

# FAPM 401: Agile Product Management

*Capstone Project – Venetio Ceramics*

## Persona: Interior Designer



### Revathy Krishnan

32

Kerala, India

Married

Interior Designer

Creator

#### BIO

Revathy Krishnan is an interior designer running her own studio and passionate about design and architecture. She wants to create functional and aesthetically pleasing spaces for clients. She wants to build a strong reputation in the industry while working with clients who value sophistication, expertise.

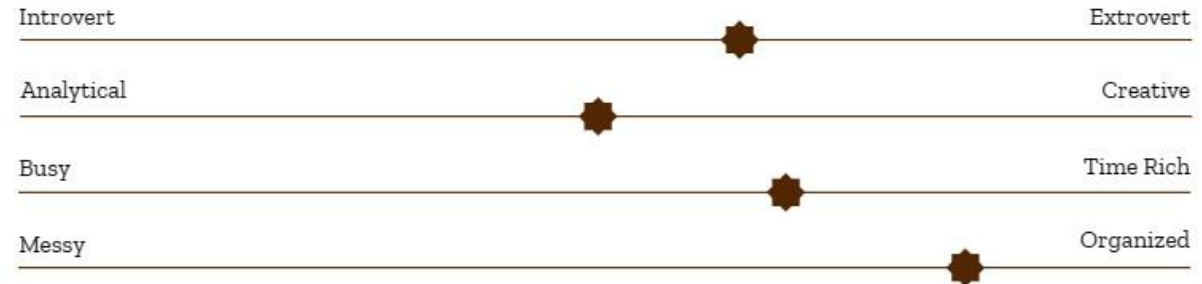
#### GOALS

To stay up-to-date with the latest design trends and technologies  
To leverage technology and increase clientele, revenue.

#### PAIN POINTS

Frustrated when unable to find the right decor for a project

#### PERSONALITY



#### MOTIVATIONS

To pursue interior design, making spaces aesthetic and offer clients a luxurious, sophisticated feel with her designs.

#### ENVIRONMENT:

Works from a home office  
Meets with clients in their homes or at a design studio  
Attends industry events and networking opportunities  
Keeps up with the latest trends through online resources and publications

## Persona: Employee – Middle Management



**Alok Rajput**

 35

 Jaipur, Rajasthan

 Married

 Senior Project Manager

 Employee

### BIO

Alok is a father of two who values practicality and convenience. He is a busy family man juggling between career and family time. He loves to maintain the homely vibes and is particular about the choice of furniture and decor. He also cooks as a hobby and keeps looking for buying kitchenware that is sophisticated yet highly functional.

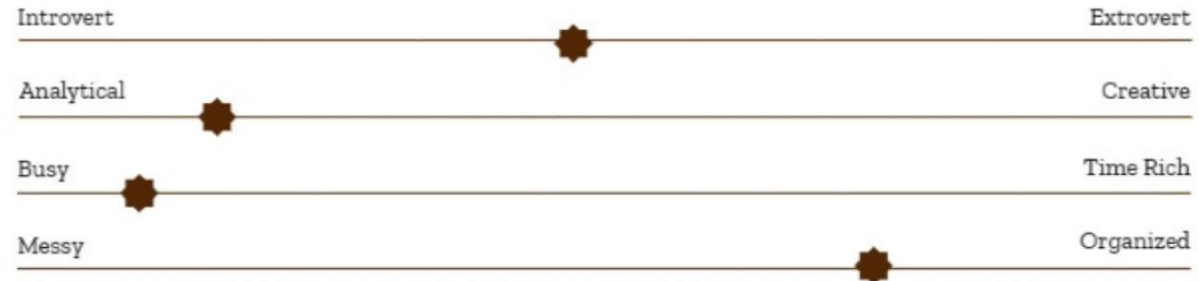
### GOALS

He wants to see how the products will look in his home before making a purchase.

### PAIN POINTS

Does not find enough time to go out for shopping with wife to find the right decor for home. Stressful work schedules.

### PERSONALITY



### MOTIVATIONS

Alok is busy with work and family responsibilities, and values products and services that can save him time and effort. He appreciates products that are easy to use and that don't require a lot of maintenance.

### Environment

Alok lives in a suburban area in a major Indian city and works in a middle-management position in a corporate setting. He enjoys spending time with his family and participating in outdoor activities. Cooking is his go-to activity when bored.

## *Problem Statement*

Consumers and business of luxury ceramicware, especially bath and kitchenware often face challenges with visualization of how the object fits in their physical space and have a hard time in making a decision to purchase. This usually results in high rate of return and exchange of goods.

This problem attracts a need for convenient and interactive solution which empowers the consumers and businesses to make the purchase decision for luxury bath and kitchen ceramicware easier and satisfying. Moreover, it saves time and physical energy to scout the luxury ceramicware. What usually takes multiple visits to different brands and shops, can be reduced to a couple of visits in finalizing and purchasing the product.



## *Product Vision*

To create an AR-powered platform that offers virtual try-outs for luxury ceramicware for kitchen and bath. The platform would include a mobile app and website counterpart for consumers and businesses to upload pictures of their spaces and visualize how different styles and configurations of bath and kitchen ceramicware would look in the space. The platform would also include B2B sales to home decor and kitchenware retailers, interior designers.

This AR technology would allow users to interact with the products in a realistic way, seeing them in their spaces and exploring different configurations and styles. The platform would also provide users with access to product information, including materials, dimensions, and pricing. Also, an option to request customization which will be taken up by interior designers and other product designers.

The platform would be continuously updated and improved based on user feedback from customers, observing the changing trends in the luxury ceramicware market; eventually becoming the first in its industry that leverages AR technology.

# *Product Solution*

## *Product-Market Fit:*

Our product is intended to cater to the needs of various types of consumers as below:

- Consumers who are interested in luxury home décor which includes bath and kitchenware
- Hotels
- Interior Designers who want to present their clients with such options
- Retail Luxury home décor businesses who want their customers to have a virtual try-out experience before purchasing

## *Solution being offered:*

Our product intends to use AR technology:

- For virtual try-outs; to the problem of customers not being able to physically try out and visualize the luxury product before purchase
- Allowing them to visualize the product in their space giving a better aesthetics of overall fit
- To improve the customer experience and increase customer satisfaction, gradually leading to higher sales
- Serves as a unique feature, differentiating the company's products from competitors and increasing brand awareness.

# Business Model Solution and Corresponding Elements

## Segments:

- Customers who prefer brand, luxury and elegance
- Interior Designers
- Luxury Hotels
- Home Décor Retailers selling unique and designer luxury décor
- Premium and Luxury Restaurants
- Michelin star chefs who prefer to use their choice of luxury kitchenware who make their brand on what they use

## Characteristics:

- Very few retailers and manufactures availability for purchase of luxury kitchen and bath ceramicware
- Unsure of how the product fits into the user's space
- Pricing and Comparision across different brands

## Purchase journey:

- Consumers get aware of the new technology based on marketing
- They decide to try the app
- Check out the options
- Decides to purchase and looks forward to shipping of the product
- Seeks customer support in case of any issues or to provide feedback on the overall experience



Pricing - Consumers have different options of purchasing models:

- Direct Consumers

Can try Freemium model and need to purchase a plan to try out additional virtual try outs  
Subscription model monthly/annually which gives access to unlimited try-outs, discounts, ease of return/exchange. Customization options.

- Interior Designers as a B2B consumer : In addition to being Direct consumer benefits following are some pricing strategies

Access to exclusive consumer base – Subscription Based  
Priority option to take up customization requests – Subscription Based  
Licensing Fee / Commission

## Financial KPIs:

- Customer Acquisition Costs
- Monthly active Subscriptions/renewals
- Total Units Sold / Month
- Customer LTV (life Time Value)
- Average Earnings through Licensing or Commission Fees per month

## Partners:

- AR technology providers ( if outsourcing) : Both Hardware and Software deals
- Software Development Team if AR technology is proprietary
- Retailers: Luxury Home Décor Brand Stores
- Interior Design Firms
- Restaurants and Hotels
- Legal Counsel

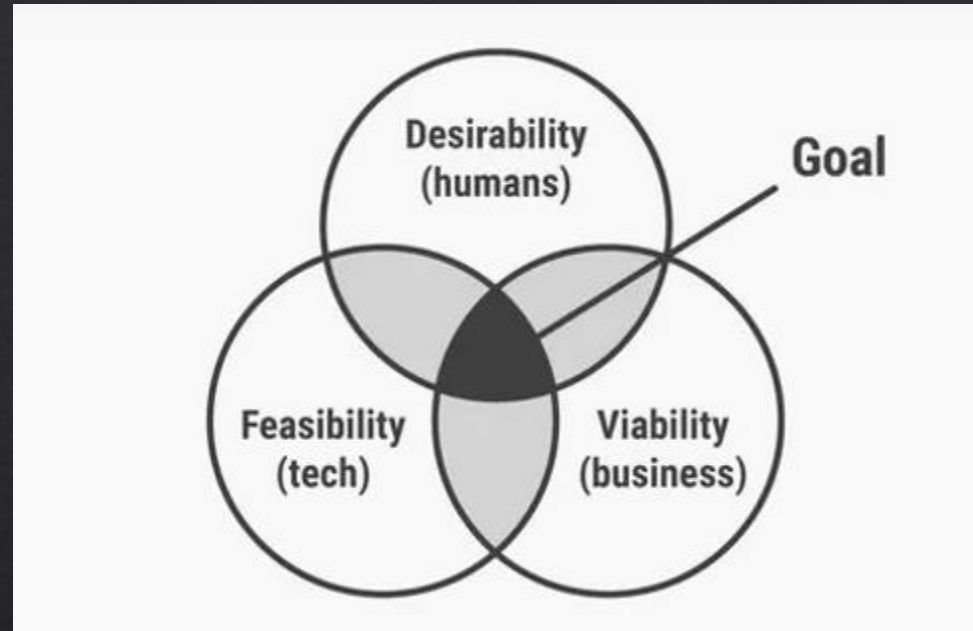
## Intellectual Property:

- Copyrights and Trademarks of Company for product designs, features of the application
- Patent rights if the AR technology is proprietary and functional aspects are designed in home without the use of open source technology

## Concerns:

- Consumer Data and Privacy Security
- Compliance with Legal regulations
- To protect brand reputations and customer trust

# *MVP*



A mobile app that utilizes AR technology to allow users to see how the luxury bath and kitchen ceramicware looks in their space through their smartphone camera where a user can register and create a basic profile, access products, purchase history, saved products and configurations.

A secure payment gateway with basic checkout functionality for users to purchase directly from the platform.

The app also employs feedback mechanisms such as functionalities to express feedback on products and a customer support medium which acts as Voice of Customer for further analytics and to track user engagement and behavior on the platform.



# *User Stories*

1. As a luxury home decor enthusiast:

a) I want to visualize how luxury ceramicware would look in my dining room before making a purchase.

## *Acceptance Criteria:*

- User can browse and select from a curated selection of luxury ceramicware products
- User can place the selected ceramicware products in their kitchen in the picture and view it in 2D and 3D
- User can toggle different styles and configurations of the ceramicware to find the perfect match for their space or have an option to request custom designs or variations from the manufacturer or interior designer
- User can view the selected ceramicware products in augmented reality using the mobile app to see how it would look in their space

b) I want to be able to visualize how a specific color scheme or design theme will look in my home

## *Acceptance Criteria:*

The virtual design tool is easy to access and navigate on the company's website or mobile app.

The customer can upload a photo of their room or select a pre-existing background.

The customer can choose a specific color scheme or design theme to apply to the virtual room.

The AR technology accurately applies the chosen design elements to the virtual room and adjusts for lighting and shadows.

2. As an interior designer:

a) I want to be able to virtually place ceramicware in my designs, so that I can better visualize how it will look in the space before purchasing.

*Acceptance Criteria:*

- AR feature to place chosen object in 3D space
- Ability to resize and adjust the placement of the chosen bath or kitchenware
- Integration with design software to place the virtual ceramicware in a design mockup

b) I want to be able to access a wide range of designs, so that I can offer my clients a variety of options to choose from.

*Acceptance Criteria:*

- Access to a large catalog of bath and kitchen ceramicware designs
- Ability to filter designs based on different criteria (e.g. style, color, material)
- Ability to save and organize favorite designs for future reference

c) As an interior designer working on a commercial project:

I want to be able to order a large quantity of a specific design for a restaurant, so that I can create a cohesive and stylish atmosphere for my client.

Acceptance Criteria:

- Easy ordering process for bulk quantities
- Ability to customize the design to match the restaurant's branding or decor theme
- Timely delivery and tracking information provided
- Quality assurance and satisfaction guarantee

### 3. As a luxury ceramicware manufacturer:

I want to be able to showcase my products to potential buyers in an innovative way using AR technology, so that I can increase sales and stand out from my competitors.

#### *Acceptance Criteria:*

- High-quality 3D scans of all product lines available for viewing in AR
- Seamless integration with existing e-commerce platform for easy ordering
- Interactive features such as zoom and rotate for a detailed view of the product
- Ability to customize the AR experience with the retailer's branding or logo
- Analytics and insights provided to track engagement and sales metrics.



## *High Level Backlog:*

1. Create a database of 3D models for all products in the catalog.
2. Implement an AR-enabled try-on feature on the website and mobile app.
3. Create a user account system to store user preferences and purchase history.
4. Develop an API to integrate with other e-commerce platforms.
5. Implement a search and filter functionality to help users find products easily.
6. Develop a recommendation engine to suggest products based on user preferences and purchase history.
7. Create a feedback mechanism for users to provide feedback on the products and the platform.
8. Integrate with social media platforms to enable users to share their virtual try-on experiences.

## *Agile Architecture and Flow:*



# *Conclusion*

*Miro Story Mapping Board with respective feature workflows and release map for described Personas*

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