



TECHKRITI'23

PRODUCT SHOWDOWN

INTRODUCTION

As a product manager at Twitter, you have been tasked with the launch of Twitter Blue. This subscription-based service offers additional features to enhance the user experience on the platform. Your primary goal is to focus on the Indian market and cater to the needs of the Indian Twitter user base.

This case study aims to develop a product launch strategy for Twitter Blue in India that considers the unique characteristics of the Indian market, cultural nuances, and user preferences.

Basic Objectives:

1. Conduct market research to understand the needs and preferences of Indian Twitter users, including their willingness to pay for a subscription-based service.
2. Develop a pricing strategy that is competitive and affordable for the Indian market, while also ensuring profitability for Twitter.
3. Create a product roadmap that prioritizes the features most relevant to Indian users and addresses their pain points.



www.techkriti.org



+91- 9826360038 | 7267960043



C-101, Hall 1, IIT Kanpur



contact_us@techkriti.org



TECHKRITI'23

4. Develop a marketing strategy that effectively communicates the benefits of Twitter Blue to Indian users and drives the adoption of the subscription service.

5. Establish partnerships with relevant brands and influencers to promote Twitter Blue and build credibility in the Indian market.

For reference, take a look at Amazon Prime's, Disney + Hotstar's structure.

Propose the entire case solution in 8-10 slides(excluding Introduction and Thank you).

Participants are free to use their own framework for analysis.

The case study presentation will be at IIT Kanpur during Techkriti'23, from 23 March-26 March.



www.techkriti.org



+91- 9826360038 | 7267960043



C-101, Hall 1, IIT Kanpur



contact_us@techkriti.org



TECHKRITI'23

JUDGING CRITERIA

- **Quality of Analysis:**

This criterion evaluates the thoroughness and accuracy of the research and analysis conducted by the participants. The judges will look for evidence of critical thinking, problem-solving skills, and the ability to identify key issues and trends. They will also assess the participants' understanding of the industry and its dynamics and their ability to gather and analyze relevant data and information. The judges will also look for appropriate analytical tools, models, and frameworks to support the analysis and conclusions.

- **Creativity and Innovation:**

This criterion evaluates the originality and creativity of the proposed solution. Judges will look for new and unique ideas, as well as an understanding of the current industry trends. They will also assess the participant's ability to think out of the box and develop innovative solutions that address the problem or challenge in a novel way. The judges will also look for the incorporation of new technologies or emerging trends, and the level of differentiation of the proposed solution.

- **Feasibility and Practicality:**

This criterion evaluates the realism and feasibility of the proposed solution. The judges will look for evidence that the solution is practical, actionable, and can be implemented within the constraints of the problem or challenge. They will also assess the participant's understanding of the costs, benefits, and risks associated with the proposed solution. The judges will





TECHKRITI'23

also look for the consideration of potential implementation challenges and the inclusion of a detailed implementation plan.

- **Presentation and Communication:**

This criterion evaluates the participant's ability to communicate and present their solution effectively. The judges will look for clear, concise, and well-organized presentations that effectively convey the key points and recommendations. They will also assess the participants' ability to explain complex concepts and ideas in a simple and easy-to-understand manner. The judges will also look for the use of visual aids, infographics, and other supporting materials to enhance the clarity of the presentation.

- **Impact and Results:**

This criterion evaluates the potential impact and results of the proposed solution. The judges will look for evidence that the solution will help the client achieve its objectives, improve performance, and create value. They will also assess the participant's understanding of the long-term implications of their proposed solution and the potential for scalability and sustainability.

- **Alignment with the Brief:**

This criterion evaluates the submissions' alignment with the competition brief, ensuring that the proposed solution addresses the problem or challenge and follows the guidelines and rules provided. The judges will also look for the level of understanding and compliance with the competition brief's scope, objectives, and requirements.





TECHKRITI'23

RULES & GUIDELINES

- Students (undergraduates or graduates) or professionals across the world are eligible to participate.
- Max 6 participants allowed in each team.
- Individual participation is allowed however team participation is encouraged.
- Entries must be the original work of participants i.e. team members competing must be the principal owners of the venture.
- In case any kind of plagiarism is found, Techkriti, IIT Kanpur reserves the right to disqualify the team.
- The decision of the judges is final and incontestable.
- Organizers reserve the right to change the timeline.

CONTACT INFORMATION

Aakarsh Mittal (+91 9627568555)

Parth Sharma (+91 9657728280)

Bugada Ashritha (+91 8309335762)



www.techkriti.org



+91- 9826360038 | 7267960043



C-101, Hall 1, IIT Kanpur



contact_us@techkriti.org