

SHAKTIMAN

Business Thesis / Product Statement

To solve the woes of doing laundry and dissolve difficulties involved with it

Value Prop

To integrate all the laundromats, washaterias, dry cleaners and steamer services into an application, provide logistics for the same. This would create a win win situation for both the enterprises and customer by eliminating travel time and customizing services as per the customer need

Our Customer

People who don't have time to do/pickup their laundry and are willing to spend money.

Discovery of Customer / Value Prop

Hypothesis

The possibility that people who have do not have much time for themselves would use the paid service

Experiments

Apart from taking interviews, I did offer people to take care of their laundry, get it to a washateria, dry, iron, fold and get their clothes back in time for a charge of 50 cents/piece and the restriction of 25 pieces minimum.

Results

Many people have mixed feeling about this service as many feel that laundry is a personal thing. Quite surprised that some people just throw their clothes away after they get dirty.

The graph though with a sample of 40 shows an increase of expenditure on laundry with income. This cannot be true for all the cases in population

Lessons Learnt

- Cannot generalise customers
- Laundry is a personal thing for many as they would spend more money and time taking care of their clothes than giving them to someone
- Risk is high as there is a saturation point for this service
- Money back might have a positive impact (Giving x dollars back for every y dollars spent)