TABLE OF CONTENTS

Introduction and Problem
Solution
Limitations
Feedback and Prototyping
Next Steps
Steps Already Taken
Conclusion
Citation
Appendices

Appendix 1 - Prototypes
Appendix 2 - Empathy Maps
Appendix 3 - Entrance and 6-month survey
Appendix 4 - Theory of Change
Appendix 5 - Primary Data, Survey #1
Appendix 6 - Primary Data (Excel Documents)
Appendix 7 - Seven Sentence Story
Appendix 8 - Advertisement and Business Contacts
Appendix 9 - Prototype Website Version
Appendix 10 - Randomized Control Trial
Appendix 11 - Finances
Appendix 12 - Student Ambassador Program
Appendix 13 - Primary Data, Survey #2
Appendix 14 - 2 Minute Video
INTRODUCTION AND PROBLEM

Standing under the shade of the Hebbal flyover just a few kilometers east of the city center, the members of the Ugly Indian team chatted with our translator, Adithi. She had just spent the last several hours helping us conduct interviews to better understand the impact of our organizations' work transforming under the flyover. In a lull in the conversation, Hannah asked Adithi where the public restroom was. Adithi gestured in the right direction and Hannah began to turn away. Adithi stopped her and asked where she was going. Pointing in the direction that Adithi had just indicated, Hannah responded that she was going to the restroom. Laughing, Adithi said that the restroom was not clean or safe to use, and she would have to wait until she got back to UTC which we wouldn’t return to for well over an hour. After conducting dozens of interviews later in the program, we learned that this issue was faced by many people in Bangalore daily.

The central government of India as well as local state governments have taken steps to help solve the issues surrounding the lack of public toilets. Bangalore itself has built hundreds of toilets since 2013, but they still lag far behind the public demand for safe, sanitary toilets [2]. The Karnataka Municipal Corporations Act from 1976 states that “the BBMP is obligated to provide toilets as part of social infrastructure in the city. Councilor M.K Gunashekar claimed that the city needs at least 15,000 toilets, as per a survey [3]. Bangalore does not have 15,000 public toilets; the BBMP website only lists 479 [14]. The existing toilets are typically not well maintained according to citizen opinion and media reports (Appendix 6).

The primary data that team the Ugly Indian (TUI) has collected has shown that improper maintenance has led to citizens and visitors not using public restrooms because they are deemed dirty and unsanitary (Appendix 5, Figure 5). Articles from reputable news outlets such as The Hindu also expound on the lack of maintenance of public restrooms in Bangalore and they are not alone in the call for better public facilities [4]. The most recent statistics from a civic nonprofit called Janaagraha in 2017 state that there are 473 public toilet complexes in Bangalore, out of these 150 are maintained by BBMP, 75 are privately run, and there is no clear information on the remaining 246 other public toilets [9]. Janaagraha’s report reveals that this lack of clear ownership creates unsanitary conditions and lack of priority of public toilets [10].

These unsanitary conditions have led to people forgoing using restrooms in public at all, either urinating in public or waiting to go home to use the restroom (Appendix 5, Figure 5). Many citizens do not feel comfortable or safe using these unsanitary facilities. The segment of interviewees that had the largest trouble were women and mothers; they struggled to find bathrooms that are clean and feel comfortable letting their children use (Appendix 6). In PubMed, a published article stated that “studies reported that better maintenance, accessibility, privacy, facility type, cleanliness, newer latrines, and better hygiene access were all frequently associated with higher use, whereas poorer sanitation conditions were associated with lower use” [5].

Unsanitary bathrooms are not only uncomfortable - but can also have negative health effects. One study stated, “that human-associated microbes are commonly found on restroom surfaces” and that “bacterial pathogens could readily be transmitted between individuals by the touching of surfaces”. The same study also states that this high number of microbes throughout “restrooms is concerning because enteropathogenic bacteria could be dispersed in the same way as human commensals” [6]. Unsanitary restrooms therefore are not only unsightly but are a health concern to citizens as well. Many women we have interviewed have either held their pee or avoided drinking water due to these issues. Holding urine can have negative health effects such as bacteria build leading to UTIs. UTIs increase risk to kidney diseases and in rare cases, bursting bladders [11].
The issue of improper maintenance and cleanliness surrounding public toilets affects most of the urban population - but especially women who do not have the option to urinate outside. This also negatively impacts those working outside in the city for extended periods such as rickshaw drivers. It is detrimental to those who commute long distances to work and to those who are traveling to new places and are unfamiliar with where clean restrooms are located.

The current solution is to keep building more toilets - but all of this is in vain if they are not maintained [1]. Given that this issue negatively impacts so many, it seems logical that people would be already working to solve it. Since this problem faces the public as a whole and occurs within public spaces, many individuals do not feel like they have the ability or authority to make a substantial impact. Governmental organizations that maintain the toilets are difficult to hold accountable because they do not answer directly to their stakeholders, citizens. Citizens are not likely to build more toilets or maintain the ones that are already built. They all have busy lives and their own issues and are too preoccupied to spend time working on the ill maintained public toilets (Appendix 6).

**SOLUTION**

We are P2GO. Our app will connect people who need clean and safe restrooms near them. P2GO will house a database of restrooms to help users find facilities that meet their needs during their commutes, at work, or when they are visiting new places. Customers can sort by preferences including cleanliness, amenities, proximity, pricing and parking availability. The restrooms would be sourced from already available public restrooms as well as malls, large venues and businesses with free or for customer only usage. Our app relies on user interaction and incorporates our beneficiary to be a part of our solution.

Upon opening the app, users will be presented with a home screen displaying the restrooms closest to their location. The app will display restrooms using a blue toilet icon with an exterior circle that correlates with the user driven rating of the restroom. A red coded restroom would have low ratings for cleanliness or other important factors, while a green coded restroom would be considered well maintained and a yellow coded restroom as average. Upon reaching the restroom using the in-app navigation tool, users will be prompted to rate the restroom on cleanliness, safety and available amenities such as toilet paper, type of toilet and hand soap, and the availability of parking near those toilets. Interactions within the app such as ratings or adding new restrooms will give the user points towards coupons, and rewards within the app such as gaining titles or icons.

During interviews several people mentioned the app would be useful if it listed what was available at each bathroom such as soap, tissue and water. Once the user signs up for the app they can personalize it based on their own needs and preferences. A rickshaw driver might notify the app that he has a vehicle, so restrooms with available parking will be highlighted. A woman might note her preferences as clean, so bathrooms with a higher cleanliness rating will be highlighted. Given that many of the participants in our study were primarily concerned about safety and cleanliness among others, the ability to sort by these features would be helpful to our customer segment.
One of the key components of the app is the ability for users to not only input data about the quality of the facilities, but also to create new locations with restrooms. P2GO would provide a platform for users to share information and bathrooms that they already use. New public restrooms that pop up, malls and other facilities would be inputted from the user portal by people on the app. Once multiple users input the new service or the service is corroborated by another user, the new facility would show up as an available restroom for all users. This system of user generated content would allow the app to grow and evolve as its user base continues to increase. One of the primary reasons that potential users reported wanting to add new data to the app is to help those who need it, especially women. (Appendix 13).

To ensure that this app helped to fill a need felt by a significant portion of the population of Bangalore, team TUI presented a survey to pedestrians and rickshaw drivers and we found that 45.5% did not use the public restrooms and 81% would prefer that other restrooms be made available (Appendix 5, Figure 5 and 8). A common response to why pedestrians did not use restrooms is that they considered public restrooms to be unsanitary. When asked if they would use restrooms in businesses or restaurants, 85% said yes (Appendix 5, Figure 9). When given an option to use an app to find restrooms in public, 64% of people said that they would use an app to help them find restrooms (Appendix 5, Figure 2).

In our second survey with our basic prototype, we found that 93.5% of 32 people said that they would use an app like this to find restrooms, 100% said that they would rate restrooms they used, and 91.7% said they would add new restrooms. Many women stated that the reasons they would do this is because it would help other women. 78.3% said that a coupon system would motivate them to use the app more. Some suggestions from interviewees included coupons for women hygiene products and cosmetics (Appendix 13, Figures 4, 9, 8, 12). This survey was conducted on ‘Commercial Street’ in Bangalore, a section of the city devoted to selling wares and clothing to locals and tourists alike. This location was chosen because it included all P2GO’s key beneficiaries - women, rickshaw drivers, people new to town and to locals.

The user portal of the app would be structured in such a way as to encourage users to interact with the app as much as possible through targeted ads, releases of new coupons, lotteries for products and a level driven ranking system for users. As users add new restrooms, they will rack up points and badges within the app. These accolades could then be used to unlock coupons for grocery stores or products and enter themselves into in-app lotteries for additional prizes. This method of encouraging users to interact with the app is called ‘gamification’ which is used by many app developers to increase the number of logins and duration of use by consumers on their app [18].

Coupons would be pushed out to users on a daily, weekly or as needed basis depending on the company that we were partnering with. P2GO would charge companies a fee for putting these coupons in front of users and users would be able to use the app or another mobile software to display these coupons at participating businesses. If there were a limited number of coupons or particularly popular one, these coupons would be ‘locked’ until users completed certain tasks within the app to add additional data. Completing certain milestones would allow users to be entered into ‘lotteries’ for products/services that were either donated or purchased by P2GO as prizes.

We showed stakeholders P2GO’s second prototype the response was overwhelmingly positive (Appendix 9). They said this mapping system would be useful in the city and more urban areas while traveling but made an important point that it probably would not be applicable in rural areas. When we showed people the map on commercial street and asked what they thought the majority said it would be useful to find restrooms they did not know about.
LIMITATIONS

The inherent limitations of apps mean that our customer segment would be reduced to only those who have smartphones and reliable access to data connections. While this may be a limiting factor, a recent article stated that app usage in India is on average “as many as 24 apps per day” and that by 2022 it is predicted that there will be 859 million smartphone users in India [12][13]. Data costs have dropped to an average of $0.33 per GB [15]. Women, Rickshaw drivers, Uber/Ola drivers, pedestrians with smartphones and commuters would still be viable customers for this app and in a city of 12 million people [7] where smartphones are a common sight. As the app continues to connect with more people and opens more restrooms for the public, people without smartphones would still be able to access these additional facilities through word of mouth. While this phenomenon would not generate revenue for the app, it would help everyday people who need restrooms and alleviate some of the health concerns associated with unclean restrooms.

FEEDBACK AND PROTOTYPING

During the process of completing interviews, developing our business plan and receiving feedback on design we were able to learn several key points that helped us to develop the app. Firstly, men care significantly less about the quality of the restroom they are using than women do. Secondly, when women are asked if they use public restrooms, they laugh and say no. Essentially women never use public restrooms due to the interrelated issues of hygiene and cleanliness. Women, however, will hold the need to go to the restroom and avoid drinking water during their period to a degree that gives them UTIs according to several of the people that we interviewed. While they know that this is not ideal, they do not have a better option because there is a lack of adequate public restrooms.

The concept of using an app to locate specific services is a well-tested and well-trodden road. Apps like Uber, Airbnb, Google Maps and more have been connecting customers and businesses for years with great success. In our first survey, 63.6% of people interviewed said that they would use an app and 24.2% said that they might use an app that provided this service (Appendix 5, Figure 2). 80.6% of people said that they would like to use different restrooms than the ones currently available (Appendix 5, Figure 8). The need for a service is clear. When shown the app prototype, many people reacted positively to the app and said that they would use a similar application to find restrooms. Our second survey indicated that 93.5% said they would use an app like ours to find restrooms (Appendix 13, Figure 4). After getting specific feedback from the Ugly Indian organization as well as various GCIL mentors, the app design was modified and streamlined to increase the ease of use for the customer. Icons, color coding and other visual cues were incorporated into the app in order to increase usability (Appendix 1, App Prototype Page Flow Diagram).

Based on that evidence, customers are likely to use an application to find restrooms that are clean and sanitary. If customers can use the app, they will no longer have to wait hours or the entire day to relieve themselves. This will help to prevent some of the issues that stem from not having proper access to restrooms for large portions of the day.
NEXT STEPS

We estimate that it would take 6 months for our business to get off the ground and 3-4 months for the app to be developed [19]. This 6-month period from start to finish would allow us to create a team, get user feedback, register our business and fully develop the first version of the app. In total it would cost $20,000-$25,000 USD to launch the app within a six-month period (Appendix 11). The app would not make a profit for the first several years and would start to break even around year 3 and approximately 10,000 users. After that point we project that it would take one to two years to pay back the initial investment to start the app (Appendix 11). At year 4-5 we expect to start seeing a larger increase in revenue as our app population increases and we can pay off our initial investment by year 5. A graph of net revenue and total debt below shows our projects for the first five years. These estimates are based on prevailing wages, cost of permits/registration, advertising costs and the time required to build the app (Appendix 11).

To get initial funding to launch the app we have several different next step options:

1. Pitch our idea on https://www.investmentnetwork.in/. This website allows entrepreneurs to register and add a pitch to make connections with interested investors.
2. Pitch our idea at a business plan competition. A local example is Eximus, IIMB Bangalore’s E-summit in August. https://eximius-iimb.com/
3. Take out a business loan
4. Crowdfunding options such as Kickstarter

The primary source of revenue for the app would initially be revenue from small and medium sized businesses in Bangalore who paid P2GO to place coupons and other advertisements on the app. Over a period of several years we could expect the revenue from these sources to increase and our user base to rise to approximately 10,000 users or about 0.1% of Bangalore’s population. At year 5 once the app gains traction we could capture 1% of Bangalore’s population, or approximately 100,000 people. This increase in app population to 100,000 people would allow us to break into a larger segment of ad revenue with traditional ads through services such as Google (Appendix 11).

In order to start our app, we would apply to organizations that operate as incubators. Incubators are organizations that help new startups develop their idea into a functioning business model and prioritize longevity of the startup overgrowth [8]. An example of a local organization that we could work with is Jaaga, they could supply a space for our organization to work collaboratively and develop our ideas. This relationship would be critical in the initial stages of our project where we would continue to refine our application and business model.

The team would need additional members in order to successfully develop a viable app. We would like to onboard an app designer, a business expert, and an intern to initially start the project. During the initial six-month period it would be necessary to onboard a second app designer to facilitate app construction. During the time the app was being developed we would conduct in-depth customer interviews and group discussions to ensure that our app was tailored to our primary user upon the app’s initial launch: women. These feedback sessions on the app prototype will be critical to ensure that our app stays on target and reaches its customer segment.
While the app was in development, we would begin to market the app on social media through twitter and Facebook, at large venues such as sporting events and concerts and through posters at designated areas. Even when this app is in the development stage, we would continue to judge user interest and give potential users the ability to be put on a mailing list when the app ultimately comes out. Given that these methods of advertisement can reach many people relatively easily with minimal capital investment, they would be ideal for our initial development phase. One of our other methods of advertisement would be through colleges. We would reach out to students and programs who work specifically with women and women's rights to promote this app. This would be a low-cost solution for women to find restrooms in public and these colleges would be a way for us to advertise and get college students involved and use the app.

**STEPS ALREADY TAKEN**

In order to gauge interest and determine the viability of the business model P2GO has reached out to several key stakeholder groups. The following steps have already been taken to ascertain the level of interest from college programs, businesses and NGOs.

1. SMS messages have been sent to nearly two hundred local businesses to determine if they would be interested in advertising on P2GO and the compensation we would receive.

2. Emails have been sent out to 6 different colleges to get in contact with Computer Science and Business school students to gauge interest in working on this social welfare venture as student ambassadors or to work on the project as interns. See Appendix 12 for details on the student ambassador program.

3. 5 different NGOs and other related organizations have been contacted to ascertain their level of interest in working with P2GO to initially market the app and determine its impact on public health issues such as the chronic lack of public restrooms. These groups could help us advertise the app to women and other target populations as well as help us to conduct our randomized control trial located in Appendix 10.

We are awaiting responses from our contacts. While current world events are delaying this process, we are hopeful that they will reach out to us once business returns to normal. See Appendix 8 for additional information for a more comprehensive list of the different entities that were contacted.
CONCLUSION

P2GO is an app designed to connect people with cleaner and safer restrooms while out in public. Not only can people find restrooms, but they can rate and add new ones to the app in order to help contribute. Our team thought incentive would be difficult - but many people commented that they would simply use the app if it helped others. By giving people a tool to crowdsource restroom information we are empowering them to not only help themselves - but to help others.

This issue is not limited to one segment of the population, in our interviews we found a woman selling grapes under the Hebbal Flyover who spoke about not drinking water throughout the day so she would not have to use the restroom until she reached home. Two young women laughed at us when asked if they use public restrooms during their commute. Rickshaw drivers shamefully admit to peeing outside - because they feel they have no other options. P2GO allows people to find restrooms in places that they have never been giving them the autonomy and security to feel comfortable moving throughout the city. Join us in helping to change the societal stigma around public restrooms in Bangalore.
CITATIONS


APPENDIX 1 – PROTOTYPES

Initial Prototype model: https://marvelapp.com/4c5hcc2
Final prototype model: https://marvelapp.com/6jh757a

Initial Prototype Flow Diagram:
APPENDIX 2 – EMPATHY MAPS

Empathy Map Canvas

**1. Who are we empathizing with?**
People who are in an unfamiliar place. They don’t have any friends to ask and they do not know where to look for a restroom.

**2. Goal**
Find a decent and clean toilet nearby within a certain amount of time. Go about their day unhindered.

**3. What do they see?**
Dirty, unsanitary and unsafe toilets.

**4. What do they say?**
No restrooms around besides the unsanitary public ones and that they must wait until they reach their destination.

**5. What do they do?**
Attempt to ask a few people, or hold it until later.

**6. What do they hear?**
Others say public restrooms are dirty, the news also says this. Because they are new to town, they do not know many people or places so they can only go off of what others say and what they currently see.

**7. What do they think and feel?**

<table>
<thead>
<tr>
<th>Pains</th>
<th>Gains</th>
</tr>
</thead>
</table>

© 2017 Dave Gray, xplane.com
Empathy Map Canvas

1. **WHO are we empathizing with?**
   Rickshaw drivers who need to use the restroom, but they cannot find a parking spot.

2. **GOAL**
   They need to use the restroom and only have a short amount of time between finding customers. They need to find a parking spot for their rickshaw.

3. **What do they SEE?**
   They see others peeing on the road in public. So, it is seen as socially acceptable.

4. **What do they SAY?**
   During interviews they said they would use public restrooms if they can find parking.

5. **What do they DO?**
   If they can’t find parking near public restrooms and they need to go they will find empty spaces to urinate outside.

6. **What do they HEAR?**
   Public restrooms are dirty and do not have parking. They will need 2-3 rupees.

7. **What do they THINK and FEEL?**
   - **PAINS**
     Their work often brings them to busy places with no parking. People criticize them for peeing outside.
   - **GAINS**
     Place to park and use bathroom. Finding next customer near restrooms.

   **What other thoughts and feelings might motivate their behavior?**

   Some restaurants let rickshaw drivers use their restroom if they have their uniform.
Empathy Map Canvas

1. WHO are we empathizing with?
   Women who need to use the restroom while in public. They must limit their water intake during the day to avoid using the restroom and prepare in advance during menstruation.

2. What do they need to DO?
   They need to use a clean restroom while commuting or working in public. For 3-5 days a month they especially need access to more restrooms due to menstruation.

3. What do they SEE?
   Public toilets are dirty and only for men to use. Until they see a mall or café that will let them use their toilet they have to wait.

4. What do they SAY?
   They do not use public restrooms (laugh at the question). These toilets are unsanitary and unsafe. They say that they would love other restroom options that are cleaner.

5. What do they DO?
   They wait for hours to use the restroom. Only in emergencies would they ever use the public restroom.

6. What do they HEAR?
   There is no place for a woman to use the restroom other than malls or at restaurants. Friends say they do not use the public restrooms. Colleagues say wait until work or home. From the news they hear that many new restrooms are being built – but they are not maintained.

7. What do they THINK and FEEL?
   PAINS
   Cannot find clean and safe bathrooms. Must go way out of their way to find one. Limit their water intake in order to avoid these situations. No clean place to change menstruation pads

   GAINS
   They desire clean and safe restrooms that they can easily find. They will not need to worry about their water consumption and do not suffer through their monthly periods.
Empathy Map Canvas

1. WHO are we empathizing with?
   Business owners who wish to advertise on online platforms

2. What do they need to DO?
   Find more customers and more revenue. Advertise their business

3. What do they SEE?
   They see a growing online market place with places for ads

4. What do they SAY?
   Say that business can be rough sometimes when they do not have enough customers.

5. What do they DO?
   Sell their goods to customers who find them on their own. Or through Zomato/website/signs.

6. What do they HEAR?
   Hear from other businesses that they have online advertisements.
   Hear from ad companies that it works.

7. What do they THINK and FEEL?
   PAINS
   Business slows down, lack of revenue. If their yelp or Zomato reviews are bad they can’t compete with others as much.

   GAINS
   New customers, advertisement, more revenue.

   What other thoughts and feelings might motivate their behavior?

   We imagine them advertising on our app and gaining more customers.
APPENDIX 3 – ENTRANCE AND 6 MONTH SURVEY

Entrance Survey

1) How often do you use a restroom in public every week? Every Day?
2) How often do you have to forgo using the restroom for an uncomfortable amount of time per week?
3) How much difficulty do you have finding restrooms in public that you would use?
4) Do you ever walk into restrooms and not use them due to cleanliness concerns? How often?
5) What is your primary method of finding public restrooms?
   a) asking someone on the street
   b) Prior knowledge
   c) Walking into an establishment and asking to use the restroom
   d) Using a public restroom
   e) I don't
6) Please list any additional comments below.

6 Month Mark Survey (measured from first time the app was used)

1. How often do you use a restroom in public every week? Every Day?
2. How often do you have to forgo using the restroom for an uncomfortable amount of time per week?
3. How much difficulty do you have finding restrooms in public that you would use?
4. Do you ever walk into restrooms and not use them due to cleanliness concerns? How often?
5. Do you feel you have better access to public restrooms after using this app?
6. Please list any additional comments below.
APPENDIX 4 – THEORY OF CHANGE

I want to clarify my priorities by defining my goals and the path to reach them.

THEORY OF CHANGE

What is the problem you are trying to solve?
Bangalore has many public restrooms, but they are not maintained and not enough. Women cannot use public restrooms because it is unsanitary and unsafe to use. There is no place for women to change their pads during menstruation. Open urination is considered socially acceptable for some but not for women. It has become the social norm.

Who is your key audience?
- Rickshaw drivers.
- Women
- People new to areas
- Businesses who wish to advertise online

What is your entry point to reaching your audience?
APP. We reach our audience online and connect people to clean and safe restrooms that are available near them.

What steps are needed to bring about change?
Understand the current system in place. Find the pains and gains of each customer segment affected by this issue. Build our model to connect people to clean restrooms, test and more research. In the long term change social mindset of restroom usage and offer clean restrooms to public.

What is the measurable effect of your work?
- # of people signed up for app and writing reviews and ratings of restrooms

What are the wider benefits of your work?
- Less people struggle to find clean restrooms.

What is the long-term change you see as your goal?
- Change of social mindset. No open urination/defecation. Increase awareness of women’s rights and struggles. Eventually impact government systems so they have better maintenance and responsibility of public spaces

Who is your key audience?
- Rickshaw drivers.
- Women
- People new to areas
- Businesses who wish to advertise online

What is your entry point to reaching your audience?
APP. We reach our audience online and connect people to clean and safe restrooms that are available near them.

What steps are needed to bring about change?
Understand the current system in place. Find the pains and gains of each customer segment affected by this issue. Build our model to connect people to clean restrooms, test and more research. In the long term change social mindset of restroom usage and offer clean restrooms to public.

What is the measurable effect?
- Observing less public open urination and defecation

What is the wider benefit?
- Change of public restrooms and social norms

Measurable effect?
- Number of businesses who wish to advertise within the app

Wider benefits?
- Business owners find new revenue sources and have advertisement

KEY ASSUMPTIONS
- We assume our key audience wants change
- We assume that our customers have smart phones and data
- Assume that people will use the app
- Assume that businesses will use and want the app
- Assume that less public urination will improve public places

STAKEHOLDERS
- Citizens,
- Government,
- BBMP,
- Businesses
APPENDIX 5 – PRIMARY DATA, SURVEY #1

**FIGURE 1**

- Rickshaw Driver: 1.9%
- Housewife: 1.9%
- Office job: 3.8%
- Rickshaw driver: 3.8%
- Guard: 1.9%
- Student: 53.8%
- Pedestrian: 13.5%

**FIGURE 2**

- I would not use this app: 12.1%
- Maybe: 24.2%
- I would use it: 63.6%

**FIGURE 3**

- 50 rupees: 47.0%
- 10 rupees: 30.3%
- 2 rupees: 9.1%
- 1 rupee: 3.0%
- 0 rupees: 6.1%
- 5 rupees: 3.0%
- Other: 3.0%
<table>
<thead>
<tr>
<th>Timestamp</th>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>What is your profession?</th>
<th>Do you use public restrooms if why not?</th>
<th>How often do you need to? Would you use a restroom in a hotel? Would you use app if yes? Would you use a restroom in a mall if yes? Would you use an app if yes? Why or why not? What are some reasons why do you think the app is not needed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/22/2020</td>
<td>Here's Sharma</td>
<td>Male</td>
<td>11-20</td>
<td>Pedestrian</td>
<td>yes</td>
<td>I would use it and always look for a local business or one in a mall. The app would be an easy way to find clean toilets that are available. Cons of app: not sure if the place is clean or not. The app would be easy to locate clean toilet to use.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Mishal PA</td>
<td>Male</td>
<td>31-40</td>
<td>Pedestrian</td>
<td>yes</td>
<td>I would use it for directions. The app would be easy to locate clean toilet to use. It's easy to identify and good info for people to have. Cons of app: not good to be separated from Google Maps.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Prem Sagar</td>
<td>Male</td>
<td>51-60</td>
<td>Student</td>
<td>yes</td>
<td>I would use it. A cleaner restroom would safeguard the hygiene which is a big concern with public restrooms. I would use it. It's easy to access and would want it.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Male Student</td>
<td>Male</td>
<td>11-20</td>
<td>Student</td>
<td>yes</td>
<td>I would use it. It would be convenient and useful when traveling to new places. It would be easy to find closest and cleanest restroom.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Female</td>
<td>11-20</td>
<td>Student</td>
<td>yes</td>
<td>I would use it. It would be convenient and useful when traveling to new places. It would be easy to find closest and cleanest restroom.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Male Student</td>
<td>Male</td>
<td>11-20</td>
<td>Student</td>
<td>yes</td>
<td>I would use it. It would be convenient and useful when traveling to new places. It would be easy to find closest and cleanest restroom.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Female</td>
<td>11-20</td>
<td>Student</td>
<td>yes</td>
<td>I would use it. It would be convenient and useful when traveling to new places. It would be easy to find closest and cleanest restroom.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Ali</td>
<td>Male</td>
<td>11-20</td>
<td>Student</td>
<td>no</td>
<td>I would not use the app. I would use the app to see if it works. I would not use it. Need it in certain situations.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Female</td>
<td>11-20</td>
<td>Student</td>
<td>no</td>
<td>I would not use the app. I would use the app to see if it works. I would not use it. Need it in certain situations.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Male</td>
<td>11-20</td>
<td>Student</td>
<td>no</td>
<td>I would not use the app. I would use the app to see if it works. I would not use it. Need it in certain situations.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Female</td>
<td>11-20</td>
<td>Student</td>
<td>no</td>
<td>I would not use the app. I would use the app to see if it works. I would not use it. Need it in certain situations.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Male</td>
<td>11-20</td>
<td>Student</td>
<td>no</td>
<td>I would not use the app. I would use the app to see if it works. I would not use it. Need it in certain situations.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Female</td>
<td>11-20</td>
<td>Student</td>
<td>no</td>
<td>I would not use the app. I would use the app to see if it works. I would not use it. Need it in certain situations.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Male</td>
<td>11-20</td>
<td>Student</td>
<td>no</td>
<td>I would not use the app. I would use the app to see if it works. I would not use it. Need it in certain situations.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Female</td>
<td>11-20</td>
<td>Student</td>
<td>no</td>
<td>I would not use the app. I would use the app to see if it works. I would not use it. Need it in certain situations.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Male</td>
<td>11-20</td>
<td>Student</td>
<td>no</td>
<td>I would not use the app. I would use the app to see if it works. I would not use it. Need it in certain situations.</td>
</tr>
<tr>
<td>2/22/2020</td>
<td>Student</td>
<td>Female</td>
<td>11-20</td>
<td>Student</td>
<td>yes</td>
<td>I would use it. It would be convenient and useful when traveling to new places. It would be easy to find closest and cleanest restroom.</td>
</tr>
</tbody>
</table>

**Figure 1. Customer Interview Data** (Click on table within word to view entire table.)
APPENDIX 7 – SEVEN SENENCE STORY

One day a woman named Lakshmi was walking to the bus station to start her two-hour commute to work, chai in hand. After her first bus ride Lakshmi desperately needed to use the restroom, despite the fact that she knew the public ones were unclean, so she walked into a public restroom near her bus stop and was greeted with a dirt encrusted wall, stained tile floors and an overwhelming smell of urine. Lakshmi hated to use dirty restrooms, but at least it was during the daytime, using public restrooms in the evening wasn’t just disgusting, it was unsafe sometimes as well. Walking back to the bus stop to take her second ride to work, Lakshmi remembered an app that a friend had told her about that catalogued and rated bathrooms in the city. The next day Lakshmi used the app to find a restroom near her bus stop and was surprised to find several clean, well maintained restrooms to choose from but finally settled on one behind a bakery that served pretzels. After using the restroom, she started pursuing the app and some of its features and noticed the option to add new restrooms to the app for other users. Smiling, Lakshmi started to add some restrooms in her neighborhood that she knew people would like to use, silently thanking the person who added the restroom to the app that she had used today.
## APPENDIX 8 – ADVERTISEMENT AND BUSINESS CONTACTS

<table>
<thead>
<tr>
<th>Business Type</th>
<th>Positive Response</th>
<th>Negative Response</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gyms</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Kids Stores</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Cosmetics Stores</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Car Repair Shops</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Car Washing Shops</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Pharmacies</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Movie Theatres</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Hardware Stores</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Beauty Salons</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Dry Cleaning Stores</td>
<td></td>
<td></td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colleges</th>
<th>Positive Response</th>
<th>Negative Response</th>
<th>No Response</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brindavan College</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:info@brindavancollege.com">info@brindavancollege.com</a></td>
</tr>
<tr>
<td>RCMB</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:info@rcmb.in">info@rcmb.in</a></td>
</tr>
<tr>
<td>Indian Institute of Management</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:srivardhini.jha@iimb.ac.in">srivardhini.jha@iimb.ac.in</a></td>
</tr>
<tr>
<td>Bangalore North University</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:bangalorenorthuniversity2017@gmail.com">bangalorenorthuniversity2017@gmail.com</a></td>
</tr>
<tr>
<td>BUB</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:dept.cse@bub.ernet.in">dept.cse@bub.ernet.in</a></td>
</tr>
<tr>
<td>Reva</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:info@reva.edu.in">info@reva.edu.in</a></td>
</tr>
<tr>
<td>NGO</td>
<td>Positive Response</td>
<td>Negative Response</td>
<td>No Response</td>
<td>Contact</td>
</tr>
<tr>
<td>--------</td>
<td>-------------------</td>
<td>-------------------</td>
<td>-------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Sochara</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:chc@sochara.org">chc@sochara.org</a></td>
</tr>
<tr>
<td>Swasti</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:hello@swasti.org">hello@swasti.org</a></td>
</tr>
<tr>
<td>GRAAM</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:graam@graam.org.in">graam@graam.org.in</a></td>
</tr>
<tr>
<td>IPH</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:mail@iphindia.org">mail@iphindia.org</a></td>
</tr>
<tr>
<td>IHAT</td>
<td></td>
<td></td>
<td>1</td>
<td><a href="mailto:ihat.bangalore@ihat.in">ihat.bangalore@ihat.in</a></td>
</tr>
</tbody>
</table>
APPENDIX 9 – PROTOTYPE WEBSITE VERSION

Prototype Website Version: https://meganellis02.wixsite.com/p2go
APPENDIX 10 – RANDOMIZED CONTROL TRIAL

We will create a mailing list during our initial six-month app development period. This mailing list will include people in Bangalore that are interested in the app release and wish to use it when it comes out. This would allow us to get initial users quickly once the app is piloted and allow us to test our hypothesis in a randomized control trial. Our hypothesis is that by using this app, people would be more likely to use restrooms in public, have fewer health complications from not using restrooms and have decreased anxiety about restrooms while in public.

Before the app is launched, we will give out an initial survey to validate our hypothesis which will look something like the following:

- Do you use public toilets?
- Why or why not?
- Do you avoid restrooms while out in the city?
- How many UTIs have you had in the past 2 months?
- Do you have anxiety while in public because of lack of restrooms?
- In the past month have you canceled plans because of the lack of public restrooms?

After a year of the app being live, we will give out the same survey to the mailing list. Those who answer this survey who used the app in the past year are the intervention group, while the people who have not downloaded the app are the control group.

The survey would be repeated at the six-month mark with both the control and the intervention group and we will determine if there has been a statistically significant change to people’s lives.
## APPENDIX 11 – FINANCES

<table>
<thead>
<tr>
<th>Initial Product Cost</th>
<th>Monthly Spending</th>
<th>Months</th>
<th>Hours to Create an App</th>
<th>Price Per Hour</th>
<th>Additional Startup Fees</th>
<th>Unforeseen Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Spending</td>
<td>$1,198.44</td>
<td>6</td>
<td>$600.00</td>
<td>$5.68</td>
<td>$714.29</td>
<td>$1,000</td>
</tr>
<tr>
<td>Total</td>
<td>$12,310.19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Year 1:

<table>
<thead>
<tr>
<th>Monthly Spending</th>
<th>Number</th>
<th>Cost</th>
<th>Total (Rupees)</th>
<th>Total (US$)</th>
<th>Monthly Income</th>
<th>Number of user</th>
<th>charge</th>
<th>Total (Rupees)</th>
<th>Total (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>1</td>
<td>10000</td>
<td>10000</td>
<td>142.86</td>
<td>In-app Ads (Web Based)</td>
<td>1000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior Level Web developer</td>
<td>0.5</td>
<td>31782.25</td>
<td>15891.125</td>
<td>227.02</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local swag company (stickers and t shirt)</td>
<td>0</td>
<td>2750</td>
<td>0</td>
<td>0.00</td>
<td>People buying t shirts/swag</td>
<td>0</td>
<td>350</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>Office Space</td>
<td>1</td>
<td>5000</td>
<td>5000</td>
<td>71.43</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>1</td>
<td>35000.00</td>
<td>35000</td>
<td>500.00</td>
<td>Local Advertising in App</td>
<td>20</td>
<td>1000</td>
<td>20000</td>
<td>285.71</td>
</tr>
<tr>
<td>Employee: Customer service Intern</td>
<td>1</td>
<td>18000</td>
<td>18000</td>
<td>257.14</td>
<td>In-app purchase</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>83891.13</strong></td>
<td><strong>1198.44</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Monthly Spending</th>
<th>Number</th>
<th>Cost</th>
<th>Total (Rupees)</th>
<th>Total (US$)</th>
<th>Monthly Income</th>
<th>Number of user</th>
<th>charge</th>
<th>Total (Rupees)</th>
<th>Total (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate (connect customer to other app/website)</td>
<td>50</td>
<td>150</td>
<td>7500</td>
<td>107.14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coupon ads</td>
<td>20</td>
<td>1000</td>
<td>20000</td>
<td>285.71</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>49750</strong></td>
<td><strong>710.71</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Rupees</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yearly Balance Total for the Initial Year</td>
<td>-409693.5</td>
<td>-5852.764286</td>
</tr>
<tr>
<td>Other Expected Cost for the Initial Year</td>
<td>-70000</td>
<td>-1000</td>
</tr>
<tr>
<td>Total Initial Year Necessary Funding</td>
<td><strong>-479693.5</strong></td>
<td><strong>-6852.764286</strong></td>
</tr>
</tbody>
</table>
### Year 3:

<table>
<thead>
<tr>
<th>Monthly Spending</th>
<th>Number</th>
<th>Cost</th>
<th>Total (Rupees)</th>
<th>Total (US$)</th>
<th>Monthly Income</th>
<th>Number of user</th>
<th>Total (Rupees)</th>
<th>Total (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>1</td>
<td>10000</td>
<td>10000</td>
<td>142.86</td>
<td>In-app Ads (Web Based)</td>
<td>10000</td>
<td>22500</td>
<td>321.43</td>
</tr>
<tr>
<td>Junior Level Web developer</td>
<td>0.5</td>
<td>31782.25</td>
<td>15891.125</td>
<td>227.02</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local swag company (stickers and t shirt)</td>
<td>1</td>
<td>2750</td>
<td>2750</td>
<td>39.29</td>
<td>People buying t shirts/swag</td>
<td>10</td>
<td>350</td>
<td>3500</td>
</tr>
<tr>
<td>Office Space</td>
<td>1</td>
<td>5000</td>
<td>5000</td>
<td>71.43</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>1</td>
<td>35000</td>
<td>35000</td>
<td>500.00</td>
<td>Local Advertising in App</td>
<td>30</td>
<td>1000</td>
<td>30000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0</td>
<td>0.00</td>
<td></td>
<td>In-app purchase</td>
<td>0</td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td>Employee: Customer service Intern</td>
<td>1</td>
<td>18000</td>
<td>18000</td>
<td>257.14</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>86641.13</strong></td>
<td><strong>1237.73</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affiliate (connect customer to other app/website)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>70</td>
<td>150</td>
<td>10500</td>
</tr>
<tr>
<td>Coupon ads</td>
<td>25</td>
<td>1000</td>
<td>25000</td>
<td>357.14</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>91500</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>1307.14</strong></td>
</tr>
<tr>
<td>Balance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>4858.88</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>69.41</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>832.95</strong></td>
</tr>
</tbody>
</table>
### Year 5:

<table>
<thead>
<tr>
<th>Monthly Spending</th>
<th>Number</th>
<th>Cost (Rupees)</th>
<th>Total (Rupees)</th>
<th>Total (US$)</th>
<th>Monthly Income</th>
<th>Number of user</th>
<th>Charge (Rupees)</th>
<th>Total (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>2</td>
<td>10000</td>
<td>20000</td>
<td>285.71</td>
<td>In-app Ads (Web Based)</td>
<td>100000</td>
<td>225000</td>
<td>3214.29</td>
</tr>
<tr>
<td>Junior Level Web developer</td>
<td>1</td>
<td>31782.25</td>
<td>31782.25</td>
<td>454.03</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local swag company (stickers and t shirt)</td>
<td>1</td>
<td>2750</td>
<td>2750</td>
<td>39.29</td>
<td>People buying t shirts/swag</td>
<td>10</td>
<td>350</td>
<td>50.00</td>
</tr>
<tr>
<td>Office Space</td>
<td>3</td>
<td>5000</td>
<td>15000</td>
<td>214.29</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>1</td>
<td>35000</td>
<td>35000</td>
<td>500.00</td>
<td>Local Advertising in App</td>
<td>20</td>
<td>1000</td>
<td>285.71</td>
</tr>
<tr>
<td>Employee</td>
<td>1</td>
<td>30000.00</td>
<td>30000</td>
<td>428.57</td>
<td>In-app purchase</td>
<td>10</td>
<td>100</td>
<td>14.29</td>
</tr>
<tr>
<td>Employee: Customer service Intern</td>
<td>2</td>
<td>18000</td>
<td>36000</td>
<td>514.29</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>170532.25</strong></td>
<td><strong>2436.18</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affiliate (connect customer to other app/website)</td>
<td>50</td>
<td>150</td>
<td>7500</td>
<td>107.14</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coupon ads</td>
<td>20</td>
<td>1000</td>
<td>20000</td>
<td>285.71</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>277000</strong></td>
<td><strong>3957.14</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Balance</strong></td>
<td></td>
<td><strong>106467.75</strong></td>
<td><strong>1520.97</strong></td>
<td><strong>18251.61429</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Average Web developer salary in Karnataka

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>381387</td>
</tr>
<tr>
<td>Rupees/month</td>
<td>31782.25</td>
</tr>
<tr>
<td>Dollars/month</td>
<td>454.0321429</td>
</tr>
<tr>
<td>Source:</td>
<td><a href="https://www.payscale.com/research/IN/Job=Web_Developer/Salary/8974e13c/Bangalore">https://www.payscale.com/research/IN/Job=Web_Developer/Salary/8974e13c/Bangalore</a></td>
</tr>
</tbody>
</table>

## Average Office Admin Worker salary in Karnataka

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>339569</td>
</tr>
<tr>
<td>Rupees/month</td>
<td>28297.41667</td>
</tr>
<tr>
<td>Dollars/month</td>
<td>404.2488095</td>
</tr>
<tr>
<td>Source:</td>
<td><a href="https://www.payscale.com/research/IN/Job=Office_Administrator/Salary/2bc05b3e/Bangalore">https://www.payscale.com/research/IN/Job=Office_Administrator/Salary/2bc05b3e/Bangalore</a></td>
</tr>
</tbody>
</table>

## Ads Monetizing With 10K active users

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Rupees/day</td>
<td>750</td>
</tr>
<tr>
<td>Rupees/Month</td>
<td>22500</td>
</tr>
<tr>
<td>Dollars/Month</td>
<td>321.4285714</td>
</tr>
<tr>
<td>Google Admop</td>
<td><a href="https://medium.com/code-yoga/how-much-can-you-earn-by-monetizing-your-app-using-google-admob-dea0bfa224b0">https://medium.com/code-yoga/how-much-can-you-earn-by-monetizing-your-app-using-google-admob-dea0bfa224b0</a></td>
</tr>
<tr>
<td>Coupon Company</td>
<td>Already contacted for the quotes and if they could partner with us or not <a href="https://www.quotient.com/contact-us/">https://www.quotient.com/contact-us/</a></td>
</tr>
<tr>
<td>Purganics- Feminine Hygiene company</td>
<td><a href="https://www.purganiclife.com/pages/media-pr">https://www.purganiclife.com/pages/media-pr</a></td>
</tr>
</tbody>
</table>
APPENDIX 12 – STUDENT AMBASSADOR PROGRAM

The purpose of the student ambassador program is to work with students to advertise and develop P2GO. P2GO will advertise this position at colleges across Bangalore where students would have an opportunity to work P2GO in app development, prototyping and advertisement. This would be beneficial for both P2GO to develop as a company, and for students to continue their education in the real world.

By working with students who would be the initial adopters of the app, we would be able to get real time feedback on our changes and improvements. As some of the most tech savvy people in Bangalore, these students would be in a unique position to give targeted feedback on the app and could connect with other students in Bangalore. Their primary responsibilities would be to advertise the app, gain feedback from students and other stakeholders and provide logistical support during the development and subsequent launching of the app.

This partnership between students and P2GO would be designed to give students the most exposure possible to real life problems and issues. Outside of advertising for the company, students would interview and receive feedback from stakeholders and interact with real world issues. Through their work they would be instrumental in developing the app from an idea to something that would benefit society.
APPENDIX 13 – PRIMARY DATA, SURVEY #2

Gender
32 responses

[Figure 1]

Age
32 responses

[Figure 2]
Would you use a restroom in a local restaurant or cafe without a purchase?

26 responses

Figure 3

- Yes: 80.8%
- No: 19.2%

Would you use an app like this?

31 responses

Figure 4

- Yes: 93.5%
- No: 6.5%
Would you use a restroom in someplace like a mall if it was listed in the app?
26 responses

Figure 5

- Yes: 92.3%
- No: 7.7%

Would you be more likely to add information if you were entered to win prizes?
20 responses

Figure 6

- Yes: 50%
- No: 50%
Would you use a restroom in a local restaurant or cafe if you had to purchase something?
23 responses

Figure 7

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>60.9</td>
<td>39.1</td>
</tr>
</tbody>
</table>

Would you add information to this app, like restrooms that you know of?
24 responses

Figure 8

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>91.7</td>
<td>8.3</td>
</tr>
</tbody>
</table>
Would you interact with the app to verify information added by other users? Such as rating a restroom you use?

24 responses

Would you use a restroom in a chain restaurant without a purchase?

32 responses
Would you use a restroom in a chain restaurant if you had to purchase something first?
29 responses

Figure 11

- Yes: 82.8%
- No: 17.2%

Would you be more likely to add information if you were given coupon points for interactions within the app?
23 responses

Figure 12

- Yes: 78.3%
- No: 21.7%
APPENDIX 14 – 2 MINUTE VIDEO

https://youtu.be/hgCmNwl8gFg