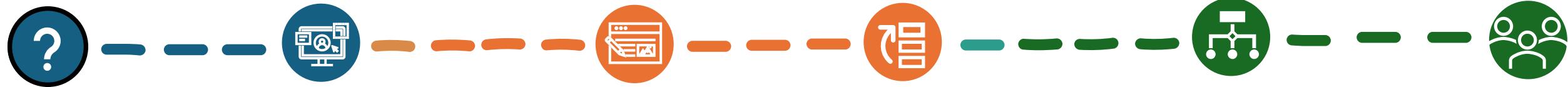


RayBan AR Glasses

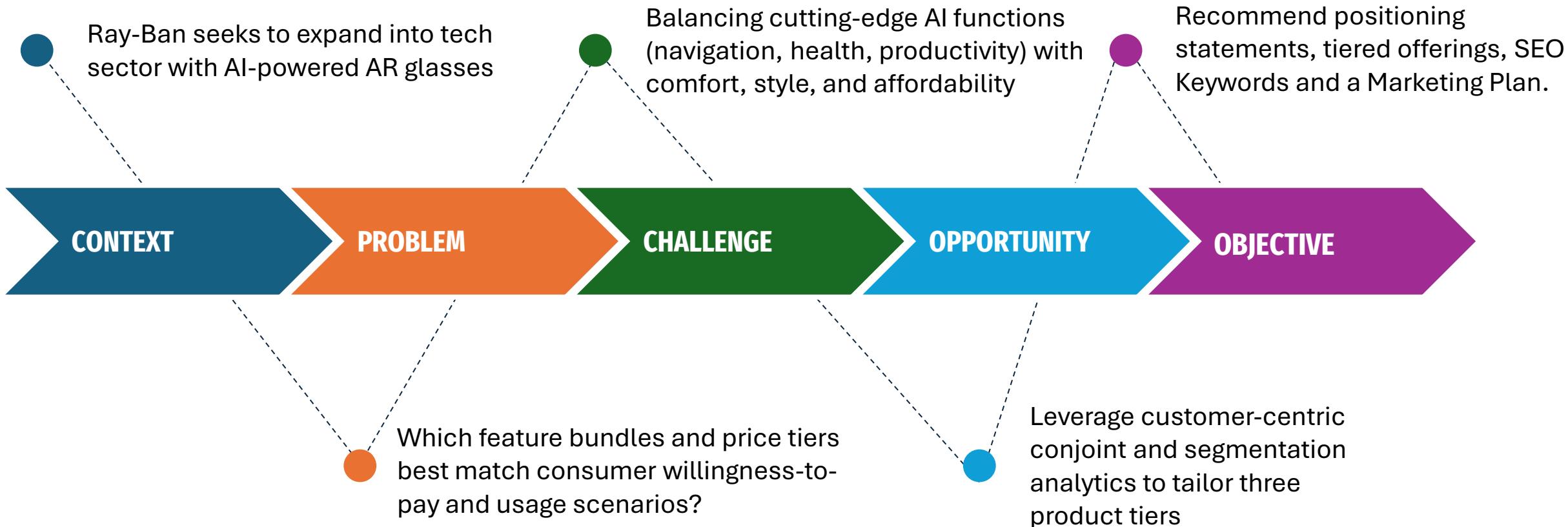


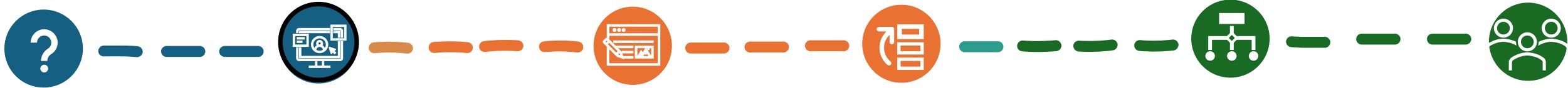
Assignment 3 – Customer Analytics
Somesh Shanbhag

Link to Recording: (Please copy & Paste link in browser manually)
<https://drive.google.com/file/d/1bqfQ1WQSs3pijHp3GJJomgje2mZ2Vd-X/view>



Business Problem & Objective





Conjoint Design & Sample

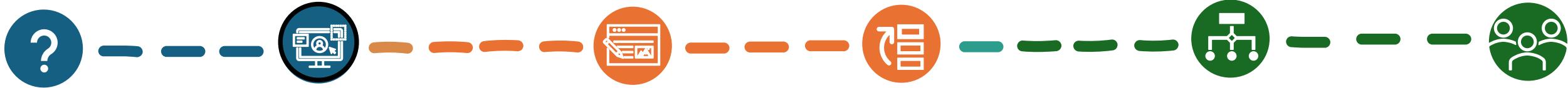
Design | Sample

Fractional Orthogonal Conjoint: 11
[= 1 + (3-1) + (3-1) + (3-1) + (3-1)]

Respondents: 43
Valid & Screened

Attributes X Levels
5 x 3

	Price	Indoor	Outdoor	Professional	Health & Fitness
Vision Lite	\$350	Auto-Brightness Adjustment	Basic GPS & Weather Updates	Distraction-Free Alerts	Step & Calorie Tracking
Vision Pro	\$450	Smart Adaptive Display	Advanced GPS & Live Mapping	Smart Voice Commands & Reminders	Heart Rate & Workout Insights
Vision Elite	\$550	AI-Optimized Vision	AR Navigation & Real-Time Environmental Data	AI Assistant & Hands-Free Control	Full Biometric Analysis & AI Coaching



Survey Profile of Respondents

Sample Size: 68 started, 43 valid (After Cleaning Responses)

Key Demographics:

- Age:** 66% 25–34; 18–24 & 35–44 minorities
- Gender:** 60% Female, 38% Male, 2% Other/Prefer not to say
- Occupation:** 70% Students, 30% Employed
- Income:** 45% \$1K–3K; 30% \$3K–5K; 15% <\$1K; 10% >\$5K per month.

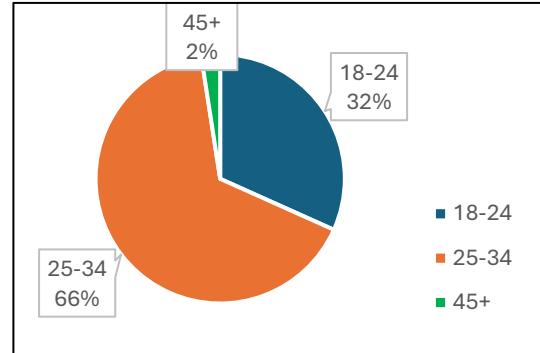


Figure 1: Pie Chart showing the age breakdown of respondents

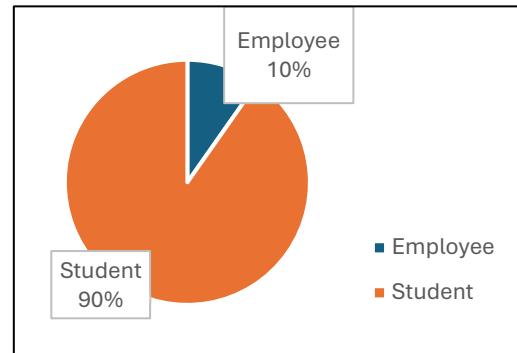


Figure 2: Pie chart illustrating the employment status of respondents

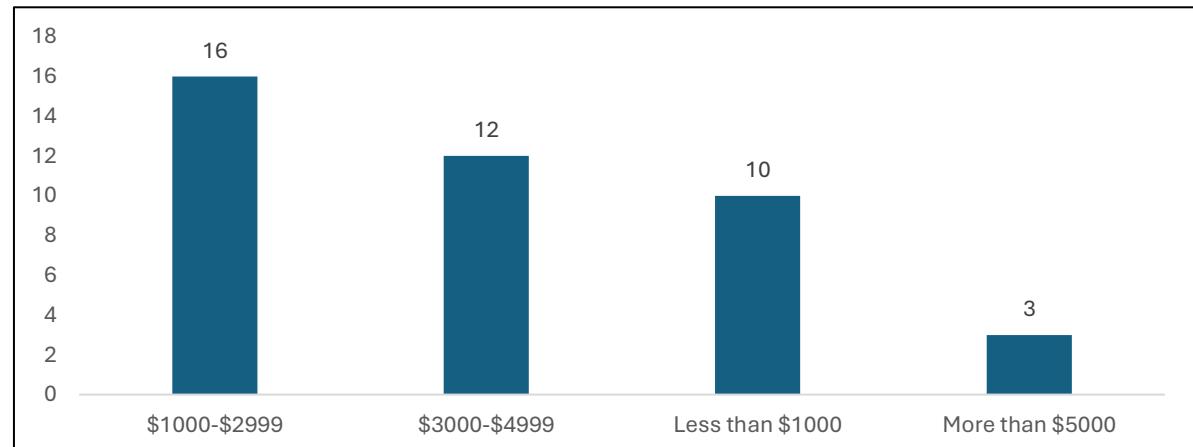


Figure 3: Bar chart displaying monthly income distribution among respondents

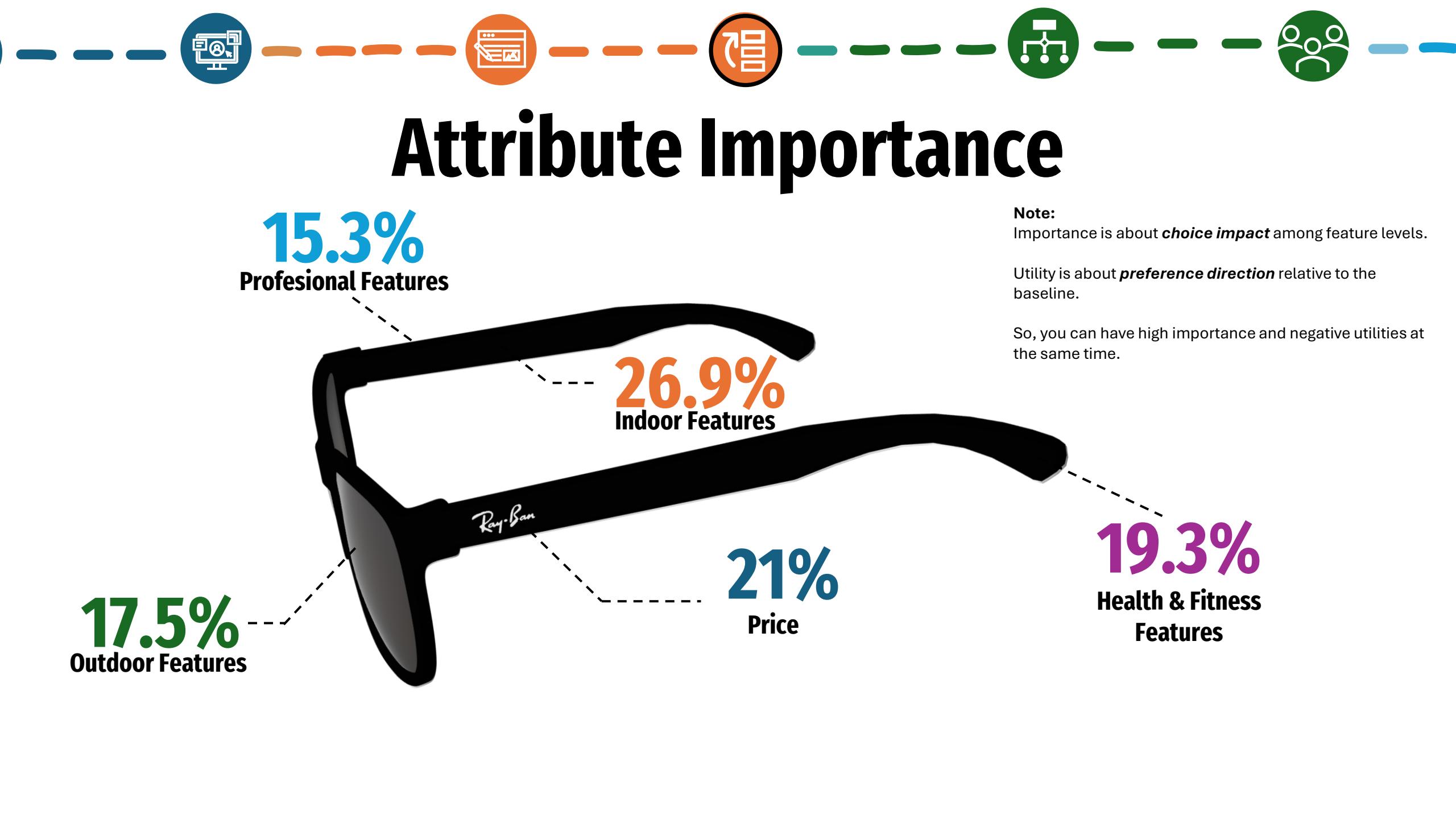


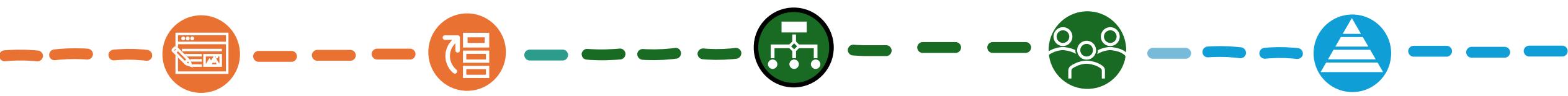
Key Part-Worth Insights

This table shows which feature levels customers prefer most, based on average utility scores from the conjoint analysis — indicating how much each adds or reduces value compared to the baseline.

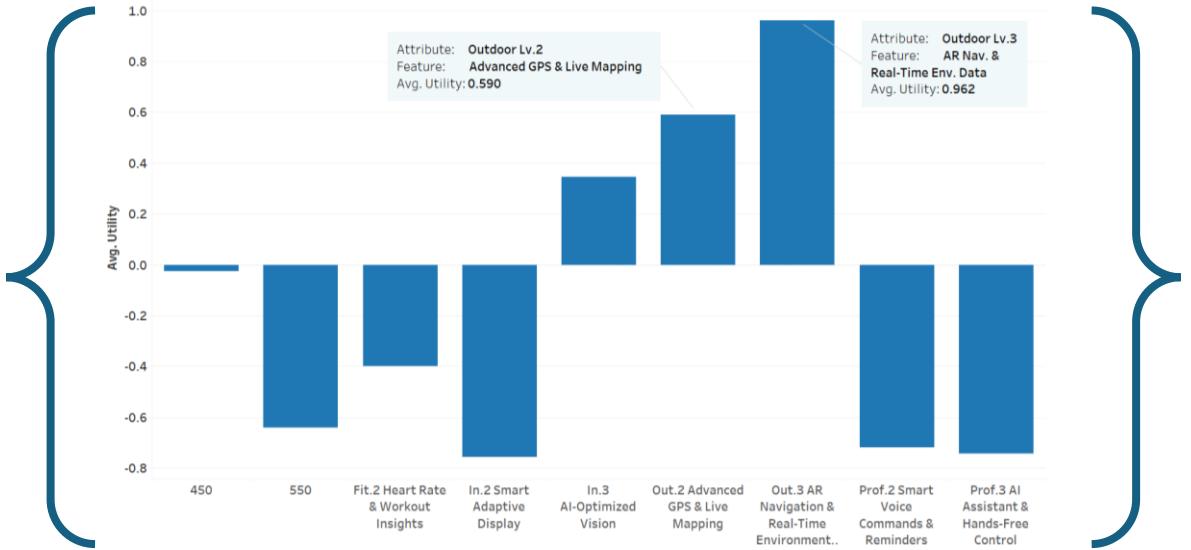
Attribute	Top-Rated Feature Level	Average Utility	Baseline Feature Level
Price	Price \$450	0.47	L1 Price \$350
Indoor Features	None (Below baseline)	-0.20 to -0.27	L2 Auto-Brightness Adjustment
Health & Fitness	None (Below baseline)	-0.17	L1 Step & Calorie Tracking / L3 Full Biometric Analysis & AI Coaching
Outdoor Features	L2 Advanced GPS & Live Mapping	0.25	L1 Basic GPS & Weather Updates
Professional Use	L3 AI Assistant & Hands-Free Control	0.45	L1 Distraction-Free Alerts







Preference-Based Segmentation

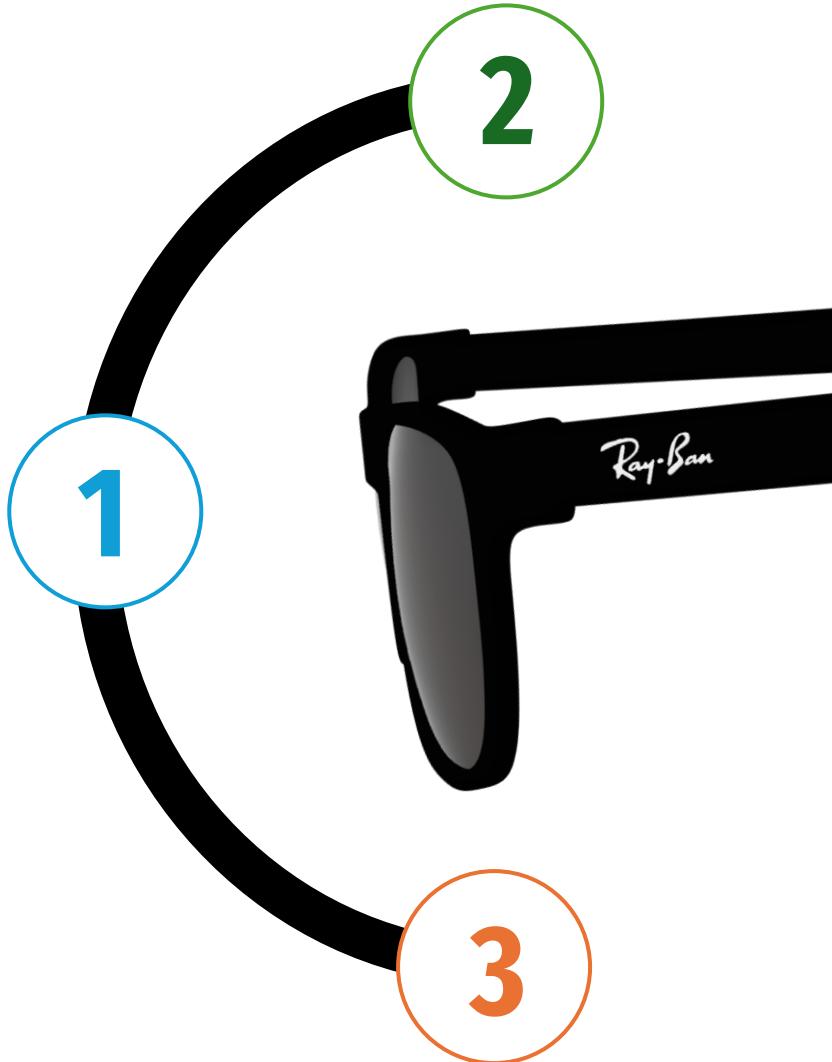


Prefer AR Navigation and Advanced GPS

Limited Interest in Professional or Fitness Features

Mild Price Sensitivity and Favour the \$450 Price point

Cluster 1: Outdoor Navigators (n = 13)





Preference-Based Segmentation

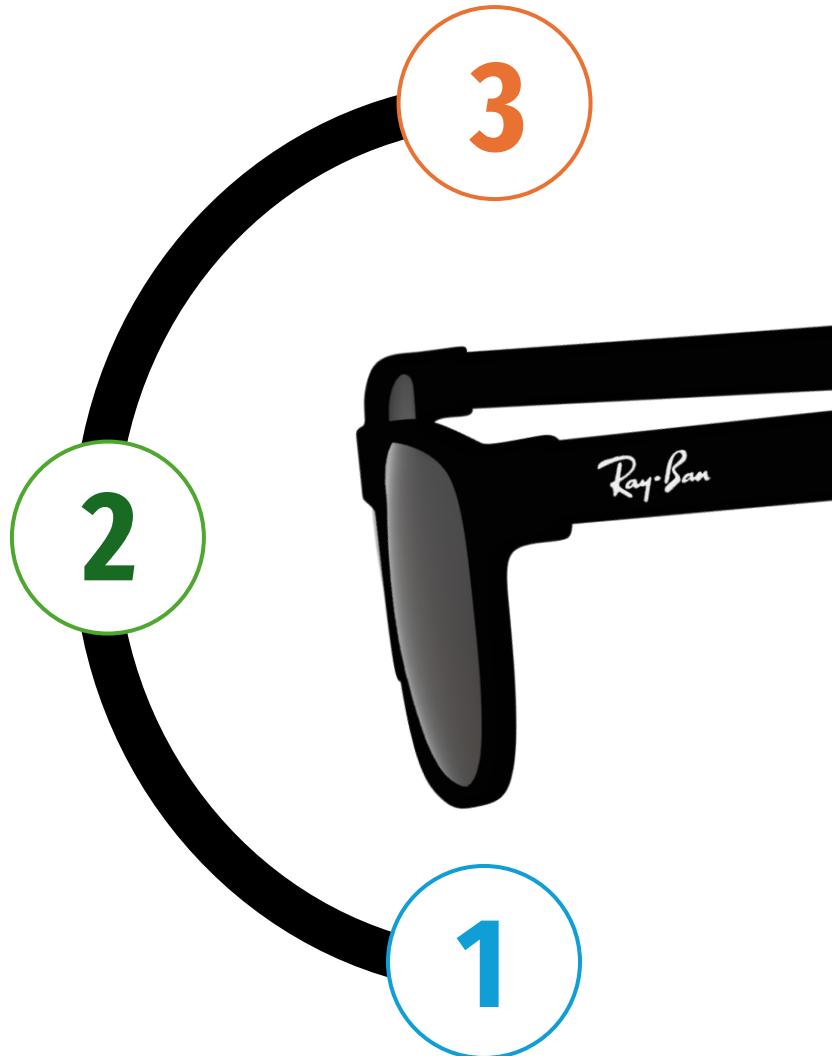


Cluster 2: Connected Professionals (n = 20)

Prefer AI Assistant and Voice Command

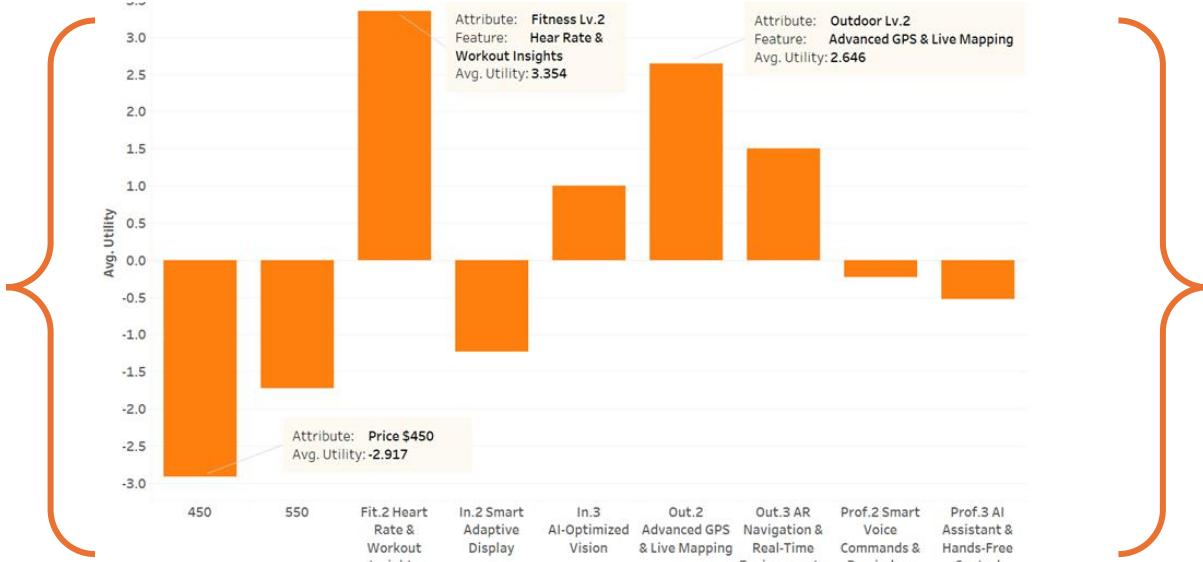
Willing to pay for productivity

Low interest in Outdoor and Fitness features.





Preference-Based Segmentation

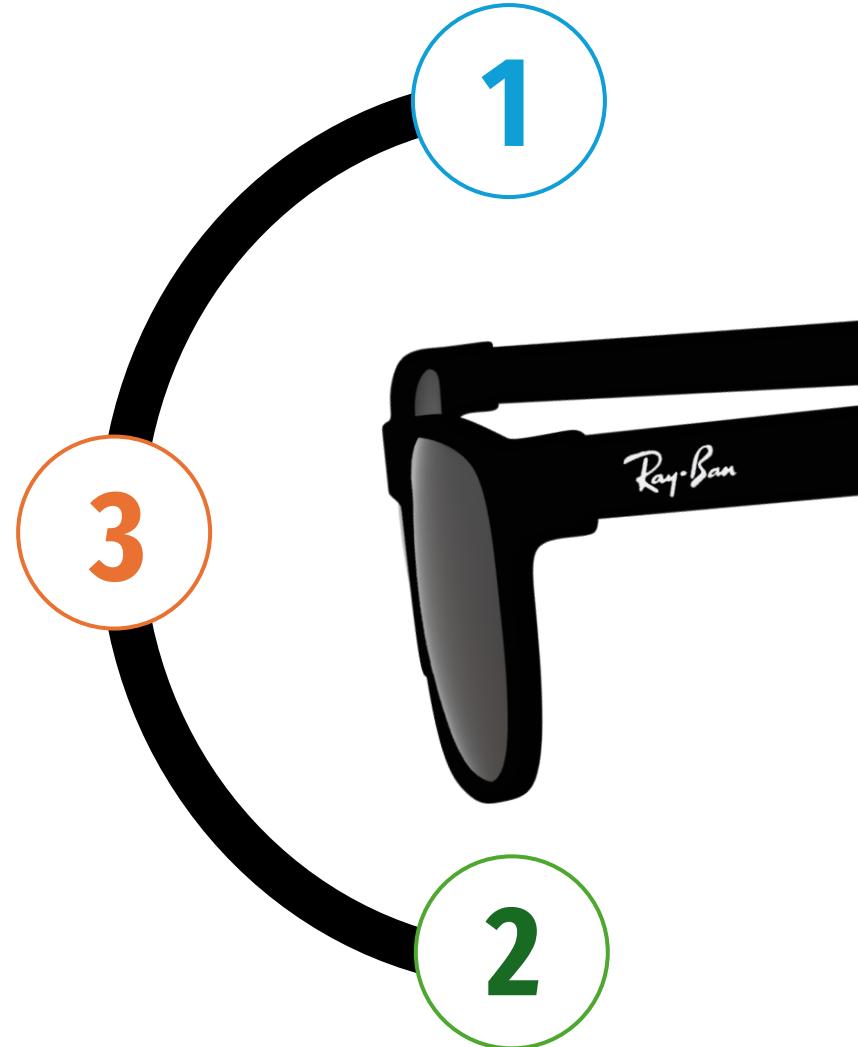


Cluster 3: Wellness Explorers (n = 8)

Value Heart Rate Insights and GPS

Extremely Price Sensitive

Reject \$450 or \$550 options.





Segment Demographics & Behaviors



Outdoor Navigators

Demographic:
18–34, Majorly Male

Usage:
Frequent travel/adventure;
weekly outdoor AR use



Connected Professionals

Demographic:
25–44, Employed

Usage:
Daily meetings, office,
productivity tasks



Wellness Explorers

Demographic:
18–34, Majorly Students

Usage:
Gym workouts, running;
daily health metrics



Targeting Strategy



1

Primary Target: Connected Professionals

- Highest willingness-to-pay for productivity & AI features
-

2

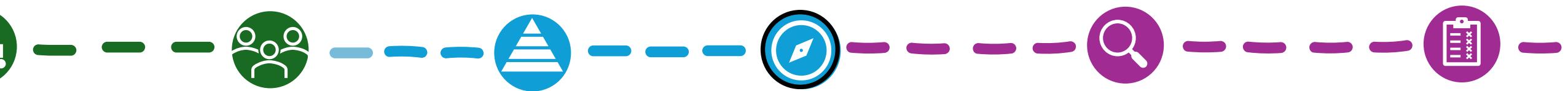
Secondary Target: Outdoor Navigators

- High AR navigation adoption; mid-tier price acceptance
-

3

Tertiary Target: Wellness Explorers

- Price-sensitive; emphasize entry-level health tracking features



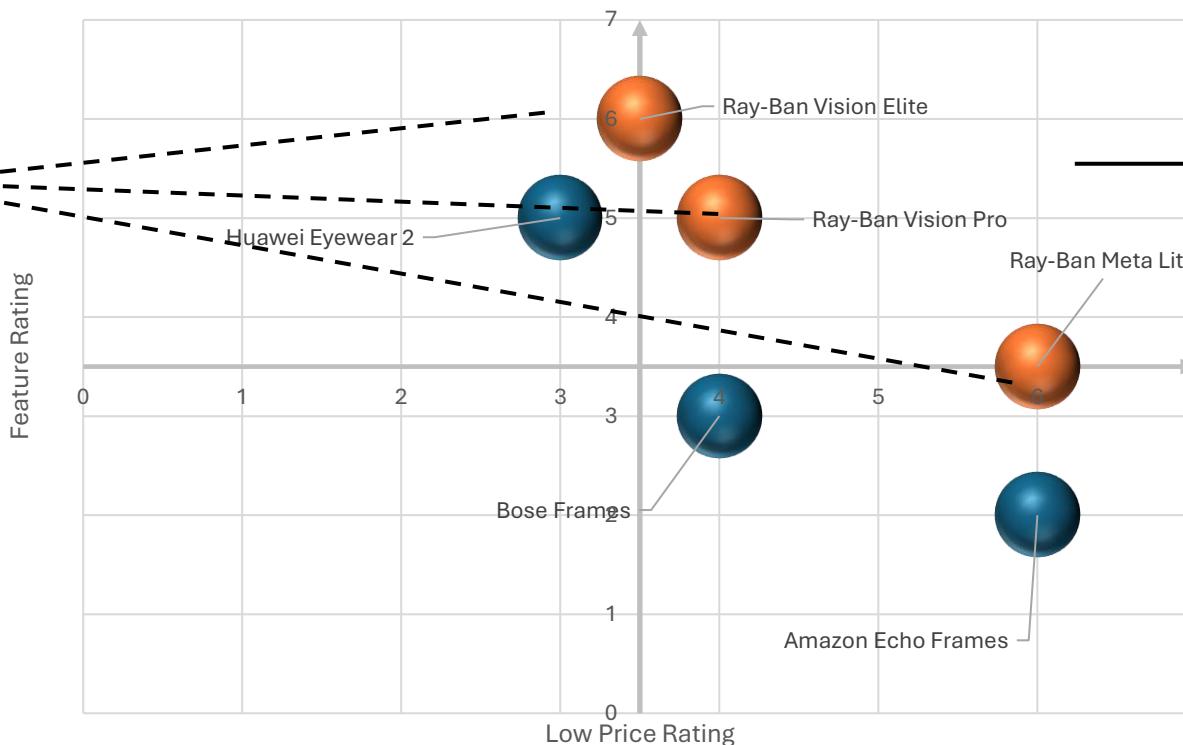
Perceptual Map & Positioning Gaps

Orange Balls are the GAP in the market that RayBan AR Vision Pro and Lite tier products are aimed to capture.

**Targeting
Positioning Gap**

Q2: Low Low-Price Rating and High Feature Rich rating

Q1: High Low-Price Rating and High Feature Rich rating



Highly Focused Features for Decent price rating is Under served.

Gap in the Market

Q3: Low Low-Price Rating and Low Feature Rich rating

Q4: High Low-Price Rating and Low Feature Rich rating



Product Profile Demand Analysis

Tier	Price	Target Segment
Vision Lite	\$350	Wellness Explorers
Vision Pro	\$450	Connected Professionals
Vision Elite	\$550	Outdoor Navigators

Rank By Demand			
Products	Count	Market Interest	Rank
Lite	11.16	27%	3
Pro	15.66	38%	1
Elite	14.16	35%	2
Total=	40.98		

Implication for Strategy:

- Focus marketing on **Vision Pro** as the volume driver.
- Highlight **adventure and navigation features** for Vision Elite to tap into Outdoor Navigators
- Position **Vision Lite** as an affordable wellness-focused entry option with lifestyle storytelling.

Row Labels	Choice per Cluster		
	Average of Choose Lite	Average of Choosing Pro	Average of Choosing Elite
Outdoor Navigators	0.42	0.12	0.46
Connected Professionals	0.17	0.54	0.29
Wellness Explorers	0.25	0.50	0.25



Positioning Statement and Justification



Vision Lite

Statement:

Style Meets Sweat: Affordable AR with fitness smarts in every step.

Why it works: Reinforces affordability + movement tracking, with an emotional tie to lifestyle and fashion appeal.

Cluster Fit: Budget-conscious, style-savvy consumers prioritizing wellness (competing with Echo Frames, Meta Lite)



Vision Pro

Statement:

Think Faster, See Smarter: AI-powered AR for professionals on the move.

Why it works: Evokes speed and intelligence; emphasizes mobile productivity and real-time data, perfect for knowledge workers.

Cluster Fit: Mid-to-high income users needing contextual AI support in workspaces (competing with Meta Pro and Huawei)



Vision Elite

Statement:

Go Beyond Boundaries: Elite AR built for explorers, athletes, and the edge of tomorrow.

Why it works: Combines ruggedness and future-forward technology; aspirational tone to match premium functionality at good value.

Cluster Fit: Active lifestyle enthusiasts, urban explorers, and early adopters looking for a *premium experience at a justifiable price*.



Digital Marketing Plan

(6 Months | \$1,000 Budget)

Goal:

Boost awareness and engagement across 3 segments (fitness, professionals, adventurers).

Channel	Type	Budget	Timeline	Goal	Expected Impact	KPI
Instagram & TikTok Ads	Paid Social Media	\$400	Months 1–6	Boost awareness + drive traffic to landing	High reach, visual appeal, brand recall	Impressions, CTR, Sign-ups
Micro-Influencers	Influencer Marketing	\$250	Months 2–5	Build trust with niche audiences	Peer credibility → increased interest	Engagement rate, Referral traffic
Google SEM	Paid Search	\$200	Months 1–6	Capture active intent for Vision Pro	High conversion potential from search intent	CPC, Conversions, ROAS
Email Marketing	Owned Channel	\$100	Months 2–6	Retain users, early access + upsell offers	Cost-effective loyalty + upsell channel	Open rate, Click-throughs, Repeat visits
Landing Page A/B Test	CRO (Conversion Optimization)	\$50	Month 3–5	Increase sign-ups + reduce drop-offs	Higher conversion from same traffic	Conversion rate, Bounce rate

SEO & SEM Keyword Plan

Keyword Focus Areas:

Category	Example Keywords	Goal
Branded	RayBan AR Glasses	Brand recall
Product-specific	AR glasses for fitness, smart wearable eyewear	Feature-based searches
Competitor	Amazon glasses, Google AR alternatives, Huawei glasses	Capture switchers
Long-tail	Best AR glasses for outdoor use	High-conversion niche targeting

A/B Testing:

A/B test ad copy for CTR

KPIs:

- **CTR:** Measures ad copy effectiveness
- **Conversion Rate:** Tracks purchases/sign-ups
- **Cost per Click (CPC):** Optimizes ad spend
- **Organic Ranking:** Monitors SEO visibility

The screenshot shows a keyword research tool interface with the following data:

Keywords	Search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
smart spectacles	6,600	\$0.37	\$1.30	High
glasses google	3,600	\$0.35	\$0.73	Medium
ar glasses	2,400	\$0.35	\$1.28	High
ai glasses	1,600	\$0.34	\$0.97	High

Showing 2 keywords for 'stylish ar glasses'

Columns: Columns..., PPC, SEO, GSC

Actions: TRACK..., SAVE, EXPORT, REMOVE...

Filters: + Volume..., + Competition..., + KEI..., + No Click Searches..., + Is Question...

Search Results:

Keyword	Volume	Competition	KEI	No Click Searches
most stylish ar glasses	—	—	—	—
stylish ar glasses	—	—	—	—

*Keyword or Website URL: best AR glasses for professionals

Choose an Industry (Optional): All Industries

State or Country: Australia

Search

No Results



Key Takeaways and Next Steps

Key Takeaways

Segmented Targeting Works

Effective Budget Use

Customer Insights Drive Strategy

Lean Yet Impactful

- Clear product-market fit across Vision Lite, Pro, and Elite.

- Strategic \$1000 spend across high-ROI digital channels.

- Data-backed positioning, pricing, and promotion plans.

- Focus on micro-influencers, SEM, and A/B testing ensures learning with minimal spend.

Next Steps:

1

Launch Digital Campaigns

Roll out ads, influencer posts, and email outreach.

2

Monitor KPIs Weekly

Adjust based on CTR, CPC, conversions.

3

Optimize Landing Pages

Based on A/B testing and traffic sources.

4

Scale What Works

Reinvest in top-performing channels post 6-month review.