Going Deep
findings and recommendations

HCD iLab
Project Background

The toilet market in Cambodia is not functioning optimally. Although most households that own toilets purchased them through the marketplace, actual figures for toilet ownership are low.

With the use of HCD, and a holistic analysis of the sanitation supply-chain, IDE recently designed Easy latrine, the first toilet product in Cambodia, that has ignited the marketplace, is affordable for the rural poor, and is produced and sold by entrepreneurs within an optimized supply chain.

To date, the Easy latrine has been purchased by early adopters. In order to make affordable latrines accessible on a mass scale, our next step is to penetrate deeper into the market, by targeting the remaining majority of early and later adopters within target areas. Creating demand among these groups will require deeper understanding of their needs and psychology, compared to early adopters. Hence, User Insights Research has been conducted.
Goal: How to...
Project Goal

Project Objective
Drive rapid market penetration of household latrines (purchases) in target districts.

User Research Objectives
• Understand the difference between latrine users and non-users, including reasons for non-purchase.
• Identify and define relevant market segments based on demographics and psychographics.
• Identify and rank overall purchase intent drivers for selected target segment(s).
• Map the purchase decision steps for target segment(s). Identify key influences on purchase intent at each step.
Process

Research Brief Preparation       Sep 26 - 30
Research Design + Logistics      Oct 1 - 17
Interviews in Kandal             Oct 18 - 21
Recalibrate Process Based on Fieldwork Oct 24 - 25
Interviews in Kandal             Oct 25 - 27
Interviews in Svay Rieng         Oct 30 - Nov 6
Stories into Themes              Nov 16 - 18
Themes into Insights             Nov 21 - 25
Frameworks + Presentation        Nov 28 – Dec 2
Final Findings Presented         Dec 5
Who did we meet with?
People with some money

People without money
People without toilet

People with different types of toilets
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1. Household Management: Why do they buy? How do they buy?
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   - Influencers
   - Accelerators

2. Toilet Purchasing Process and Easy Latrine Purchasing Process

3. Toilet Perceptions and The Ideal Toilet

4. Segmentation and Next Steps

HCD iLAB
Owning is the foundation of happiness. Their favourite things are income generating assets.

“My favorite thing is the cow”
“I love my truck more than my wife. I use it to rent, to plough the field.”
“They are rich. They own land. They are happy.”

They are cash poor but not poor. The main reason for purchasing is income generation (cow, truck) or supporting income generation (moto).
Diversification through multiple streams of income. No distinction between personal and business.

“I want a sewing machine. My workmate told me to buy one to sell dresses. I will sew dresses at night (after work).”
“To be rich, you need to have business.”
“My income is from farming, construction, leasing a water pump, and leasing rice thresher.”

People seek multiple streams of income, even with regular job. They look for small opportunities to save or make money on a daily basis. They observe how to do business by observing others in the community. Multiple incomes is deemed necessary to manage risk (e.g. harvest + selling goods + working in factory).
Prevention...? Why bother?
More important to earn money than prevent losing money.

“Last year our niece died in the pond (where we defecate) ...” Yet they continue to use the pond after the accident.”
Sales Agent: “Those who are interested (in buying) are families with small kids who have experienced illness... if the kids haven’t been sick, the families don’t think it’s important.”

Prevention is not their priority, thus not in their day to day decisions. Since they prefer investing in income generating assets, prevention doesn’t offer an immediate positive benefit. It’s not seen as a practical investment.
“How neighbours view me” can be as important a purchase motivator as income generation. Some extremely poor homes owned a TV, for reasons of not wanting to lose face with neighbours. Ownership of a TV is important enough to merit selling a cow.

“I bought the TV because I don’t want my kids to have to go around to neighbours’ homes to watch (their) TV.”
“We bought a toilet because it was shameful in front of relatives from the city. They are used to having a toilet.”

Saving & Gaining face. Another reason to purchase things.
They prefer things they can show to their neighbours. They want what their neighbours have, or even slightly better. Villagers may make impractical purchase decisions when influenced by neighbours.

Prefer visible things they can show off...
The effect of neighbours & visitors.

What would you like to have? “A Wardrobe.” Why? “Because it will make my house look beautiful and visitors will see.”
“Rich people are those who can change their moto every year.”
“I used zinc for my house (although I prefer natural materials), because my neighbours have zinc.”
How might we...?

Neutral ➔ Positive
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No specific item. No specific timing.

*How long do you think it will take you to buy the sewing machine?* “I don’t know. 2 years... 10 years.”

More often than not, households do not have concrete plans for how savings will be used. Some may save towards a specific purchase (children’s school, a sewing machine), but in general they save without a specific amount in mind. Savings goals are often not time-framed. If they really desire an item, they will save without a time-frame in mind... no matter how long it may take.
Households don’t necessarily save in the form of cash. They save in the form of asset-ownership (e.g. animals or gold). Gold is viewed as the safest way to both store and appreciate value over time, while maintaining liquidity. So it is better than cash. Animals are higher-risk but higher-return investments that can also act as a saving tool.
Asking for money is stressful.

“I got a 1,000,000 Riel loan from Amret at 3% interest. They didn’t need collateral, but it’s difficult to make monthly payments. Sometimes I have to borrow from neighbours (at even higher interest), to pay the monthly interest.”
“I don’t like asking for credit from people because I don’t know if I’ll be able to pay it back.”

Payment on credit and debt are used, but are stressful. A purchase must be high priority to justify their use. Unpredictable cash-flows leads to the fear of not being able to repay. Formal debt, usually for larger sums (>500,000 R), is intimidating due to the large, and regular nature of repayment. Informal credit or lending (from village neighbours or shops) has an additional emotional cost – the anxiety of losing face if one is unable to repay.
Households need a means to access cash for important purchases, and a way to manage cash flow to reduce financial anxiety.
Children are expected to support parents when getting old. Some parents are afraid that kids will send them out to the Pagoda once they get old. People without children or whose children can’t support them are the “poorest”.

Anxiety for the future: What is the retirement plan?

“My wife and I are saving money secretly, because we don’t want our children to send us to the Pagoda.”
In a few rare cases, households built a toilet at the same time as their houses. But most of the time, the toilet is not considered to be an integral part of a house. Furthermore, toilets are not a priority (or in many cases, not even a consideration) when planning upgrades to the house. As such, toilets compete with other general purchases.

The toilet is not part of the house

“I built the house. Years later we decided to build the toilet.”

Sales Agent: “They almost always build the toilet outside the house, because there is no space inside.”

“I don’t have space on my land to build the toilet.”
Households need to constantly buy and sell things: cow = TV = truck = rent. Wealth is stored in various assets. Thus, there is constant activity in selling...then buying...then selling again. This allows them to manage cash and purchase necessary items. Households mentally track their inflows and outflows of cash in detail.

All about Exchange.
Need to constantly buy and sell.

“I bought the TV because I sold my cow.”
“I sold my rice harvest to pay for the shelter of my toilet.”
“I bought a TV with one month of growing vegetables.”
Currency: Exchangeable Assets

Purchase Alternatives

The only non-exchangeable asset
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Toilet is a “nice to have”, not a “must have”

“We wanted to buy one last year, but the kids got sick”
“I bought a cow for $500 before buying a toilet shelter. I needed it to plough the field for rice this season.”

A toilet is not considered a basic need. It is a “nice to have”. If and when households feel they don’t have other pressing needs, they can start thinking about the possibility of a toilet.
Amongst the poor (but not extreme poor), there is a nuanced difference in attitude. One group has resolved to being poor. They believe that they can not afford anything, and would never consider purchasing a toilet or much else. The other group believes that they are too poor, specifically to afford a toilet. Without purchase intent, they do not research toilet prices, resulting in inflated price perceptions. This keeps the toilet out of reach indefinitely.

“I am too poor. I can’t afford anything” vs. “I am too poor to afford a toilet”

“I have something to eat only when my children send money. I am too poor to buy anything.” “I am too poor (to buy a toilet).” (How much do you think a toilet costs?). “I think it costs 300 dollars.”
Households first learn about the total price of the toilet+shelter. They do not immediately think about the price in terms of smaller payments in installments. Households who take the extra step to explore credit/installment options, become more likely to buy. When households know the price of a toilet to be multiple, smaller payments, rather than a one-time large payment, they feel it is within reach.

Toilet-price is perceived to be one large cost (vs, smaller installments). If offered installments, they’re more likely to buy.

Why are you the most successful Sales Agent? “Because I always offer alternative ways to pay. I sold 68 of 100 toilets by starting Savings Groups in each village.”
Retailer: “50% of clients pay me later... because they are waiting for their children to send money.”
Crops can get damaged during flooding, which leads to financial constraints. Financial constraints eliminate “nice to haves” like a toilet from purchase consideration. Dry season also provides better physical conditions for building a toilet.

Flooding shifts priorities away from the toilet

“I have the toilet components, but I will wait until the flooding is over to build the shelter”

“I don’t have money for the shelter now. I would have built it, but my corn was flooded. Now I need to wait until money from my rice harvest to build it.”
To build a toilet without a shelter is inconceivable – a toilet and privacy go hand in hand. Only people who urgently need a toilet (CLTS or extreme pressure) will resort to using dry-leaf walls. Most households prefer not to build until they are able to build a concrete shelter. Dry-leaf require repairs and replacement and do not look as nice. Concrete shelters are believed to be permanent, clean and beautiful.

All-or-Nothing Attitude:
I don’t have money to build a nice shelter

“I am waiting (to buy a toilet) to get enough money for the shelter”
Sales agent: “I tell customers to buy the EZ latrine and build a mud or leaf shelter, but they don’t because they think a mud or leaf shelter is temporary.”
Villagers don’t want a dry-pit toilet, because they believe the rain-water will mix in and make it smell. They will wait until they have enough money to build a wet-toilet. It’s all or nothing. Most households would rather OD than build a “half-desirable” toilet. When building the toilet, although they may purchase the parts over time, they will wait to build it all at once.
Families living near a river or pond use these to defecate. This allows for defecation close to the house, and in the same spot every time. It can also provide privacy. It’s not too inconvenient, and can easily be justified since they don’t have to see their shit. Even if there are accidents related to defecating in the pond, they continue to use it.

“I use my pond. It’s ok to use the pond. Fish eat the shit”
“A little girl died in the pond. She drowned”
If they feel there is “bush” available, it provides an important benefit – privacy from others. If most people in the village open defecate in the bush, and there is enough bush available for everyone, villagers will feel comfortable doing so themselves.
Households with family living close by would rather use the family member’s toilet than build their own. It is acceptable to share a toilet with family members, as one will not lose face with family. But it is less acceptable to borrow a toilet from neighbours (non-family), as it would result in some loss of face. Women would rather borrow a neighbour’s toilet than open defecate – borrowing is still less shameful than the loss of privacy during open defecation.
Some users will not consider building a toilet, as their area floods. Fear for what will happen during rainy season, can be a barrier for purchase. There is a lack of awareness on strategies to install and address areas that experience temporary flooding.

Sales Agent: “I tell them to build the toilet higher than the ground. They need to make a platform to elevate the toilet.”
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A “crowded” Open Defecation (OD) area is a purchase driver because it is hard to go with many people around. People search for a place in the bush or field where others can not see them. It is more difficult to OD near a main road because houses are built closely together meaning there are fewer places that provide privacy.

“There is no privacy to OD.

“It was too crowded.”
Mason: “The main reason people ask for toilets is because more construction is happening and there are less fields and less bush to hide in.”
It requires effort and it is disgusting.

“I want a toilet because it is difficult to walk across the water in the field, and the (flooded) water touches me when I shit... It’s disgusting.”
“I have to walk very far to find a space that isn’t flooded during rainy season. Sometimes my legs hurt too much.”

Not being able to defecate in the same place each time is inconvenient. Rainy season makes OD difficult because it is hard to dig a hole. It is difficult to walk in water. And the water into which one OD’s touches the body during defecation. It feels wet and dirty. OD is especially difficult for menstruating women, as well as for the elderly who find the long walk to be painful and exhausting.
Neighbours can make you feel ashamed.

“My neighbours gossip about my kids shitting everywhere around their houses.”
“Before I bought my toilet, neighbours complained about me shitting near their houses... but they wouldn’t let me use their toilet because they were afraid I would infect them.”

Neighbours can complain and gossip about the smell of OD’ing households. This results in shame for the household. Yet neighbours do not like to share their toilet with such OD’ing families due to the “dirty” stigma surrounding OD. There is a believe that sharing with such families can risk potential “infection”. This creates further shame for the OD’ing family.
Health:
My kids got sick. It might be because I don’t have a toilet.

Sales Agent: “When I explain the relationship between flies, food and shit, they understand. But they think that the flies might not have gone into the shit. They’ll only believe it if they see it.”
Sales Agent: “The ones who get interested are families with small kids who actually fell ill… if they didn’t get sick, they don’t think a toilet is that important.”

Health Messaging initiatives create sanitation awareness. This is not a main trigger of behaviour-change, but it provides context to negative health experiences. People, especially those with young children, remember health messages. However, seeing is believing: unless they have actually been sick, why bother investing in preventing illness that may not ever happen?
Losing face: Daughter – she pushes as well.

Sales Agent: “Daughters and females are the ones who start pushing. When she has her period, they start to worry.”
“My daughter is a garment factory worker and was the first to encourage us. She convinced me and together we convinced my husband.”

When the daughter has her first period, the family begins to worry about the daughter’s privacy and losing face. When the daughter invites friends to her home, she will often feel ashamed for not having a toilet. In many cases, she is the instigator. Even if she doesn’t ask, parents are aware that having a daughter is a reason to purchase a toilet.
Having visitors is a source of pride. Being liked is important to villagers, and visitors can be a gauge of likeability. People are conscious of how “presentable” their house is for visitors – particularly for out-of-town guests. Guests who are used to having a toilet, usually those “from the city”, create pressure to purchase especially when they ask for a toilet.

“For festivals and holidays, we have visitors. Sometimes they use the neighbor’s toilet, but it’s embarrassing. They are used to using a toilet. They sometimes ask when we will buy a toilet.” Successful Sales Agent: “There was a teacher who didn’t want a toilet. She is a teacher... she needs a toilet! So I asked people to visit her and to ask to use the toilet. She finally got one.”
There is fear of OD’ing at night, due to beliefs about animals and spirits. Urban myth-like stories about rape and animals exist. These potentially irrational, yet widely believed threats spread fear about OD, and are sometimes used to make people buy a toilet.
Parents, in their old age, rely partially or entirely on their children’s income to support their day to day living. As parents become dependent on their children, they lose financial decision-making authority. Children play an increased role in making purchase decisions on behalf of their parents. Parents may no longer be primary decision-makers, but can still influence what items the children will decide to buy.

“My income comes from my children...I got a toilet because my children told me to.”
“My kids know I can’t go to the field anymore. So they are building a toilet for themselves and for me to use.” (Relative sitting next to her: “yes, she wanted a toilet for a long time!”)
For many, the first exposure to a toilet was in a hospital. Others have used a toilet in the city or in relatives’ homes. Exposure to a “nice toilet” allows the user to tangibly experience the benefit of a nicer toilet, resulting in increased awareness and interest. But it does not lead to a strong desire or intention to purchase a toilet.

Trying a nice toilet creates a lasting impression. It creates interest, but not intent.

“I have been to the city 5 to 6 times and used the toilets there. They’re very nice”
“The first time I used a toilet was when I went to the hospital. I really liked it”.
They look up to some of the elements that make up the city, but that doesn’t mean they want to live in the city. The city has beautiful things that they find aspirational: fancy motorbikes, bright and modern homes, beautiful toilets (with accessories like a comb, mirror, running water). The city has a “stamp” of quality. If it comes from the city, it must be good.

“The city has beautiful homes, beautiful streets, and cars and motos. The city is beautiful -- it has beautiful things”.
“City toilets have tiles, flowers, soap, mirrors. I like city toilets.”
The number of neighbouring households with toilets influences the desire to buy one. If most neighbours have toilets, a household will also want one. There is no need to try a toilet before buying – people want what their neighbours have, so seeing the neighbours’ is enough to trigger purchase. They want the same toilet+shelter as their neighbours, even if they’re unsure of what details this entails. The Village Chief is a role model in the village, and can also have influence.

Domino effect. Now is the new thing in the village

(What is your dream toilet?) “I want my neighbour’s toilet.”
(Why did you buy this toilet?) “I saw it in my neighbour’s house”. Have you tried it? “No, I’ve never tried it, but I built it.”
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Getting used to a proper toilet

“Yes, I tried a city toilet once, but my pond is also ok. I will keep using it.”
“When I started using the toilet in the factory (every day), I realized I didn’t want a dry pit anymore.”

When a villager experiences ongoing access to a “nice toilet” such as at a Factory (workplace), it can trigger purchase intent. Daily access to a proper toilet allows a user to experience first-hand, and become accustomed to its benefits. This continued exposure outside the home can create a desire to install a toilet in their own home.
Where NGO’s provided free/subsidized latrine components, many recipients left the pieces uninstalled. However, in some households, the receipt of free toilet components acted as a trigger to save for, and install the rest of the shelter.

Subsidy – the first pieces

“I received subsidy parts. After 6 months, I had enough money to buy the rest of the toilet (shelter) to install it.” (He built a fancy toilet, with concrete shelter, piped water, shower head, electric light bulb. His brother in law received the same subsidy but continued to OD.)
Cash flow and the inability to accumulate enough money a lump-sum payment is a real constraint. Offering different credit and payment options is as a key selling strategy and can make a toilet become a viable option.

Credit: Opportunity to “buy now, pay later” is hard to turn down.

Sales Agent: Why do you think you sell so many toilets? “Because I offer an alternative for payment. 68 out of 100 toilets I sold, were paid through Savings Groups. If they don’t have one in their village, I help them create one to buy a toilet.”
Who is open to the idea of a toilet?

**Money attitude**
- I am poor, I am poor.
- Can’t afford it, It’s too expensive
- Can’t afford it now, but I’m saving
- Can afford it now, I’m going to buy

**Child-Parent relation**
- Parents take care of children
- Children have a voice, they earn income
- Children take care of parents

**Physical location**
- Near family member, with toilet
- Near pond or river
- There is no bush, or field is too crowded
I have a problem I need to solve

- **Save face** (daughter, neighbors)
- Prevention (health, danger)
- Effort (parents, find a place to shit)

I have a desire

- **Match** others in village
- Exposure (tried it before)
- Admiration (city, wealthy people)

I NEED A TOILET!

- What’s the price of materials? And Labor?
- How long will it last until need to empty?
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There are two ways that a mason is engaged to build a toilet. Some villagers have a vague concept of their preferred toilet, without knowing the cost. The mason is in charge of turning an “unclear” idea into reality. People usually want a toilet “like the neighbour’s”, even if they have not used it. If the neighbour has it, it must be good. The second group will start with a specific budget. The mason is then in charge of making the most of the budget.

Starting with a budget vs. starting with an idea.

*Mason: “Normally they either come to me with ‘this is the money we have’ or with a general idea of what they want.”

“I’ve never used a toilet before. But I’ve seen nice toilets, so I knew mine would be good.”*
Building a toilet is considered to be less complex than a house. There are several types of builders: Chief Builder (Meijeang), wood builder (Jeang Cheur), mason/concrete construction worker (Jeang Somnorng). When villagers think of toilets, they think of the shelter rather than latrine components. Thus a Jeang Somnorng needed to build a toilet. If household members have any experience building with concrete/bricks, hired help will be deemed unnecessary. The need to hire a Jeang Somnorng varies by village, depending on the prevalence of construction work as an income source.

Hiring a mason vs. building it on your own

“In this village, most of the people have experience as masons (construction workers). That’s why I don’t work as a mason anymore. I offer advice when they install it.”
When villagers think about toilets, they think about the shelter rather latrine components. Thus a builder is considered necessary only when building a brick shelter. No builder is necessary for a mud, dry-leaf or zinc shelter. Help from a neighbour who has some knowledge of installation is deemed adequate. Directions for installation are acquired through word of mouth, usually commencing with the village mason who will have explained the process to a household.

Toilet + mud shelter: Advice vs. expertise

Mason: “Rings and pans are the hardest parts to build. Getting the rings and pan right is important so it will flush easily.”
“I dug the hole and built the (mud) shelter myself. The neighbour only helped me to install the rings and pan because he had experience installing toilets.”
The mason is the expert.

“I told the mason I wanted a toilet in my budget. He gave me a list of materials to buy, so I went to the market. Then he built the whole toilet for me.”

Retailer: “The family comes here with a list of materials. They know what they want because the mason told them what to get.”

Once builders have some know-how they are treated as the ultimate expert. The builder’s recommendations are trusted and complied with, without question. This is the case for materials, design, and project cost.
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The mason is the unquestionable expert with respect to the toilet (including shelter) design and required materials. However, the household will take the mason’s list to the shop on their own to buy the materials. There is a belief that if mason purchases the materials, the household may not get the best possible price.

Mason: “For building toilets, I just give a list to the family and they can purchase the materials”. Mason: “They are in charge of finding the shop with a better price. This way there are not misunderstandings”.
Selecting the shop: My neighbors told me where to buy.

Retailers: (Why do your customers come here?). “Because they know other people who also bought their materials here. They even come here with the invoice from their neighbors.”

Villagers determine at which shop they will purchase materials, based on neighbours’ recommendations. This is because neighbours are the most accessible, frequent, and often the only available source of information. Neighbors are viewed as a legitimate source of market-information related to purchasing products, pricing, selecting a shop, and selecting a mason.
All of the materials are purchased in a single shop, even if the shop has to source some items from other shops. Villagers will compare prices across shops to be sure that they are getting the best price. They will select a single shop as their supplier, based on the best total price for all materials.

“Compare from shop to shop. But buy everything from one.

“We went to the shop that our neighbours told us about. I knew we’d get a good price there because the neighbours did. Just incase, we checked other shops to make sure the price was the best. We negotiated the price (for everything) and bought everything from the one shop.”
RETAILERS: While big shops offer commissions to masons, small shops do not want masons to purchase materials on behalf of their clients. Small shops are aware that masons request commissions, and would require them to increase prices to cover those costs. This would make them less competitive than other shops.

EASY LATRINE: Producers offer commissions to the Village Chief and Sales Agent for new customers.
Masons and Shops offer credit to those they trust. Trust is critical.

“I only offer credit to those I trust. I know I can trust them if they have regular income, animals, land, or children who can pay.”

A toilet has two costs – the materials and the builder’s labor. Shops and masons allow customers they know to pay within a few weeks. Payment on credit is offered only to those that are trusted. Trust is based on knowledge about the borrower – whether they have land, animals, regular income or children to guarantee payment. Shops will create a contract for credit to avoid problems.
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There is a lack of ongoing customer service or proactive sales promotion. Sales Agents often take the role of “health message” promoters, rather than product sales-people, and do not see a need to follow-up with potential clients.

Sales Agent: “After the sales meeting, I don’t call people. I give them my phone number in case they have questions. The Village Chief is in charge of registering the names.”
Women groups (pregnancy, child-care) seem to be a successful entry-point for Sales Agents to get in touch with women in an environment they already trust. Women are the ones in charge of “taking care” of family, and toilets play a role in “taking care” of the household.

Sales Agent: “They already knew me, because I used to work with female groups on pregnancy and kids. The toilet became just another topic.”
No sales strategies for those who say “no money to buy a toilet”.

“I used all arguments like animals, daughters, children getting raped, and saving face. But they said they have no money to buy a toilet. So I stopped visiting them.”

Sales Agents focus on those who feel they have enough money to buy. When they hear the common argument among the poor, “we don’t have enough money to spend on a toilet,” Sales Agents don’t have sales tactics to address these users’. This mind-set is common to a large potential client base, but Sales Agents do not pursue them.
Each step along the path to purchase involves a different person.

Village Chief: “I look at my notebook to see who doesn’t own a toilet, and who should come to the meeting.”

SA: “At the meeting, I give my phone number in case of questions. I tell them not to call me about orders, because the Village Chief is in charge of delivery.”

The Village Chief organizes and invites villagers to the Sales Meeting. At the meeting, a Sales Agent plays the role of promoting and offering information. After the meeting, the Sales Agent is no longer involved, and the Village Chief coordinates the orders of toilets. Villagers then contact a Mason to gather a shopping list for a shelter. (Even with an Easy-Latrine, users still require materials to build a shelter). The shop will negotiate the final price, and will usually deliver the items to the user.
Sales Agents lack incentives to invest more energy. Most have multiple income sources, of which toilets is a small part. They spend more time on jobs that bring higher income. Commissions bring only “some extra income” for most.

Sales Agents aren’t empowered to sell effectively. They don’t have sales tactics other than health-messaging. They are not equipped to dispute the common mindset, “I don’t have enough money for a toilet.” There is discomfort with being seen as selling as opposed to promoting health -- this further hinders a proactive sales approach.
Villagers create pressure and desire. They influence toilet design. They affect selection of mason and shop.

Daughter creates pressure to save face. Wife raises the need with husband. Husband makes final decision.

Husband contacts Mason who he knows, or is suggested by neighbours. Mason creates toilet design and shopping list of materials. Husband takes shopping list to Shop suggested by neighbours. He compares to other shops for best price. Shop helps select options within the list. Mason installs toilet + shelter. Husband may supervise.


IRIA:

-I removed the third (post-purchase) section as we discussed the fact that “emptying” isn’t even a consideration at the time of purchase.

-I changed the copy around and reformatted a bit. Feel free to adjust.

-Where’s the village chief and Sales agent in this?? Did we forget?

Emotional influence.

Functional influence.
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Villagers seek durability in major purchases. They want items that are “not poor quality”, to avoid breaking. A toilet should be built once and last “a long time”, thus durability is key. Brick and concrete are “better quality” because they are permanent. Tiles further elevate perceived quality, as “they make the toilet stay clean” for longer. Quality is also defined by what “looks like quality”. This perception is influenced by what they see in neighbours’ homes, other toilets, and the mason’s suggestions. What looks “beautiful” is often believed to be good quality.

The definition of Quality:
“Looks like quality” + Durability

“Long lasting materials are expensive….. Good quality is more expensive.”
(How do you know that it’s good quality?) “Because it looks nice – it looks like it’s good quality.”
“A poor quality toilet breaks easily. A good quality toilet is easy and it has tiles and decorations.”
When thinking about a toilet, villagers dismiss the latrine components below the ground, since their focus is on the super-structure. However, if they do learn about the rings, they prefer to have “more rings”, or rings that will ensure the toilet lasts “a very long time”. At the time of purchase, they do not think about how they will empty; rather, they seek a way to avoid emptying for as long as possible.

Want to avoid emptying for a “long time”... Hopefully that day will never come.

“I got the subsidy of one pan and four rings, so I decided to buy another ring to install so that it will last for a long time.”

(In how many years do you think you’ll need to empty it?). “…I don’t know... a long time.”
They do have a “dream-toilet”...
But they’ll settle for a “complete toilet”.

“I won’t build a toilet without a shelter. Without a shelter, how can I shit and bathe in private?”
“My dream-toilet is pour-flush and has water basin, water faucet, tile floor and tile walls.”

The minimum requirement for a villager to pay for a toilet is a “complete toilet”. A complete toilet has a water basin, bathing area, a door and a brick and concrete shelter. Nobody wants to buy just part of a toilet.

The dream-toilet includes tiles on the floor and walls, water basin and faucet, mirror and shelf, 2 doors leading to separate spaces for bathing and the toilet.
The ideal toilet has two rooms to separate the functions of shitting and bathing. Villagers believe that it is cleaner to separate the two, especially if there are many people using one bathroom – they can bathe and wash in privacy, without having to touch the dirty toilet water. With more space, a toilet becomes multi-functional, allowing families to use it for shitting, bathing and washing clothes.

Separate spaces for separate functions

“We built a two roomed toilet, because we are lots of people. While one person bathes, another person can be shitting. When there are so many people, having separate spaces keeps it cleaner.”

“I use the water basin to wash clothes and bathe. It’s better than the well, because it’s private”.

Neighbours strongly influence price perception because they are the main source of market and price information. Living among poorer families results in lower-priced toilet price perceptions. However, if a household has never done any research, then the price perception is higher than reality. “Nicer” toilets made of brick/concrete, that include a large bathing space and large water basin are assumed to be around double the price of a basic toilet (brick/concrete shelter + small space + small basin or pot).

Price perception depends on neighbours

“A cheap toilet is 400K-500K riels. This is what my neighbour’s toilet cost. A better toilet (brick + bathing area + basin) would probably be more than 1 million riels.”

“I’m too poor to buy a toilet. I don’t know what it would cost... 1 Million to 1.5 Million Riel?”

“When I chit-chat with neighbours, we mostly talk about business and the prices of things.”
There is ambiguity around toilet material costs. Market prices are not always consistent and can fluctuate over time, leading to uncertain prices. Price-information is largely gathered through neighbours. Villagers can only guess the rough price of a toilet based on similar ones built by others. The actual price is only determined at the final purchase step of going to the shop.

Mason: “People are anxious before going to the shop, as they aren’t sure how much it’ll all cost.”
“Before I built my house, I asked my neighbours with similar kinds of houses about the cost. But when my house was finished, it cost more than I expected.”
“It’s difficult to buy a toilet because brick-prices are always changing.”
When deciding whether to build a toilet, the shelter is a key factor. If they don’t have money for a concrete shelter, they will wait. The alternatives (dry-leaf/mud or zinc) require maintenance over time. They are considered “temporary” options. Villagers specially avoid natural shelters. Not just because of practicality, but also because of external perception. If you don’t have a better shelter, it means that you are poor.

**Waiting until they can build a concrete shelter**

*Sales Agent: “No one wants a dry leaf or mud shelter... because people will see it and know that you can’t do any better.”*

“I have to rebuild my mud shelter each year because of the rain. Now, the dry pit collapsed when the mud melted. Until we find another solution, we do it in the field.”
It’s hard to justify paying for indulgences... unless they also serve a practical purpose.

“A beautiful toilet is one that has tile. Tile makes the toilet brighter... I like beautiful things... We need tile in our toilet because it keeps the toilet clean and not smelly.”

Retailer: “People usually prefer the plastic door with flower illustrations (even though it’s more expensive) because they’re more beautiful.”

Villagers need to feel that purchases serve practical purposes. Pure indulgences with no practical function are not acceptable. But people do like and want beautiful things. Such items can be justified IF a practical reason can be provided. Tile is considered to be beautiful, but some villagers can justify purchasing tiles if they have heard from the mason that tiles help to keep the toilet clean. This applies to the basin, soap, and other toilet parts.
An ideal toilet delivers an experience, rather than a purely functional benefit. The toilet (bathroom) must be spacious and bright, which can be achieved through the use of paint and tiles. This creates an internal feeling of “freshness” and clean. An ideal toilet also makes the user feel clean because it makes removes any smell – it keeps the smell out of the house and out of the toilet as well. The absence of smell represents cleanliness.

“When a toilet has a big space, and is bright from tiles... I feel fresh inside. It’s the same feeling I have when I stand outside and look at rice fields. The opposite of fresh is stress – like when my daughter gets sick. Dark spaces or small apartments without gardens give me this feeling.”
Tiles are always included in the description of the “ideal” toilet. They are aspirational. They are consistently described as being white and bright. Tiles are the ingredient that distinguishes an ordinary toilet from a perceived “high quality”.

Tiles do not affect the structure of a concrete toilet, and so can be purchased as an add-on later. Some villagers will build a concrete shelter+toilet with the intention of adding tiles to take their toilet from ordinary to high-quality in stages.

“A toilet with tiles is a high quality toilet. But my toilet is an ordinary one, it doesn’t have tiles.”

Mason: “Before nobody needed tiles, now everyone wants tiles.”

“I have a toilet but no tiles. After my daughter marries, my son-in-law will put tiles on the floor.”
Concrete turns dark over time. Darkness and humidity from concrete allows algae to grow, making it smell, and attracting mosquitoes. The concept of dirty goes hand in hand with “smells bad” – villagers will feel that something is dirty if it smells.

Tiles are the opposite: on one hand they are smooth, thus easier to clean allowing the toilet to remain clean and not smelly. On the other hand, tiles are bright, offering a sense of space and freshness (particularly important in smaller spaces).
Even a basic toilet should include a water basin. Ideally, it would be big enough to bathe.

Mason: “Before people wanted just a pot, now they all want a concrete structure built in the toilet (shelter).”

What used to be an accessory has shifted to being a structural requirement within the shelter. The idea of a complete toilet for many villagers includes a water basin. Even if there’s less space, people want one. Their ideal basin is large and concrete, so that it can be used for both bathing and flushing. Daughters and women especially desire a large space and basin to bathe in privacy. A large basin is practical as it requires less refilling, and also allows for use in washing clothes.
Emptying is not important. Nobody explains, nobody cares.

“My toilet will take long to fill, so I don’t care about emptying now.”

“Sales Agent: “I don’t’ explain how to empty because it’s not something I need to explain.”

Not everyone knows how or when to empty the rings. Those who think they know often have the wrong information. Actors involved in the purchase process do not speak about emptying, and so there are many assumptions. Villagers are not interested in learning about it. They hope not avoid the issue for a very long time, if ever at all.
In villagers’ minds there are 3 toilet categories....

Organic shelter  Concrete shelter  Dream toilet

That matches with 3 different intentions...
Urgent problem

Desire + problem

Desire+++
Contents.

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We have summarized the insights into 18 key needs.

**Title**

**Context:** The situation that explains the need

**User need:** What is the problem or the desire?

**Design principle:** How are we answering the need?

**Illustrative idea:** early idea, that illustrates how to apply the design principle
SCENARIO: BUILD THE BEST POSSIBLE ONE. BUILD IT ONCE, AND ONCE ONLY

Context: Households wait to save enough to buy a toilet (incl. shelter) that they won’t need to maintain or fix.
Need: Avoid further work once it’s built.
Actors: All villagers (except those with urgent need – CLTS).
Design principle: Make the toilet+shelter strong enough that it doesn’t wear down.
Illustrative idea..
Use product “tiers” to give the feeling of buying a better model. Introduce a nice “basic” model (concrete shelter) and an even nicer “premium” model to allow users to access the “nicer” version.
TOILET IS PRACTICAL – IT SERVES MANY PURPOSES

**Context:** People justify a purchase with the reason that it serves one or many practical purposes

**Need:** Own things that they believe to have practical use

**Actors:** All villagers. Especially males.

**Design principle:** Offer a product and bathroom space that can serve various practical purposes

**Illustrative idea:** Position the toilet as a practical investment, serving three purposes: to bathe, wash clothes, and shit.
**DESIRE FOR SPACIOUS TOILET**

**Context:** Space is one of the elements described in the “ideal toilet”. Lack of space generates a stressful feeling. Bright tiles create a feeling of space.

**Need:** Have a feeling of spaciousness in the toilet.

**Actors:** Villagers.

**Design principle:** Design a shelter that optically creates the feeling of space

**Illustrative idea:** Use “fake tiles” or an extremely affordable tile substitute to create a sense of brightness and space.
PRIVACY

**Context:** When shitting in the bush or a poorly built shelter, or when bathing outside, people may see them. This is especially uncomfortable for women.

**Need:** Defecate and bathe without being seen naked by other villagers.

**Actors:** All villagers. Especially women and teen-aged daughters.

**Design principle:** Create privacy – a shield from the eyes of others – for the toilet and bathing experience.

**Illustrative idea:** Reframe the toilet/bathroom as a necessary privacy tool, especially for women. Highlight the value of “my moment”.
CLEAN TOILET. CLEAN HOUSE. CLEAN FAMILY.

**Context:** Villagers talk about the value of “odor-less”. Bad smell indicates “dirty”. If people OD close to houses, they are perceived to be smelly and dirty people. Toilets keep bad smells out of the house.

**Need:** Being perceived as a clean family

**Actors:** Especially female with “care taker” role in the family

**Design principle:** Position the toilet as an object that brings “cleanliness” to house.

**Illustrative idea..** Create an association between the toilet, a clean house, and a clean & happy family. Focus communication on the female care-taker.
My DAUGHTER MATTERS.
MY DAUGHTER’S SHAME IS MY SHAME

**Context:** Daughter turning ~16 years old, her dignity becomes especially important. OD means losing dignity.

**Need:** Parents want to avoid shaming their daughter

**Actors:** Teenage daughter, mother, (father)

**Design Principle:** Target daughters and parents (esp. mothers) with customized but complementary messages.

**Illustrative idea:** Include images of the whole family that puts the daughter in the center.
Context: Parents can’t support themselves in their old age. If children have money, they are expected to help their parents. Not all children have enough to do so.

Need: Support parents when they are elderly.

Actors: Parents, children

Design Principle: Enable children to build a toilet for their parents.

Illustrative idea: Create a specialized Savings tool for kids supporting parents. Use images of successful children taking care of their parents, who look proud.
TRANSFORM THE IDEA OF A TOILET INTO SOMETHING TANGIBLE

**Context:** Families engage the mason either with a vague concept or budget. It’s entirely up to the mason’s judgment and tastes to transform that into reality.

**Need:** Understand what cost and options are available to address their specific needs.

**Design Principle:** Make the idea of the toilet tangible and accessible, by creating awareness of options and costs early in the purchase process.

**Illustrative idea..**
Create one simple and consistently distributed educational tool, to drive awareness of maximum 3 toilet options and costs.
CONVINCE MY PARENTS
I DON’T WANT MY FRIENDS TO THINK LESS OF ME

**Context:** Factory co-workers and urban-exposed friends visit the daughter in her parents’ home. She feels ashamed without a toilet. She will try to convince her parents to buy.

**Need:** Not feel ashamed in front of friends

**Actors:** Teenage daughter, her friends, parents

**Design Principle:** Give daughters tools to better influence their parents.

**Illustrative idea:** Distribute pamphlets in factories for daughters to give to parents. Start a trend in factories.
FESTIVALS & EVENTS.

Context: Events, holidays and festivals when visitors come to stay
Need: Provide a toilet to visitors to avoid losing face as the host
Actors: Visitors from outside the village who are usually family
Design principles: Promote during festivals, events, holidays. Use influence of visitors in marketing communication.
Illustrative idea: Promote a tiled “beautiful” toilet as a wedding gift. Turn toilet ownership into a marriage requirement.
SHOW OFF

**Context:** People admire homes and objects owned by other villagers. Admire the city when they visit.

**Need:** Own things that can be shown off to others

**Actors:** Villagers, city, villagers with “nicer” houses.

**Design principle:** Include elements in the toilet that can be shown off.

**Illustrative idea:** Include white tiles affordably. Make the delivery process one that shows off the toilet. Make new decorative doors.
THE BLACK BOX: HOW TO BUILD A TOILET.

**Context:** A toilet is seen as a less difficult purchase if a family member has building experience, as labour costs are reduced. Villagers learn by seeing and doing – without exposure to toilet construction, they defer everything to a mason, which can be costly.

**Need:** Understand the basics of bathroom construction to determine if they need a mason at all, and if so, whether they need him for the entire build or for only a portion.

**Actors:** Villagers.

**Design principle:** Facilitate learning-by-observing for basic toilet construction.

**Illustrative idea..** Live-demonstration to show villagers how to build.
THAT’S BETTER THAN WHAT I HAVE

**Context:** People can become aware of a problem or need *after* experiencing a better toilet

**Need:** Replicate the nice-toilet experience in their own home.

**Actors:** Women working at factories, all villagers

**Design principle:** Offer ways for villagers to get used to a nice toilet.

**Illustrative idea:** A public toilet for festivals and events, with an adjoining stand that shows prices, models, and an installation demonstration.
CREDIBILITY FOR CREDIT

**Context:** When requesting credit, people prove their credit-worthiness by highlighting income-earning children and membership in savings groups.

**Need:** A means to prove the ability to repay credit

**Actors:** Household parents, retailers, saving groups, income-earning children

**Design principle:** Guarantee the repayment of credit, to make access to credit easier for households.

**Illustrative idea:** Create a guarantor system using income-earning children to reduce the risk (to creditors) of issuing credit.
UNCERTAIN DEBT REPAYMENT = FEAR OF DEBT

Context: Villagers regularly use credit for small, daily purchases. But they have anxiety about large lump debt payments because of uncertain cash flows. They don’t know whether they can accumulate enough money to repay when it’s due.

Need: Reduce the anxiety of being able to pay back large debts

Actors: Households, banks, MFI’s, savings groups, informal lenders, credit providers (retailers)

Design principle: Match debt/credit offerings for toilets to the uncertain and incremental cash-flows of households

Illustrative idea: A 1,000 riel per day bathroom, using a daily collection service to eliminate lump-repayment anxiety.
**I BELIEVE I CAN’T AFFORD IT**

**Context:** The concept of a toilet includes many pieces including a shelter. The thought of paying a lump sum for so many pieces makes a toilet seem unaffordable.

**Need:** Feel that they can afford it

**Actors:** Villagers who feel “I don’t have enough money to buy a toilet”, villagers who feel “I don’t have money to buy a toilet right now.”

**Design principle:** Communicate a single price for the *entire* toilet (bathroom), and divide it into manageable installments.

**Illustrative idea...** Create a marketing piece that conveys total price in a simple way, and offers small payment installments to reduce perceived price.
THE PRICE IS RIGHT

**Context:** People gather information from neighbors on prices and which shop has the best price. Fluctuating material costs (e.g. brick) creates anxiety. At the recommended shop, they check prices again compared to other shops to ensure the best value.

**Need:** Feel they are getting the right price

**Actors:** Villagers buying a toilet (usually male head of household), neighbours, retailers

**Design principle:** Remove ambiguity and uncertainty about prices. Set consistent, universal price expectations.

**Illustrative idea.** Set a standard “every-day low price” for bathroom components, and display ‘price tags’ in a mass marketing.
NEED TO TAKE ADVANTAGE OF LIMITED-TIME OFFERS

**Context:** People don’t often save towards specific items. Instead, they focus on good opportunities to maximize returns on their money. So if a “rare, one-time opportunity” arises, it can become a purchase priority.

**Need:** Invest their limited money in good opportunities.

**Actors:** Villagers

**Design principle:** Create “one-time opportunity” moments

**Illustrative idea.** Mobile toilet shop – a truck that visits villages with a one-time price opportunity. Include a show-window, a builder/installation. Buy and install toilet+shelter in one day for $XX.
Money attitude

- I am poor, I am poor.
- Can’t afford it, It’s too expensive
- Can’t afford it now, but I’m saving
- Can afford it now, I’m going to buy

Child-Parent relation

- Parents take care of children
- Children have a voice, they earn income
- Children take care of parents

Physical location

- Near family member, with toilet
- Near pond or river
- There is no bush, or field is too crowded
Cash Attitude

“Can’t afford a toilet” but afford other things

“Can’t buy NOW” but willing to save

“Can’t repay if I borrow”

Family & Social Attitude

SOCIAL LEVEL

• Need to match others
• Need to be a good host

FAMILY LEVEL

• Want to be proud of my children
• Want to have a clean family
• Want my daughter to have dignity
• Want my parents to be proud
• Need to support my parents

PERSONAL LEVEL

• Need privacy
• Need dignity

PERSONAL LEVEL

• Need to be proud of my children
• Need to have a clean family
• Need my daughter to have dignity
• Need my parents to be proud
• Need to support my parents