

WATER+HEALTH IN KENYA

Defining the Path to a Sustainable Business

**WE ARE IN
THE MIDST OF
A GLOBAL WATER,
HYGIENE &
NUTRITION CRISIS.**



3.5
MILLION

*people die each year from
water-related disease*

1.7
MILLION

*children under 5 die from
diarrheal disease annually*

1 *out of* 3
PEOPLE

*in developing countries
have vitamin and nutrient
deficiencies*



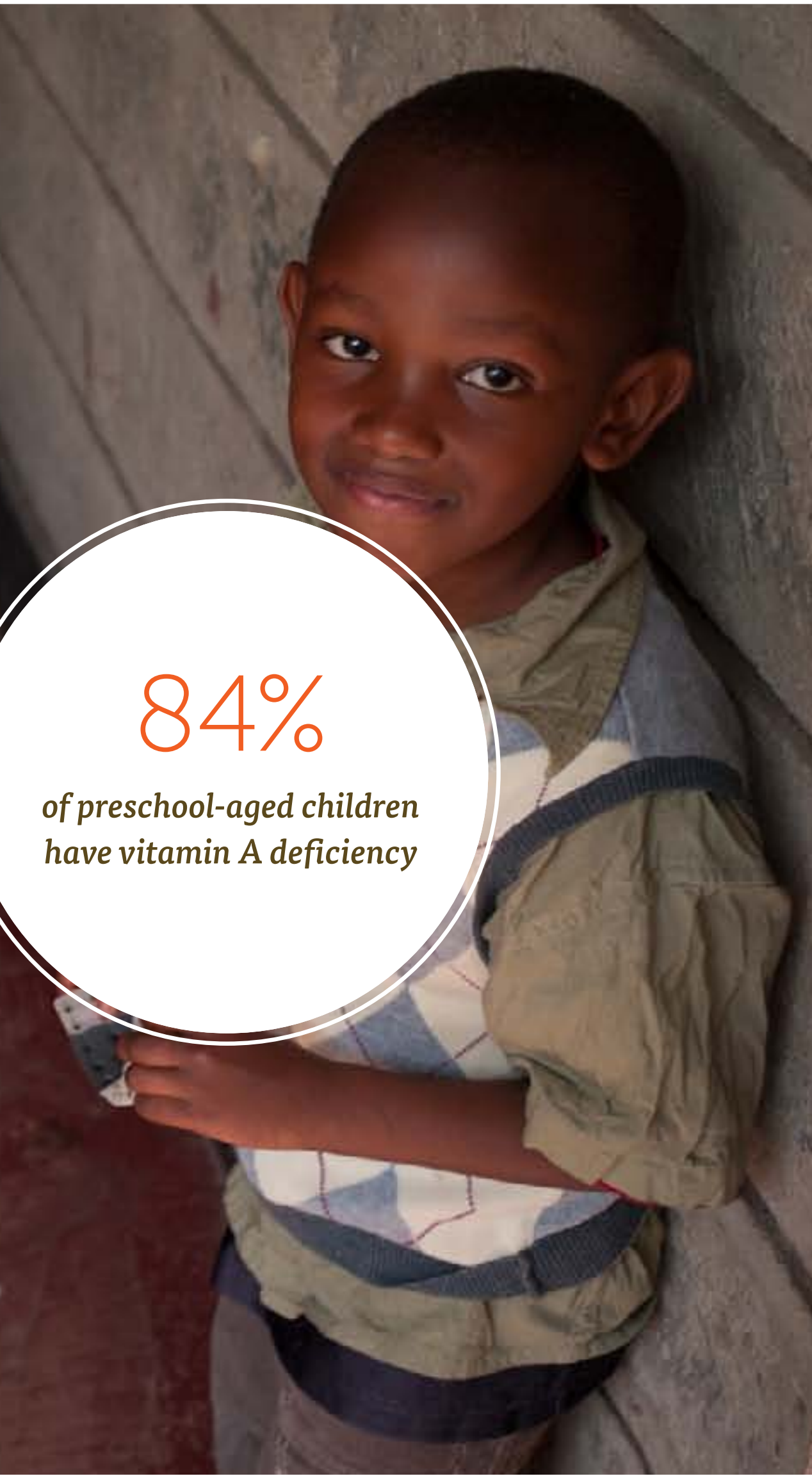
**IN KENYA ALONE,
THE CHALLENGES
ARE EQUALLY
DAUNTING.**

A young child is shown from the chest up, sitting in a traditional wooden cradleboard. The child is wearing a light blue and white striped long-sleeved shirt and blue jeans. They are looking directly at the camera with a neutral expression. The background is dark and out of focus.

Only 61%
*of the population has access to
clean water sources*

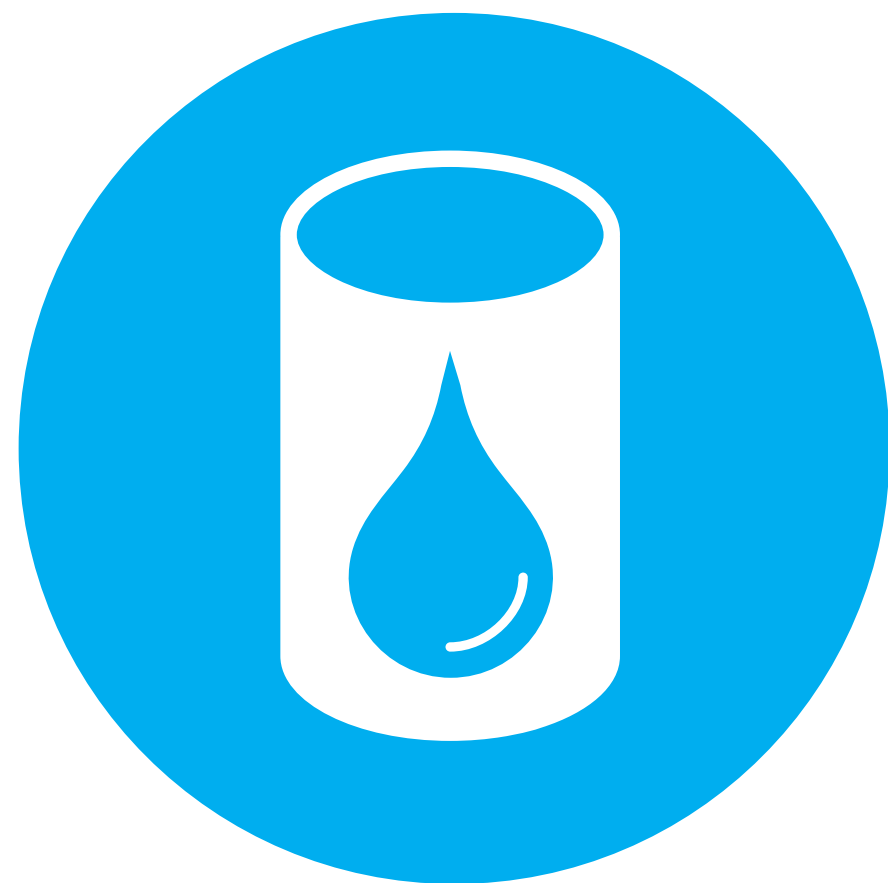
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*Diarrheal diseases
are among the*
top 10
*causes of morbidity
and mortality*

A young child is shown from the chest up, sitting in a traditional wooden cradleboard. The child is wearing a light blue and white striped long-sleeved shirt and blue jeans. They are looking directly at the camera with a neutral expression. The background is dark and out of focus.

84%
*of preschool-aged children
have vitamin A deficiency*

**GLOBALLY,
THERE HAVE BEEN
MIXED RESULTS
IN TACKLING THESE
CHALLENGES.**



**PROJECTS ARE
TOO OFTEN DONE THROUGH
SILOED APPROACHES.**



**IF WE COMBINED THE BEST
OF THESE SOLUTIONS,
WE COULD INCREASE THEIR IMPACT.**

IDEO.org teamed up
with WSUP, GAIN and
Unilever to take an
iterative, experimental
human-centered
approach.



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INTRODUCTION

THE PROCESS



We traveled to Nairobi
to understand the
consumer, context
and possibilities.





We spent
two weeks
in Nairobi

We interviewed **50** people,
including **28** consumers,
13 entrepreneurs, and **1**
government agency

We sold **520L**
of clean water

We prototyped
2 kiosks,
1 mkokoteni cart,
and **1** delivery service



KEY FINDINGS



1

CLEAN WATER IS ALWAYS THE DRIVER

.....

People understand the importance of clean water, but it is a luxury that few low-income people can afford or access consistently. During our prototypes, water was the hook that drew people in.



PEOPLE TRUST & VALUE STRONG BRANDS

.....

In an environment littered with counterfeits and scams, people place high value on well-executed and established brands, like Unilever, Coke, and Safaricom. We found that a cohesive brand garners credibility.



SmartLife



THE MORE TOUCHPOINTS, THE MORE TRUST

.....

We tested several different touchpoints in isolation.
In the end, we found it was a combination of retail
locations, delivery, and door-to-door that solidified the
customers' confidence.



PEOPLE ARE WILLING TO PAY IN ADVANCE

.....

We tested whether people were willing to pay in advance. Customers took the risk to pay one day and receive delivery the next. This behavior mimics other practices like pre-paying for mobile phones or utilities.



THE WOMAN IS THE MAIN CHAMPION OF HEALTH IN THE HOUSEHOLD

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We found that women often purchase the water and products and ask health related questions. Even in male-headed households, men defer to the women on such matters.

THESE FINDINGS ARE THE BASE OF OUR OFFER:

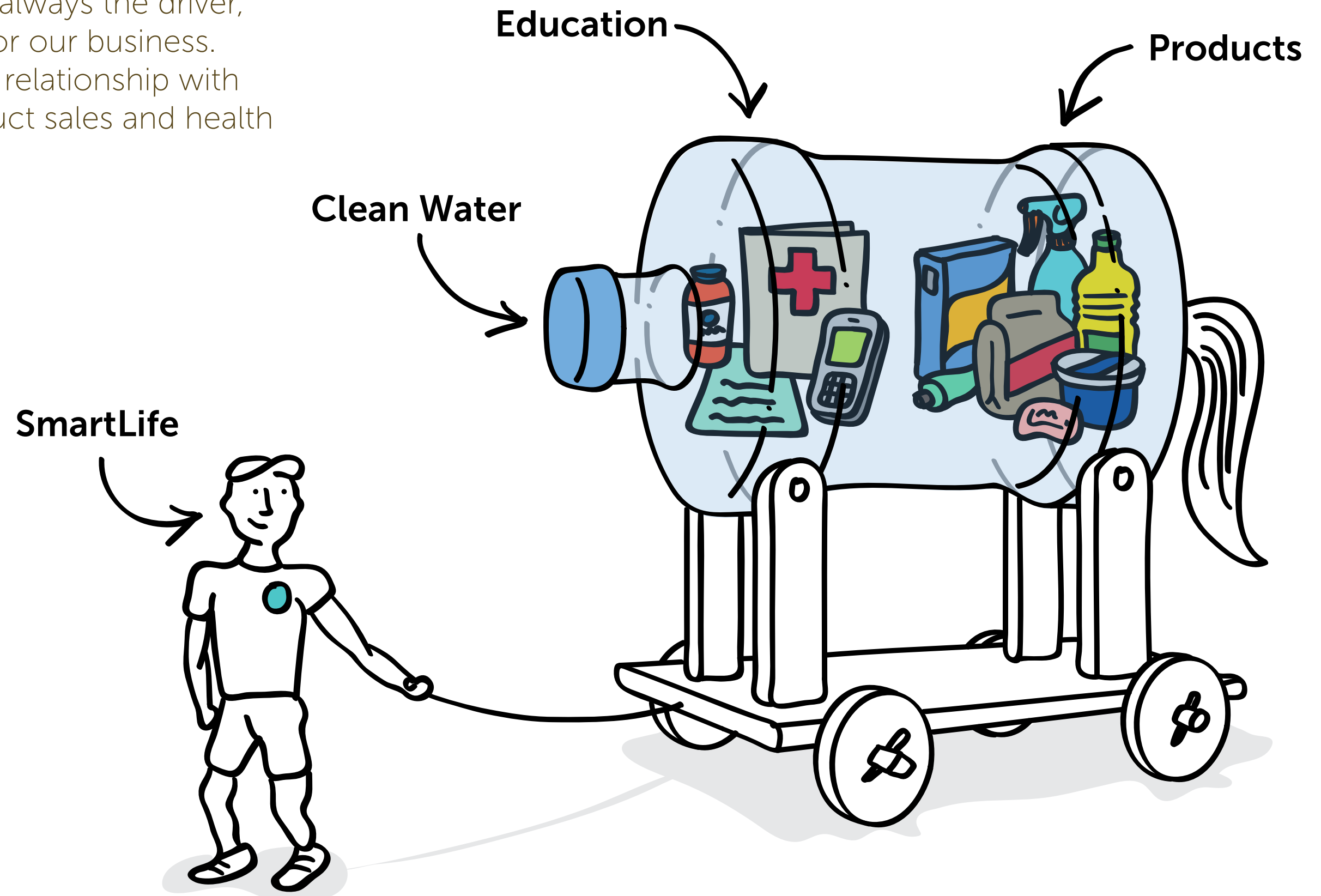


A strong woman-friendly brand
coupled with a high touch
subscription service for clean water,
hygiene, and nutrition products.

THE OFFER

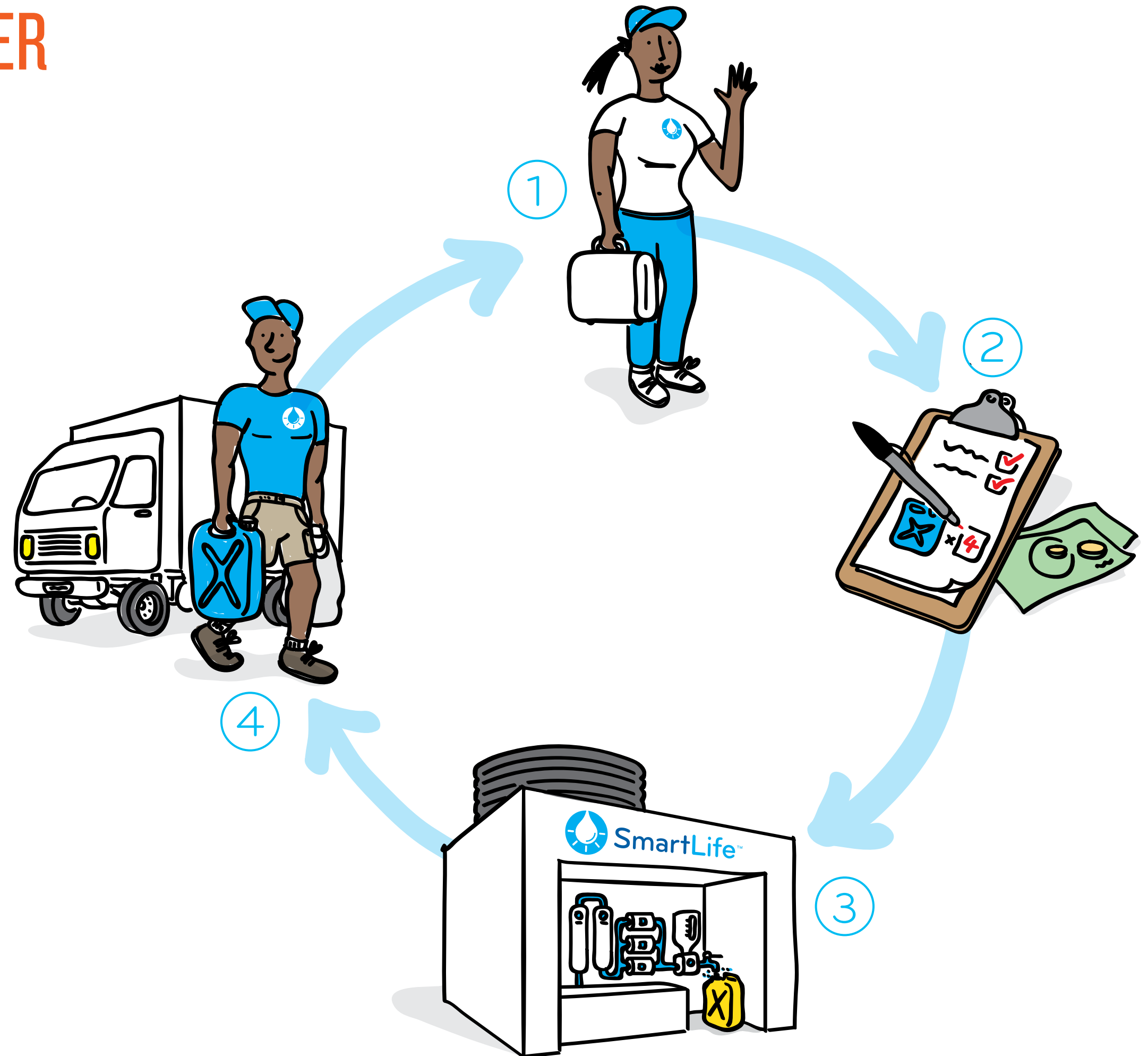
A TROJAN HORSE APPROACH

Given that clean water is always the driver, it is also the entry point for our business. We can then deepen our relationship with customers through product sales and health education.



THE FUNDAMENTAL OFFER

- 1 A friendly SmartLife sales agent comes to your home weekly to customize your orders and provide you with top quality service.
- 2 Order and pay for a personalized selection of water and products on a weekly basis.
- 3 Your order is sent to our treatment facility where we filter your water and fill your containers.
- 4 Your water and product order is delivered by truck and carried into your home by friendly SmartLife Delivery staff.

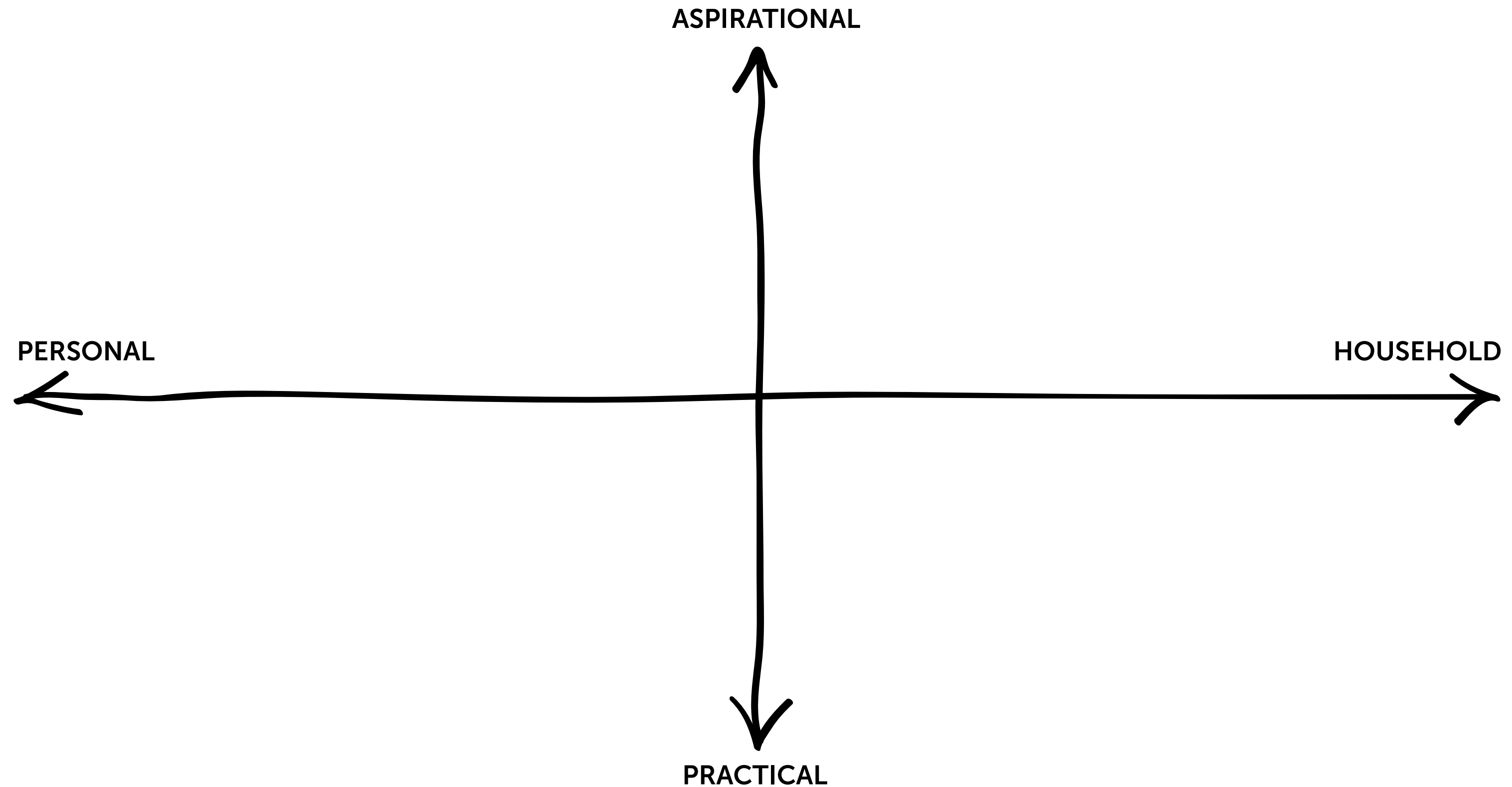


NOW THERE ARE A FEW CRITICAL QUESTIONS TO RESOLVE:

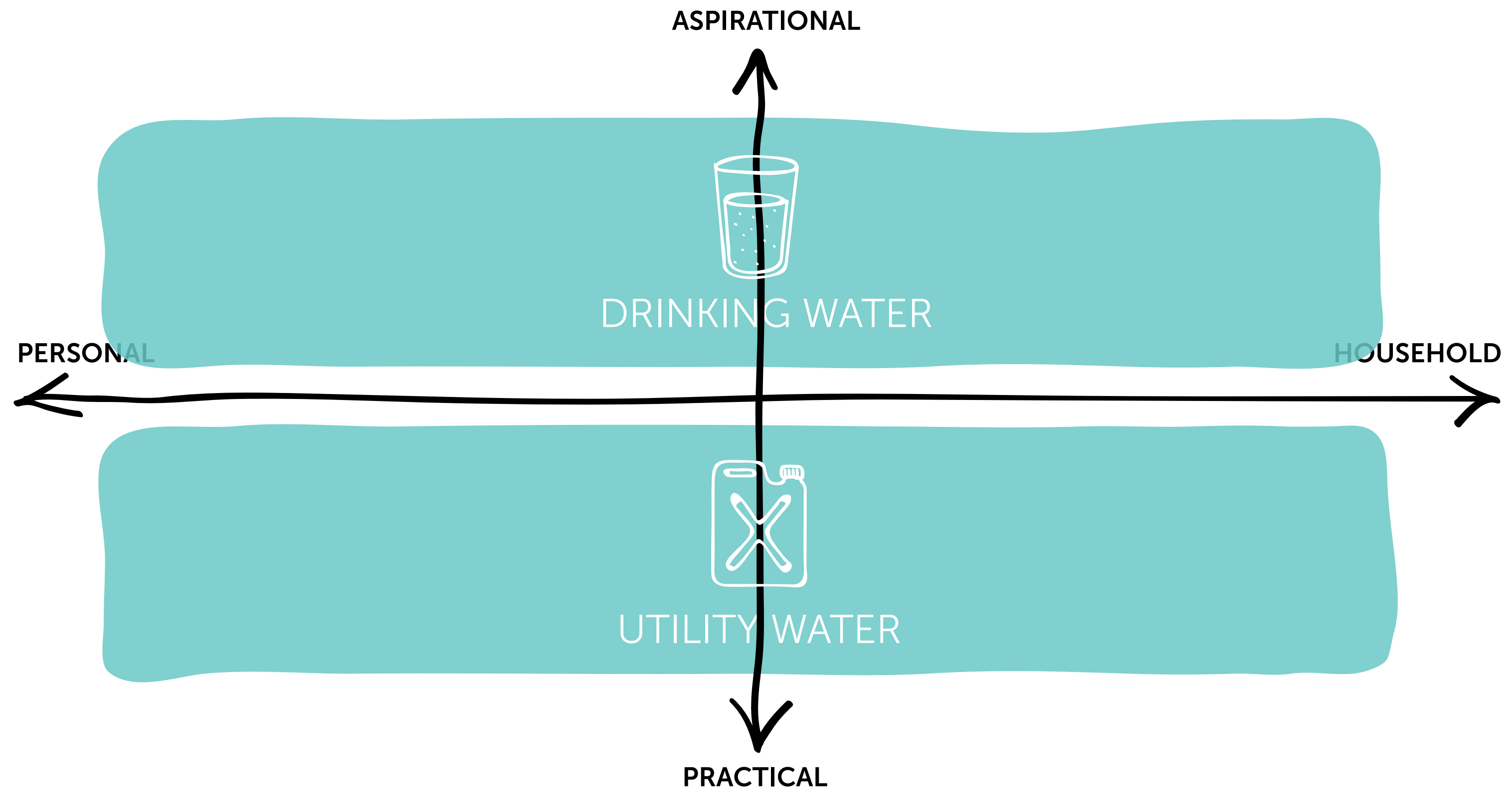


We propose **two pilots**,
with different value propositions
to explore these questions further.

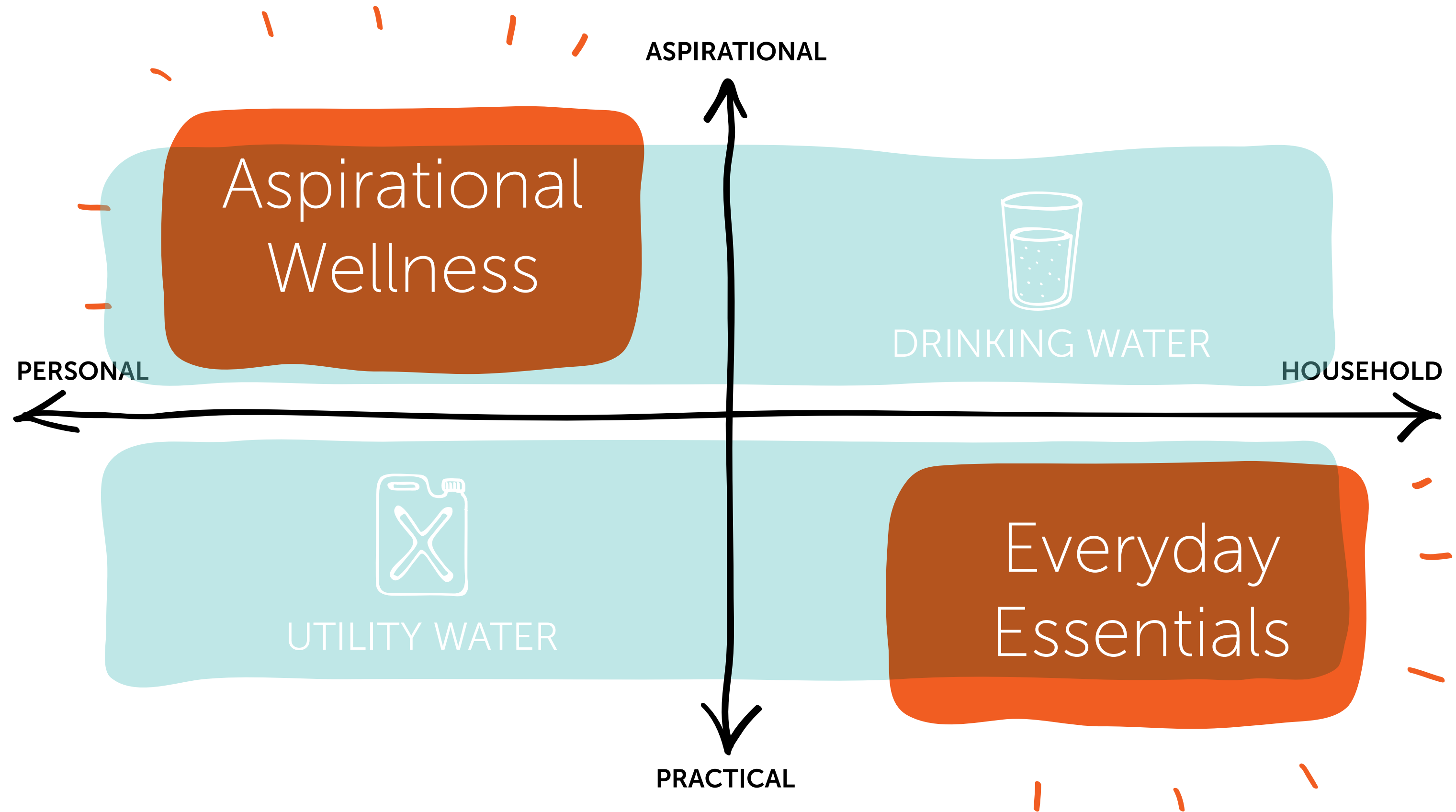
WHAT ARE THE TWO VALUE PROPOSITIONS?



WHAT ARE THE TWO VALUE PROPOSITIONS?



PUSHING AT THE EXTREMES WILL DEFINE THE VALUE PROPOSITIONS.



ASPIRATIONAL WELLNESS

A membership service promoting a healthy lifestyle through clean drinking water and carefully curated personal care products.

EVERYDAY ESSENTIALS

A practical service meeting basic health and everyday needs through clean all-purpose water and familiar household and hygiene products.

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