

Industry Project Part 1

Q: You have to perform the following tasks as a part of **part 1** for this case study.

Understanding the Market

- **Task 1: Market Sizing**

Your first task is to estimate the potential number of users who would be interested in the subscription plans offered by Disney+ Hotstar. In order to perform this analysis, you have to calculate the following using a guesstimate approach.

- A. Total available market (TAM)
- B. Serviceable available market (SAM)
- C. Target market (TM)

Make sure you explain the approach of sizing the market and also highlight who are the core target audience of Hotstar's subscription program.

- **Task 2: Competitor Analysis**

Your second task is to identify **at least two** direct competitors for your product and conduct a detailed competitive analysis. Your analysis should include the following components:

- A. A SWOT analysis for Disney+ Hotstar's subscription plans with its competitors. Mention **at least two** points each for strengths, weaknesses, opportunities and threats.
- B. A detailed comparison of Disney+ Hotstar's UI/UX and features with the other two competitors. (**HINT**: Analyse all the major steps in the user journey.)
 - a. Understand why some users choose other products over Disney+ Hotstar
 - b. Understand in which areas does Disney+ Hotstar have a competitive advantage
- C. A detailed analysis of how Disney+ Hotstar and its competitors monetise their users. Highlight the key differences/similarities in their business models.

Understanding the Users

(**Note:** An important thing that you must keep in mind while conducting user research and building product artefacts is that your primary objective is to drive the number of users who subscribe to Disney+ Hotstar's subscription plans.)

- **Task 3: User Research**

Your third task is to conduct user research to understand the behaviour of the target audience towards the subscription plans offered by OTT platforms. To complete this task, you must do the following:

- A. Identify **at least three** hypotheses that you would want to validate through user research.
- B. To validate these hypotheses, you must interview **at least 10** users who are likely to subscribe to Disney+ Hotstar's subscription plan. Make sure you interview users from different demographics to get a holistic view of user needs. You have to submit:
 - a. The questionnaire (with **at least seven** questions) that you will use for interviewing users
 - b. The data gathered during interviews
 - c. A **5-minute** video snippet of any one of the 10 interviews that you conduct
- C. Based on the data gathered from these interviews, list down the key needs and pain points of the users.

(**Note:** While conducting the interviews, if you feel that you do not have the desired insights from the 10 user interviews, you can conduct more interviews to get further clarity.)

- **Task 4: Building Product Artefacts**

Your fourth task is to translate your user research into product artefacts. To complete this task, you will need to:

- A. List down **at least three** segments of users who would be interested in subscribing to Disney+ Hotstar's subscription plans. Also, explain the rationale behind the approach used for user segmentation.
- B. Build detailed personas for **at least two** user segments. Explain each segment's profile, needs, wants and challenges with respect to OTT platforms. Also, build at least one anti-persona for Disney+ Hotstar's subscription plans.
- C. List down at least three accepted consumer beliefs (ACBs) based on your research. After this, you also have to list down at least three desired

consumer beliefs (DCBs) that you as Disney+ Hotstar's product manager would want the users to believe.

Ansoff Matrix

(**Note:** Do not limit your analysis in this part to the subscription plans offered by Disney+ Hotstar. The objective of this task is to make you think out of the box to come up with strategies that can contribute to the overall growth of the product.)

- **Task 5: Product/Market Expansion Using Ansoff Matrix**

Your fifth task is to explain which strategies Disney+ Hotstar should use to drive growth in the four quadrants of the Ansoff Matrix. Make sure you explain the rationale behind choosing these strategies. You have to devise the following strategies:

- Market penetration:** Explain how Disney+ Hotstar can grow by penetrating deeper into existing markets using the existing product? You have to provide at least one detailed strategy.
- Product development:** Explain how Disney+ Hotstar can grow by introducing a new product into the existing market? You have to provide at least one detailed strategy.
- Market development:** Explain how Disney+ Hotstar can grow by launching the existing product into new markets? You have to provide at least one detailed strategy.
- Diversification:** Explain how Disney+ Hotstar can grow by launching a new product into new markets? You have to provide at least one detailed strategy.

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