



Snap-to-Book

Service booking should be as easy as taking a photo

[Try the Prototype](#)

The Problem with Traditional Search

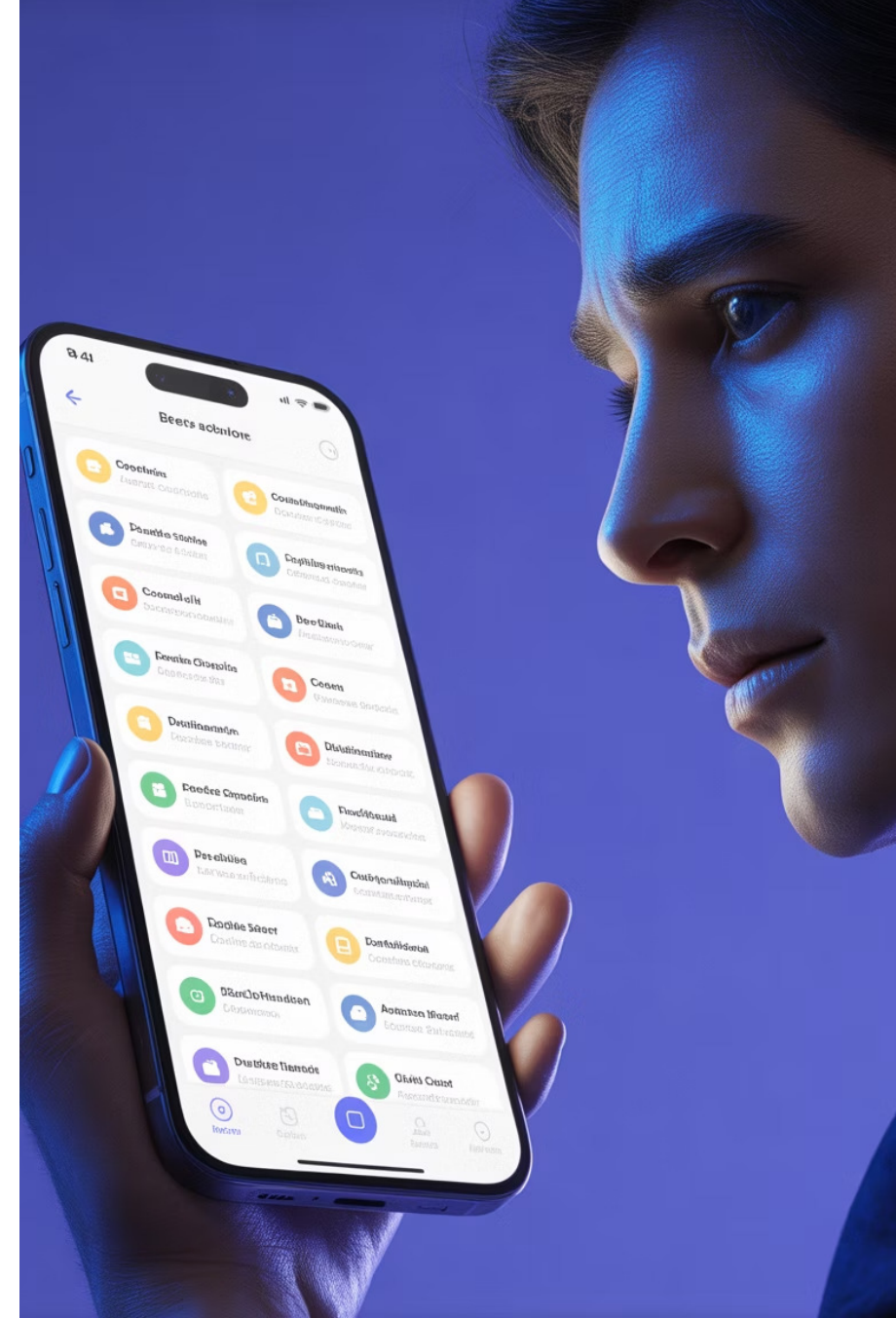
Users know the object

A leaking tap. A dusty fan. An RO filter that needs replacing.

But they struggle to translate that into the right service category in our app.

The result?

- Confusion between similar service names
- Drop-offs mid-funnel
- Wrong bookings leading to re-visits
- Frustrated users and technicians



What Our Users Tell Us

“

"Not sure which one to book for mixer tap leak. There are so many plumbing services."

”

“

"Is fan cleaning included in deep cleaning? I can't find it separately."

”

“

"I booked the service but the technician said I selected the wrong one. Had to reschedule."

”

Search friction leads to confusion, support tickets, and lost conversions. Users want clarity, not complexity.

Why Visual Search, Why Now



Visual-first behavior

Google Lens, Pinterest, Instagram Shop — users increasingly expect to search with images, not text



Rising appliance ownership

Growing middle class means more devices to maintain and more micro-tasks to manage



Speed over precision

Users want instant answers without browsing through dozens of similar-sounding services



Technician readiness

Professionals need job clarity before the visit to bring the right tools and parts

Urban Company has the opportunity to lead this evolution in home services.

Introducing Snap-to-Book

 **Show us the problem, we'll match the right solution**

No more guessing which service category to choose

 **From photo to fix in seconds**

The fastest path from problem recognition to service completion





How Snap-to-Book Works

01

Take or upload a picture

Tap the new camera button in the Urban Company app home screen

03

Best matching service appears

See the right service with transparent pricing instantly

02

AI detects object and issue

Our computer vision identifies the item and suggests likely problems

04

Book in one tap

Choose your slot, confirm payment, and you're done

Example: Ceiling Fan Cleaning



The old way

Browse through 30+ cleaning services, read descriptions, compare packages, second-guess your choice.

With Snap-to-Book

Ceiling Fan Detected (91% confidence)

Cleaning Service: ₹299–₹799

- No hunting through categories
- Faster funnel completion
- Fewer support chats
- Instant price transparency



Example: Tap Leakage Repair

Problem detected

Mixer tap leakage identified with issue severity assessment

Technician prepared

Right tools and replacement parts brought on first visit

Clear pricing upfront

Know the cost before the technician arrives — no surprises

Result: Fewer re-visits, higher first-visit completion, better customer satisfaction.

Example: RO Filter Service



Brand detection matters

Snap-to-Book recognizes your Aquaguard model and suggests the exact filter replacement needed.

Parts identified

Sediment filter, carbon filter, or membrane — we know what you need

Technician arrives prepared

Brings the correct parts for your specific RO model

Higher completion rate

Service completed in one visit, not two or three

Value for Everyone

For Users

- **Confidence over guesswork**
No more confusion about which service to book
- **Transparent pricing**
Know the cost before anyone arrives at your door
- **Faster resolution**
Items fixed right the first time with prepared technicians

For Technicians & Operations

- **Fewer diagnosis-only visits**
Arrive with the right tools and parts every time
- **More jobs per day**
Higher efficiency means better earnings per hour
- **Reduced operational costs**
Better supply consistency and improved NPS scores

