platform helping customers to get the jobs done that are important to their city lives, everything from modeling their homes to photography, learning new skills and so more. At this moment, Kaodim is serving in Malaysia, Philippines, Singapore, and Indonesia. Their monetization model is similar to ServisHero's monetization model. Kaodim provides a good user experience in their web and mobile applications. In order to book a service, users need to choose the task, select the date and time and check out with payments. Users also have the choice to book for a service in advance via these applications. Kaodim has been using their customer's usage data to understand customer's usage habit to take better business decisions. Kaodim also have both

the iOS and Android application as well as a website but the problem is at the point of our inspection their Android app was not working as per several customer reviews in the Google Play store.

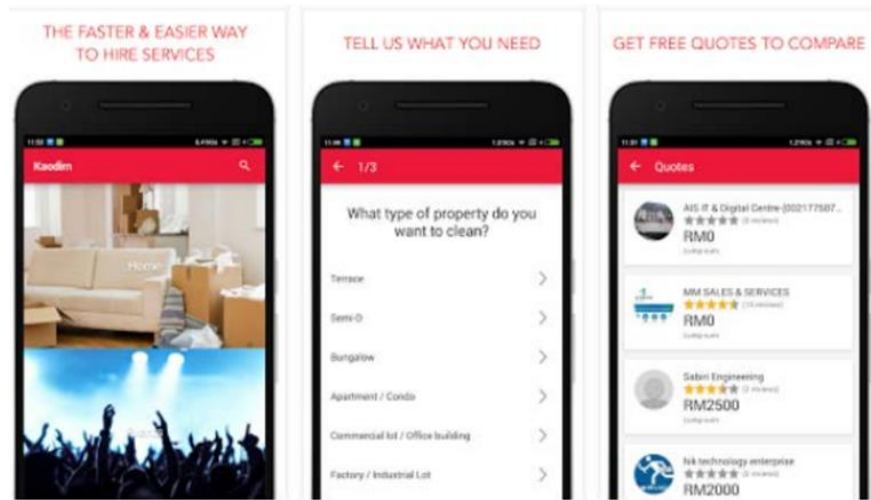


Figure 2: Kaodim android app’s user interface

## V. ENVIRONMENT MAP

### a) Key trends:

According to Scott-Macon (2014), the cleaning industry is about to grow faster between the years 2014 and 2020 at 4.3%, however in previous years from 2010 to 2013 it did 2.7%. Nowadays house cleaning is not a luxury but now it is necessary for house owners and specially working women to ask for some services to do their cleaning as well as other services in their house, because the lifestyle continues to change and improve day by day and it’s not 20 years back when people spent their weekends cleaning the house. But now people prefer to spend their weekends with friend and family and doing other things that has more value to them than cleaning. Therefore as people are requesting for more services there will also be more service companies available to do cleaning, washing and alternative work. So we should worry about growing service companies which will be functioning at the same stage as technology growth. As people have busy time so they value the time more than everything else and they will hire service professionals which are a proof of valuing the time. In addition there will be those companies which provide more than one service, such as repair jobs, new constructions and alteration work. Markets sector worth nearly \$60 billion in 2019 and it will grow that amount in 2030.

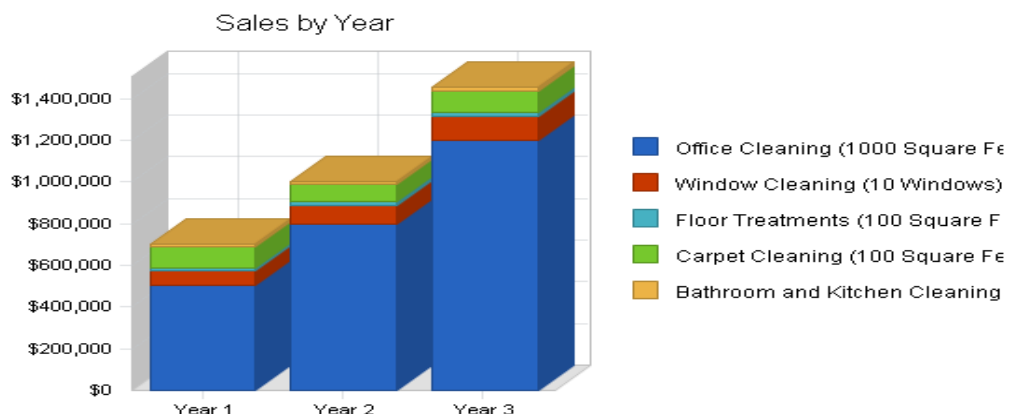


Figure 3: Markets sector worth (yearly)

### b) Market forces:

As cleaning industry is increasing and we can say that it is highly competitive with a huge number of advanced competitors and facility management companies. This industry has international and local players. As cleaning companies develop their investment on technology there will be an increase in demand and supply part of the market. So for our

company we are about to do a lot of surveys and interviews time by time which means at the end of each month in order to recognize the latest demand of the customer and attract new customers to supply to them. Also people will use house hold robots and educational robots which are a big thing to be worry about. In addition there is high demand of customer's that we should take care of.

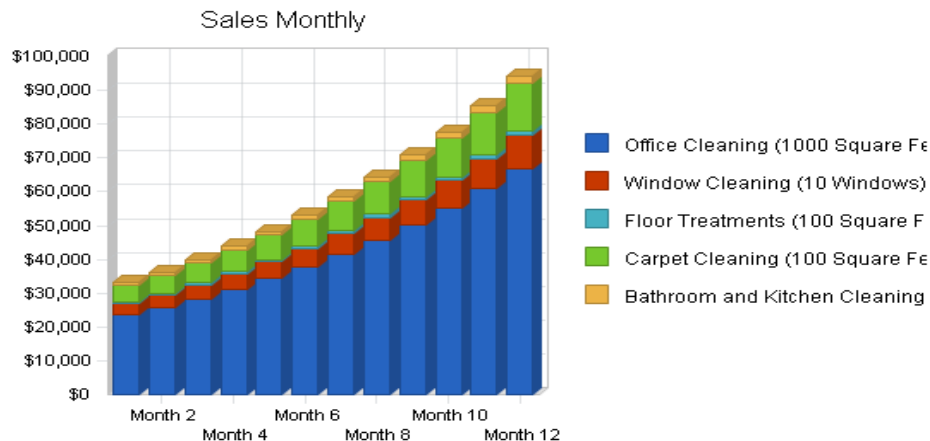


Figure 4: Markets sector worth (Monthly)

#### c) Microeconomic forces:

As cleaning companies are growing remarkably but still there is more to be done in order to get it to higher stages. Moreover, there is other aspects that we should consider such as consumers' behaviors, supply and demand for individual markets, and labor economics.

#### D) Industry forces:

The platform of UniqueService is a different platform compare to other cleaning service companies and UniqueService will be in touch to other collaborative companies through social media mostly email. The differences between competitors are also known by unique service. Following is an example of industry forces globally.



Figure 5: Cleaning industry

## VI. FOUR LENSES OF INNOVATION

Four lenses of innovation were popularized by Rowan Gibson, which is a method to power creative thinking and to be able to discover and seek new aspect of business and organization. Four lenses of innovation recognize how to generate new ideas by applying the following four techniques.

#### Challenging Orthodoxies:

From the aspect of challenging orthodoxies, UniqueService is about to challenge similar service companies by inventing a way to help rich and poor people by providing them with best qualities services with suitable prices and even no prices

services offered by donators to help old and poor people. This will help to find people who are willing to help others and to improve economic moreover, it will avoid wasting time. Customers may pay a little higher price as long as they are satisfied with the services.

### Harnessing Trends:

UniqueService also wants to harnesses the trends. As the name is indicating UniqueService will provide unique features as there is a remarkable growth in internet every day to avoid wasting time and to help all people find job easily. One of the unique features is that donators will work for free for people who are needy and out of budget.

### Leveraging Resources:

UniqueService is going to take the opportunities of new technology and create its branches in others cities as well. Also UniqueService will continues to collaborate with other service companies for instance service Hero and many more and order to get powerful and interact more customers as one of our main targets. UniqueService will create the mobile app as well.

### Understanding needs:

UniqueService is also considered about the needs of people and how to solve the frustration of them. UniqueService is providing a platform that people can get part time and full time job and to get an outcome at the end of the day. UniqueService is also a way for helping people who needs help. These ways will solve the problem of wasting time and staying jobless.

## VII. STRATEGY CANVAS

For UniqueService to have the capacity to compete with current existing systems, we should think and come up with new and proper methodology and approach and become the winner of the competition. Computerized patterns and modern technology innovations must be connected on. UniqueService realize the chances that our solution and value proposition can solve verity problem and help needy people by providing their needs. Assisting with house chores is something every mothers and wives want to have across the world. Find poor and needy people for donation is dream of wealthy people, get tuition is a beneficial work for children and tutors. To tackle this opportunities, UniqueService contributes this services which enable users to search and find easily and take advantages of services.

The next step in the strategy is to make good use of digital and add marketing which is very important to reach the customers. Marketing through social media platform may enable to reach millions of users across the world without boundaries to country or region. As the number of user using this services increase, UniqueService revenues and key partners will also increase directly proportional.

By looking the following strategy canvas figure, it is clear that their services for house chores are very low. Furthermore, there are no options for volunteers who want to help unable people and for wealth who want to donate for needy people financially and physically.

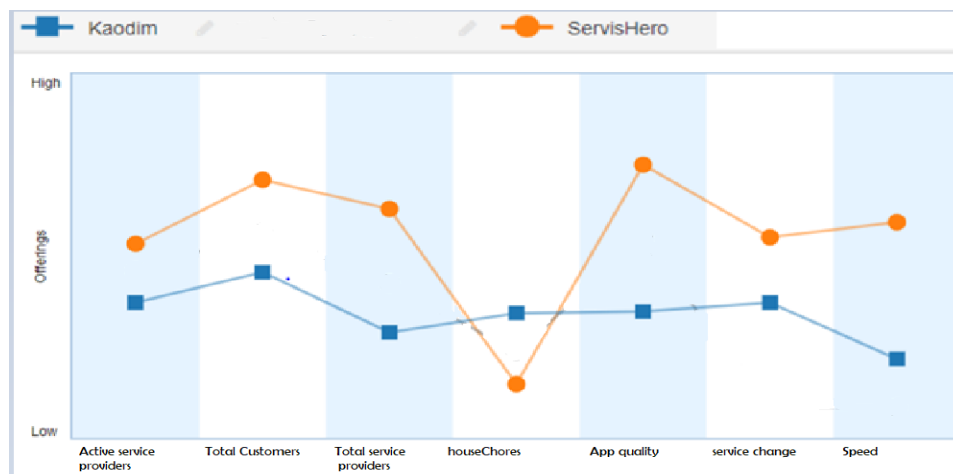


Figure 6: Strategy canvas for Kaodim & ServisHero

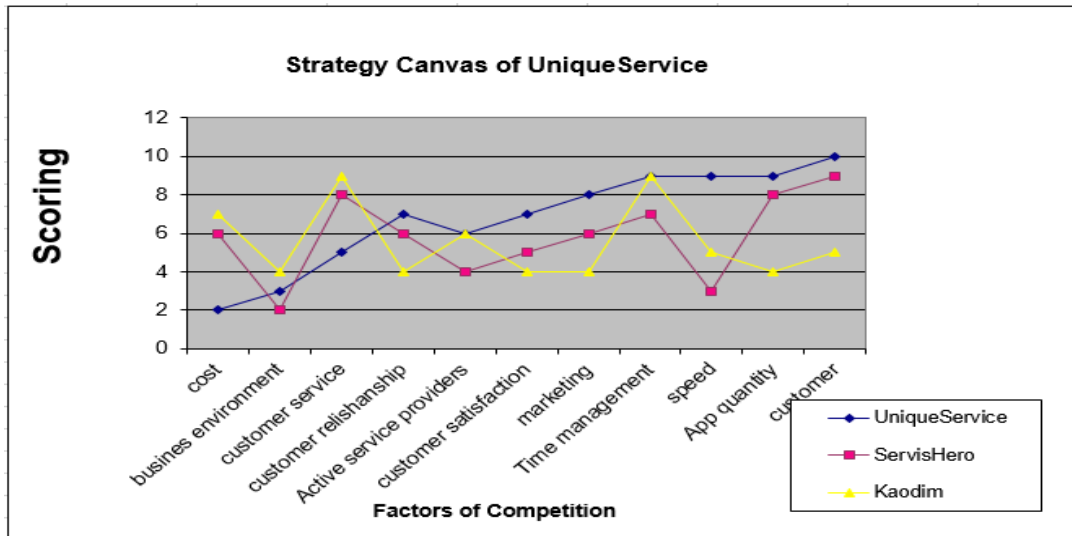


Figure 7: Initial Strategy canvas for Kaodim, ServisHero and UniqueService

### VIII. INITIAL BUSINESS MODEL CANVAS

Figure A below shows the initial business model canvas that has been produced

<b>Key partners</b> <ul style="list-style-type: none"> <li>Service providers</li> <li>donors</li> <li>Volunteers</li> </ul>	<b>Key activities</b> <ul style="list-style-type: none"> <li>Marketing</li> <li>Finding job</li> <li>Fulfil the demands</li> </ul>	<b>Values propositions</b> <ul style="list-style-type: none"> <li>Volunteers</li> <li>Help to unable People</li> </ul>	<b>Customer relationship</b> <ul style="list-style-type: none"> <li>Social media</li> <li>Review, renting and feedback</li> <li>Website</li> <li>Mobile app</li> </ul>	<b>Customer Segment</b> <ul style="list-style-type: none"> <li><b>Service providers</b> People how need to work -people who want to run their service business</li> <li><b>Service buyer</b> -people who need help</li> <li><b>donors</b> people how want help the poor people</li> </ul>
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>IT specialist</li> <li>Skilled service providers</li> <li>PC, Internet ,printers</li> </ul>		<b>Channels</b> <ul style="list-style-type: none"> <li>Website</li> <li>Mobile app</li> </ul>	
<b>Cost structure</b> <ul style="list-style-type: none"> <li>Maintenance cost</li> <li>service tools</li> <li>Fees for IT specialist</li> </ul>			<b>Revenue stream</b> <ul style="list-style-type: none"> <li>service buyer fees</li> <li>Advertisement</li> <li>Donation</li> </ul>	

Figure 8: Initial business modal canvas for UniqueService

### IX. INITIAL VPC

The value proposition canvas which consists of value map and customer profile has been created. This canvas is created after systematic analysis of customer’s needs and problem. Value proposition canvas helps to visualize the business plan and identify business risk early in the planning phase. Such models are useful to describe how the products and services create value to the customers.

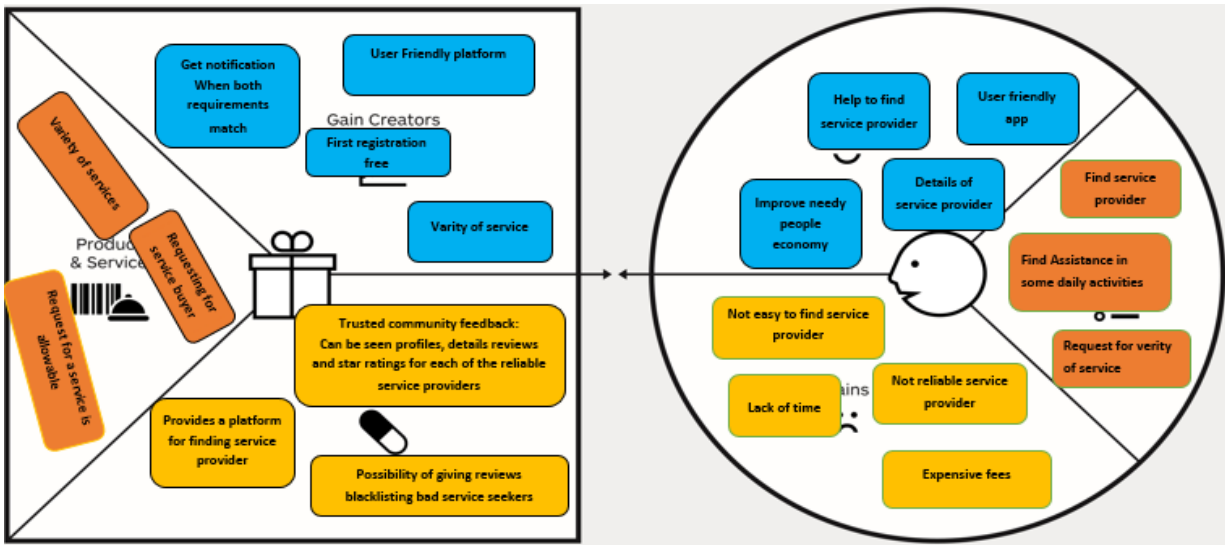


Figure 9: Value Proposition for service buyer

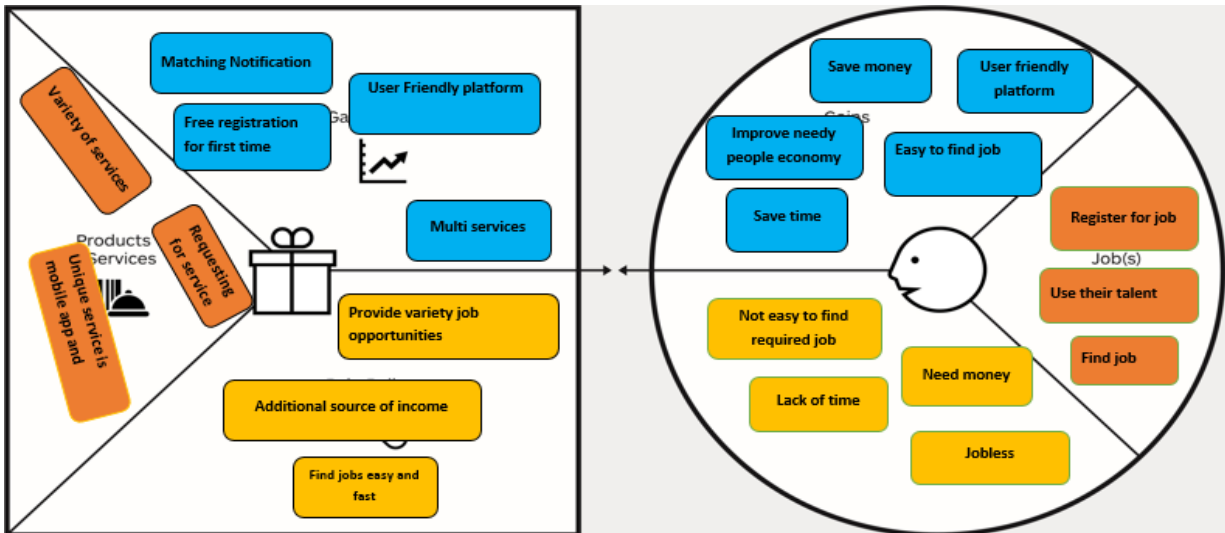


Figure 10: Initial value proposition for service provider

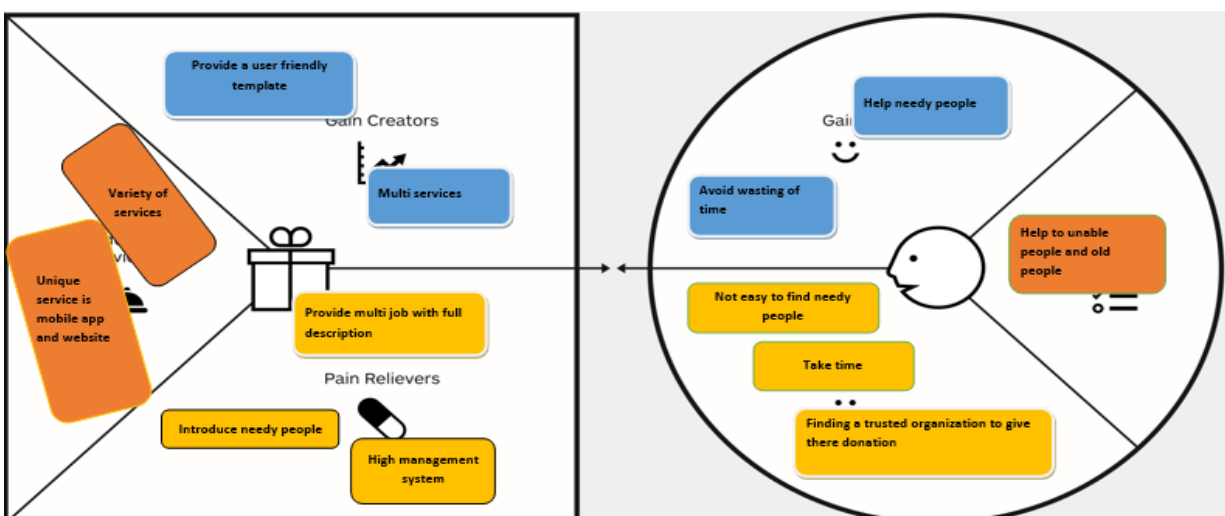


Figure 11: Initial value proposition for Donors and volunteers

## X. VALIDATION OF INITIAL BUSINESS MODEL

Primary research has been conducted through questionnaire to gather more information from specifically target desired groups which are the customer segment of UniqueService. The interaction with diverse of people and customer segments helps UniqueService in getting new ideas. The questionnaire was done through online platform using Google Forms which made it easier and faster to fill in for the respondents. The survey was done in three week time and have manage to collect enough data for analysis.

Based on the survey, 59 respondents have answered the questionnaires where 25.9% of them are males and 74.1% are females as shown in Figure 12. We were happy to get more responds from female because normally they need assistant in their home activities. To have clear idea we asked about how often they give

Charity and is it easy to get the most deserve people. For more information let's see the results.

### What is your gender?

59 responses

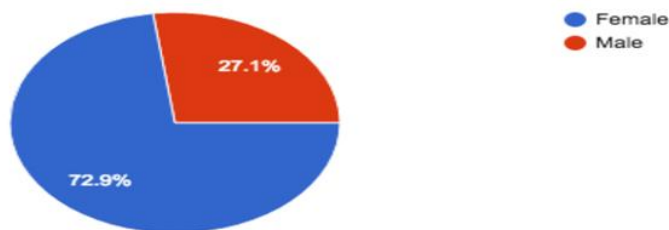


Figure 12

### Would you like to have a platform where you can find service providers and seekers?

59 responses

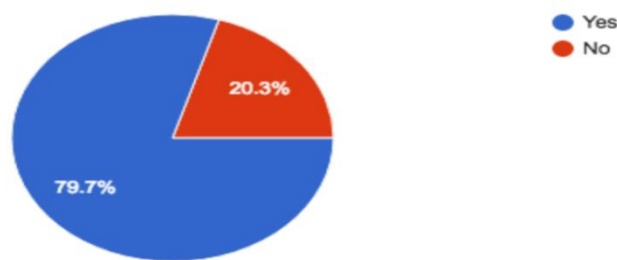


Figure 13

### How often do you help with unable and orphan families?

59 responses

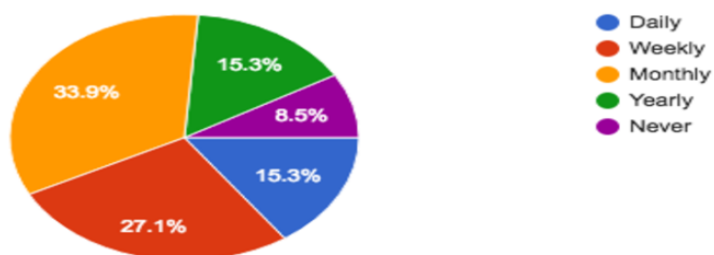


Figure 14



**What service you would wish to provide?**  
 59 responses

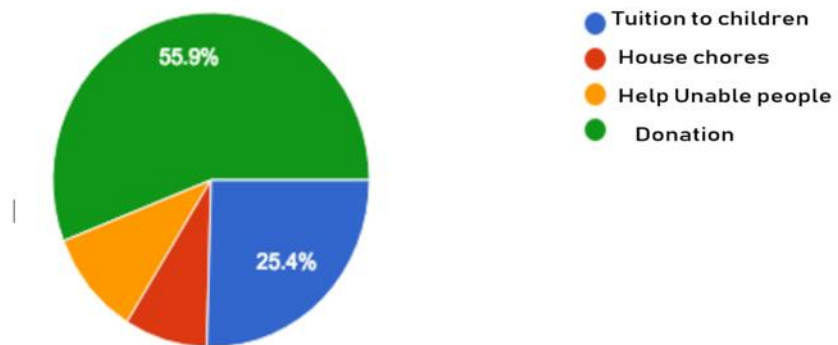


Figure 15

**Is it hard to find a deserving poor family to help?**  
 59 responses

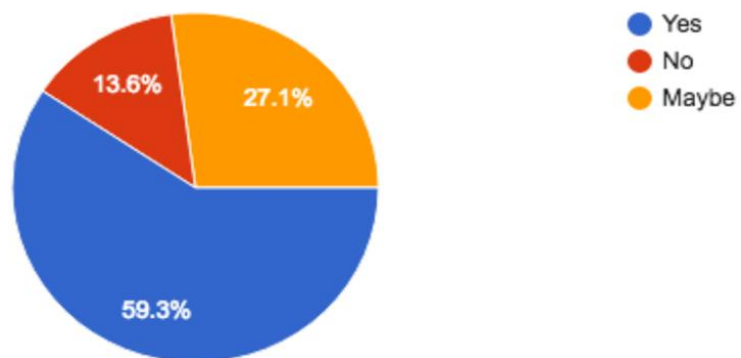


Figure 16

**What difficulties you face when you plan to give charity?**  
 59 responses

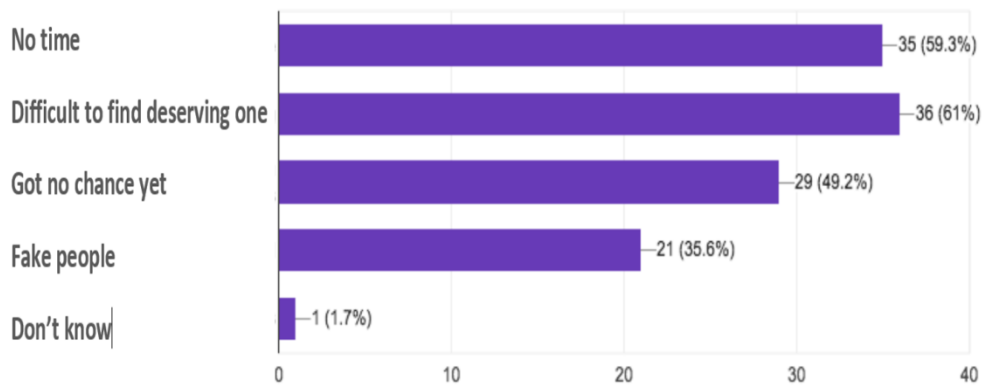


Figure 17

## Have you ever used any home service application before ?

59 responses

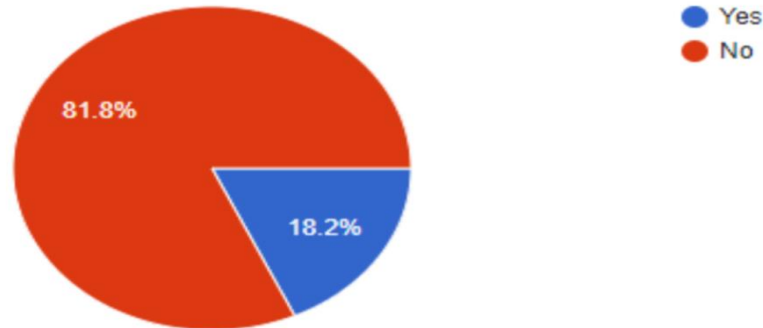


Figure 18

### XI. CONCEPTUAL SOLUTION

Shows the enhancement business model canvas that has been produced

<b>Key partners</b> <ul style="list-style-type: none"> <li>Service providers</li> <li>donors</li> <li>Volunteers</li> </ul>	<b>Key activities</b> <ul style="list-style-type: none"> <li>Marketing</li> <li>Finding job</li> <li>Fulfil the demands</li> </ul>	<b>Values propositions</b> <p><u>Service providers</u></p> <ul style="list-style-type: none"> <li>Time saving</li> <li>Additional income</li> <li>Maintain good customer relationship</li> </ul>	<b>Customer relationship</b> <ul style="list-style-type: none"> <li>Social media</li> <li>Review, renting and feedback</li> <li>Website</li> <li>Mobile app</li> </ul>	<b>Customer Segment</b> <ul style="list-style-type: none"> <li><b>Service providers</b> People how need to work -people who want to run their service business</li> <li><b>Service buyer</b> -people who need help</li> <li><b>donors</b> people how want help the poor people</li> </ul>
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>IT specialist</li> <li>Skilled service providers</li> <li>PC, Internet ,printers</li> </ul>	<p><u>Service buyer</u></p> <ul style="list-style-type: none"> <li>Convenience</li> <li>Essay payment</li> <li>Time saving</li> </ul> <p><u>donors</u></p> <ul style="list-style-type: none"> <li>Volunteers</li> <li>Help to unable People</li> </ul>	<b>Channels</b> <ul style="list-style-type: none"> <li>Website</li> <li>Mobile app</li> </ul>	
<b>Cost structure</b> <ul style="list-style-type: none"> <li>Maintenance cost</li> <li>service tools</li> <li>Fees for IT specialist</li> </ul>			<b>Revenue stream</b> <ul style="list-style-type: none"> <li>service buyer fees</li> <li>Advertisement</li> <li>Donation</li> </ul>	

Figure 19: Enhance Business Model Canvas for UniqueService

**A. Customer Segment:** As in Figure, the customer of UniqueService are from three categories service providers, service buyers and donors.

**B. Value Proposition**

It is believed that the value proposition offered by this business plan will attract many service providers and service buyers. This system will surely benefit the service providers to advertise their services more efficiently and organized. . Every person can make money using this platform by doing something that they have skills and they like. Also for donors make a way to help the people.

**C. Channels:**

Website and mobile app are our channels that can be used by people to promote the UniqueService platform.

**D. Customer Relationship:**

Customer relationship can be defined as relationships between specific customer segments to ensure the survival and success of companies for UniqueService customer relationship maintenance will be basically done by the social media, website and mobile apps.

**E. Key Resources:**

Fundamentally, key resources are one of the important assets needed to make sure business model work. Basically, every business needs them to generate value propositions, serve its customer segment and deliver the product to the customer. Key resources for UniqueService are our IT specialist, our service provider and our tools.

**F. Key Activities:**

Key activities are also one of the vital blocks for a company run successfully. Our key activities are marketing, finding jobs for job seekers or service providers and fulfilling the demands.

**G. Key Partners:**

Basically, these partnerships are important for UniqueService to implement our Key Activities, contribute to our Value Proposition and to our Customer Segment. Our service providers, donors and volunteers are our key partners.

**H. Cost Structure:**

Cost structure explains the cost that must be spent by the company in order to maintain the business. So for us, cost structures are maintenance cost, service tools and fees for IT specialists.

**I. Revenue Stream:**

Revenue Stream is one of the important blocks that elaborates the earnings that a business gets by subtracting the costs from the revenue generated from each customer segment. We will make revenue from service buyer fees, advertisement and donation.

**ENHANCEMENT VPC**

UniqueService helps families to get assistance in home chores as well as provide help for unable people, at the same time wealthy people also can contribute to help poor and orphan families. The value that needs to be added is the donation and charity for needy people from wealthy and rich. Besides, customers also want to easily find services, buyers and service providers as the current system makes majority of them feel bored.

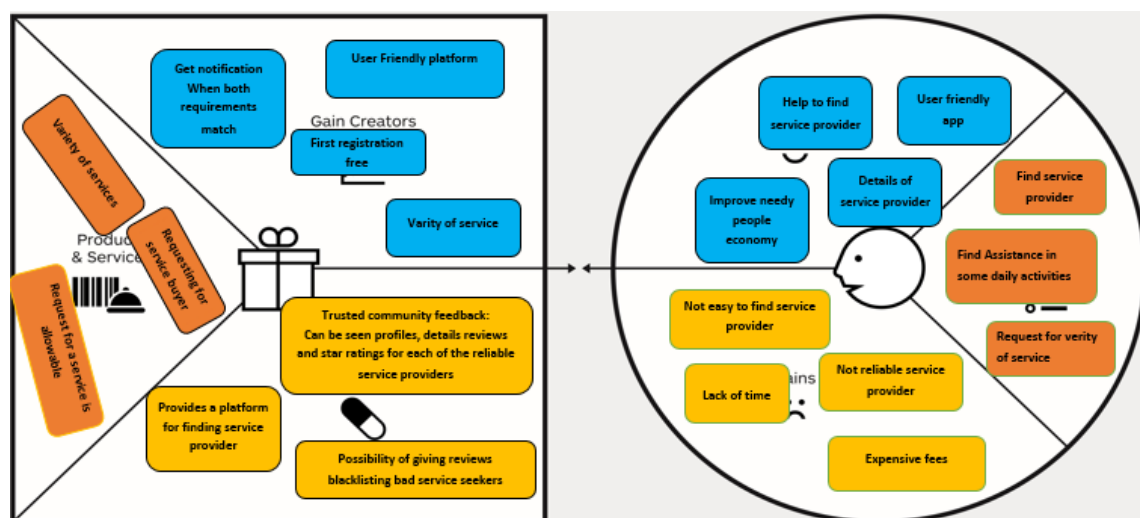


Figure 18: Value Proposition for service buyer

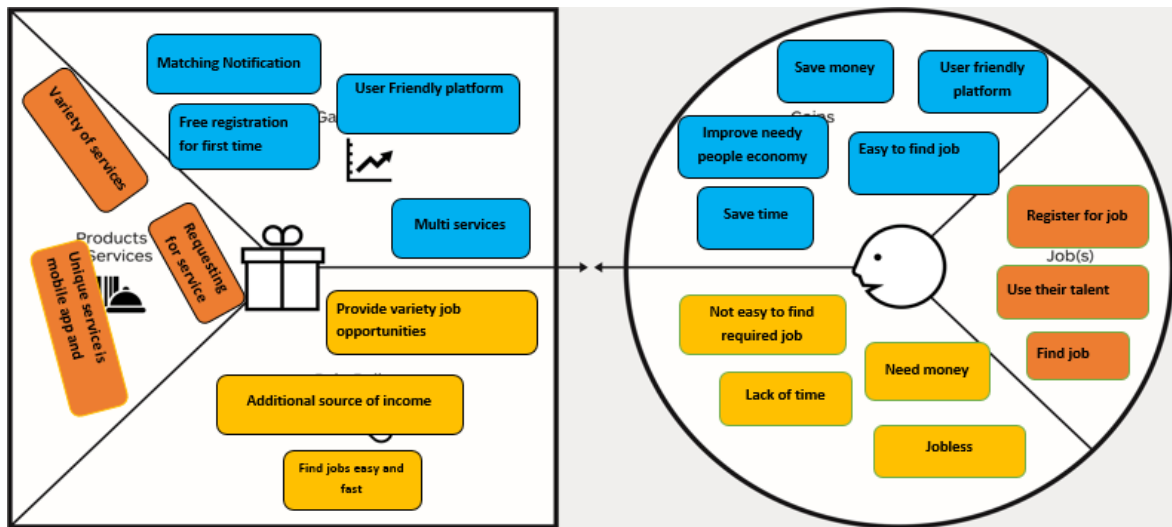


Figure 19: Value Proposition for service provider

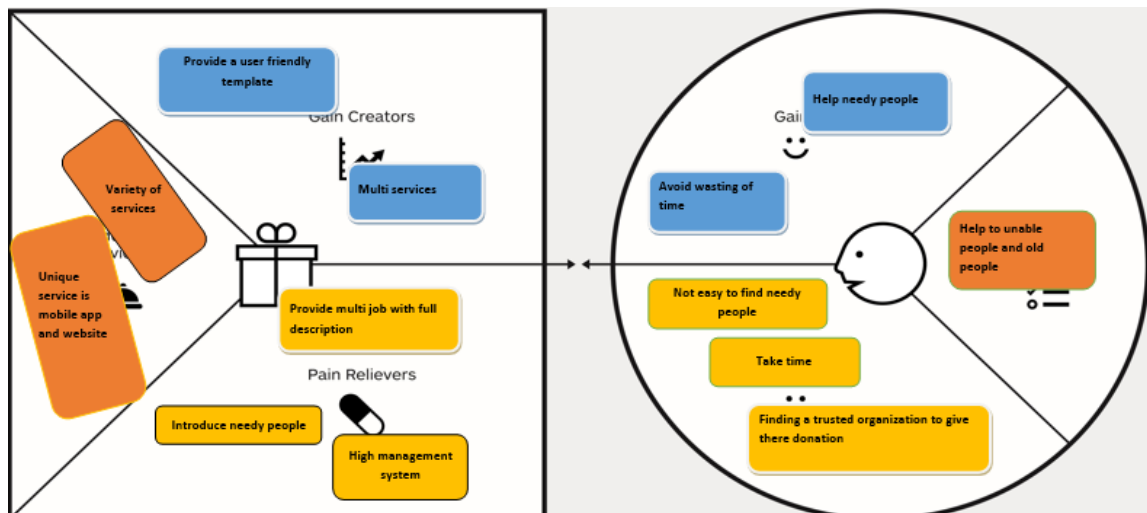


Figure 20: Value Proposition for service donor

## XII. CONCLUSION AND FUTURE WORKS

In conclusion, this conceptual solution will give benefit to society especially in having a better and optimum time management. For example, for those women who have job they can ask for some services to do their cleaning as well as other services in their house, so the will save their time for other important and priority matter that can be done. In future works, we are planning to develop a business plan for this application to be fully deploy and commercialize.

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