

# TIDY

## Competitive Evaluation

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## Executive Summary

Five house cleaning companies have been selected for this competitive evaluation. The first three would be Tidy's most direct competitors. Handy, Homejoy, and HomeBliss are mobile first companies that connect their customers with independent cleaners in their area. These companies leverage modern technologies and keep costs low. Merry Maids and Molly Maid are more traditional in their approach. These companies are franchisors owned by ServiceMaster and Service Brands International respectively. Merry Maids and Molly Maid have been slower to adopt cross platform solutions, and they are unable to hit the price points of these new competitors.

Overall, based on reviews it seems that these businesses struggle to consistently deliver satisfactory customer experiences. The independent cleaners of the newcomers tend to be hit or miss, and the franchise model results in some under performing franchises that damage the reputation of the brand. Furthermore, though the community driven businesses embrace mobile, only HomeBliss supports all platforms.

Product	Business Type	iOS	Android	Responsive Site
Handy	Community Driven	✓	✗	✓
Homejoy	Community Driven	✓	✗	✓
HomeBliss	Community Driven	✓	✓	✓
Merry Maids	Franchisor	✓	✓	✗
Molly Maid	Franchisor	✗	✗	✗

# Open the door to better days

Book expert home cleaners and handymen at a moment's notice.  
Just pick a time and we'll do the rest.

[Book a Cleaning](#)
[See All Services](#)

Handy | [handybook.com](https://handybook.com)

## Overview

Handy was founded in 2011 by two Harvard Business School students. Handy connects their customers with independent home cleaning and handyman professionals. Their focus is on quick booking, secure payment and the offer a money back guarantee. Handy is available in the United States, Canada, and the UK.

## Platforms

Customers can request service from Handy using their responsively designed site, or their iPhone app. A link to the app is included in the footer of the site. There is no Android app and they do not have an app that is optimized for iPad.

## User Experience

Booking a cleaning through the site is simple and the user only input a minimum amount of informa-

tion to get a price for their clean. They are then asked to input how often they would like a clean, their address, any extras they want cleaned, and payment information.

The mobile app keeps this process just as simple. The difference is that each section of the desktop form is a single step. The mobile app does a great job of breaking down pricing to show how much customers save by booking more frequently (ex. every week vs Once a month).

## Reception

The current version of Handy has a 4.5 rating on the App Store. The app has a 4 star rating for all versions. Customers cite the design of the app, quality of service, and convenience of the service in their reviews. Handy has a 3.5 star average review on Yelp. There are many complaints of cleaners not showing up, or providing sup-bar service.



## Get Your Place Cleaned

It's simple, affordable, and convenient

BOOK APPOINTMENT

- ✓ Starting at \$25.00/hr
- ✓ Easy online scheduling
- ✓ 100% Satisfaction Guarantee
- ✓ Cleanings are bonded and insured
- ✓ Cleaners bring all supplies and equipment
- ✓ Cleaners are background checked and certified

Like 92,891 people like this. Be the first of your friends.

# Homejoy | homejoy.com

### Overview

Founded by sister and brother Adora and Aaron Cheung in July 2012. Homejoy is currently available in 30 cities across the United States and Canada. Like Handy, they connect their customers with independent house cleaners. Homejoy is only focused on house cleaning. They state that their rates start at as low as \$25 per hour.

### Platforms

Homejoy allows their customers to book via their responsive site or iPhone app. They also do not have an Android app or iPad optimized experience.

### User Experience

UI for the booking a clean is very intuitive. If the customer selects fewer hours than estimated they are asked to prioritize rooms for the cleaner since

they may not be able to clean it all. This is great for users that are on a budget. Homejoy's form is very similar to that of Handy, except they do not give you the price early on in the process.

The mobile app provides a similar simple experience. Breaking down the process into steps. One thing I did notice is that the app allows you to begin booking even without an account, however, an account is required to finish the process. Despite this fact, there is no way to set up an account in the middle of booking a request.

### Reception

Homejoy has a 4 star rating for all versions on the app store, but they only have 20 total ratings. They have a yelp posting in the city of Chicago with a 3.5 star average review. Multiple reviewers mention that they received inconsistent service, and they mention that they have received different cleaners.



Get your home deep cleaned. With one click.

The HomeBliss App lets you quickly schedule an amazing home cleaning.

BOOK ONLINE

FEATURES

Homebliss | [homeblissapp.com](http://homeblissapp.com)

## Overview

HomeBliss is one of the latest apps in this category, released earlier this year. They currently have a very small team. It is unclear what markets the service is currently available in.

## Platforms

HomeBliss appears to have the best platform support. Their site is responsive, and they have apps for Android and iOS.

## User Experience

The HomeBliss site features an easy online booking form, and upfront pricing. One of my favorite parts of the HomeBliss site is the What's Included page. Here it uses images to give a breakdown of what the cleaner will do in each room. It also lets you book an appointment without creating an

account. For these customers updates about their appointment are sent to their phone via SMS.

Unfortunately, the HomeBliss experience isn't entirely consistent across platforms. While the website seems focused almost entirely on house cleaning, the mobile app allows users to schedule a various tasks. When I attempted to book a cleaning, I was not given the easy to use form I found on the site. Instead I pick a time, my location, and a description and the task is posted. As a user it left me feeling uncertain about how the business itself works, and what I should expect from their service.

## Reception

Currently there is not a lot of information available from HomeBliss customers. It has a five star rating on Google Play, but only four reviews.





Call us at 1.800.merry maids to schedule a free cleaning estimate today.



Merry Maids | merrymaids.com

## Overview

Established nationwide maid service. Franchise owned and operated. They are a subsidiary of the ServiceMaster Company. ServiceMaster reported revenues of \$91 million from royalties fees and company owned Merry Maids branches for the first half of 2014.

## Platforms

Customers can request a clean using the desktop site, mobile site, Android app or iPhone app. The Merrymaids.com design is not responsive.

## User Experience

The mobile apps for iPhone and Android require the user to register before they can receive a quote/estimate or request a clean. This requires the user provide their email, password, name,

phone and address.

The desktop site doesn't require the user to create an account, but they do have to provide their personal information and write a brief description of their home in order to get an estimate.

## Reception

Surprisingly, there are no reviews on the App Store. The Android app has a 4.3 rating on Google Play, however, it only has about 100 downloads. There is no link to either application on the Merry Maids website, so it is likely that existing customers aren't even aware of it.

Reviews on Yelp seem to be mixed. The Rogers Park location has the most reviews and it's average rating is 1.5 stars. Overall, customer satisfaction can vary drastically from location to location.

## Reasons Why

I'm glad I chose  
Molly Maid to  
clean my home!

The relationship  
is one I can depend on

## 2 Step Quick Connect

Step 1: Enter Your Zip Code

Let Us Connect You With Your  
Local Molly Maid

CONNECT

1 2 3 4 5

## Learn About Your Local Molly Maid

 (zip code)

FIND

Or use our map

Or call us for a free, no obligation  
estimate


f Recommend

Megan Conway, Leah Singer Stewart and 23,796 others recommend this.

## A Maid Service You Can Trust

## Life Just Got a Little Easier

# Molly Maid | mollymaid.com

## Overview

Established nationwide maid service. All Molly Maid business are franchise owned and operated. Molly Maid is a subsidiary of Service Brands International, a privately held company.

## Platforms

Customers can request a cleaning estimate through the desktop or mobile site. They do not have an Android or iOS app.

## User Experience

The Molly Maid site is bloated with content, isn't responsive and the aesthetic is rather dated. The homepage has a "2-step quick connect", which states it will connect the customer with their local Molly Maid. This form requires users to give their personal information, but doesn't really tell

doesn't set user's expectations for what will happen next or let the user confirm that it is okay for them to be contacted.

The mobile site keeps things much more simple, but just like the desktop site users are limited to requesting an estimate.

## Reception

Reviews vary drastically for locations in the Chicago area. Some franchises consistently receive solid reviews, and have an average rating of 3.5-4.5 stars. Others have reviews of 2.5 stars or lower, but many of these only have a few reviews.

It's clear that the franchise model leads to inconsistent results. A single franchise performing poorly can tarnish the brand. It would be easy for the same thing to happen when connecting customer's to our independent cleaners.