**THE STUDY OF OPERATIONAL STRATEGY OF LAVABOO**

THE STUDY OF OPERATIONAL STRATEGY OF LAVABOO

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The Study of Operational Strategy of Lavaboo (30 pp.)

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ABSTRACT

Lavaboo is an application where users can find the nearest toilet to use and provide extra income for partner who opens their toilet to the users of Lavaboo.

Lavaboo major income comes from the users when they purchase the coin, so called as Lavacoins. Lavaboo also get extra income from the advertising that will be appeared on Lavaboo's application.

The objective of this study was to show how consumer have problem of finding toilet and are they interest to use the Lavaboo application or not. The Google survey was used to obtain the data from the group of tourist/travellers and stores in Yaowarat area. The results shows that major of the consumer have problem of finding toilet in public places and willing to use the platform where it's useful and convenient to find the bathroom nearby.

*Keywords: Application, Toilet*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Business Background

Lavaboo is an application that provides users the fastest and easiest way to find the toilet nearby when they need one. The name Lavabo comes from the word Lavabo which mean toilet in Latin. Lavaboo is not a public toilet. Lavaboo is an application for user to find the nearest toilet around them. The toilet that will be provided to the customer is the private toilet of Lavaboo partner that they are willing to open their toilet for other to use. Lavaboo also provide the opportunities and extra income for our partnership when they register and open the toilet for the users to use.

The idea of Lavaboo is from a student who really loves to go to eat street food in Yaowarat and cannot find a toilet when they need one. Toilet in Yaowarat is hard to find, in the restaurant you can use but you have to buy foods/drinks from them. Or the toilets that have to be paid to use is not clean enough. So we create Lavaboo to provide the easy way for users to find the toilet and to be satisfied of the cost they have paid.

## 1.2 Lavaboo Vision and Mission

Lavaboo Vision

"Searching for toilet, think of Lavaboo"

(เมื่อต้องการหาห้องน้ำ ต้องนึกถึง ลาวาบู)

Lavaboo Mission

"To be the most comprehensive and effective application that find the toilet in Thailand"

(เป็นแอพพลิเคชั่นที่ครอบคลุมและมีประสิทธิภาพในการหาห้องน้ำมากที่สุดในประเทศไทย)

## 1.3 Lavaboo Goal

Short term:

- Create a memo "Searching for toilet, use Lavaboo".

- Lavaboo wanted to be in every location where street food can be in Bangkok.

- Have a minimum download for at least 5,000 in the first month we launch the app and grow double in every month.

Long term:

- Lavaboo will expand the use of the application in every attractions of every province. Starts in Ayuthaya, Pattaya, Chiangmai, and Phuket and will expand in every province in Thailand.

- To be the market leader in Thailand.

**1.4 Lavaboo Income**

　　　　Lavaboo income will be divided in to two parts. The first part is from the

advertisement of other application. The second part is from the users who use the toilet.

The second part of the income will be divided with our partner for 35% of the profit.

# CHAPTER 2

## CUSTOMER AND MARKET RESEARCH

### 2.1 Method of Data Collection

Lavaboo use Google Survey for the customer and market research. Sending the team to Yaowarat because it will be the location where the first used of the application to be with two sets of questionnaires, one for the users and one for partnership. Because both information needed whether the users thinks that finding the toilet in Yaowarat is hard or not and if there's a platform where they can use to find toilet easily, will they used it or not. And for the partnership, Lavaboo wanted to know whether they provide toilet for outsiders to use or not, and if they did, they let them pay for it or not.

### 2.2 Results of the Survey
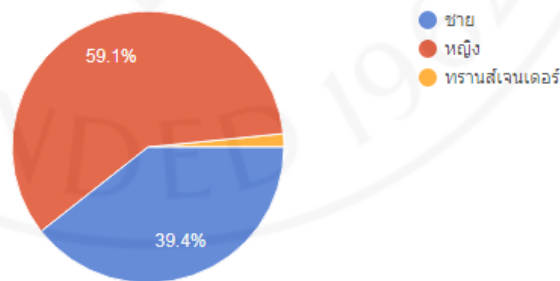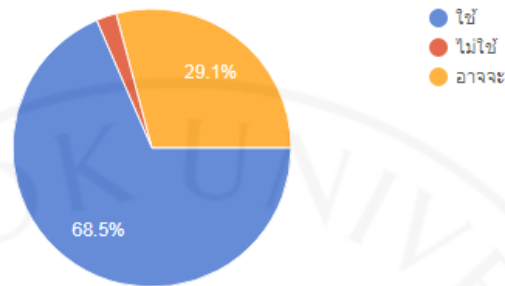
Figure 2.1: Survey Result 1

Figure 2.2: Survey Result 2



หากมีแอพพลิเคชั่นที่จะทำให้คุณหาห้องน้ำได้ง่ายขึ้น สะดวกขึ้น
ห้องน้ำที่เข้าก็มีมาตราฐานที่ดี คุณจะใช้แอพฯนั้นหรือไม่?

127 responses

- ใช่
- ไม่ใช่
- อาจจะ

68.5%

29.1%

For the survey of the first set which is for the users (Figure 2.1 and 2.2), the team gathers the information from 127 people who have answered the survey in Yaowarat. From 127 people, 50 are male, 75 are female, and other 2 is transgender.

The outcome from 125 people, 93.6% said it's very hard to find toilet in Yaowarat. For the second question (Figure 2.2), if there's an application where they can use to find the nearest toilet, will they be using it or not, 68% says yes they will use the application, 29.6% said maybe, and 2.4% says they will not use.

2.4% that says they will not use the application because they think that it is not hard to find the toilet in Yaowarat. They said asking to use the toilet from the store is not hard at all and they also said they can use the Temple free bathroom if they need to.

Figure 2.3: Survey Result 3

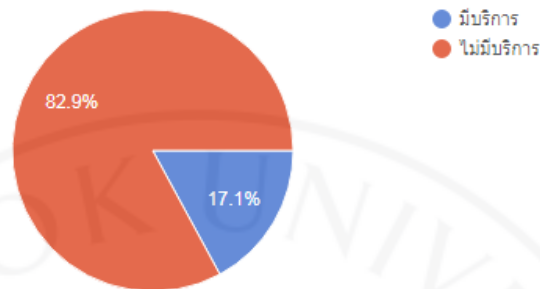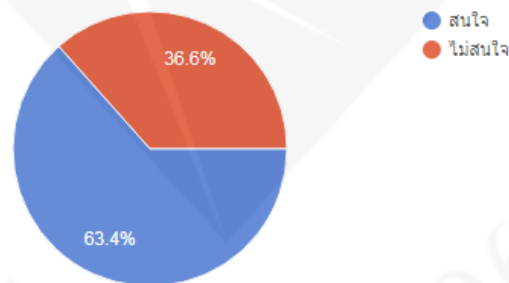ทางร้านเปิดให้บริการห้องน้ำกับคนนอกใช้หรือไม่?

41 responses



- มีบริการ
- ไม่มีบริการ

82.9%

17.1%

Figure 2.4: Survey Result 4

ในอนาคตหากมีช่องทางที่จะทำให้คุณทำรายได้จากการให้บริการ
ห้องน้ำมากขึ้น และมีโอกาสที่คนมาร้านของคุณมากขึ้น คุณสนใจ
หรือไม่?

41 responses



- สนใจ
- ไม่สนใจ

36.6%

63.4%

For the second set of the survey for the partnership (from Figure 2.4 and 2.5), the team went to ask the restaurant, coffee shop and other store about the use of restroom. Around 82.9% of the store said they do not provide restroom for the outsider and other 17.1% provide bathroom for the outsider. We also ask if we have a platform that they can get an extra income from providing the toilet to the outsider, will they be interest to use it

or not. 63.4% said yes and other 36.6% says no. The 36.6% says no because they said that they are not comfortable and not willing to let other people use their bathroom.

As the result, major of the user says it is hard to find toilet in Yaowarat which they wanted the platform where they can find the toilet faster and easier for them. Partner part, major of the store they did not provide toilet for outsider but only provide for their customer and they are interest of the platform of finding the toilet because they will gain a lot of traffic to their store more than waiting for their customer to visit them.
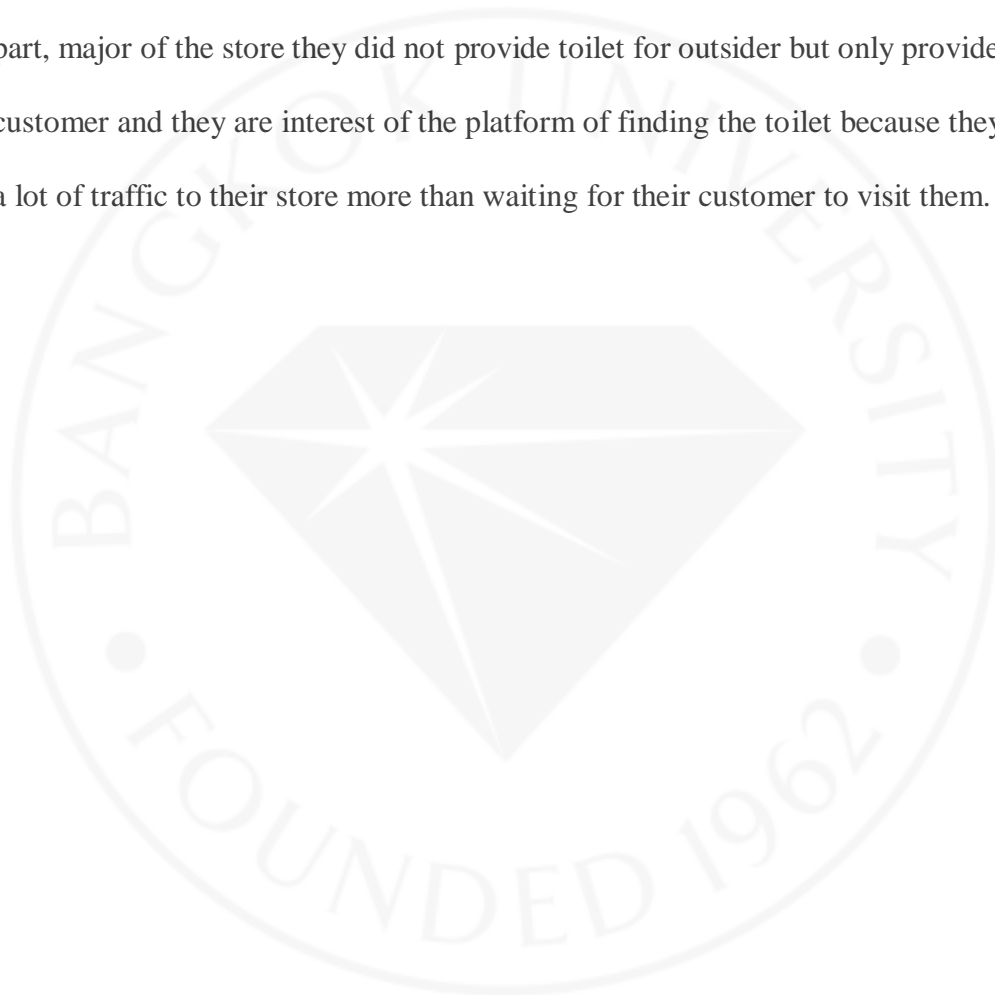
# CHAPTER 3

# INDUSTRY ANALYSIS

## 3.1 SWOT Analysis

Figure 3.1: SWOT Analysis

| Strengths | Weakness |
|---|---|
| Easy to use; user friendly | Lavaboo application is not yet stabilized |
| **Opportunities** | **Threats** |
| Expanding throughout Thailand and other countries | New rivals/competitors |

Based on Figure 3.1:

Strengths: Lavaboo strength is that our application is easy and not complicated to use. Provide users to find the easiest and fastest way to find the toilet.

Weakness: Lavaboo weakness is that the application system that monitors users and partner to do and to be in our provision is not yet good enough. Example of how we going to eliminate the way that the users and partner would not be dealing the deals through our application.

Opportunities: Lavaboo opportunities are to expand market freely because the application can be found in many places. No matter what Lavaboo can expand in Thailand and other countries as well. Due to the number of tourists in Thailand increases, the needs of finding toilets in street foods or attractions are high.

Threats: Lavaboo threats is the new competitors in the market because Lavaboo is the first platform that provide service to find the toilet so in the future they will be similar application like Lavaboo when Lavaboo is success.

**3.2 Porter's Five Forces Analysis**

Figure 3.2: Porter's Five Forces Analysis

| Threats of New Entry | Competitive Rivalry | Supplier Power |
|---|---|---|
| High<br>The entry barriers is low and it will be easy for the new entrants | Low<br>Now, Lavaboo don't have any direct rivals so now it's still low | Medium<br>We can bargain from them when we can share the benefits |
| **Threats of Substitution** | | **Buyer Power** |
| High<br>When there's a free toilet it will always be a substitute | | High<br>Buyer can always choose not to use our app if there's a free toilet |

Based on Figure 3.2:

Competitive rivalry: Lavaboo competitive rivalry is low, because now Lavaboo do not have direct rival since Lavaboo is the first platform that provide customer to find and use the toilet easy, so now Lavaboo do not have competitors.

Supplier power: Supplier power is medium because first of all, Lavaboo is the one who set the price and set the dividend for the supplier, which are the shops that provide restroom. And second why it's medium because, Lavaboo still figures out how supplier will follow the restrictions and regulations provided to them.

Buyer power: Buyer power is high because customers can always choose not to pay to use the restroom through the Lavaboo app. They can still use the free bathroom that provided from others or public restroom.

Threats of new entry: Lavaboo entry barriers are low and the threats of new application to entry is high because doing application platform base is easy and don't have to invest much compare to build a business that need real estate.

Threats of substitution: The threats of consumer switching to other channels are high because there is always a free toilet and the switching cost is low.

# CHAPTER 4

# BUSINESS MODEL

Figure 4.1: Lavaboo's Business Model Canvas

| Key Partners | Key Activities | Value Proposition | Customer Relationships | Customer Segments |
|---|---|---|---|---|
| Restaurants Coffee Shops Local Store/Shop | Provide platform for customer to find toilet | Provide easiest and fastest way to find toilet | Sending notifications about rewards/discount to customer | Thai tourists Foreigners Backpackers |
| | **Key Resources** | | **Channels** | |
| | Expertise for application Financial accounting | | Can be found on App store and Google play | |
| **Cost Structure** | | | **Revenue Streams** | |
| Creating Lavaboo application Yearly Maintenance cost Market cost | | | From users when they use bathroom service fees From business advertisement on the app | |

## 4.1 Lavaboo's Business Model Canvas

Based on Figure 4.1:

Value proposition: Lavaboo is the first application that provide user for the easiest and fastest way to find the restroom nearby. Lavaboo wanted to satisfy customer for what they paid for their use of the restroom.

Customer Segments: Lavaboo segmentation are tourists, backpacker, user who love to eat street food, foreigners, Thai tourists and in the age between 15-40 years old. Our major target is Thai tourist the age between 15-40 that have a lifestyle that love to eat

and travel. And our minor target is tourist from other countries and backpackers who love to eat and travel as well.

Customer relationship: Lavaboo will be providing notifications about the rewards and discount and updates for customer to check in the application. This will provide more interacting and motivate the user to user the application as much as possible.

Channels: Lavaboo provides services to find and search for the toilet through the Lavaboo application. User can find and download Lavaboo application on App Store and on Google Play. User can also find Lavaboo on social medias like Facebook and @Line.

Key activities: Lavaboo key activities are to provide the platform for user to find the nearest toilet around them and provide other business to advertise on our application.

Key partners: Lavaboo key important partner who are willing to open and provide the bathroom for Lavaboo users. Examples of the partners are restaurant, coffee shop, and local store/shop.

Key resources: Lavaboo key resources are the expertise about application, financial and accountant, and staff who manage and control the application.

Cost structure: The costs of Lavaboo are cost of creating Lavaboo application, yearly maintenance cost and marketing cost.

Revenue: Revenue that Lavaboo will get is from the user when they purchase Lavacoins and from the business that wanted to advertise on our application.

**4.2 Lavaboo's Target**

- Lavaboo primary target will be street travellers in the age of 15 – 40 who loves to travel and eat street food.

- Lavaboo secondary target will foreigners backpacker in the age of 15 – 40 who loves to travel and eat street food.

# CHAPTER 5

## OPERATIONAL STRATEGY

Lavaboo is an application that provides services for users to find toilet. Lavaboo application will be create by the third party who is professional about creating applications. The design came from the basic that needed to be on the service application. Lavaboo just wanted to have a map on the main page that show the bathroom near them so it will be easier for the user to find when they really need to use the bathroom and they will not have problem to search for minutes to find the bathroom.
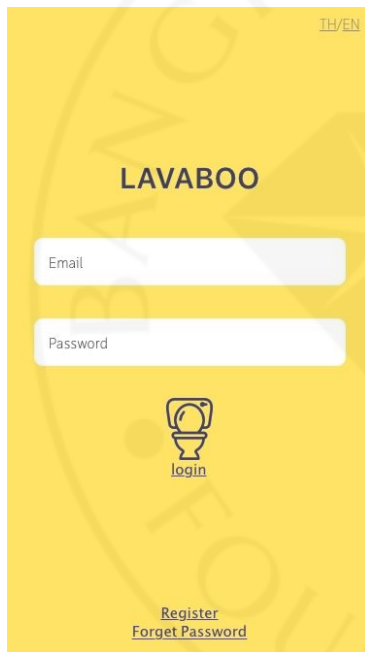
For the application maintenance, we needed the professional to handle this. Maintenance will be updated every month to find bugs and fixes the application so the customer will be experiencing 100% of the application fully. So no more problem, but if the user experience the problem they can contact us through e-mail to issues the problem that they have been experience and the maintenance will be going down on the problem and fix it.

In this operational strategy will be explaining about how Lavaboo works and how to use it. Lavaboo application has two parts, which contains users and partner sections.

## 5.1 User Section
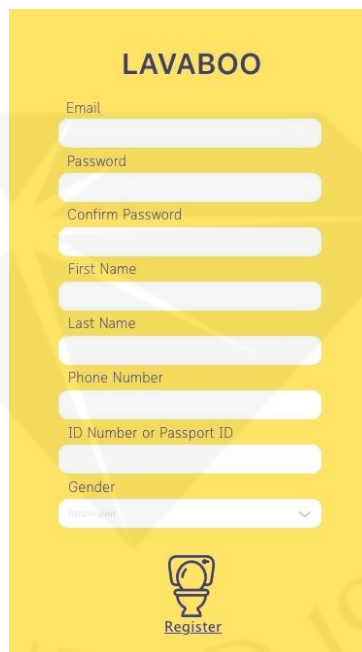
In the user section, when user open the application user will see the sign in page (Figure 5.1), if they did not register, user can click register button and it will show the next page for the user to register (Figure 5.2). When they finish register/sign in, they will be lead to the main page which will show the map and where is the nearest toilet (Figure 5.3). And it will show how many Lavacoins user had (Figure 5.3).
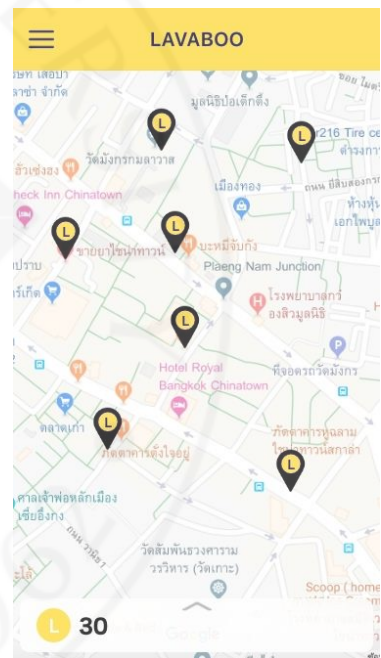
Figure 5.1: Sign In Page    Figure 5.2: Sign Up Page    Figure 5.3: Main Page

Second part, when the user needs to find the toilet they will see the list of the toilet near them (Figure 5.4) and they can click to see the picture of the toilet and information about what facilities they provided and ratings/reviews of the toilet (Figure 5.5). When the users satisfy with the toilet they wanted to go, they will click to pay for the route/way to the toilet near them (Figure 5.6). When they click to show the route, the system will automatically deduct the Lavacoin from the users and will show the route to the toilet that they have selected (Figure 5.7).

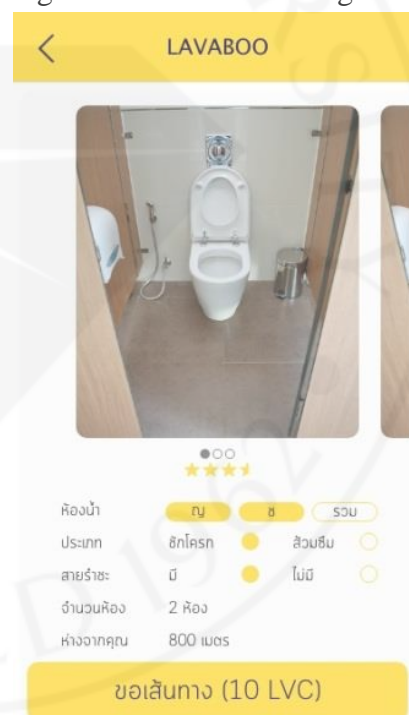Figure 5.4: List of Toilet

Figure 5.5: Toilet Info Page

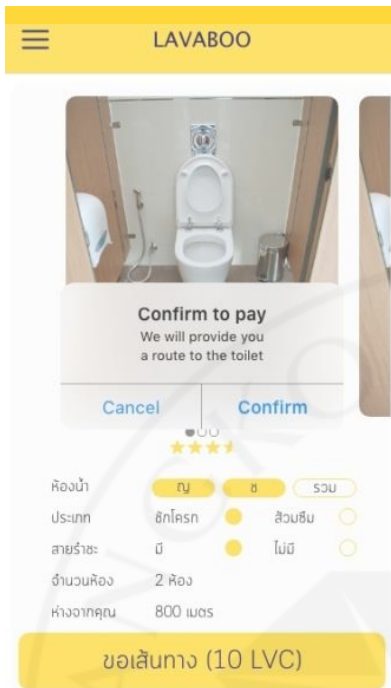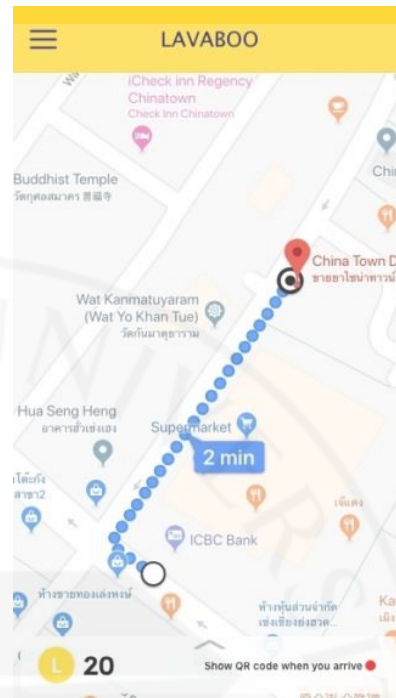Figure 5.6: Confirm Notification          Figure 5.7: Route to the Toilet



Finally, when the user arrive the destination, they will show the QR code to the

partner/store to scan (Figure 5.8). When it already scanned, it will show the 'Redeem' on

the QR code (Figure 5.9) which they can only use for single time. When they finished

scanning and using the bathroom, user can rate the toilet and leaves the review for other

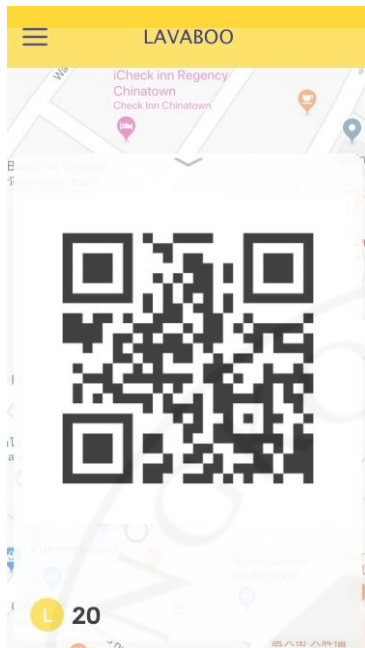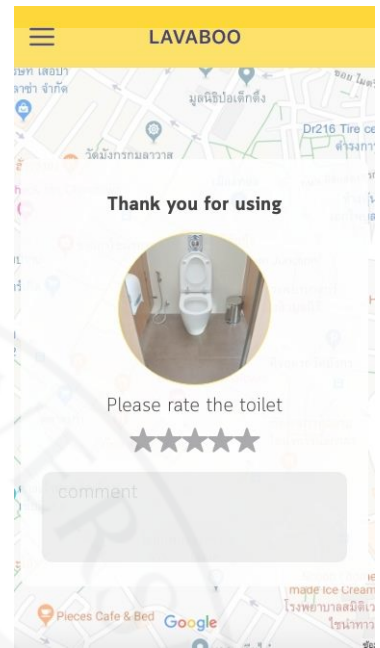users to consider (Figure 5.10).

| Figure 5.8: QR Code | Figure 5.9: Redeem | Figure 5.10: Rate/Review |
| --- | --- | --- |



In additional, there will be also the main menu (Figure 5.11) that contains the users information (Figure 5.12), payment (Top-up Lavacoin) (Figure 5.13), rewards (Figure 5.14), history (Figure 5.15) shows the date and time when they use the toilet and setting (Figure 5.16).
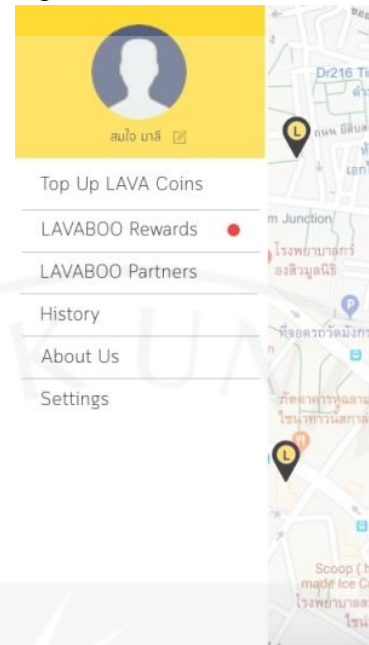
Figure 5.11: Main Menu
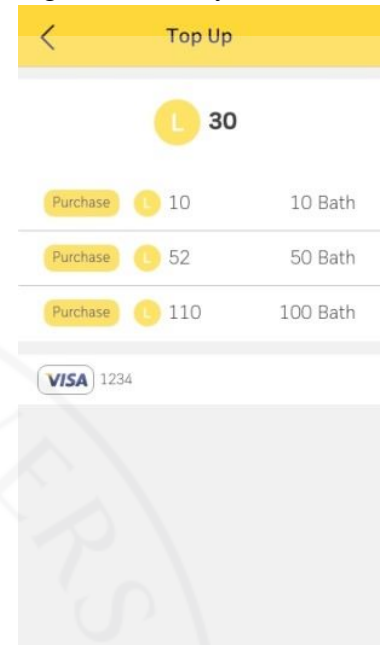


Figure 5.12: User Info
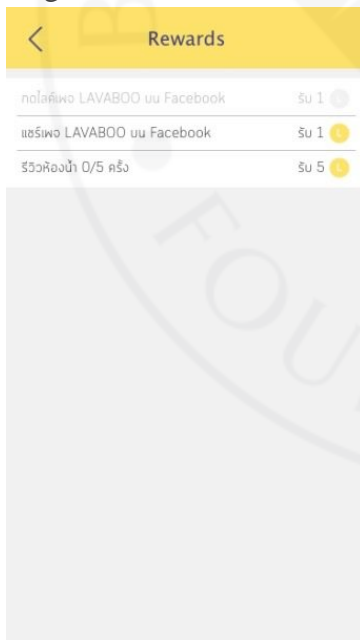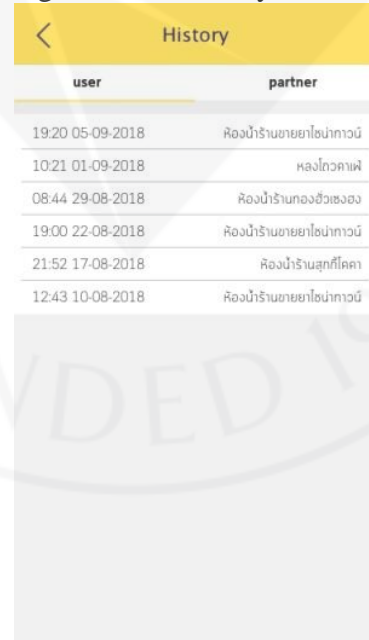


Figure 5.13: Payment



Figure 5.14: Reward



Figure 5.15: History



Figure 5.16: Settings

## 5.2 Partner Section

In the partner section they will be two sections that will be added in the application. First is the function to scan user QR code (Figure 5.17) when they come to use the bathroom. The second one is rate and review user (Figure 5.18) who come and use the bathroom. For the history part (Figure 5.29), partner will get the history that will show who come to use their bathroom and the date and time.

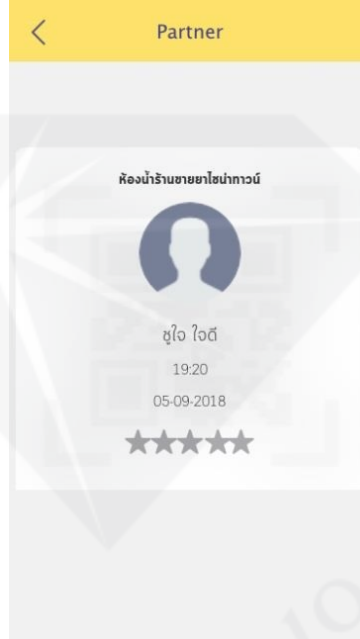Figure 5.17: Partner Scanning    Figure 5.18: Rate Customer    Figure 5.19: Partner History

**CHAPTER 6**

**CONCLUSION**

      Lavaboo still experience the problem in the application, which there is a hole of using the application between the user and partner. User can agree to the partner to pay in front of the store which the user will not pay through the application and the user will get the money to them and the money won't go in the Lavaboo business. We're trying to change and find a way to prevent this problem. For those who wanted to cultivate our study, this will be the challenge for you.
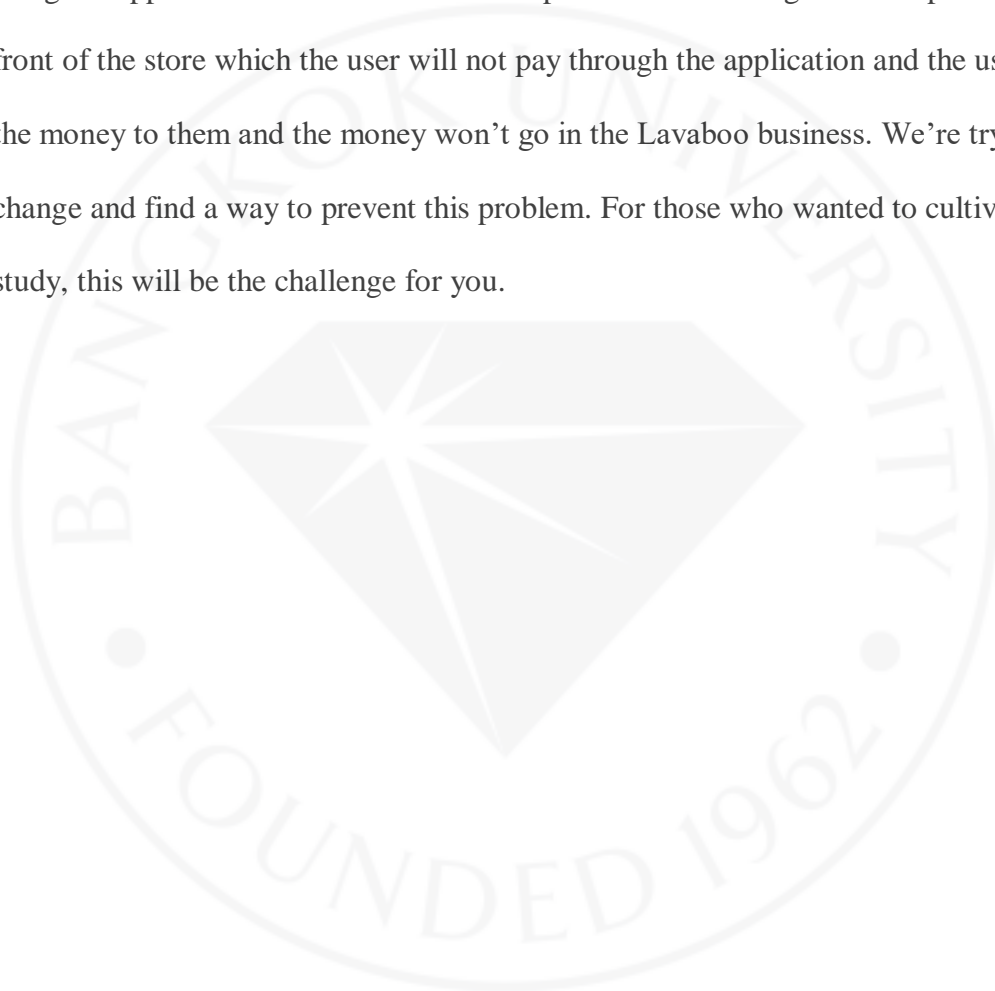
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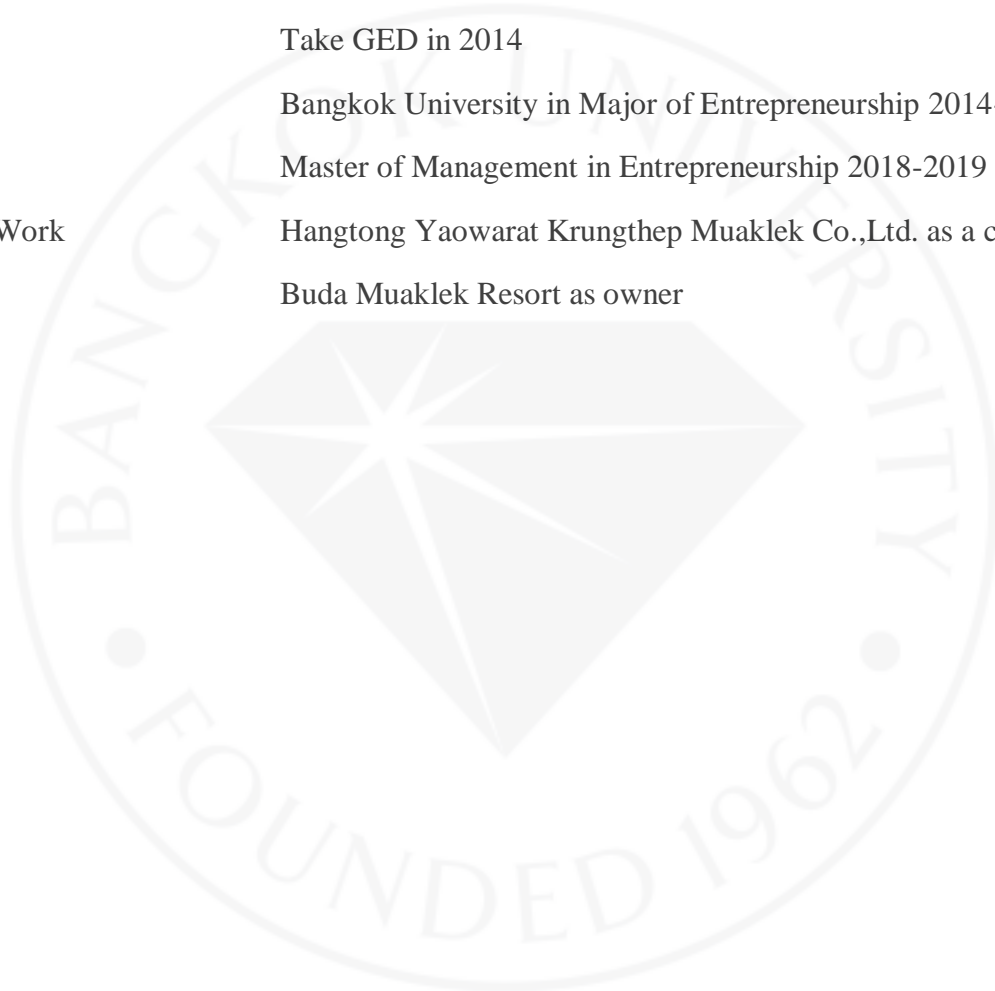
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