TEAM GG

HOME WORKSPACE

DESIGN FOR A POST COVID WORLD

Team Members

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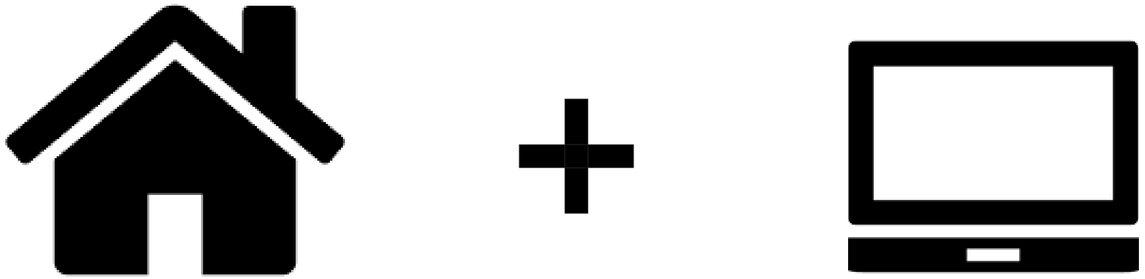
Pratyush Negi

C Tarun Karthick

Work from Home



Problems

Suitable environment is necessary for good work from home productivity

Factors like laziness due to relaxed home environment, lack of dedicated workspace. lack of organisation, family members intruding workspace, etc affect productivity

Overworking and not disconnecting from work at the end of the day can leave you in constant stress having long term harm.

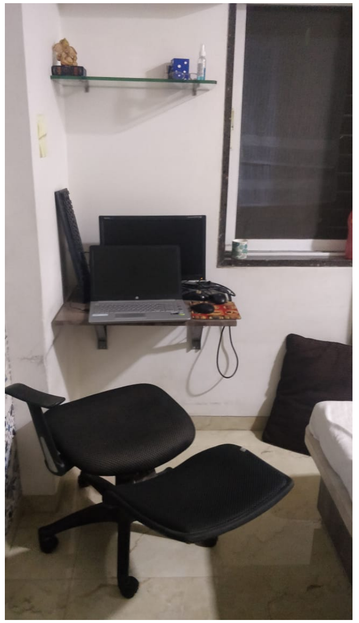
Houses in Metro Cities

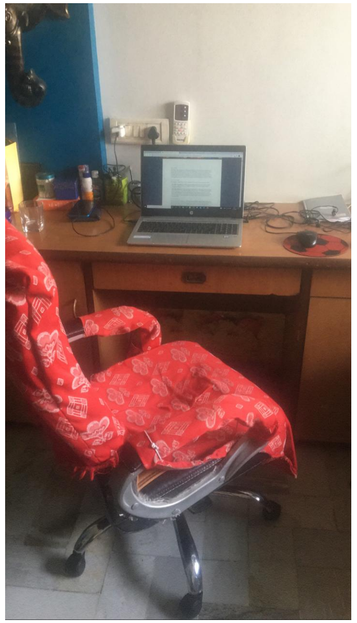
Over the past 5 years, average size of an apartment in Mumbai Metropolita Region has shrunk by 26.4%

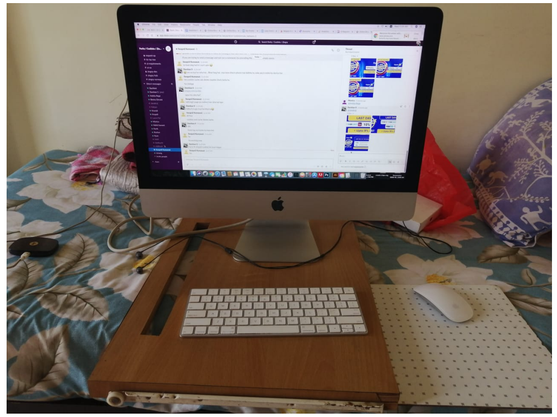
Sizes of houses in Kolkata has reduced 24% from 2010 to 2015

Bangalore and Chennai have 23.7% and 22.2% drop in house sizes

Primary Research

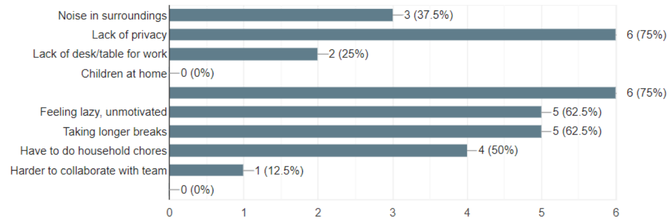




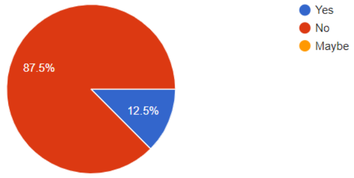


Work from Home Survey

What issues are you facing when working from home?



If yes, would you be willing to make structural changes (building new walls or breaking walls) in your home to have a better work environment at home?



Personal room

I would like to have a private room for my home workspace. Currently I share the living room for my work. There are instances wherein my work is affected by other family members doing their chores in the living room.

Separate room

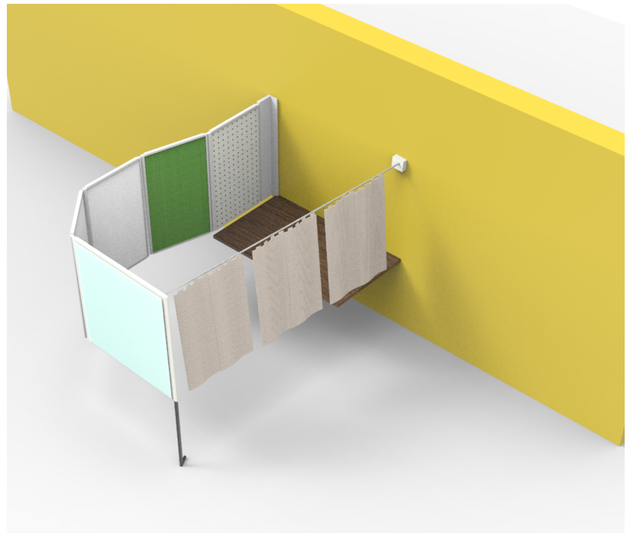
Don't ask questions, talk to me when I'm working

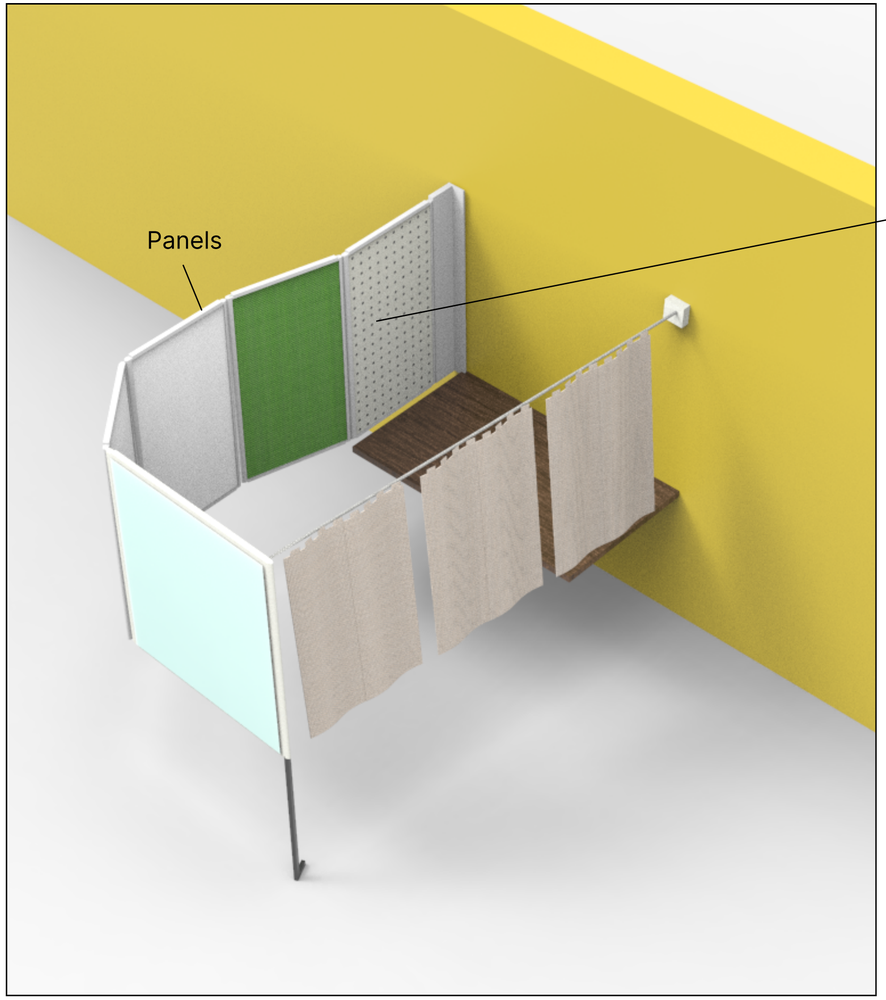
Peaceful room without any disturbance is what I mostly prefer.

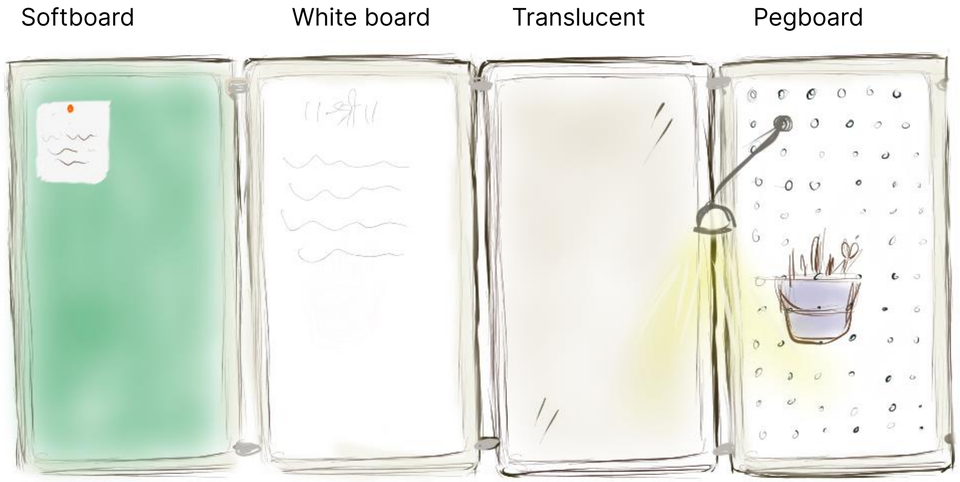
Need isolated place for atleast 4 hours straight.

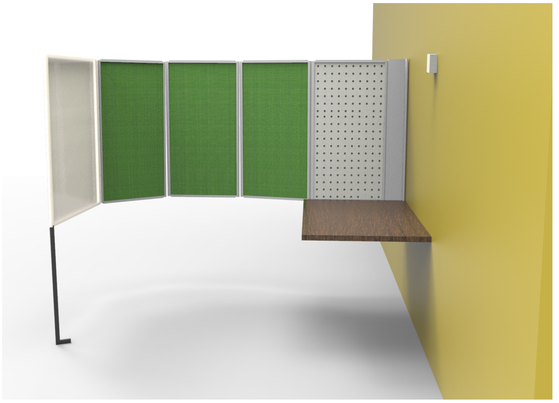
OFLO

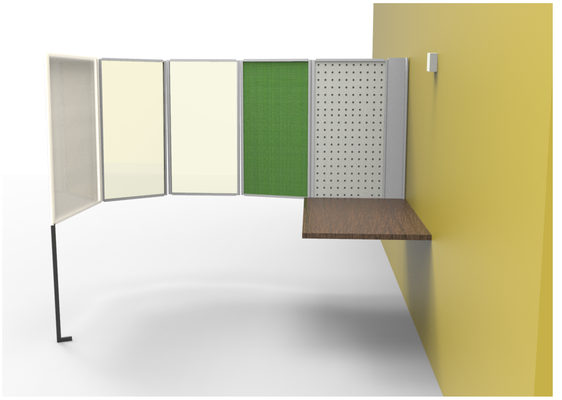
HOME OFFICE SOLUTIONS



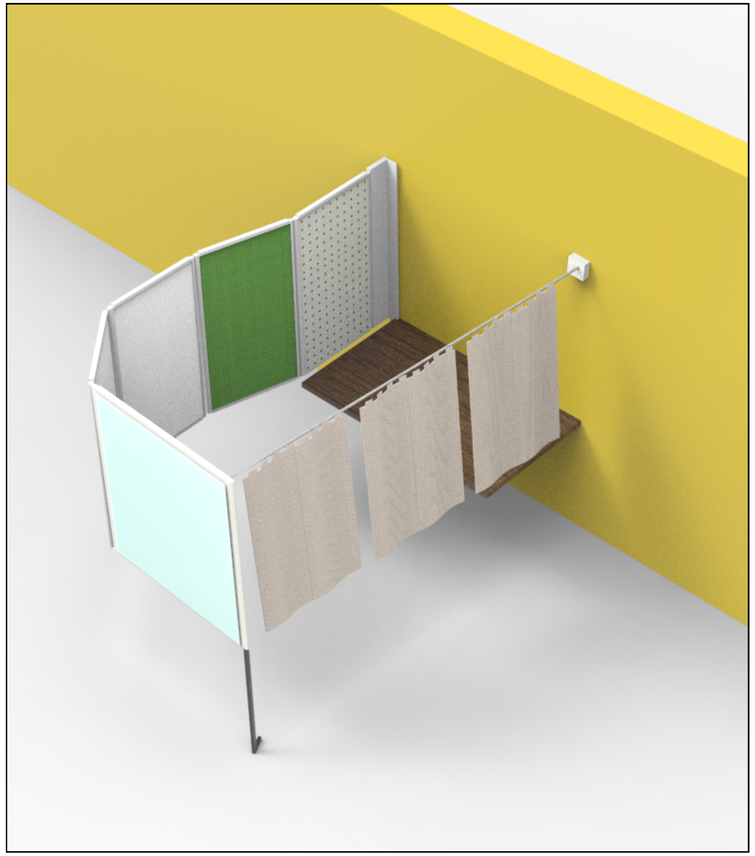


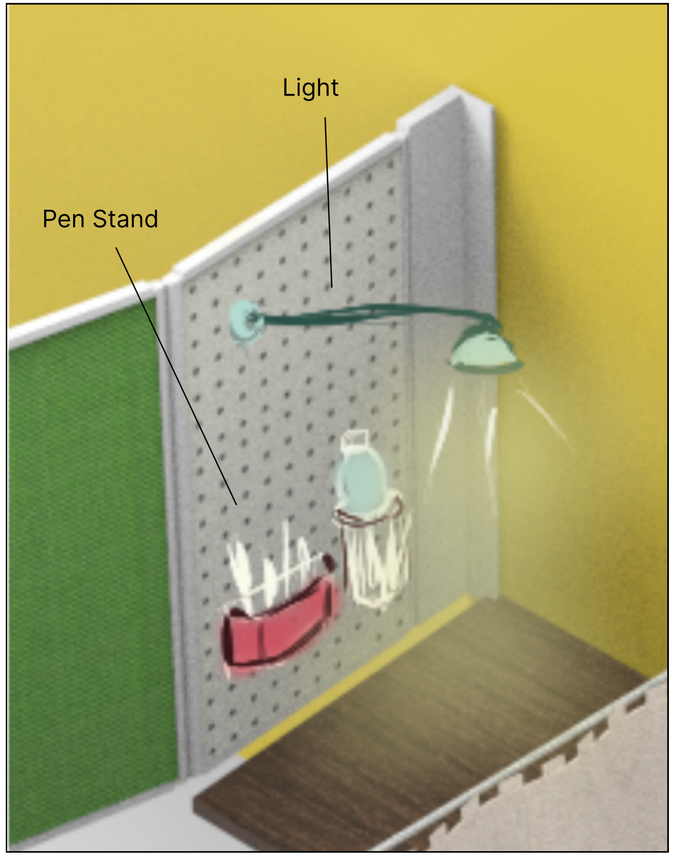




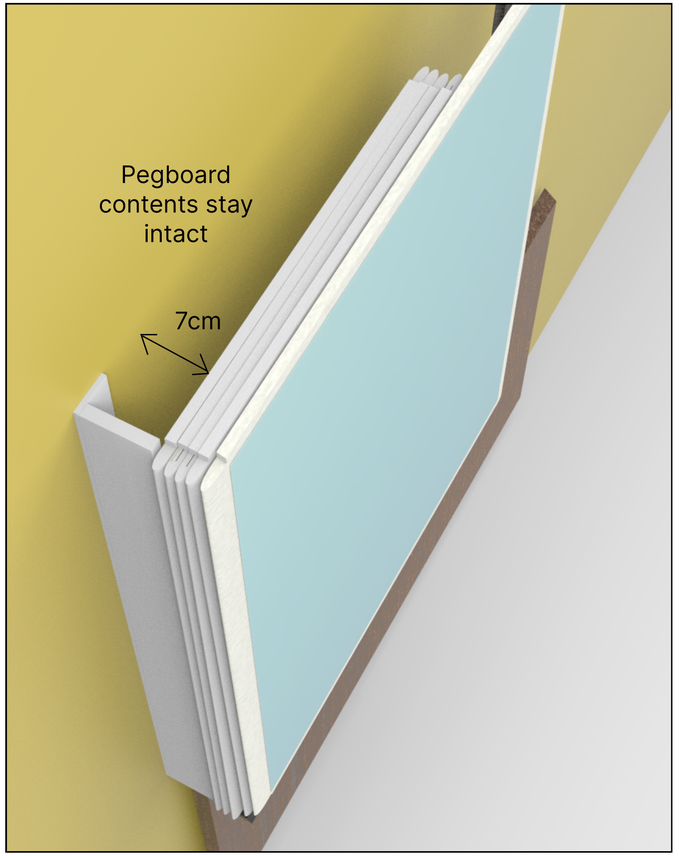


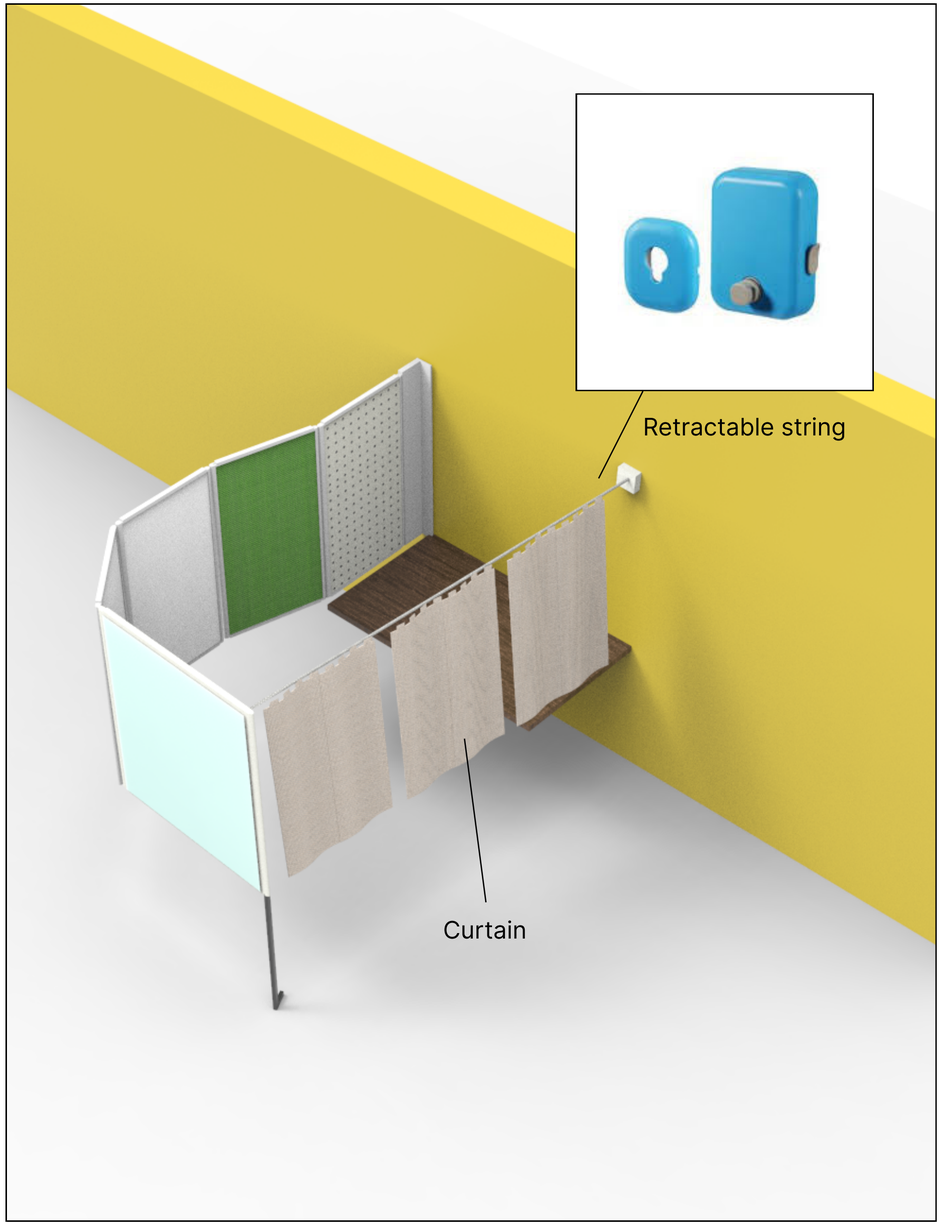
Different combinations according to need of user

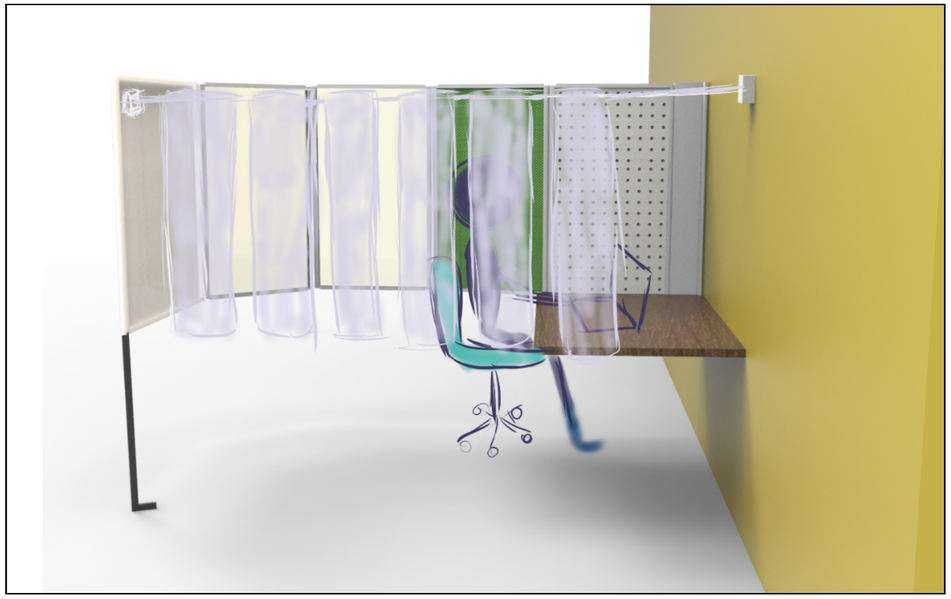


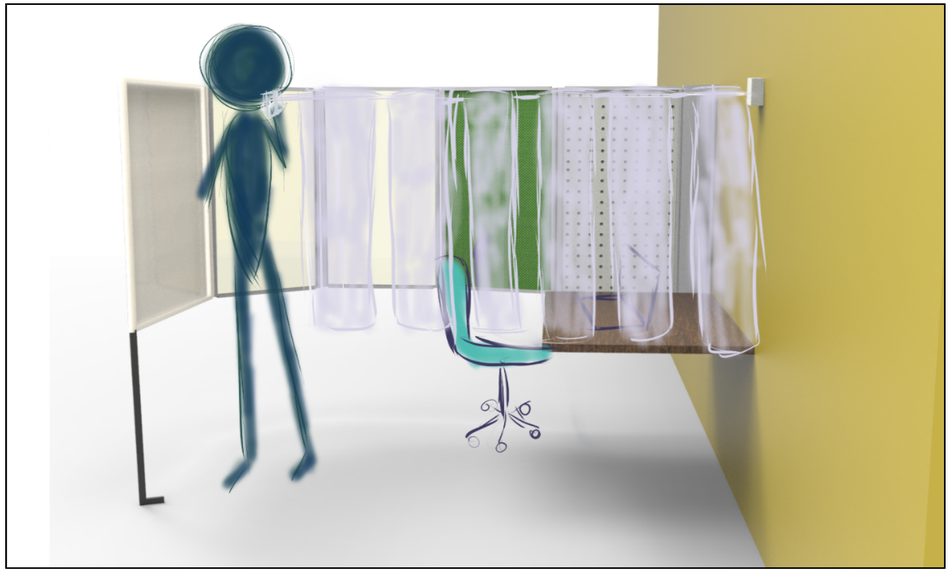


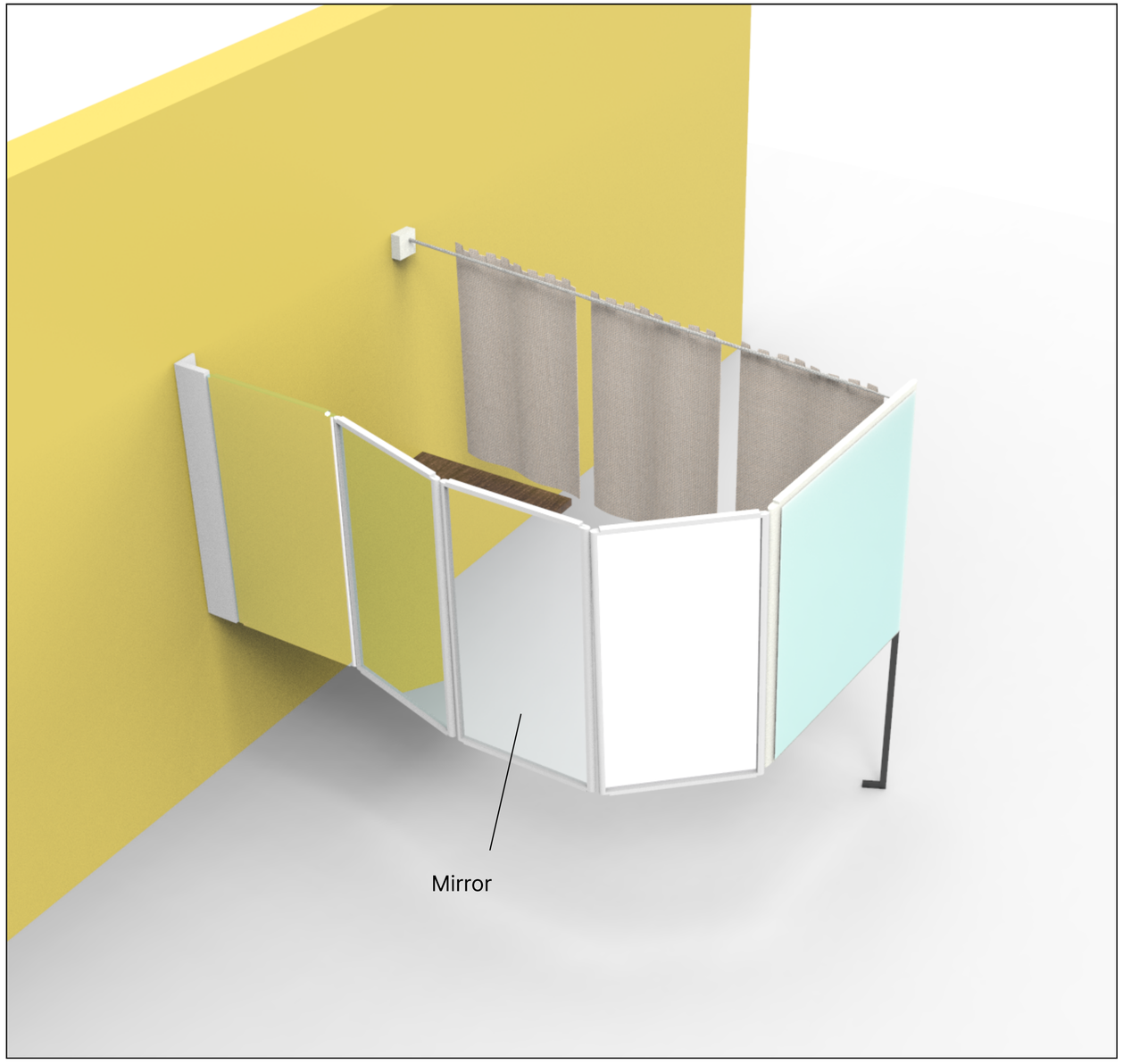
Pegboard

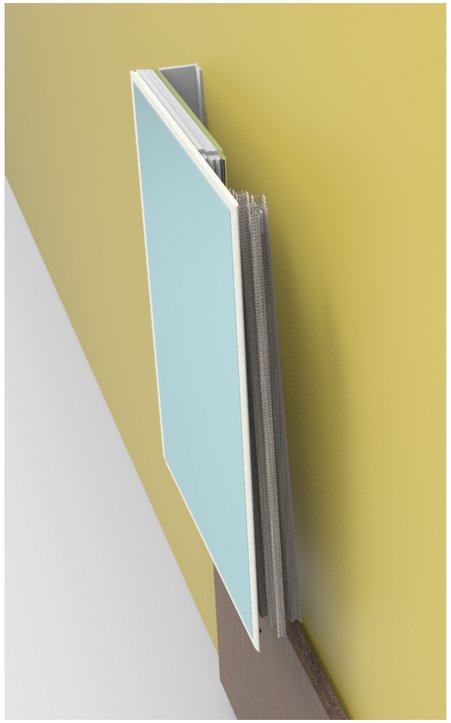



Retractable string
Curtain

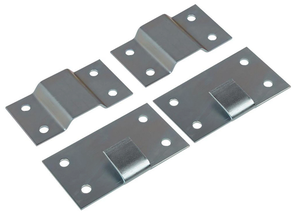


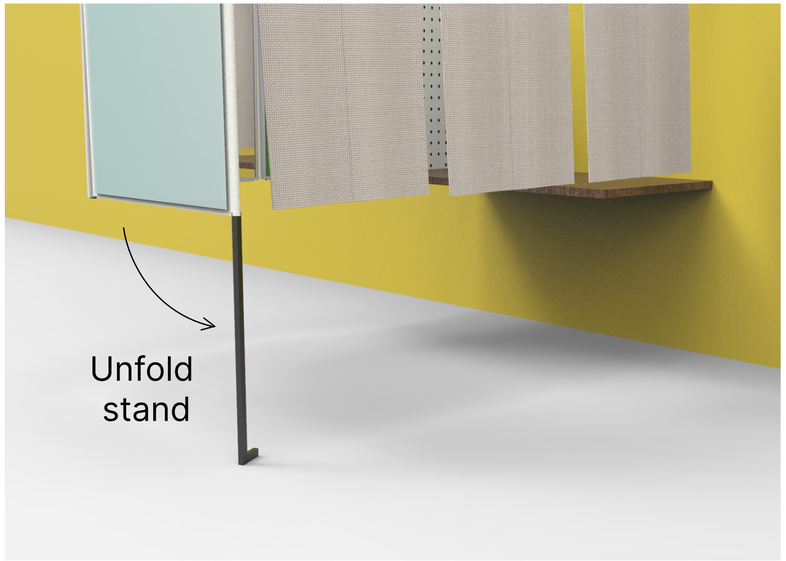



Mirror

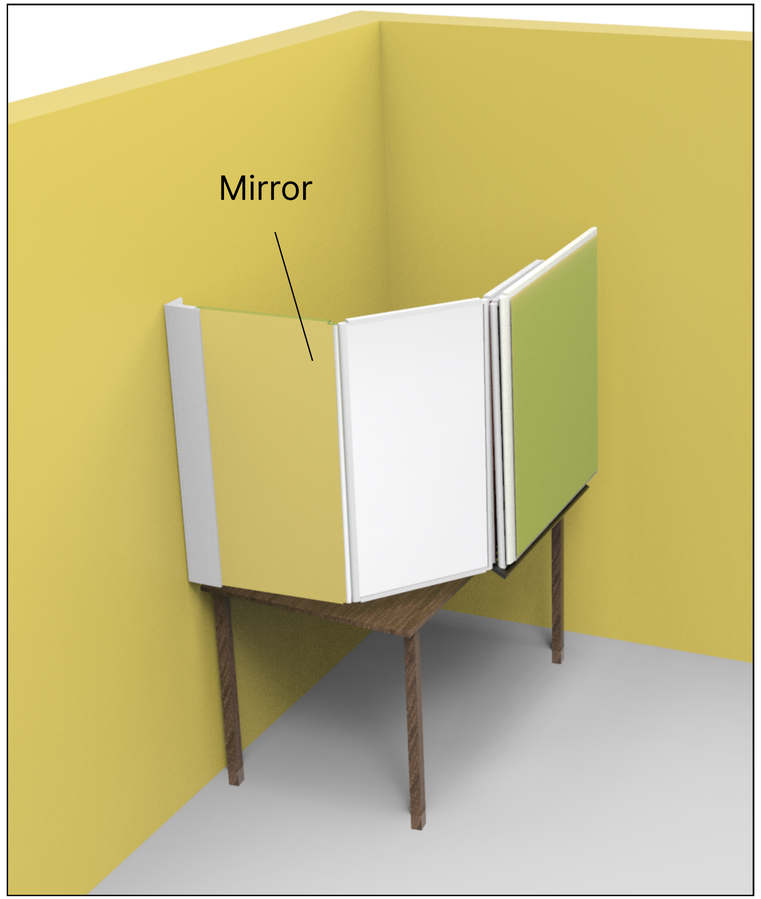


Hook and Eye brackets



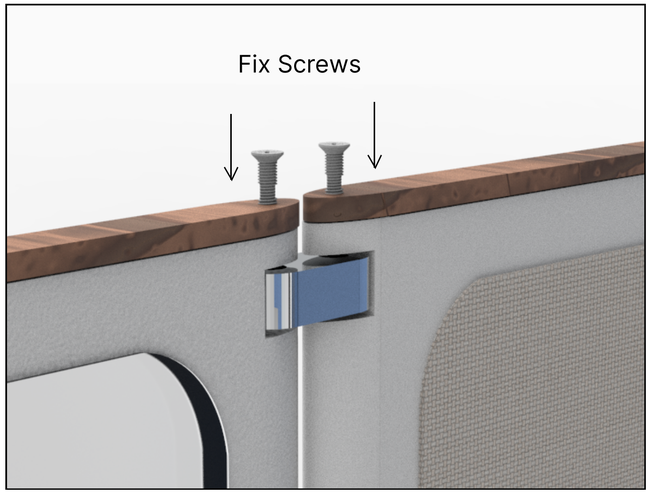


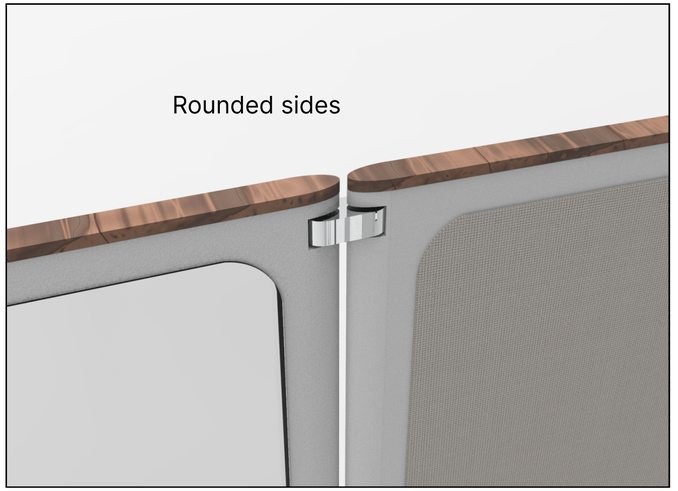
All the way back to wall

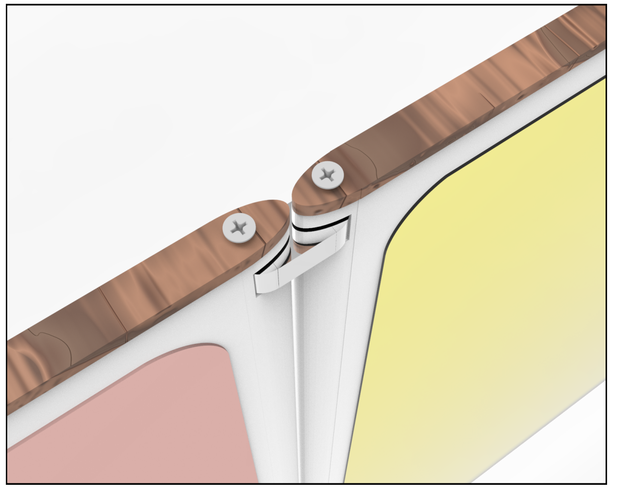


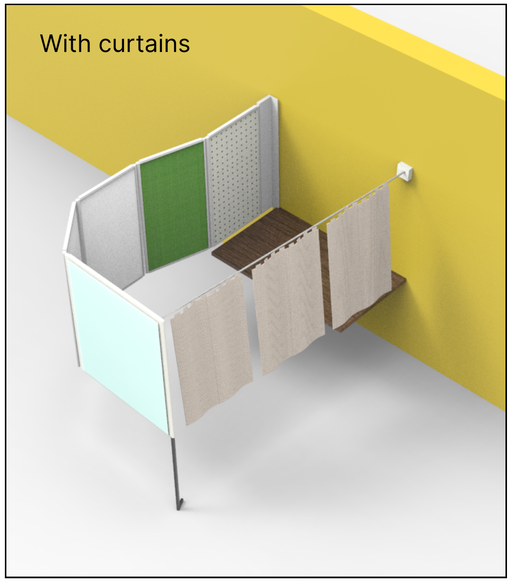
Covered Workspace

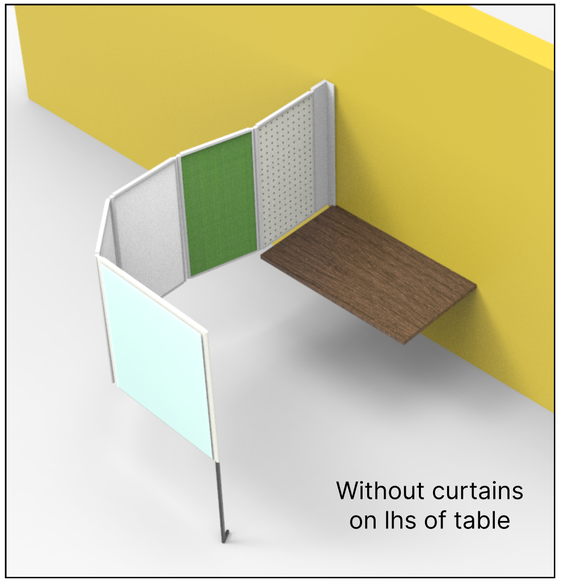
Stacked on side

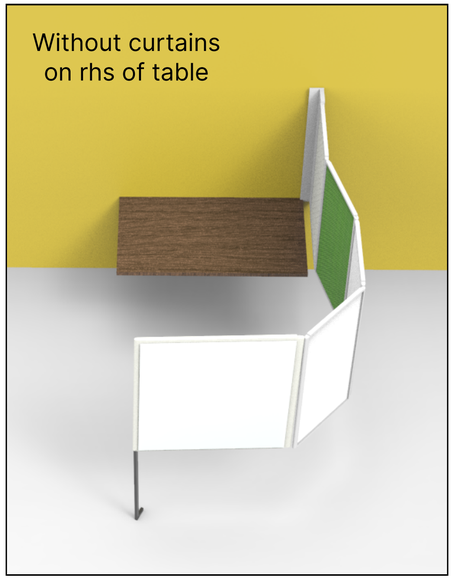

Fix Screws

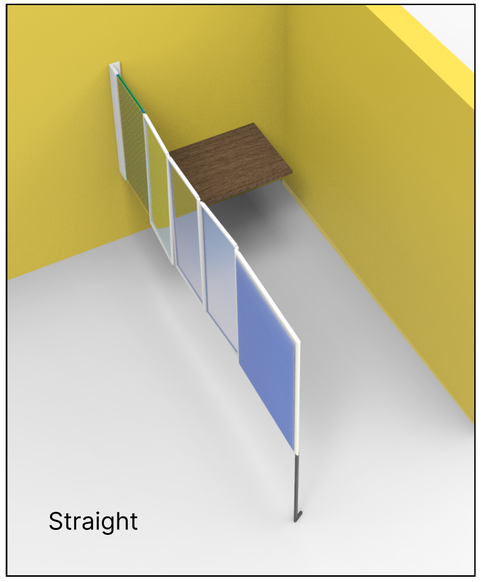

Rounded sides

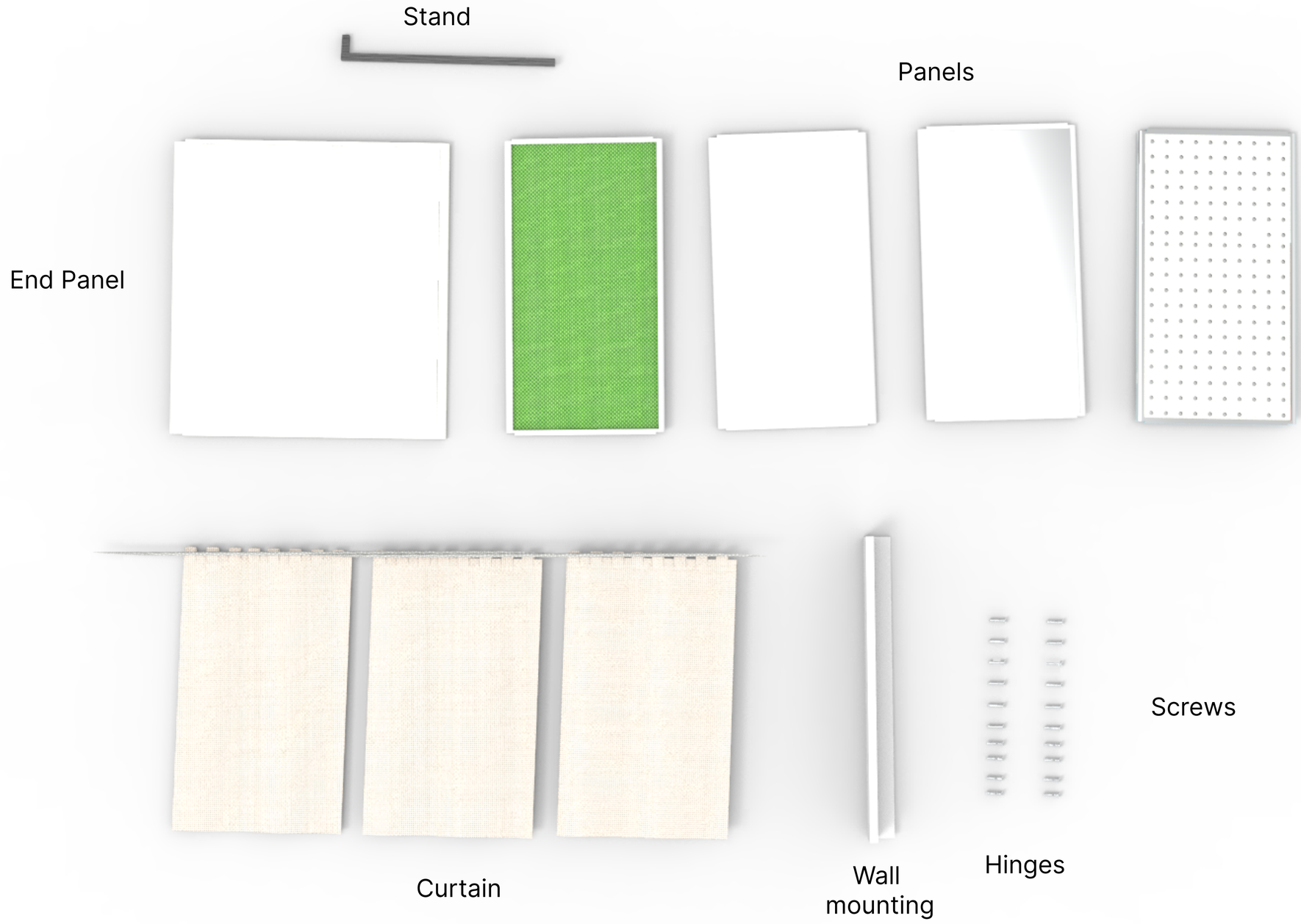



With curtains


Without curtains
on lhs of table


Without curtains
on rhs of table

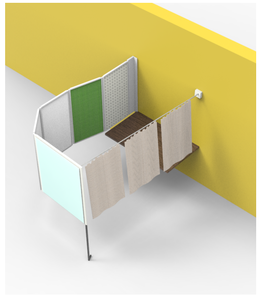

Straight


Stand
Panels
End Panel
Curtain
Wall mounting
Hinges
Screws

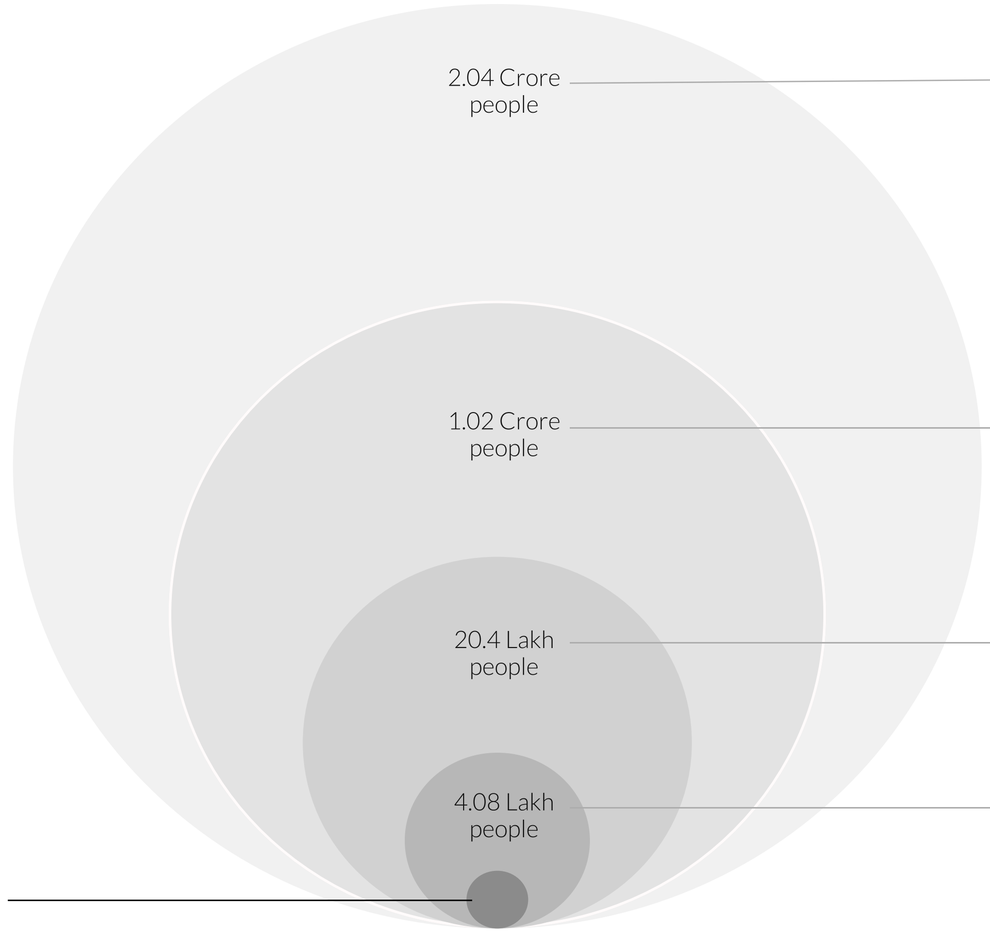
Competitors

Funtionality wrt
Work from Home

Less space



Market Sizing



Total Population of Mumbai

Middle Class Population of Mumbai

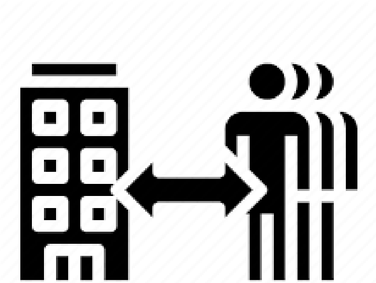
Working Middle Class Population

Middle Class Population Working from Home

5% Share

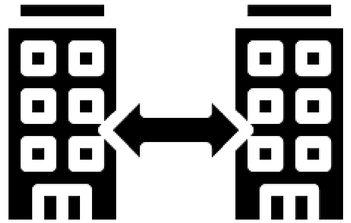
~20,000 customers in Mumbai

Distribution Channels and Revenue Model



B2C

Sell online through
e-commerce website



B2B

Sell to companies
implementing work
from home

Distribution Channels and Revenue Model

Pamphlet Distribution

Affiliates

Digital Marketing

Costs

Monthly expenses = Rs. 1,50,000

For one unit,
Raw material = Rs. 1500
Selling Price = Rs. 6000
Break even = 33 units per month

Selling 50 units per month,
Cost of one unit = Rs. 1500 + 3000 = Rs. 4500
Profit Margin = 25%

Next Steps

- Physical Prototypes and Testing

- Contact Manufacturers

- Optimise Design for manufacturing

- Manufacture and Launch into the market

- Start working on second version

- Expand to other locations

References

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THANK YOU