



# SCREW IT

Home Improvement

Concept Video



CMPSC 185 || Annika Damstedt, Hannah Zhang, Krystelle Baluyot



# Meet the Team



**Annika Damstedt**

'27

Computer Science



**Hannah Zhang**

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Computer Science



**Krystelle Baluyot**

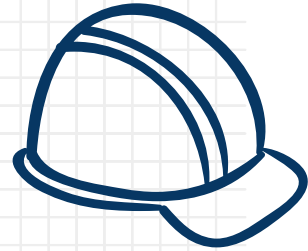
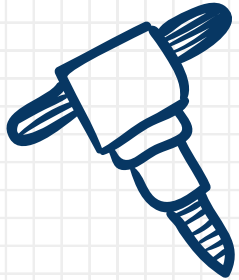
'27

Computer Science

01

# Value Proposition

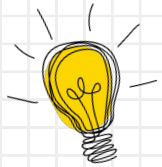
Choosing a Project Name



# Value Proposition

Free, easy-to use app for homeowners

Thorough DIY vs. professional comparison

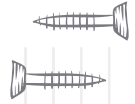


**One central hub for home maintenance help!**

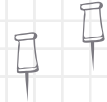
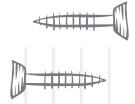
Streamlined home maintenance decision-making

Quickly identify problems

Clear explanations of DIY solutions



# Choosing a Name



Bring down the pressure of  
doing home maintenance

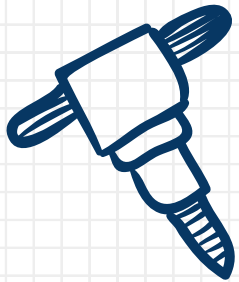
Something related to home  
maintenance and tools



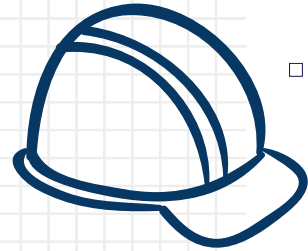
**Screw It!**

Catchy and memorable!

Embody the nature of doing  
home maintenance  
yourself

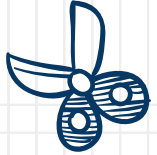


02



# Problem & Solution Overview

# Our Problem Space



## Primary User:

- Renters and homeowners beginning to learn about home maintenance
  - People who need some extra help to deal with home maintenance

## Problem:

- What is the issue?
- Can they handle it?
- How expensive is it?
- How do they fix it themselves?
- How to find a good professional to fix it for them?

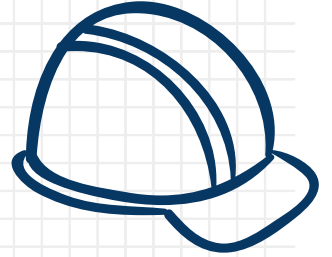
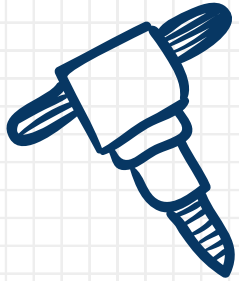
## Solution!

- Identify the issue with AI
- Compare cost, risk, and feasibility of completion between DIY and professional
- Give guidance with AI on how to solve it DIY way or professional way

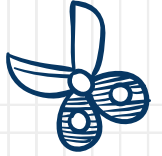


03

# Market Research



# Questions



**Who are they?**

**What's working?**

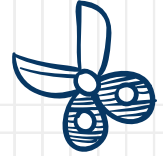
**What's not working?**

**Our solution difference!**

**What can we take away?**



# HomeZada



## Who are they?

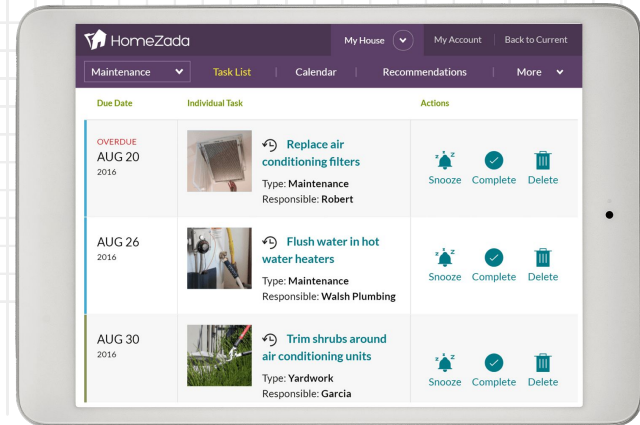
- A digital home management app that tracks maintenance, helps budget remodels, organizes furniture and appliance inventory and stays on top of home finances

## What's working?

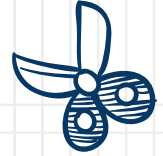
- All of the features have be useful to manage a home.
- A desktop and mobile app

## What's not working?

- Paid service that keeps features limited
  - Pay for home maintenance, home remodel projects, AI video recognition, etc.
- The constant and consistent updating can lead to user fatigue.



# HomeZada

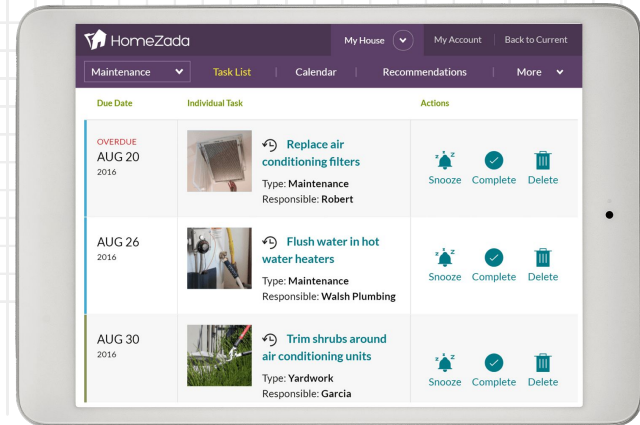


## Our Solution Difference:

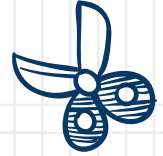
- HomeZada doesn't take into account of the DIY way for those who want to learn (+ how common that task is) and avoid professional costs. Our solutions does that while focusing more on budgeting comparisons on DIY tasks vs. using a professional service

## Implications:

- Cost-wary users is our audience
- DIY is an alternative (comparing risk and quality)
- Professionals is not the default



# HomeKeep



## Who are they?

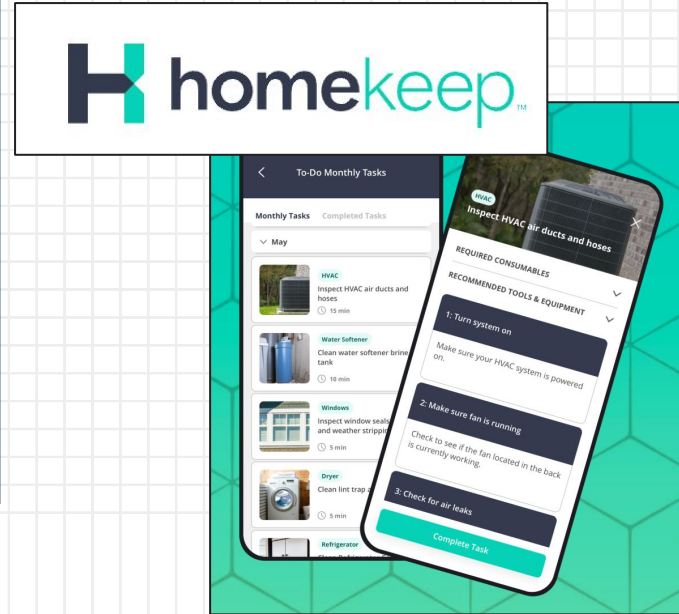
- Tracks maintenance of items with tutorials, organizes important home documents, and organizes the contacts for the professionals you can use for your home

## What's working?

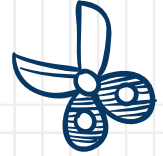
- Regular maintenance brings down cost
  - "No more surprise repairs or expensive, individual service bills!"
- Focus on professionals, with help finding and scheduling qualified professionals
- Reminders with tutorials to support DIY home maintenance

## What's not working?

- Paid subscription
  - Reviews complaining about not being able to have a free trial to test out the features before committing



# HomeKeep

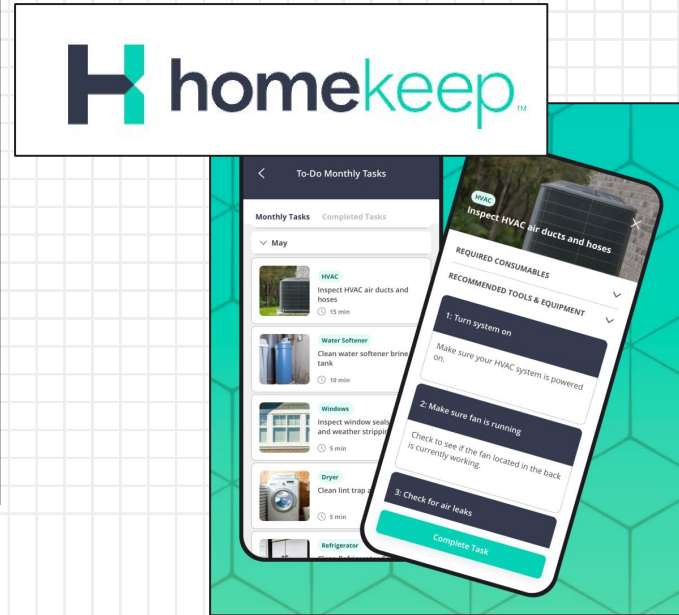


## Our Solution Difference:

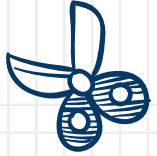
- Our solution focuses on comparisons between DIY and professionals, less on organizing schedules for DIY maintenance and professional maintenance
- More focus on cost and feasibility, letting users have confidence they chose the cheapest option that they were capable of handling

## Implications:

- Our audience is less experienced with home maintenance in comparison and doesn't have a good understanding of what things cost and what they can handle
- Lots of tools for homeowners with a lot to manage, less for renters wanting to explore



# Family Handyman



## Who are they?

- Veteran media brand that has served as a primary resource for homeowners since 1951.
- Widely considered the “gold standard” for home improvement guidance, its website contains a large digital archive of tutorials for home maintenance builds and tasks.

## What's working?

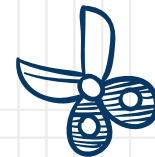
- Large variety of how-to articles with complexity, time, and cost factors give users a comprehensive overview of tasks

## What's not working?

- Paid subscription that blocks some features from regular users
- Large variety of articles, not just covering home maintenance tasks, can be overwhelming/excessive for user



# Family Handyman



## Our Solution Difference:




- Focuses on comparisons between DIY vs. professional home maintenance - instead of having users dig through different articles for this info, we provide this upfront
- Our solution includes task commonality metrics to give users more perspective

## Implications:

- Users are open to both professional and DIY
- Cost and difficulty are determining factors



# Competitive Analysis

			
Free to use	Some features locked behind subscription	X	Some features locked behind subscription
Reminders	✓	✓	X
Tutorials	X	✓	✓
Comparisons	X	X	X
Professional Service	X	✓	X
AI Usage	✓	X	X

# Our Takeaways

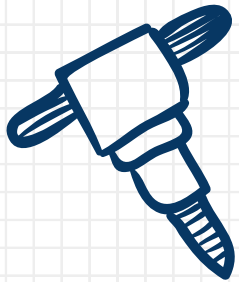
## Our Values:

- Help users avoid making costly mistakes
- Encourage users that DIY is an alternative and professional services don't have to be the default
- Remove some of the stress of unexpected problems

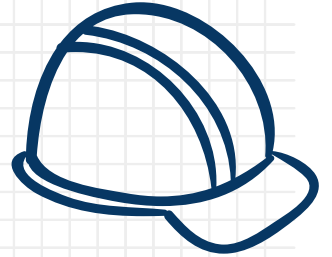
## What we're adding as a solution:

- Free application: no subscription-based features or paywalls
- Include DIY vs. professional solution comparisons
- Recommend and connect users directly with professional services
- Incorporate AI to gather information





04



# Tasks

# Our Tasks



## Simple

The user can **identify** the home maintenance problem.

(Simple first step is figuring out what issue is happening, all users would do this)



## Moderate

The user can **compare** the DIY and professional solutions.

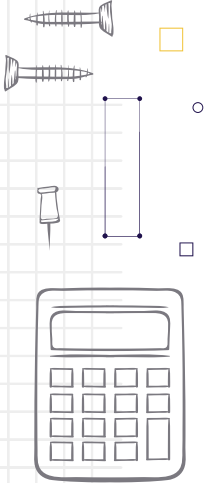
(Main purpose of our solution, helping users understand how best to solve the issue through comparison, most users will do this)

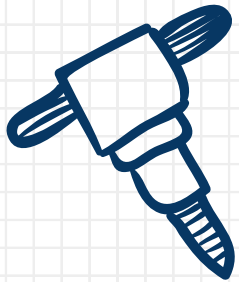


## Complex

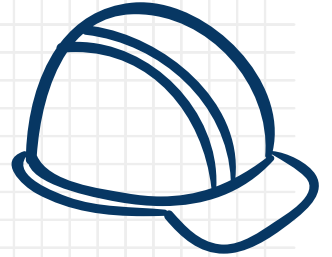
The user can **learn** how to fix the home maintenance problem.

(Teaching users how to solve the problem on their own, not everyone will be interested in this step)

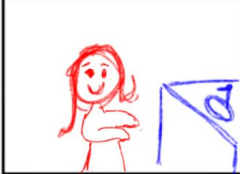







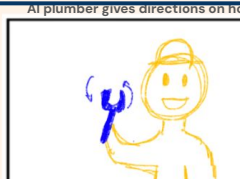




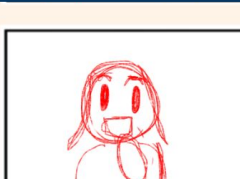

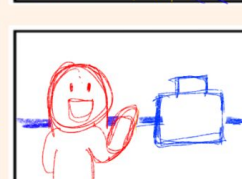


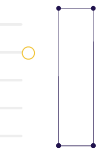


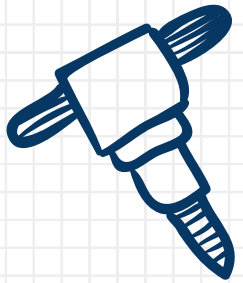
05



# Storyboarding

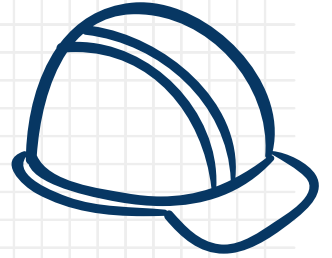
	Setting: bathroom, person is going to wash their hands	Water gets everywhere!	Taking a picture of problem to identify it	
				
Moderate task	Person is prompted with DIY or professional	Chooses DIY but doesn't know how to use tools	Simple task	
				
	A plumber gives directions on how to DIY		Person attempting to fix it with plumber giving reassurance and encouragement	
Complex task				
	It works again yay!	High five!		
				





06

**Video**



# Video

<https://youtu.be/-8nDNGCRlsw>

