

# **BATHROOM PRIVACY BARRIERS**

**BPB: BUSINESS PLAN**

# OUR TEAM

**DAVID NGUYEN**

**ERIN SINATRA**

**TYLER SINGER**

**JACOB WINTER**

# OUR STORY

When we were tasked with finding a problem to solve, we all thought about how insecure and uncomfortable some public restrooms can be. Not to mention some are very nervous about other people in public bathrooms and wish to be in solitude when doing their business.

We ended up asking ourselves a few questions:

- How can we make public restroom stalls more private?
- Who is this problem affecting?
- Are there already current solutions to this?
- Who would benefit from improving public stall privacy?

We decided that we would tackle this issue of insecurity in public restrooms by creating a more private space for when you need to relieve yourself. We are also working to create a better connection between business owners and their customers by having these businesses provide higher quality bathroom stalls for their customers.

# It's time for a change

Public toilets haven't changed since their "Modern" change back in the 1927, after its first major appearance in Manhattan.

With slight appearance updates and things such as mirrors and safety items that were added in the 1960s and 70s.



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Left Side Business Model Canvas

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**01**

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# PROBLEMS

BPB Plan

# PROBLEMS:

Problems with current public bathroom stalls:

- Smelly
- Noisy
- Other patrons being rude
- Lack of peace
- Pranksters trying to reach into other stalls (in some cases)

These are problematic because we want all to feel a peace of mind when using a public restroom.

BPB

# 02 SOLUTIONS

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Ways we intend to solve these problems



# How do we solve our problems?



## **Peaceful Environment**

Provide a peaceful,  
comfortable, and  
private setting



## **Smell Reduction**

Reduce unpleasant  
odors



## **Noise Reduction**

Cut down on  
noise outside of  
the stall

# CUSTOMER MARKET

- Public Bathroom Facilities and Users
  - Stadiums/ Arenas
  - Colleges/ Schools
  - Welcome Centers/ Roadstops
  - Hospitals
  - Theaters
  - Restaurants
  - Shopping Malls
  - Public/ National Parks

Target

Audience

# BPB: PERSONA PROFILE



## PERSONAL INFORMATION

George Oncle  
Male  
45 years old

Landlord of an Office Building

## PAIN POINTS:

- Business offices want more individualized space
- Unruly behavior in bathrooms
- Bathrooms outdated

## GEORGE'S PRIORITIES

**PRIVACY** ●●●●●●○○○○ **60%**

**CLEANLINESS** ●●○○○○○○○○○○ **20%**

**APPEAL** ●●○○○○○○○○○○ **20%**

- **Would an improved private bathroom benefit the traffic flow of visitors willing to come to events?**
- **How would private stalls help individuals?**
- **How would private stalls benefit a company?**
- **Why is having more privacy in stalls important?**

Empathy Q's

# CHANNELS

- **Business Conventions**

Through conventions of business owners, we would reach out to businesses that would be potential buyers and work to make connections with them to do business.

- **Online Advertisements**

We would put out online banner ads and such on websites that are marketed towards other business owners.

# OPERATIONS



## PARTNERS

- National Park's Services
- PennDOT
- Hershey Entertainment
- PennState Hospitals
- State Schools



## ACTIVITIES

- Business Conventions (FBLCP)
- Supporting Red Cross



## RESOURCES

- Prefab panels
- Installation company

# COST

## **18%** **Maintenance**

Only \$300 yearly  
for the product.

## **15%** **Instructional Video**

A video showing  
how to install,  
only anywhere  
between 200-300.

## **32%** **Supplies and Storage**

The other half of  
our Cost.

## **35%** **Insurance**

Every business's  
largest cost  
factor.



## **Projected Net Profits:**

Y1 - \$270,000

Y2 - \$831,352

**(rough estimates)**





# PROTOTYPE

## 01 AWARENESS

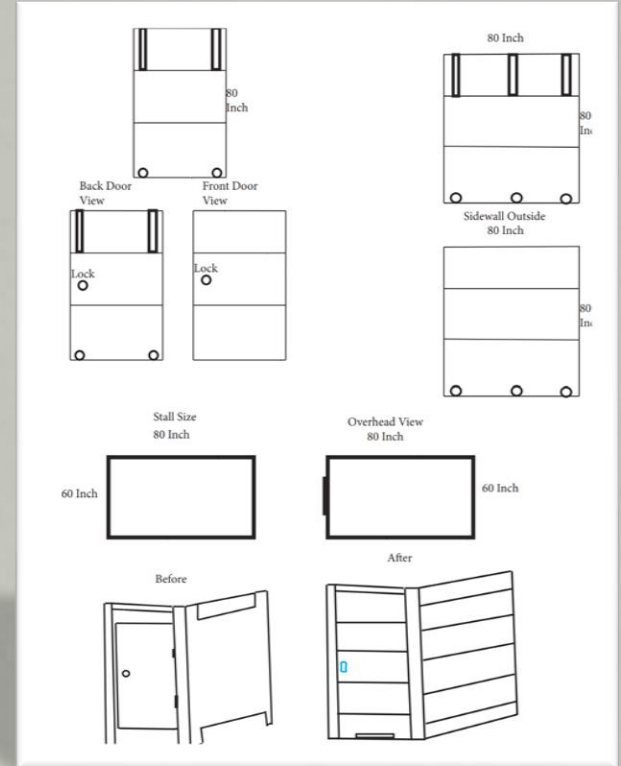
By paying attention to peoples wants and needs about a private bathroom.

## 02 CONSIDERATION

Keeping it easy to clean and accessible for the disabled.

## 03 DECISION

We came up with a stall that can open and lock on all sides.



# BENEFITS OF BPB



## PRIVACY

It's completely blocked off on all sides besides the top.



## EASABILITY

All sides open and close like shutters, and can be locked.



## CLEANLINESS

All sides open which allows every inch of the floor to be cleaned.



## HANDICAP FRIENDLY

Since all sides open it will be extremely easy for a handicap to enter.



## EMERGENCY

Easy access for emergency services.



## SAFETY

Items cannot be stolen from under the stalls anymore. Break ins also cannot happen

# 99/6000+

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Rest Stops in PA/Public Parks

# 423/1840

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National Parks/Rest Stops Nationally

# THANKS!

Do you have any questions?

[BPBarriers@bpb.us](mailto:BPBarriers@bpb.us)

**248-434-5508**

**[BPBarriers.com](http://BPBarriers.com)**



BPB

Marketing

Plan