The Maker

Theme: Life In Lockdown

What if we are in a lockdown situation for more than a year?
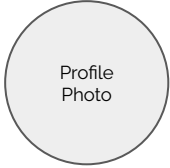
Date and Place: 24 May 2020, Pune

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Photo

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Profile
Photo

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Title

Lockdown Scenario

CAPTURE A SCENARIO

What is the lockdown scenario you have identified and are interested to work on?

How might Radha, a home based baker make a living during this lockdown?

or

How might Shayam, home based artificial jewellery maker pay his two employees when there is no revenue coming in.

Problem Identified

What exact problem from your lockdown scenario are you going to solve? Keep it succinct

How Small and Home Based Business who did not have cash reserves, robust supply chain nor the tools to market themselves will survive this lockdown?

WHY IS IT AN URGENT PROBLEM?

1. https://unemploymentinindia.cmie.com/ -- Unemployment rate at 24% in April 2020 and will continue to be much higher than the 7.8% pre-covid rate.
2. The latest push by the government to "Go Local" will urge customers to opt for local/hyperlocal/ on demand products that can cater to their needs.
3. Additionally all these hurting businesses are looking for a new options to come out of this crises.

WHY IS IT AN URGENT PROBLEM?

4. Informal economy is 81% of India's (Non-Agro) economy.

5. India has Growing Middle class with disposable incomes looking for custom/Unique products and services which these small business create.

6. Urban Indian workforce has now access to Information technology

7. Indian people are looking for the better alternatives to "Chinese Imports".

Identified Businesses

Baker, Shoe maker, Gardner, artisan, Embroidery, hand made jewelry, Tiffin Centers, craft makers, florist, gift accessories, recycle/upcycled products, tailors, laundry, carpenters, salons, Fitness instructors, masseuse, Maid and Cooks, household services, counselors, doctors, chocolatier etc.

Target User Persona

PROFILE:

Name: Saroj Gyan
Job Title: Home Baker
Gender: Female
Family Setting: Nuclear family. Living with her husband and 2 children in a rented apartment.

DEMOGRAPHICS

Income: 20,000 to 25,000 a month.
Education: Higher Secondary, baking classes

FEELINGS

Values & Goals:, Make hygienic and unique baking products.

Worries: Growing family expenses and house rent. Customer acquisition, sourcing raw materials.

Influences: Additional income to sustain the family expenses, be completely financial independent.

OBJECTIONS

Cost: Increased cost of raw materials, deliveries, and packaging resulting in overall increase in the product price.
Value:
Fear: Losing loyal customers and building trust among new ones. Delivery hygiene,

Target User Persona

PROFILE:

Name: Hemant Bisvas

Job Title: Electrician
Gender: Male
Family Setting: Living with extended family, only earning member

DEMOGRAPHICS

Income: 15,000 to 20,000 a month.
Education: , secondary education. Worked under a experienced person previously.

FEELINGS

Values & Goals: Survive through this lockdown,

Worries: Not getting higher paying jobs/work. Unavailability of the fixtures/hardware for his work. Also, many stores are closed.

Influences: Provide better living and healthcare for the family, paying for his children's education.

OBJECTIONS

Cost: Additional travelling expense,

Value

Fear: Justifying higher fees,

Explorations

1. Communities/online platforms like BNI consisting of all the essential services around the area. Members discuss business and support each others businesses by sharing referrals.

2. TELEPHONIC SOLUTION where we have a platform and number specified for different locality with a person assigned to handle the particular area. Something like justdial where they only provide with the number and information, our platform will cover the whole process for the product to get delivered or serviced at the customer side. Locally region wise there will be digital brochure or app menu.

3. An online platform:
It will work in 3 steps:
1. Post requirement, 2. Get Quotes from businesses, 3. Get the product
- We can tie up with other delivery services and the product needs to be in regional language

Solution

HOW DOES YOUR SOLUTION ADDRESS THE IDENTIFIED PROBLEM?

Platform for Small & Home based Businesses enabling their growth with Lead Generation, payment processing, online presence and delivery Services.

Journey

Maker Onboarding

Onboarding using .

1. Google form to create seller/customer profile.
- Name
- Contact Info
- Upload work/product images (optional)
- Tentative Quotation (optional)

2. Seller/customer profile will be generated as a Contact card. which can be shared across the platform.

3. Will be notified if any requirement is posted matching their category.

4. Location based. Seller or service provider within X kms will be able to access the enquiry.

5. Profession based category.

6. Referrals/testimonials from customers.

7. Can post regarding their work/project.

8. Listing of products (optional).

Customer's Need Capture

1. User comes on website and types his requirement
Ex: I need a shoe

2. As he types he is shown some suggestions like
"I need a shoe..."
'I need a shower..."
Suggestive search basically

3. He describes his requirement
"I need a shoe for morning walk, it should be with soft sole, and white in colour"

4. Quantity is 3 pairs

5. My address is "3243 Baner"

6. I need now/ under 10 days

7. Request quotations from vendors/makers

8. Now I am waiting for Quotations

Product Quoting

1. Once customer request their requirement on the platform, sellers get a notification of the requirement with details.

2. Seller gets a time period to revert back with price, quantity, time period required to complete the job.

3. User accepts his quotation

4. User pay at the platform, and the payment details are shared both ways.
"The paid amount stays with the platform until the deliver is completed and accepted by the user, after that the amount is transferred to the maker."

5. He gets awarded the project and he can start making the product.

6. Seller save details of the user.

7. Sending a brochure or catalogue of their product to the user (optional)

Product Processing/ Making

1. The maker can post the requirement for the raw material on the app (If required) and get it sourced directly from the app.

2. He can start working on the order.

3. Can share the process images with the buyer for feedback (optional).

Packaging and delivery

1. Maker requests delivery on the app.

2. A third party delivery partner comes and takes the products from the maker.
here the product could be marked as fragile.

3. He then delivers the product to the customer.

4. Once the product is delivered to the customer, the payment to the maker is initiated.

Feedback and Loyalty

1. Platform send a feedback form via mail, message or telephonic.

2. User write and send feedback about the product received and also write testimonial about the maker.

3. User also share pictures of the product in use with the platform for testimonial records.

4. Platform shares and thank user for taking the service

5. Platform invite user to explore more products and service that they provide under one roof via mail or other social platform.

SITUATIONAL STORY FLOW

" Radha, looking for cake for her anniversary . online and she come to our platform. "

"On platform she puts her requirement and send request".

" 5 bakers recieves her requirement and they all put thier quote".

"Radha , selects the the quote and baker and makes the payment".

"Delivery person picks the order".

"Radha, collects the order and confirms on the platform and baker recieves the payment".
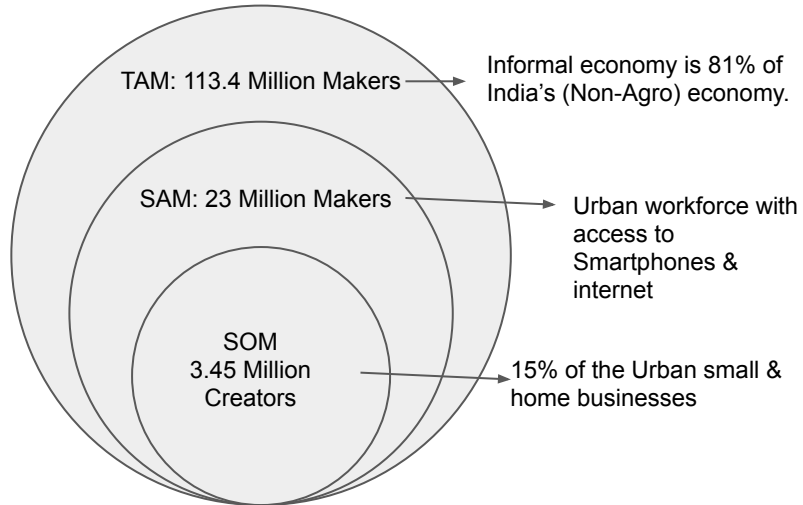
Impact

Market Reached

- Cakes & Confectioneries: **$10 bn**
- Furniture and Decor : **$32 bn**
- Fashion and Footwear: **$68 bn**
- Custom Printing:**$29 bn**
- 3D Printing: **$30 bn**
- Jewellery: **$90 bn**

  Upto 35 More products & services reached

TAM: 113.4 Million Makers → Informal economy is 81% of India's (Non-Agro) economy.

SAM: 23 Million Makers → Urban workforce with access to Smartphones & internet

SOM 3.45 Million Creators → 15% of the Urban small & home businesses

All Products and Services   About

Become a Seller

User Experience

Customer's Interface:
Web Based

#VOTELOCAL

Hyperlocal services, On demand!!

Mukundnagar ⌄

🔍 What are you looking for?   ⌄

Hyperlocal and Vocal Community

- Find business around you
- Support local businesses
- Contribute to Make in India

Instant Quotation

-Get instant quotes from verified businesses
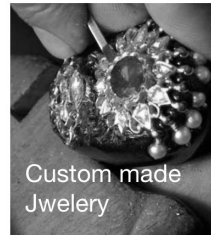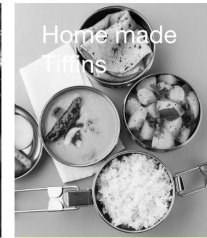- Select based on quotes and past reviews

Secure Payments

- All transactions are conducted are secure.
- Your payment is with us till the product/service is delivered

Fast Doorstep Delivery And Services

- Our delivery partner will Pickup the products
- Track your product on the way
- Safe and assured delivery.

Services near you.

See all products and services   →

5 Bakers within 2KM radius

Home made Tiffins

Household supplies

Flourist

Custom made Jwelery

Looking for Carpenters near you?

User Experience

Hyperlocal services, On demand!!

Mukundnagar ⌄

🔍 I need a…   ⌃

I need a shoe

I need a handmade Jewellery

I need a Carpenter

User Experience

Maker's Interface: Mobile App Based

Targeted Makers:

Phase 1: 1- 6 months
Small Home based business
(Reason: Access to smartphone, and
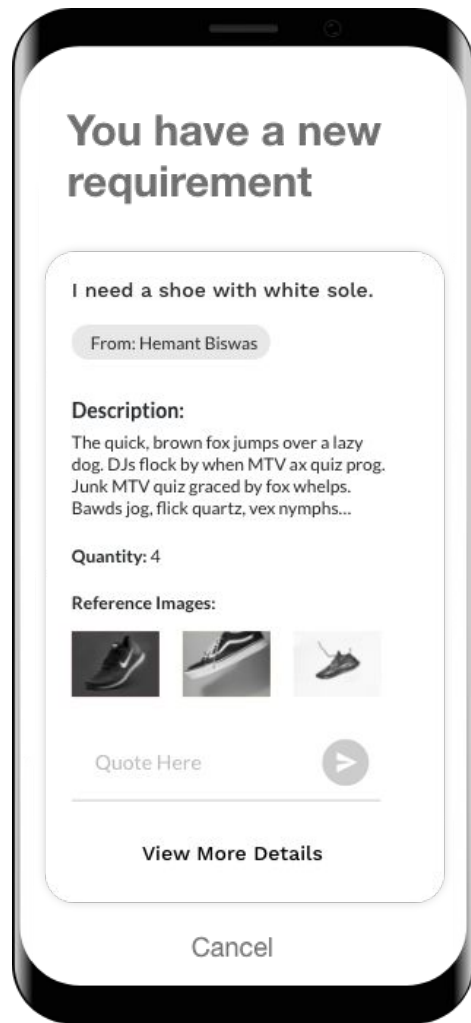data, less learning curve)

Phase 2: 7- 24 months
Medium scale businesses
(Reason: Can take bulk orders)

Phase 3: 24 months onwards
Street Vendors
(Reason: Larger learning Curve)

You have a new requirement

I need a shoe with white sole.

From: Hemant Biswas

Description:
The quick, brown fox jumps over a lazy
dog. DJs flock by when MTV ax quiz prog.
Junk MTV quiz graced by fox whelps.
Bawds jog, flick quartz, vex nymphs…

Quantity: 4

Reference Images:

Quote Here

View More Details

Cancel

Process

Step 1. Defining a problem

Basically identifying the gap between the current (**problem**) state and desired (goal) state of a process or product, which in our case was Unemployment due the lockdown situation.

Step 2. Initial Research and Personas

We started by Empathising with our user. Who are they, where are they from? Impact of Lockdown on the user? Taking a look at all the requirements, we made a list of questions about things that we still weren't sure of and gave it to the user.
Now that we have some firsthand data about our users, what they need, what they expect. The next step was to summarise those users into user persona.
Personas are fictional characters created to represent the different user types that might use a site, brand, or product in a similar way.The purpose of personas is to create reliable and realistic representations of your key audience segments for reference

Step 3. Customer journey/ Story Boarding
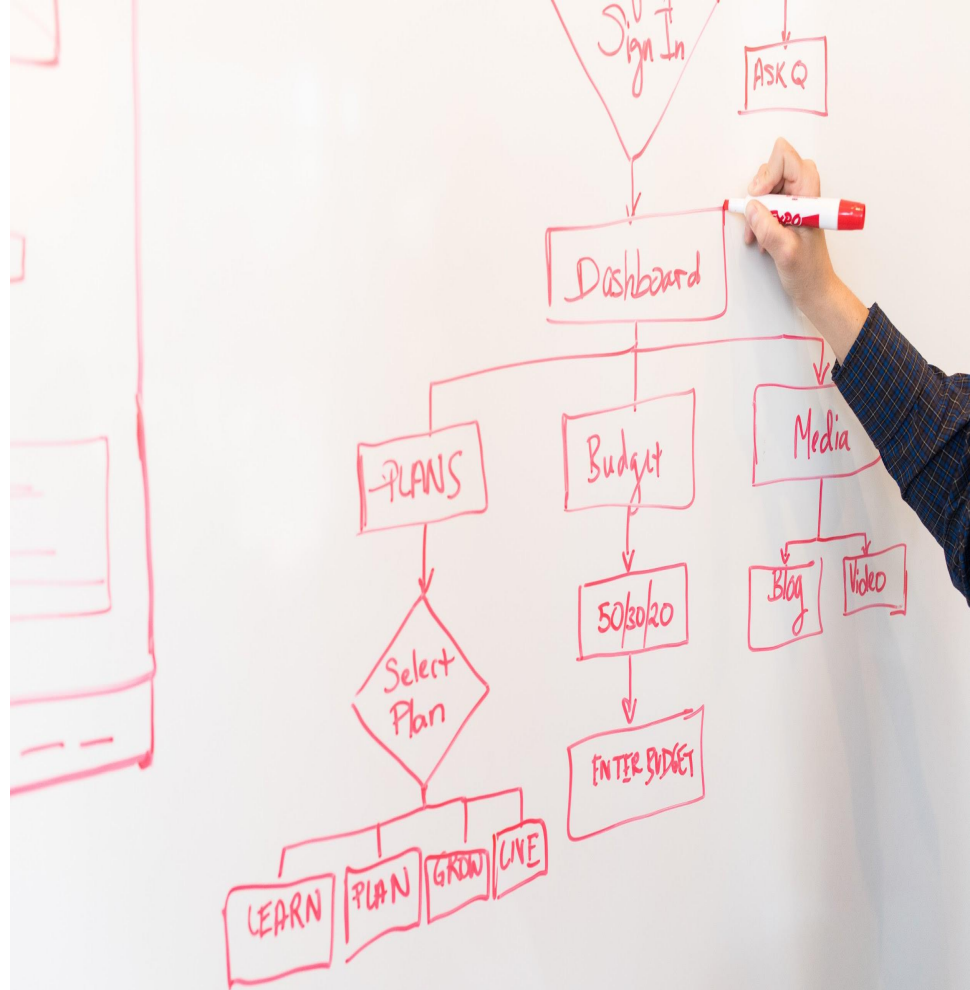
Impact

Un-met Needs are Covered for Maker and Customer:

Customer

- Ability to find small business
- Accurate & Fair Quotes
- Doorstep Delivery
- Credibility with Ratings/Reviews

Maker

- Payment Assurance
- Order & Logistics Management
- Relevant Leads
- Credible Virtual Identity

Reaching Larger Goals:

- Dedicated Platform for Home based, Small scale business and Freelance (MaaS) Creators in India
- Crowd Sourced Content: Creators submit content showcasing their creativity
- One-Stop Portal for Leads, Orders, Payments, delivery
- Aggregation of Hyperlocal Delivery systems

Now is the Time

- Highest Employment rate at 7.8%. Youngest Population Worldwide, fastest growing as well!
- Growth of Tech savvy 25-55 year age bracket
- Social Media draw to have a unique stand out identities

Execution & Viability

Targeted Makers:

Phase 1: 1- 6 months
Small Home based business
(Reason: Access to smartphone, and data, less learning curve)

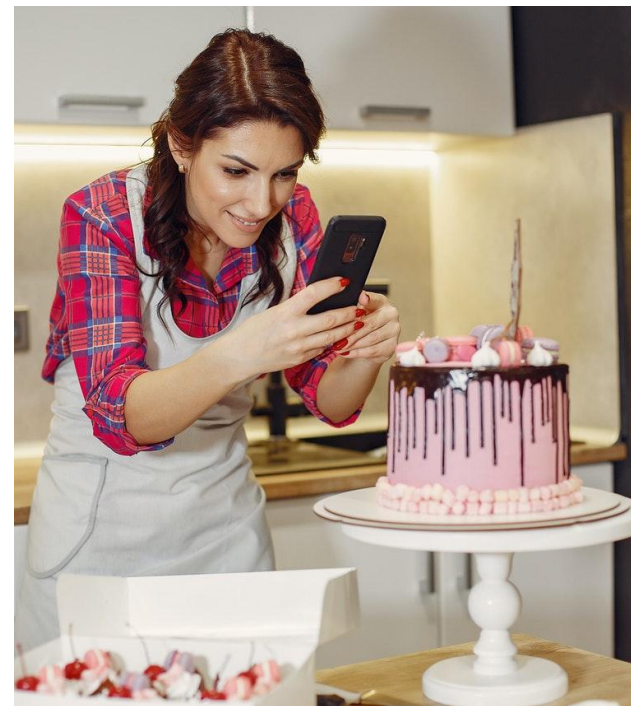**Phase 2: 7- 24 months**
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(Reason: Larger learning Curve)

- Target core community groups to onboard early adaptors in Maker communities. **1 City at a time.**
- Capture existing market by routing all business through platform
- Repeat same strategy across categories & geographies.

Thank you!

Use this slide to add any final words, credits, etc.,