



TRAYA : CASE STUDY

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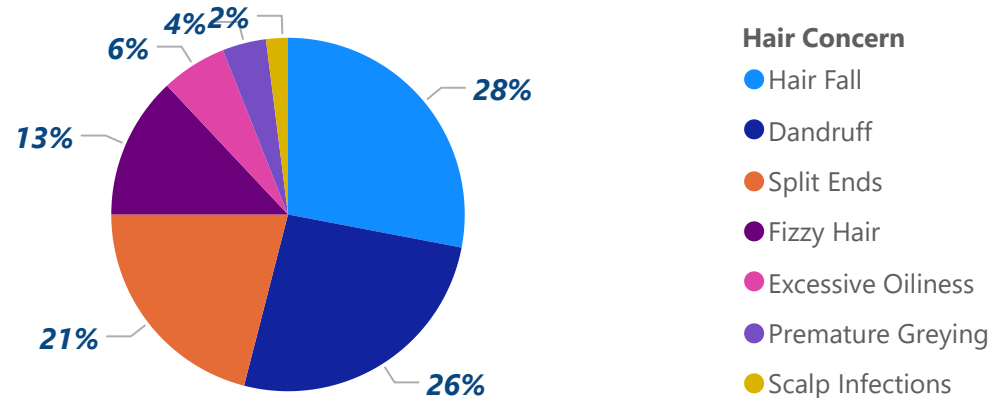
POWER BI LINK

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Understanding Female Hair Concerns & Barriers to Purchase

Common Hair concerns Faced By Women



Traya effectively helps with hair fall, dandruff, hair growth, and overall hair quality.

It identifies the root causes of hair loss through a scientific hair test and provides a personalized treatment based on **Ayurveda, Dermatology, and Nutrition**.

Traya offers products like **Minoxidil, Hair Vitamins, and Nasal Drops**, designed to target specific hair concerns.

✓ **Hair Fall** – Traya has different solutions for hair fall caused by **PCOS, Postpartum, and Thyroid issues**.

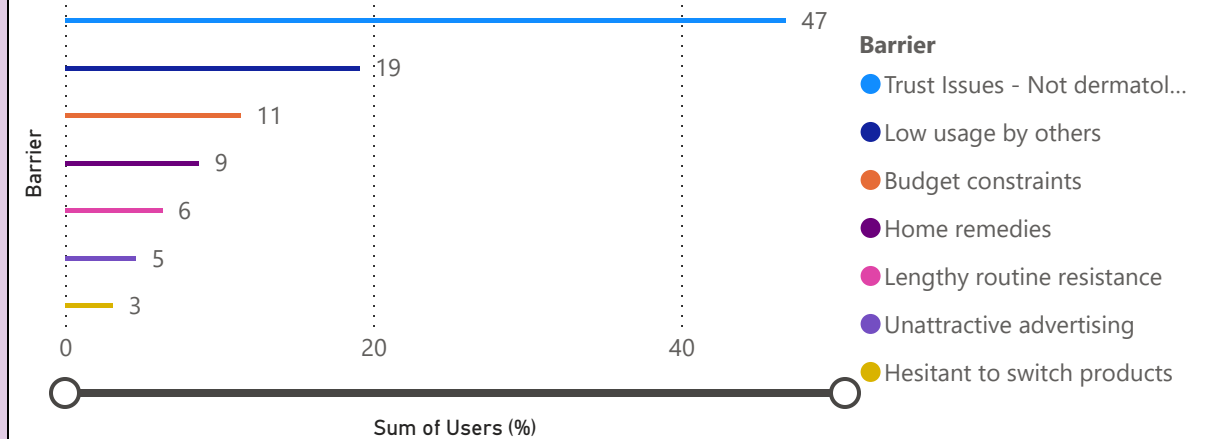
✓ **Dandruff** – Specialized treatments to reduce dandruff and improve scalp health.

✓ **Hair Growth** – Minoxidil Hair Growth Serum helps prevent hair thinning by blocking **DHT** and increasing blood flow to hair follicles.

✓ **Overall Hair Quality** – Capsules improve **metabolism, digestion, and relaxation** for better sleep, leading to healthier hair.

Traya's products are also available in **vegan** and **100% herbal** options.

Psychological & Practical Barriers



Psychological Barriers & Solutions

✓ Trust Issues – Not Dermatologist-Approved

- ◆ Advertise with doctors and highlight CDSCO approval on products to build trust.

✓ Low Usage by Others – Lack of Peer Validation

- ◆ Include the reviews of influencers. Recruit other users into the business to earn commissions from their sales.

✓ Home Remedies – Preference for Natural Solutions

- ◆ Traya has to advertise products that primarily combine Ayurveda, Dermatology, and Nutrition for long-term results.

✓ Hesitant to Switch Products – Fear of Change

- ◆ Offer trial packs along with some best-selling products in the market to increase the number of users.

Practical Barriers & Solutions

✓ Budget Constraints – Seen as Expensive

- ◆ Offer cashback, discounts, and combo deals like a personalized hair kit.

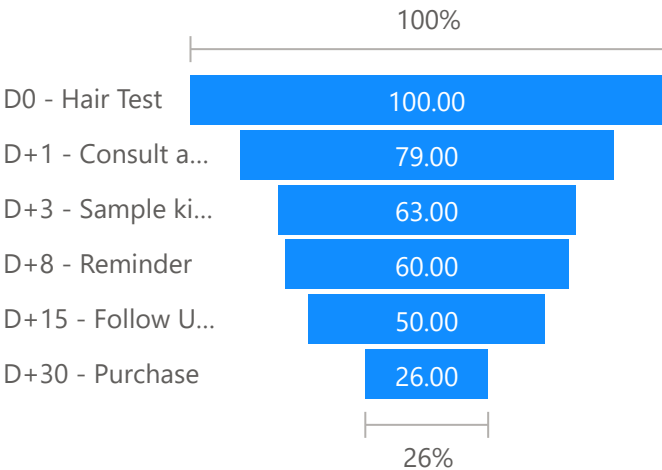
(Full payment is required upfront, but if unsatisfied, customers can return the product. A partial refund will be given based on usage.)

✓ Lengthy Routine Resistance – Feels Time-Consuming

- ◆ Educate customers that natural treatments take time but offer lasting results.

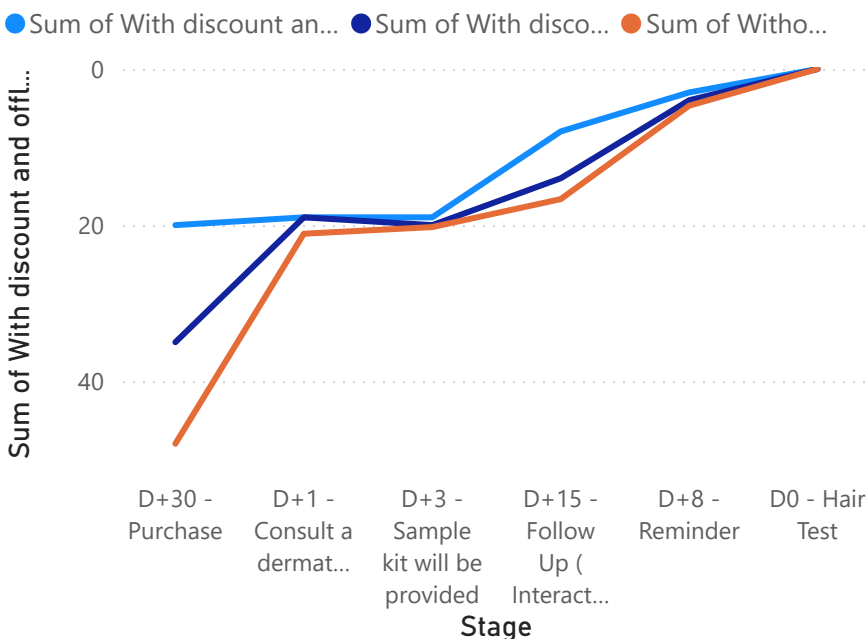
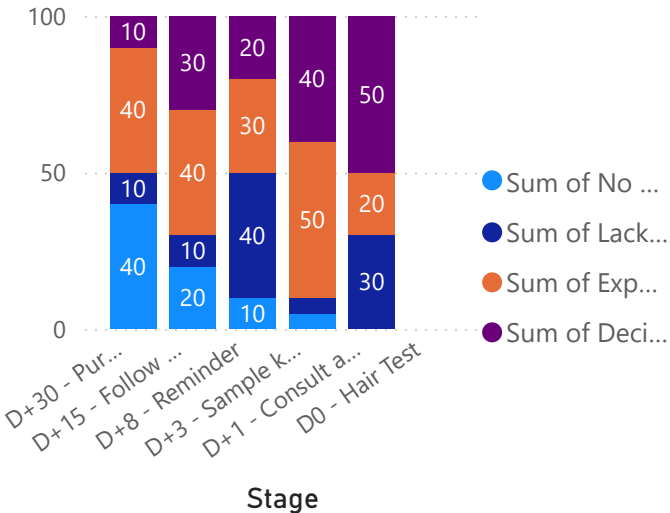
Customer Journey Optimization from D0 to Purchase

Sum of user by Stage



This graph shows Traya's strategies at different stages and the drop-off rates.

- **Day 0:** Users take the hair test but find it hard to trust a new brand and decide quickly on treatment.
- **After Consultation:** Trust increases after speaking to a dermatologist, but users worry about future costs and try the sample first.
- **Day 5 Reminder:** Some users lose trust as they don't see quick results.
- **Day 15 Interaction:** Users share hair care improvements, but many hesitate due to the product's price after finishing the sample.
- **Day 25 Reminder:** As it's time to purchase, cost concerns grow, and many lose interest due to the long gap.



✓The long gap between follow-ups and final purchase leads to a significant drop in interest and trust, as reflected in the decline from **50% to 26%**.

✓Users also hesitate due to the **price jump** from the sample product to the full kit.

1 Offline Consultation for Better Engagement & Trust

- ✓Since the **online health coach** is not efficient, Traya can introduce **offline diagnosis** through tie-ups with nearby hair clinics.
- ✓Users can book **discounted consultations** through the Traya platform.
- ✓A physical check-up by a specialist

2 Limited-Time Offers to Drive Urgency

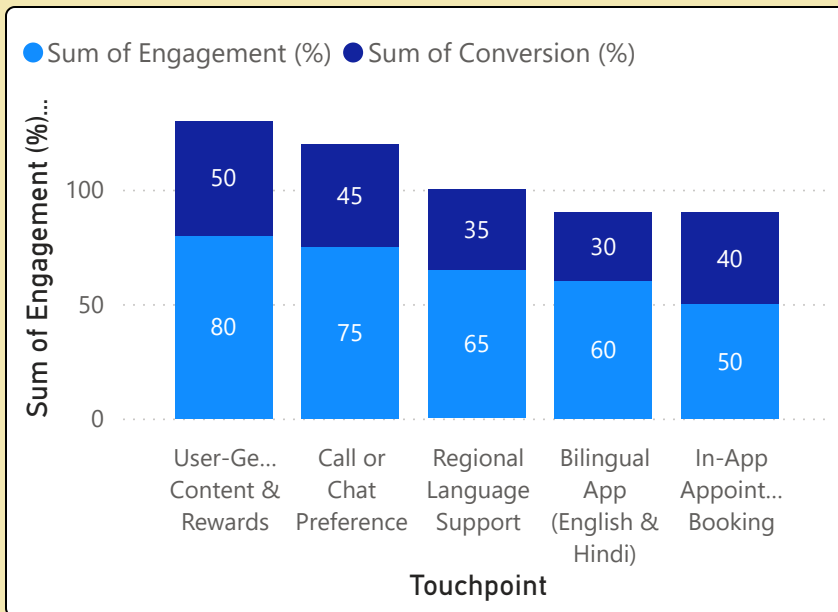
- ✓A few days before the expected purchase date, **exclusive discounts and combo offers** can be introduced to encourage **early buying**.
- ✓This helps **bridge the trust gap**, making users feel they are getting better value increasing their

3 Building Trust Through Product Usage Tracking

- ✓Instead of just sending reminders, Traya should **track product usage**.
- ✓It should schedule notifications for the intake of product application, reminding the customer until they take it.
- ✓This ensures they follow the correct

Improving Communication and Conversion Strategies for D+

Differences	Communication and Conversion Strategies(MAN)	Communication and Conversion Strategies(WOMEN)
1.Men believe in logical facts and scientific data, whereas women trust real-life experiences and peer reviews.	For apps used by men, statements like the following should be displayed to encourage them: ✓ Clinically proven to reduce hair fall by 75% in 3 months ✓ Approved by CDSCO, Ministry of Health & Welfare ✓ Dermatologically tested – No harmful chemicals added	For apps used by women, the current app asks users to upload a photo of their scalp and hair concerns. AI will then generate an image showing desirable changes at different stages of their hair care journey. This visual progress encourages them to stay committed and achieve the expected results.
2.Men prefer WhatsApp messages, emails, and app notifications, while women rely on YouTube reviews and social media posts.	For men, app notifications should include: ◊ "Do you want to be among the 99% who saw visible results in just 2 months?" ◊ "No complicated routines. Just 5 minutes a day for real hair regrowth. Order now!"	For women, the app should display YouTube links or embedded videos showcasing: 📺 The entire manufacturing process 🧪 Chemical testing of Traya's products (proving they contain no parabens, sulfates, mineral oils, phthalates, silicones, resorcinol, or para-phenylenediamine).
3.It is easier to convince men by showing even a few successful results. However, women take time to analyze products from multiple perspectives before trusting a brand.	For men: 👉 "Last chance! Get ₹500 OFF on your first Traya hair kit. Offer expires tonight!" 👉 "Your exclusive discount expires in 6 hours! Buy your hair kit now before it's gone."	For women: 💎 "Healthy hair = effortless beauty! Let's start your transformation today." 💎 "Your hair is your crown. Let's bring back its shine & strength!" 💎 "Riya struggled with hair thinning. Now, her hair is healthier than ever! Start your transformation today."
4. ◊ Men are more likely to answer calls and prefer short, to-the-point conversations focused on solutions. They make quicker decisions if given logical explanations and scientific proof, with a preference for evening calls. ◊ Women are more cautious about answering calls and engage in longer conversations, asking detailed questions. They take more time to decide and prefer follow-ups through reviews or influencer content. Morning calls work better for them. For the two-day testing period, we will send notifications as previously outlined and attempt to contact users the next day based on when they open the Traya app.	For Men: We'll ask about past experiences with similar issues and how they were addressed. Then, we'll highlight how our product has solved these problems for other clients, keeping the conversation concise.	For Women: We'll inquire about their issues and what they think might be causing them, aiming to understand their feelings and create a comfortable environment. We'll encourage them to imagine the benefits of our customized product, saying, Let's imagine how great your hair will look if you start using our tailored solutions. We'll then emphasize long-term benefits, such as "Nourish your roots today for thicker, healthier hair tomorrow. Your future self will thank you!"



EFFECTIVE TOUCH POINTS

✓ **Bilingual App (English & Hindi)** – Since Traya is widely used in North India, adding Hindi support will improve accessibility, especially in Tier 3 cities, increasing user engagement.

✓ **Regional Language Support** – Calls, chats, and the in-app health coach should be available in

✓ **In-App Appointment Booking** – Users should be able to book offline diagnosis appointments directly through the Traya app for convenience.

✓ **Call or Chat Preference** – Allowing users to choose their preferred mode of communication ensures they feel comfortable and

✓ **User-Generated Content & Rewards** –
✓ Introducing a feature that allows users to upload reels on the Traya app can enhance engagement.
✓ Instead of just displaying before-and-after images, users and the company can share videos on product usage, expected results, and personal experiences.
✓ To encourage participation, users who upload reels can earn brownie points,

