Lean Startup Management
PROJECT TITLE- SafeBox

TEAM NAME: **ALPHAS**

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SUBMITTED UNDER THE GUIDANCE OF:
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PRESENTATION VIDEO LINK(detailed explanation):
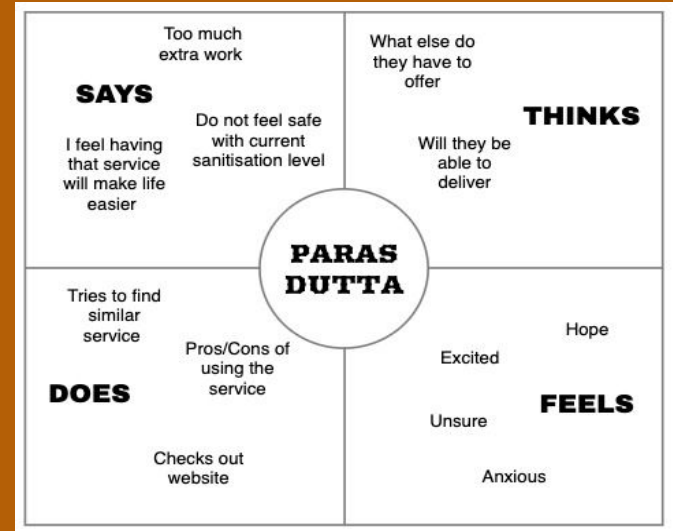
YOUTUBE LINK

Design Thinking
EMPATHY-(Urjit Dwivedi)

Empathy is the first step in thinking in design because it enables us to recognise and express the same emotions that others (potential customers)experience. We Used the following strategies --

1. What? Why? How?-Allowed us to view the problem without assumption

2. Conduct interviews, empathically (video links provided below)-Allowed us to put ourselves in users shoes

3. Create a design thinking empathy map-Allowed us to get

an overview of the persons experience.

Shown on the side is the empathy map for one of the interviewee

Video link for the Interview : Interview Link(CLICK HERE)

Empathy map:

SAYS
Too much extra work
I feel having that service will make life easier
Do not feel safe with current sanitisation level

THINKS
What else do they have to offer
Will they be able to deliver

PARAS DUTTA

DOES
Tries to find similar service
Pros/Cons of using the service
Checks out website

FEELS
Hope
Excited
Unsure
Anxious

DESIGN THINKING
DEFINE/ IDEATE (Suvradip Malita)

- Our company SafeBox is a sanitation company that will provide sanitation services such as:
  - Protective equipments such as gloves, masks, PPE kits, etc. with regular sanitation
  - Sanitation equipments to sterilize the work environments

- Our services would be both one-time and regular.

- USP - Most sanitation companies provide services that sanitize the workplace. But, we will provide sanitized wearables too (kits) , which every employee will be given at the beginning of their shift. At the end we will take it, sanitize, and provide again the next day.

Design Thinking
PROTOTYPE

So Why do we need prototyping?

Well we never get things right at the first time.

It's all about getting better when they are not perfect and also starting at a good place

What kind of prototyping

High Fidelity prototyping

Usually it's more engaging and all stakeholders have their vision visualized on their hands

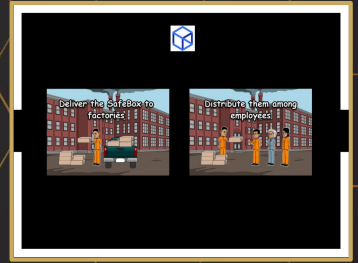Prevention cost   Failure cost

Correction cost

Design Thinking - Test Phase (The Build, Measure, Learn Loop)

Build

Website

Service Logistics

Measure

Customer Service Feedback

Learn

Better Customer Service representatives

Better training

Better efficiency approach

Minimum Viable Product

Analysed Information from other team member

- Video storyline
- Game structure

Subsequent changes made according to received feedbacks

Empathise and Ideate

Prioritize features

Design Prototype

Test

Constant feedbacks and development

Feedbacks

Try alternative engaging methods

The video was engaging but the "hello!" slide is a little plain.

Better design for the slide showing the logo and a tagline would add to the appeal.

- Clarity
- Visually engaging
- Mood lifting

Contacted various key stakeholders

Business Plan

MISSION: - The mission of our company is to provide our best service and commercial sanitation cleaning available by exceeding the expectation of our clients.

MARKET: - The marketing analysis is about the collecting information on potential customer preferences..

PRODUCT : - We deliver the quality products based on customer requirement.

COMPETITION AND CHALLENGES : - .

1. Our company focus on great ideology to provide proper equipment to sanitize and we don't want the company to spend so many resources when we can do that for them.
2. The challenge itself is to start a business in a developing country and winning the heart of the customers.

FINANCE: -

1. Startup money: -Labour cost , place cost , contract , equipment cost.
2. Profit and loss:- How to use our sum whether it is profit or loss?

Business Model

Customer Value Proposition:
- Sanitation Service
- Various payment models.
- Initially our target segments will be businesses and factories.

Technology and Operational Management:
- Website
- Sanitation equipments, workers
- Partnerships with manufacturer and suppliers.

Go-To-Market Plan:
- Through our website and other communication mediums like mail.
- Skimming Strategy.

Cost structure:
- Varies based on the mode of payment the customer chooses to adopt.

Business Model Canvas

Designed for: SafeBox		Designed by: Saugat Malla	Date: 15-10-2020	Version: 2

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
• Suppliers and Manufacturers • Workers needed for sanitaion	• Development of Website. • Acquiring Sanitaion equipments	• Easy to access sanitation service. • Various payment models.	Through our website and other communication mediums like mail.	Initial Customer Segment: • Factories • Comapanies • Small Business
	Key Resources 1.The Communication mediums with our customers. 2.Partnerships with manufactureres and suppliers 3. Human Resources		**Channels** • Website • Marketing	

Cost Structure	Revenue Streams
1. Cost for maintanence of the website and servers. 2. Various Sanitation equipments. 3. Salary **Fixed Costs:** Cost of servers for the website, workers **Variable Costs:** Change in price of the sanitaion equipments	1. **Subscription Plan:** The customers will pay a fee each month which vary according to the services that we provide and amount of services we provide. 2. **Pay-Per-Service:** The customer will pay a fee each time

Stages of possible marketing strategies, as determined by a marketing survey analysis

Probabilities of consumer reactions to various advertisement methods

1 Promotions during launch
- Youtube ads for MVP videos.
- Interactive online ads
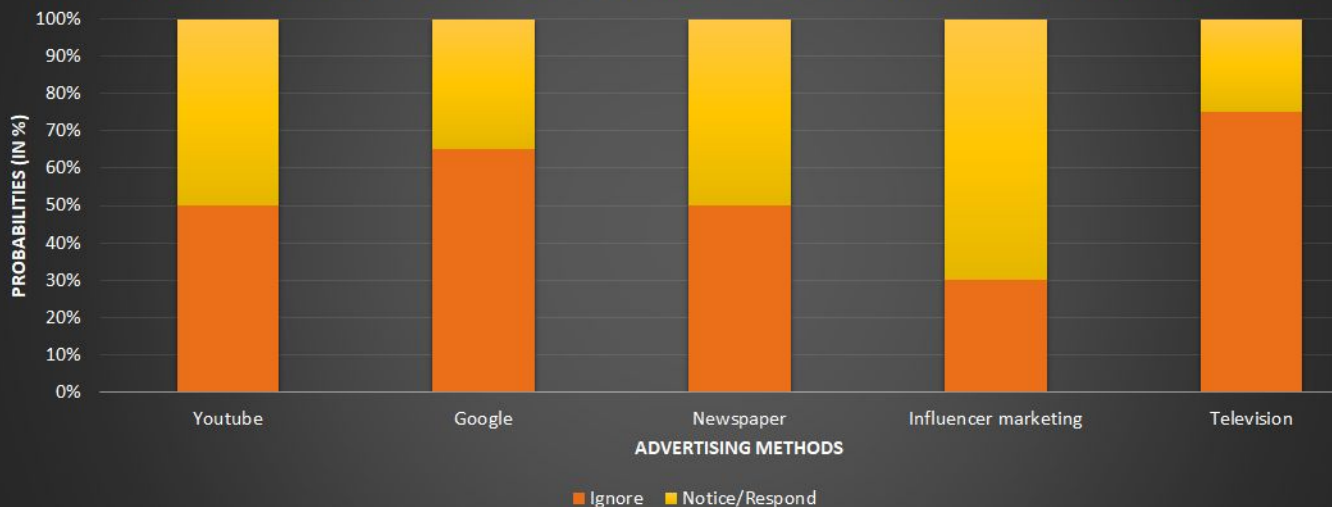- Newspaper published ads

2 Initial business stage
- Newspaper pamphlet ads.
- Influencer marketing.
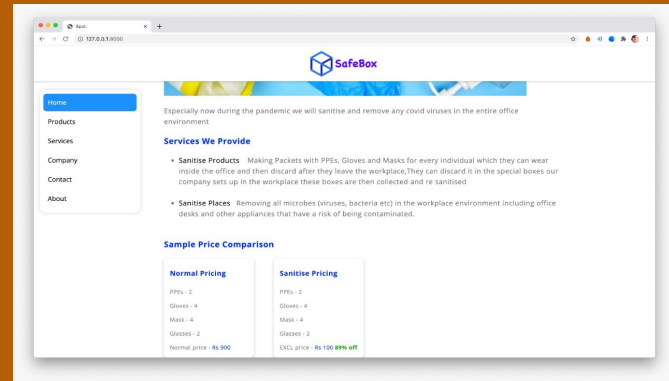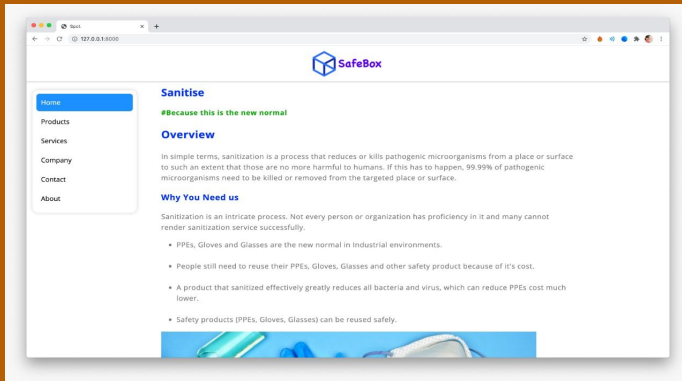- Social media marketing

3 Business expansion
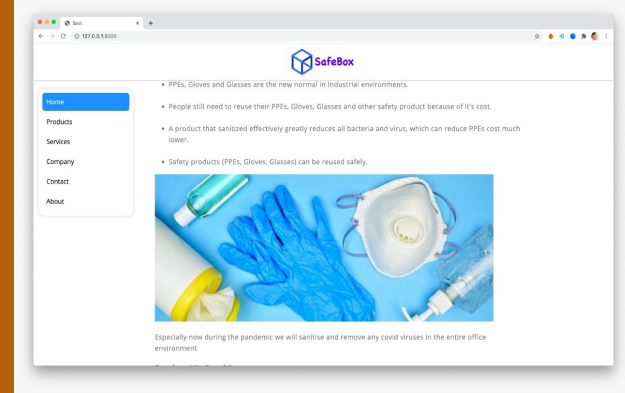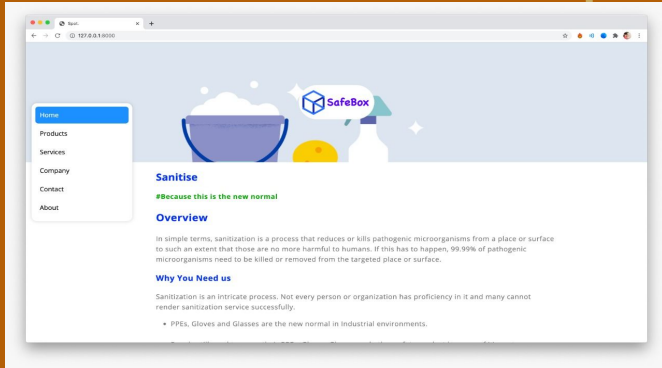- Pay-per-click ads (paid search)
- Organic search marketing
- Television ads

Link to the survey responses (CSV file) : **CSV FILE**

Website

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empathy-urjit dwivedi video link for the interview interview linkclick here

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define ideate suvradip malita design thinking prototype prasanna moorthy so why do we need

prototyping what kind of prototyping website service logistics build customer service feedback better

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