1. **Brief:**
   a. Rage Coffee is planning to run a promotional campaign to issue rare 10 free giveaway NFTs to the customer who buys coffee from their website at end of the promotional sale cycle. Upon purchasing the coffee each customer gets a scratch card which when the card will reveal a unique set of numbers. The customer can enter the numbers on a web page, to enter the giveaway. Upon the end of the promotional sale, 10 customers are randomly assigned 1 NFT each which is issued automatically and credited to the user's wallet in the system. Users can sell the NFTs as well on the platform whenever need each other.

2. **Assumptions:**
   **(in the real-world scenario, I would ask these questions to stakeholders)**
   a. **What are the company goals for the next 1-5 years?**
      i. To maintain relevancy in the FMCG industry
      ii. To minimize the CAC of coffee sales
      iii. To Increase LTV through various programs
   b. **Who is the audience of this product?**
      i. Rage coffee consumers
      ii. Middle and Upper-middle-class households in India
   c. **How much does this audience spend on everything?**
      i. USD 10 to USD 50 per day
   d. **How much does this audience spend on products such as ours?**
      i. INR 200 - 600 per month
   e. **How much does this audience earn?**
      i. INR 15,00,000 - INR 50,00,000 Per year
   f. **How does this target group communicate with one another?**
      i. Social Media
      ii. Word of Mouth
   g. **How likely is this target group to accept a new product?**
      i. Very likely, due to the increase in usage of social media and an increase in Viral Product Marketing
   h. **What is important to this target group?**
      i. Social Status: The middle class and upper middle class have shown to care more about social status than net worth, or any other metric.
   i. **How does the company reach this target group?**
      i. D2C Marketing, mainly through social media campaigns.
      ii. Influencer marketing
      iii. Word of mouth (accounts for less than 5%)
   j. **What products similar to ours do they use?**

      i. None. No other coffee brand in India has launched an NFT Campaign

3. **Understanding the user segments**
   a. Web3 Native user who consumes Rage Coffee.
   b. Web3 Native user who hears of Rage Coffee for the first time due to this campaign.
   c. Rage coffee drinker who does not understand web3.
   d. Rage coffee drinker who has heard of Web3.
   e. Neither Web3 user nor Rage coffee user who sees media promotions of this campaign.

   (In my opinion, c + d Comprises of over 60% of our target audience)

4. **Project Objectives:**
   **(using SMART Framework)**
   a. **Broad Goals:**
      i. Increase Customer Loyalty to increase LTV
      ii. Decrease CAC Through Viral Marketing
   b. **Objectives:**
      i. Be seen as a pioneer in the space by becoming the first Coffee company to have a web3 strategy
      ii. Provide existing customers a means to show loyalty to the brand
      iii. Use existing customer loyalty as a social proof to decrease CAC and Increase LTV
      iv. Get organic media mentions and capitalize on NFT hype increasing brand visibility and thereby decreasing CAC.
   c. **SMART Goals:**
      i. Get 10% more organic visibility through this viral marketing campaign
      ii. Increase customer LTV by 20%
      iii. Increase NFT Holder customer LTV by 500%
      iv. Decrease CAC by 2% due to earned marketing

5. **Scope:**
   a. **Who are the stakeholders:**
      i. Coffee purchaser
      ii. Lucky Winner
      iii. Winner who wants to resell
      iv. NFT Secondary Buyer
   b. **Broad Scope:**

| Objective (user story) | Stakeholder | Deliverable | Acceptance Criteria |
|---|---|---|---|
| | | | |

| | | | |
|---|---|---|---|
| I want the NFT to be minted on the blockchain and airdropped to the winner's wallet | Lucky Winner | NFT Smart contract with airdrop functionality | • NFT is minted on blockchain<br>• NFT can be airdropped to any wallet address |
| I want to receive the scratch card on purchasing the coffee | Coffee purchaser | Unique set of numbers for each coffee purchased | • Randum or Chaotic pseudo-random serial code generated |
| I want to be able to sell The NFT in the secondary market | Winer who wants to resell, NFT Secondary Buyer | NFT buy sell features and auction Mechanism | • Complete NFT marketplace functionality with custodial wallet. |

6. **Process flow Diagram**
   a. **Red represents the Unhappy Flows**
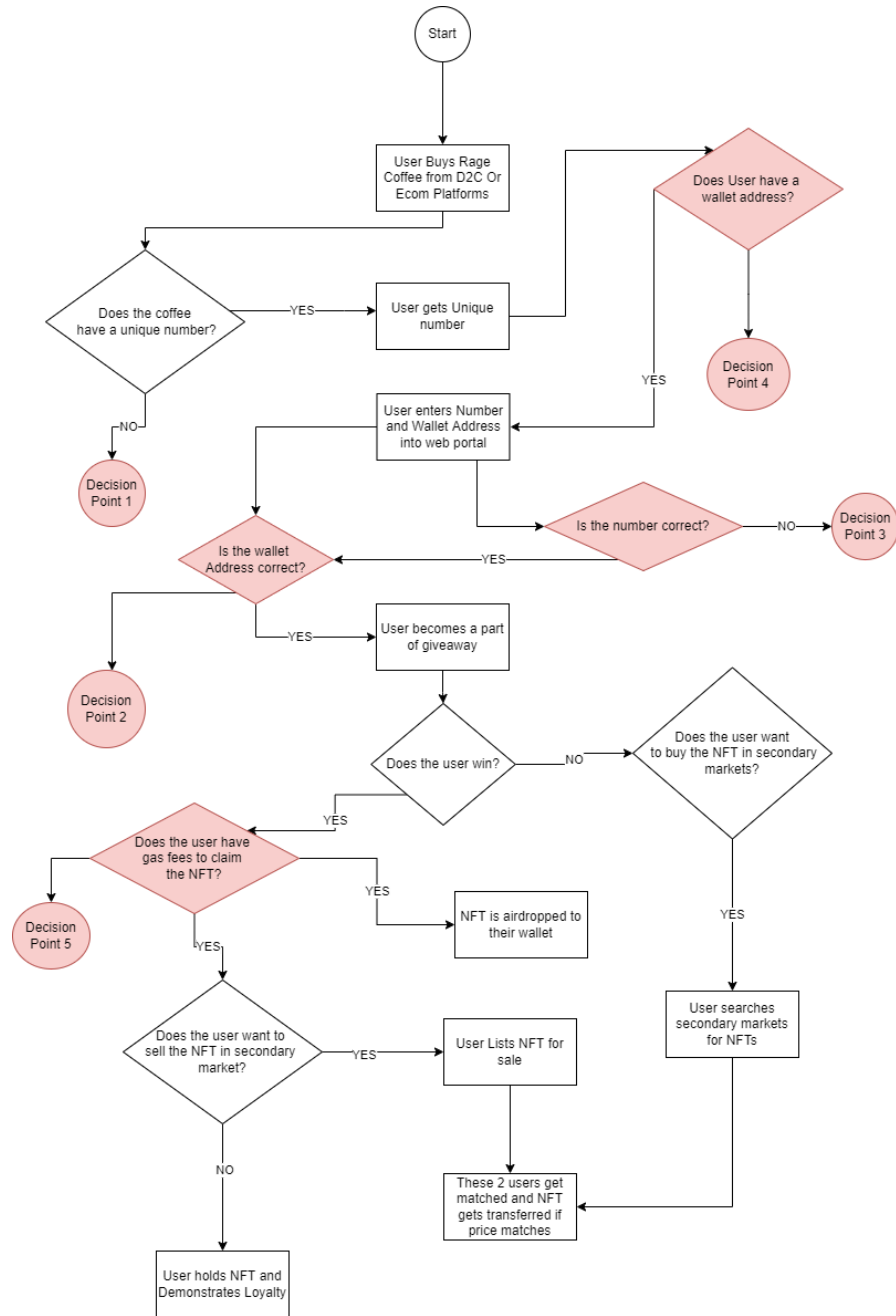
**b.**

7. **Decision Points:**

   a. **1: How does the Unique Number get created?**

      i. Option 1: Create the Unique Number as the Serial number of the coffee

         1. Pros:

            a. Easy to verify

            b. Old stock can be used as a part of the giveaway

            c. Verification can be done via image recognition, User has to take an image to enter giveaway.

         2. Cons:

a. Length is difficult to type/memorise

ii. Option 2: Create the Unique Number as a hash of the Serial Number

1. Pros:

a. Easy to verify

b. Old stock can be used as a part of the giveaway

c. Verification can be done via image recognition, User has to take an image to enter giveaway

2. Cons:

a. Coming up with the hashing algorithms will be difficult

iii. Option 3: Generate the Unique Number for each bottle

1. Pros:

a. Easy to verify

b. Verification can be done via image recognition, User has to take an image to enter giveaway.

2. Cons:

a. Length is difficult to type/memorise

b. **2: How is the wallet address verified?**

i. Option 1: Sign the transaction:

1. Pros:

a. Wallet address will not be wrong

2. Cons:

a. User Experience is compromised

b. New users may question legitimacy

ii. Option 2: Text field Input

1. Pros:

a. Easy to implement

b. Better UX

2. Cons:

a. Wallet address is not verified

iii. Option 3: Basic text validation

1. Pros:

a. Wallet address mistakes will be reduced

b. Better UX

c. Easy to implement

2. Cons:

a. Still not 0% error rate

c. **3: How is the Unique Number verified? (Is the Number Correctly entered?)**

i. Option 1: Image Recognition

1. Pros:

a. Smoother User Experience

2. Cons:
   a. Difficult to implement
   b. Many Edge cases
   ii. Option 2: Check database for sales
      1. Pros:
         a. Smooth UX
         b. Easy Database architecture
      2. Cons:
         a. Error rate will be high
         b. Will need a user flow for incorrect entry
d. **4: Do we create a custodial wallet?**
   i. Option 1: Yes
      1. Pros:
         a. Easy to implement for Non web3 native users
         b. Wallet Validation not required
      2. Cons:
         a. Less Decentralisation
         b. Asset Custody is difficult
         c. User trust will be reduced
   ii. Option 2: No
      1. Pros:
         a. More Decentralisation
         b. Less development Time
         c. Asset custody is easier
e. **5:** How is the airdrop Done?
   i. Option 1: Through an Airdrop smart contract
      1. Pros:
         a. Easy UX
         b. Easy to implement
      2. Cons:
         a. User may not know how to view NFTs in wallet
         b. Gas fees may become a lot due to network clogging
   ii. Option 1: User claims the NFT
      1. Pros:
         a. NFT will be placed into active users wallet for sure
      2. Cons:
         a. Longer User flow
         b. Difficult to implement
         c. User may not be willing to pay gas fees

8. **Success metrics:**

     a. **Vanity metrics: (NOT TO BE USED TO MEASURE SUCCESS)**
- i. Number of Serial numbers entered into the website
- ii. Number of coffees sold during the campaign
- iii. Total number of Impressions of all Owned media Campaigns (Social Media pages)

     b. **Actionable metrics**
- i. Increase in growth rate of coffees sold over the duration of the campaign.
  1. Essentially, The second derivative of the curve of the daily sales of coffee with respect to time.
- ii. Increase in number of loyal customers: Ratio of serial numbers entered to the Number of coffees sold during the duration
- iii. Decrease in CAC: Growth rate of ratio of (Impressions on Owned media/Number of Coffees sold during that period)

9. **Questions to ponder:**
   a. Why would the user want this NFT? The user will have to do some amount of learning/process to claim the NFT, is the value proposition of the NFT worth it?
   b. NFT lines usually tie up with a celebrity artist, would that be a good idea?
   c. What causes the NFT to increase in value over time? Why would the resell price be greater than 0?
   d. Will the NFT be an ERC720 or ERC1155 Token?
   e. Why limit the number of NFTs to 10? Why not give all users an NFT? Is the scarcity of the NFT a means to drive the price?
   f. Which blockchain would this NFT be minted on? Are there any blockchains that we could partner with that could offer us an economic interest?

10. **References:**
    a. Rage coffee numbers and Stats: https://retail.economictimes.indiatimes.com/news/food-entertainment/personal-care-pet-supplies-liquor/rage-coffee-eyes-rs-500-crore-revenue-by-fy25-26-expects-more-contribution-from-international-market/93099431#:~:text=The%20company%20said%20it%20has,platforms%2C%20including%20Amazon%20and%20Flipkart.
    b. Study of purchasing behaviors of Indian Consumers: https://www.ripublication.com/gjmmr17/gjmmrv17n_01.pdf