

Ideation Phase

Define the Problem Statements

Date	2 November 2023
Team ID	NM2023TMID10144
Project Name	How to create a brand promo using canva

Problem Statement

Jhumkas' earring brand, the primary challenge is to create a diverse range of culturally rich, yet modern designs that cater to a broad audience. The brand needs to fuse tradition with contemporary tastes, sourcing high-quality materials while keeping the offerings affordable. Additionally, establishing effective marketing strategies to reach a global market and differentiate 'Jhumkas' from competitors is essential to ensure a strong brand identity and market presence

Proposed Model

- † **Digital Try-On Experience:** Develop an app or feature on the website that allows customers to virtually try on different Jhumka designs, enhancing the online shopping experience.
- † **Subscription Box Service:** Introduce a subscription service delivering a curated set of Jhumkas to customers regularly, ensuring a continuous, surprise element in their earring collection.
- † **Sustainable Line:** Create a collection using eco-friendly materials or recycled metals, appealing to environmentally conscious customers.
- † **Jewelry Care Workshops:** Host workshops or webinars guiding customers on how to care for and clean their Jhumkas, strengthening brand loyalty and customer satisfaction.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Buyer	Buy earrings at low cost	The cost is high	Of high demand	Tensed
PS-2	Whole sale dealer	Buy more unique earrings at best quality	There are some defect ones	Getting in whole deal	Frustrated