# Weekly Product Review

*Student must fill in all fields to receive full credit*

## **Industry Overview**

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| **Product Name** | LEGO Super Mario™ Piranha Plant |
| **Company Name** | LEGO Group |
| **Company Size** | Large Enterprise (10,000+ employees) |
| **Industry** | Toy Manufacturing |
| **Competitor 1** | Hasbro’s Nerf Elite Blaster |
| **Competitor 2** | Mattel’s Hot Wheels City Ultimate Garage |
| **Porter’s 5 forces** | ***Porter’s 5 Forces***   * *Buyer Power: High (wide variety of choices for consumers)* * *Supplier Power: Moderate (dependence on specific suppliers for quality bricks and electronics)* * *Threat of New Entrants: Moderate (established brands dominate, but new entrants often innovate)* * *Threat of Substitutes: High (digital gaming options and DIY kits)* * *Competitive Rivalry: High (intense competition with other popular toy brands)* |

## **Product Positioning**

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| **Value Proposition** | Combines classic LEGO building with an interactive digital experience, featuring movement and sound effects from the Mario universe. Offers a unique play experience by integrating app-based challenges. |
| **Target Audience** | Children aged 6 and up, LEGO collectors, Mario fans, and families looking for engaging and interactive building experiences. |
| **Revenue Streams** | Primary revenue from the sales of the LEGO set, additional income from complementary sets in the LEGO Super Mario series, and possible in-app purchases within the LEGO Super Mario app. |
| **Product Life Cycle Curve** |  |
| **Phase of PLC** | Growth Phase. The LEGO Super Mario™ Piranha Plant is gaining traction due to the franchise’s strong fanbase and the appeal of combining physical and digital play elements. |
| **Company Actions** | LEGO has recently launched new sets in the Super Mario series and released app updates that introduce new interactive features. These actions align with the product's growth phase, aiming to sustain interest and boost sales during the holiday season. |

## **Product Features**

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| **Identify 10 product features**   * **Number all features** * **Star the features needed for a MVP** | **Product Features**   1. Iconic Piranha Plant design \* 2. Moveable plant parts that react to player movement \* 3. Interactive digital play via the LEGO Super Mario app \* 4. Sound effects from the Super Mario game series 5. Collectible set that integrates with other LEGO Super Mario products 6. QR codes for in-app challenges and rewards \* 7. Detailed building instructions with step-by-step guidance 8. Modular design for customizable setups 9. Suitable for multiplayer cooperative play 10. Robust, high-quality LEGO bricks   ***MVP Features:* 1, 2, 3, 6** |
| **Choose a feature that matches with a specific audience. What is the User Story for that feature?** | **Feature:** Interactive digital play via the LEGO Super Mario app **User Story:** As a parent of a young Mario fan, I want the LEGO set to have digital play components so my child can enjoy app-based challenges, enhancing the overall play experience and combining screen time with creative building. |
| **Choose a feature that differentiates this product from the competition.** | **Feature:** Moveable plant parts that react to player movement **Differentiation:** This feature sets the LEGO Super Mario™ Piranha Plant apart by providing an engaging, tactile play experience. The responsive movement offers a dynamic element that most traditional LEGO sets lack, making it a standout choice for interactive play. |
| **Choose a feature that is “nice to have”. If this feature did not exist, what would be the impact to the product lifecycle?** | **Feature:** Sound effects from the Super Mario game series **Impact:** While the sound effects add an authentic touch and enhance the user experience, their absence would not significantly impact the product lifecycle. The set would still perform well based on its core interactive features. However, the sound effects do provide an additional level of immersion, making the play experience more enjoyable and memorable for fans. |
| **Does this product have multiple SKU’s? Does it make sense given the product category, market size, and company position to have multiple SKU’s?** | Yes, LEGO offers multiple SKUs for the Super Mario series with various characters and themed sets. This makes sense given the wide fanbase and the collectible nature of the product line. |

## **Product Review & Recommendation**

## Product Review

Read some reviews of the product. Based on these reviews, what are the key areas of improvement that the company should focus on when developing the next generation of this product?

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|  | **Customer Feedback** | **Product Recommendation** |
| 1 | The product is well-received for its unique design and interactivity but could benefit from enhancements in digital connectivity and user instructions. | Improve app integration for a smoother user experience. |
| 2 | Some feedback suggests the need for better app integration and clearer instructions for younger builders. | Provide clearer, age-appropriate building instructions for younger children. |
| 3 |  | Consider additional themed sound packs to enhance the interactive elements of the set. |