**Project Design Phase 2**

**Determine the Requirements**

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| Date | 3 November 2023 |
| Team Id | NM2023TMID03725 |
| Project Name | |  | | --- | | Create a Google My Business profile | |  | |

Awareness

* Customers become aware of the need for a new bath soap through various channels, such as advertising, social media, word-of-mouth, and seeing products in stores.
* They then begin to research different bath soaps to find the one that best meets their needs.

Consideration

* When choosing a bath soap, customers consider factors such as price, brand, scent, ingredients, and reviews.
* They may also narrow down their options by considering their skin type and any specific needs they have.

Purchase

* Once customers have chosen a bath soap, they can purchase it from a variety of channels, such as brick-and-mortar stores and online retailers.

Use

* Customers use bath soap for a variety of purposes, such as bathing, showering, and washing their hands.

Post-Purchase

* After using the soap, customers form an opinion about it and may share their opinion with others or repurchase the soap if they are satisfied with it.

Customer Needs and Expectations

* Customers need and expect bath soap to be effective at cleaning the skin, gentle on the skin, affordable, and easily accessible.

How to Meet Customer Needs and Expectations

* Bath soap manufacturers can meet customer needs and expectations by developing soaps that are effective and gentle on the skin, offering a variety of soaps with different scents and ingredients, pricing their soaps competitively, and making their soaps available in a variety of channels.