

UNDERSTANDING USERS' BEHAVIOUR THROUGH DATA ANALYTICS AND TRANSACTION TRACKING METHODS WITHIN MOBILE APP

CONTEXT

ResidentButler is a company that launched Singapore's first E-Noticeboard mobile app called Tack It!® - Resident NoticeBoard™ and is currently available for download from the App Store and Google Play, catering to about 5,000 housing estates in Singapore. Today, there are about 120 types of broad ranging services made available through the app. It is based on a business model (EstateEconomy™) where home estates are transformed into marketplaces for basic services.

The mobile app provides commission-free advertising spaces to individuals and corporates (RSPs - ResidentServices™ Providers), who advertises their services in their own home estate. Residents in each estate can directly contact any of the services offered by their nearby RSPs.

Currently, the app serves more like a directory of services and users do not need to contact the RSPs through the app. They can simply contact them via the contact numbers displayed within the app. In addition, transactions and activities on the app are not recorded and tracked. Hence, transaction details of each service such as quantity, frequency, value, industry trends, and the income of the respective RSP are not collected. Without this information, it is difficult to understand users' behaviour and to make the experience more engaging for them.

Therefore, ResidentButler is seeking a digital solution to efficiently enable, track and manage communications and transactions between residents and RSPs within the mobile app.

PROBLEM STATEMENT

How might we provide an integrated mobile platform that can enable, track and manage communications and transactions between app users (home residents) and ResidentServices™ Providers (RSPs) and effectively connecting and engaging them, so that we can turn these data into valuable insights, predictions and decisions?

WHAT ARE WE LOOKING FOR

A Proof-of-Concept (POC) digital mobile platform that can enable, track and manage communications and transactions, that are intuitive and user-friendly with the following capabilities:

- Study residents' behaviours in each estate.
- Find the correlation among type of services, price of services, and type of estates where services are offered.
- Predict trends of services offered.
- Discover new type of services in demand.
- Extract and study the raw data and transform into useful statistics and product reports for next course of action.

There are no restrictions on the geographic location of the problem solvers who may choose to apply to this challenge. However, the POC needs to be demonstrated in Singapore.

POSSIBLE USE CASE

Jenny's kitchen sink pipe bursts in the morning. As a user of Tack It!® - Resident NoticeBoard™ mobile app, she logs into the app and searches for the advertised plumber of her estate who is among the RSPs for 120 services listed.

Upon identifying the plumber, John, who has received many positive reviews, Jenny presses the CALL button in the app to reach him. Over the phone, John guides Jenny to turn off the water valve first to stop the leakage. While waiting for John to come to her flat, Jenny presses the CONFIRM button to indicate the engagement of John for the plumber job. Since John stays near Jenny's residential block, he is able to show up within 15 minutes. He examines the condition and replaces the pipe joint.

Jenny then makes the payment transaction via the app, knowing that if she does so, she will receive a rebate which can be used to deduct the payment for the next service she purchases. Once the payment is made, she presses JOB COMPLETED, and gives a review of the work done.

WHAT'S IN IT FOR YOU

SGD 20,000 of prize money (GST-inclusive, if any) for each winner of this challenge (see Award Model).

Opportunity to co-create an innovative business solution with ResidentButler.sg, with the potential to scale globally.

EVALUATION CRITERIA

The Applicants shall be evaluated in accordance with the evaluation criteria set out below:

Solution Fit

- To what extent does the proposed solution address the problem statement effectively?

Solution Readiness

- How ready is the proposed solution to go to market?
- Is there any evidence to suggest capacity to scale?

Solution Advantage

- Is the solution truly innovative, does it make use of new technologies in the market, and can it potentially generate new IP?

Company Profile

- Does the product have user and revenue traction?
- Do the team members possess strong scientific/technical background?

AWARD MODEL

30% of the prize money will be awarded to each selected finalist at the start of the POC, with the remainder 70% to be awarded during the POC, based on milestones agreed between ResidentButler.sg and the solver.

Note that a finalist who is selected to undertake the POC will be required to enter into an agreement with ResidentButlersg that will include more detailed conditions pertaining to the POC.

DEADLINE

All submissions must be made by **14 February 2020, 1600 hours (SGT/GMT +8)**. ResidentButler.sg and IMDA may extend the deadline of the submission at their discretion. Late submissions will not be considered.