Channels Simulator Write-up

Congratulations on completing the Channels Simulator. You practiced the thought process of making the right choices to get your product to the right people. Complete the fields below in order to explain your choices.

**What was your SmartWatch brand name?**

Enter text here.

**Which target segment did you choose?**

Enter text here.

**Why did you choose that target? How would you describe this segment in your own words?**

Enter text here.

**Which features did you choose for your SmartWatch?** (pulse regulation, accurate step count, water proof, medical alert, calorie counter, house/car key, beautiful, fashionable, augmented reality, unbreakable, 3D screen, advanced voice control)

Enter text here.

**Why did you choose each feature for your target segment? Can you connect each feature to a benefits that was sought by your target segment?**

Enter text here.

**What was your positioning statement?**

Enter text here.

**Why did you choose those “benefits”? Are they the benefits most sought-after by your target segment? Are your “reasons” credible? Why?**

Enter text here.

**Which two channels did you choose?** (Everymart, Step It Up, Electric Avenue, Le Gen, rainforest.com, Your Brand Website)

Enter text here.

**Why did you think these channels would be a good fit for your product? Describe these channels in your own words.**

Enter text here.

**For your first channel, did you invest more in push or pull? And why?**

Enter text here.

**For your second channel, did you invest more in push or pull? And why?**

Enter text here.

**Reflect on what you noticed about your thought process as you were making these decisions. Write about what areas were difficult to reason through and what type of questions you were asking yourself. What are your biggest takeaways from this assignment?**

Enter text here.