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Home Services:-A Premium, Progressive, Cost Effective and Customer Friendly Doorstep Service Delivery

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ABSTRACT:India's largest services marketplace is by providing home services and practices for both consumers and professionals. This Service is termed as Hyper-local Service. The basic idea is to define how local services and servicemen were being hired in India. On regular time when there is requirement of services such as painting or carpentry at home, we ask our friends or neighbours for the people who might provide good service. Hyper local service redefines the same concept by providing professional service man at doorstep. These Services of hyper local market is being provided by mobile and was just founded in year 2014 but within the short span till 2019 the mark of 100 core annual revenue. Urban Clap as an organization uses technology to simplify the process of finding the right service professional. The Professional service does include variations from Home salons to cleaning the houses. Until now, companies like Surekha have just created listing platforms where information of professionals is listed. The organizations like UrbanClap have gone one step further with providing users to find and hire right professional as per their need and from same locality. If user can prioritize need over choice any service giver in same locality get listed for the service. If users prioritize choice all the professional service can get listed. Later include service such booking wedding photographer, makeup Artist, Yoga Instructor.

KEYWORDS:Hyper-local, Services, Transactions, Delivery, Communication, UrbanClap.

I. INTRODUCTION

Image There's been a lot of buzz about the hyper-local marketplace model or on-demand near me delivery model ever since it has been uncovered. Hyper Local Delivery Model offers convenience to both buyer and seller thus creating it more efficient and economical to both. Since products are delivered to the customers in a comparatively shorter time period, the popularity of the Hyper-local marketplace model is increasing at a great speed. This model opens a door of opportunities for small business owners which is a reason why many businesses are adopting this model. The hyper-local model is a market that only allows users to get required service from local area with geographical limit. A hyper-local business is a platform to enable local offline businesses to reach out to their targeted customers ensuring product delivery within a very short time. The service ambit of a hyper-local business could fallanywhere starting from a few meters to a few kilometers from the location of the business. Proximity of few kilometers is catered where goods and services from offline store are provided to customers. These services not only include food but also cater to regular services like grooming, plumbing, etc. Hyper-local service can also cater to restaurants who do not provide delivery service. Business model of hyper-local market make wonders with use of mobile application in this techy sarvy generation. Service providers grab on to the demands of location and deliver the service to the user. Every actor plays efficient role in this model with service provider grabbing the location-oriented service and providing fast service with well communication, consumer behavior and flexibility of transaction. Hyper-local market has made livelihoods for many people with consumers and service providers benefitting both under one roof. The trends of Hyper-local market service have hyped with recent use of technology and CoVid19 situation.

II. RELATED WORK

In a nearby environment, there are 4major members.These are Local Generators, Tradesmen, Purchasers, and the Service Providers. All of these are interrelated and interdependent. Collectively they build the support of the local market. The relations formed between these members is what gives a strong base for different Hyper-local activities.



The hyper-local system is dependent on the working of the local market. Hyper-local designs are change-oriented and introduced as per the local market.

Hyper-local models are much more diversified than they are assumed to be. They focus on public interests specific to the local public, which includes factors like product demand and basic utilities. The research algorithms are used intended to find the minimum route to complete the action. According to D Kumar and T Yabe, Social-Media supports Hyper-local system which Help in Network Matching & Routing during Emergencies, 2018 [2], it is a robust model that can even deliver to people in emergency situations such as hurricanes and floods. Communication is key between different members of this model. This model record necessary data, needed to investigate the interests and necessity of user's and the livelihood of people living in the area.

As stated by C Xia, R Schwartz [3], real-time data is easily available through various social media platforms which help evaluate the people's interests and ongoing area. The hyper-local model is economically feasible. It depends on the local public, the transport system, and the monetary model available in the area. Web Sites of Hyper-local news are one of the best prime example of this. According to Gluckstadt [4], The Website Hyper-local News provides some local news to public in which they are interested. In return, they get advertising money. Managed local and national advertisements are two major factor of local digital marketing. Bloggers are hired at a reasonable cost.

[5] describes the hyper-local service development in the Marginalized communities in South Africa. The evolution of traffic, local commerce, electricity and the connection of all of these to the internet can follow the overall scenario and make local people more aware of their city. These setups address the primary issues of the local communities with transport and other things.

The hyper-local model has some basic constraints and challenges. For the local merchant who has never used the internet, it becomes difficult for them to learn the process properly and hope that they will cooperate with the service properly. The delivery is also a big issue related to this scenario. The local buyers don't prefer to buy products or use services if the cost of delivery is high. So, to reduce the high delivery costs to provide the service is the most prominent challenge for any company. The nature of the product and the service is the most significant concern related to this model. If the quality does not match the standards, then the customer returns the goods and can never prefer online services anymore.

The success of this model depends on proper planning and execution of the business. With the demographic diversity and broad consumer base, competition becomes tough between the sellers. Growing digitalization promises e-commerce opportunities for sellers. The value proposition of hyper-local services has also improved the User Interface and User Experience, reducing the pain of the consumer caused by the traditional model. The sellers also seek through the window of O2O (Online to Offline) to compete in the present time. Phygital (i.e. Physical + Digital) model, where the consumer is contacted at a particular location, has seen a growth and which enhanced the overall experience with the service providers

III. METHODOLOGY

Currently, the most widely adopted view of service quality results from customers' expectations being met or exceeded. With increasing boom in the E-Commerce and fast life style there is a huge demand of on-line services and home delivery services. Customers are using such services for Transportation, Food, Personal Care, Health and many more. Providing home services will always be in demand but along with services the satisfaction level of consumer in this industry is also very important to survive in the market. Platform to make our urban as well as rural lives more fulfilling to solve our needs on fingers. Using latest technology aimed at customer satisfaction and acts as an effective catalyst for social economic development



A) System Architecture

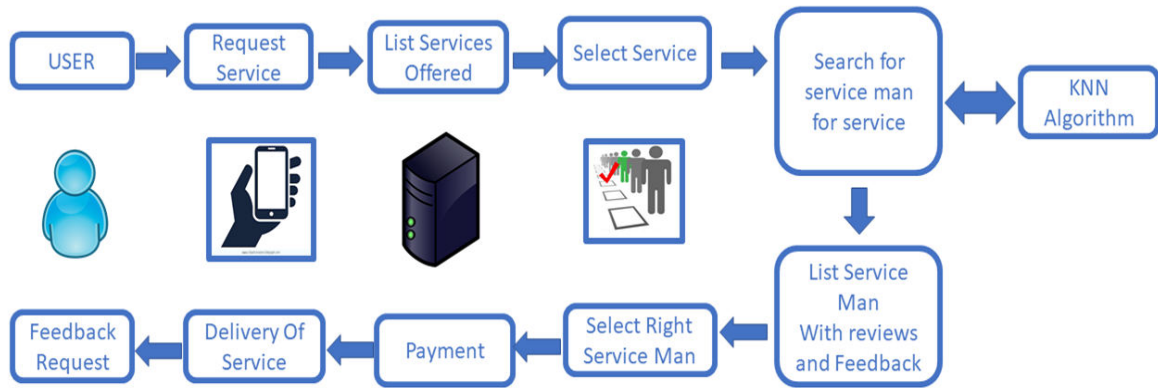


Fig: System Architecture

B) Modules

- The system operates in two modes: Customer Mode and Servicemode
- .In customer mode user has to register himself with system.
- After logging in system, the user needs to search for service heneeds and choose from list.
- The user reserves the service needed in system and does thepayment.
- After payment confirmation for booked service the service is con-firmed and the people who provide the services in nearby areaare listed
- .User needs to choose the service provider, sit back and enjoy theservice.
- In service mode,the service men checks the booking he has received and gives the service at reserved day and time

C) Algorithm

1) Random Search Algorithm

Idea:

- the current approximation of the solution is randomly perturbed
- if the perturbed configuration is better than the current approximation then the perturbation is accepted

Problem: find x^* which minimizes the function f

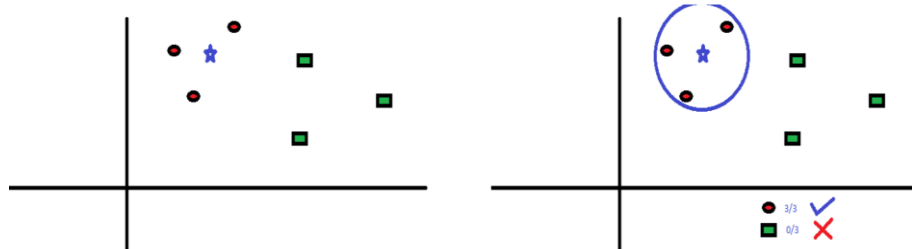
General structure:

```

Initialize x
Repeat
    If  $f(x+z) < f(x)$  then  $x := x+z$ 
Until " a stopping condition is satisfied "
    
```

2) KNN:

K-Nearest Neighbor is one of the simplest Machine Learning **algorithms** based on Supervised Learning technique. **K-NN algorithm** assumes the similarity between the new case/data and available cases and put the new case into the category that is most similar to the available categories.



D) Mathematical Model

Let S be the whole System,

$$S = \{I, P, O\}$$

I = Input

P = Procedure

O = Output

$$I = \{I_0, I_1, I_2, I_3, \dots\}$$

I₀ = Login

I₁ = Search Service

I₂ = Search Area

I₃ = Select Service

I₄ = Payment

$$P = \{P_0, P_1, P_2, P_3\}$$

P₀ = List Service

P₁ = List Area

P₂ = List Day

P₃ = List Payment

$$O = \{O_0, O_1\}$$

O₀ = Reserve Service

O₁ = Pay service



IV. APPLICATION RESULTS

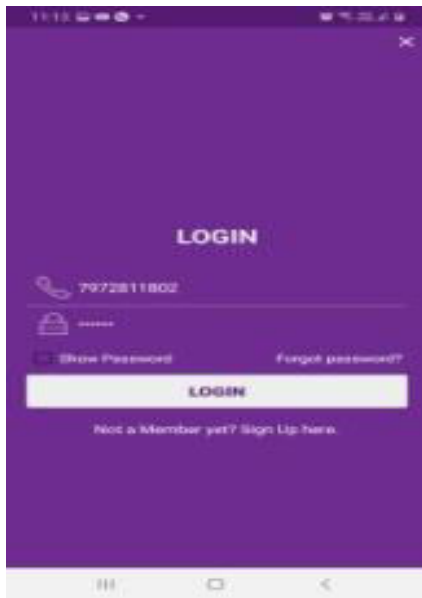


Fig : Login Screen

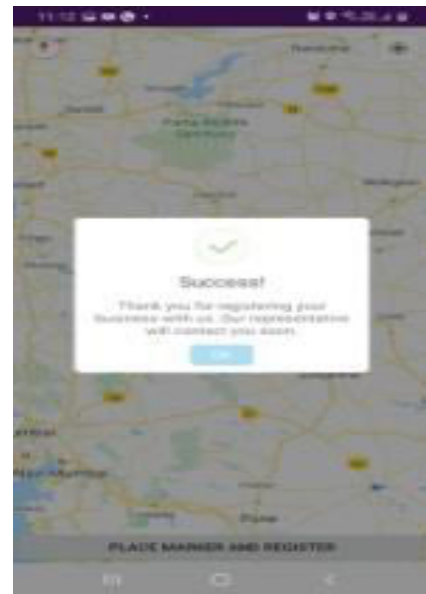


Fig: Login Success

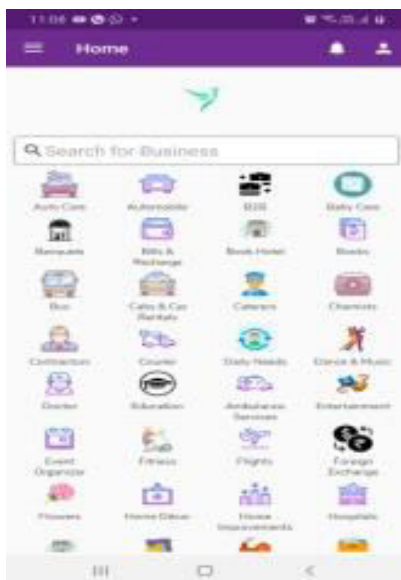


Fig: Dashboard

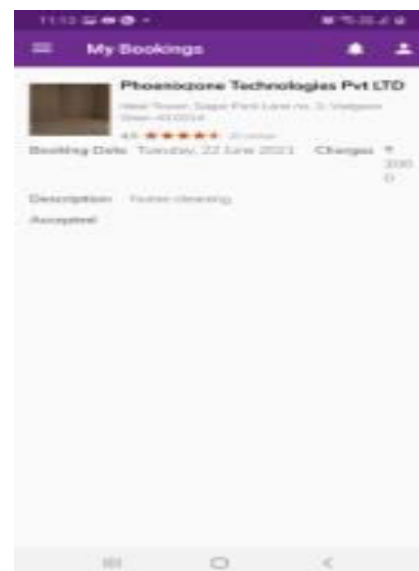


Fig: Listing

V. CONCLUSION

The hyper-local market has grown at the fastest rate in the last few years. Delivery of the hyper-local system can be done with anything like cabs, cars, bikes, or any public transports and can happen with anything like car service, grocery, food, etc. Today most of the hyper-local delivery models are just in time. It takes time to build partnerships with other merchants and delivery agencies, target the right audience, and building a great mobile app. Revenue generation in this model is concerned with the number of users and orders generated by these users. Location plays a



very important role in making the service popular, though the active users are increasing day by day. The service is widely accepted in the other region is not the accurate criteria to decide that the service will also be accepted in the targeted region. In India, Urban clap has established itself as a leader in the hyper-local market related to giving professional home-based services.

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