Hi, I'm Ghanshyam

I'm **effectively find verified roads, schedule services, and manage rides** with confidence — **in minutes**.

Problem

Finding reliable household help is time-consuming and risky. Families struggle with trust, safety, and coordination. Traditional methods lack transparency and reliability.

Solution

This app takes dispute-free reliability, transparent pricing, and verified professionals to make finding household help effortless.

Impact

Finding and hiring household help becomes effortless, reliable, and stress-free. Families save time, trust their choices, and enjoy peace of mind.

Design Process

User Research

To Understand Our Users

Interviewing

10 one-to-one insights were uncovered through **surveys and interviews**, uncovering **identify real needs and shape a more meaningful and user-centered** solution.

Have you found it challenging to locate a reliable household helper?

In search of trends your primary challenges when hiring a helper?

Have you had trust or safety concerns while hiring a new helper?

Would you prefer to hire through a verified digital platform?

Do you find it hard to replace a rated or short-notice?

Are you open to using a mobile app for doing hiring?

Would you find it helpful to read more about negotiation/hiring workshops?

Survey Insights

30% couldn't agree were between 18-25 years.

35% couldn't agree were between 26-35 years.

20% couldn't agree were 36-45 years.

15% couldn't agree were 46+ years.

90% of people need pre-verified helpers.

67% would consider an app based on ratings and reviews.

Interaction Questions

Detailed user interviews helped uncover **pain points, behaviours, and expectations — guiding smarter design decisions.**

Can you tell me about yourself and your daily routine?

Do you currently have household help (cook, maid, nanny)?

How do you currently find or hire a helper?

What challenges do you face when hiring a helper?

What difficulties have you faced while hiring a maid?

What problems do you face with availability or scheduling?

How do you feel about an app to hire services like Urban Company? How comfortable are you using mobile apps for daily services?

Would you prefer a fixed price or hourly rate? Why?

What information would you like to see before hiring a helper? Would you prefer: Rending, Insurance, or ratting before hiring?

Interviewing

What Our User Think & Feels

Says

- "I'd like to see a clear 'Verified Helper' tag."
- "Trust is the biggest thing I look for in a helper."
- "Ratings and reviews are important to me."
- "I want to know the price before I book anything."
- "I'd feel safer if there's a SOS button in the app."

Thinks

- Worried about the safety of my home.
- Want to know the background of the helper.
- Want to know the price before I book.
- Want to know the price before I book.
- Want to know the price before I book.

Does

- Ask friends and family for recommendations.
- Check reviews and ratings online.
- Compare prices from different sources.
- Discuss the terms with the helper before finalizing.
- Keep a mental checklist of what to ask.

Feels

- Anxious about safety and trustworthiness.
- Frustrated by the lack of transparency in pricing.
- Overwhelmed by repeated hiring and replacements.
- Relieved when a reliable helper is found.
- Hopeful about using a trusted app for hiring.

Interviewing

Getting to Know Our User

Age: 35 years old
Occupation: IT Professional
Family: Married, No Kids

About
Ankit Kumar is a IT Professional, married, with no kids. He's a busy professional that prefers reliable "set it and forget it" services. He's tech-savvy, but's tired of chasing people. He's busy, tired, and doesn't have time for "drama".

Goal
Find a reliable and verified household help quickly.

Pain Points
Finding a trustworthy helper is a real time and effort drain.

Needs
Stop wasting time and energy.

Insight

Time is gold. **A trusted maid without running around or depending on others every time.**

Wireframing

From Discovery to Checkout

Wireframing

From Content to Clear Navigation

User Journey

A Day in the Users Gharshasyak Journey

Site Mapping

Structure Behind the Design

Wireframing

Wireframing the Experience

Wireframing

Turning Ideas into Beautiful Screens

Verify Yourself

Verify Yourself

Book Your help