
BADM525 – NEW PRODUCT DEVELOPMENT

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FROM: GROUP 1
GROUP LEADER: AYUSHI DUBEY
SUBJECT: TEAM ASSIGNMENT – PRODUCT IDEA
DATE: SEPTEMBER 7, 2022

PRODUCT IDEA 1 –

- **Brand Name:** Mute Me
- **When it was established (has to be documented within 1 year if existing):** The company started beta testing the product starting from April 2021
- **What is its story? Why do you think this product needs to be created?:** The work culture has shifted to a remote/hybrid model post-pandemic. With this shift, video conferencing tools have been increasingly popular. The founders of the product were not able to quickly toggle the on-screen mute button due to constant distractions at home. This encouraged them to create Mute Me.
- **Why was it created?:** The basic functionality of the product is to use the mute/unmute button quickly. Since the button illuminates, it allows others around the users to know whether they are on mute or not.
- **What are 5 competitors in the space? If it is difficult, then consider “close to” competitors.:** Mutify, Dongle, PauseMe Button, Zoom, Google Meet
- **What is the primary target market? At least 5 product demographic/psychographic info:**
 - Occupation: People working from home, teachers, students
 - Age: 14 - 60
 - Lifestyle: Desk job
 - Interests: Aesthetic
 - Income: Medium / Average

- Create at least 3 perceptual maps for your brand using at least 5 competitors.

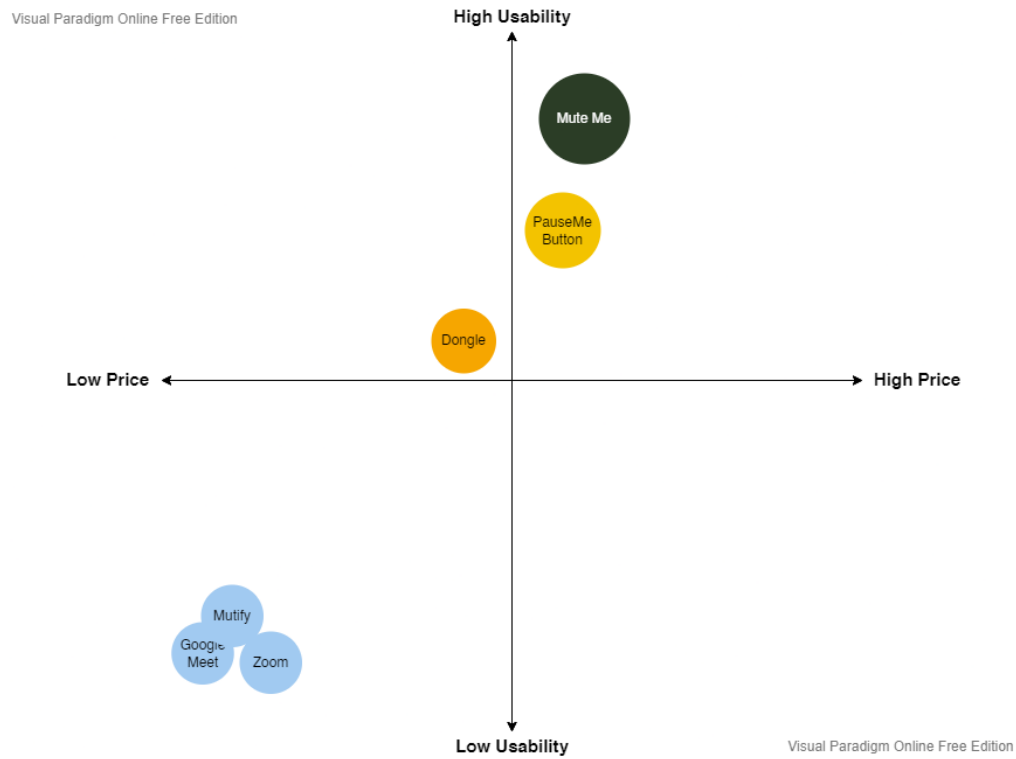


Fig. 1 – Price vs. Ease of use



Fig. 2 – Price vs. Number of features



Fig. 3 – Device Compatibility vs. Ease of use

- Add any links that show the need for this product or service. Provide at least one: <https://muteme.com/>

PRODUCT IDEA 2 –

- **Brand Name:** AMO Lab Inc
- **Product Name:** Amofit S (Wearable for Sleep and Healthy Aging)
- **When was it established:** AMO Lab Inc is a start-up founded in 2016 and the product mentioned above was created on 8th April 2022
- **Story:** It's a device that is used to improve sleep disorder, neurological disorder, anxiety, and stress. With the objective to provide longevity and good mental health, AMO Lab has come up with a new product called Amofit S. It's a small bioelectronic wearable device that helps to reduce insomnia and other mental issues. It uses mild electric current to stimulate the vagus nerve which helps regulating the sleep pattern. It is said that everything is there in the vagus nerve as it is the longest nerve in the body and if the vagal tone is activated the entire nervous functions properly also the risk of any heart related disease is reduced to great extent. This device is designed to keep this nerve fully activated.
- **Why do you think this product needs to be created:** Such products are of great use as it is found that about 62% adults say they face difficulty in sleeping and the pandemic has worsened the situation. In addition to this, majority of above-mentioned people refrain themselves from taking medicines because they are concerned about the side effects. In such a scenario these devices are good replacement of medicines.
- **What are 5 competitors in the space? If it is difficult, then consider “close to” competitors.:** Bedtime, Sleepfulness, AYO, Pocket Sky and Furin Tunes.
- **What is the primary target market? At least 5 product demographic/psychographic info:**
 - Occupation: People working from home/Office, teachers, students
 - Age: 20 – 90
 - Lifestyle: People suffering from insomnia, stress, anxiety
 - Income: Medium / Average to high
 - Health: Patients with chronic diseases

- Create at least 3 perceptual maps for your brand using at least 5 competitors.

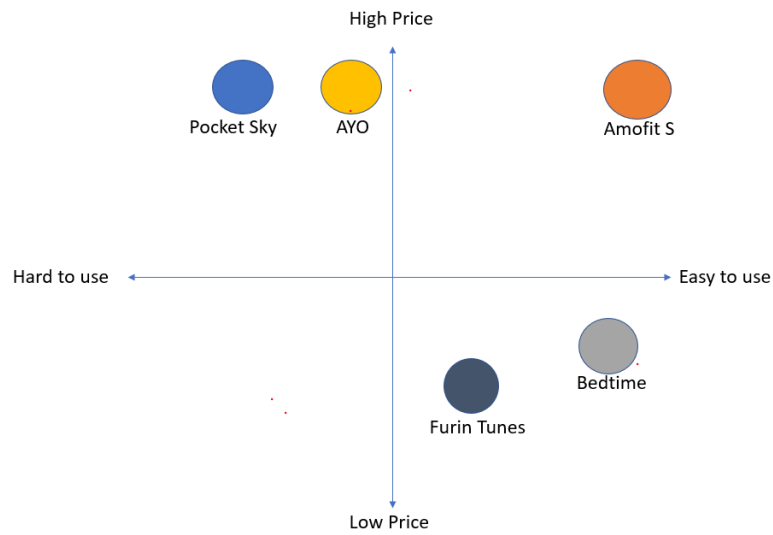


Fig. 1 – Ease of Use vs. Price

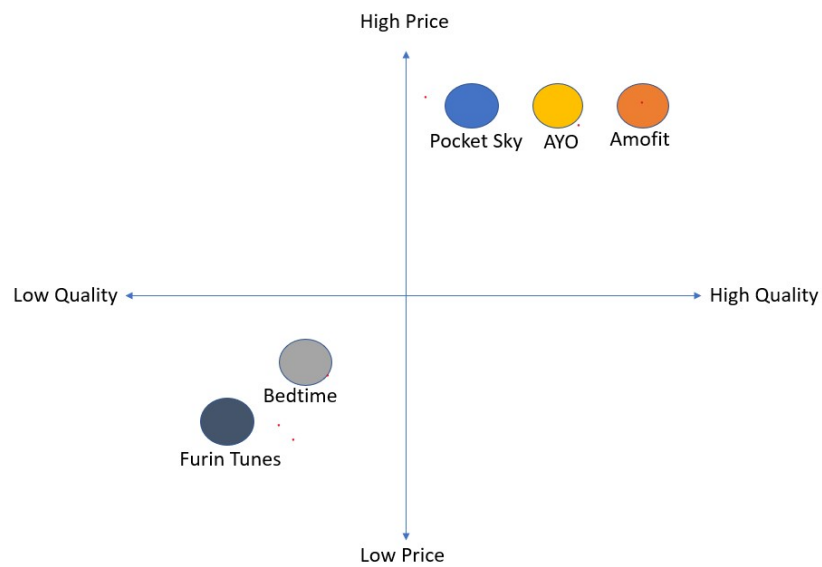


Fig. 2 – Quality vs. Price

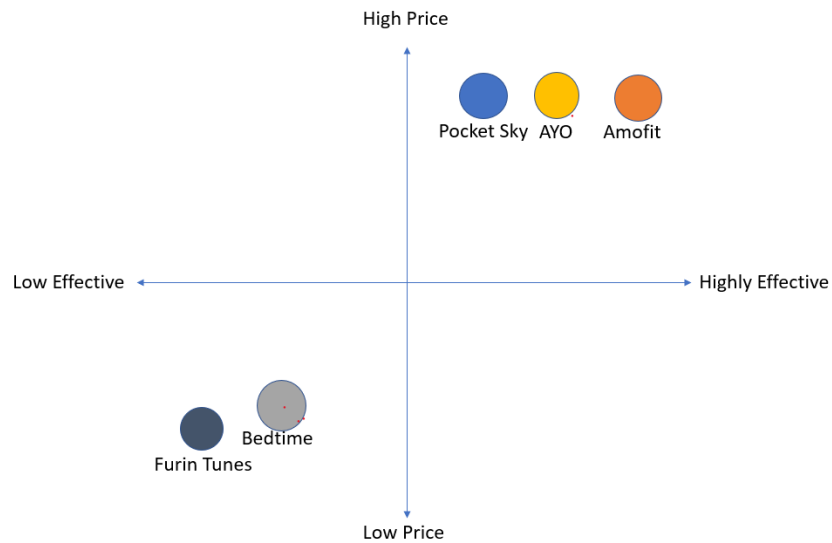


Fig. 3 – Effectiveness vs. Price

- Add any links that show the need for this product or service. Provide at least one <https://www.indiegogo.com/projects/amofit-s-wearable-for-sleep-and-healthy-aging#/>