

ABSTRACT

The rise of competition makes Laundriana stand up. Laundriana is a SME women's laundry service with the first Line chat bot and tracking technology in Indonesia. Problems that then arise when entering the sixth month running, Laundriana has not been able to achieve the expected revenue targets and the reduction in users who use Laundriana account Line.

This study aims to identify the problems that occur in Laundriana with a value proposition design that is looking for a value map that offers Laundriana with its customer profile and other laundry services to produce a new Laundriana value proposition.

The research method used is qualitative. Primary data collection is done by digging information through interviews with Laundriana assistant managers, 5 Laundriana consumers and 5 other laundry service consumers, assisted with affinity diagrams and action priority matrix. Furthermore, secondary data collection sourced from articles, previous research, books, and related reference journals.

The results of the research state that Laundriana users feel more pain compared to other laundry service pain. In the mean time, Laundriana gets appreciation in the gain compared to other laundry services gain.

Keywords: Laundriana, Value Proposition Design, Action Priority Matrix