

Development of innovative product OR unique service proposition

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Executive Summary

A firm that helps clients wash their clothing more efficiently and environmentally friendly by using an ingenious washing machine sensor. The sensor properly determines the weight as well as the worth of the clothing, which helps prevent over- or under-washing by recommending the proper wash sessions. Utilizing online storefronts, methods of payment, and e-commerce websites, Outwash intends to deliver to customers a simple and safe purchasing experience. The organization wants to stand out from rivals and build a profitable, long-lasting business via the production of captivating materials and individual brand identity. The company's ground-breaking washing machine sensor has been successfully introduced, enabling users to maintain their garments more effectively and environmentally. The online storefront offered a dependable and straightforward buying experience thanks to electronic commerce platforms with safe payment systems. By differentiating themselves from rivals and building a powerful brand voice, the company built a long-lasting and prosperous business. Implementation of certain marketing strategies for the machine sensor can help in understanding the customer as well as providing an interesting response from the customer side to understand and engage with the e-commerce websites that can help in maintaining the customer interaction and can promote the sensor as per the requirement. The report discusses about the proper implementation of security and privacy protection which is implemented by following different regulations related to security and effectively managing customer data and provides greater implementation and attraction towards customer responsiveness. Customer satisfaction with the sensor is the most important task and it is managed by continuous improvement in the technology and understanding of a safe and Secure environment for the customer data with protection from cyber-attacks.

Part A: The Innovative Product OR Unique Services Proposition

The organization's cutting-edge offering is a sensor that can be attached to any washing machine. For to optimize the procedure of washing, a device like this is made to precisely detect the size and condition of clothing. The sensor makes use of a load cell to determine the gross weight of the clothing and learning algorithms to determine the kind and color of the material being measured. Buyers will be allowed to use this sensor to make confident that the right program is used to wash their apparel, therefore saving water as well as energy and extending the lifespan of their clothing. Customers can maximize the use of their washers and dryer and their garments thanks to the detector, which offers a distinctive service concept (Da Costa et al., 2020). The issue that customers frequently experience when laundering their garments is addressed by this solution. The improper program is frequently chosen because people are unclear of which laundry program to employ, wasting water, and energy, and sometimes harming the garments. This sensor helps consumers avoid guessing by accurately measuring the weight as well as the worth of their clothing and offering the best washing option with every load. In general, this cutting-edge gadget provides a distinctive service proposal that will assist clients in streamlining their laundry routine and ensuring that their garments are cleaned as effectively and efficiently as possible.

Consumers who are worried about the effects of their regular cleaning practices on the surroundings and the lifetime of their clothing are the target market for a laundry machine sensor. These clients could be concerned about environmental responsibility, eco-friendly procedures, and the durability and quality of their purchased garments. This service is additionally useful for consumers who have hectic schedules and are unlikely to not have the expertise or time to choose the right laundry cycle for their items. Despite requiring in-depth study or a lot of experimentation, the sensor offers a quick and effective solution to guarantee that their clothing is cleaned according to the right program (Abdullahi et al., 2021). Consumers who have spent money on premium textiles or apparel might also be interested in this offering. By guaranteeing that clothing is thoroughly cleaned without the chance of harm from the incorrect laundry program, the sensor may assist preserve their assets. Families with small kids or animals, who might possess periodic laundry demands and are interested to lessen their negative environmental effects, may also find the goods to be appealing. They could be able to optimize their washing procedure and use fewer resources like energy and water thanks to the sensor, which could eventually result in financial savings. Consumers searching for a quick and easy solution to streamline their washing routine, lessen their environmental footprint, and preserve the durability and lifespan of their garments are the main target market for this ground-breaking device.

To reach a wide population of consumers, the washing machine's sensors will have to be marketed in several ways. To advertise the goods and raise brand recognition, the corporation

will combine physical and online marketing techniques. To contact prospective consumers online, the business will make use of social networking networks and focused marketing approaches. The internet site will include details on the capabilities and benefits of the device as well as a safe marketplace where clients may buy the sensor. To expand the distribution of products and accessibility, the business will also collaborate with vendors on the Internet (Javaid et al., 2021). Offline, the business will take part in exhibits and conferences for home appliances so that potential buyers may observe the good in use and talk to personnel about their characteristics and benefits. Additionally, the business will collaborate with nearby merchants to put the sensor on their shelves and market it there, boosting the product's exposure and availability.

The business will provide an affordable pricing structure for the good, along with a variety of alternatives based on the client's requirements and financial constraints. To ensure that consumers are happy with what they've bought and have an enjoyable experience, the item being purchased will include an assurance of quality and assistance from customer service. Short, distinctive, and simple to say, the term sensors will help with consumer memory and brand awareness. The brand's identity is also instantly recognizable in many different languages, which is crucial for worldwide growth. The corporate identity for innovation will be cutting-edge, sophisticated, and considerate of the surroundings, with an emphasis on innovation and environmentally friendly practices. A stylized representation of the washing machine's sensor will be used in the branding, along with clear, strong lines and an attractive color palette. All outlets, including the website, Facebook and Twitter, and product packaging, will use the same branding. This will improve brand awareness and loyalty while strengthening the brand's identity. Overall, the brand name "OptiWash" reflects the fundamental principles and advantages of the washer sensor and will position the business as a pioneer in innovation and environmentally friendly practices in the laundry sector.

The organization will put its attention on several crucial tactics to maintain its cutting-edge value offer. To begin with, the business will keep on improving and improving the product to match the evolving demands of clients and technological improvements. To stay competitive and satisfy the demands of consumers for the conservation of resources, effectiveness, and simplicity of use, will require continual advancement and research. Second, the business will concentrate on creating a distinctive brand voice and positioning itself as a pioneer in the washing sector. Building a solid reputation and confidence will necessitate continual advertising and promotional efforts as well as collaborations with additional business professionals and authorities. To ensure client happiness and commitment, the business will place a priority on providing excellent service and assistance. To assist clients in comprehending the advantages of this good and how to utilize it successfully, instructional materials will be made available on the official website as well as on social networking sites.

Fourth, the business will look into emerging markets as well as development prospects to boost sales and expand its clientele (Mohsin Ali Koondhar et al., 2022). This can entail entering new markets abroad, creating new goods to go along with the washing machine's detector, or looking into joint ventures with various laundry-related businesses. A solid financial position will be maintained by the firm through careful fiscal oversight and investment, to finish. This will entail maintaining a meticulous budget, keeping tabs on earnings and spending, and looking for financing possibilities to encourage development and innovation. Overall, the firm can preserve its original proposition for business and continues to develop and prosper in the washing sector by concentrating on inventiveness, advertisement, client relations, market growth, and handling its finances.

The washing machine sector indeed has rivals who provide comparable goods and services. Opponents that provide smart laundry machines with detectors to adapt the process of washing depending on what's in the washer include the brands Samsung, LG, and Bosch. By providing an automatic washing machine detector that can be acquired separately and then placed onto current washing machines, the organization will set itself apart from its rivals. Customers who are not interested in replacing their complete machine for washing will have a more readily available and cheaper choice thanks to this. Furthermore, the Company will emphasize ecology and responsibility regarding the environment, which is a factor that customers are giving more and more importance to. The sensor will assist to cut the consumption of water and electricity, resulting in not only improving our surroundings but also saving clients income on their monthly energy costs. Concerning sales, the association will approach clients through a mix of traditional and online methods. This will incorporate the use of social networking sites, focused marketing initiatives, trade exhibitions, and collaborations with nearby merchants. To assist clients to comprehend the advantages of the service and how to properly utilize it efficiently, OptiWash will also provide instructional materials on the company's website as well as through social media. The washing company's rivals market their goods using comparable pathways, concentrating on both digital and physical sales. In addition, they provide warranty and assistance for services, which have become standard in the sector. In general, OptiWash will set itself apart from rivals by providing a readily available, inexpensive solution for enhancing current washers and dryers with an emphasis on durability and ecological responsibility. OptiWash can remain competitive in the laundry sector and win over a following of devoted customers by utilizing multiple channels of communication marketing approach and placing a priority on customer information and assistance.

Part B: E-commerce (Propose to Setup an Online Website)

Innovation would do well to launch an online store utilizing a software-as-a-service (SaaS like Shopify). A prominent e-commerce platform, Shopify provides an intuitive user interface, editable models, and a variety of extensions and connectors to increase capabilities. Systems can rapidly set up a web-based shop utilizing Shopify to sell its washing machine sensors and access a worldwide clientele. Shopify has several features, such as an encrypted payment terminal, management of orders tools, and shipment interfaces, that are ideal for the requirements of an online firm. Shopify also provides a selection of search engine optimization and advertising solutions to assist companies to increase traffic to their websites and revenue. Additionally, the organization won't have to manage the technical facets of internet hosting and upkeep thanks to Shopify's SaaS approach (Shopify, 2021). On the contrary, Shopify will undertake these duties, giving the sensor a greater amount of time to concentrate on other areas of the company. Additionally, Shopify provides a variety of extensions and connections that can improve the functioning of the internet presence, including statistics visualizations, chatbots for assistance with customers, and electronic marketing tools. These resources might aid systems in enhancing customer loyalty and increasing revenue. Overall, systems made a wise choice by choosing Shopify to create an online store. Shopify is an ideal solution for e-commerce companies wishing to develop a digital identity and reach a worldwide client base due to its simple user interface, variety of services, and SaaS approach (EBANX, 2020).

Additionally, innovation may think about opening an online shop on an online auction website like Amazon or eBay. The aforementioned platforms provide systems with a ready-made consumer base and can aid in its rapid and simple worldwide audience outreach. With hundreds of thousands of regular visitors and a variety of tools and services to assist sellers in optimizing their product pages and generating sales, Amazon and eBay constitute two of the biggest internet platforms in the world. By opening a shop on these websites, systems can take advantage of the confidence and trust that comes with these well-known companies. To assist sellers in optimizing their product listings and boosting sales, both eBay and Amazon both provide a variety of resources and services (Connolly, 2023). Tools for optimizing product listings, and promotional materials, and managing customer support and feedback are a few of them. Additionally, many of the technological facets of retailing via the Internet, such as handling payments, handling orders, shipping, and fulfillment, are handled by Amazon and eBay. This might assist innovation streamline its selling procedure while opening up its resources and time to concentrate on other areas of the company. However, there are several constraints and limits when putting up a shop on an online trading platform. For instance, there are costs associated with listing and selling things on Amazon and eBay, and sellers must adhere to particular guidelines and standards concerning service to customers, price, and descriptions of goods. Opening an online store on a marketplace website like Amazon or eBay

might be a wise decision for innovation to rapidly and easily access a worldwide consumer base and have access to the products and services provided by these well-known websites (Roddy Sunguro and Blaise Wangata, 2020). Before making a choice, techniques ought to carefully evaluate the costs, limitations, and rules related to selling on various platforms.

For innovation's internet presence to be successful, regardless of whether it be from an internet presence or an online store on an online shopping platform, engaging publishing is essential. To turn visitors into paying clients, the material must be interesting, educational, and compelling. Copy, images, and other visual components can all be used in this material. When writing material, software should concentrate on emphasizing the special qualities and advantages of the washing machine's detector, such as its capacity to precisely assess the dimensions and caliber of clothing and to recommend suitable wash processes. The copy ought to additionally clarify the item's worth argument, such as how preventing techniques or under washing garments may save time as well as energy. It's critical to employ direct language that appeals to the intended audience and persuades them of the positive aspects of the product. Another important aspect of content development photographs. High-quality photos that demonstrate the product in use and emphasize its benefits should be used to present it appealingly and educationally (De Falco et al., 2019). Additionally, the imagery must reflect the corporate identity and core principles of innovation such as creativity and conservation. Data may be presented in a more interesting and remembered way by using graphics and animations in addition to written content and imagery. For instance, an infographic may demonstrate the effects of over- or innovation-washing on clothing and how the measuring device in the software can assist prevent these problems. In general, software's internet presence will succeed if it produces appealing material. Focusing on interesting content, educational imagery, and other visually appealing elements will help OptiWash build a strong brand identity and clearly communicate the special qualities and advantages of its washer sensor.

A safe and dependable payment mechanism will be necessary for OptiWash's internet marketplace to conduct consumer purchases. Ecommerce enterprises frequently utilise payment systems like debit and credit cards and PayPal to execute online purchases simply and securely. OptiWash must be mindful of PCI-DSS compliance hazards while collecting payments with credit cards. The security guidelines known as PCI-DSS, or the Payment Card Industries Data Security Standard, were created by major payment card firms to guard prevent fraudsters and other security threats related to the use of credit cards. Organisations must adhere to a set of security procedures as part of PCI-DSS conformity in order to safeguard cardholder data. These procedures include employing encrypted payment entrances, maintaining technology and surveillance systems, and limiting unauthorised access to consumer data. The penalties and other consequences, as well as harm to the company's

image, may come from failure to adhere to these requirements (Payment Card Industry Data Security Standard (PCI DSS) 3.2.1 on AWS Compliance Guide, 2020). Working with a reliable financial processor that is already PCI-DSS competent is the best way for OptiWash to guarantee PCI-DSS conformity. In order to lower the possibility of fraudsters and other incidents involving security, these companies can provide safe payment systems and additional safety safeguards that adhere to PCI-DSS requirements. In order to maintain PCI-DSS legal compliance OptiWash should also periodically assess and upgrade its security procedures. Frequent safety inspections, programme and system updates, and continuing training for staff members that handle information about cardholders may all be necessary to achieve this.

Part C: Marketing

Promoting the sensor

The sensor can be promoted by highlighting different features of the sensor as well as its importance and benefits after installing it into the washing machine. For better promotion and attracting various customers, the marketing strategy has to improve different tactics of online and offline unions to increase the reach and effectively provide a great idea to a smart home technology with the innovative sensor. There are different options available for marketing the sensors and targeting the customers according to the requirements of the audience and sharing effective customer experience for implementing the marketing strategy and promoting the washing machine sensor for measuring multiple aspects (Tong et al., 2019). The measurement and understanding of weight, cloth quality, and the elimination providing certain washing programs can attract customers which will help them to maintain their cloth quality any washing machine user can upgrade to such a version by buying the sensor and additionally installing it in their washing machines.

Target customers and ways to reach them

The customers can be targeted according to their uses of washing machines in their household and the advertisements can be shared through different platforms such as mobile phone advertisements, social media advertisements that use Facebook, Instagram, Twitter, Google and etc which helps in sharing the complete idea of the sensor (Katsikeas et al., 2019). The target customers can be identified by effectively providing the solution for their activities related to measuring the weight of the clothes soaked in the washing machine, it will also help in identifying the quality of cloth and what is the best program to maintain the quality of the clothes. All these identification processes can effectively result in customer attraction and targeting the proper reach of customers with websites and other social media and other platforms. Social media posts and involving influences which are focusing on household technology and appliance or laundry services can attract a large range of customers and focus on managing them through the services provided by the sensor (Rutz and Watson, 2019).

Using social media

Social media advertisements can be created according to different stories and post which highlights the benefits and features of the sensors. It will also help attract customers visually through various videos and guiding toward the complete implementation and uses of the sensor. The benefit of utilizing social media as a source of marketing will engage the customers visually and benefit the company by selling more sensors according to the requirement (Al-Surmi et al., 2020). For social marketing, Facebook is one of the social media networking sites that helps in connecting different users and also shares the greatest interest of certain groups and individuals by sharing various products and services as per the

requirements and opinions of different users all some products or services. For promoting the washing machine sensor, the online platform can share different images, videos, posts, and external blogs, contribute to the idea of different influences, and join certain conversations based on multiple people with similar interests.

Use of paid search engines

The paid search engines work effectively and ensure the product's appearance on the top of search results according to the keywords that are related to the sensor of the washing machine which requires the maintenance of the quality of cloth and targeting the customers who can consider buying the product as per the requirements and the implementation of the product (Li et al., 2020). The sensor has certain target customers and the paid search engines work effectively when certain keywords are used according to the relevance of the sensor and help in managing all the requirements for the needs of the customer.

Understanding the customer journey

It is the most important part of implementing market research and understanding various customer requirements in needs as per the preferences that are mentioned by the customers. To understand the growth of the product and identify the implementation of washing sensors in the market it is necessary to understand the customer preferences and outline the complete journey map of the customer will help in tracking the overall details and consider multiple marketing strategies. It will also ensure product as well as market growth in various aspects involving a specific guide for product identification and managing the right information according to the customer requirement (Ali and Anwar, 2021). It also helps in modifying and recreating the product to achieve great customer satisfaction which results in the continents increment process of the product. The washing machine sensor focuses on identifying the weight of the clothes in the washing machine and also the quality of the clothes which is maintained by using certain washing agents and other activities.

Use of email marketing

Email marketing is one of the easiest ways to connect with customers and understand the approach of an individual who is showing interest in the product. The encouragement and engagement of email marketing provides proper content and information to the customers through email about the washing Machine sensor that helps in identifying weight and encouraging the customer to purchase the sensor for the machine by highlighting various features and benefits as for offer shared through the mail (Morgan et al., 2018).

Pre-launch promotion

The implementation of pre-launch promotion creates a buzz before the product launch and it promotes the product as for the requirement by involving different giveaways, special offers, creating an event, and engaging with different influences and customers which can incentivize

the complete promotion of the product launch. The launch of the washing machine sensor can also be promoted by a pre-launch promotion and can involve various customers to attract its different features through social media platforms and other activities which is creating hype about the product (Sheth, 2021). It also involves multiple customers which are sharing information about the product launch on social media and creating a network that will help in increasing sales and managing the complete requirements on different marketing channel approaches.

Summarising the approach of multichannel marketing the combination of implementing email marketing, paid search engine marketing, social media marketing, pre-launch promotion, and other platforms for marketing can help in increasing the awareness about the product and focus on generating sales for the washing machine sensor. The more creative and attractive the advertisements of the sensor will act as an effective marketing strategy which eventually leads to a customer conversation and resulting in generating sales for the product.

Part D: Privacy and data protection

It is important to understand the privacy concerns related to the product which is marketed in the industry and all the data protection laws should be implemented effectively to understand all the requirements and maintain the safe and Secure implementation of customer data (Li et al., 2023). While creating marketing strategies and maintaining the customer record it is important to focus on data safety and securities policies as per the consideration which are defined according to the responses.

GDPR/Data Protection Act 2018

The Data Protection Act 2018 and the general data protection regulation are considered as a legal framework that is utilized by each and every organization, company, and industry that helps in protecting the personal data of their customers. This effectively ensures the protection of data processing activities with the implementation of lawful and transparent data protection rules and regulations with the consent of customers. It is necessary to collect the customer's consent before collecting as well as processing the data of customers which is considered personal data and if manipulated can be dangerous for the company as well as the customer (Bleier et al., 2020).

While collecting the personal information of customers as the input for sensors used in the washing machine it includes their details which need to be protected under the Data Protection Act so that some cyber-attacks can be prevented and data loss can be avoided.

Privacy and Electronic Communication regulations

The implementation of privacy and Electronic Communication regulation focuses on the governed use of electronic Communication that can be utilized for marketing focus and understanding the implementations. Different customer consent is also obtained before sharing in market communication by following the privacy and Electronic Communication regulation. The requirement for obtaining different consents is related to the customer and customers can easily opt-out or unsubscribe from the marketing communication whenever required (Johnson et al., 2023).

For washing machine sensors and maintaining their marketing strategies customer consent is obtained prior which helps in maintaining the complete Marketing Communication And regulating according to the privacy and Electronic Communication regulations.

The right to ensure

While implementing GDPR there are some individual rights which are focusing on personal data and certain circumstances are considered while erasing personal information (Gupta et al., 2020). The right to ensure involves the customer request and analyzing the overall system implementation in the customer or further improvising and managing the third-party providers

and insurance about each and every step and taking consent for their Information sharing and erasing.

Security

The security reasons are implemented for ensuring a high level of security for customer data and different steps are necessary to undertake which include protecting the information. The security steps include:

Providing secure and safe access to cloud providers helps in measuring all the appropriate securities concerns and validating the customer data as per the requirements and needs. Implementing a washing machine sensor that can easily handle and examine the weight, quality of cloth, and the type of program which has to be monitored according to the proper maintenance and quality requires various information about the user and the type of cloth which is worn by the customer (Cui et al., 2020).

This sensitive information is also managed with the proper permission of customers and these permissions are effectively ensured by the authorized person to use their sensitive information for understanding the marketing strategy of the company and promoting the product.

Traffic encryption can implement a secure transit and also ensure the overall data from the customer to the system of the washing machine company is safe and secure. The encryption between different systems is provided effectively and the data storage on the cloud provider is maintained as per the requirement.

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