

Experimental Designs for the P&M charter

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What is the uncomfortably specific key behaviour you want to drive?

We want users to book the P&M services in a faster turnaround time.

Where on your map are you intervening?

Package service

Intervention Design

Test 1

Packers & Movers

Pick your plan

Packaging type: 1. Lite: Big electronic... [Read more](#)

Lite ₹9,999 ₹2,999	Standard ₹9,999 ₹2,999	Premium ₹9,999 ₹2,999
Selected	Select	Select
Electronics only Packaging type	Single layered	Multi layered
Basic Customer support	Basic	Dedicated
✗ Door to door service	✓	✓
✗ Basic assembly & disassembly	✗	✓
✗ Unpacking & Re-arrangement	✗	✓
✗ Cartons delivery 24 hrs before shifting	✗	✓

Book Lite service for ₹100

Test 2

Packers & Movers

Select package

	Lite	Standard	Premium
Upto 20kms between pickup & drop	✗	✗	✓
Door to door loading, transportation & unloading	✗	✗	✓
Multilayer packing for all goods	✗	✓	✓
Unpacking & rearrangement of all items	✓	✓	✓
Pre-shifting delivery of carton boxes	✓	✓	✓
Priority support & on- time service guarantee	✓	✓	✓

Lite
Rs 1,250

Standard
Rs 2,250

Premium
Rs 3,255

What all you will get

Unpacking of all goods at drop location with its arrangement as per the requirement	Unpacking of all the requirement
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Apply referral code & reduce the prices by half.

Ask for referral code from someone who used the
porter's packers & movers services.

Enter here

Book lite with Rs 100 only