Creating Community-Based Apps to Directly Connect with Industry Services

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The idea of Service Communities
What happens in the Real World?
How do you find service companies or contactors?

Insight
Friends or suppliers that share the same values as you provide the best recommendations to help you find new service contractors.
How can it be improved?
How can we help people find and interact with service companies?

• Human interaction and ‘getting to know’ people can’t be beat!
• Can technology be used to help? For example, when people are busy, or to multiply the normal human interaction.
What technology is a good fit?

- What are the trends?
- Social – Mobile
Social Media?

• Social media good at ‘Liking’ and sharing.
• Generic social media (e.g. Facebook) is useful, but is often used in a personal context – not business.
• It can also be a bit overwhelming, too generic and not necessarily a good fit across all generations. Doesn’t have a right ‘feel’.
Today = You Can Run, But You Can’t Hide

1993
*On the Internet, nobody knows you’re a dog.*

2013
*On the Internet, everybody knows you’re a dog.*

People use apps on smartphones more frequently but for shorter periods of time than on tablets.
Personal and Task Oriented

“The best apps are task oriented and use powerful device capabilities to do something that cannot easily be accomplished with the desktop”

Smartphone users want to complete tasks. You should break down your comprehensive applications into small but powerful task driven apps.
Task oriented interface design
Your mobile is the remote control for the real world (TaskRabbit, TaskRunner, FancyHands, Uber, iamexec.com)
Our solution goals

• Allow businesses or individuals to build a list of the service companies they regularly work with. Quick. Easy. Practical.
• Be able interact with the service companies – to schedule work and get real-time updates.
• Be able to share the list of companies with friends and clients.
Service Community

**Personal View**
A personal list of service companies that are shared with friends

**Business View**
A list of associated businesses within a community
Personalization of the Business Cluster

- Business Clusters have traditionally given competitive advantage.
- In the Social-Mobile world, attention & mind-share is the new competitive advantage for service businesses.
- Are ‘social’ business communities the new business cluster?
Looking Forward
• Half of Kiwis now shop online
• 45% Shop with Smartphones

Work in Progress
• Icestack is now Live - Open Beta
• You are invited to join us! (icestack.com)
video