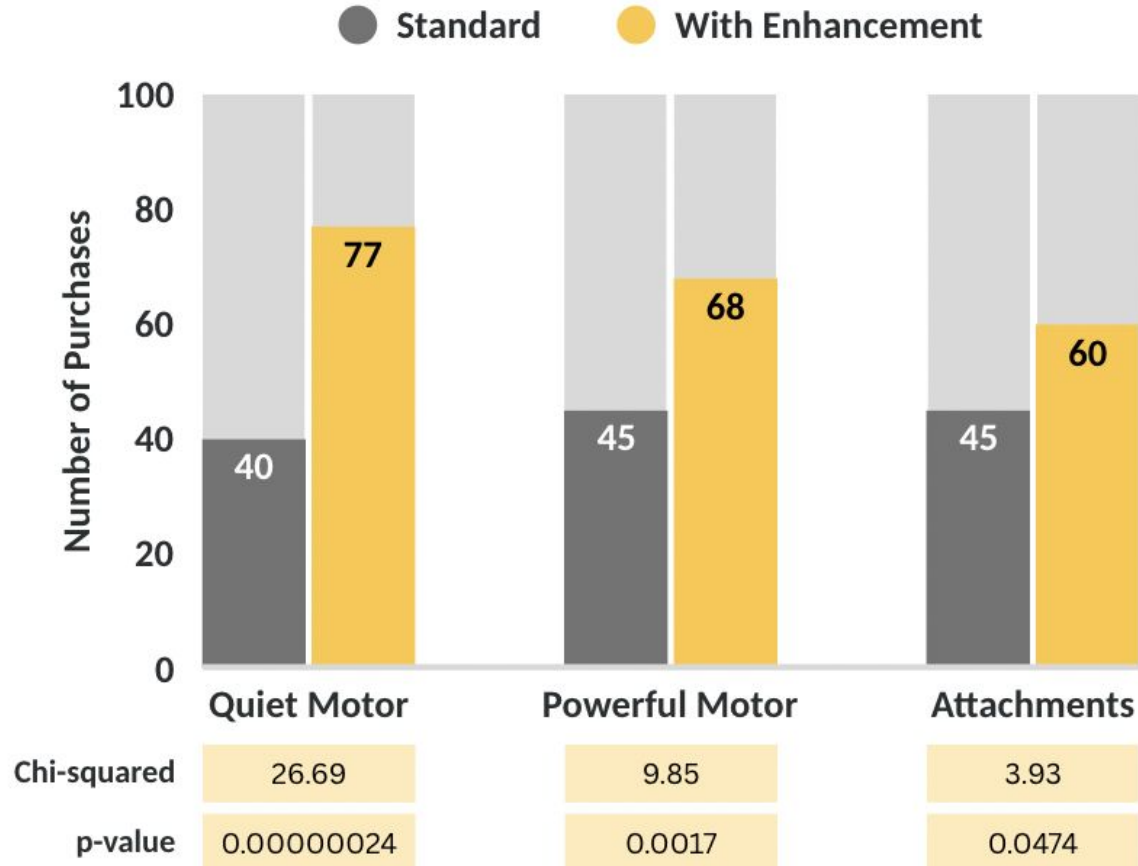


# SPRINT 5




Julianne Berry-Stoelzle (jjb389),  
Megan Wong (mww68),  
Sia Harisingani (ssh96),  
Kelly Zhang (kz8),  
Jemimah Osei (jko35)



# Blender Purchases by Test Group



# GO/NO-GO DECISION

-  **Quieter Motor** (Highest Priority)
-  **Powerful Motor** (Second Priority)
-  **Additional Attachments** (No-Go)

# IMPACT OF PRODUCT CHANGE

**80%**

Sales Lift

**105%**

Clicks Lift

**59%**

TimeOnSite Lift

# SALES LIFT

- Very high sales lift indicates a full relaunch would be successful
  - Drives more customer awareness and traffic to the site
- High consumer engagement
  - Consumers like having options
  - They seem to value the redesign
  - Potential to increase price of the redesign



Consumers pain point are that blenders are  
**Too noisy, underpowered performance, hard  
to clean or maintain, too many low-quality  
attachments, inconsistent durability.**

### **Objective**

Deliver a quieter, faster, easier-to-maintain, and  
and a streamlined set of high-quality  
attachments. The redesigned BlitzBlend meets  
the needs of modern, health-conscious users  
and strengthens our position in the mid-range  
appliance market.

# **ENGINEERING BRIEF**



# TARGET CUSTOMER

## Sarah-The Early-Rising City Professional

- **Age:** 38
- **Occupation:** Software Engineer
- **Lifestyle:** Lives in a high rise apartment and is always on the grind
- **Goals:** Preps quick meals, and make healthy smoothies



## Lisa & Alex-Young Parents with a Busy Kitchen

- **Ages:** 34 and 36
- **Occupation:** Public school teacher & financial analyst
- **Lifestyle:** Live in a suburban home with a toddler
- **Goals:** Make baby food, family meals, quick smoothies, and Share kitchen tasks efficiently

# MARKET VALIDATION & CORE FEATURES

- **Validation From Testing:**

- +80% **Sales Lift** vs. prior model
- +105% **Clicks**, +59% **Time on Site**
- A/B testing showed strong preference for:
  - **Quieter motor**
  - **More powerful blending**

- **Core features**

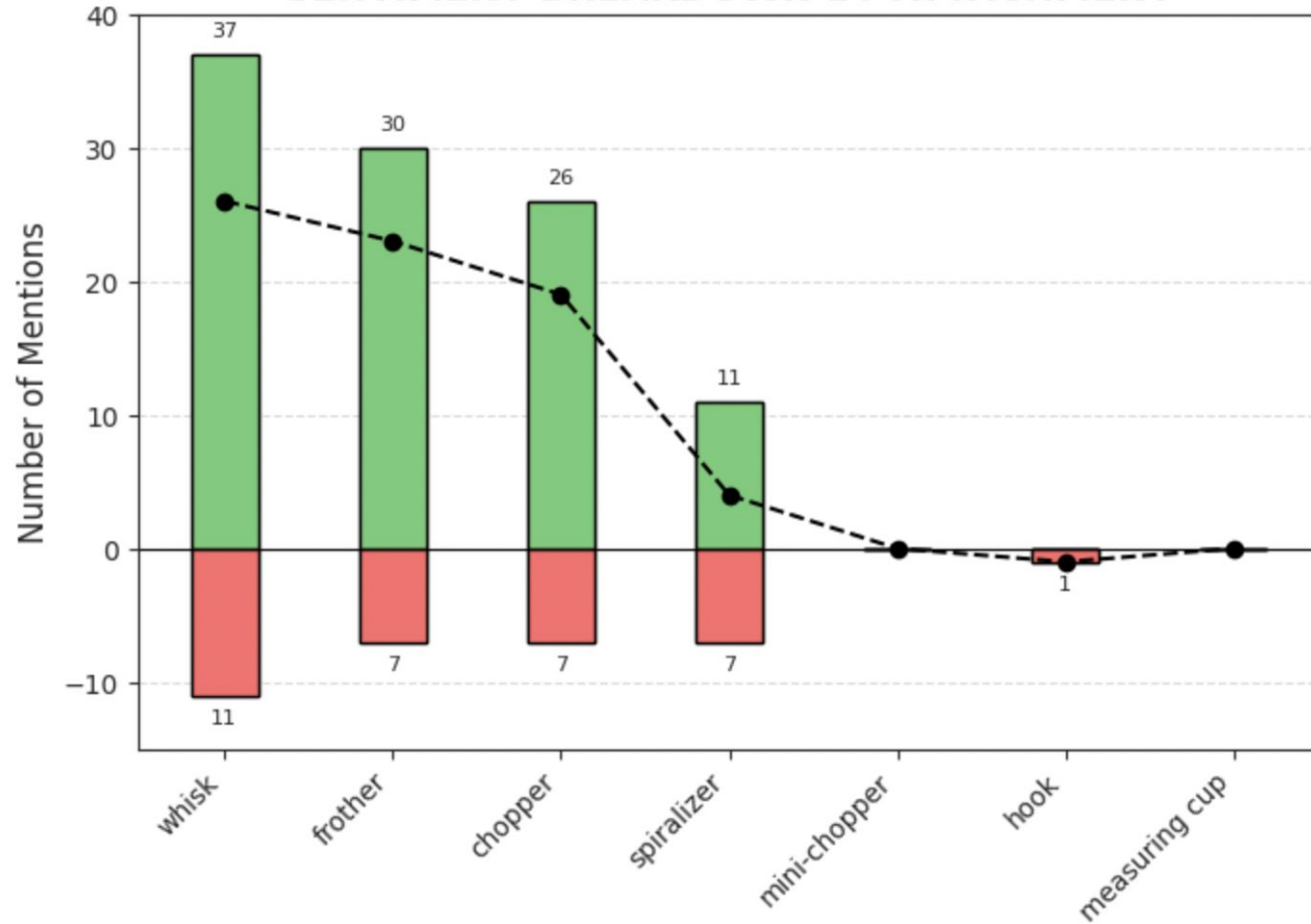
-  **Quieter Motor**  
Live demos nearly doubled purchase rates
-  **More Powerful Motor**  
Handles frozen ingredients and tough blends with ease
-  **High-Performance Whisk**  
“Whisk alone worth the upgrade” – top-rated attachment
-  **Durable Chopper**  
Called “the star” by users, ideal for herbs, hummus, small batches



# PERFORMANCE & ENGINEERING GOALS

Category	Target
Noise Reduction	Operates under <b>55–60 decibels</b>
Blending Efficiency	Smoothie blends in <b>under 45–55 seconds</b>
Attachment Durability	Withstands a minimum of <b>6–12 months</b> of regular use
Continuous Run Time	At least <b>10 minutes</b> without overheating
Packaging Durability	Meets <b>Amazon FFP standards</b>
Component Fit & Seal	No leaks or detachment in daily use
Certifications (US & Intl.)	UL 982, FCC Part 15, CE (EU), RoHS

## SENTIMENT BREAKDOWN BY ATTACHMENT



# ATTACHMENT RECOMMENDATIONS

- Include whisk and chopper
- Improve quality of whisk and chopper
- Ensure simple mechanism to switch attachments
- Offer frother as optional



# METRICS

**01**      **CONVERSION RATE**



**02**      **AVERAGE CUSTOMER  
RATING**



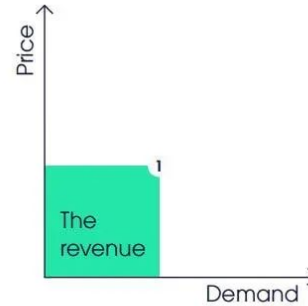
**03**      **RETURN RATE**



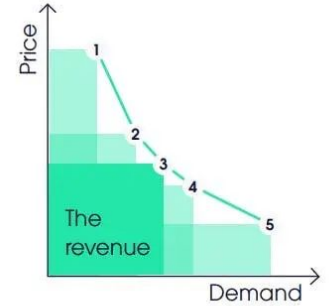
# PRICING

## Dynamic pricing:

- Increasing pricing around high demand times such as Christmas or the start of the summer
- Is a common method for increasing profits
- Very common on Amazon
  - Less likely to incur consumer pushback



Static pricing (single price point)



Dynamic pricing (multiple price point)

# PRICING

## Comparison tables:

- Show off quiet and powerful motor features & attachment bundle
- Monitor competitor prices - keep our price below these
- Comparison set effect



Customer Reviews	★★★★★ 51,394	★★★★★ 51,394	★★★★★ 51,394	—
Price	\$39 <sup>99</sup>	\$69 <sup>99</sup>	\$24 <sup>99</sup>	—
Styles	Froth, Whisk, Blend			
Settings	9 Speeds and Turbo speed			
Item Weight	1.9 lbs			
Product Dimensions	12.6" tall			16.9 x 9.25 x 13.6 inches
Attachment Type	Stainless Steel attachments			
Wattage	500W			
Accessories Included	Frother, Whisk, Blending attachment			Safety Pusher, Filter with blades, Juice Container, Pulp Container
Special Notes	attachments are dishwasher safe			Clean parts with warm, soapy water & wipe main body with soft sponge

# PRICING

## Discount + Odd pricing:

- Affects the way the consumer views the price
  - Reference price effect
- Discount makes the consumer feel like they're getting a deal
- Odd pricing ending in .99 makes the number seem lower

Limited time deal

-29% \$49<sup>99</sup>

List Price: ~~\$69.99~~ ⓘ

Limited time deal

-40% \$29<sup>99</sup>

List Price: ~~\$49.98~~ ⓘ

Limited time deal

-40% \$29<sup>97</sup>

List Price: ~~\$49.99~~ ⓘ

# REFERENCES

<https://www.business.com/articles/what-is-dynamic-pricing-and-how-does-it-affect-ecommerce/>

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<https://www.amazon.com/blenders/b?ie=UTF8&node=289914>





# THANK YOU

Questions?