**1)What does a Research and Marketing team do in project?**

A research and marketing team in a project plays a vital role in gathering and analyzing data about the target market, developing marketing strategies, and executing marketing campaigns.

Market research involves gathering and analyzing data about the target market, including their needs, wants, behaviors, and demographics. This information is used to develop marketing strategies that are tailored to the specific needs of the target market.

Marketing involves developing and executing strategies to promote products and services to the target market. This includes creating marketing messages, developing marketing campaigns, and using various marketing channels to reach the target audience.

In a project setting, the research and marketing team works closely with the project manager and other stakeholders to develop and implement a marketing plan that is aligned with the overall project goals. The research and marketing team may also be responsible for managing the project budget and tracking the results of marketing campaigns.

Here are some specific tasks that a research and marketing team may do in a project:

* Conduct market research to understand the target market and identify opportunities.
* Develop marketing strategies to promote the project to the target market.
* Create marketing materials, such as brochures, websites, and social media content.
* Manage marketing campaigns and track their results.
* Coordinate with other project stakeholders to ensure that marketing activities are aligned with the overall project goals.

Here are some examples of how a research and marketing team might contribute to different types of projects:

* Product development project: The research and marketing team could conduct market research to identify customer needs and preferences, develop marketing strategies to launch the new product, and create marketing materials to generate awareness and excitement for the product.
* Website design project: The research and marketing team could conduct keyword research to identify the best keywords to target for search engine optimization (SEO), develop content for the website, and create social media campaigns to promote the new website.
* Event management project: The research and marketing team could develop marketing strategies to attract attendees to the event, create promotional materials, and manage social media campaigns to promote the event.

Overall, the research and marketing team plays a vital role in the success of any project by helping to ensure that the project is marketed effectively to the target market.

## 2)Who will be the target audience for virtual try on of gold jewels?

The target audience for virtual try-on of gold jewels is broad and includes people of all ages, genders, and cultures. However, there are some specific groups that are more likely to be interested in this technology, including:

* Online shoppers: Virtual try-on is a convenient and engaging way for online shoppers to browse and try on jewelry without having to visit a physical store. This is especially appealing to shoppers who live in remote areas or who have busy schedules.
* Millennials and Gen Z: Millennials and Gen Z are digital natives who are comfortable using technology. They are also more likely to be interested in new and innovative shopping experiences. Virtual try-on is a great way to appeal to these younger generations.
* People who are shopping for a special occasion: Virtual try-on can be helpful for people who are shopping for jewelry for a special occasion, such as a wedding or engagement. This is because it allows them to try on different styles of jewelry and see how they look before they make a purchase.
* People who are unsure of their size: Virtual try-on can also be helpful for people who are unsure of their jewelry size. This is because it allows them to try on jewelry before they buy it to make sure that it fits properly.

In addition to these specific groups, virtual try-on of gold jewels can be appealing to anyone who is looking for a convenient and engaging way to shop for jewelry.

Here are some specific examples of how virtual try-on of gold jewels can be used by different target audiences:

* A young woman who is shopping for an engagement ring can use virtual try-on to see how different styles of rings look on her hand.
* A man who is shopping for a gift for his wife can use virtual try-on to see how different pieces of jewelry look on her.
* A couple who is planning their wedding can use virtual try-on to try on different wedding bands together.
* A jewelry designer can use virtual try-on to get feedback on new designs from potential customers.

Overall, virtual try-on of gold jewels is a versatile technology that can be used by a wide range of target audiences.