Annual Carnival

Asit Piri
IPL EMBA 2020A - Semester 2 (Product Operations)
Date: 12th March 2022

About Crafty Hand Artwork

Crafty Hands Artwork is a growing MSME (Micro, Small & Medium Enterprises) retail store chain, specialising in craft supplies crowdsourced from community-based small-scale manufacturers.

The Team

A team of creative artists and designers employed by the firm creates blueprints of several categories of artwork, stationary, home decor and jewellery supplies.

The Current Business Model

Several 1000 rural handicraft workers engaged by the firm, then manufacture these designs in their factories and supply packaged kits to retail store in cities.

The Problem

- Due to pandemic annual carnival expected to decrease profitability due to low carnival footfall.
- To increase the revenue by taking the product from brick-and-mortar to clicks-and-bricks (omnichannel).

The Project Charter

Crafty Hands Artwork wants to take the annual carnival from physical premises in metro cities to an online platform to increase nationwide customer acquisition and growth.

The Business Objectives (Short Term Goal)

Annual Carnival objective is to Encourage enthuse K-12 students to participate in the event so that they develop DIY craft hobbies to help student reduce digital usage

First Annual Carnival Target: 100,000 Customer

The Market Sizing (Long Term Vision)

Details

TAM
(Total Addressable Market)

~ 487 Millions
~ 35% of India's Population

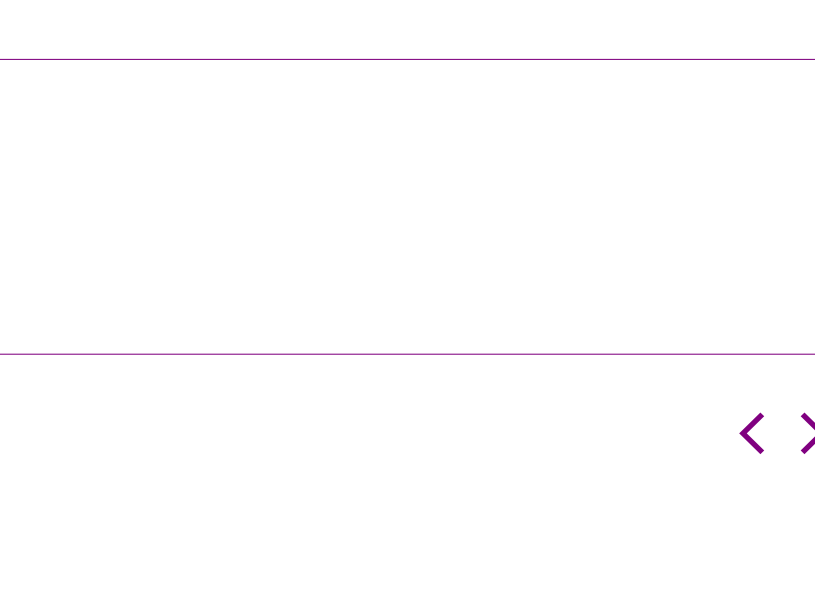
~₹ 487,00 Millions
to
~₹ 487,000 Millions
~ ₹ 100 to ₹ 1000 Per User/year (Assumption)

The Market Sizing (Long Term Vision)

TAM
(Total Addressable Market)

~ 35% of India's Population
~ 487 Millions

~ ₹ 1 to ₹ 1000 Per User/yr
(Assumption)
~₹ 487 Millions
to
~₹ 487,000 Millions



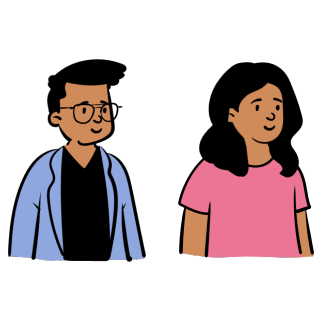
Customer Segment

Needs + **Attitude** + **Purchase Behaviour**

0 - 3 Years | **3 - 6 Years** | **6 - 8 Years** | **8 - 11 Years** | **11 - 14 Years** | **14 - 18 Years**

Personas

Buyer Persona

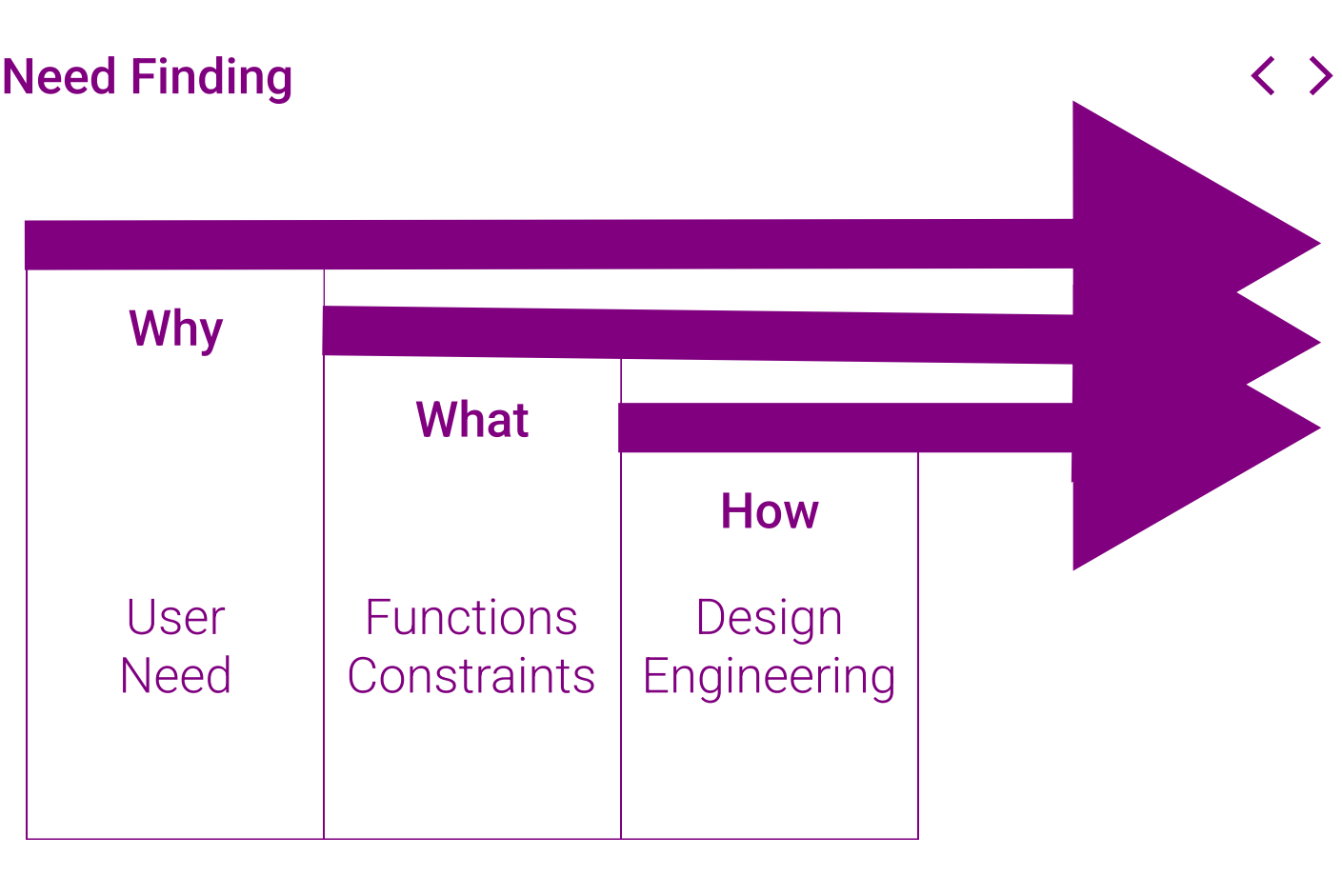


Raj & Rita - the parent

User Persona

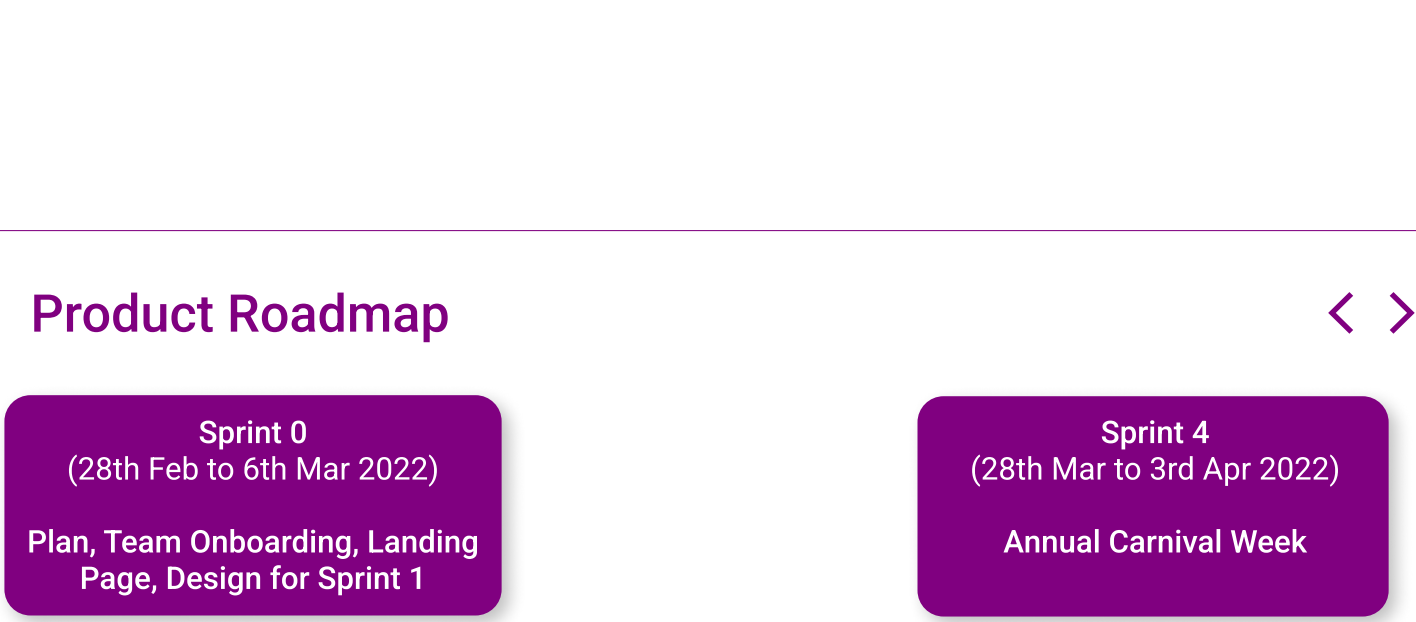
Rohan & Roma - the childs

Need Finding



Why	**What**	**How**
User Need	Functions Constraints	Design Engineering

Product Roadmap



Sprint 0
(28th Feb to 6th Mar 2022)
Plan, Team Onboarding, Landing Page, Design for Sprint 1

Sprint 1
(7th to 13th Mar 2022)
Build, Test & Productionize Registration Module, Design for Sprint 2

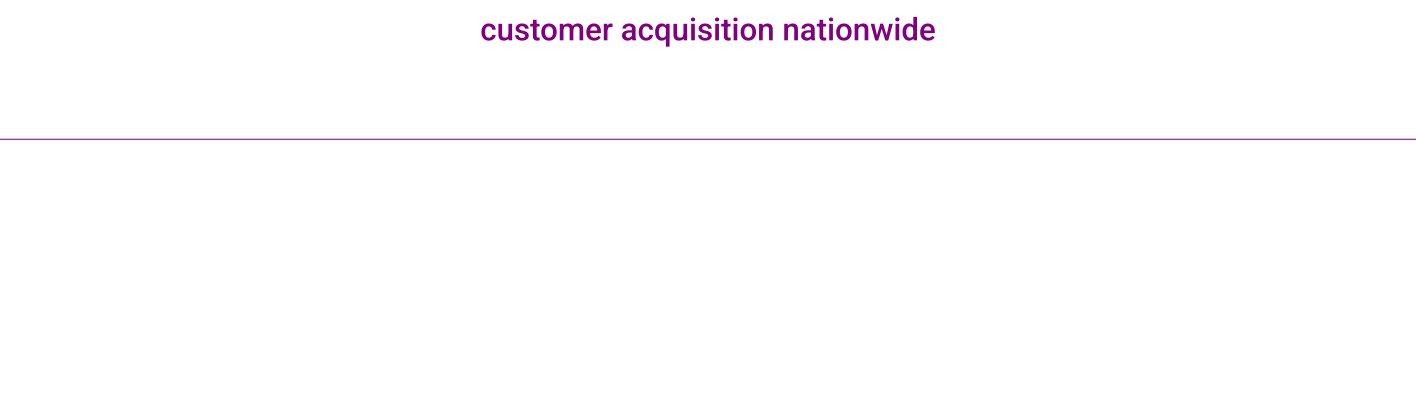
Sprint 2
(14th to 20th Mar 2022)
Build, Test & Productionize DIY Catelog Module, Design for Sprint 3

Sprint 3
(21st to 27th Mar 2022)
Build, Test & Productionize Order & Payment Module

Sprint 4
(28th Mar to 3rd Apr 2022)
Annual Carnival Week

Social Media Campaign and registration will run for three weeks to create awareness and customer acquisition nationwide

Agile Product Development Approach



Customer collaboration over contract negotiation

Working software over comprehensive documentation

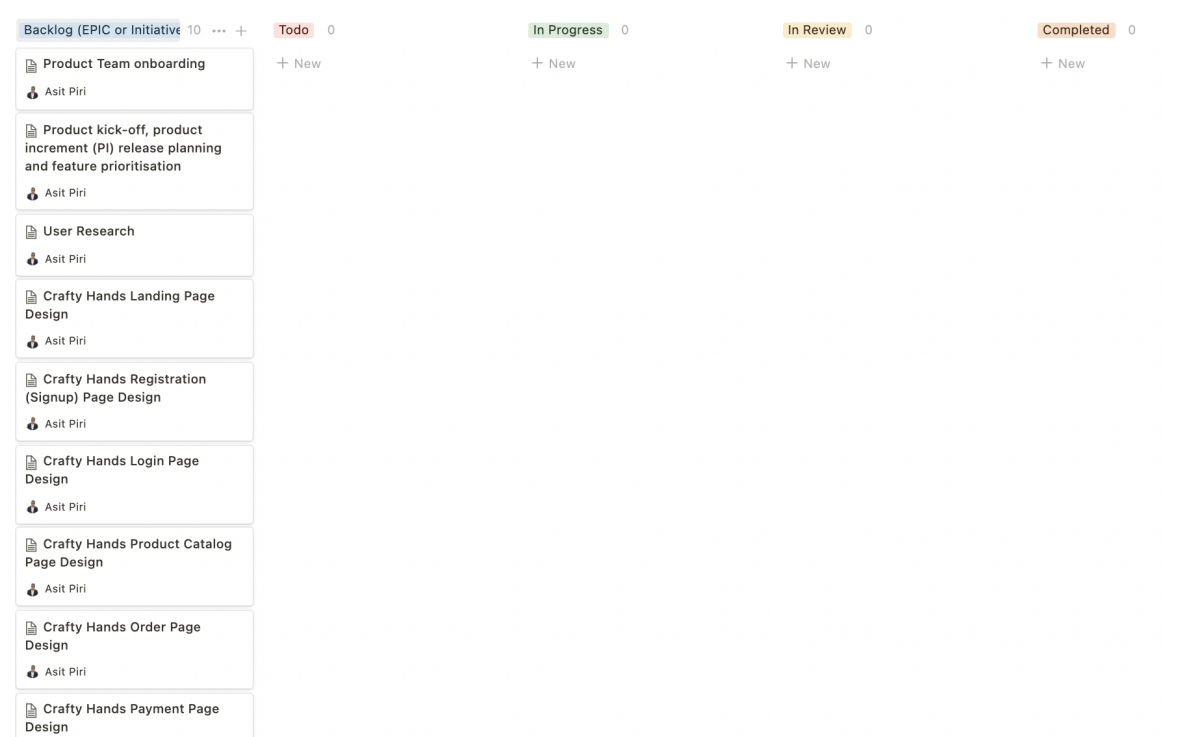
Individuals and interactions over processes and tools

Responding to change over following a plan

MODERN AGILE
Make People Awesome
Experiment & Learn Rapidly
Deliver Value Continuously
Make Safety a Prerequisite
Joshua Kerievsky, Modern Agile.org

Iterative & Incremental

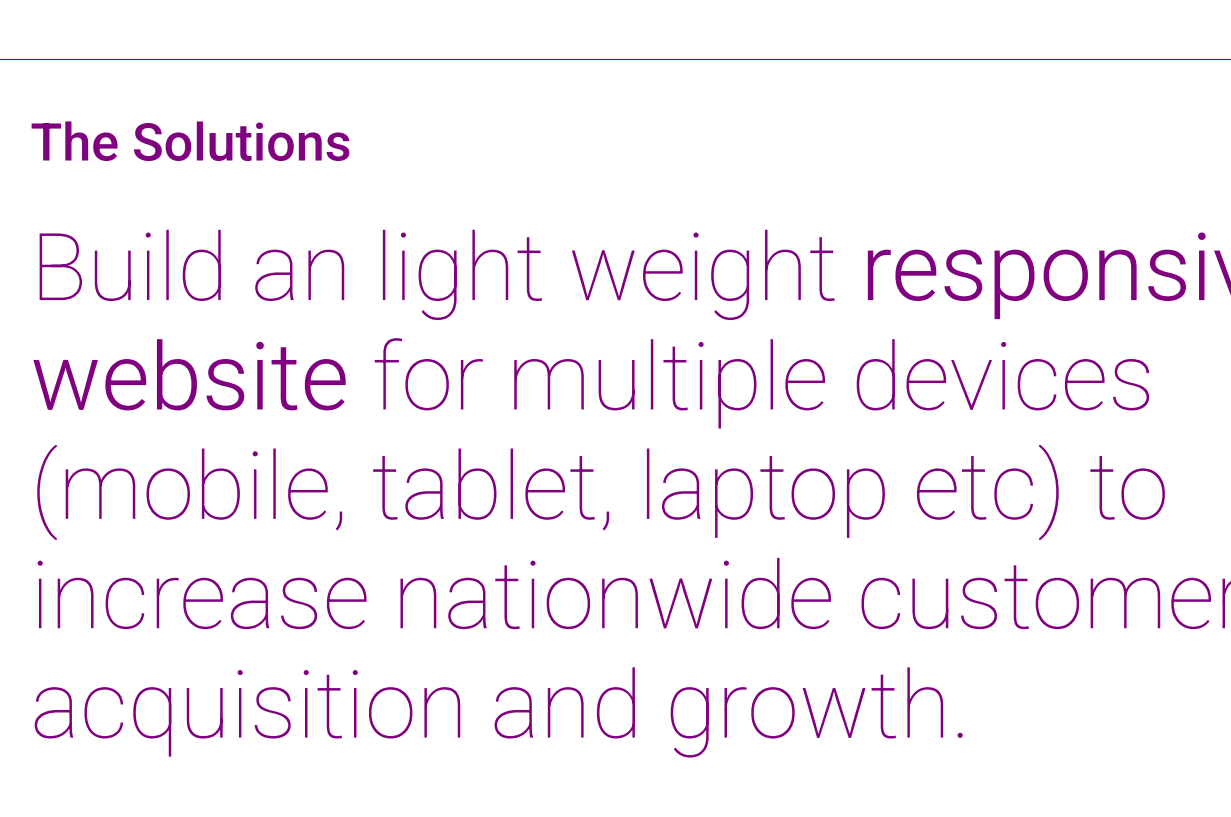
Product Planning - Product Backlog



Backlog (EPIC or Initiative 10	Todo 0	In Progress 0	In Review 0	Completed 0
Product Team onboarding Asit Piri	+ New	+ New	+ New	+ New
Product kick-off, product increment (PI) release planning and feature prioritisation Asit Piri				
User Research Asit Piri				
Crafty Hands Landing Page Design Asit Piri				
Crafty Hands Registration (Signup) Page Design Asit Piri				
Crafty Hands Login Page Design Asit Piri				
Crafty Hands Product Catalog Page Design Asit Piri				
Crafty Hands Order Page Design Asit Piri				
Crafty Hands Payment Page Design Asit Piri				
Crafty Hands Campaigning Initiate Asit Piri				

Product Backlog

Sprint Planning - Sprint Backlog



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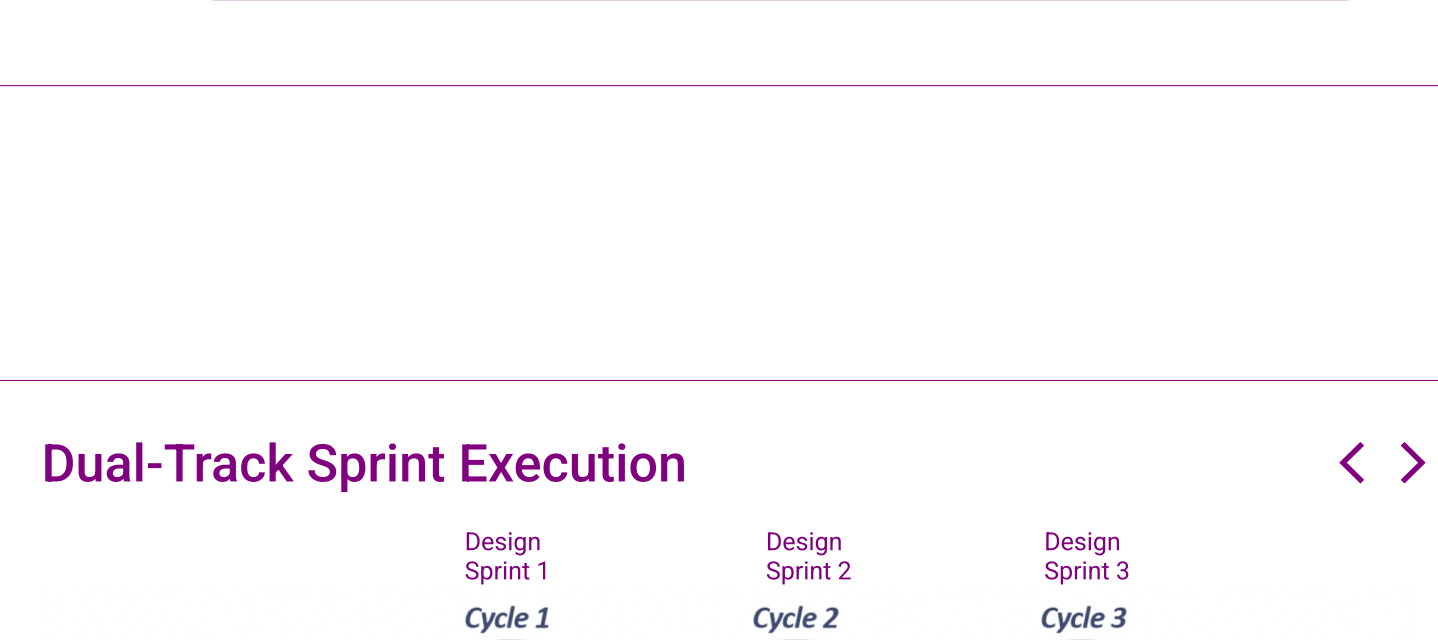
Sprint Backlog

The Solutions

Build an light weight responsive website for multiple devices (mobile, tablet, laptop etc) to increase nationwide customer acquisition and growth.

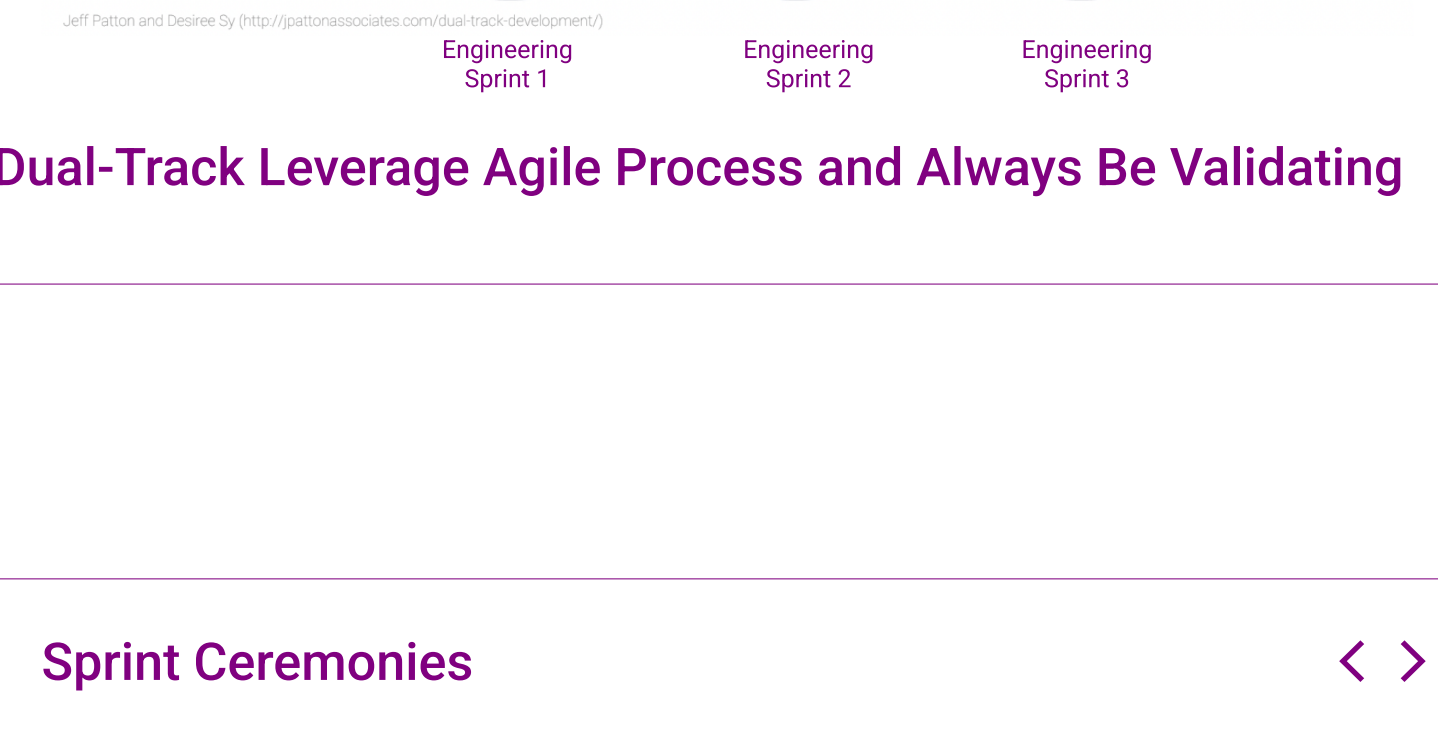
Start with Mobile First Approach

Design Sprint (Weekly)


Identify the Challenges
Design the Solution
PROBLEMS
[RE-] FRAMED PROBLEM
SOLUTION
Monday
Empathize
Tuesday
Define
Wednesday
Ideate
Thursday
Prototype
Friday
Test
DIVERGE
CONVERGE
DIVERGE
CONVERGE
PROBLEM SPACE
SOLUTION SPACE

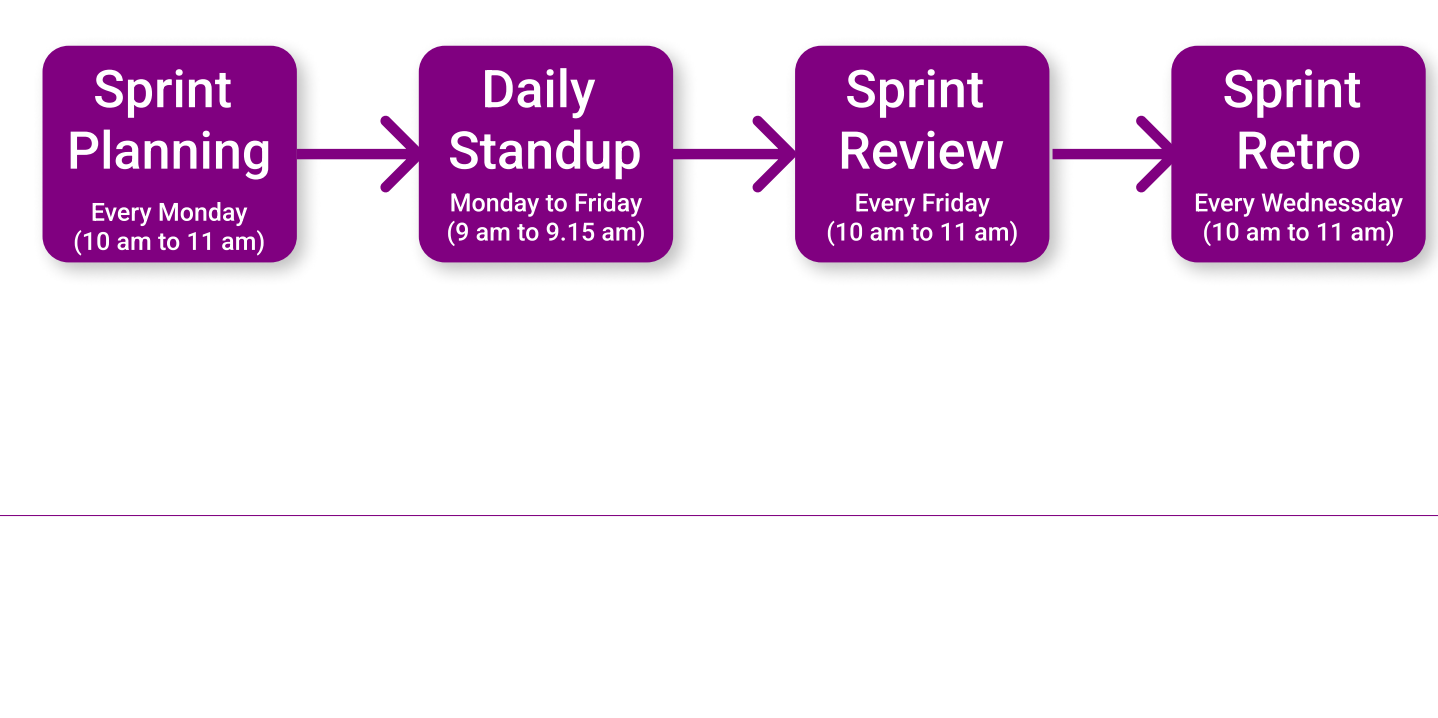
Prototype

Dual-Track Sprint Execution


Design Sprint 1
Design Sprint 2
Design Sprint 3
Cycle 0
Cycle 1
Cycle 2
Cycle 3
PLAN AND GATHER CUSTOMER DATA
Sprint 0
DESIGN FOR CYCLE 2
GATHER CUSTOMER DATA FOR CYCLE 3
TEST CYCLE 1 CODE
DESIGN FOR CYCLE 3
GATHER CUSTOMER DATA FOR CYCLE 4
TEST CYCLE 2 CODE
DESIGN FOR CYCLE 4
GATHER CUSTOMER DATA FOR CYCLE 5
Data
Data
COLLABORATE
COLLABORATE
COLLABORATE
Design
Increment
Design
Increment
IMPLEMENT HIGH DEV COST LOW UI COST STORIES
IMPLEMENT STORIES
IMPLEMENT STORIES
DISCOVERY TRACK
Design Team
DEVELOPMENT TRACK
Engineering Team
Engineering Sprint 1
Engineering Sprint 2
Engineering Sprint 3
Jeff Patton and Desiree Sy (http://jpattonassociates.com/dual-track-development/)

Dual-Track Leverage Agile Process and Always Be Validating

Sprint Ceremonies



Backlog Grooming
Every Monday
(12 pm to 1 pm)

+

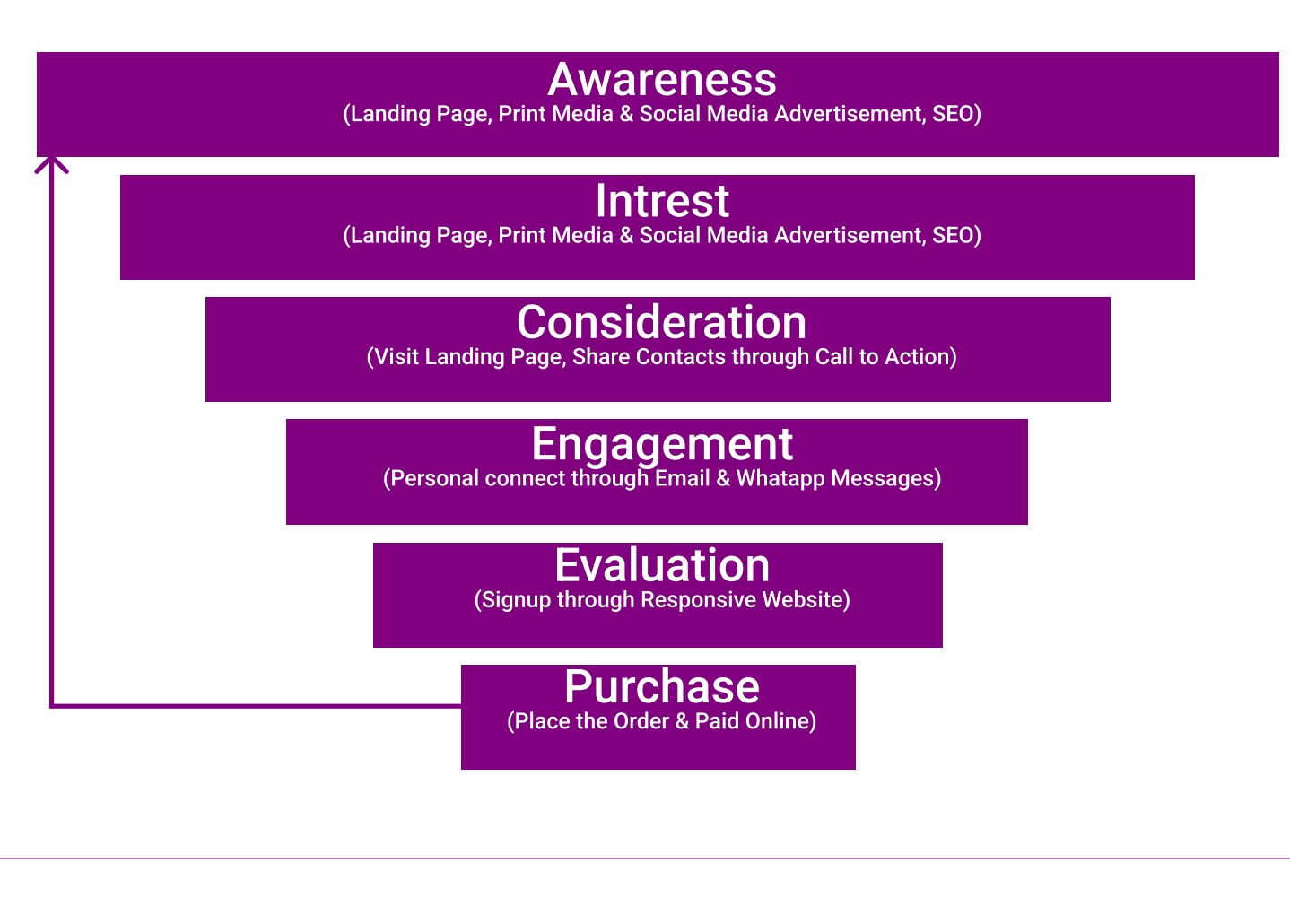
Sprint Planning
Every Monday
(10 am to 11 am)

Daily Standup
Monday to Friday
(9 am to 9.15 am)

Sprint Review
Every Friday
(10 am to 11 am)

Sprint Retro
Every Wednessday
(10 am to 11 am)

GTM Plan - Distribution Channel & Flow(s)



Awareness
(Landing Page, Print Media & Social Media Advertisement, SEO)

Intrest
(Landing Page, Print Media & Social Media Advertisement, SEO)

Consideration
(Visit Landing Page, Share Contacts through Call to Action)

Engagement
(Personal connect through Email & Whatapp Messages)

Evaluation
(Signup through Responsive Website)

Purchase
(Place the Order & Paid Online)

Thank You!

Q & A?