IRONMAN – A CASE STUDY

MALHAR BHAMBURE

PROBLEM STATEMENT

Laundry is one of the most mundane task a house needs to carry out routinely which not necessarily takes a dent in your schedule but in general is too boring to do. With the digital boom since 2016, India has an app or a service for almost everything…But Laundry?

Yes, we do have. But can you name even 2 right now? Exactly.

Ironman is intended to be a one stop location to fulfil the laundry needs of every household by integrating local laundromats to serve based on location at the most reasonable price in the online service market.

WHAT ARE LAUNDRY SERVICES ?

- **Washing**

- **Dry Cleaning**

- **Ironing**

- **Heavy Duty Washing**
  - **Carpets, Blankets, Curtains**

- **Sneaker Care (New in Market)**
  - **Sneakers, Sports Shoes**

- **Other one off services**

MARKET SIZING – TOP DOWN

- **ASSUMPTION & ESTIMATION: -**
  - Targeted market is India and to start with MVP, we will launch in Bengaluru.
    - To start with, we will target the pincodes within a 3km radius around Manyata Tech Park.
  - The market will be sized based on the laundry needs of residents in Bengaluru.
    - This will help us target a potential customer base **WILLING** to opt for online laundry service since a large proportion of them (potential users) will be working in the tech park for a tech firm.

- **Market Potential: -**
  - Assume, a household can dedicate some time of their weekend to get done with laundry, we'll calculate the estimated potential volume of clothes needed to be washed and ironed for the week.
  - These calculations will help us on estimating the potential TAM (Total Addressable Market).

MARKET SIZING – TOP DOWN

- **Market Potential: -**
  - A person would normally wear : -
    - 1 top, 1 bottom – Work
    - A pair of undergarments
    - A pair of leisure wear – At home
  - **Total Number of clothes worn in a day: -**
    - 1 Top + 1 bottom + 2(a pair of undergarments) + 2 (a pair of leisure wear) = 6 Clothes
  - **Total Number of clothes to be washed for the day: -**
    - 1 Top + 2(a pair of undergarments) + 2 (a pair of leisure wear) = 5 Clothes
    - Not including the bottom since a person can repeat the same during the course of the week.

MARKET SIZING – TOP DOWN

- **Market Potential: -**
  ◦ **Total Number of clothes to be washed at the laundromat: -**
    ◦ Assume a person wears 2 bottoms during the course of the work week (5 days) and a pair for the weekend which can be amortized in the next week or later in the month.
    ◦ Further assume or rather consider that no person would send undergarments to a laundromat since most laundromats in India do not accept it.
    ◦ Also, leisure wear which includes a short, a pyjama or a track pant paired with a T-shirt, is worn for a couple nights.
    ◦ Hence, **the calculation for the potential Total Number of clothes to be washed at the laundromat for a week for person** can be: -
      ◦ 6 Tops + 2 Bottoms + 6 (3 pair of leisure wear) = 14 clothes.

  ◦ **Total Number of clothes to be ironed: -**
    ◦ Total number of clothes to be washed for a Week – Leisure Wear.
    ◦ This is assuming the fact that most people may not pay to get their leisure wear ironed
      ◦ 14-6 = **8 Clothes.**

MARKET SIZING – TOP DOWN

- **Market Potential: -**
  - **Total Number of clothes to be sent to the laundromat from every household: -**
    - Let's assume each household can have 3 members.
    - To scale the potential, let's assume only 2 out of these 3 members happen to work and fall in the potential user bracket for our calculation.
      - But lets also assume a number for the 3rd member by considering that they either don't work or frequent out of the house or any other possibility.
        - Let this number be 9 to be washed and 3 to be ironed.
    - Hence the number would be: -
      - **(Total Number of clothes to be washed at the laundromat + Total Number of clothes to be ironed)**
      - For our potential household from the numbers and calculations seen earlier, this would be: -
        - (2 X 14) + 9 + (2 X 8) + 3
        - = 56 Clothes.

MARKET SIZING – TOP DOWN

- **Market Potential: -**
  - **Total Addressable Market: -**
    - With an estimated 18000 houses with 3 km radius of Manyata Tech Park, our product will affect 54000 people
    - Assuming only 45% of the total number of houses as our potential customer base who would be willing to opt for such a service, provided at nominal price, we will be addressing: -
      - 8100 Houses
      - 24300 people
    - **Only within 3 km radius of Manyata Tech park**

SCOPE

SCOPING SERVICES TO SOLVE FOR

Which laundry services are frequently used?

STACK RANK	LAUNDRY SERVICE
1	WASHING
1	IRONING
2	DRY CLEANING
3	HEAVY DUTY WASHING
3	SNEAKER CARE
4	OTHER ONE OFF SERVICE

STAKEHOLDERS OF THE SYSTEM

- CUSTOMERS

- LAUNDROMATS

SCOPING SERVICES TO SOLVE FOR

Which laundry services are frequently used?

Trust and Price are two factors when it comes to opting for laundry service. Hence, the problem to be solved is delivering the service at a nominal cost while ensuring customers that their clothes will be delivered undamaged.

STACK RANK	LAUNDRY SERVICE	OBSERVED PRICE RANGE (Rupees)
1	WASHING	• 1 kg = 80 to 90 • 4 kgs = 240 to 270 • 6kg = 320 to 340
1	IRONING	• Normal Clothes = 10 to 12 • Special Clothes = 50 to 75 • Other = 15 to 30
2	DRY CLEANING	70 to 300 Depending on Type
3	HEAVY DUTY WASHING	250 to 450
3	SNEAKER CARE	600
4	OTHER ONE OFF SERVICE	60-150

USER PERSONAS

User 1 - Ashley Young: -

- Age – 22 to 27
- A trainee or early experienced, earning around the market benchmark.
- Highly cost sensitive
- Would opt for Washing and Ironing

User 2 – Mature Ramamurthy: -

- Age – 28 to 40
- An experienced professional, earning enough to have disposable income
- Moderately cost sensitive seeking convenience at a bargain
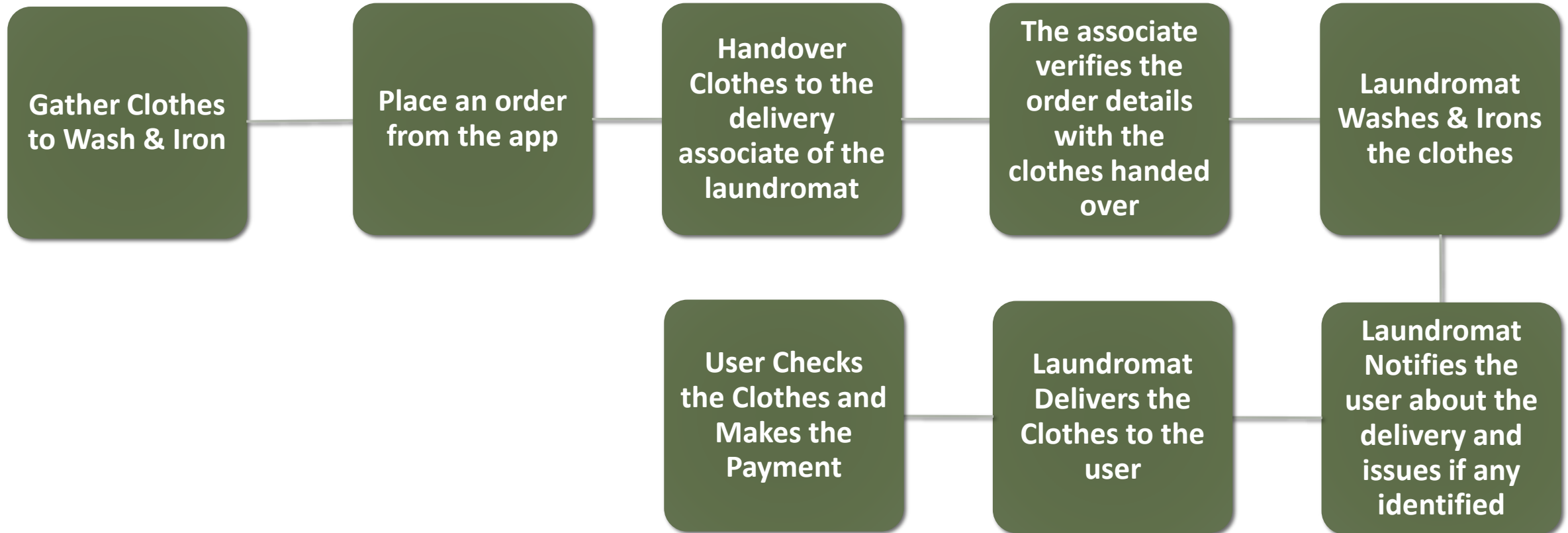- Would frequently opt for Washing & Ironing while also occasionally opting other services

User 3 – Gurukant Desai: -

- Age – Above 40
- Is a top level executive, maybe runs a restaurant, a supermarket or even owns a few buildings rented for people like Ashley Young as a paying guest.
- Values quality and Convenience. If delivered well, a customer for life else would humiliate you publicly.
- Would frequently opt for Washing & Ironing while also occasionally opting other services.
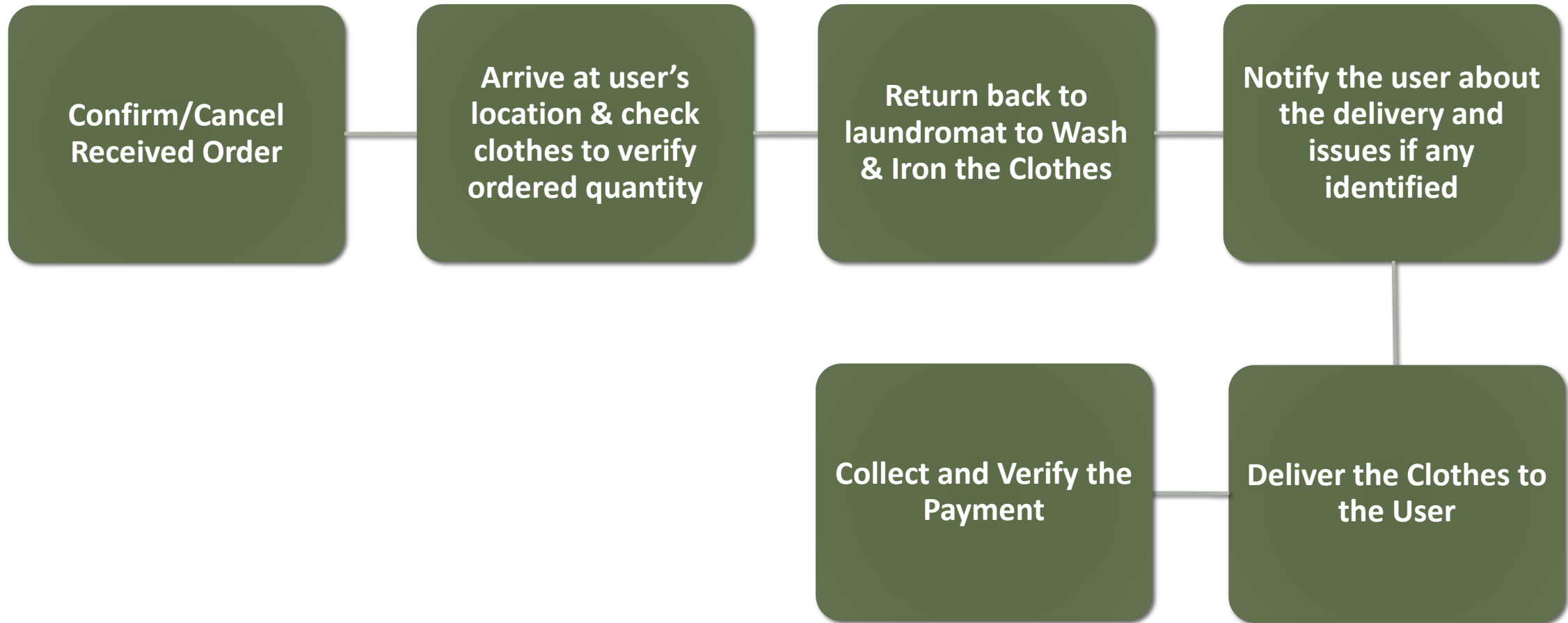
SCOPE TO ADDRESS THE OPPORTUNITY/PROBLEM

- Our product will provide a solution for all the services listed.

- Our service will provide a cost effectiveness for both, the customers and laundromats.

- We will charge a flat fee for all the services by incorporating delivery charges on the label price thereby attracting more customers without incurring a possible loss on delivery fee.

UNDERSTANDING OPPORTUNITY SPACE

A USER'S JOURNEY TO GET THE CLOTHES WASHED, IRONED OR BOTH

Gather Clothes to Wash & Iron → **Place an order from the app** → **Handover Clothes to the delivery associate of the laundromat** → **The associate verifies the order details with the clothes handed over** → **Laundromat Washes & Irons the clothes**

User Checks the Clothes and Makes the Payment ← **Laundromat Delivers the Clothes to the user** ← **Laundromat Notifies the user about the delivery and issues if any identified**

A LAUNDROMAT'S JOURNEY TO GET THE CLOTHES WASHED, IRONED OR BOTH

Confirm/Cancel Received Order

Arrive at user's location & check clothes to verify ordered quantity

Return back to laundromat to Wash & Iron the Clothes

Notify the user about the delivery and issues if any identified

Collect and Verify the Payment

Deliver the Clothes to the User

PROBLEM CLASSIFICATION - USERS

1. **Convenience: -**

   Most users desire to have convenience for a boring & mundane activity such as laundry.

2. **Cost Effectiveness: -**
   ◦ With most of the households assumed to have a washing machine, the user based which will be opting for washing at laundromat will be conscious of cost otherwise they can or could have bought a machine.
   ◦ While the users option for pick up and drop only for ironing will not want a service that charges exuberantly high where they prefer either dropping & collecting themselves or even start ironing themselves.
   ◦ Note – These are assumptions made out of common observations and general behaviour according to financial strata of consumers. A survey or backing of data is absent for these assumptions and hypothesis. Sorry!

3. **Trustworthy: -**
   ◦ Be it washing, ironing, dry cleaning or any other laundry service, TRUST becomes an important factor for choosing a laundromat and trusting them to do a decent job without damaging the clothes.

PROBLEM CLASSIFICATION - LAUNDROMATS

1. **Margins: -**
   - Margins are managed & contained well when it comes to users dropping by & getting the laundry service themselves.
   - Pick up and Drop is volume dependant for a laundromat to be profitable by it. Without having a huge order, laundromats are reluctant to provide any service.
   - When it comes to only ironing, very few laundromats provide a pick up & drop service

2. **Resource Management: -**
   - Delivery requires (a.) A Vehicle (b.) A person to deliver. Hence a resource overhead leading to drop in margin.
   - A general observation here is that most owners of the laundromat themselves.

DEFINING ACTUAL OPPPORTUNITY/PROBLEM SPACE – PRODUCT VISION

Having consolidated the needs and problems of users and laundromats which are convenience, cost effectiveness, trustworthiness, sustainable margins and resources, our **PRODUCT VISION** can be :-

" A product or service that provides consumers of laundry service a convenient , cost effective and trustworthy platform while ensuring laundromats a partnership for providing the service at a reasonable cost while sustaining business".

GENERATING SOLUTION SPACE

STRUCTURING SOLUTION SPACE

FREQUENTLY USED SERVICES

WASH & FOLD

IRONING

OCCASSIONALLY USED SERVICES

DRY CLEANING

SNEAKER CARE

HEAVY DUTY WASHING

OTHER ONE OFF SERVICES
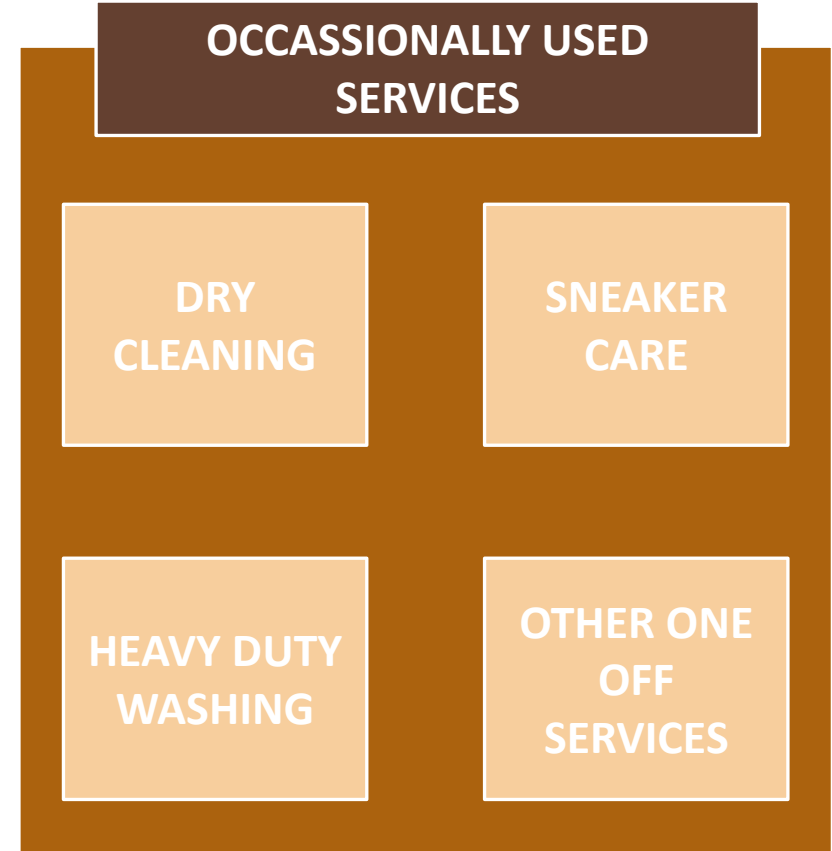
SCORING LOGIC

1. **ABILITY TO SERVE & COVER A LARGE USER BASE: -**

   Although IRONMAN will be targeting & launching in a small geography with its MVP, its partnership with adequate number of laundromats will cover & serve all valid orders

2. **ABILITY TO SUSTAIN COSTS WHILE OFFERING AT REASONABLE PRICES: -**

   By offering at **FLAT FEE** that covers all costs (including delivery charges) IRONMAN will offer services at attractive prices , although a fraction higher than what one would pay for getting laundry in person.

3. **DELIVERY TIME/ETA: -**

   By allocating a serving laundromat within close proximity, IRONMAN will be able to service and deliver the order within 24 hours of pick-up

4. **TRUSTWORTHINESS: -**

   Partnering with only trusted laundromats with high footfalls, strong & loyal customer base, IRONMAN will ensure high quality measures thereby building trust.

BUILDING IRONMAN

NORTHSTAR METRIC(S)

An order with high order quantity and value

HIGH LEVEL DESIGN

Ironman's system will have two major components: -

User Facing Experience

Laundromat – Admin
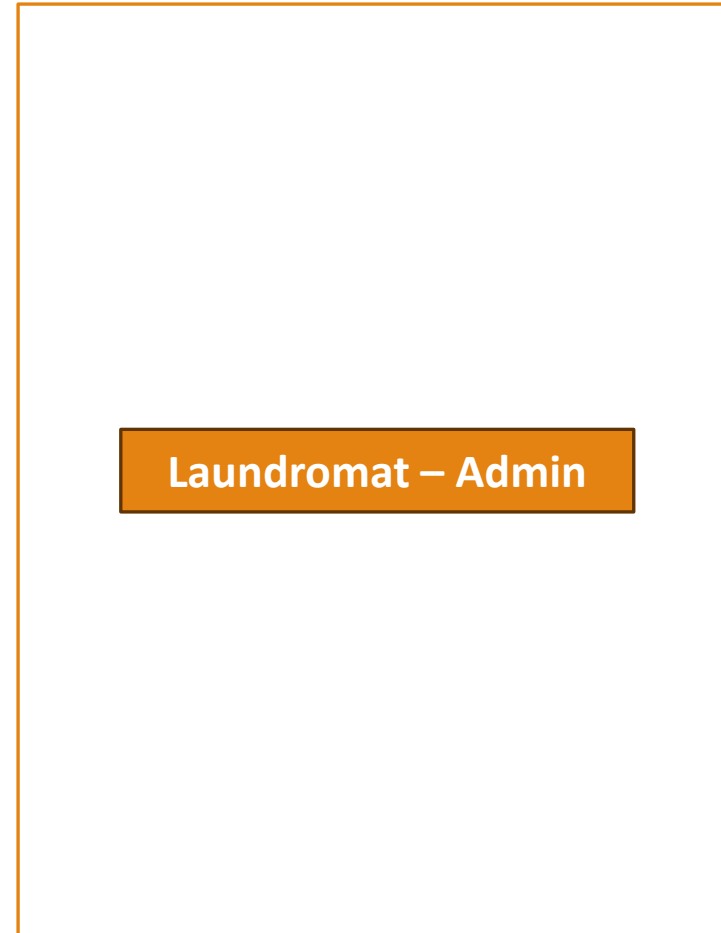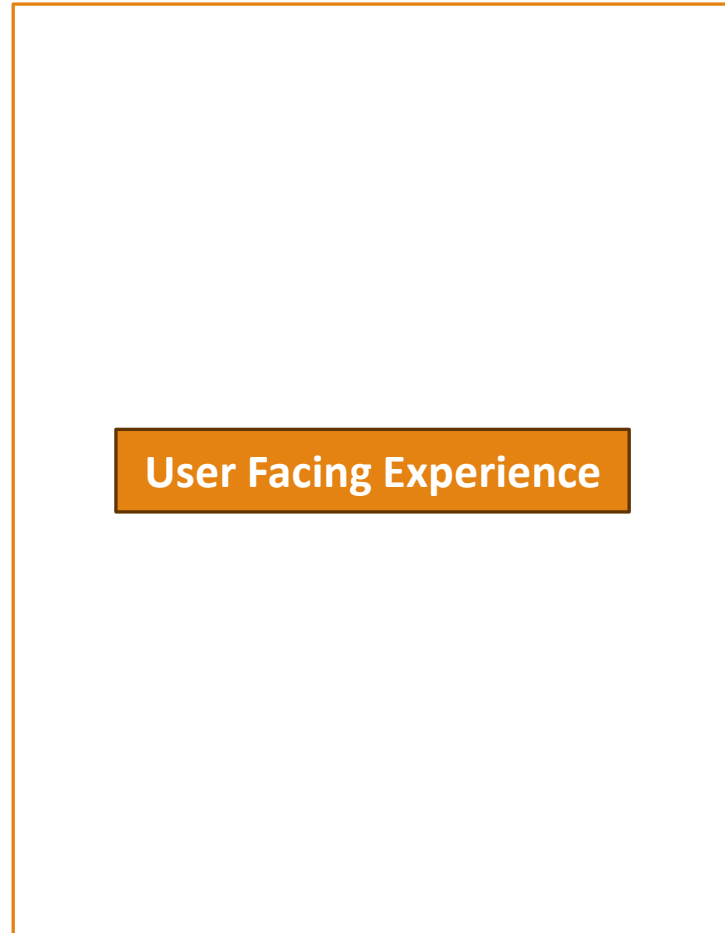
CREATING USER FACING EXPERIENCE

A user's experience on Ironman will be driven by the intention, *"HOW TO BOOK ONLINE LAUNDRY SERVICE ?"*. Hence the high level flow will be : -

Placing an Order -> Laundromat servicing -> Delivery

To ensure the application encapsulates the flow with suitable entry and exit points the flow can be disintegrated as follows with questions that'll help build the necessary components

LOG IN TO IRONMAN → **How to view services offered?** → **How to add a number of clothes to be treated at laundromat for the desired service ?**

↓

HOW TO BOOK ONLINE LAUNDRY SERVICE ? ← **What is my ordered quantity and the price to be paid?**
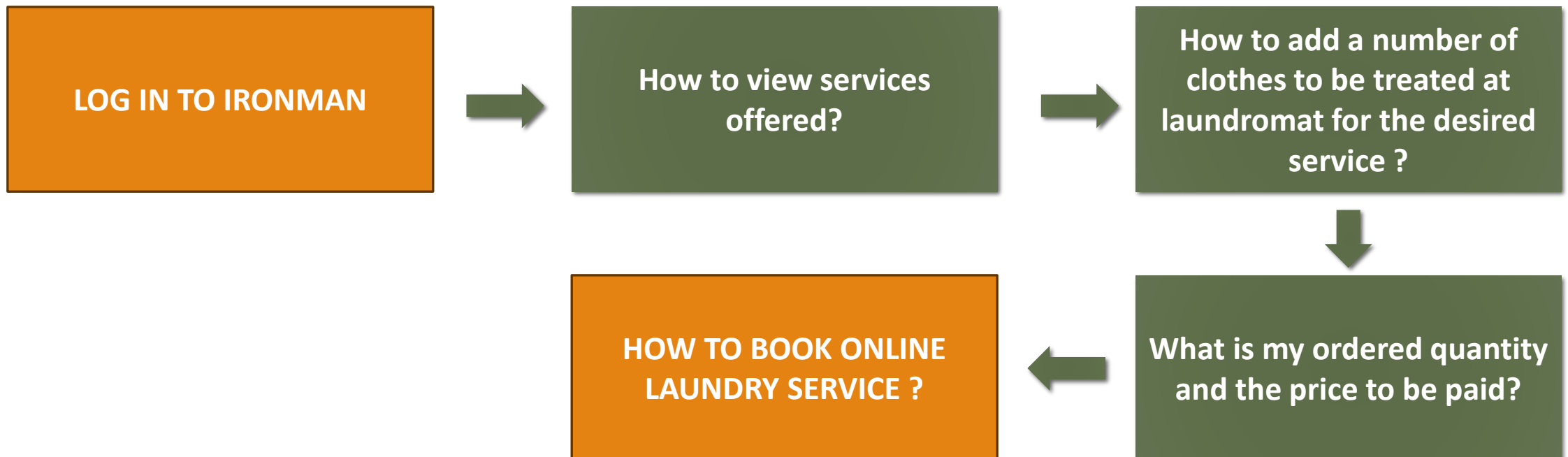
CREATING LAUNDROMAT - ADMIN EXPERIENCE

The Laundromat - Admin experience on Ironman will be driven by the intention, **"HOW DO WE PROVIDE LAUNDRY SERVICE** ?"**. Hence the high level flow will be : -

Viewing Orders -> Providing Laundry Service -> Delivery

To ensure the application encapsulates the flow with suitable entry and exit points the flow can be disintegrated as follows with questions that'll help build the necessary components

```
LOG IN TO ADMIN PORTAL  ──►  How do we view received orders?  ──►  How do we accept or reject or cancel an order?
                                                                              │
                                                                              ▼
HOW DO WE PROVIDE   ◄──  How do we complete and   ◄──  How do we notify customers
LAUNDRY SERVICE?         close the order after          with the status of their
                         receiving payment?             orders?
```
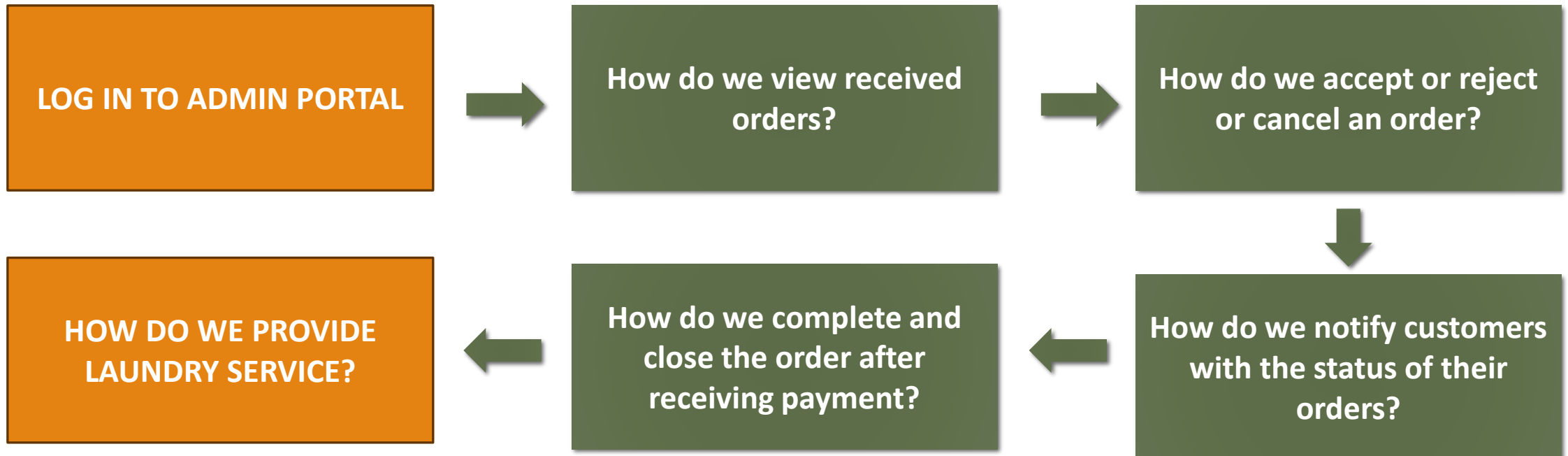
HIGH LEVEL DESIGN - SUBCOMPONENTS

Ironman's system will have two major components: -

User Facing Experience

1. **LOGIN & REGISTRATION: -**
   - LOGIN SCREEN
   - REGISTRATION – MANUAL
   - REGISTRATION – SOCIAL MEDIA
   - FORGOT PASSWORD
2. **ORDERING A SERVICE: -**
   - SERVICE CATALOGUE
   - IRONING
   - WASH & FOLD
   - DRY CLEANING
   - SNEAKER CARE
   - HEAVY DUTY WASHING
3. **PAYMENTS & CHECKOUT: -**
   - ORDER DETAILS
   - PLACE AN ORDER
   - CHECKOUT
   - PAYMENT
4. **CANCEL ORDER**
5. **CORRESPONDENCE: -**
   - EMAIL COMMUNICATION

Laundromat – Admin

1. **LOGIN & REGISTRATION: -**
2. **ORDERING A SERVICE: -**
   - SERVICE CATALOGUE
   - IRONING
   - WASH & FOLD
   - DRY CLEANING
   - SNEAKER CARE
   - HEAVY DUTY WASHING
3. **PAYMENTS & CHECKOUT: -**
   - ORDER DETAILS
   - PLACE AN ORDER
   - CHECKOUT
   - PAYMENT
4. **CANCEL ORDER**
5. **CORRESPONDENCE: -**
   - EMAIL COMMUNICATION

DEFINING DEVELOPMENT, PRODUCT AND LAUNCH STRATEGY

- Team of IRONMAN should develop and build and MVP which delivers the experience identified with the fastest possible GTM by consuming only adequate amount of resources.

- Extensive focus on cosmetics and visual appeal of the product **should be strictly avoided** while also **ensuring that the product is not shabby.**

- Thorough testing should be performed to ensure high quality measures and output.

- The product should be engineered by using existing & reusable components to speed up the development.

- **Build a great product!!**

MVP – CUSTOMER/USER FLOW

```
OPEN IRONMAN → Display the service catalogue → User selects desired service by clicking on it → Display the service details → User adds the number of clothes to be treated in the cart/basket → Navigate to checkout page
```

Ask user to add more

Is the acceptable order value met?

Is the customer's location serviceable?

Successfully place the order

Has the laundromat accepted the order?

Laundromat pick up and services the order

Laundromat delivers the order

Laundromat collects payment → ORDER IS COMPLETD

Inform user that location is not serviceable

Inform user that location is not serviceable

MVP – CUSTOMER/USER FLOW - PROTOTYPE

Home Page
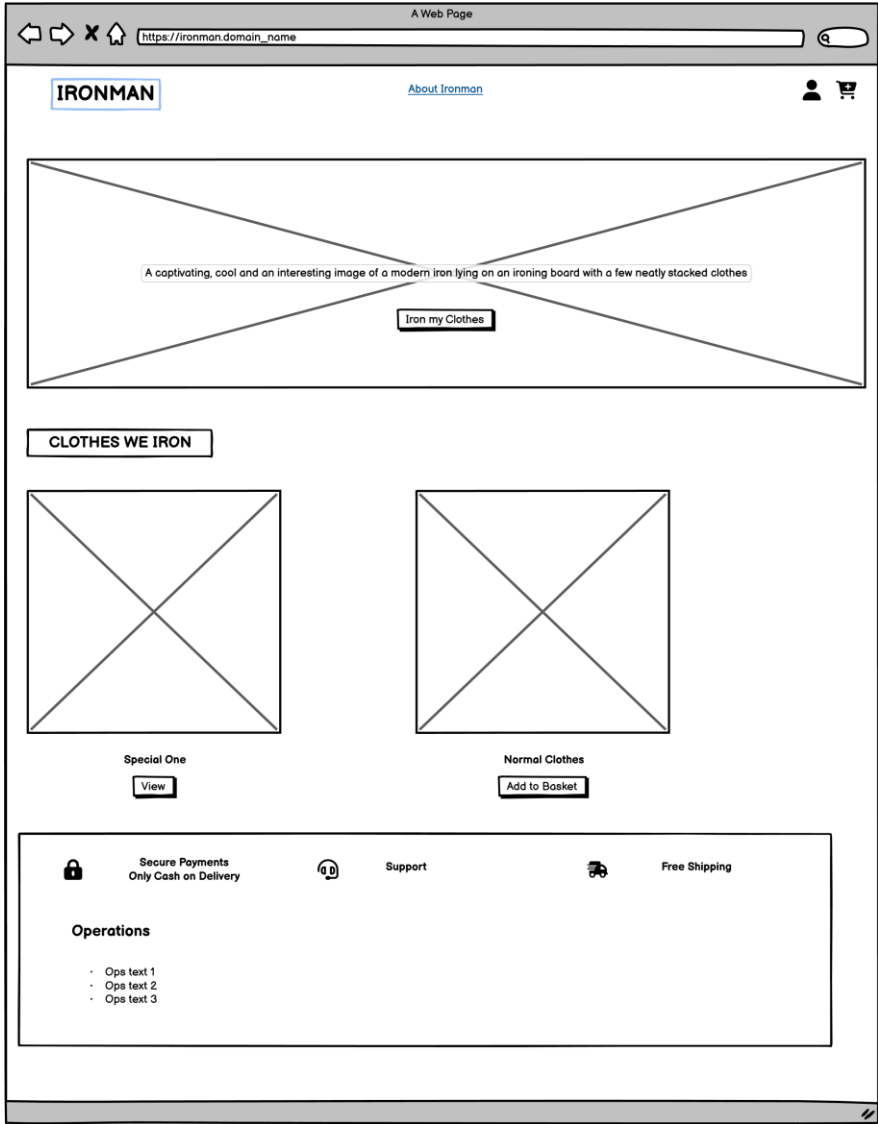
MVP – CUSTOMER/USER FLOW - PROTOTYPE
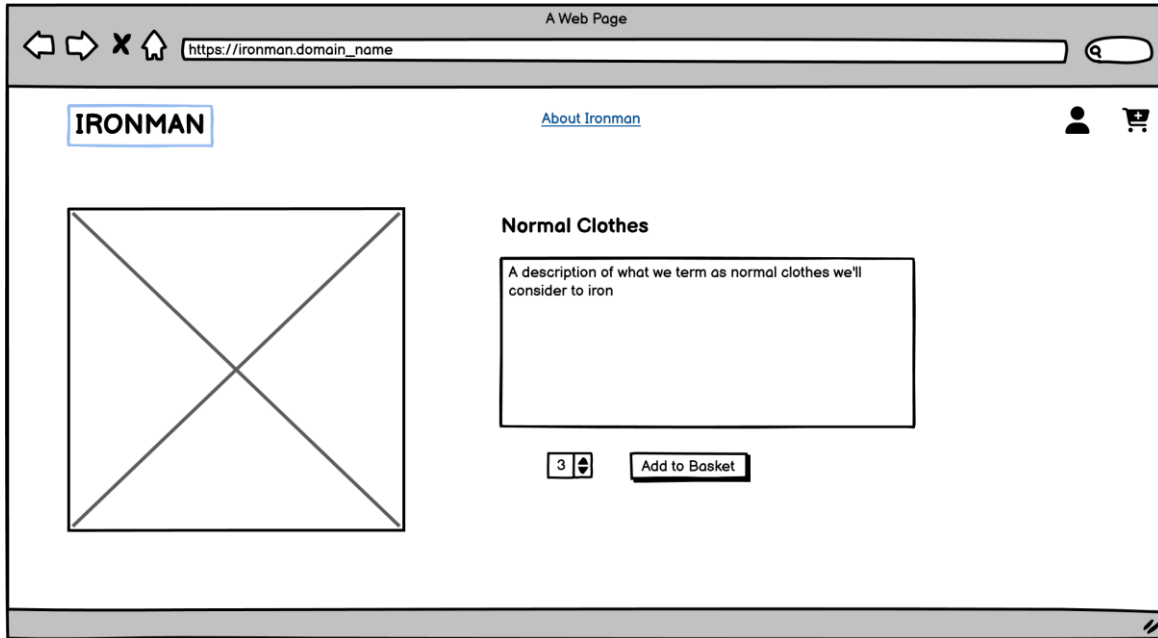
(A) SERVICE DETAIL
PAGE

(B) CART

MVP – LAUNDROMAT-ADMIN FLOW

OPEN ADMIN PORTAL → **View Orders** → **Accept or Reject Order** → **Communicate with customers** → **Deliver Laundry** → **ORDER IS COMPLETD**
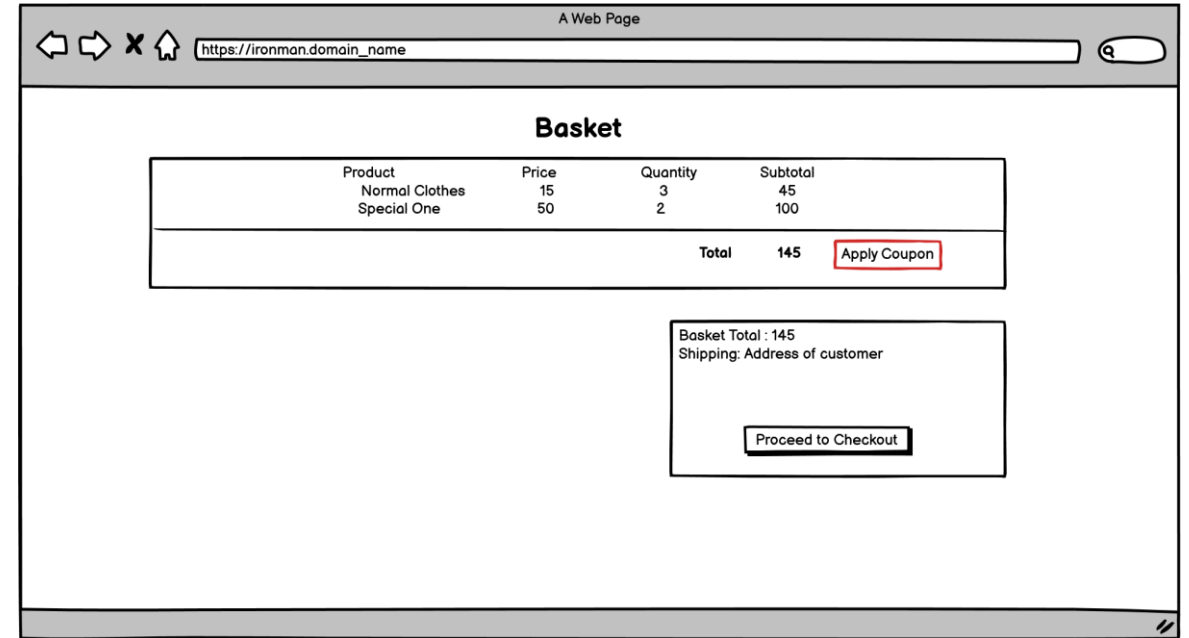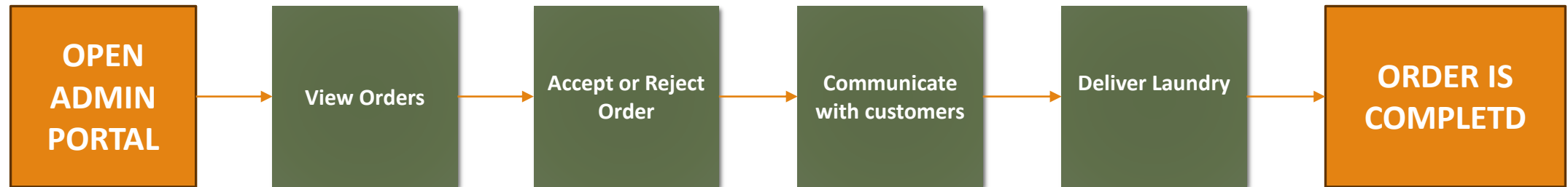
MVP – LAUNDROMAT-ADMIN FLOW- PROTOTYPE – (1)

For the admin portal, we'll be using our WooCommerce Platform's admin portal to orchestrate orders.

(A) ORDER LIST

(B) ORDER DETAILS

MVP – LAUNDROMAT-ADMIN FLOW- PROTOTYPE – (2)

For the admin portal, we'll be using our WooCommerce Platform's admin portal to orchestrate orders.

(A) UPDATE STATUS OF ORDER

CRITERIA FOR MEASURING SUCCESS OF MVP

- **Northstar Metric –** Orders having large quantity and therefore value

- **Efficiency –** (Orders satisfying criteria)/(Unique Website Opens)

- **ETA –** Orders are delivered within 24 hours of pick up

- **Customer Love –** Increased traffic on the website

- **Laundromat Love –** Positive Feedback on the sustaining costs and increase in business

LET'S GO

BONUS – GLIMPSE OF THE PRODUCT BEFORE LAUNCH

Iron my clothes

Billing details

Product		Subtotal
Dry Cleaning × 4		₹400.00
Normal Clothes × 1		₹12.00
Subtotal		₹412.00
Shipping		Free shipping
Total		₹412.00

First name *
Bruce

Last name *
Wayne

Company name (optional)
Wayne Enterprises

Country/Region *
India

Street address *
Wayne Manor

Apartment, suite, unit, etc. (optional)

Town / City *

Cash on delivery

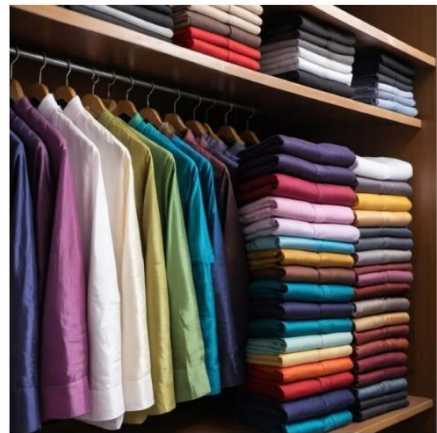Pay with cash upon delivery.

— ## Services we Offer

Dry Cleaning
₹100.00

Add to basket

The Special One
₹50.00 – ₹75.00

View products

Normal Clothes
₹12.00

Add to basket

The Special One

₹50.00 – ₹75.00

Ironman For Special Occasion At our online laundry service store, we understand the importance of looking your best for special occasions. Whether you have a saree, sherwani, kurta, blouse, suit, tuxedo, or any other clothing item in this category, we are here to provide you with a professional ironing service that will leave your garments...

| 0 | Ethnics | ₹75.00 |
| 0 | Formals | ₹50.00 |

Add to basket

Category: Ironing