

# Comfy chair



Revolutionizing ergonomic seating with comfy Experience unparalleled comfort and support .

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# Introduction: our key benefits

1

Promotes upright posture

Reduces back pain and promotes healthy posture.

2

Enhanced Comfort

Provides superior comfort during prolonged sitting.

3

Improves Productivity

Boosts focus and reduces discomfort.



# Key Features



## U-Shaped cushion

Offers targeted support to the lower back.



## Eco friendly materials

Ensure recycle and sustainable materials.



## Active sitting

Facilitates dynamic movement while seated.





# Pain points

## Poor posture

Addresses the discomfort and health issues associated with prolonged poor posture .

## Back and leg pain

Offers relief and support for users experience discomfort in these areas

## Discomfort during long hours

Provides ergonomic support to reduce strain and discomfort during extended sitting periods

# Unique selling points (UPSs)

## Quality of materials

Addresses the discomfort and health issues associated with prolonged poor posture .

## versatility

Suitable for various work environments.

## Customer satisfaction

Positive testimonials highlight its effectiveness and comfort.



# Competitive advantages

1

## Superior Comfort

The cushion adapts to the body shape, while the ergonomic design promotes proper alignment .

2

## Unique active sitting technology

We combines the benefits of ergonomic support with the advantages of movement , this feature sets it apart from traditional static chairs and added value to customer .

3

## Versatile

This versatility ensures a comfort and personalized sitting experience.





# Brand mantra

Raise your efficiency



Enhance your comfort

# Brand positioning

To: struggles with maintain posture and comfort during long hours at the computer

## Comfy chair consumer furniture

That:

- Improve posture
- Reduce back and neck pain
- Eco friendly and sustainable
- Durable and comfortable

Because:

- Relieves lower back pressure
- Engaging core muscles
- Relieves disc stress
- Lightweight and portable







# Target Customer Personas

Remote and hybrid Workers

Need for posture support.

Students

Long study sessions.



# Niche (1): remote and hybrid workers

## demographics

Age	Gender	Income level	Education	marital
35-45	Male or female	Middle or upper middle (\$5000-8000)	Collage educated , with degree in business, technology, or creative field	Married, with or without childrens

## Psychographics

### Lifestyle

Health conscious employees who prioritize their physical well-being

### personality

Practical, detailed oriented, and eager to adopt innovation products

### motivations

Driven to find effective solutions for improving posture

## Pain points

Physical health

Work life balance

Ergonomic confusion

productivity



# Customer journey for remote and hybrid workers

stage	Touch points	Customer goal	Strategy
<b>Awareness (search)</b>	Instagram , snapchat	Discover solutions	Ads about the pain points of posture issues from prolonged sitting in standard chairs.
<b>Evaluation</b>	Facebook , website	Evaluate options	Help the customer to know more about our quality
<b>Testing</b>	Youtube	Test the product	Send our product to customers to review it
<b>Purchase</b>	Website	Complete purchase without conflicts	Make call to action all in one place and easy to pay and deliver
<b>Retention</b>	Website , facebook	Stay satisfied	Take customers feedback and try to solve the problems as we can

# Niche (2):collage students

## demographics

Age	Gender	Income level	Education	marital
18-24	Male or female	Limited income, reliant on part time jobs or family support (\$500-1000)	Currently in collage	Single, some in relationships

## Psychographics

Lifestyle	personality	motivations
Health conscious employees who prioritize their physical well-being	Practical, detailed oriented, and eager to adopt innovation products	Driven to find effective solutions for improving posture

## Pain points

Physical health	Work life balance	Ergonomic confusion	productivity
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# Niche (2): collage students

## Geographic location

Saudi arabia, Bahrain, Qatar

## Professional background

- 1-occupation: full time student, some with part time jobs (freelancing, retail, tutoring)
- 2-industry: diverse field of study like business,technology, arts, health science
- 3-work invironment: at home

## Media consumptions

Social media	Online communities	Search engines	Content interests
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# Customer journey for college student

stage	Touch points	Customer goal	Strategy
<b>Awareness (search)</b>	Instagram , snapchat , tiktok	Discover solutions	Simple language content for persuade the students
<b>Evaluation</b>	Facebook	Evaluate options	Help the customer to know more about our quality
<b>Testing</b>	Youtube	Test the product	Make many influencers try our product and say their feedback
<b>Purchase</b>	Website	Complete purchase without conflicts	Make call to action all in one place and easy to pay and deliver
<b>Retention</b>	Website , facebook	Stay satisfied	Take customers feedback and try to solve the problems as we can



# Smart objectives



**Specific:** Increase brand recognition among Wellness Enthusiasts who value ergonomic solutions and holistic health practices

**Measurable:** Achieve a 30% increase in website traffic from organic search and social media channels related to ergonomic products within 6 months

**Achievable:** Implement targeted SEO strategies, influencer partnerships, and social media campaigns focused on ergonomic benefits and product features

**Relevant:** Align with the target audience's interests in holistic health, active sitting, and ergonomic design

**Time-bound:** Measure progress monthly and aim to achieve the goal by the end of the 6-month period



# SWOT analysis



## strengths

- Ergonomic benefits: promote better posture
- Increased productivity: by reducing pain
- Growing health awareness: rising awareness of ergonomics and healthy work

## Weaknesses

- Limited user base: kneeling chairs may not be suitable for everyone
- Price point: compared to standard chair, kneeling chairs can be more expensive
- need for user education: not everyone is familiar with kneeling chair benefits

## opportunities

- Online marketing and sales: leveraging digital platforms like VILNO.CO to reach wider audience
- Health and wellness trend: growing emphasis on health and well being

## threats

- Ergonomic alternatives: standing desks or other ergonomic furniture options could pose competition
- Economic downturn: in eco downturn business and consumers might prioritize lower cost furniture options



# Multichannel Marketing Strategies



1

Social Media platforms

Snapchat-instagram –tik tok

2

Target audience

Saudi arabia

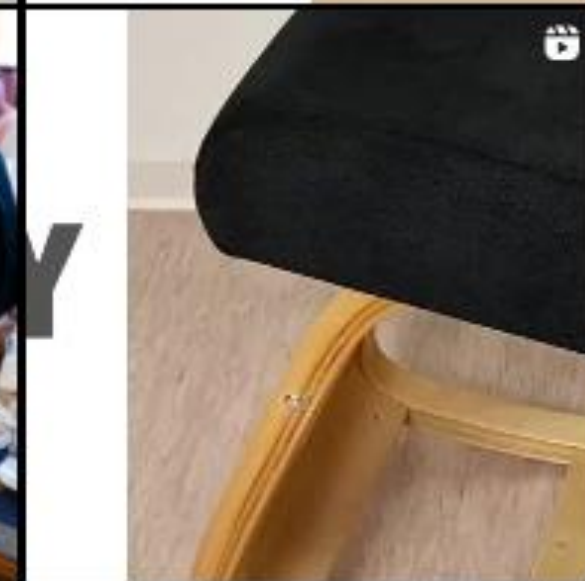
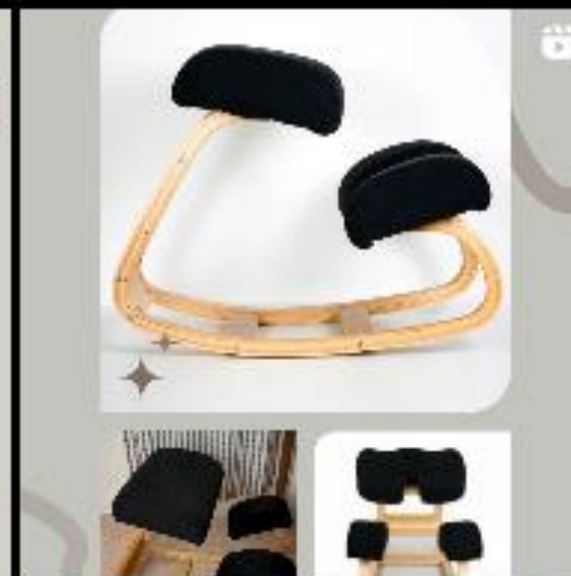
3

Content Marketing

Blog posts, videos, and infographics.



instagram





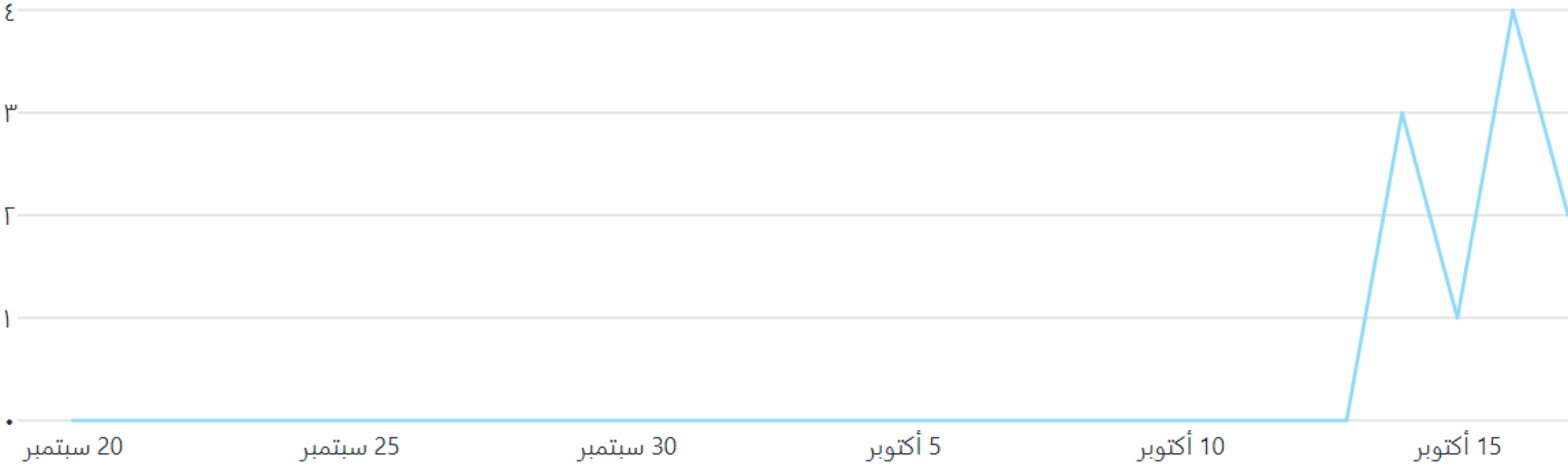
instagram

تصدير

الزيارات

زيارات الملف الشخصي على Instagram

100% ↑



snaphat



Public Stories

Saved Stories

Spotlights

Lenses





TIK TOK



**comfy\_chair** comfy\_chair

Edit profile



0 Following 1 Followers 1 Likes

راحة..أمان..لفتترات طويلة

📺 Videos

🔖 Favorites

📖 Liked

▶ 0

▶ 1

نعودي يدعى أبو سلطان، يحب حضور المجال

# Story telling

Pixar model

<https://www.tiktok.com/@c>





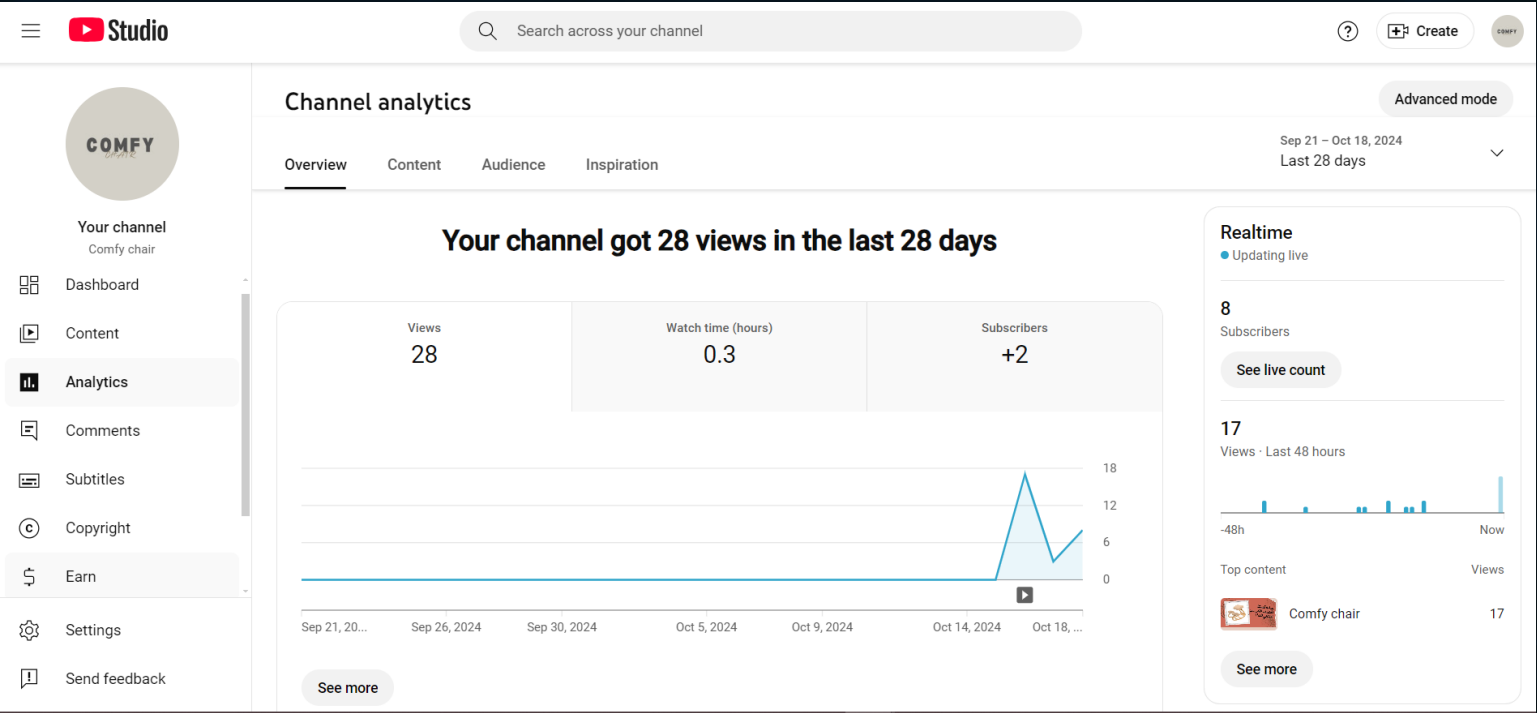
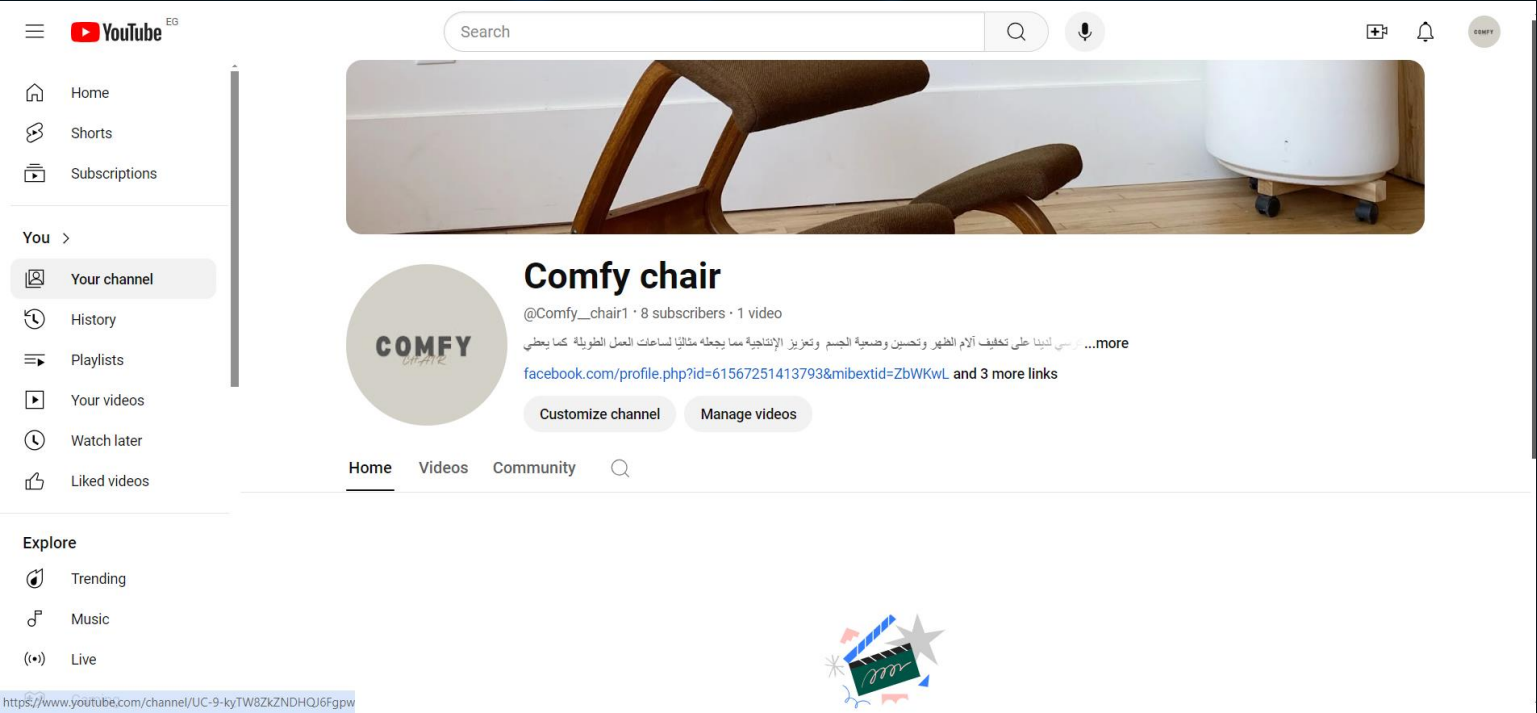
# Story telling

## Pixar model

لاستمتاع بهذه اللقاءات الطويلة . كان هناك عجوز سعودي يدعى أبو سلطان، يحب حضور المجالس ولقاء أصدقائه  
زمن لا ابتعاده عن أحبائه . يوماً بعد يوم، بدأ أبو سلطان يتجنب الذهاب إلى المجالس، خوفاً من الألم الذي سيشعر به  
ديد . في أحد الأيام، سمع أبو سلطان من حفيده عن كرسي جديد مصمم خصيصاً لكبار السن في المجالس السعودية  
نوعاً الألم المعتاد . بعد إلحاح من عائلته، قرر أبو سلطان أخيراً زيارة المجلس الذي يحتوي على هذا الكرسي الخاص  
، وتناول القهوة دون الحاجة للتحرك بسبب عدم الراحة . لدهشته، مرت الساعات وهو جالس دون أي شعور بالألم  
في دعوة أصدقائه المسنين لتجربة الكرسي الخاص . منذ ذلك اليوم، أصبح أبو سلطان من أكثر رواد المجلس حماساً



YouTube





Google Sites

website

