LAETA (MOBILE APPLICATION) THE OPPORTUNITY IN THE CLEANING SERVICE MARKET

BY

MR. PATRICK THORPE

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
(GLOBAL ENTREPRENEURSHIP) INTERNATIONAL MASTER IN
BUSINESS ADMINISTRATION
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016

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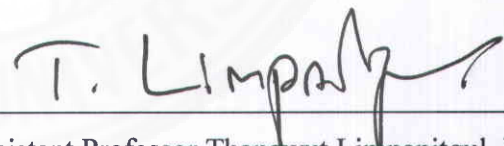
INDEPENDENT STUDY

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ENTITLED

LAETA (MOBILE APPLICATION) THE OPPORTUNITY IN THE
CLEANING SERVICE MARKET

was approved as partial fulfillment of the requirements for

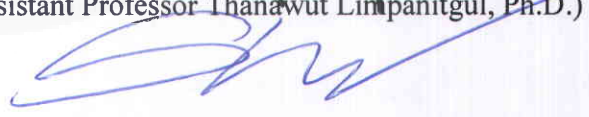the degree of Master of Business Administration (Global Entrepreneurship)

on November 7, 2016

Chairman

(Assistant Professor Thanawut Limpanitgul, Ph.D.)

Member and Advisor

(Suthikorn Kingkaew, Ph.D.)

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(Associate Professor Pipop Udorn, Ph.D.)

Thesis Title	LAETA (MOBILE APPLICATION) THE OPPORTUNITY IN THE CLEANING SERVICE MARKET
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Degree	Master of Business Administration (Global Entrepreneurship)
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ABSTRACT

The purpose of the business research "Laeta (mobile application) – the opportunity in the cleaning service market" is to find out if there is enough demand for a service platform which primarily will focus on cleaning services and on connecting potential maids (Service Providers) with potential customers (Service Users), which are also called Residents in this research paper. The way these two parties are matched shall be completely user generated, that means that there shall be no mediator within between, as it is the current situation with many other service apps. Instead of that the matching will be done through an artificial system, which one day shall be a mobile application with a sophisticated algorithm. For this thesis, this system was replaced by a "least viable product," together with a pilot group, in order to test if there is an opportunity. The least viable product consists of a metric (excel with formulas), a pilot group and two main communication channels, which is Facebook Page and Line@ Account.

If an opportunity is proven throughout this paper the ultimate goal of Laeta will be that it shall to be launched as a mobile application. Thus the topic of how technology could influence the supply and demand of the cleaning service market in the way that a trend towards a market equilibrium is created will also be touched in this thesis.

Keywords: Cleaning, Service, Platform

ACKNOWLEDGEMENTS

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LIST OF ABBREVIATIONS

Symbols / Abbreviations	Terms
B2B	Business to Business
B2C	Business to Customer

CHAPTER1
INTRODUCTION

1.1 Overview

This research paper is there to find recommendations based on the conclusions of the findings towards the research question if there is enough demand for a cleaning service platform, such as Laeta.

By that the paper is conducting research about the current service market situation in Bangkok, Thailand and especially the current cleaning service market situation and thus potentially reflecting the situation in Thailand's urban areas as well. This paper also looks how demand and supply is currently matched in terms of pricing and preferences and how it could be better matched.

This research paper tries to find out how to create a tool or various tools, that can connect supply and demand seamlessly and even create a trend towards market and market price equilibrium. The ultimate goal would be to get the service how one wants it and when one wants it and all in the simplest way one would desire, with the price that one would be willing to pay.

The reason for this research is besides finding the answer to the research question of course also the recommendation behind it: If there would be a demand for a cleaning service platform an app (for IOS and Android), such as Laeta, could be launched and with it's user interface and architecture it could support the ideals of simplicity, efficiency and the concept of a market equilibrium.

The research is also aiming towards finding the answer towards several sub assumptions, which shall enable the setting of the right framework for the business idea behind Laeta.

The idea is that of an innovative mobile application based cleaning service market platform that allows vendors and buyers of cleaning services to interact with each other in the most efficient way possible, with the most win bringing outcome for both of them. This is of course only possible if the balance between the supply and demand is trending towards a market equilibrium. My research is partly aiming at

identifying tools that can help to create a trend towards the market equilibrium and how it can be generated and maintained, but the main focus is on the pilot group and proving the research question.

The perfect market equilibirum is a wish idea, according to Joan Robinson: "The traditional assumption of a perfect competition is an exceedingly convenient one for simplifying the analysis of price, but there is no reason the expect it to be fulfilled in the real world."[1]

Knowing this, I understand that the focus is not to create a market equilibirum through tools within the app, but the focus shall rather be how to create at least a "Trend" towards the market equilibirum. It is almost like finding a way how to regulate a particular service market through an app. Finally, the people will self-regulate, due to the functions within the app. It is similar to facebook. When Facebook started off publicly in 2006, people could never imagine to reveal so much private things about themselves. Now they do it, due to the functions in facebook, that draw them unconsciously to do so. The same effect can be created with other functions in a new app for other purposes.

The scope of the research was firstly covering everything related to the service industry. There was really no limit. Regarding the primary research, I primarily focused on Thailand and Europe, also in order to see if I could go international with such idea. The scope of the research initially was to find out what the market is currently missing and also what can be learned from the service market.

Throughout the research, I narrowed down heavily, to get more relevant data and to have a clearer focus on the problems and to be better able to identify real issues. The research scope now focuses entirely on urban areas in Thailand, where I took Asoke Montri Road (Bangkok), as an example to represent other urban areas, such as Din Daeng for instance.

I further focused on cleaning services, thus the B2C market. Even though my focus was there only, I also collected relevant data from the B2B market, since it can be cross-linked with the B2C environment.

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[1] The Economics of Imperfect Competition, Joan Robinson, 2nd Edition, Page 88)

The focus spans the time from January 2016 until October 2016.

1.1.1 The Market

Online market places exist, for products as well as for services. The most well known online product market places in the world are Amazon, Alibaba and in South-East-Asia also Lazada. However, for Online Service Market Places, the competitive landscape is still very fragmented. There are many small start ups which try to go their way in the online service platform landscape and many of them are extremely young, such as Service Hero, which was founded in February 2015 in a coffee shop.[2] The market is also very much separated by locally leading online websites and services, which is not sustainable when doing business in the world wide web. Being international as a mobile application or a website is the long-term goal in order to be sustainable (Facebook vs StudieVZ). StudieVZ, a German social network went out of business, because they didn't make their network international.[3]

Going through the mobile application store and analyzing all these already existing service mobile applications, it was very apparent that there is still a lot of improvement needed for those platforms. It was also in evidence that fundamental, innovative and unique functions in these mobile applications and services were missing, which could bring such a service application to another level. Such fundamental, innovate and unique tools and characters are discussed later in this research paper.

Using existing cleaning service applications and other, not to cleaning service related applications an antilog, as well as using the findings from the pilot group I experimented with in Asoke, I want to find the conclusions to recommend the creation of the mobile application Laeta, which shall be an application for Android and Apple's IOS.

1.1.2 The Situation in Thailand

In Thailand the situation is very complex. On the one hand you have all the local freelance maids, who live near someone's condo and could clean on an adhoc-basis, but charge very high (500 THB per room, disregarding how long they would need) and on the other hand you have all these professional maids, who are

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[2] More on: http://servishero.com/
[3] Related to: https://en.wikipedia.org/wiki/StudiVZ

working for a cleaning firm, such as PCS. These maids are more professional due to they receive serious trainings, but earn far less (39 THB/hour vs. 160 THB/hour). On the demand side, there market is very fragmented. Those who need cleaning services on an adhoc basis are merely condominium residents, while people living in a house sometimes have their own permanent maid. These maids work for a fixed salary 24/7 for the house's resident. Apartment owners usually have a weekly cleaning of their condo's included in their apartment rent or they can pay less for the rent and chose to exclude the cleaning service. Thailand has a few service apps in the Apple App-Store, which offer cleaning services, however, these apps all work as a middleman, doing the matching manually, thus there is no direct, instant contact between the maid and the resident.

1.2 The idea

Have you ever layed on the couch and felt annoyed over your dirty condominium but you didn't know how to instantly get a maid there to clean it up for you? You then wondered maybe, why you could get McDonalds to your condo within 30 minutes, but not a maid. The applications that you then downloaded offered somehow cleaning services, but it took at least 2-3 days and a lot of chatting until you got your service. This is exactly how I came up with the idea. I needed a service instantly with only a few clicks, as if I would order something on Food Panda.

Laeta is the name of an App for smartphones (IOS and Android), that shall set the infrastructure for a world wide service market platform, on which the user can find the services he or she needs right in that very moment and what he or she could ever imagine, at his fingertips and where a want to be service provider can easily offer his or her services, by simply setting up his/her own display window with our designated tools or where someone is becoming aware of his service provision skills. The user who wants to look for or purchase a service simply opens the app, and enters the key words of the service he or she is looking for, such as "Iron clothes," (see figure 1)
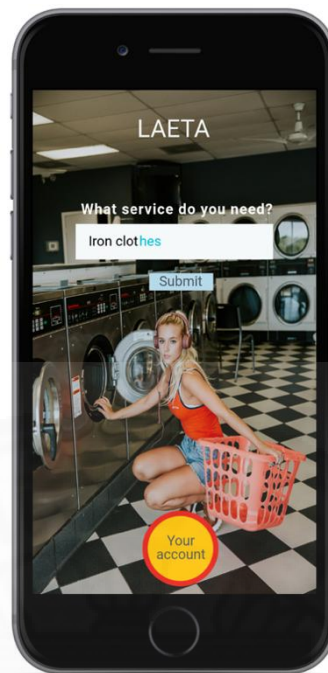
Figure 1.1 Mock Up – Laeta App – Search Service Window

However, the app will automatically recognize the intended word and thus show the completed version. This comes from the analog from Amazon.com (see figure 2), however we just try so suggest the closest match and not all.
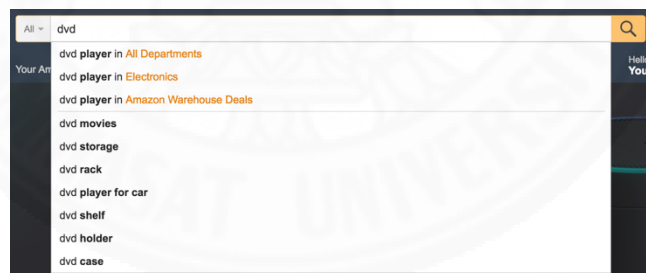
Figure 1.2 Screenshot – Amazon.com – Analog of search function

The app shall work in a very smart way. The user, who is basically creating the demand, will issue an automatic supply request to the market, in case the service is not offered yet. This will occur as a new screen after the service request has been submitted (see figure 3). There the user can decide whether to push the request to the service market or whether to go for an offer that did not match with his primary account settings (his/her set parameters).
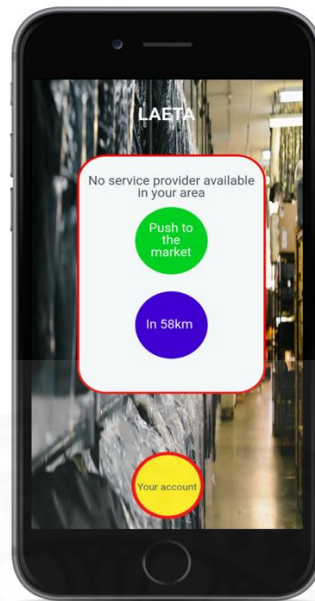
Figure 1.3 Mock Up – Laeta App – Service Request Window

In case the service is offered, the service provider and the user requesting for the service will be connected to each other automatically, provided they both enter the settings right, that they can find each other (Service-Radius, etc., see figure 4).
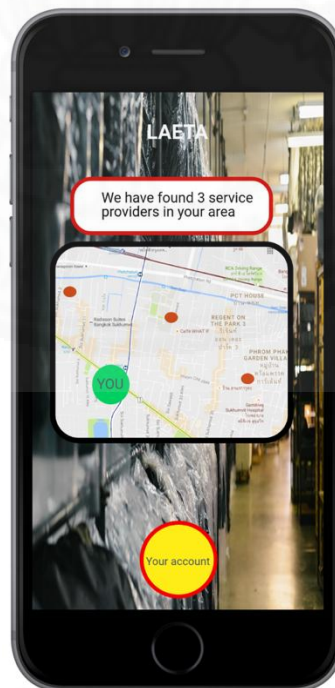
Figure 1.4 Mock Up – Laeta App – Service Offer Window

This will occur as another screen then after the requested service has been entered. There are thus two possible outcomes, but each outcome is trying to find the supply for the requested demand. In this research's case it shall be the supply for cleaning the resident's condominium.

The user of Laeta is both a potential demand and a potential supply. There is no option of a separate account. During the process of this thesis I changed my mind. I learned that splitting demand and supplier into two different accounts, e.g. one account for those who just want to search for services and one account for those who want to offer services will be contra productive towards creating a trend towards market equilibirum, because many people who could be potential service suppliers, wouldn't consciously sign up for an account due to they have never been persuaded to do so. Our application though will do so. So with one user account for both parties we keep all possibilities open.

To look more into detail of how it shall work, we have to go one by one and also look at both side's separately, e.g. the *supplier's side (Maid)* and the *user's side (Resident)*. For now, let us look at the supplier's side first.

Supplier

The supplier can be anyone, e.g. from an individual, like a lady who is usually employed in a big cleaning company and now would like to do it by herself, to a group of friends, who just want to leverage their skills together, over a Co., Ltd. To a public listed company. There are no borders. They simply set up an account, just as a service user would. A service provider simply adds some more additional info. How it works, I will better show it in a step by step list as it can be seen below:

1. Download the App "Laeta" in the App-Store or in the Android Store (mandatory)

2. Select the way you want to register (mandatory, without registration the user can search only, but not purchase the service):

    a. Via Facebook Account

    b. Via LinkedIn

3. Enter information about services that the user admires the most:

a.List of admired services that the user can check in a check box (not mandatory)

b.Set the parameters in a priority order of what would matter to you for a good service. By that the app can find the ideal match. (not mandatory)

c.Description of services (Here the user describes his desired experience), in case the check box is not available. (not mandatory)

d. Maximum Rate the user is willing to pay for a particular service. (not mandatory)

i. Laeta offers a predesigned weight of measurement for your rates, so that Laeta can generalize the payment schemes. You can set it the way you like it. (not mandatory)

ii. Laeta will tell you how much you are above or below the market rate with your price request (relates to 3d).

e.Time frame during which the user wants to most probably use the services listed in "4a" or "4b." (not mandatory)

f. Value Added Service requests towards the listed services in "a" (Example: Cooking at your home + cleaning the dishes afterwards, etc.) (not mandatory)

g.The radius of the service zone you want to search in. It works by a using a control spool (see figure 5) (not mandatory, automatically set at 50km)

h.Further the service user can select, if he or she wants to be alerted for any new service offers in their area. (not mandatory, automatically set at YES, ALERT ME)

i. Listing Skills & Preferences:

i. The service user can list all his or her skills, disregarding if he or she wants to offer such skills as a service or not. The list of skills from a user, gives the app the way to link new service requests, which are not yet offered in the given area, to the most potential service providers, in terms of satisfactory execution. By that a service user can become a hybrid of being a user and a supplier. (not mandatory)

ii.   Answer our questions regarding the preferences of your needs in the following categories (see below) and tick the box "service provider" and a new window will pop up. We will ask in the same style as the dating App OkCupid asks its users in order to generate a better match. (see figure 6)

1. Your preferences regarding food, entertainment, cleanliness (not mandatory)
2. Your preferences regarding prices of services (not mandatory)
3. Your preferences regarding quality of services (not mandatory)
4. Your preferences regarding security of services (not mandatory)

4. Entering Payment Information (mandatory):

   a. Credit Card (Master/Visa) (only for those who intend to use a service)

   b. Debit Card (only for those who intend to use a service)

   c. Bank Account Information (only for those who intend to offer a service)

5. Select between the below (Depending on the selected type of legal entity the format of the registration is different). (mandatory)

   a. Individual (Not yet registered with the department of Business Development)

   b. Sole proprietorship

   c. General partnership

   d. Limited partnership

   e. Company Limited

   f. Public Listed Company

6. Enter crucial information about the entity or the user. (mandatory)

   a. Enter the individual's name or if it is a company, the directors name.

   b. Enter the email address, as well as a contact number

    c. Enter the full address of your home office, or wherever you are registered at with your municipality.

7. Enter information about the Service you want to offer.

    a. Name of Service (mandatory)

    b. Description of Service (mandatory)

    c. Rates for the service (mandatory)

      i. Laeta offers a predesigned weight of measurement for your rates, so that Laeta can generalize the payment schemes.

      ii. Laeta will tell you how much you are above or below the market rate with your offer at any given time.

    d. Value Added Services towards the offered Service (Example: Cooking at your home + cleaning the dishes afterwards, etc.) (not mandatory)

    e. The radius of the service zone you can service at. It works by a using a control spool (see figure 5). (not mandatory, automatically set at 50km)
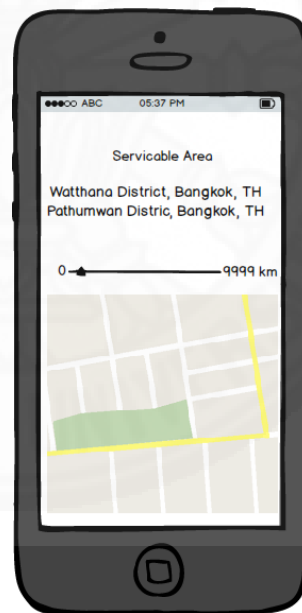
Figure 1.5 Laeta App – Serviceable Area – Radius Slider

    f. The additional charges and transit time the user would charge for further areas. (mandatory)

    g. The time during which the service provider would offer his or her service(s). (mandatory)

h. Further the service provider can select, if he or she wants to be alerted for any new service requests in their area. (not mandatory, automatically set at YES, ALERT ME)

i. The service provider can list all his or her skills, disregarding if he or she wants to offer such skills as a service or not. The list of skills from a user, gives the app the way to link new service requests, which are not yet offered in the given area, to the most potential service providers, in terms of satisfactory execution. (not mandatory)

Figure 1.6 Screenshot – OkCupid – Questions to generate User Profile

Demander

The demander is basically the user of Laeta, who demands the services. He or she is the Service user. The unique thing about Laeta is that everyone is a user and a supplier. However, as seen before, would the supplier need to enter additional info. So here we can say that everyone is automatically a demander, once registered with Laeta, no matter what. The principle is the same as facebook, where everyone is a facebook user, but within this network that individual is able to build his/her own page in order to offer services.

Everything starts with:

1. Download the App "Laeta" in the App-Store or in the Android Store (mandatory)

2. Select the way you want to register (mandatory, without registration the user can search only, but not purchase the service):

   a. Via Facebook Account

   b. Via LinkedIn

3. Enter information about services that the user admires the most

   a. List of admired services that the user can check in a check box (not mandatory)

   b. Set the parameters in a priority order of what would matter to you for a good service. By that the app can find the ideal match. (not mandatory)

   c. Description of services (Here the user describes his desired experience), in case the check box is not available. (not mandatory)

   d. Maximum Rate the user is willing to pay for a particular service.

      i. Laeta offers a predesigned weight of measurement for your rates, so that Laeta can generalize the payment schemes. You can set it the way you like it. (not mandatory)

      ii. Laeta will tell you how much you are above or below the market rate with your price request. (relates to 3c).

   e. Time frame during which the user wants to most probably use the services listed in "4a" or "4b." (not mandatory)

   f. Value Added Service requests towards the listed services in "a" (Example: Cooking at your home + cleaning the dishes afterwards, etc.) (not mandatory)

   g. The radius of the service zone you want to search in. It works by a using a control spool (see figure 5). (not mandatory, automatically set at 50km).

   h. Further the service user can select, if he or she wants to be alerted for any new service offers in their area. (not mandatory, automatically set at YES, ALERT ME)

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ii.   Answer our questions regarding the preferences of your needs in the following categories (see below) and tick the box "service provider" and a new window will pop up. We will ask in the same style as the dating App OkCupid asks its users in order to generate a better match. (see figure 5)

1. Your preferences regarding food, entertainment, cleanliness (not mandatory)
2. Your preferences regarding prices of services (not mandatory)
3. Your preferences regarding quality of services (not mandatory)
4. Your preferences regarding security of services (not mandatory)

4.   Entering Payment Information (mandatory):
   a. Credit Card (Master/Visa) (only for those who intend to use a service)
   b. Debit Card (only for those who intend to use a service)
   c. Bank Account Information (only for those who intend to offer a service)

Here are four graphics that show in a flow chart of how the app works in principle:

The flow chart below shows the first two steps:

Figure 1.7 Flow Chart – Steps towards Purchase in the Laeta App 1

The flow chart below shows the third and the fourth step:

Figure 1. 8 Flow Chart – Steps towards Purchase in the Laeta App 2

The flow chart below shows how the Laeta idea is tested on a small scale at Asoke Montri Road. Patrick will act as if he was the platform and by that the mobile application. Cleaning Services, or here called House Keeping is the very service we finally focus on in this thesis. The test market are residents in Asoke

Montri Road (here referred as "Residents in Asoke Area"). Patrick will connect these residents to the service-providers.
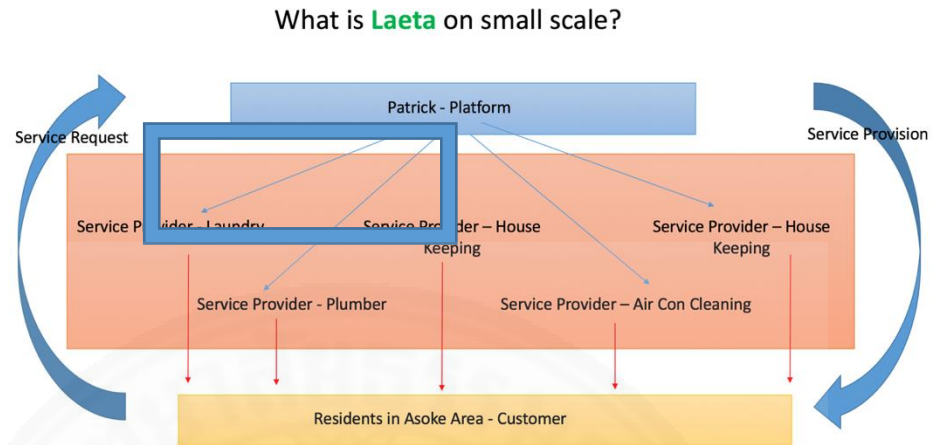
Figure 1.9 Flow Chart – Laeta on small scale

This flow chart below shows the simple way of how to start for a potential user or service provider. It all start with the first step of downloading the mobile application. Then it would be followed by a registration and after being successfully registered, the user (supplier or demander, maid or resident) can use it in one or the either way (Service offer or Service Search).
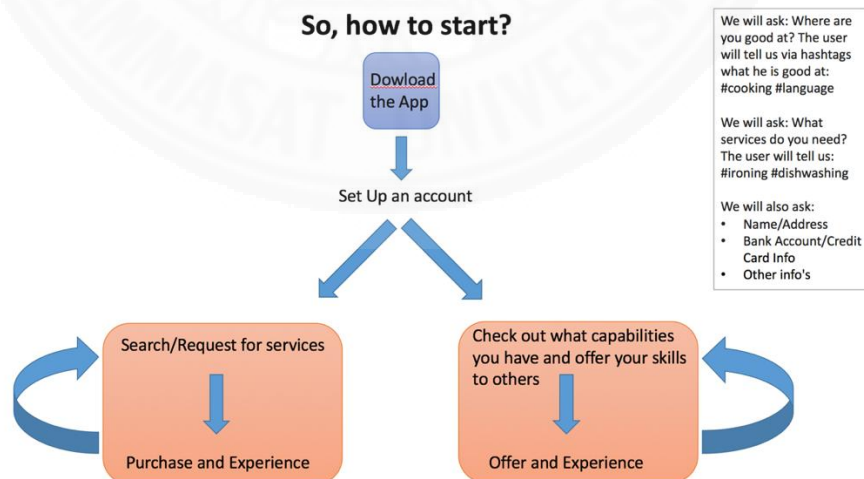
Figure 1.10 Flow Chart – App – How to start

The below flow chart elaborates in a theoretical way of 3 main criteria that would be necessary for a successful mobile phone application.
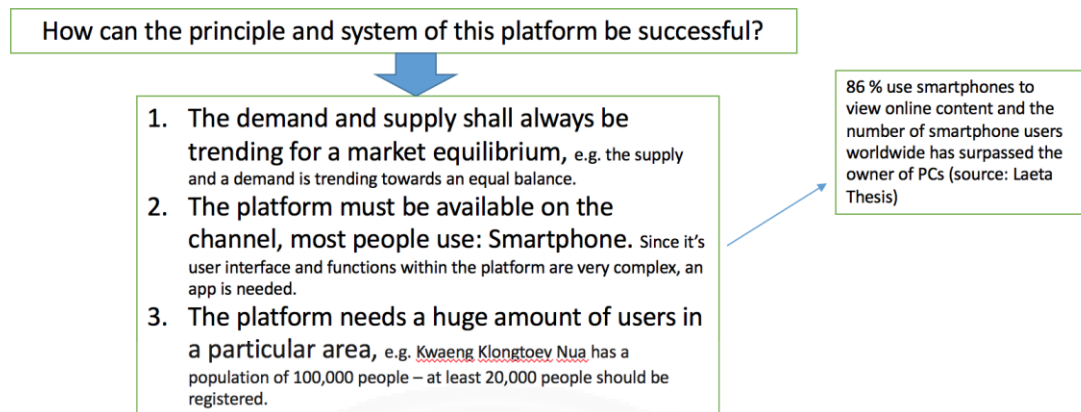
Figure 1.11 Three Keys to make the app successful

The question of how technology can create a trend towards a market equilibirum is aiming at the interesting topic of how to create a service platform, where the demand and supply is always escalating each other mutually, so that the product, Laeta, is growing organically and rapid. It also is aiming at how nowadays technology can interfere with a given market and regulate it towards trends that the particular technology is designed for.

1.3 The research question

The Research Question is basically what this thesis wants to prove. For this thesis it is: **Is there enough demand for a platform (app) such as Laeta?**

Laeta, as elaborated earlier, shall be a cleaning service application with the characteristics of a platform where users have direct contact to each other, just like facebook. The focus on cleaning services came from several findings, such as that Room Cleaning is the most popular regular household service purchased by Bangkokians (No.1 regular service out of 17 services, see figure below).

14. What services of the below do you usually purchase and not do on your own?
(44 responses)

AC Cleaning by… — 19 (43.2%)
Car Cleaning at… — 6 (13.6%)
Room Cleaning — 16 (36.4%)
Laundry (Washin… — 11 (25%)
Laundry (Ironing… — 12 (27.3%)
Organising of Ev… — 5 (11.4%)
Photography of… — 11 (25%)
Tutoring (English… — 9 (20.5%)
Cooking at home… — 4 (9.1%)
Private Food Del… — 11 (25%)
Electronic Gadg… — 14 (31.8%)
Beauty Services… — 11 (25%)
Health & Exercis… — 11 (25%)
Plumber & Roo… — 23 (52.3%)
Installation (Furn… — 20 (45.5%)
Legal Services (… — 15 (34.1%)
Other — 2 (4.5%)
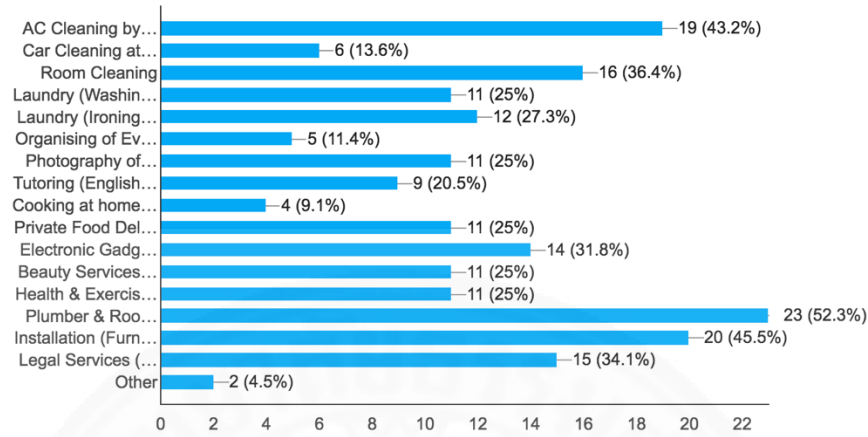
Figure 1.12 Bar Graph – What services are purchased and not done on one's own

Also elsewhere in the world maid services are very popular:

Residential Cleaning Market Share Projection 2014
Source: The Freedonia Group, 2006.

Other 9%
Carpet & Upholstery 25%
Maid Services 66%

Figure 1.13 Pie Chart – Residential cleaning market share (Source: See more in References)

The trend for this market is positive and can be projected also throughout the world. Urbanism is one of the mega trends in this world and more and more people move into condominiums and thus need a cleaning service.

Residential Cleaning Revenue Projection
Source: The Freedonia Group, 2006.
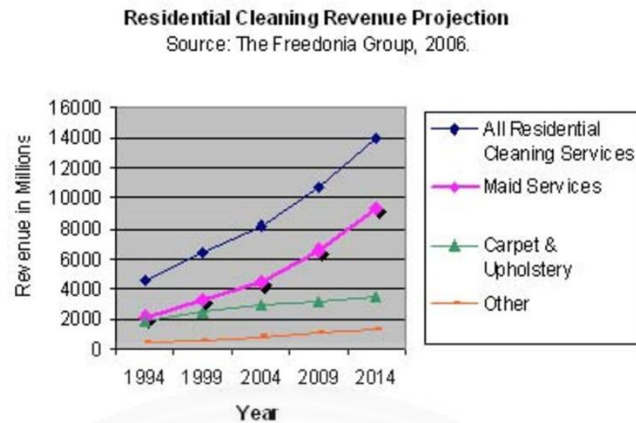
Figure 1.14 Residential Cleaning Revenue Projection (Source: See more in References)

The Research question is the clear focus of this thesis and has changed several times throughout this paper, as things change during the learning experience. At the beginning of this thesis the research question was not clear to me. At the beginning I just had various "Questions," "Assumption" and "To Does", abbreviated as ATQs. These ATQs do not necessarily connect directly to my very research question, but they led me the way to it.

Earlier I had the below research question:

"What app functions and user interface does a service market place app need in order to create a trend towards market equilibrium between supply and demand?" which can be also simplified as "How to create a trend towards a market equilibrium with the digital technology?" I have now changed it to: Is there enough demand for a platform (app) such as Laeta?

The new research question is more straight to the point and the findings would have more value in terms if business and execution.

Along with this research question comes some assumptions:

I assume that people want simple and efficient things in their lives. (In the past people loved the sophisticated things, where you had to invest time in and what was a sign of education and a kind of upmarket product. The more features, the better. Nowadays people are flooded with information and ideally just want to spend on things that really matter and give them a feeling of achievement. Thus simplicity and easy to use things, that have very efficient usage are what people nowadays are seeking for. However, I have proved my assumptions, which you can find in Chapter 4 under results and discussions.

I assume people want things exactly the way the dream it and when they want it. (This strongly relates to the previous assumption. Convenience is the king. People are becoming more individualistic and thus focus more on themselves. They want products and services that are shaped towards their need and not the general need of the mass. Nowadays technology can enable the marketers to achieve the satisfaction of these consumer needs.[4]

I assume that people don't want to use things that they need to understand first (Also this assumption is related to the first two assumptions. I have proved this assumption through the outcome of question No. 12 and No. 14 of my second questionnaire of this research. More details are available in chapter 4.

I assume that everyone dreams to do their own business
(This assumption is crucial for the potential success of the app, since the more service providers are there, logically there would me more potential for the demand to find the supply. This then relates the research question in regard of the creation of a trend towards market equilibrum, where in theory, it is necessary to have the same amount of service been supplied, as it is demanded.[5]

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[4] Related to: https://www.trend-monitor.co.uk/megatrend-4-individualism/
[5] Related to: http://www.investopedia.com/university/economics/economics3.asp

I assume that the service industry is having a big shift ahead towards innovation.

(This assumption is rather hard to prove, but I could find a prove through secondary research on the latest developments in the market in terms of innovation in the service market.)

I assume that the demand and supply side still don't have enough communication tools get entirely aware of each other.

(I used in depth interviews, as well as field work and the 2nd questionnaire to prove this assumption. The results and findings are being discussed in chapter four. The belief here is that there is always a portion of the entire demand of a particular service, that cannot find the supply for it, even though all metrics align (Price, Preferences, etc.), thus I try to prove that making them aware of each other would end up in a market transaction)

I assume that the platform will turn non-service providers into service providers.

(Non-Service Providers in this assumption mean individuals, that are not offering services as an entrepreneur or a one-man business/freelancer They might offer services through their employment, but that does not qualify them as a service provider in the sense of this research. Consequently, Service Providers are thus people who provide a service by themselves as the owner of a service firm or as a one-man business/freelancer. This assumption is a big and vital part of the research question and the whole idea of Laeta. This is because, in case the supply for a demand is not enough, we need to "create" more supply, to finally equalize it, e.g. create a market equilibirum.)

CHAPTER 2
METHODOLOGY

2.1 Primary Research

The primary research shall help to find unique and never been observed data, that can represent the target audience of the planned service app Laeta in the most accurate way and give me unique insights towards my research question. For the primary research I focused on two questionnaires (The second questionnaire will build upon the first one and has been launched for IS2), as well as several in depth interviews (I have conducted 6 in depth interviews for this thesis), one focus groups (Focus group was done for IS2), as well as most importantly a pilot group, which was conducted as a least feasible product, so that unique observations can be drawn from the service if launched in real.

2.1.1 The Questionnaire

Each questionnaire is consisting of three parts.

1. Demographics
2. Questions regarding the research question
3. Feedback

2.1.1.1 The First Questionnaire

The first questionnaire consists of a total of 23 questions (Question 17 and 18 have sub questions, e.g. 17a and 17b. Each is counted as a question). (44 people were surveyed)

The purpose of the questions

(1) Demographics

Gender, Age, Nationality, Residence, type of accommodation and the monthly purchase power will give me the chance to link the answers to a specific group of people. By that I can see how the differences in type of people are when it

comes to the topic services. In a very sophisticated way I could by that filter the most promising target group for the app.

(2) Research Question Related Questions

How is "service or being served" important to your life?

Here I want to know what people simply think and feel when they hear or think of the word "service." I might learn some new dimension of the word or possibilities regarding "service" when I read the respondents answer.

What services do you feel as particular hard to find and you finally end up doing them on your own?

I want to find out a possible opportunity or problem in the market by this very question.

What is your main concern if you buy services?

I need to know what people truly care about when they buy services.

Where do you actually find your services?

By this question, the respondent could give me a hint of some existing services, which can help as another analog/antilog, or I also learn about the current infrastructure of services.

And where would you actually prefer to find your service?

With this question, I basically ask what the potential user "actually" want, what the user needs and if the current market has actually understood the user's wants and needs.

Top 5 services that you buy on regular basis

Here I simply want to know the top sellers in the service category. It can help me to narrow down the service offers of Laeta to just those Top5 at the beginning.

For those regular services, where do you find the service provider?

Here again, I can learn about potential competitors in the industry, as well as about analogs and antilogs from which Laeta can learn from.

What services of the below do you usually purchase and not do on your own?

Under this question you will find various services listed. I simply want to know what services are purchased. This is similar to the question "Top 5 Services that you buy on…" It helps me further to see what services are worth promoting through the app (In the end the idea of the app is not to limit the services and give the user the freedom to the limits).

What services of the below would you like to purchase, but yet have never done it?

This question is similar to the one above, but has a totally different goal. I want to know where the market has a demand, but where the supply is simply not there, because the demand is ignored somehow or not yet realized.

What services would you like to offer to others in exchange of a fee?

Here I would like to know what would be the Top Services, that people would actually offer. By that I can slowly start to estimate, where supply problems could occur.

Do you know a channel or a platform, through which you could offer your service, strengths & ability?

I want to check if people are aware of any channels, where they could sell their services. I want to test the market, how aware it is of a possible product, e.g. the selling channel for services.

You DON'T know about a platform/channel, where you could offer your service, strengths & ability. If there would be such a platform, how would you feel about it?

I want to check if there would be a demand for a platform where people could offer their services.

You DO know about a platform/channel, where you could offer your service, strengths & ability. What is the name of that platform/channel and what do you like and miss about it?

I want to check here what people, who are aware of an existing service platform, where they can offer their services, still miss about it and where things could be improved, e.g. what Laeta could do better.

Do you know a channel or a platform, through which you could purchase a variety services coming to your home?

This question aims at finding out about existing Service Platforms, that I might not be aware of. It shall also show me the awareness of the market of such platforms.

You DON'T know about a platform/channel, where you could purchase a variety of services coming to your home. If there would be such a platform, how would you feel about it and what would matter to you?

This question is similar to a previous one, where I ask the same question, but in regard of offering services, not purchasing services. Here I want to know how people who have no clue about any service platform, would actually feel, if there was one. It can give me a hint of a possible market demand for such.

You DO know about a platform/channel, where you could purchase a variety of services coming to your home. Tell us the name of it, how you like it and what in particular you miss.

Here I want to know what can be improved about existing service market platforms.

(Optional) Do you have any suggestions to improve this questionnaire?

I will keep this questionnaire running (I want to achieve 250 responses) and I will improve it over time with the feedback I get.

2.1.1.2 The Second Questionnaire

The second questionnaire consists of a total of 21 questions (331 people were surveyed)

The purpose of the questions

(1) Demographics

Gender, Age, Nationality, Residence, type of accommodation and the monthly purchase power will give me the chance to link the answers to a specific group of people. By that I can see how the differences in type of people are when it comes to the topic services. In a very sophisticated way I could by that filter the most promising target group for the app.

(2) Research Question Related Questions

Can you think of a demand, that there is no supply existing for?

With this question I try to prove that there is demand where people simply didn't imagine the supply for, even if it would be probably existing. This would be the proof that there is a communication gap between the supply and demand and that this gap needs to be filled in a form of a platform, where both parties can communicate. Further on it would show that there is a chance for the supply side to innovate and come up with new services, in case they really wouldn't exist.

Name a need that is yet unsatisfied, e.g. you still haven't found the service provider.

This would prove that many people still have unsatisfied needs of services, that they know exist, but they cannot find the service provider. This would be another good example of a communication gap, which would need to be filled by a platform, where the demand could instantly find the services they have ever been searching for.

Are you currently offering any services to others?

- *No*

- *Tutoring*

- *Household Services (Cleaning, Laundry, Cooking)*

- *Sports (Yoga, etc.)*

- *Others*

With this question I try to see whether people are already offering services or not and if yes, which service. This would enable me to get a feeling of the services, that current service providers already offer, as well as learn about the proportion of people offering services versus people not yet offering services.

Would you ever consider offering a service?

This question is directed at people who are not yet offering a service. I would like to know if people would consider themselves being consciously converted from a non-service provider into a service provider. This is an important data for me to collect, due to the app Laeta plans to convert non-service providers into service providers.

Would you ever consider offering a service, if that could turn into a big business?

With this question I want to target those who answered "No" in the previous question. If the outcome of Yes sayers for this question would increase, it would show clearly that there is a chance for increasing the amount of non-service providers into service providers, simply by giving them the right incentives and hope.

Do you like to negotiate over a price?

Since my app is targeting the trend towards a market equilibirum price for a particular service, negotiating towards it would be a crucial factor. Why? Because the app would suggest both parties, e.g. the supplier and the demander the equilibirum price for the traded service, however, in order to get there both parties would need to negotiate.

Do you like to get an indication of a market price for a particular service/product via an app?

I believe that the indication of a market price for a particular service would be a crucial part of a service market platform, that would try to generate a trend towards a market equilibirum, thus I would like to know how popular it would be among the people.

If I go on a website...
- *... I would use a smartphone*
- *... I would use a PC/Notebook*

I simply want to know the most favorite tool nowadays to serve the worldwideweb. This would prove that the decision to go via an app would be wise.

How would you like to search for a service?
- *Search field (like in google), where I can freely enter what I need*
- *Categories, through which I can find the service I need*

The search field is a crucial part of my app and I want to prove by this that most service providers are doing it wrong by offering categories instead of search fields.

Are you ironing/washing/cleaning your room yourself?
- *No.*
- *Yes, because the fee for a maid (MaeBan in Thai) is too expensive.*
- *Yes, because I love it!*

Here I want to learn about those people who say "Yes, because the fee for a maid (MaeBan) is too expensive." If it shows that there are a lot of people who choose this answer, then it would prove that we are definitely away from a market equilibrium in the market for "ironing/washing/cleaning of someone's facility," and that it could be achieved only if the supply would match or get close to those service user's price ideal.

App Interface - What is your preference?

- *I like apps with a clean user interface and simple style*
- *I like applications that are much more complex and detailed, with many settings and functions*

I am going for a clean user interface and simple style, as my assumption was that this is what people want nowadays in a time, where there is no time anymore. I try to prove my assumption with this.

When you need a service - Timing

- *If I need a service, I want it right away*
- *If I need a service, I usually like to schedule it hours or days ahead*

I would like to learn about the timing habits of people nowadays. I assume that people want things always then when they need it and mostly right away. With the outcome of this question, I try to prove my assumption.

When you need something - how quick do you want to have it?

- *If I think of something, I want it right away!*
- *If I think of something, I want to check and compare first and then slowly consider about it.*

This question has a similar target as the previous one. Here I just would like to learn about the behavior of the people.

If I use a new gadget/product/service, etc.

- *I would like to understand it right away.*
- *I would like to invest time in it and learn more about it by test and trial*
- *I like the complicate things, that need time to be understood and time to be learned.*

This is a question which answer shall prove my assumption "I assume that people don't want to use things that they need to understand first "

What if you would one day be an entrepreneur and own your own business.

- *That is what I ever wanted!*
- *I never thought of it and I am used to be an employee, but if I think of it - I kind of like the idea.*
- *No way, I like the employee life. It's more secure for me and also here I can make a good career.*

This is a question which answer shall prove my assumption "I assume that everyone dreams to do their own business"

What comes to your mind when you think of the service industry?

This question can be answered in a short paragraph and is useful for me to learn what other people think of the service industry. It can help me to get new ideas.

Have you ever needed a particular service and couldn't find it and later on you realized that this service provider is just around the corner?

This question can be answered by yes or no and shall prove my assumption "I assume that the demand and supply side still don't have enough communication tools get entirely aware of each other."

Would it be possible that you would offer your skills to someone else, if they'd ask you for it?

- *Yes, sure, I always like to help others.*
- *Maybe, I like to help others, but often don't have time for it.*
- *Maybe, I have certain skills, but I am not confident about it.*
- *No, I am too busy to help others.*

This question uses the world help instead of service, so I would like to learn of there is a shift in the answers towards the previous questions. If yes, then I

could prove that people could be unconsciously transformed towards service providers.

If you want to buy a service, what are the key decision criteria?

- *Price (Price/Performance Ratio)*
- *Professionalism (Certificates, Resume)*
- *Satisfaction Rating by other users*
- *Service Provider's availability*
- Service Provider's location
  - Very Important
  - Less Important
  - Not Important at all

This question aims toward the consumer behavior for services. I would like to learn about the behavior during the purchase process.

2.1.2 The in depth interviews

2.1.2.1 Entrepreneur & Angel Investor – Ingo Puhl

I had an in depth interview at the house of Mr. Ingo Puhl regarding my idea and my research. Ingo Puhl is an angel investor, as well as an entrepreneur. He has ever been in the committee of the GSVC at Berkeley in California, thus he is very aware of the start up scene around the globe and due to his residence in Bangkok, he knows people and market very well. All this was already very promising, to get valuable feedback from someone, who is investing in start ups.

I explained my idea to Ingo and the whole conversation lasted almost 3 hours. We were sitting in his garden and tried out his new Spirulina algae drink, which he develops with his new start up. Ingo was very interested in my idea and said it was generally a good "topic" to go for and address, since there is still a lot of potential. When I told him that this app shall include all kinds of services, he suggested to start with one service first and test it based on one service. Since my app will include a payment function, and thus the service provider has to list his fees, Ingo said that, the fewer services I'd offer in the app, the better I could structure the rates

(For example, services can be rated by hours, by task, by sqm (for cleaning), etc.). I told Ingo that I will only concentrate on home services for now, after he told me to narrow done as much as I can at the beginning.

Ingo gave to me some very interesting examples of how service apps, like Airb'n'b for instance handle the fiscal transactions (Example 1), and how that created a unique selling proposition for that app. The system what Airb'n'b is using here is the escrow principle. That made them different from all the other on the market. Also the protection for Airb'n'b service providers, Ingo mentioned, and thus gave me a hint for an analog (Example 2).

Example 1:

How does Airbnb process payments?

Airbnb's payment system is designed to make transferring money between guests and hosts as simple and reliable as possible. Here's how it works:
Guests pay Airbnb when they book a place
Airbnb releases the money to hosts 24 hours after the guest checks in
Using Airbnb's payment system is required to make a reservation, and it helps ensure that both parties are protected under our Terms of Service, cancellation policies, Guest Refund Policy, and other safeguards.
Airbnb automatically includes service fees in each transaction, and some government-required taxes where applicable.

Source: https://www.airbnb.com/help/article/51/how-does-airbnb-process-payments

Example 2:

Peace of mind

We're committed to creating a safe and trusted community around the world. Though property damage is rare, we understand you may need protection. The Host Guarantee will reimburse eligible hosts for damages up to $1,000,000.

Source: https://www.airbnb.com/guarantee

Ingo gave me much more hints, such as other analogs I could learn from for my idea. One he listed was Noonswoon (Example 3). They clearly state below how they are different from others. For Laeta I learn that I need to create a unique point of selling.

Example 3:

Noonswoon is a company creating a dating application. Unlike other, swipe dating apps, we deliver just ONE interesting single to you everyday at noon. In the background, we work hard to screen users so that only good quality profile users get into our system. Make your everyday an exciting day!

Source: https://noonswoonapp.com/?locale=en

Another interesting application / website Ingo told me about was Up Work (https://www.upwork.com/?r). Here you can find freelancers who can do professional work for you. It is clearly related to the service industry and thus serves as an analog/antilog to what I am doing.

Ingo also told me about the Glow Fish Offices, a shared office space or co-worker space. (http://www.glowfishoffices.com/2015/)

When talking about the functionality of the app and the user interface, Ingo recommended me to implement a one step ordering approach, since nobody else

is doing it and it could indeed add unique value. Also just having one button, like the iPhone introduced it, could show that Laeta stands for simplicity.

2.1.2.2 Hobby Entrepreneur – Jens Schneider

Jens Schneider is my best friend from Germany and thus I always love to hear his recommendations and ideas. He is very much into entrepreneurship and takes every free minute in his leisure time, to read about new start ups and about comments from entrepreneurs. Jens is working in the IT Department of a large Investment Bank.

When I told him about Laeta, he mentioned to me that he was thinking of something similar. He believes that it is the "next big thing" and that it is definitely worth investigating about. He said that I should try somehow to get to a proto type as quick as possible and not waste any time on too much research. He said I shall get my hands on it.

He also suggests to check with the respective country's legislative rules regarding the service labor laws and regarding claims on damages that could occur, when people are executing the service.

2.1.2.3 Luke Hubbard

I found out through the internet that he is a programmer and works at codegent and thus reached out to him. I had a long phone-call with him and he helped me with interesting people with whom I could get in touch with, as well as with a website, where I could learn what functions and app can have and how much it would cost. He was the one who told me about Seekster and Kiidu (see screenshot below).
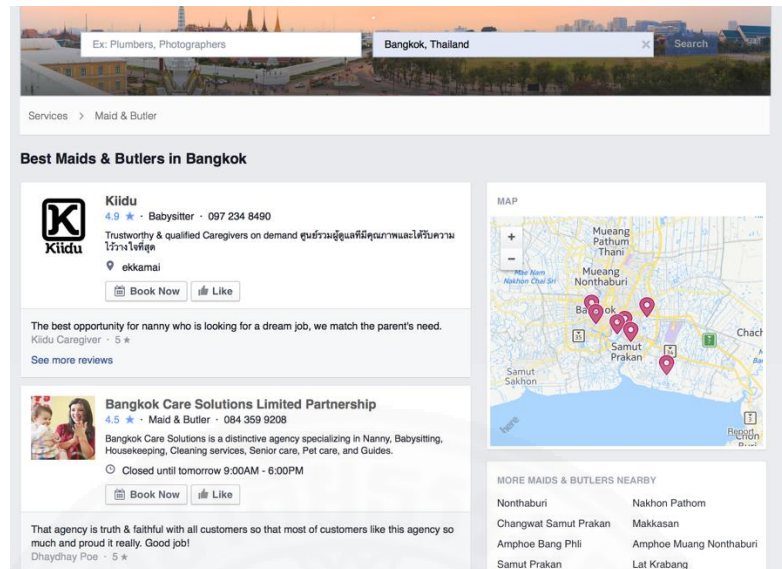
Figure 2.1 Screenshot – Facebook Service Page

2.1.2.4 Plumper at a Condominium – Khun Saman

K. Saman is the caretaker of Sukhumvit Living Town, fixing things in the resident's condo, such as lightbuls replacement, fixing the shower or toilet, replacing the silicon seals in the room, etc. He has a fulltime employment and has a superior. He has to work until 5pm. If he wants to take leave during that time, he would need to request it with his supervisor. Asking him, if he would download an app, where he could offer his services to the public, he answered that he doesn't own a smartphone. Asking him if he would offer a maintenance/repairing service around his area, he was referring to the fact that he was full time employed and thus wouldn't have time to do such. When I explained to him the full scope of my idea, that offering his services through a platform could enable him to get so many requests, that he wouldn't need to work anymore, he was fascinated. I gave to him the example of the bus driver and the taxi driver. The bus driver is employed with only 10K THB a month, while taxi driver, doing the similar kind of activity is self-employed with a salary of 20-25K a month.

K. Saman left it open and possible, that he would be open to such thing, if it could turn into a full-time job. However, since this is only theory so far, he was still very reluctant of course.

I asked him for a photo, but he was too afraid of publicity and that it would go into the wrong hands.

2.1.2.5 Business Development Director of Property Care   Services (Thailand) Ltd. (PCS) – Matthias Hoffrichter

Q.: What products do you offer to your customer and who are your customers.

We offer B2B services such as Catering, Cleaning, Security, Gardening, Cannon Hygiene, Pest Management, Inventory & Audit, Specialist Services (Healthcare & Aviation). In these categories, we have many sub categories, with more specialized fields.

Q.: Is the service industry efficient and simple in terms of customer service or is there still a lot of innovation needed, such as feedback apps or customer service contact apps.

It depends on the service providers. PCS is very efficient in terms of customer service. We do inspections of the cleaning performance together with our client. IT solutions, such as the feedback panels in toilets for instance, where clients can share their satisfaction about the grade of service and cleanliness is not always effective, as people might only share their satisfaction if they are not happy. Innovation in the B2B business comes more with the equipment used to enhance the services, such as new cleaning technology or better security systems. However, in the Thai market, clients still often prefer to have real people over efficient IT Solutions.

Q.: When you think of the service industry for property services as a whole, where do you see weaknesses and areas to improve?

It is hard to say, but weakness comes more with some competitors using cheap equipment and not well trained staff. At PCS we only go for high quality equipment and well trained cleaning staff, as well as we only employ Thai people. Weakness in the Service industry is more on a B2C level, where the client sometimes cannot find the right service at the right time.

Q.: I assume that the demand and supply side still don't have enough communication tools get entirely aware of each other. What is your opinion of this?

I think so. We know facebook and LinkedIn and in these networks, we can see the importance of the social component. When purchasing a service for me as a private client, I would care a lot about security and credibility. If I'd have a friend who'd recommend a cleaning service, I'd go for that, rather than going for someone, for whom I don't receive any credibility guarantee. Thus I think besides making the demand and supply side more aware of each other, credibility and the friends component in a potential market service platform à la facebook or LinkedIn would be a crucial ingredient in order to make it successful.

Q.: I assume that non-service providers can turn into service providers, when you give them a platform.

For B2B this would not apply. If someone wants to work as a maid, cleaner or security guard, they'd know where to go. PCS or ISS are well known firms in this industry for instance and the word of mouth here is strong and long time established. For B2C this can apply. Maybe some people who have a particular skill, have never been aware of commercializing it until the day people can get aware of that person's hidden skill through a social platform.

Q.: What is the current salary level of cleaners and security guards in the B2B Service Industry?

We pay maids/cleaners a minimum wage of 300 THB for 8 hours. Since they work 6 days at 10 hours, they will get 375 THB per day or approximately 10,000 THB per month. A security guard has to work for 12 hours and thus gets 450 THB a day, also based on the minimum salary. Thus makes 12000 THB a month approximately. Since we have to give the also the social security and we have to train them, etc., the security guard or maid will cost the customer of course more. Our staff is usually full time employed at a dedicated location, which can be a factory, a hospital or an office building for instance. We won't accept customers, who need such a service only once a week. We can only full time dedicate a service provider to

a service user. We thus go usually over 1 to 2 year contracts with the client. In case the client has a grand opening or a building needs to be cleaned from a one time occurring event, we can also offer our service on an adhoc basis (We call it Jobs).

Q.: Where do you usually clean?

1. Factories

2. Hospitals

3. Office Buildings (No. 1)

4. Shopping Malls

Q: How many people does PSC employ and who are your biggest competitors?

We employ 30,000 people and our competitor is ISS.

2.1.2.6 Khun Noi (Cleaning Service at Sukhumvit Living Town Condominium)

Khun Noi is a stand by cleaning service for residents of Sukhumvit Living Town. She offers to clean rooms for 500 THB, but would also go below, if someone would negotiate with her. However, this is her secret and she always offers her service only at 500 THB. Confronting her with the cleaning personnel of firms such as PCS or ISS, who make much less compared t her, she admits that she is very lucky and that it also about connections. K. Noi gets the room for free at Sukhumvit Living Town and can keep the 500 THB per time all for herself. She doesn't need to pay a commission. Thus when she cleans three rooms for instance in one day, she would make 1500 THB and thus 4 times more of the daily salary of a cleaning personnel from ISS or PCS. This shows that there is a strong gap in the salaries paid to maids. It depends on luck and thus on connections. Connections come from platforms and such a platform in this case is Sukhumvit Living Town, since she also works here for some admin stuff. But what if such platform would be available in form of an app? This is a powerful idea. Khun Noi is open to offer any services, where she is good at. If she'd be good at cooking she'd do that and if she'd be good at taking a dog for a walk, she'd do that. Once of her friends for instance works as a

nanny, besides her cleaning activities. She earns a lump sum of 7000 THB per month. At the moment this B2C market is not regulated at all. It seems that there is a strong potential to regulate it in order to create a better balance between the supply and demand.

For instance, when I asked Khun Noi that if from 100 residents who want to use a cleaning service at their condo, 30 of them would do so only if the price per cleaning time would equal or less than 400 THB, would she still serve them, she answered that she would serve these additional 30 residents (of course only if the time allows).

If both parties thus would be aware of this fact, e.g. that the supply also cleans for 400 THB/time and the demand would accept that rate at 100 %, we would definitely create a market equilibirum in this small area.

Asking about factors that determine the price for cleaning, she said that it depends on the level of dirtiness, as well as on the location and the size of the room.

When I confronted her with the fact that she thinks of a lump sum for cleaning, instead of an hourly rate, she admitted that with a lump sum, she could make much more money, because she basically could decide how long she'd work. For example, would 100 THB per hour be a very high rate for cleaning services, as the normal rate is just 37.5 THB per hour, however with a lump sum of 500 THB, she'd just work for only 3 hrs. and sometimes even two, making her earnings be at 166 THB up to 250 THB per hour. This is extremely high and definitely over the market price.

2.1.3 Group Interviews

2.1.3.1 Alberto Martinez & Romeo Ramos De Moreira

This group interview had 3 main topics:

1. The rate that they are willing to pay for a cleaning service, when they become aware of the best rate in their area.

Alberto currently pays 500 THB for his cleaning service. He would consider to switch to another provider, if he could get the same quality also for 400 THB with the same credibility. For Romeo, the threshold is at 300 THB and

he would not consider paying more for the cleaning of his room. Romeo's and Alberto's Condo are about the same size.

2. Can they imagine to become and service provider or do they prefer to "help out."

Directly being a service provider is more uncomfortable for both to think, however being someone who helps out others, like in a community sense feels good for both. It has to do with psychology. People like to boost their self-esteem.

3. The theory of a market equilibirum and how it can be attained through the technology of an app.

Alberto and Romeo had a very vital discussion about the definition of a market equilibirum, what parameters where relevant and how it could be obtained. Romeo came here with the most important and totally logic statement of "Everybody needs access to a smartphone in a specific market in order to attain a market equilibirum."

Real Simulation of a service market platform, where the trend towards a market equilibirum is tested

A Market Equilibrium will happen if "the demand curve for an individual producer is perfectly elastic and he is able by the least reduction in price to attract an indefinite amount of customers, and by the least rise in price he will forfeit the whole of his sales"[6]. But the market is also at an equilibirum if "the allocation of goods is at its most efficient because the amount of goods being supplied is exactly the same as the amount of goods being demanded. Thus, everyone (individuals, firms, or countries) is satisfied with the current economic condition. At the given price, suppliers are selling all the goods that they have produced and consumers are getting all the goods that they are demanding."[7]

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[6] Joan Robinson, The Economics of Imperfect Competition, 2nd Edition, Page 89
[7] http://www.investopedia.com/university/economics/economics3.asp

How it is simulated: We need a demand, e.g. person X and a supply person Y for a particular service (House Cleaning) in a particular area and radius, where and within it is usually performed: Asoke.

The current situation is that there are two individual test objects (Person X) who want to use a cleaning service at a rate of 300 THB per time per Condo (One to Two Bedroom), however, currently the supply suggested at their condo is at 500 THB per time and thus there is no market equilibrium. According to my research there is a potential service provider for 300 THB to clean a condominium, but the allocation of this service is not at its most efficient point, due to the service supplied is not exactly the same amount as the service requested in that particular area. In a market equilibirum the two test objects (Person X) have the demand of a service for 300 THB (if more than that they won't purchase the service), and the supply of cleaning a condo for 300 THB per time would be immediately allocated.

Person No. 1: Alberto Martinez, would love to use a cleaning service of 300 THB per time, but can't find it due to the supply, even it is existed, can not be allocated to his demand. However, I could allocate a service for 300 THB for him.

Person No. 2: Amy Thipphawan Raya, would use a cleaning service at 300 THB, but doesn't know where to find it. However, I could allocate a service for 300 THB for her.

Person No. 3: Pin Toranathumkul, would use a cleaning service at 400 THB, I could allocate a service for 400 THB for her.

Person No. 4: Nook Worakanya, would accept a rate at 500 THB and for that price, I could allocate the service for her as well.

It is not about finding the supply, but the right supply. The field testing with these four people shows, that their demand request could be matched with a supply, only if they knew it would be out there. Since there is no platform, they were not aware that their price threshold was out there. I acted as the platform and communicated the supply side for them.

The supply side that I could allocate are women who work full time for a cleaning firm at 375 THB per day and would love to make extra money in the evening at 100 THB per hour. Cleaning a condo usually takes up to 3 hours. So the rate they would earn would be at 300 THB.

2.1.4 The Pilot Group

The Pilot Group was a group consisting of 10 maids and 40 residents, which were carefully chosen throughout the Asoke Montri Road Area. The Pilot Group was the final project of this thesis in order to have a minimum viable product to test the idea and find the answer to the research question.

2.1.4.1 Relation of Pilot Group to Laeta's Vision:

Laeta shall one day be a platform for various services, however, we focus for the research only on cleaning services.

2.1.4.2 Reason for chosing this Service: Room Cleaning for the pilot group

Room Cleaning is the 4th most popular service, as well as the most popular regular service according to the chart below, since AC Cleaning, Plumper service and furniture installation is not considered as a regularly needed service.
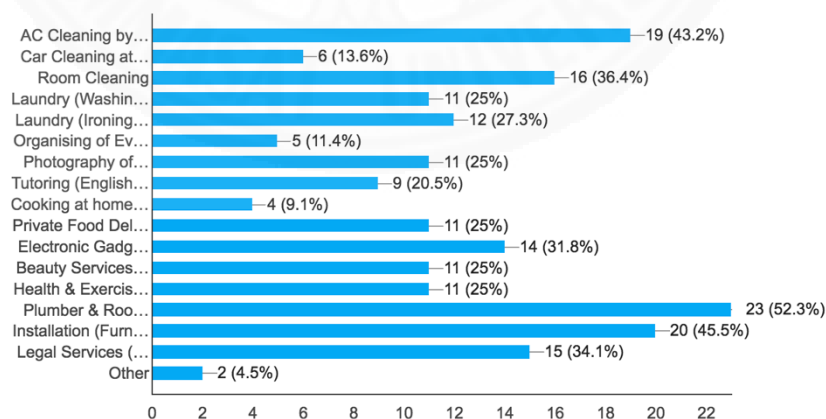

Figure 2.2 Statistics of the popularity of cleaning services

2.1.4.3 How were the participants of the pilot group selected? (M)

People in Asoke Area were screened to be a potential maid for cleaning someone's condo and earn the salary by the hour. The goal was to have 10 maids for the pilot group. After 33 people were screened, ten maids that all live within 1 km from Asoke Montri Road could be registered. Then a chart of these 10 maids were drawn (see below), to have a database from which the potential user of the pilot group can choose. Asoke is the Center of Bangkok and where a lot of condominiums are.

Weight		Maid 1	Maid 2	Maid 3	Maid 4	Maid 5	Maid 6	Maid 7	Maid 8	Maid 9	Maid 10
1	Price	10	6	7.5	6	4	3	2	6	5	6
0.6	Professionalism	9	5	7	7	9	9	10	9	9	6
0.7	Availability	5	4	6	9	9	7	10	6	4	8
0.8	English Skills	7	10	9	7	9	10	10	6	7	8
0.9	Being able to serve other things	1	1	5	8	10	7	10	6	7	8
	Price/hr	60	100	80	100	150	200	300	100	120	100
	Users Request	25.4	20.7	27.6	29.3	31.9	27.6	32	25.8	25.1	28.8

Figure 2.3 Metrics of the pilot group, used to match the users and providers

For the service user, the amount of the test candidates is set at the proportion of 4 times the amount of service providers, thus 40 potential service user were to be enlisted, of which all are all living within Asoke Montri Rd..

For them I simply gave them the conceptual idea and shared with them my channel of Saphas (facebook & Line). I used this as my minimum viable product.

2.2 Secondary Research

My secondary research was on the internet, as well as from Books. Analogs and Antilogs could be found as websites or Apps.

2.2.1 Analogs & Antilogs

The processing was just that I searched the web and app store for analogs and antilogs and then noted down the things I would copy and the things I would do differently.

Analogs are example of something you take an idea from. For example, can the map of the uber app be an analog for Laeta, where we think, implementing an app makes many things easier.

Analogs = An example of something that we use as an example of how to do it.

Figure 2.4 Uber's location based matching tool

1. UBER

a. For locating the services, we could use a map, like in Uber, while the green dot can show where we would like to have the service at.

2. Seekster: The way you list your service:

a. Give your service a unique name so others know it's you.

b. Upload a Logo

c. Address + Business Number - (Where you actually live, could be for the App only and not for the customer. This is necessary for security reasons)

d. Service Category you want to offer (We could also simply let them describe their service and our algorithm suggests the category)

e. Area you want to serve (Should be drawn on a map, that would be more user-friendly)

f. About your biz (Bio) (Here we can add value by giving the seller some marketing training for free.)

3. Service Hero: Service Feedback Evaluator

a. Expected service before being served

b. Actual experience after being served

The chance to search for other services (but it doesn't work, see the screenshot below)

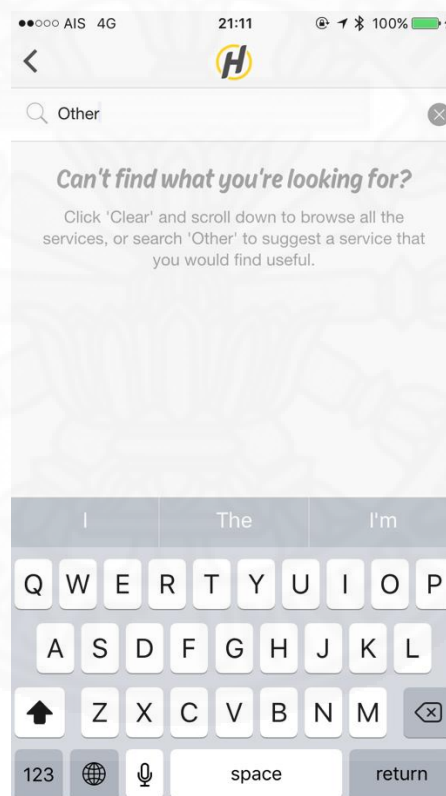
Figure 2.5 Screenshot – Hero's searching function

1. Tapsey:

a. Having an introduction video of "How it works" is a good thing to do and I will definitely implement that on my website.

2. Snapsale:
   a. I like the simple way how to get to the seller's profile and how to see where the seller is located on the map. I also like the idea with the tags, which are useful when the buyer searches for the product through the "Search Function". I love the way and easiness how to set up a sale.

3. Krrb:
   a. This app is similar to Snapsale, but it looks a bit more professional in its set up. I love the pick up functions it offers, e.g. In Person Pick Up, Local Delivery, Shipping). Also the fact that you can upload various pictures is a bonus point. The way to create a listing is different from Snapsale, but also great. It is maybe a bit more sophisticated.

4. Classifieds:
   a. This app is very close to what I intend to do, since it focuses not only on products as Snapsale and Krrb, but also on Services.

5. Facebook:
   a. https://www.facebook.com/services is a great analog. You can find services simply by entering the keyword. The location setting is usually set to where you are located at now.
   b. The way facebook focuses on its customers is interesting. The customers are those who create pages and pay for advertisement. We, the average users are more a product, that facebook likes to turn into a customer. Thus the page function is within the facebook page integrated. As mentioned earlier in this thesis, I'd like to take over this smart principle of making a user become a customer, e.g. a service supplier, by simply turning them from a user into a service provider.

6. LinkedIn:
   a. LinkedIn is a professional network. I would like to use it as an analog of how it connects professionals around the world. It connects them through groups for instance and suggests connections

based on the people with whom you are already connected and based on the company or organization that you are working for. For instance, if a service user would be working for a Logistics Firm, the app might suggest then that there is a service demander for logistics classes in his/her particular area.

b. https://www.lynda.com/ is from LinkedIn and is there to encourage people to train more. It is like LinkedIn is trying to create a full package version of their business idea. They don't only provide a professional network for you, but also the necessary skills in form of online courses. Laeta could do the same in the future with a website that would offer online seminars on how to clean properly, etc. and issue certificates to people for such, so that their rating go up.

7. Airbnb:

a. They use the escrow principle for their payments [8] and this would be also the best way for LAETA in order to ensure a secure and safe transaction.[9]

Antilogs are examples of something where you take an example from of how "Not" to do it! For example, could craigslist be an antilog, due to Laeta does not want to use categories for services, but rather use the search function, as in google.

1. Seekster[10]

a. Seekster has various categories for services, thus they constrain the possibilities of services that could be offered and could be sought for. We want the opposite, e.g. not constrain the endless services that could be offered

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[8] https://www.airbnb.com/help/article/51/how-does-airbnb-process-payments
[9] https://www.escrow.com/?d=b&referrerOverride=https%3A%2F%2Fwww.google.co.th%2F
[10] https://seekster.co

b. On Seekster people cannot mention the services they can't find. There is no feedback field and also no communication channel set up to the potential service provider.

2. <u>Tapsey</u>[11]

a. On Tapsey, when you download the app and open it, advertisement pops up. It is an advertisement for products, not services. This alone is already different from what we want to do. I think having a pop up window when you open the app is not good, as it can be perceived as spam (see the screenshot below).
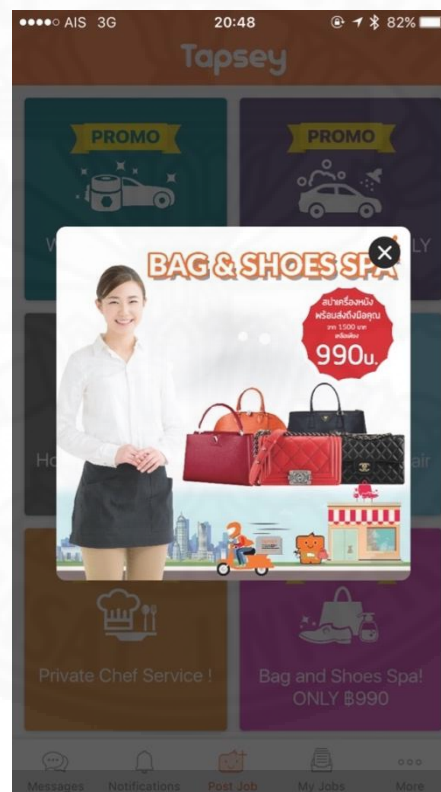

Figure 2.6 Screenshot – Tapsey (Pop Up Advertisement)

a) The name of the website is not 100 % aligned with the name of the app, e.g. gotapsey vs Tapsey. I think it should align in order to avoid brand confusion.

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[11] https://gotapsey.com

b) Tapsey's categories start immediately with offers and the following menu is not really customized.

Figure 2.7 Screenshot – Tapsey (Promotions)
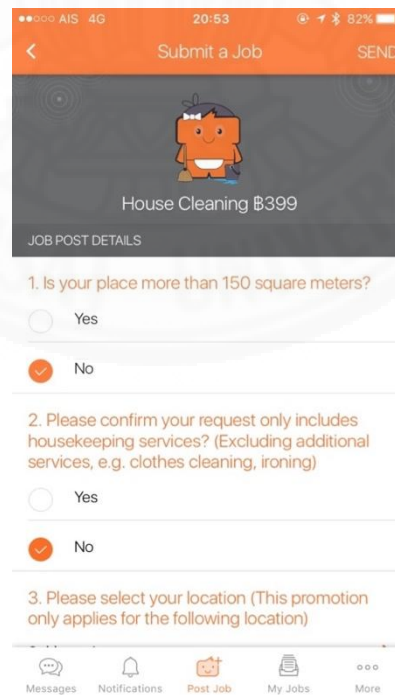
Figure 2.8 Screenshot – Evaluation of User's home conditions

Figure 2.9 Screenshot – Evaluation of User's availability / language preference

2.2.2 Blogs & News Articles

I used google to search for specific key words, related to the articles I intended to find.

Figure 2.10 Screenshot – Internet Search

2.2.3 Books

I have borrowed several books from the Thammasat library that could be more secondary data regarding the thesis questions of the market Equilibirum. Books used throughout this research were: The Economics of Imperfect Competition, 2nd Edition by Joan Robinson, Influencer, by Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan and Al Switzler, A whole New Mind, by Daniel H. Pink, Principles of Macroeconomics, 4th Edition by Frank/Bernanke, Getting to Plan B by John Mullins & Randy Komisar, Supply and Demand by Sir Hubert Henderson.
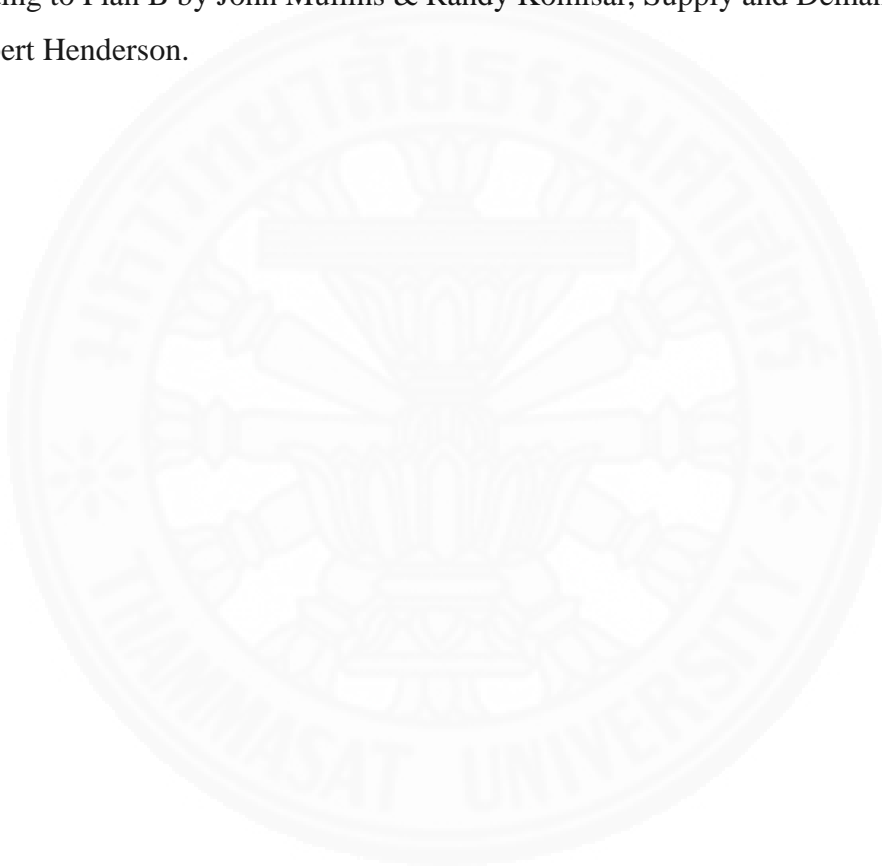
CHAPTER 3
RESULTS AND DISCUSSION

3.1 Explore

I have explored many new angles and perspectives throughout my thesis and learned on important thing: If one can create a real benefit for someone, it doesn't necessarily mean, that this person would seek for that benefit. People live in their comfort zone and the need to be dragged out of it. So the important part would come later (see recommendations) of how to drag people out of their comfort zone to seek for the benefits they could earn. Even though a professional maid could easily earn 100 THB/hour and thus have a salary increase of 150 % on an hourly basis, she would not necessarily go for it, simply because she doesn't know how to and also because she feels reluctant to check out how to. It needs to be shown to her.

3.1.1 In Depth Interviews
3.1.1.1 Entrepreneur & Angel Investor – Ingo Puhl

The outcome of the in-depth interview gave me a good understanding on what to pay attention and how I could grow my idea. I got many new hints of how to make smart money with "services" from Ingo for instance. Ingo gave me a lot of names of Apps and Websites. He gave me a few nice stories of how smart service apps and solutions can leverage our lives. I know try to apply that to Laeta.

3.1.1.2 Hobby Entrepreneur Jens Schneider

The in-depth interview with Jens Schneider was also very interesting. Listening to what he said, I understood, that I need to act quick and should not keep waiting any longer. The best way to test the idea is to start quick and cheap. Ideally with some kind of prototype.

3.1.1.3 Luke Hubbard

After having interviewed the CTO (Chief Technical Officer) of Screen Cloud (Previously Creative Hacker at Codegent and Senior Software Developer at Reading Room), I have learned that, it is possible to do so currently through a kind of embedded browser, that functions like an internet browser. It is like the YouTube Videos within Facebook. It does not really work to embed apps within apps. Apps stand alone and if one app will access to another app, that app would open. That is basically like switching apps. The size of an app has basically no restriction, but since you want it to be downloadable anytime, e.g. when people are in the BTS, you want the file size to be small. 20 to 100 GB is a good size. Anything above would already require WIFI. Anyway, before thinking of offering all possible services within an app, we shall look at the supply and demand side of the services. According to the CTO of Screen Cloud, there are many functions within the Facebook app, that aren't used much.

3.1.1.4 Plumper at a Condominium – Khun Saman

The interview with Khun Saman showed me that people who are employed are afraid of stepping into the entrepreneurial life, as they see the point of having a full time job as a barrier. People who are employed are in a comfort zone and don't see the point of doing entrepreneurial work. When I asked him that he could make more money if he would get full time requests to service others, he still pointed at the fact that he has a job and no time for it. He also said, that he doesn't have a smartphone and thus couldn't load apps. This shows me that in 2016 there are still a few people without smartphones in Thailand in the age range of 30-45 and in the target of lower income people who could potentially serve others. This fact could be a problem, or not. It depends how you view it. When I think of Grab Taxi, it also requires a smartphone and many taxi drivers now have smartphones because of that app. It is like an investment for their business and that could be the trigger for those with out smartphones purchase one, when the Laeta App would become a trend. Laeta could also come pre-installed on the cheapest smartphones possible. Then Laeta would need to cooperate with a smartphone producer.

3.1.1.5 Business Development Director of Property, Care Services (Thailand) Ltd. (PCS) - Matthias Hoffrichter

The fourth interview of my IS Project was with Matthias Hoffrichter, who is the Business Development Director at PCS. Throughout the interview with him, I have learned a lot about the salary structure of cleaning staff and security guards in Thailand. It showed me that people with low education could earn much more through self-assigned jobs, than through being employed. The salary per hour is usually 38.5 THB for employed staff. They have to work between 10 to 12 hours a day. The benefits they get are minimal, such as a social security. Further I learned from him about an important ingredient for a successful network or service market place, which is basically the atom of facebook = the friends-component. Through many discussions also with other people I have learned that people fear being unsecure if unknown people come to clean their condo or house. Thus the friends-component is very crucial or at least some kind of recommendation from someone who could know the person, that comes to clean. Credibility is very important for Service Providers and Laeta must find tools to support that. However, credibility and a friend component are not the same, but they can be linked. For instance, could Laeta use the friends network of the service user on facebook to find historical links to the service provider. For instance, if on the map a service provider pops up, after you have searched for the service they offer, you could see if any friend of yours has ever used them before.

3.1.1.6 Khun Noi – Freelancer Cleaning Service

The last in depth interview of my research was with Khun Noi. She is a cleaning personnel at Sukhumvit Living Town. It was very interesting to learn from her that even though she cleans for 500 THB per time, she would also be willing to clean for 400 THB. But usually nobody asks her, because everyone thinks that 500 THB is the standard price. It is probably, because the office at the condos usually suggest this price. When I asked her if she would also clean by the hour, she said no, because with a one-time fee of 500 THB, she could make much more money, since she could decide on the timing. So if she can clean a room within 2 hours, she'd made 250 THB but if you would pay her by the hour, you would never grant her such an hourly salary right? She and many others seem to understand this point as well.

When you imagine that there are many women, cleaning for 38.5 THB per hour and that there are woman cleaning for 250 THB an hour it shows how huge the gap is within the same class of people. Here we can see that we are far away from a market equilibirum. She also told me that she and her friends are usually open to perform any kind of job that they are good at. This shows that there is a huge potential for a wide service market, because people will try to monetize all their skills.

3.1.2 Questionnaires

The outcome of the questionnaires was very interesting. It was very clear that the majority (45.5 %) lived in condominiums as per figure below.
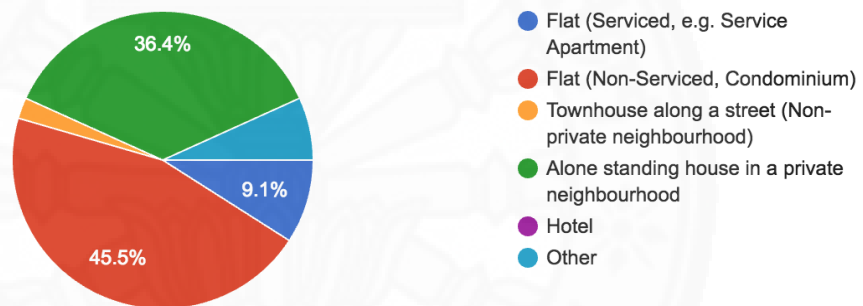
Figure 3.1 Pie Chart – Type of housing of evaluated sample

It was also interesting to see that friends have such a strong influence on finding the right service (see figure below). The power of the internet is also apparent.

10. Where do you actually find your services? (44 responses)
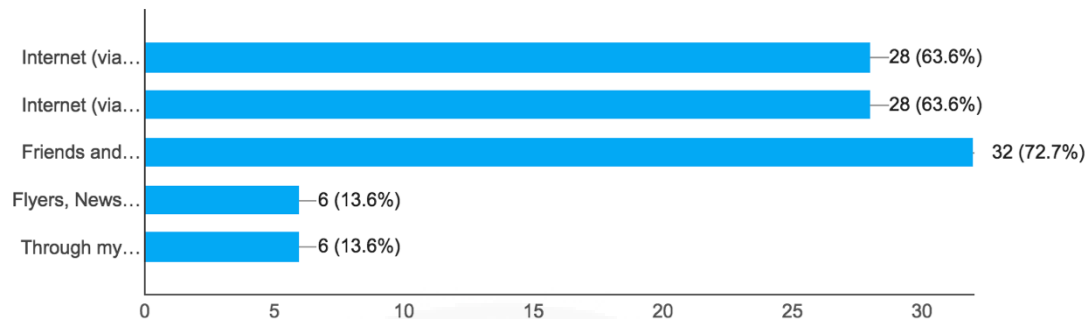
Figure 3.2 Bar Graph – Channels used to find services

The figure below shows strongly that there is an opportunity to display many services to the demand side, as they have not found it yet. The organizing of events is at Top here and could follow the same system as demonstrated through the pilot group for maids. However, 20 % would even like to purchase a cleaning service and yet have never done it. This clearly shows that there is a barrier towards purchase. In another figure I could already demonstrate, that the barrier was the price.

15. What services of the below would you like to purchase, but yet have never done it?
(44 responses)
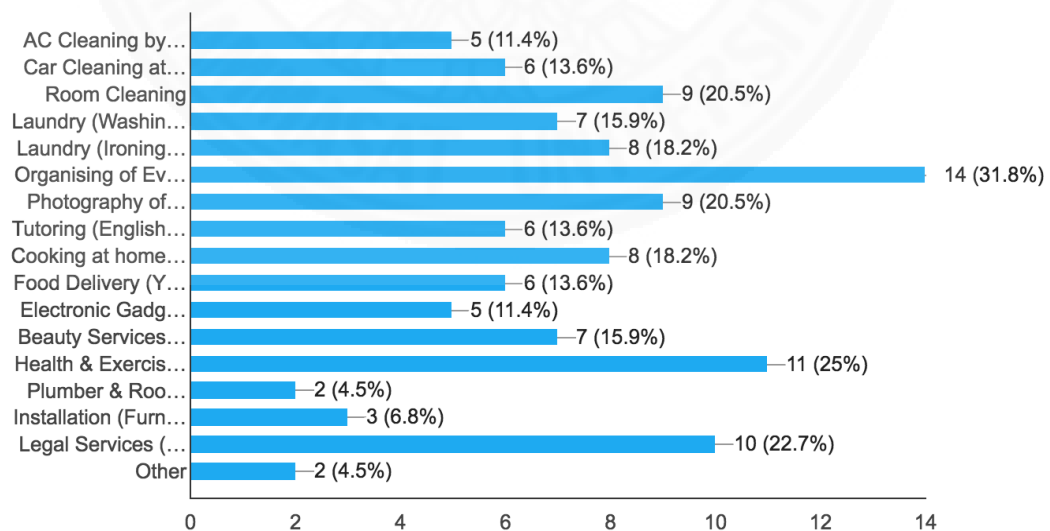
Figure 3.3 Bar Graph – Services desired for purchase, but not yet purchased

The figure below shows that over 60 % don't even know a channel through which they could offer their services. If they would know a channel, the logical consequence would be that there would be a higher supply of services.

17. Do you know a channel or a platform, through which you could offer your service, strengths & ability?
(44 responses)
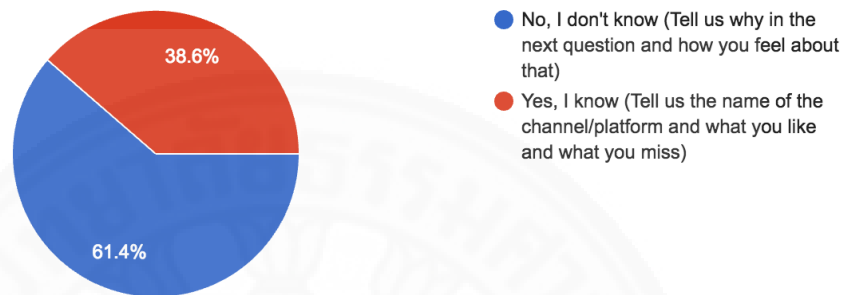
Figure 3.4 Pie Chart – Channel, through which service providers can offer

The figure below is probably on of the most important ones. It shows that even though there are some service apps out there already, they are "still" not popular at all. The opportunity to make it then even better is given.

18. Do you know a channel or a platform, through which you could purchase a variety services coming to your home?
(40 responses)
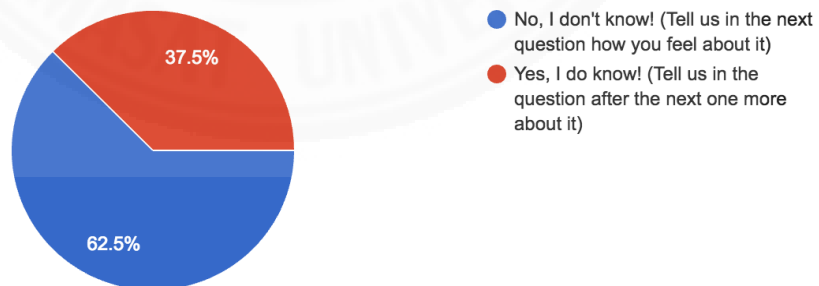
Figure 3.5 Pie Chart – Channel, though which can purchase a service

Comparing the two pie charts below, we can clearly see that there is portion in the market of 30 % who would offer a service, if they would have the tool.

6. Are you currently offering any services to others? ปัจจุบันคุณเสนอการให้บริการ(เหล่านี้) ให้กับคนอื่นๆอยู่หรือไม่?
(331 responses)
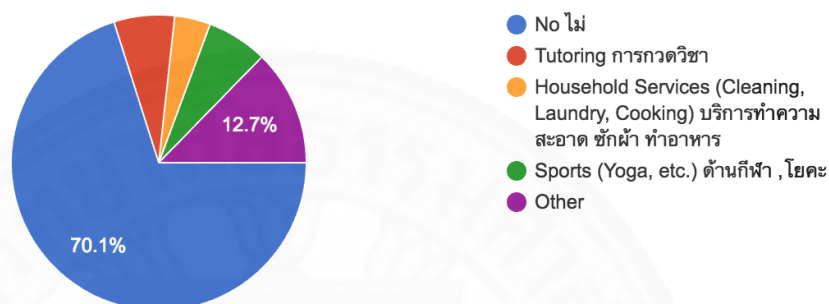
Figure 3.6 Pie Chart – Do you offer a service to others?

7. Would you ever consider offering a service? คุณเคยพิจารณาว่าจะเป็นผู้ให้บริการหรือไม่?
(331 responses)
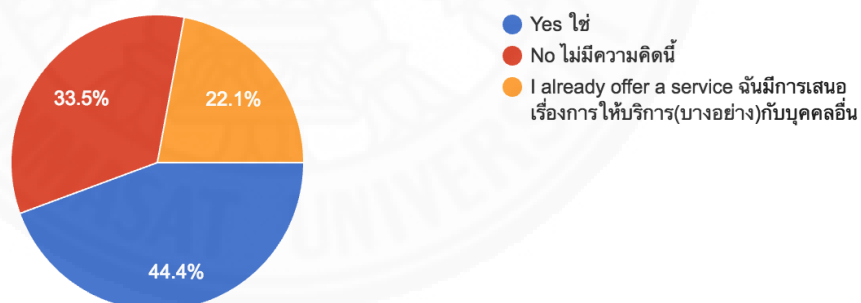
Figure 3.7 Pie Chart – Would you ever consider offering a service?

The result to the question below shows that many services indeed exist, but are not properly communicated, due to there is no proper platform there yet, which can make such service apparent in the clutter of so much other information around.

20. Have you ever needed a particular service and couldn't find it and later on you realized that this service provider is just around the corner? คุณเคยมีประสบการณ์อยากได้การบริการที่จำเป็นบางอย่าง แต่ไม่สามารถหาได้ แต่หลังจากนั้นคุณกลับพบว่ามันอยู่แถวๆคุณนั่นเอง
(331 responses)
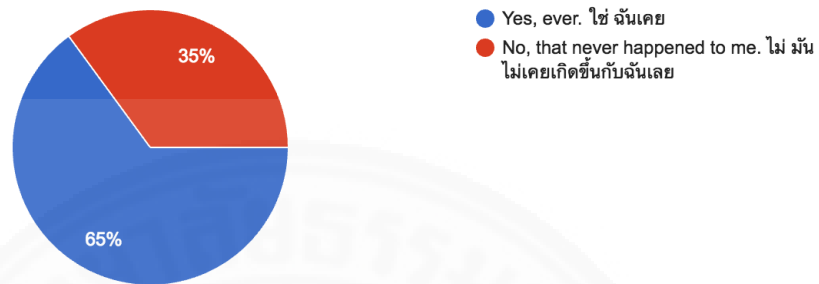
Figure 3.8 Pie Chart – Missed Opportunity

The below figure shows that the pre-suggested parameters are very important to a potential service user. Price was the top one. They were thus included in the metrics, used for the pilot group.

22. If you want to buy a service, what are the key decision criteria? หากคุณต้องการที่จะซื้อการบริการ คุณจะคำนึงถึงปัจจัยอะไรเป็นหลักบ้าง?
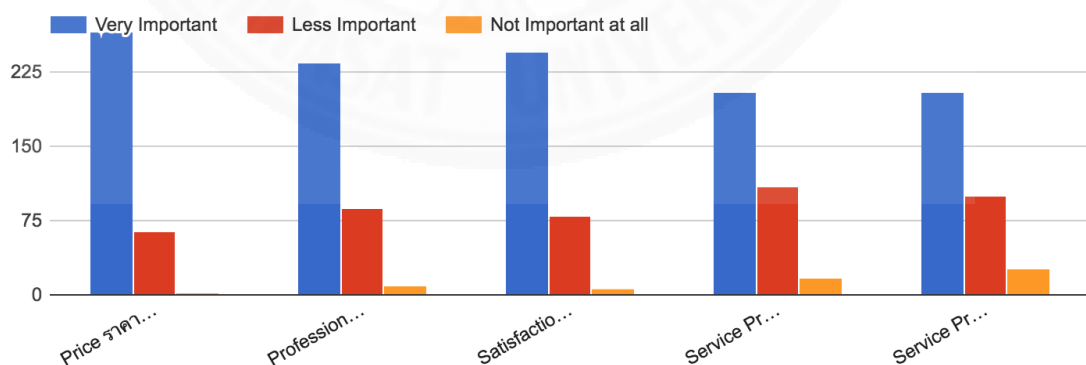
Figure 3.9 Bar Graph – Key Decision Purchase Criteria

3.2 Experiment

3.2.1 The Pilot Group

From the moment I evaluated the user's needs and evaluated the service providers needs until the service came to happen it took two weeks. So the happening occurred purely based on the demand. If the service user would have needed a cleaning service right after my evaluation, it could have for example just taken 2 hours.

3.2.1.1 First Findings

After I have launchend Saphas as a facebook channel and as a line channel, which serves the pilot group and after having distributed the concept to 40 residents around Asoke Montri Rd., someone contacted me that they want to have someone to clean their room. They lived at Supalai Condo.

Saphas, which is myself at the moment with the tools such as facebook, line and the excel chart, is the current composition of the platform. In the future the composition shall just be the app itself with a smart algorithm. Saphas connected the user right away with the maid who wanted to iron their clothes.

However, the story is a bit deeper here. In fact, there are 10 maids in Wattana district, who registered with Saphas now. When the user asked his condominium to be cleaned, I called them up. 6 of them were not available, while 4 were available. From these 4 maids the client chose 1, based on the parameters he set.

Saphas, gave the user the parameters as below: Price, Professionalism, Availability, English Skills, being able to serve other things. The user then could set the priorities based on a 1 to 5 level, since there are 5 parameters to be chosen from. The first choice would get a weight of 1.0, the second choice 0.9 and so on. The scores for each parameter, such as Professionalism for instance was assessed by the maid herself. This one day shall be replaced by smart questionnaires. The rating for price was based on the difference to the minimum price. All these points were then weighted according to the service user's ranking of the parameters.

Weight		Maid 1	Maid 2	Maid 3	Maid 4	Maid 5	Maid 6	Maid 7	Maid 8	Maid 9	Maid 10
1	Price	10	6	7.5	6	4	3	2	6	5	6
0.6	Professionalism	9	5	7	7	9	9	10	9	9	6
0.7	Availability	5	4	6	9	9	7	10	6	4	8
0.8	English Skills	7	10	9	7	9	10	10	6	7	8
0.9	Being able to serve other things	1	1	5	8	10	7	10	6	7	8
	Price/hr	60	100	80	100	150	200	300	100	120	100
	Users Request	25.4	20.7	27.6	29.3	31.9	27.6	32	25.8	25.1	28.8

Figure 3.10 Metrics of the pilot group, used to match the users and providers

Based on his requested parameter mix, we chose the maid number 5, as she got the highest rating. If he would haven chosen Professionalism as the priority and Price as his least concern, the outcome would have been a different maid.

Saphas got a 10 % commission for the referral service and the user agreed to pay for the price of 150 THB/hour. The job took 4 hrs. and the total amount was 600 THB, of which the maid got 540 THB and myself 60 THB.

Below can be seen the table prior to being filled out with the data of the maids. The price row has a formula inside, which will give a ranking of how much the price per hour varies from the best price, which is 60 THB.

Weight		Maid 1	Maid 2	Maid 3	Maid 4	Maid 5	Maid 6	Maid 7	Maid 8	Maid 9	Maid 10
1	Price										
0.6	Professionalism										
0.7	Availability										
0.8	English Skills										
0.9	Being able to serve other things										
	Price/hr										
	Users Request										

Figure 3.11 Metrics of the pilot group, used to match the users and providers

3.2.1.2 First encounter

When they met for the cleaning activity, Saphas (Myself) went along to evaluate the service experience. Since they met for the first time, the service user had to show her what she needed to clean (It took 5 minutes). Since she was a

stranger to him, Saphas took a photo of her ID Card. She saw it as a normal thing and was not offended.

Saphas did not provide any insurance at this stage, so the risk with broken or stolen goods was with the service user, as we did not have a formal service contract yet. This is definitely a good point where I can make the cleaning service unique, since I could sell insurances for the cleaning experience, so that there is no liability on the service users side.

After the maid was cleaning for 2 hours the user was satisfied with the service, but not super happy. I offered him to note down his user experience. I told him that I can share it with other potential users, so that it can be a benefit for the community. It could also help him to find a better service provider the next time. He agreed on it and accepted for the beginning, that he didn't get the best service right at the first time, as he could see the future potential of the community I suggested to him. Here I learned that the feedback system is crucial, so that Saphas can evaluate the best of the best and bring them to the client.

3.2.1.3 Direct Contact Issues between the maid and the resident

There we some issue due to the direct contact between the service user and service provider. Since their parameters have matched well, the user thought that he would have found his maid, as he told me in the interview. We observed his further purchase history. We anticipated, that within the next 3 weeks, he would not use Laeta anymore, due to he has found his maid already, but surprisingly, he contacted us again. Why? We asked him. He said that he was only available on Saturday and the maid was busy for two consecutive Saturdays, thus he was forced to look for another maid.

The issue of direct contact between a service provider and a service user is that it could create a competition to the app itself, however, this issue is not a permanent one and not a real threat. Here are the reasons:

The App will match service user with service provider, on parameters, such as availability, and so much more. If you would only stick to the maid you know, you would miss out convenience, due to your maid might not be

available. You also loose time, due to you have to check for your maid's availability and there is a high potential that she might not be available at the time you need here.

Since the app Laeta is not real yet, I had to support and interfere manually, when user and provider contacted each other. This lead to a lot of work. Currently other apps are just working like that, e.g. they will manually find the service provider for the service user. So if I have the app ready, that has the algorithms set, so that there can be an efficient direct contact between a service user and service provider, which can ultimately lead to a purchase transaction, then myself, as a mediator, would save a lot of manual work. I found this out when I had to arrange a purchase by myself, due to I don't yet have the app running.

The direct contact between a service provider and a service user is beneficiary for the Laeta app, due to Laeta does not want to be a service provider, but a platform. ServisHero and dozens of other apps, due exactly the opposite of what Laeta does, the offer services. We don't. We just bring user and provider together. There is a huge difference.

The difference: When I sit on a sofa on a lazy Sunday afternoon, and I want someone to iron my clothes or my room to be cleaned, I do not want to wait for a quote or whatsoever, I want to instantly have my product ready, just as if I would order a burger from McDonalds. However, current apps are not instant. See the reply from ServisHero, after I requested a service.

3.2.1.4 Other Findings

Communication Channels that were used gave interesting insights. The facebook group for instance was for now the most important tool, due to the costumed tailored marketing messages I could push towards the audience. Facebook also give very interesting insights about the statistics of the performance of your page.

Official Website was just reserved for future use, but had no function in this research yet. However, it is absolutely necessary to have a website if the service will be executed in real.

The Line Account is a very good tool as you can send a direct message to all of your users and would be the second most important tool besides the facebook page.

Direct phone call and direct Email is offered, but is not a suitable tool, due to the huge amount of time and resource that would needed to be invested into offering these two options for the user base.

Below can be seen the screenshot of a message sent from Saphas to a user.
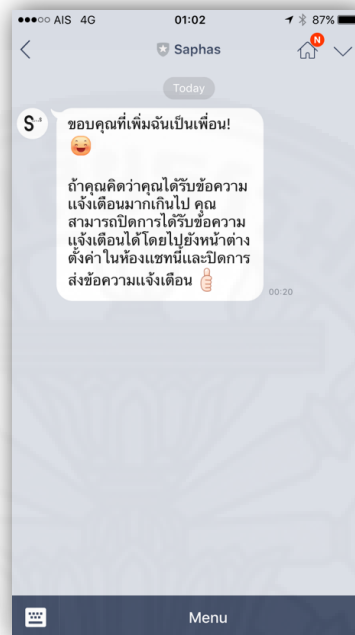
Figure 3.12 Saphas – Line group Response

The Facebook Page of Laeta is called "Saphas" and has been adjusted several times. It gave me feedback about how people reacted to posts when I posted new content. The findings here were that people hardly engage with posts and it is very important to keep continuously posting need and interesting content with which the user can engage.
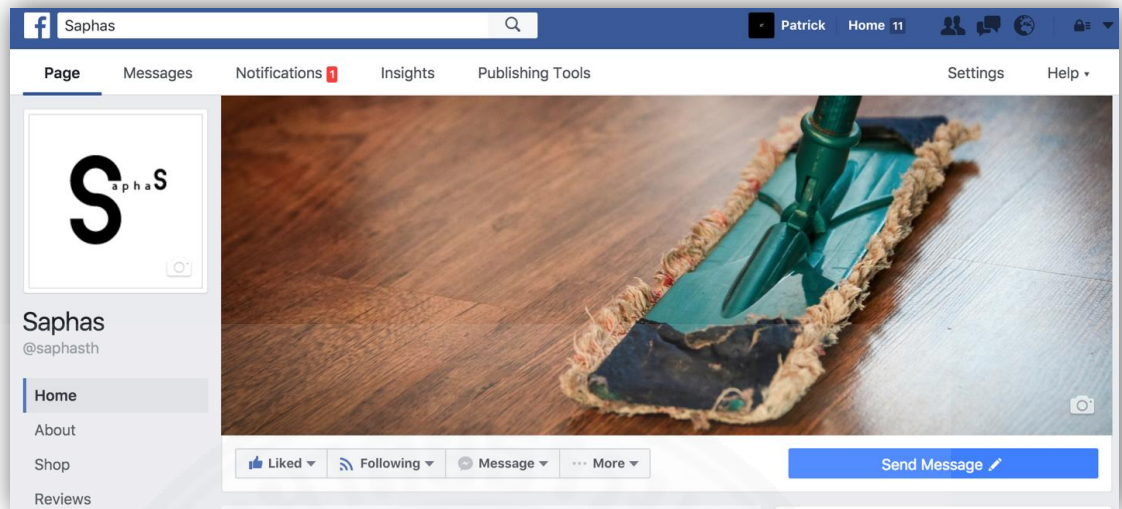
Figure 3.13 Saphas Facebook Group - Header

Below is one of the maids who registered in my metrics.

Figure 3.14 Picture of a maid

The figure below shows the pilot group in a flow chart form.
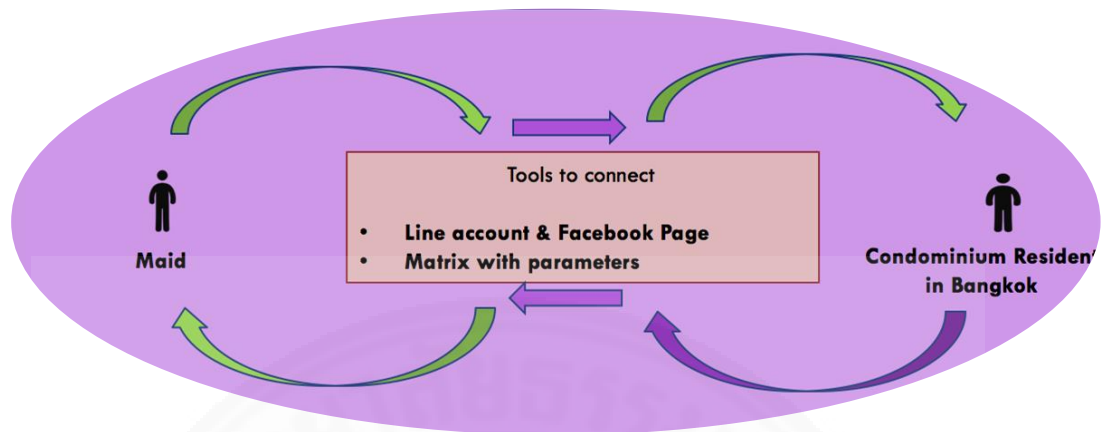
Figure 3.15 Flow Chart of the pilot group

Key findings from this were that Professional Maids work for 39 THB/hour (5 different cleaning providers evaluated, while 46 % need cleaning at an average of 100 THB/hour and cannot afford 160 THB/hour. Keeping that in mind through in-depth interviews with the Maids, such as K. Noi, freelance maids work for 160 THB/hour in average. This would 46 % out, since only 54 % are willing to pay for such a rate.

It was further apparent that the professional maids didn't know how to find resident customers, as they were literally "caught" in their comfort zone. The other problem what consequently occurred was that the residents also did not have access to the professional maids.

CHAPTER 4
CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

There is a huge opportunity to serve the underserved demand sector. 46 % of people who want a cleaning service cannot afford it. There is a great job opportunity for the professional maids to earn more money (150 % increase in income by the hour)

Direct communication between the maid and the service user will enhance the service experience and save time. Service can be executed within 30 mins up to 60 minutes or later as per request. Rate per hour saves time for cost estimation, due to there is no need to evaluate the dirtiness of the room or the size of it.
Potential maids need an example such as PR, Seminars, Trainings, Tools (App), Social Media

There is a gap between the demand and supply due to the market price is far away from the equilibrium price. The Market Price is 160 THB while the Equilibirum Price is 100 THB. There were even maids, who would have cleaned the room for as low as 60 THB per hour.

The established communication between the professional maids and the residents resulted in added value for both parties. The outcome was a more competitive pricing for cleaning resident's condo, a more instant service and more income for the professional maids, who would now have a salary increase of 150 % (From 39 THB/hour to 100 THB/hour).

However, I found out through the in-depth interviews, as well through the assessment form (see below) that maids interested in making double the money, were reluctant to change. Cultural Barriers and being afraid of uncertainty, as well as the

lack of resources (They comprehend the idea, but don't have the tool), are the main reasons for this reluctance.

4.1.1 The answer to and proof of the first research question

The research question was "What <u>app functions</u> and <u>user interface</u> does a "**service market place app"** need in order to create a trend towards a market equilibrium between supply and demand?"

The answer is:

The app function that is needed to enhance a trend towards market equilibrium is:

a) **A search field (app function)**, where the service request can be entered freely and where it can be submitted, disregarding the service is yet offered or not.

• 88.9 % of the evaluated population said that they would be attracted to request services, if they could search/request for them in their own words and not through categories, as it is down now (314 respondents!) This shows also that almost 89 % of people would possibly have difficulties finding services they cannot express in their own words. This comes apparent by the answer people gave to question 4 of the 2nd questionnaire: "Can you think of a demand, that there is no supply existing for?" or question No. 5 of the 2nd questionnaire: Name a need that is yet unsatisfied, e.g. you still haven't found the service provider.

Further through secondary research I could find out that search fields are preferred, when people already know what they want. For products this is not the case, but for services it usually is. This can also explain why almost 90 % of people prefer the search field.[12]

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[12] http://baymard.com/blog/search-field-design

b) **Equilibirum Price Indicator:** The app algorithms will always evaluate the price that a service user is ready to pay for a service and the price that the service provider is ready to offer the service. The closest match will be the market equilibrium price suggested by the app to both users.

• 25.8 % of 314 evaluated individuals said that they currently do things by themselves and the reason is that they do it due to the rate for the requested service is too expensive. That is roughly 45 % of all people, who would do actually want to use a service, but can't, because they don't find the price at which they would purchase such a service

• 88.9 % answer yes on the question "Do you like to get an indication of a market price for a particular service/product via an app?"

• 64 % said they liked to negotiate over a price. This shows that there is a good potential of clients, who would invest time to reach an equilibirum price with the supplier, at which they would finally make the trade.

c) **The user interface** shall be held as simple as possible and only focus on what the app stands for, e.g. the search and execution of search requests + the offering and execution of service provisions

• 84.7 % said that they want to have apps with a clear user interface and a simple and clean style (314 people were evaluated).

• 49.7 % want to use things that are simple and can be understood right away.

• Ease of use bears a huge potential advantage according to an online article, as people face less resistance towards the point of purchase. This also leads automatically to a higher "executed" demand.[13]

d) **Accessibility**: In a particular market all users need to have access to Laeta through a smartphone or through the internet. This finding came through the group interview with Romeo Ramos and Alberto Martinez.

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[13] https://boagworld.com/marketing/users-will-always-choose-the-easiest-option-so-if-we-want-a-competitive-advantage-we-must-focus-on-simplicity/

(1) The user interface

The user interface must be held very simple and must consequently bring the potential demander of a service to the most efficient and sophisticated point of purchase. The user perceives the app with basically six senses:

1. Design
2. Story
3. Symphony
4. Empathy
5. Play
6. Meaning

According to "A whole new Mind – Moving from the Information Age to the conceptual Age" by Daniel H. Pink, it is not longer sufficient to just create a service or an experience that's merely functional. Nowadays, it would be crucial, according to H. Pink, and also personally rewarding, to create something, that is also beautiful and emotionally engaging.[14] Thus **Design** is important!

Regarding **Story**, it is necessary that an App, like Laeta tells stories. This can be created through background pictures or videos on some websites. I could be seen on Apps like UBER, Airb'n'b, and a few others.

According to H. Pink, **Symphony** is another necessary tool for a product to prosper nowadays. An App, like Laeta should be able to "combine disparate pieces into an arresting new hole."[15] This, the app embraces with bringing the supply and demand together in a way, as it has never been done. Most apps only focus on the demand. The supply, they organize. But why not let the supply organize themselves, as Laeta plans it, and as it has been done in facebook for instance?

An App itself is based on logic, e.g. 0 and 1, but for the user, the app shall create **empathy** through it's user interface. This is important according to "A whole new mind," so that the platform can "forge relationships and care for others" [16]

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[14] A whole new Mind, Daniel H. Pink, Page 65
[15] A whole new Mind, Daniel H. Pink, Page 66
[16] A whole new Mind, Daniel H. Pink, Page 66

The element **Play** proves strong with the success of PokemonGo, an App that interacts with reality and where you need to catch various characters in different areas of your town. Even the idea of Laeta is a complete different one, such play factor should have its place somewhere in the App, as it makes people engage with the App in very different relationship. It will create a stronger bond with it.

Meaning is the last of the six senses and is crucial for the app. The app should have a meaning of its own and bring a meaning to the user. This can be partially done through a user interface, that adapts to the user's preferences and characters. Since Laeta will have crucial user knowledge through the sign up option via facebook for instance, it would be possible to create an app, that could also adjust itself to the user through unique backgrounds for instance. The Line App offers this already.

4.1.2 The proof to the sub assumptions

1. I assume that people want simple and efficient things in their lives

    1.1 Proved by the outcome of Q.14 – 2nd questionnaire: 85 % like like apps with a clean user interface and simple style

    1.2 89 % want to search through a search field rather than categories.

2. I assume people want things exactly the way the dream it and when they want it.

    2.1 57 % like have their service right away

3. I assume that people don't want to use things that they need to understand first.

    3.1 50 % like to use things they understand immediately, 46 % are willing to put some time into it in order to understand it first. Only 4 % like complicated things.

4. I assume that everyone dreams to do their own business

    4.1 69 % think so!

5. I assume that the service industry is having a big shift ahead towards innovation

5.1   According to people I have interviewed, they are aware of many apps, that are popping up, especially in the US and which are slowly conquering the Thai Market. One of them is task rabbit. This they consider as innovation. In the B2C business sector though are things, especially in Thailand still very old-school. Service users prefer reliable things and real people over technology, according to the BD of PCS

6.   I assume that the demand and supply side still don't have enough communication tools get entirely aware of each other.

6.1   This has been clearly proved through my field test, where Amy for example wasn't aware at all of someone who could clean her condo for 300 THB per time. It has also been proved through the fact that 64 % said yes to the question: "Have you ever needed a particular service and couldn't find it and later on you realized that this service provider is just around the corner?"

7. I assume that the platform will turn non-service providers into service providers.

7.1   Absolutely yes! 59 % say they would do so and 35 % said maybe. However, they would do it under the theme "If someone would ask for my skills, I'd offer it." If you would ask the same population if they would be willing to be a service provider only 44 % said yes and 21 % said they already offer services.

4.1.3   The proof of the final research question:

Is there enough demand for a platform (app) such as Laeta? Yes, there is. It shows clearly in the findings that 46 % of people who want a cleaning service cannot afford it. It also shows that there will be enough demand on the side of people who will use that application to make money as there is a huge job opportunity for the professional maids to earn more money (150 % increase in income by the hour).

4.2 Recommendations

4.2.1 Maid

Make Professional Maids aware that they could earn much more if they would freelance through a service platform. There would be also a business Opportunity for Professional Maids to resign from their job and become an Entrepreneur by offering their services through the platform.

4.2.2 User

Make potential users aware that they could much easier get a maid at a much better cost, with much better matches to what they actually need.

The user can get a compensation from the insurance if things get stolen or damaged. Service Community, users can connect and share views and needs.

4.2.3 Application

Opportunity for the app itself to attract a huge user base, due to the need that this app solves is very huge (46 % of all people who want cleaning services). This service is a tool for standardize any dimension of quality. That means that it could through its potential popularity create a standard, almost inform of an ISO Standard of how a professional maid can be measured for instance. This platform principle can also be applied to other services, such as plumper service or air-conditioning cleaning services. Insurances can have a new business sector by offering their insurance to the users of Laeta. Credit Card Institutions can have a new business Area, since all purchases through Laeta would be primarily done by credit card. The most important thing to do is finally to simply launch the app!

4.2.4 The Habit Issue – Comfort Zone

In order to lead the maids out of their comfort zone and "try" such application, to really experience the obvious benefits, it would be necessary to do a lot of PR, Advertising and also to have a lead user. These could be 20 artificially hired maids, who would act as if they would have found the app themselves and now increased their monthly income by 150 %. Laeta then could build stories around these maids, as well as could Laeta build stories around the experience of the user base.

4.2.5 How to implement the idea and get started

Laeta is a whole new thing. It requires people, who have never thought of offering a service, to offer a service. This requires a smart influence by Laeta on people's life, once launched. In order to find out the influence that is necessary, according to the book "influencer," we need to search for behaviors of the target group when they deal with a specific problem. [17] I have done this in this thesis through the primary research, where I evaluated people on their purchase behavior and on their behavior when it comes to service requests for instance. I tried to evaluate for instance the behavior of people when they are asked to service others versus when they are asked to help others. 58.9 % of the sample said they would be willing to offer their skills to others if they'd need it and 34,7 % of the same sample said that maybe the would do so, while only 44.3 % of the same group would ever consider offering a service. So the behavior is that some people intend to offer a service, when they do it under a different "theme" or when they are approached more indirectly by a potential service demander. When it comes to Professional Maids, the suggestion is stated under 4.2.4. For each target group the implementation is different. **However, it all start with building the app itself first, as the pilot group has already proven successful. The result was that many residents where interested to have an instant cleaning service from any of the 10 maids.** Another factor for a success of a then already implemented app would be to have a trend towards the market equilibrium.

The implementation and the resources

(1) Implementation

(2) Recourses

A major recourse is the understanding of how a market equilibirum is achieved. According to the book "Principles of Macroeconomics" by Frank and Bernanke, "a market equilibirum occurs in a market, when all buyers and sellers are satisfied with their respective quantities at the market price."[18]

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[17] Influencer, Various Authors, Page 43

[18] Principles of Macroeconomics, by Frank and Bernanke, Page 68

Further an equilibirum price and the equilibirum quantity is the value of price and quantity for which quantity supplied and quantity demanded are equal.[19]

Excess Supply is when the price exceeds the equilibirum price. Then there is is excess supply. The same is for excess demand, which happens when the price is below the equilibirum price.[20]

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[19] Principles of Macroeconomics, by Frank and Bernanke, Page 68
[20] Principles of Macroeconomics, by Frank and Bernanke, Page 69

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Books and Book Articles

Joan Robinson .The Economics of Imperfect Competition, 2nd Edition.

Joseph Grenny, David Maxfield, Ron McMillan and Al Switzler. Influencer.

Daniel H. Pink. (2006). A whole New Mind.

Robert Frank. Principles of Macroeconomics, 4th Edition by Frank/Bernanke

John Mullins & Randy Komisar. Getting to Plan B

Sir Hubert Henderson. Supply and Demand by

Electronic Media

How does Airbnb process payments?

The paragraph in the link describes the payment process between the guest and the host through Airbnb. It shows the benefits of having Airbnb as a middleman for the payments.

Source: https://www.airbnb.com/help/article/51/how-does-airbnb-process-payments

Peace of mind

The paragraph in the link below is about the insurance for property damage, when using Airbnb.

Source: https://www.airbnb.com/guarantee

The link below describes what Noonswoon is about.

Source: https://noonswoonapp.com/?locale=en

Cleaning Services – Statistics / Projections

T*he link below will illustrate some statistics and projections regarding the cleaning service market.*

http://www.sbdcnet.org/small-business-research-reports/commercial-residential-cleaning-services

APPENDICES

APPENDIX A
FIRST QUESTIONNAIRE

We would like to know who you are :)

1. Are you male or female? (44 responses)

- ● Male
- ● Female

43.2%

56.8%
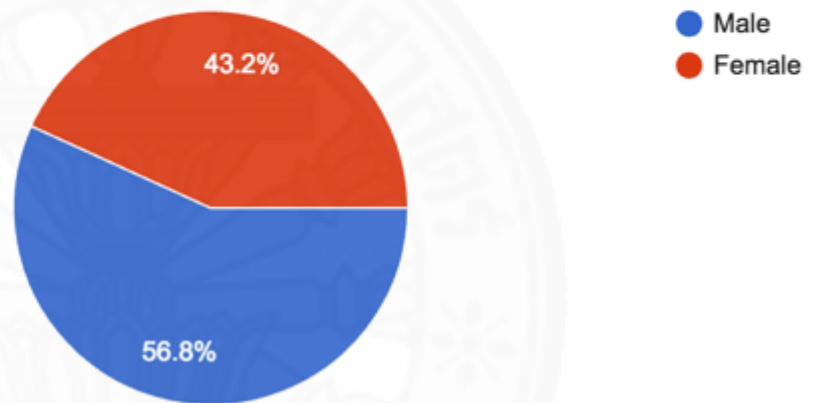
2. How old are you? (44 responses)

- ● 12 and below
- ● 15-17
- ● 18-25
- ● 26-35
- ● 36-50
- ● 51-70
- ● 71 and over

15.9%

11.4%

54.5%

18.2%
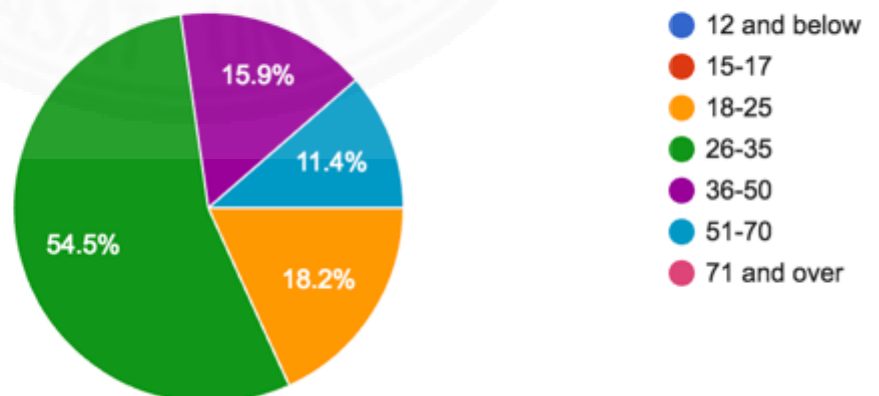
3. What is your nationality (44 responses)

- Thai
- European
- American
- Asian (except Thai)
- Other

40.9%
45.5%
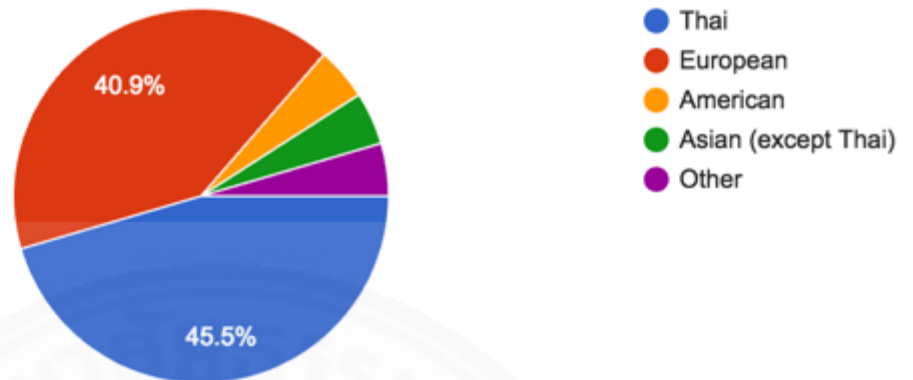
4. Where do you live? (44 responses)

- Thailand
- Europe
- Asia (except Thailand)
- America
- Other

22.7%
11.4%
54.5%

5. How do you live? (44 responses)

- Flat (Serviced, e.g. Service Apartment)
- Flat (Non-Serviced, Condominium)
- Townhouse along a street (Non-private neighbourhood)
- Alone standing house in a private neighbourhood
- Hotel
- Other

36.4%
9.1%
45.5%
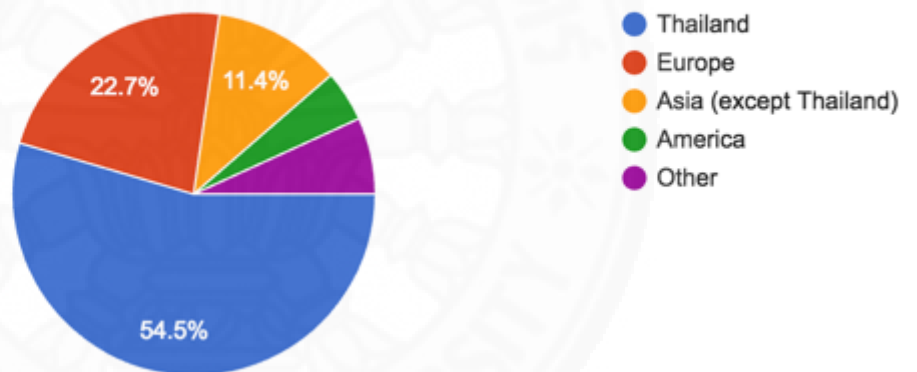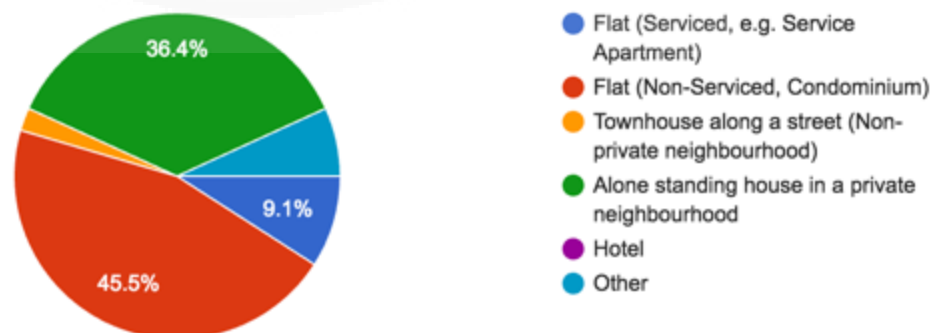
6. What is your monthly net-income/spending power (44 responses)

- 0 to 10,000 THB or 0 to 250 EUR
- 10,001 THB to 25,000 THB or 251 EUR to 600 EUR
- 25,001 THB to 40,000 THB or 601 EUR to 1000 EUR
- 40,001 THB to 70,000 THB or 1001 EUR to 1800 EUR
- 70,001 THB to 120,000 THB or 180…
- 120,001 THB to 190,000 THB or 30…
- 190,001 THB and above pr 4801 E…
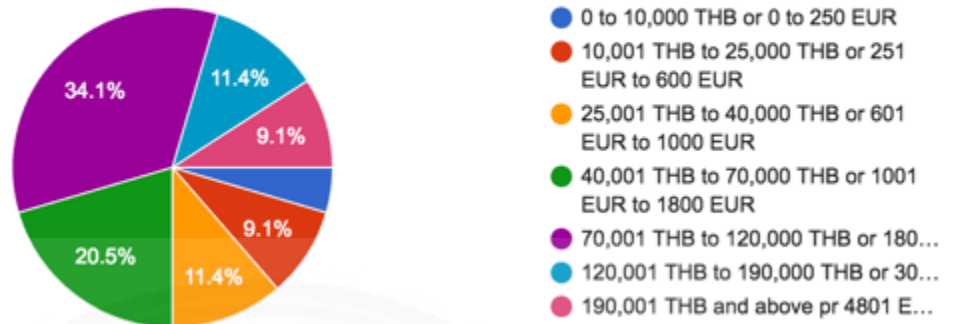
7. How is "service or being served" important to your life? (44 responses)

8. What services do you feel as particular hard to find and you finally end up doing them on your own?
(44 responses)

9. What is your main concern if you buy services? (44 responses)

10. Where do you actually find your services? (44 responses)

Internet (via...	28 (63.6%)
Internet (via...	28 (63.6%)
Friends and...	32 (72.7%)
Flyers, News...	6 (13.6%)
Through my...	6 (13.6%)

11. And where would you actually prefer to find your service? (44 responses)

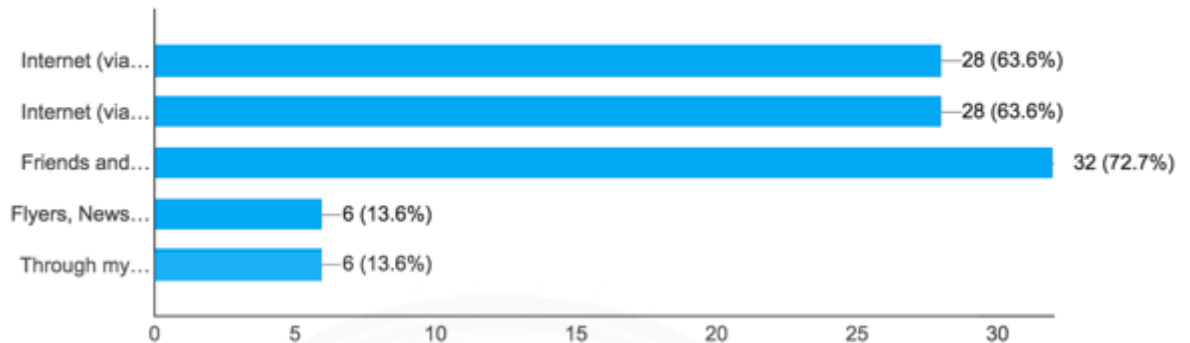|	
Internet (via...	17 (38.6%)
Internet (via...	27 (61.4%)
Friends and...	26 (59.1%)
Flyers, News...	3 (6.8%)
Through my...	1 (2.3%)
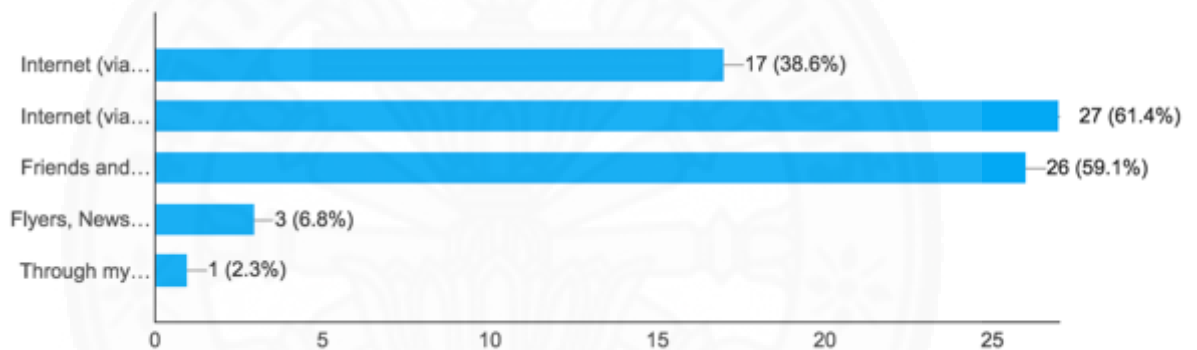
12. Top 5 services that you buy on regular basis (44 responses)

13. For those regular services, where do you find the service provider?
(44 responses)

14. What services of the below do you usually purchase and not do on your own?

(44 responses)

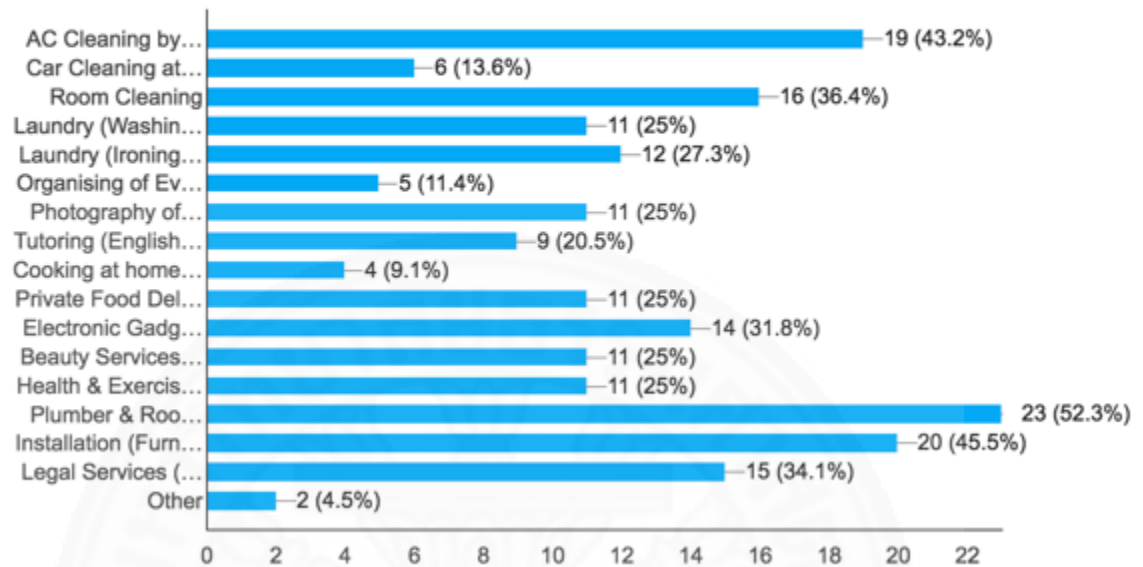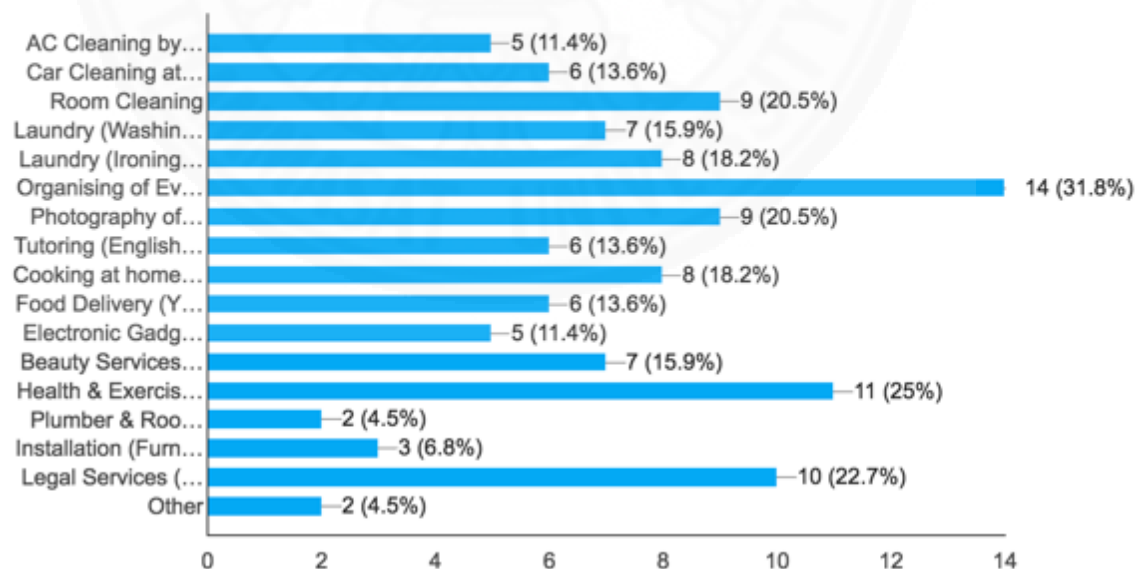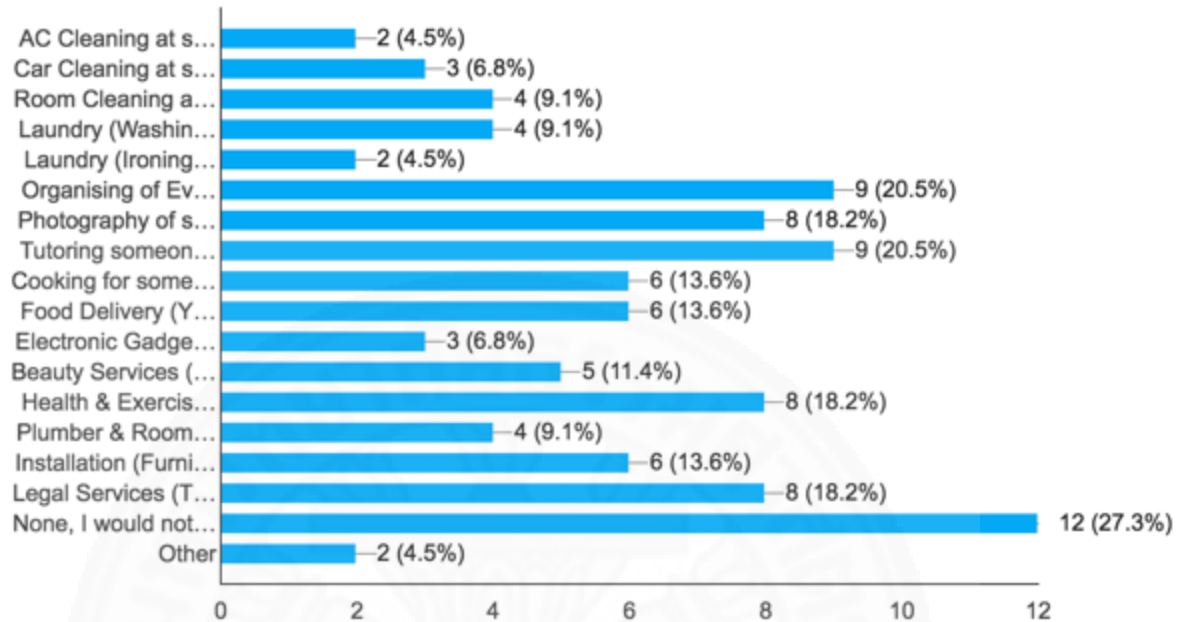| Service	Count
AC Cleaning by…	19 (43.2%)
Car Cleaning at…	6 (13.6%)
Room Cleaning	16 (36.4%)
Laundry (Washin…	11 (25%)
Laundry (Ironing…	12 (27.3%)
Organising of Ev…	5 (11.4%)
Photography of…	11 (25%)
Tutoring (English…	9 (20.5%)
Cooking at home…	4 (9.1%)
Private Food Del…	11 (25%)
Electronic Gadg…	14 (31.8%)
Beauty Services…	11 (25%)
Health & Exercis…	11 (25%)
Plumber & Roo…	23 (52.3%)
Installation (Furn…	20 (45.5%)
Legal Services (…	15 (34.1%)
Other	2 (4.5%)

15. What services of the below would you like to purchase, but yet have never done it?

(44 responses)

Service	Count
AC Cleaning by…	5 (11.4%)
Car Cleaning at…	6 (13.6%)
Room Cleaning	9 (20.5%)
Laundry (Washin…	7 (15.9%)
Laundry (Ironing…	8 (18.2%)
Organising of Ev…	14 (31.8%)
Photography of…	9 (20.5%)
Tutoring (English…	6 (13.6%)
Cooking at home…	8 (18.2%)
Food Delivery (Y…	6 (13.6%)
Electronic Gadg…	5 (11.4%)
Beauty Services…	7 (15.9%)
Health & Exercis…	11 (25%)
Plumber & Roo…	2 (4.5%)
Installation (Furn…	3 (6.8%)
Legal Services (…	10 (22.7%)
Other	2 (4.5%)

16. What services would you like to offer to others in exchange of a fee?
(44 responses)

Service	Responses
AC Cleaning at s...	2 (4.5%)
Car Cleaning at s...	3 (6.8%)
Room Cleaning a...	4 (9.1%)
Laundry (Washin...	4 (9.1%)
Laundry (Ironing...	2 (4.5%)
Organising of Ev...	9 (20.5%)
Photography of s...	8 (18.2%)
Tutoring someon...	9 (20.5%)
Cooking for some...	6 (13.6%)
Food Delivery (Y...	6 (13.6%)
Electronic Gadge...	3 (6.8%)
Beauty Services (...	5 (11.4%)
Health & Exercis...	8 (18.2%)
Plumber & Room...	4 (9.1%)
Installation (Furni...	6 (13.6%)
Legal Services (T...	8 (18.2%)
None, I would not...	12 (27.3%)
Other	2 (4.5%)

17. Do you know a channel or a platform, through which you could offer your service, strengths & ability?
(44 responses)

- No, I don't know (Tell us why in the next question and how you feel about that) — 61.4%
- Yes, I know (Tell us the name of the channel/platform and what you like and what you miss) — 38.6%

17a. You DON'T know about a platform/channel, where you could offer your service, strengths & ability. If there would be such a platform, how would you feel about it?
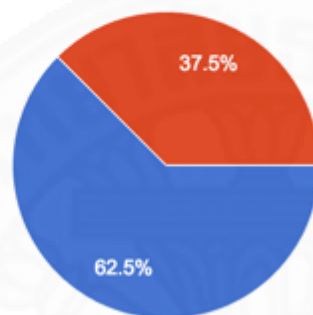(23 responses)

17b. You DO know about a platform/channel, where you could offer your service, strengths & ability. What is the name of that platform/channel and what do you like and miss about it?
(18 responses)

18. Do you know a channel or a platform, through which you could purchase a variety services coming to your home?
(40 responses)

- No, I don't know! (Tell us in the next question how you feel about it)
- Yes, I do know! (Tell us in the question after the next one more about it)

37.5%

62.5%

18a. You DON'T know about a platform/channel, where you could purchase a variety of services coming to your home. If there would be such a platform, how would you feel about it and what would matter to you?
(22 responses)

18b. You DO know about a platform/channel, where you could purchase a variety of services coming to your home. Tell us the name of it, how you like it and what in particular you miss.
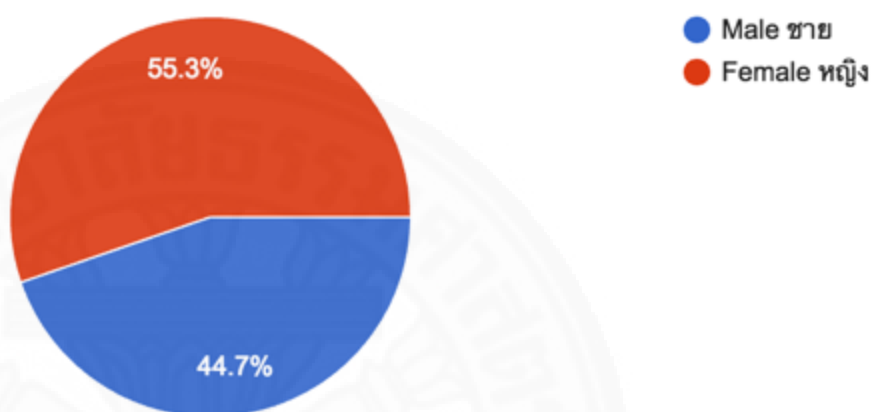(18 responses)

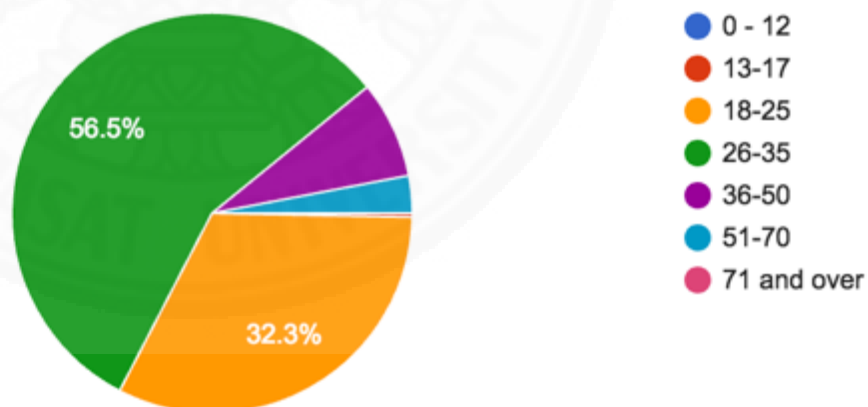(Optional) Do you have any suggestions to improve this questionnaire?
(20 responses)

APPENDIX B
SECOND QUESTIONNAIRE

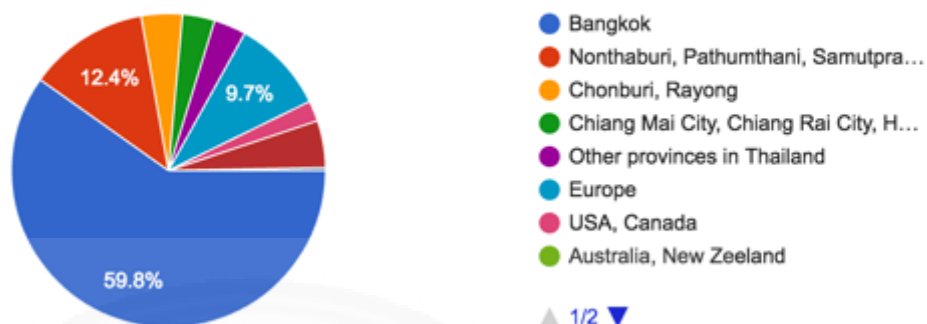### 1. Are you male or female? โปรดระบุเพศของคุณ (331 responses)

- Male ชาย
- Female หญิง

55.3%

44.7%

2. How old are you? โปรดระบุอายุของคุณ (331 responses)

- 0 - 12
- 13-17
- 18-25
- 26-35
- 36-50
- 51-70
- 71 and over

56.5%

32.3%

3. Where do you live? คุณพักอาศัยอยู่ที่ใด? (331 responses)

- Bangkok
- Nonthaburi, Pathumthani, Samutpra…
- Chonburi, Rayong
- Chiang Mai City, Chiang Rai City, H…
- Other provinces in Thailand
- Europe
- USA, Canada
- Australia, New Zeeland

▲ 1/2 ▼

12.4%
9.7%
59.8%

4. Can you think of a demand, that there is no supply existing for?คุณคิดว่าอะไรบ้าง ที่ยังมีความต้องการ แต่ยังไม่มีการจัดหาหรือตอบสนองให้ได้
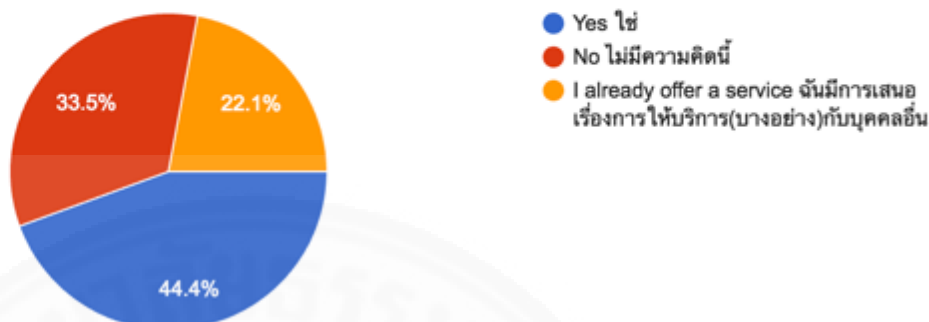(228 responses)

5. Name a need that is yet unsatisfied, e.g. you still haven't found the service provider. โปรดระบุ สิ่งที่ยังไม่เป็นที่พอใจ เมื่อพูดถึงการบริการ (ตัวอย่างเช่น เวลาคุณต้องการบริการบางอย่างแต่ไม่สามารถหาผู้ให้บริการในเรื่องนั้นๆได้)
(212 responses)

6. Are you currently offering any services to others? ปัจจุบันคุณเสนอการให้บริการ(เหล่านี้) ให้กับคนอื่นๆอยู่หรือไม่?
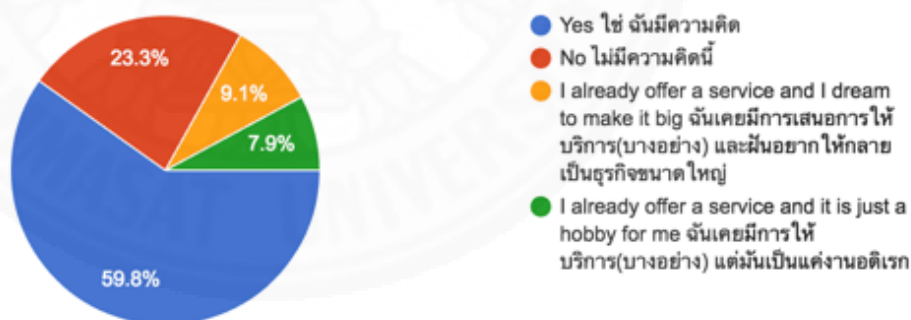(331 responses)

- No ไม่
- Tutoring การกวดวิชา
- Household Services (Cleaning, Laundry, Cooking) บริการทำความสะอาด ซักผ้า ทำอาหาร
- Sports (Yoga, etc.) ด้านกีฬา ,โยคะ
- Other

12.7%
70.1%

7. Would you ever consider offering a service? คุณเคยพิจารณาว่าจะเป็นผู้ให้บริการหรือไม่?

(331 responses)

- Yes ใช่
- No ไม่มีความคิดนี้
- I already offer a service ฉันมีการเสนอเรื่องการให้บริการ(บางอย่าง)กับบุคคลอื่น
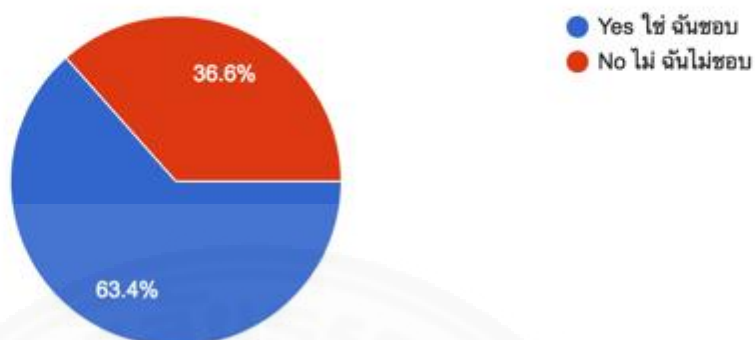
33.5% 22.1% 44.4%
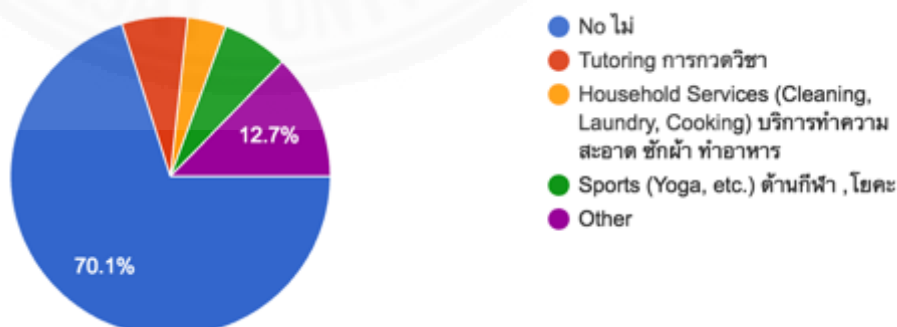
8. Would you ever consider offering a service, if that could turn into a big business? คุณเคยมีความคิดอยาก ให้การบริการ(บางอย่าง) ที่น่าจะกลายเป็นธุรกิจขนาดใหญ่ได้หรือไม่?
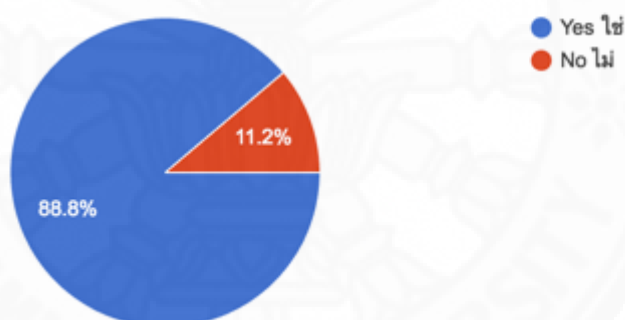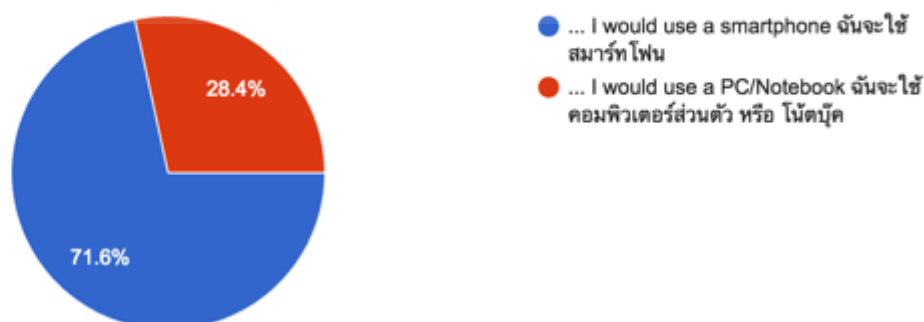
(331 responses)

- Yes ใช่ ฉันมีความคิด
- No ไม่มีความคิดนี้
- I already offer a service and I dream to make it big ฉันเคยมีการเสนอการให้บริการ(บางอย่าง) และฝันอยากให้กลายเป็นธุรกิจขนาดใหญ่
- I already offer a service and it is just a hobby for me ฉันเคยมีการให้บริการ(บางอย่าง) แต่มันเป็นแค่งานอดิเรก

23.3% 9.1% 7.9% 59.8%

9. Do you like to negotiate over a price? คุณชอบในการเจรจาต่อรองหรือไม่?
(331 responses)

- ● Yes ใช่ ฉันชอบ
- ● No ไม่ ฉันไม่ชอบ

36.6%

63.4%

10. Do you like to get an indication of a market price for a particular service/product via an app? คุณชอบที่จะได้รับข้อมูลราคาในท้องตลาด สำหรับการให้บริการหรือผลิตภัณฑ์ สินค้าผ่านทาง แอพลิเคชั่น หรือไม่?
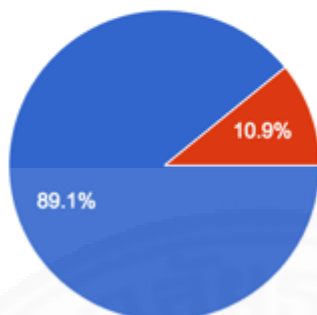(331 responses)

- ● Yes ใช่
- ● No ไม่

11.2%

88.8%

11. If I go on a website... ถ้าคุณเข้าไปในเว็บไซต์ คุณมักจะเข้าผ่านช่องทางใด ...
(331 responses)

- ● ... I would use a smartphone ฉันจะใช้ สมาร์ทโฟน
- ● ... I would use a PC/Notebook ฉันจะใช้ คอมพิวเตอร์ส่วนตัว หรือ โน้ตบุ๊ค

28.4%

71.6%

12. How would you like to search for a service? วิธีการใดที่คุณต้องการใช้ในการค้นหาบริการ?
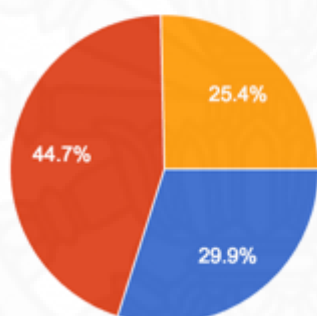
(331 responses)

- ● Searchfield (like in google), where I can freely enter what I need มีช่องค้นหาเหมือนกูเกิ้ล ที่ฉันสามารถจะพิมพ์อะไรก็ได้ที่ฉันค้นหา
- ● Categories, through which I can find the service I need มีหมวดหมู่การบริการต่างๆ ที่ฉันสามารถค้นหาบริการที่ต้องการได้

89.1%
10.9%

13. Are you ironing/washing/cleaning your room yourself? คุณมักจะ รีดผ้า/ซักผ้า/ทำความสะอาดห้องพักด้วยตัวของคุณเอง?
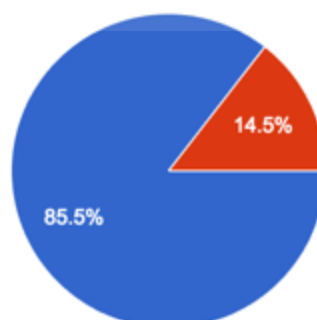
(331 responses)

- ● No ไม่
- ● Yes, because I love it! ใช่ ฉันชอบทำด้วยตัวเอง
- ● Yes, because the fee for a maid (Mae Ban) is too expensive. ฉันทำเอง เพราะว่าค่าจ้างแม่บ้านแพง

25.4%
44.7%
29.9%

14. App Interface - What is your preference? พูดถึงแอพลิเคชั่น - อะไรคือความต้องการของคุณ?

(331 responses)

- ● I like apps with a clean user interface and simple style ฉันชอบ แอพลิเคชั่นที่ใช้ง่ายๆ รูปแบบการใช้ไม่ซับซ้อน
- ● I like applications that are much more complex and detailled, with many settings and functions ฉันชอบ แอพลิเคชั่นที่มีรายละเอียดเยอะๆ การใช้ง่ายซับซ้อนโดยมีการบอกราย ละเอียดทุกอย่างไว้

85.5%
14.5%

15. When you need a service - Timing เมื่อคุณต้องการบริการ - ระยะเวลาที่คุณต้องการคือ

(331 responses)
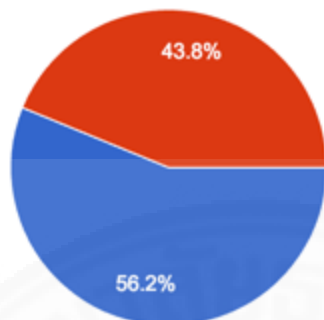
- If I need a service, I want it right away ถ้าฉันต้องการการบริการ(บางอย่าง) ฉันต้องการในทันที
- If I need a service, I usually like to schedule it hours or days ahead ถ้าฉันต้องการการบริการ(บางอย่าง) ฉันมักจะวางแผนก่อน เป็นชั่วโมง เป็นวัน ล่วงหน้า

43.8%
56.2%

16. When you need something - how quick do you want to have it? เมื่อคุณมีความต้องการบางสิ่งบางอย่าง - ต้องรวดเร็วขนาดไหนในการมีสิ่งนั้น?

(331 responses)
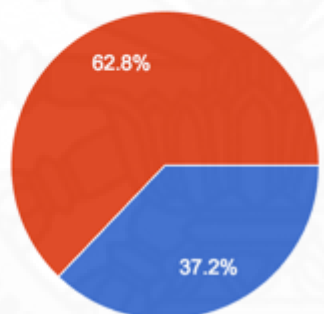
- If I think of something, I want it right away! ถ้าฉันต้องการบางอย่าง ฉันต้องการได้ในทันที!
- If I think of something, I want to check and compare first and then slowly consider about it.ถ้าฉันต้องการบางอย่าง ฉันชอบที่ตรวจสอบ และเปรียบเทียบก่อนที่จะค่อยๆตัดสินใจ

62.8%
37.2%

17. If I use a new gadget/product/service, etc. เมื่อฉันใช้อุปกรณ์ใหม่ๆ/ผลิตภัณฑ์ใหม่ๆ,บริการใหม่ๆ ฉันชอบที่จะ.....

(331 responses)
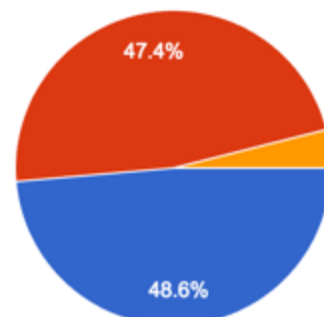
- I would like to understand it right away. ฉันชอบที่จะเข้าใจในสิ่งนั้นๆ โดยทันที
- I would like to invest time in it and learn more about it by test and trial ฉันชอบที่จะใช้เวลาในการเรียนรู้ไปเรื่อยๆ หรือลองทดสอบเกี่ยวกับสิ่งนั้นๆ ให้มากขึ้น
- I like the complicate things, that need time to be understood and time to be learned. ฉันชอบในความซับซ้อน ทำให้ต้องการ ใช้เวลาเพื่อการทำความเข้าใจ...

47.4%
48.6%

18. What if you would one day be an entrepreneur and own your own business. ถ้าวันหนึ่ง คุณเป็นผู้ประกอบการดูแลธุรกิจส่วนตัว

(331 responses)
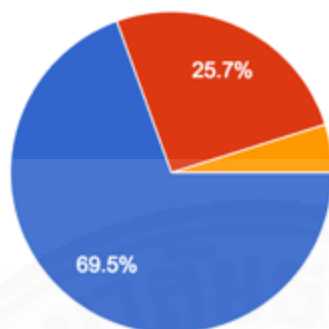
- That is what I ever wanted! นั่นคือสิ่งที่ฉันต้องการ
- I never thought of it and I am used to be an employee, but if I think of it - I kind of like the idea. ฉันไม่เคยความมีคิดนี้ เพราะฉันคุ้นชินกับการเป็นพนักงานประจำ แต่ฉันก็คิดว่าเป็นไอเดียที่ดีในกา...
- No way, I like the employee life. It's more secure for me and also here I can make a good career. ไม่มีทาง ฉันชอบการเป็นพนักงานประจำ ฉันรู้สึกปล...

25.7%

69.5%

19. What comes to your mind when you think of the service industry? อะไรคือสิ่งที่คุณคิดเมื่อนึกถึง กลุ่มธุรกิจบริการ

(228 responses)

20. Have you ever needed a particular service and couldn't find it and later on you realized that this service provider is just around the corner? คุณเคยมีประสบการณ์อยากได้การบริการที่จำเป็นบางอย่าง แต่ไม่สามารถหาได้ แต่หลังจากนั้นคุณกลับพบว่ามันอยู่แถวๆคุณนั่นเอง
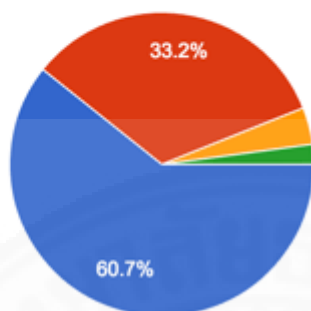
(331 responses)
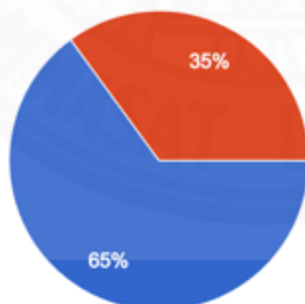
- Yes, ever. ใช่ ฉันเคย
- No, that never happened to me. ไม่ มันไม่เคยเกิดขึ้นกับฉันเลย

35%

65%

21. Would it be possible that you would offer your skills to someone else, if they'd ask you for it? ถ้าเป็นไปได้คุณจะใช้ทักษะความสามารถที่คุณมีเข้าช่วยเหลือผู้อื่นหรือไม่หากคุณได้รับความขอร้อง ให้ช่วยเหลือ
(331 responses)

- Yes sure, I always like to help others. ใช่ ผม/ดิฉันชอบช่วยเหลือผู้อื่นเป็นประจำ
- Maybe, I like to help others, but often don't have time for it. บางที ผม/ดิฉัน ชอบช่วยเหลือผู้อื่นแต่บางทีเวลาไม่ค่อย…
- Maybe, I have certain skills, but I am not confident about it. บางที ผม/ดิฉันมี ความสามารถพร้อมแต่ยังขาดความมั่นใจ
- No, I am too busy to help others. ไม่ ผม/ดิฉันไม่มีเวลา

33.2%
60.7%

22. If you want to buy a service, what are the key decision criteria? หากคุณ ต้องการที่จะซื้อการบริการ คุณจะคำนึงถึงปัจจัยอะไรเป็นหลักบ้าง?
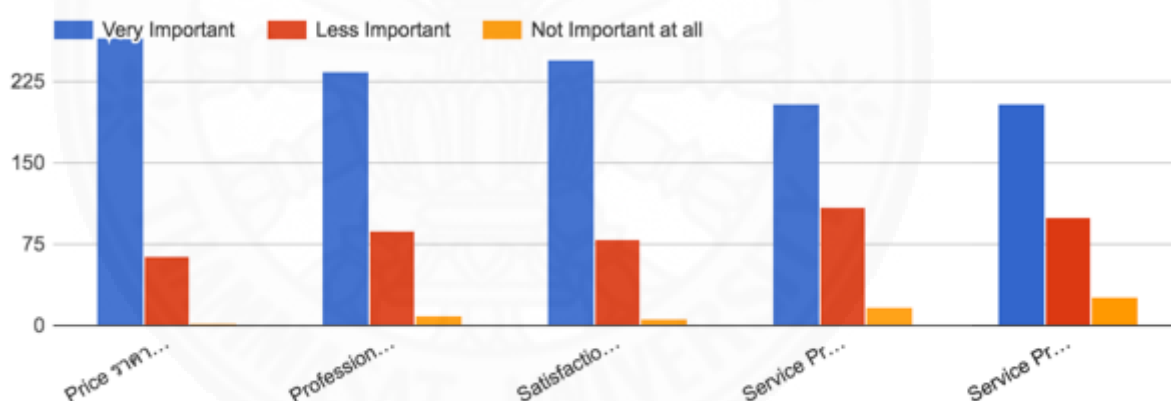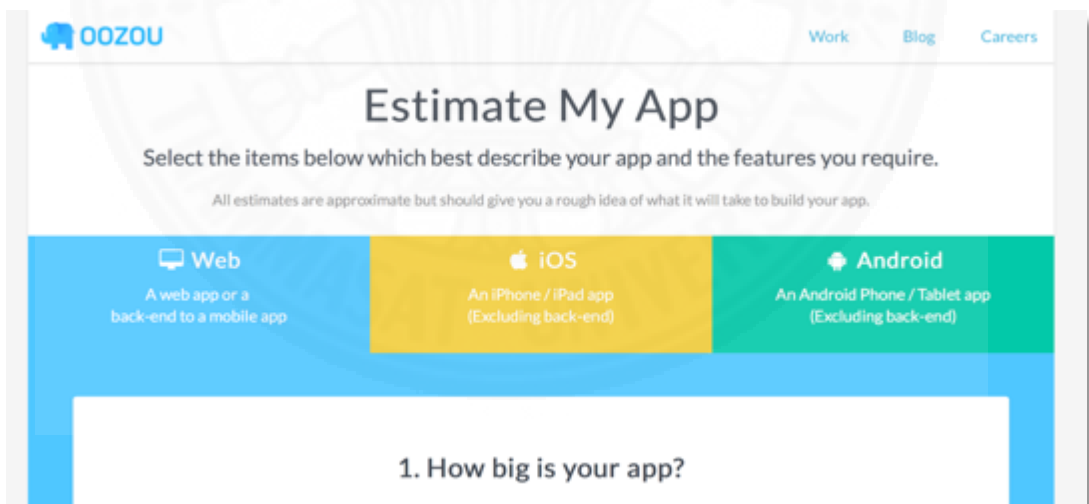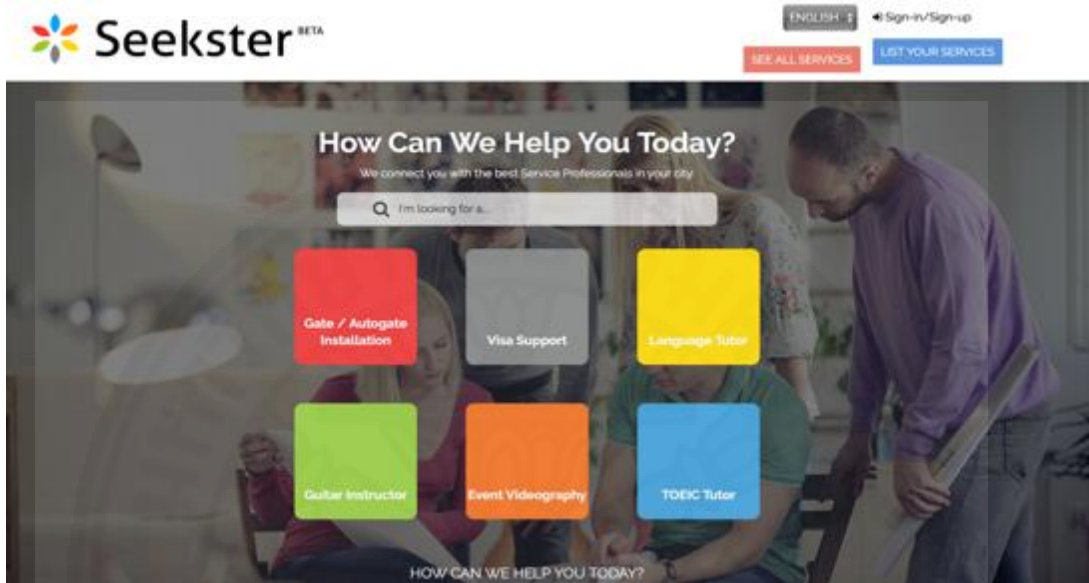

23. Thank you for participating! If you have any comments/ideas/suggestions, please leave them here. ขอบคุณสำหรับความ ร่วมมือในการตอบคำถาม หากคุณมาข้อคิดเห็น ไอเดีย คำแนะนำ สามารถเพิ่มเติมได้
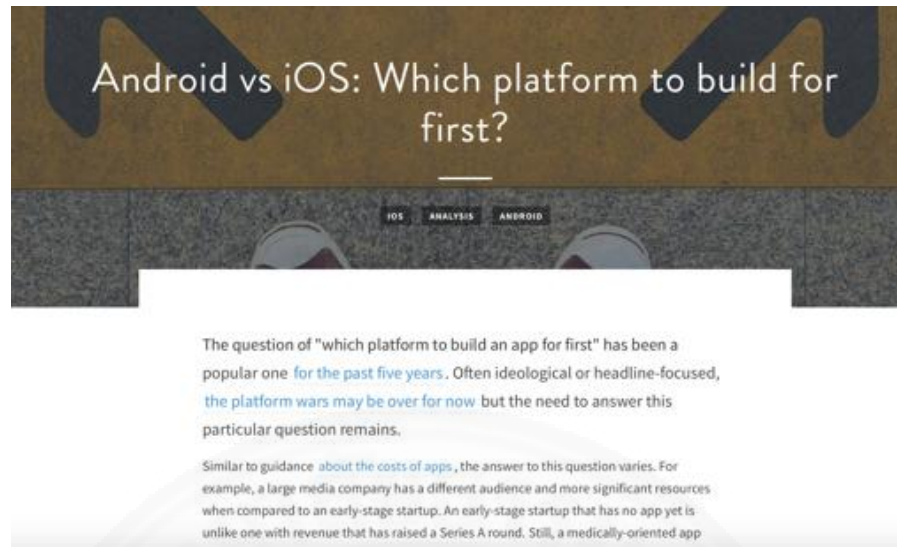(44 responses)

APPENDIX C

SCREENSHOTS

This is the editor for creating a mock up for apps.

Wix.com – I have experimented with its futures

APPENDIX D

ATQs

Assumptions To Test - Things To Do - Questions to answer (ATQs)

Assumptions / Questions	Outcomes
1. A single app can host all possible services in a smart, organised, funtional way.	1. Yes it can! The question is more about the way how you want all possible services to be integrated. Currently are embedded browsers the best function. An App shall be no more than 100 MB and the app itself shall focus only on important functions.
2. All problems could somehow be addressed in a single app.	2. Yes! But to what extend? The App itself cannot solve the problem, but lead to the solution. The question is more about the supply and demand. If there is no demand for a certain problem, then would it make sense to supply a solution to it? It is necessary to start with a focus and grow organically through demand and supply.
3. All individuals could somehow reach to a computer with internet access, through shared PC stations and satellite technology.	3. Yes we could through commercial satellites (geostationary satellites), such as Thaicom 4. These satellites could then be connected to USER Terminals (Satellite dishes) for small remote villages. By using the analogue telephone adaptor (ATA) the connection can be shared for several users (Modems). Anyway most people in underdeveloped countries can reach the internet now through mobile phone networks (Example Nigeria).

Things to do	Outcomes
1. Create a List of considered services and check for each service the feasibility to include it in an app.	1. Snapsale App, Krrb App, Classifieds App, facebook.com/services website, seekster.co, craigslist.org,
2. Set up a focus group to brainstorm and discuss about this philosophical questions and draw qualitative conclusions.	2. I have discussed the idea with several people from different backgrounds and they thought the idea was very interesting. They suggested to focus first on a particular service to test (Household Services for Bangkokians for example) and then see where the problems lay and how I could address them. Later the app could evolve to address more service issues and by that grow naturally, e.g. follow the formula of demand and supply.
3. Try to study and learn about remote areas and how they manage to get internet access Example: Nigeria	3. In Nigeria people get internet access through sim cards, e.g. mobile networks. There are no landlines as such. Most people use smartphones to connect to the internet. Some people also have modems at home, but they also use sim cards to connect to the internet.

Assumptions	Questions	Outcomes
4. People seek for simplicity and try to stay more and more away from a „pollution" of apps.	4. Would people want to find all kind of solutions in one app, if they are already used to another app, which can provide a part of the solution?	4. This question still has not yet been sufficiently answered, I am still trying to figure out more through in-depth interviews about this "pollution" problem.
5. Through smart data access and cloud technology, all the app needs is the construct, data is 100 % pulled.	5. Would it be feasible with nowadays technology and application software engineering, to construct a sophisticated access to such an enourmous data base?	5. Yes, it is possible. Look at google. Google can source everything and the size of the app is minimal. The cloud system is the future.
6. VC for such an app needs to be acquired in Singapore, London or USA (Menlo Park, New York)	6. Would it be possible in Thailand to find capital for such undertaking?	6. Yes. Eventhough capital is in Singapore for SEA, there are VCs or Angel Investors in Thailand that could fund the first round.
7. For the beginning the prototypes can be done in TH, but later needs software eng. from Silicon Valley, CA	7. Would it be possible in Thailand to find such sophisticated software engineers, who could create such app?	7. Yes! Thailand has very talented app designers. http://oozou.com is such an app designer. No need to go to CA, USA.

Assumptions to be tested	Question to be answered	Things to do
1. Sellers of services would love to offer their services through an app.	1. Can we set up counter service at 7 Eleven for payment of services purchased through an app?	1. Set up a line account to set up the first service transactions.
2. Sellers would accept payments onto their bank accounts.	2. What is the cheapest way to test an app?	2. Set up a Facebook page to offer the first services and see the response.

3. Buyers would want to see reviews and ratings of the services they are about to purchase.	3. Which platform has more users? IOS or ANDROID?	3. Arrange interviews with
		  1. CEO of OOZOU
		  2. CEO of Seekster
		  3. VC Andrew Stotz
		  4. Angel Investor Ingo Puhl

4. Buyers feel comfortable to pay by credit card or paypal.	4. What services should I start to focus on first to test the idea?	4. Create several focus groups and in-depth interviews regarding the idea.
5. Buyers want to search for services rather than go through ready set columns/classifieds.	5. How to set up a credit card payment function in an app?	5. Contact possible sellers and possible buyers and link them analog first.
	6. How to getting financial support (VC or others) but still maintaining the large shunk of the share?	

APPENDIX E
COMMUNICATION TOOLS

Facebook Page

Line@ account

The Metrics used to evaluate the Maids and assign them to the user

Weight		Maid 1	Maid 2	Maid 3	Maid 4	Maid 5	Maid 6	Maid 7	Maid 8	Maid 9	Maid 10
1	Price										
0.6	Professionalism										
0.7	Availability										
0.8	English Skills										
0.9	Being able to serve other things										
	Price/hr										
	Users Request										

www.saphas.com has been reserved for the future execution of Laeta

APPENDIX F

NOTES FROM THE INTERVIEW

1. Is it possible to offer any possible service and solution in this world in one single app?

After having interviewed the CTO (Chief Technical Officer) of Screen Cloud (Previously Creative Hacker at Codegent and Senior Software Developer at Reading Room), I have learned that, it is possible to do so currently through a kind of embedded browser, that functions like an internet browser. It is like the YouTube Videos within facebook. It does not really work to embed apps within apps. Apps stand alone and if one app will access to another app, that app would open. That is basically like switching apps. The size of an app has basically no restriction, but since you want it to be downloadable anytime, e.g. when people are in the BTS, you want the file size to be small. 20 to 100 GB is a good size. Anything above would already require WIFI. Anyway, before thinking of offering all possible services within an app, we shall look at the supply and demand side of the services. According to the CTO of Screen Cloud, there are many functions within the facebook app, that aren't used much.

Analog: facebook/services

Competitive - limited call of talent.

Test cheap: Website-Line-Messenger-Virtual Box Type Thing-App.

Good Website to check the cost of an app.: howmuchitcosttobuildanapp.com

Size of an app.: 100 MB per application and depends on the operating systems

find the supply side & demand side -

customer service agents

Magic, co-working spaces, small start ups

Software engineers: Vietnam, Thailand, India (better education system). People are creative in Thailand.

APPENDIX G
ITERATIONS

Iteration 1: We want to offer any possible solution to any possible problem that could occur to any individual on this planet in a single app, to foster happiness, simplicity and ease.

Iteration 2: We want to create an international marketplace for services, where buyers can easily find what they need and where they can rate the services that they purchase, recommend them to others and where the sellers can easily create their own business in and become their own entrepreneur.

Iteration 3: We want to be the leading marketplace for services on the globe, offering breeding grounds for the offspring of future entrepreneurs in the service industry and thus disrupting the whole service industry itself, as well as creating an ease for the search & purchase of services, as it has never been done before.

BIOGRAPHY

Name	Patrick Thorpe
Date of Birth	September 23, 1983
Educational Attainment	2014: Bachelor of Communication Arts, Public Relations
Work Position	Head of Route Development – Europe Rhenus Logistics Co., Ltd.
Work Experiences	2016 Rhenus Logistics Co., Ltd. (Thailand) Head of Route Development - Europe, Sales & Marketing Department (10 months)
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	2013 Siemens Ltd. (Thailand) Trainee, Corporate Communications Department (3 months)
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	2006 – 2008 Satree Phuket High School, Phuket, Thailand Teacher, German and English Language Proficiency (Upper School Level)
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