



Title



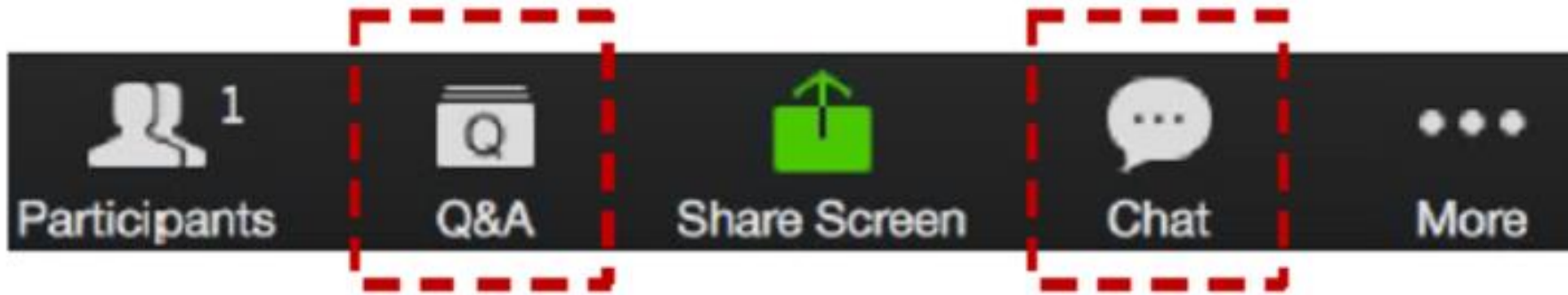
www.emeritus.org



Product Management
Module 5 – Office Hours
Nov 5, 2023



Zoom Chat and Q&A Box



Please enter your questions in the Q&A box. We'll answer these in the Q&A and stop from time to time to bring these to the broader attention of the class

Please enter your response in the 'Chat box.' Before you send it, please make sure that your response goes to 'Everyone'




- Please type your questions in the Q&A box
- Also, ongoing discussion in the Chat

AGENDA


- **Getting Help**
- **Week 3 Assignment Review**
- **Module 5 Review**
- **Assignment Discussions**
- **Additional Resources**
- **Programme Schedule**
- **Next Week**
- **Q&A**





GETTING HELP


 ISB-Product Management > Discussions > Week 1: Q&A Discussion Board - Section B


63 Student View


 Account


 Dashboard

 Courses

 Calendar

 Inbox

 History

 Help

Home

Webinars

Office Hours

Modules

Announcements

Support

People

Grades

Assignments

Discussions

Files

Rubrics

Pages

Syllabus


Quizzes


Outcomes


BigBlueButton (Conferences)

Collaborations

Settings

 Publish

 Edit



This is a graded discussion: 0 points possible

Show Due Dates

Dec 2 at 9:42am

Week 1: Q&A Discussion Board - Section B

Use this Q&A discussion board to share your insights and post your questions as you engage with the material from this week. Your Programme Leader will moderate this forum and respond to your content-related questions, typically within 48 hours. This discussion board may also assist you and your Programme Leader in preparation for office hours or live sessions.


You are not required to participate in this discussion, and there is no grade associated with it.


To make this most useful for all participants:


- Bookmark this page and return to it often during this week.
- **Search** for your topic first (use the search box below).
- Create a **new thread** if your question has not been addressed.
- Start your post with a brief **subject statement** that specifies the topic or problem.
 - Examples:
 - Assignment 1.2, Question 3;
 - Installing MiniConda issue;
 - Sharing an interesting article about
- **Post questions and topics related to this week's** content and be as specific as possible when referring to programme content or learning activities.
 - Example: In Video 3.14 at 4:10
- **Reply!** Share your thoughts and insights.

Search entries or author

Unread







✓ Subscribe

↩ Reply

GETTING HELP



ISB-Product Management > Pages > For Support:

63 Student View



Account



Dashboard



Courses



Calendar



Inbox

Home

Webinars

Assignments

Discussions

Announcements

Modules

Grades

Office Hours

View All Pages

Published

Edit



For Support:

For assistance, you can reach out to the Programme Support team at support.india@emeritus.org

You may expect a response within 24-48 hours - Monday to Saturday.



ASSIGNMENT REVIEW – CUSTOMER PERSONA



Bio

Tanya is a busy, urban, working woman in her thirties. She is doing well in her career and is now pregnant. She is financially well-off and has a supportive husband. Her parents and in-laws are in a different city, and they do not have any support system here. She is struggling as she doesn't know what needs to be done, and how to do it.

What is she looking for (in her own words):

I need a support system which will pamper me, and give me science-backed guidance on what to do, and how to take care of my baby and myself.

Motivations [rank 1 for high, 5 for low]

Work-life balance: 1
Feel intellectually challenged: 2
Financial incentive: 3
Make a difference: 4
Social power: 5
Success symbols: 5

"Nothing is too good for my baby!"

Demography and Geography

Age: 30-35
Education: Engineer
Work: Software Engineer
Marital status: Married for 8 yrs
Location: Bangalore, India
Family lives in: Delhi, India (far away)
Income: Rs. 1,00,000 a year

Goals

Short-term:

- Have a healthy pregnancy & baby
- Improve food & sleep habits
- Get into habit of exercising
- Take some time off to prepare for baby
- Declutter house before baby's arrival
- Buy baby gear & clothes

Life-goals

- Become the best mom – of 2 kids
- Progress in career
- Be financially secure & build wealth
- Travel a lot
- Send parents on world tour
- Write & Publish a book
- Inspire & Help others

Current sources of information / advice

- Blogs
- Books
- Long-distance advice from old-fashioned parents & in-laws
- Friends who don't have kids yet

Psychographic details

Personality: Extrovert, easily worried, perfectionist. Ambitious.

Interests: Reading, Watching movies, Socializing with friends.

Lifestyle: Busy life, mostly sedentary. Sleeps late (due to late work calls), eats fast food many times a week. Occasional drinker.

Values: Believes in giving her best to anything she takes on. Social justice.

Fears/Frustrations

- Worried about being responsible for a baby. She feels ill-equipped for it.
- Fears that her career will come to a standstill because of the baby, but feels too guilty to voice this fear to anyone.
- Frustrated with the changes her body is undergoing.
- Sick and tired of being nauseous all the time.
- Worried about the authenticity of advice she reads online.

Needs

- A support system which gives dependable, good information about how to take care of herself and the baby
- Someone to talk to and understand her fears and console her.
- Medically backed guidance on food, exercise, sleep, etc.
- A way to hold her accountable.

Influencers and brands

- Jennifer Brick from Career Besties



Marketing channels

Instagram ads: She is active on Instagram, and targeted ads seen there would reach her.

Local FM Radio ads: She listens to FM radio on her way to work. So ads placed here would speak to her.

YouTube ads: She is an avid watcher of women's career advice related YouTube videos.

ASSIGNMENT REVIEW – CUSTOMER PERSONA



Bio

Teja is a working professional in a multi national company as a senior manager. He is an extrovert and enjoys meeting new persons. He is dedicated to his work, but also ensures he spend quality time with family and go for vacations and outings with family. He is a photography enthusiast and clicks a lot of pictures to make memories.

After clicking and editing these many pictures it is becoming a real challenge for him to have these photo organised and able to fetch the photos, when and which photos he needs to retrieve for special occasion like wishing friends and family or creating a post on social media.



Motivations [rank 1 for high, 5 for low]

Rank 1 : Increases convenience to do the job better is the top priority

Rank 2 : Social power for having to create better social post to have presence on social media

Rank 3 : Better time management for reducing the time spent to manage the pictures

Rank 4 : Financial incentive: as the product is competitive in pricing

Rank 5 : Growth : it would help him to scale usage.

"Capture the moments and relive the memories"

Demography and Geography

Name : Teja Maheshwari

Age: 38 Yrs.

Education: Degree in Mechanical Engg.

Work: Senior Manager in a big Firm

Marital status: Married

Kids: 1 Kid <10 yrs. old boys

Location: Delhi, India

Goals

Teja already has a huge set of images clicked and want to get the sorted and managed.

Jobs to be done : Organizing images, so it is easy to navigate through and access the required image

Success definition : Improved and organized photo gallery.

Personal goals : Better image management and do not let the images piled up

Life-goals

- Teja plans to continue with his passion for photography.
- He is planning to run photography classes and share tips and tricks through social media
- He wants to build his portfolio on the photography work he has done
- He wants to be able to collect and save the memories of his lifetime.

Psychographic details

Personality:

Sociable, Enjoys meeting new person, energetic, creative, feel empathy about other person

Interests:

Photography, Watching Movies, Spending time with family

Lifestyle:

Healthy lifestyle, goes gym 3 days a week and avoids outside food. Goes on picnic / outing with friends and family every alternate weekend and loves to click pictures.

Frustrations

- Lot of time is going in organizing the photos
- Not able to find the picture which user is looking for a particular occasion
- Able to apply changes in a batch for editing / processing the pictures

Wants and Needs

- After a trip / occasion, he is able to transfer the photos to the system and do the required editing on the images
- Tag the images as per his choice for better management and classification of the images
- Able to retrieve the images as and when needed.

Influencers and brands



Marketing channels

Channel 1: Social Media

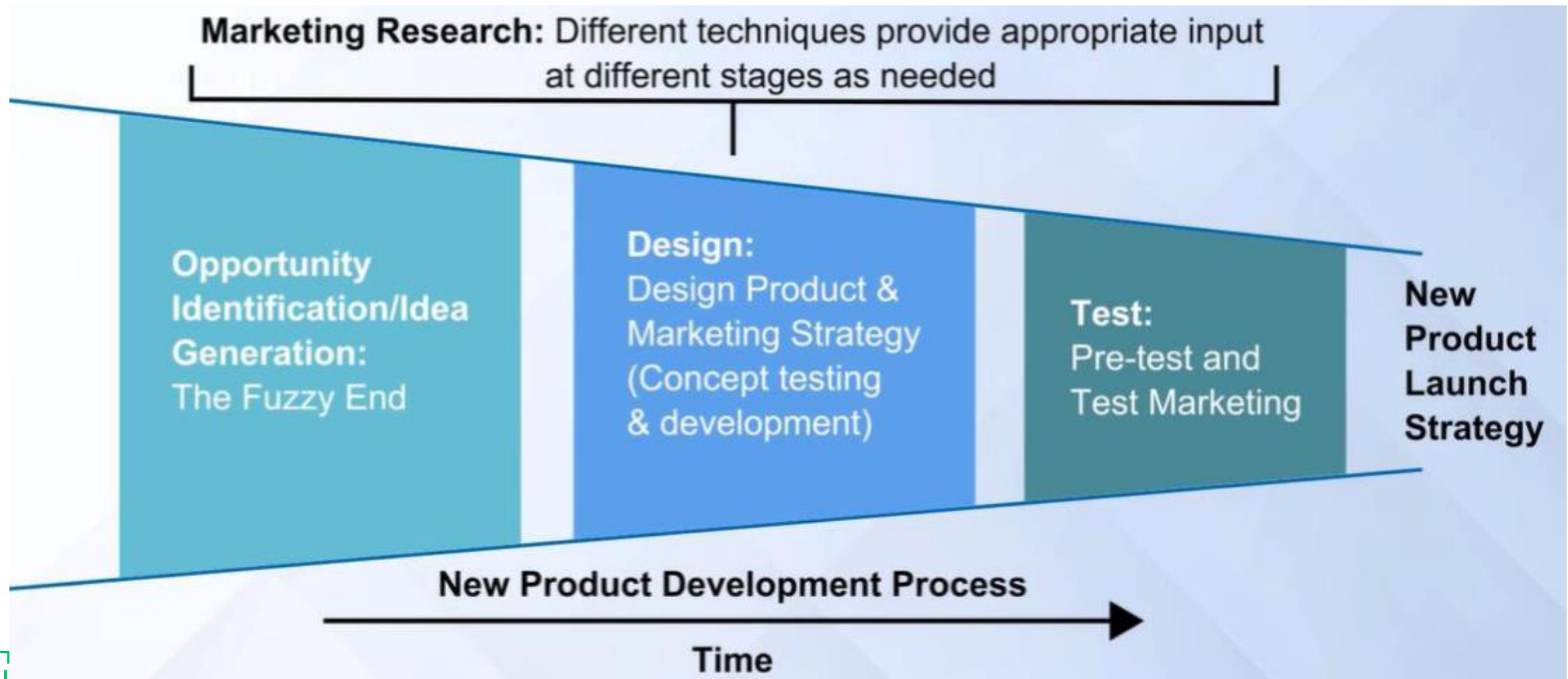
facebook



Channel 2: Paid Search

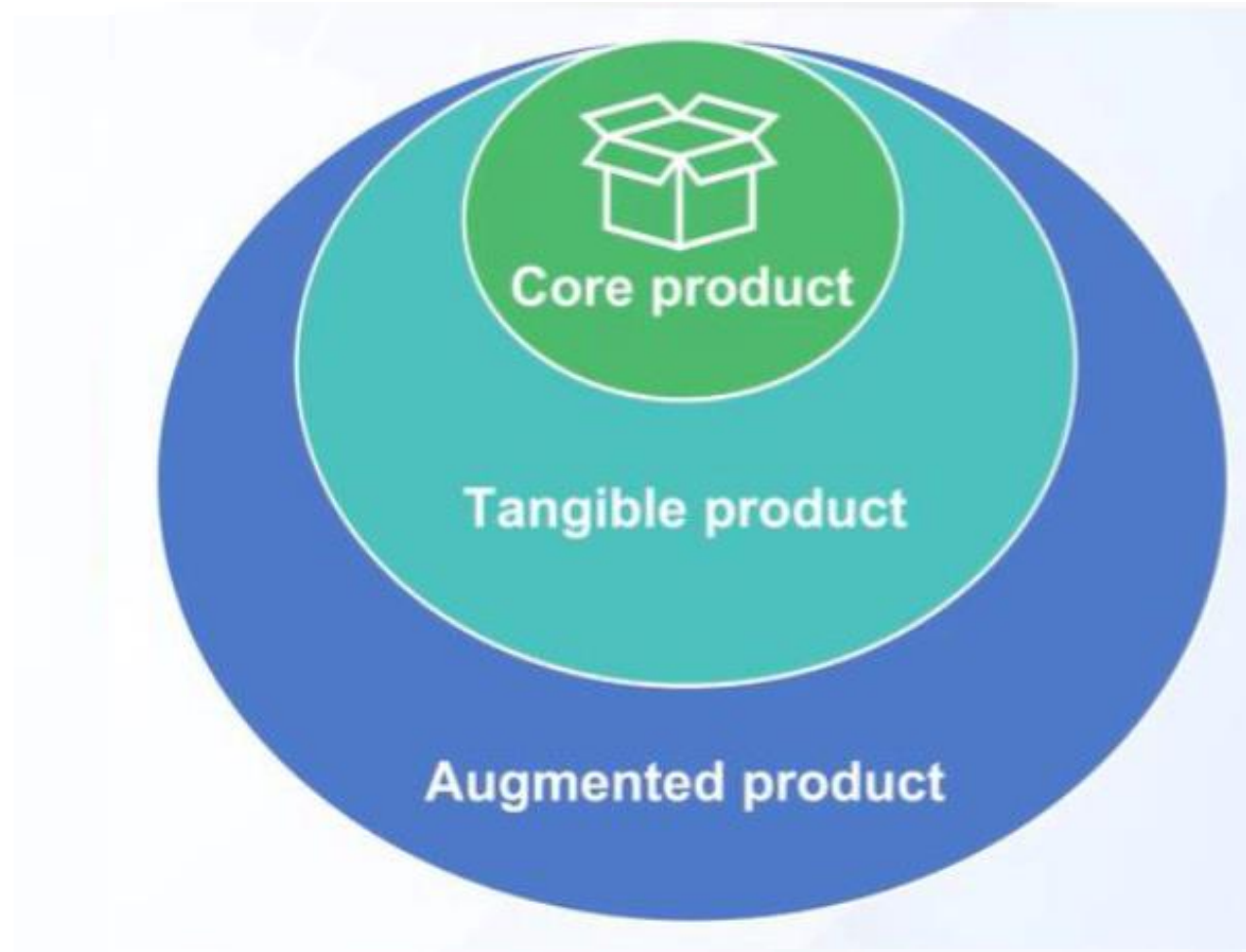
Channel 3: Email Marketing

MODULE REVIEW – NEW PRODUCT DEVELOPMENT





MODULE REVIEW – PRODUCT



MODULE REVIEW – NEW PRODUCTS

Commonly accepted categories for new products:

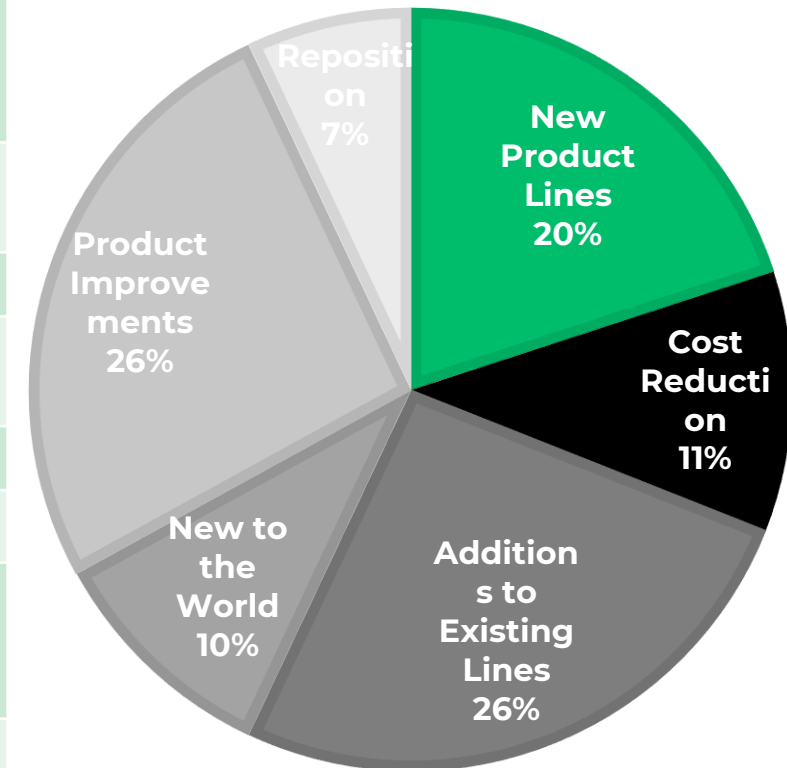
- **New-to-the-world products:** Inventions
- **New category entries:** AT&T's Universal Card
- **Additions to product lines:** Bud Light
- **Product improvements**
- **Repositioning** (retargeted for new use): Arm and Hammer





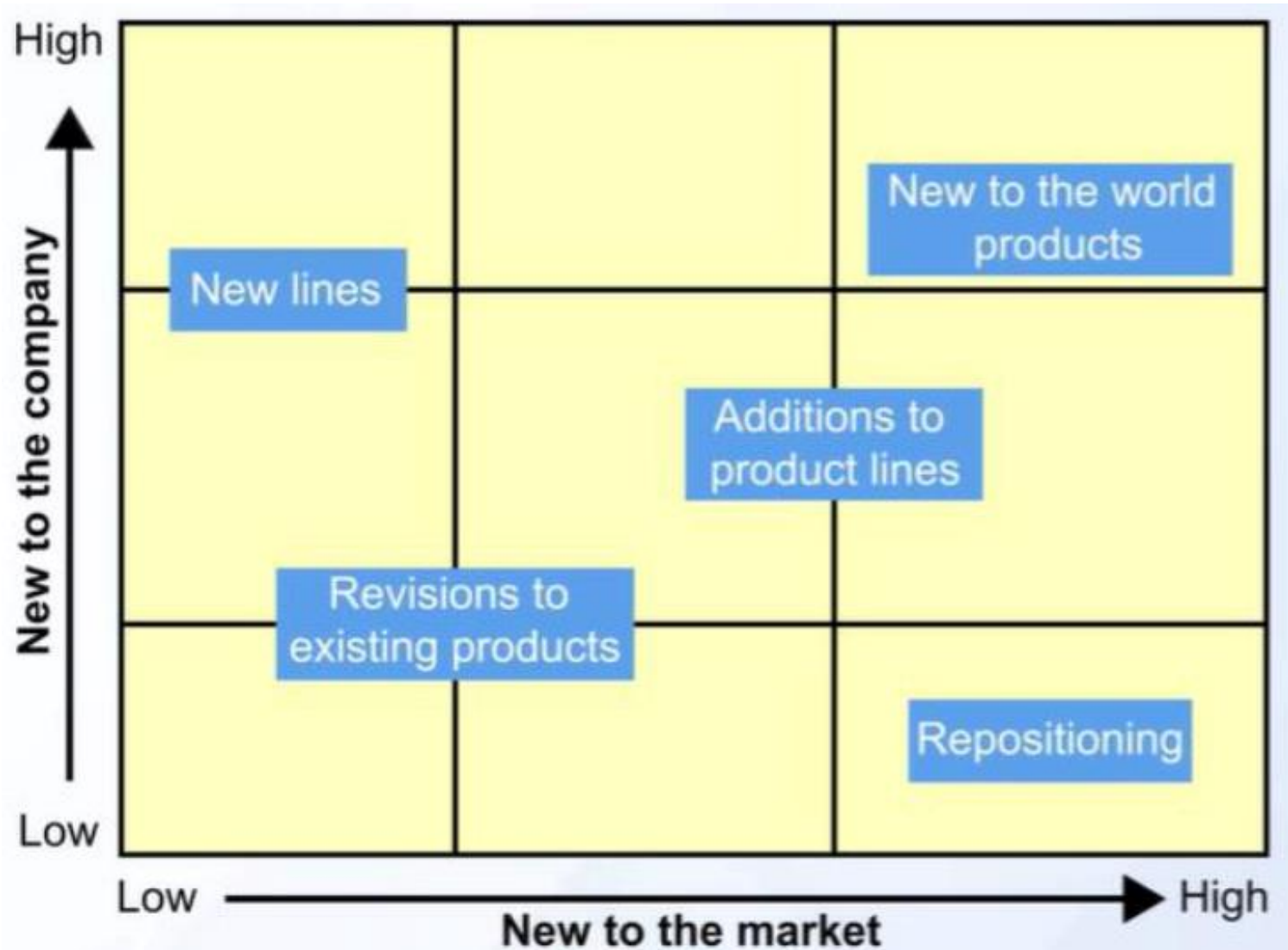
MODULE REVIEW – COMMON NEW PRODUCTS

Category	Company	Product
New to the World Products	Apple	iPod (new delivery methods – music download, podcasts etc.)
New to the Firm Products	Microsoft	Xbox (entry into gaming market)
	Apple	iPhone
Addition to existing product line	McDonalds	Pudina Burger for India market
	Nintendo	Switch, Wii U, Wii
Product Improvements	Colgate Active Salt	Toothpaste with salt
Repositioning	Aspirin	As blood thinner in addition to previous use as a pain reliever
	P&G - Head & Shoulder	Bodywash instead of the commonly found Dandruff shampoo





MODULE REVIEW – TYPES OF NEW PRODUCT





MODULE REVIEW – IMPROVING CHANCE OF SUCCESS



Crucial for new product success



MODULE REVIEW – FACTORS TO CONSIDER



- How well suited are its marketing assets?
- Will R&D and manufacturing capabilities help the new product?
- What impact will the new product have on its other products?
- Would the new product cannibalise its existing products or complement them?
- Should the company diversify into new areas and thus reduce business risk?
- Would it enhance the reputation of the company?



MODULE REVIEW – NPD



- Does the product satisfy the consumer need well?

- What would be the market size at different prices?

- How much money would be required to build the market?

- How much money would be required to maintain the market?



MODULE REVIEW – OPPORTUNITY vs DEVELOPMENT



If you want something you never had, do something that you have never done

Guess the product and what was “New”



2nd row split seat folded up (8 Passengers model)



2nd row split seat folded up (10 Passengers model)





MODULE REVIEW – NEW PRODUCT DEVELOPMENT

If you want something you never had, do something that you have never done

Guess the product and what was “New”



Reynolds BallPoint Pen



MODULE REVIEW – NEW PRODUCT DEVELOPMENT

If you want something you never had, do something that you have never done

Guess the product and what was “New”



Sachet Shampoo Revolution Velvette



Some Examples





MODULE REVIEW – 5.1 SELF STUDY

Self-Study Discussion 5.1: NPD Process

Jan 16 at 11:25pm

59 59

Learning Outcome Addressed

- Explain how during the NPD process, a company uses marketing research to obtain information from potential consumers to improve a product concept.

Within this discussion, we will consider three scenarios where you are responsible for developing:

1. An electric car
2. A software for data analysis
3. An online portal to support a profession

Reply to this thread with your views on below questions:

1. Would the steps involved in the NPD process be the same or different? Also provide reasoning on why you believe it'd be that way?
2. In addition, do mention how much time would you spend on the NPD process for each of these products (Product A, product B, Product C)? And, why?

Suggested Time: 90 minutes

Note: This is a self-study activity and does not count toward programme completion. However, we recommend that you complete the activity to gain a holistic learning experience.





MODULE REVIEW – 5.1 SELF STUDY

- Would the steps involved in the NPD process be the same or different? Also provide reasoning on why you believe it'd be that way?
- In addition, do mention how much time would you spend on the NPD process for each of these products (Product A, product B, Product C)? And, why?

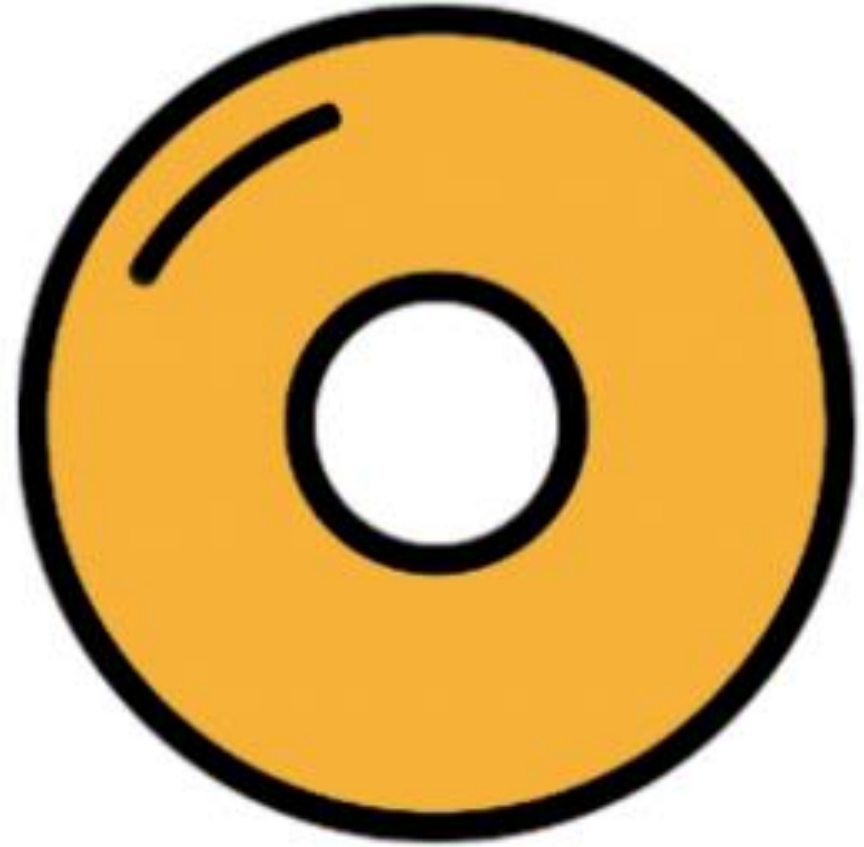
Parameters	An electric car		A software data analysis		An online portal to support a profession	
	New to company	Existing product in company	New to company	Existing product in company	New to company	Existing product in company
Fuzzy frontend & Concept testing	Long cycles for research	Long cycles for research	Short cycles	Short cycles	Short cycles	Short cycles
Monetary Investments & Opex	Very high	Very high	Low cost	Low cost	High infrastructural cost	Low cost
Resource Investments	High	Moderate	Low	Low	Moderate	Low
Iteration cycles	Long	Long	Small	Small	Small	Small
Market vulnerability & competition	High competition. Stable market	High competition. Stable market	No competition	No competition	High competition. Changing market	Low competition. Changing market
Risk & Reward analysis	Very high risk. High reward	High risk. High reward	Low risk	Low risk	Moderate risk. High reward	Moderate risk. High reward



MODULE REVIEW – MINIMUM VIABLE PRODUCT (MVP)








Prototype



MVP



MODULE REVIEW – MVP EXAMPLES QUIZ

Product	Purpose	MVP Approach
 GROUPON	A website that provides coupons, deals and discount codes	Started as an email newsletter through a WordPress website (which is a very basic tech stack and could not have taken longer to build than a few hours) probably with less than \$10 in cost.
 Product Hunt	A site where startups submit their product for launch and audience keen to assess new products go to upvote, comment and interact with the maker of the product.	Started as an email newsletter where the founder would email daily launched products to the audience. Ryan Hoover, the founder, set it up in 20 minutes. After validating and getting good traction through the MVP, he went ahead to build the product.
 Linked in	A social network for professionals to connect, share, and learn	As an MVP, started with 3 basic features: create profile, search profiles and send them an email request.
 Dropbox	File hosting service	As a MVP, they created an explainer video instead of building infrastructure for a cloud-storage.
 Unsplash	A website for sharing stock photography under company license	As an MVP, to start with they uploaded only 10 photos on their Dropbox folder.



Brand	Method Adopted
DropBox	<p>Dropbox offered 250mb of extra storage space to any user who invited a friend — if said friend created an account. This incentive got the signups to soar by 60% almost overnight. Each new user cost Dropbox only 500mb of disk space. Talk about a low cost of acquisition!</p> <ul style="list-style-type: none"> • First, they integrated the referral program into the onboarding process. By connecting it to Google and Facebook, people could invite their contacts with just a few clicks. • Then, they bet on the retention element of this hack. The more the user's space increased, the more they felt committed and were less likely to go somewhere else.
Airbnb	<p>They found out a simple solution to drastically increase the number of bookings: improving the photos listing on their site. To improve the image quality, they first started traveling to photograph hosts' apartments themselves. Later on, they were able to hire a horde of photographers all over the world to do the job on demand.</p>
PayPal	<p>Instead of handing out free storage, PayPal used a mind-blowing hack... They actually paid users to sign up. Every time a friend you referred created an account, both you and your friend would receive \$10. As they understood that their customer lifetime value was greater than \$20, so it made perfect sense to invest in their own referral system.</p> <ul style="list-style-type: none"> • In addition, PayPal also partnered with eBay, which resulted in paving their way to success
Instagram	<p>Product-Market Fit (PMF) - They came up with their offering at the right time, in the right place and under the right circumstances. Market desires and needs were perfectly aligned, it's a dream scenario! They gave customers something they unconsciously were already looking for: social interaction and a place to share their photos rather than canny tweets.</p> <ul style="list-style-type: none"> • It was a product that improved with social interaction – meaning people were eager to spread the word. • New integrations allowed users to push photos to Facebook and Twitter, increasing their reach.

- Took a local approach to each new city they target
- Location-based on elements such as nightlife, events, weather, and the current availability of taxi services were used.
- They built their whole appeal strategy off of addressing the pain points associated with traditional/local taxi services; from making payment easy, to lowering prices, and removing the need to hail one down.

UBER

- They enabled users to create public profiles that search engines would index.
- Users would show up organically in search results and could get listed on the front page of Google without having to pay for it.

LinkedIn

- They created a system simple enough for average people to upload and embed videos wherever they wanted.
- They did away with the process that required you users to convert videos to an internet-friendly format (and have an appropriate plugin), before they could upload it to their website

YouTube

MODULE REVIEW – A/B TESTING EXAMPLE

A

Control

A banner for Humana's Medicare Advantage plans. It features a woman smiling on the right. The text on the left reads: "Save on prescription drugs - over \$3,637* a year!". Below this, it says: "Last year, Humana's Medicare Advantage plan members saved, on average, \$3,637* on prescription drugs! Choose your Humana Medicare Advantage plan and you could enjoy savings on prescription drugs, plus:". There are three bullet points: "• Hospital, doctor AND drug coverage combined into one easy-to-use plan", "• Extra benefits not offered by Original Medicare", and "• Affordable or no monthly plan premiums". At the bottom left is a link: "Shop 2014 Medicare Plans". At the bottom right is a navigation bar with buttons 1, 2, 3, and a play button.

Save on prescription drugs - over \$3,637* a year!

Last year, Humana's Medicare Advantage plan members saved, on average, \$3,637* on prescription drugs! Choose your Humana Medicare Advantage plan and you could enjoy savings on prescription drugs, plus:

- Hospital, doctor AND drug coverage combined into one easy-to-use plan
- Extra benefits not offered by Original Medicare
- Affordable or no monthly plan premiums

Shop 2014 Medicare Plans

B

Treatment

A banner for Humana's Medicare plans. It features a couple smiling on the right. The text on the left reads: "Explore Humana's Medicare plans". Below this, it says: "Let us help you determine the Humana plan that's best for your needs." At the bottom left is a button: "Get started now". At the bottom right is a navigation bar with buttons 1, 2, 3, and a play button.

Explore Humana's Medicare plans

Let us help you determine the Humana plan that's best for your needs.

Get started now

A banner for Humana's Medicare plans. It features a couple smiling on the right. The text on the left reads: "Shop 2016 Humana Medicare plans". Below this, it says: "2016 Medicare Enrollment is here!". At the bottom left is a button: "Shop Medicare Plans". At the bottom right is a navigation bar with buttons 1, 2, 3, and a play button.

Shop 2016 Humana Medicare plans

2016 Medicare Enrollment is here!

Shop Medicare Plans

- In the control, Humana had been using a banner that displayed a lot of copy, a weak CTA, and no clear and concise message.
- However, for variation B the company decided to simplify the message. This variation ended up receiving 433% more click-throughs than the control.
- With variation C, Humana switched the CTA language to include language that was a harder sell, such as "Shop." The company decided this would be a good approach because customers signing up for Medicare have a limited window to make a decision.

MODULE REVIEW – A/B TESTING GUESS THE WINNER

A



The control version of the pre-order page offered \$20 off a future purchase for anyone who bought SimCity 5.

B



The variation eliminated the pre-order incentive.



The variation performed more than 40 percent better than the control. Avid fans of SimCity 5 weren't interested in an incentive. They just wanted to buy the game. As a result of the A/B test, half of the game's sales were digital.



A/B Testing –Live ExamplesI

**1. Launching of Message
Us Contact Channel at
Amazon**

**2. Creation of a model for
COD based on the various
factors at Amazon**





ASSIGNMENT 5.3 PROBLEM

In this module with Professor Siddharth, we have learned a set of product management frameworks that helps in gaining important insights and making crucial decisions. Two of these frameworks we are going to practice in this assignment are:

- The market/firm newness matrix
- The opportunity cost/development risk matrix

Through this assignment, we will take the example of Tesla and place it where they belong to in both matrices mentioned above. Tesla is an American electric vehicle company that designs and manufactures electric cars and other clean energy related products. The company started in 2003 and in 2008 they launched their first car Tesla Roadster – which was the first highway legal all-electric car of the modern times. A new tech indeed.

After having understood the scenario, the next step is to use the two frameworks and place the Tesla Roadster where you see fit. Attach the pictures in a word file and discuss your thought-process for the placement of the product for both matrices.

Submission Instructions:

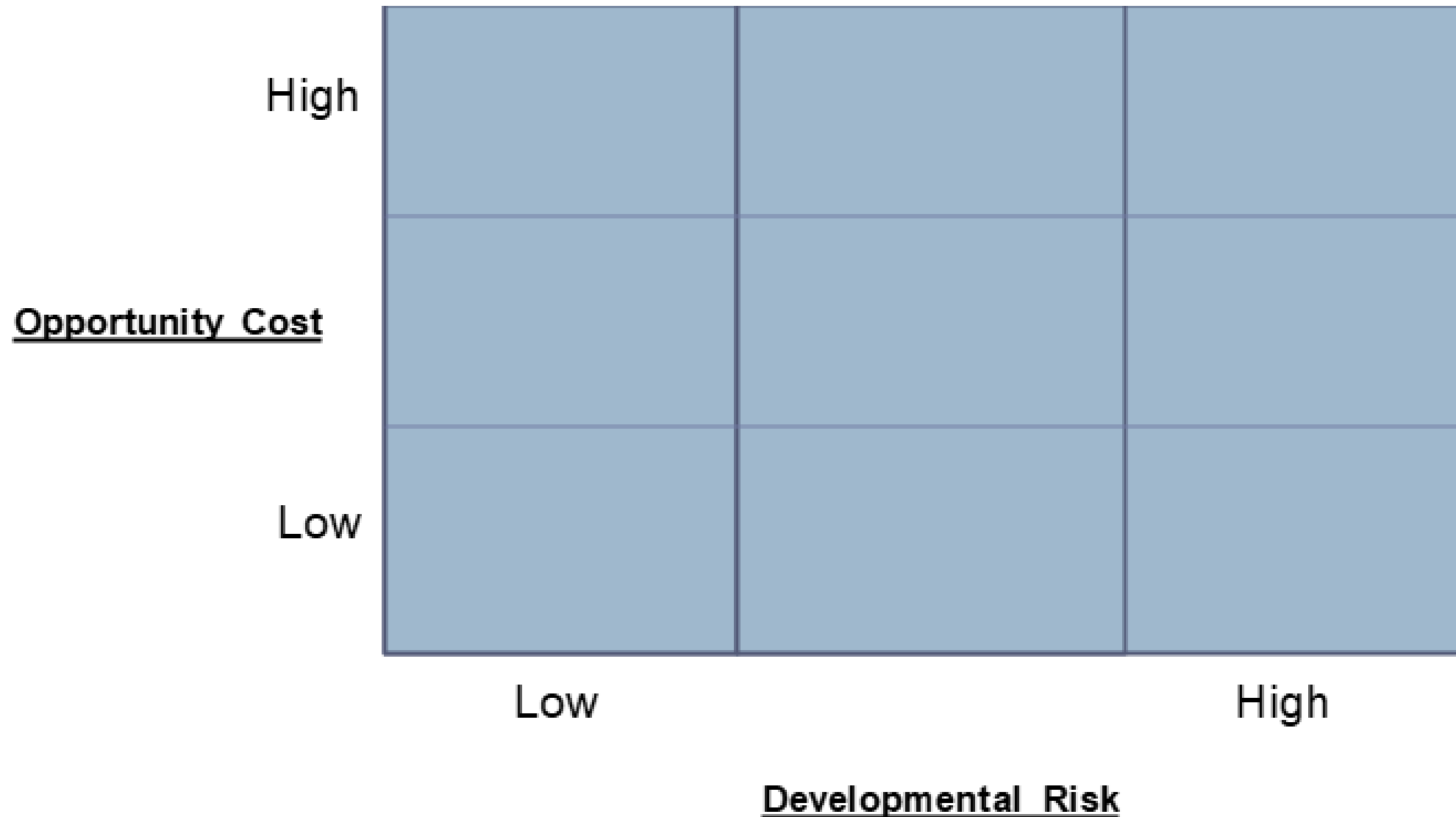
- Download this assignment [template](#) ↓ to record your responses.
- Rename the file as **ISBPM_Assignment_5.3_<Your_Name>.docx**.
- After you complete your assignment, select the **Start Assignment** button at the top of this page.
- Upload the file containing your responses.
- Select the **Submit Assignment** button to submit your responses.

Suggested Time: 90 minutes

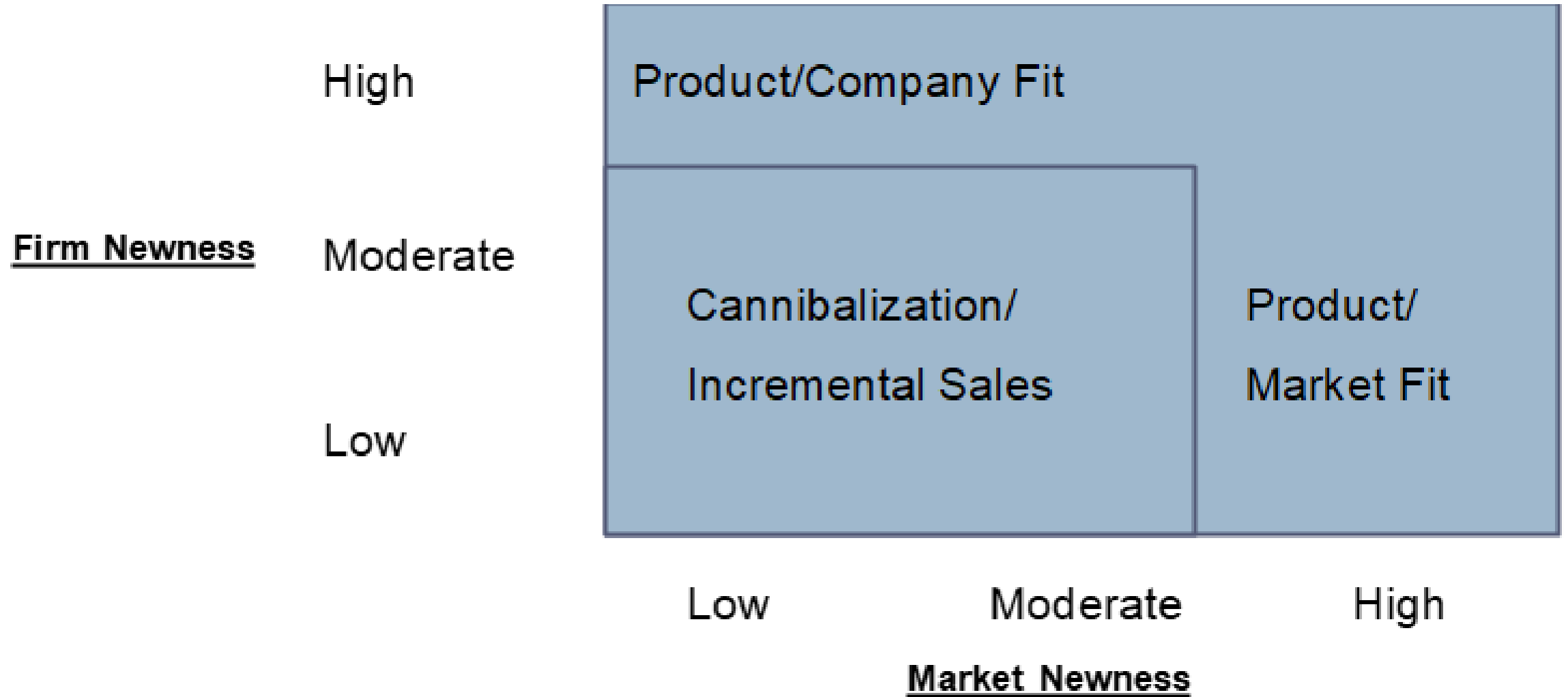




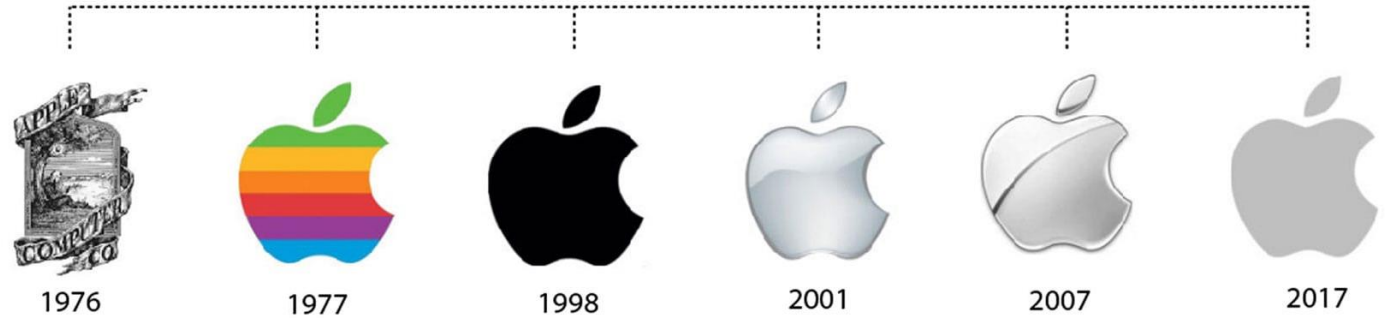
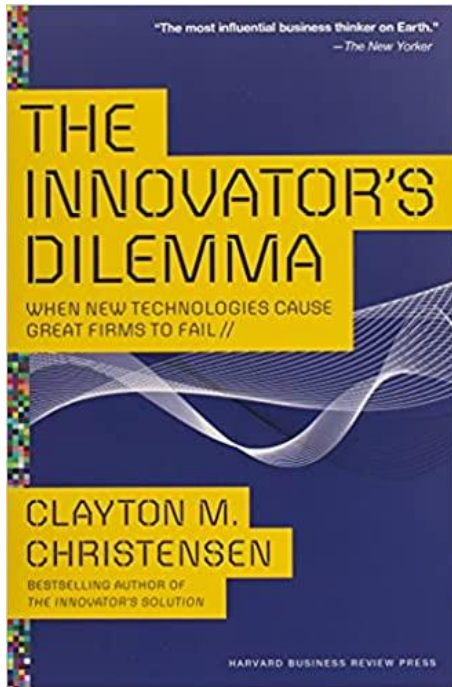
ASSIGNMENT RISK MAP



┐ ASSIGNMENT NEWNESS MAP



ADDITIONAL RESOURCES – NEWNESS MAP



Apple Logo History





CANNIBALIZATION



Gillette fusion cannibalized the sales of 3 bladed Gillette Mach 3



The famous brand “Toyota Qualis” was cannibalized when Toyota launched ‘Innova’.

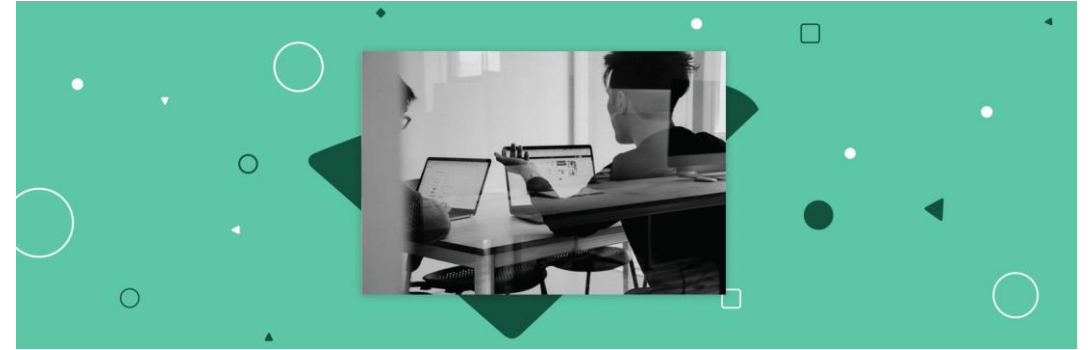


Suzuki Alto was launched by Maruti-Suzuki in the identical sub-category as Maruti 800.

┌ ADDITIONAL RESOURCES



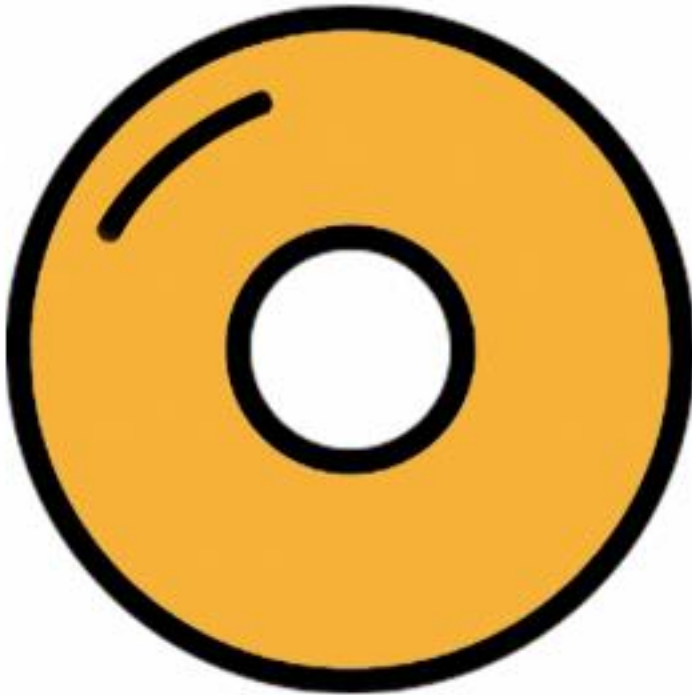
MVP vs MDP = Viability vs Delight. What You Really Need?



Your Guide to MVP, MMP, MLP, MDP and MAP
Startup Stages

by Iryna Meshchankina

┐ ADDITIONAL RESOURCES

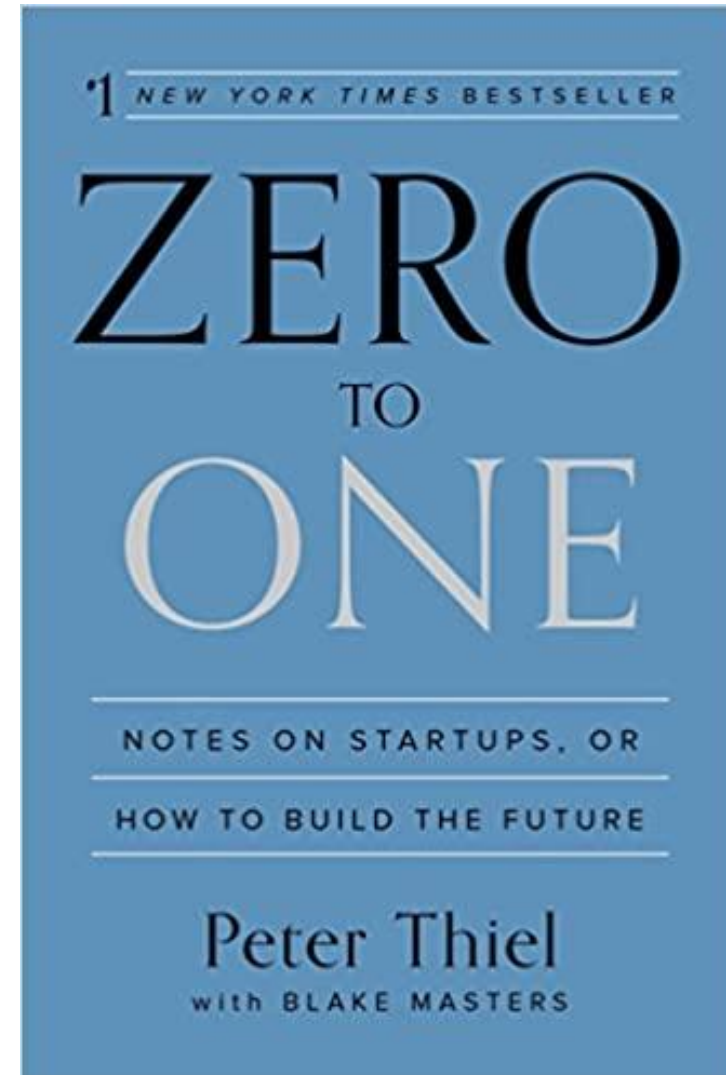
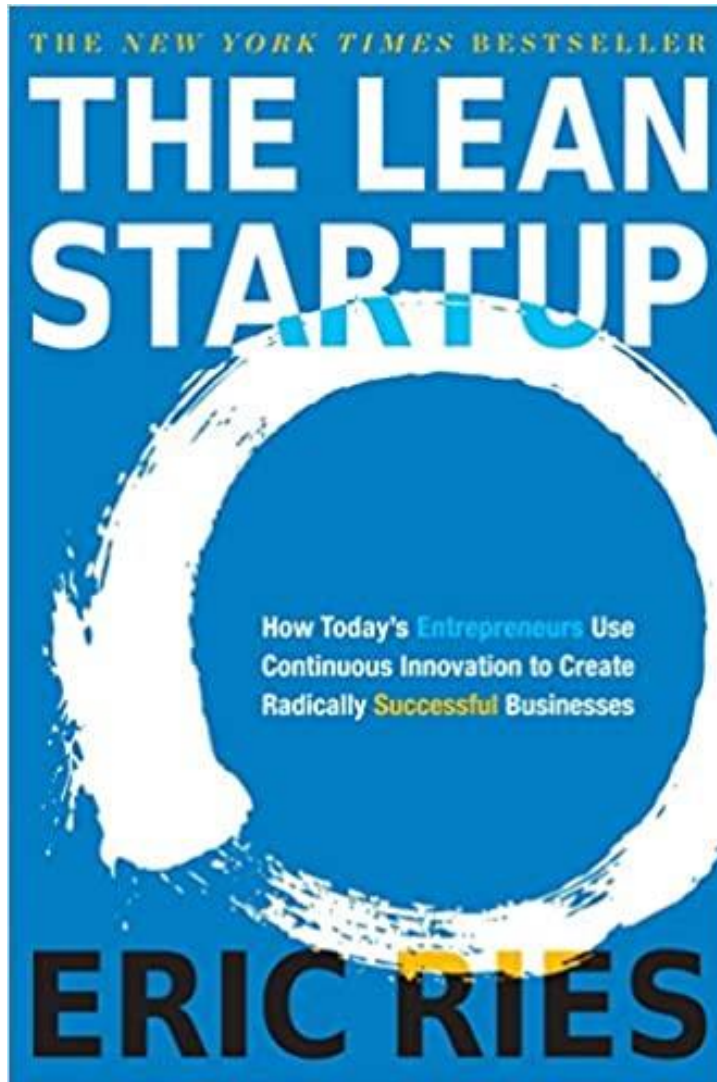


MVP



MDP

ADDITIONAL RESOURCES





NEXT WEEK

Course/Program learning outcomes addressed this week:

Evaluate product road-mapping and prototyping decisions using various product management techniques and practices.

Outline a plan to create a competitive scalable product using key product development strategies and frameworks.

By the end of this week, you will be able to:

Explain the importance of concept testing process during a new product launch.

Describe the different types of concept tests and how to conduct the most common type of concept test.

Describe the Long Tail Effect: How digital technologies are changing new product development.

Understand potential and forecast.

Estimate the market potential and forecast sales.

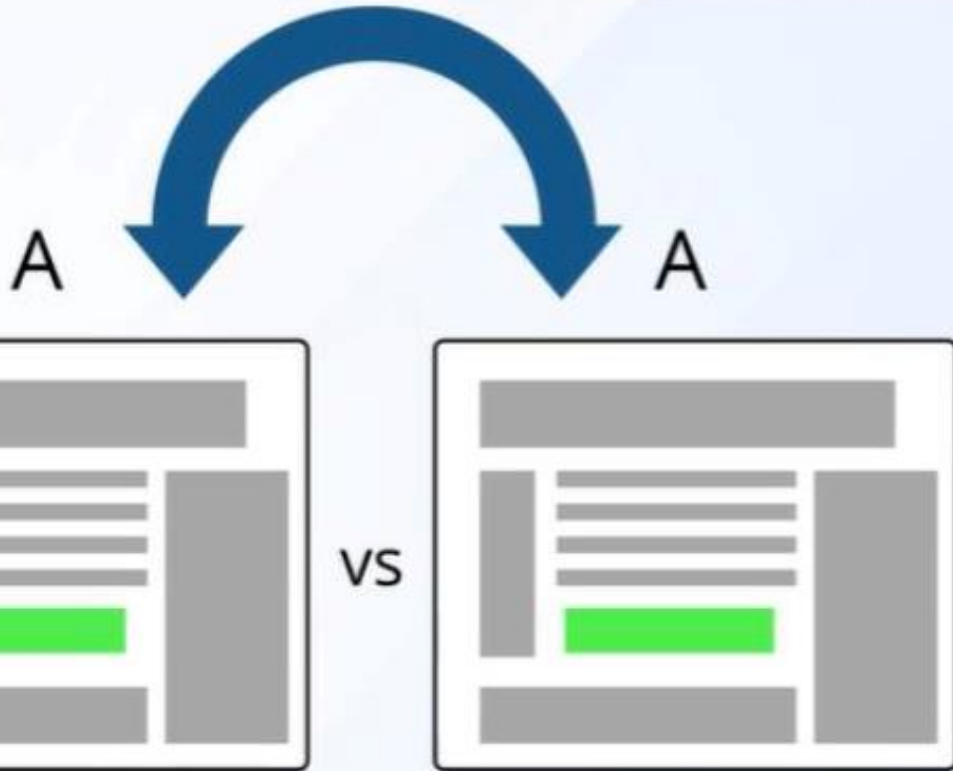
Apply metrics to evaluate model forecasts and compare models.



Over to you!

Video 3: Success and Failure of New Products

Can we cover this topic (specifically Failure of New Products) in office hours?



A/A testing should show no significant difference in conversions between control and test groups

- Done before implementing new A/B testing
- Check the accuracy of A/B tests
- Point out issues before A/B tests

Case study 5.2 illustrates good examples of MVPs. This is informative.

I wonder if this was intended as a discussion and if it was error on not including an option for all interested to post comments on the question posed on Tinder MVP.

ASSIGNMENT REVIEW – CUSTOMER PERSONA



"I believe, there is nothing more beautiful than someone who goes out of their way to make life beautiful for others."

Simon Goyal, an Entrepreneur-runs a small wedding planning unit called 'Two Rings'. She has a very busy working schedule. She is a creative person and loves creating unique design concepts for her clients. Her services include complete wedding planning including consultation on bridal attire, jewellery and custom dressing themes for the family for multiple occasions. She is herself fond of jewellery matching her outfits and loves to experiment with new ideas. She also loves shopping online due to paucity of time.

Demography and Geography

Age: 35
Education:
Work: Entrepreneur –Wedding Planner
Marital status: Married with a baby girl.
Location: Currently In Mumbai. Her birth place is Bhopal.

Psychographic details

Personality: Extrovert and always open to new experiments.

Interests:
She loves wearing jewellery
Loves to read books in her free time.

Lifestyle: Workaholic, Loves Socializing

Values-Productivity, Adjustments, Relaxation

Goals

Short-term: Win contract of a wedding of a leading celebrity

Launch her own website to showcase her Portfolio

Buy a new jewellery set to match her latest collection of India traditional dresses

Life-goals

- Buy a holiday Villa in the hill-station Lonavala near Mumbai
- Build a business with turnover of more than 100 cr
- Travel and experience leading fashion capitals around the world like Paris, Milan, New York and London
- Buy a luxury vehicle customised to her taste

What's in for her ?

- A mobile app where she could design and customise her jewellery with assistance from experts
- The platform will be backed by leading jewellery manufacturers who are partners on the platform
- She could herself partner with the platform and help her clients with design ideas as a part of her consultation package

How does our product help ?

- She loves to buy jewellery but prefers unique designs and customised finish
- She wants to avoid physical stores due to her busy schedule
- She needs multiple brand option on a single platform
- Her business involves consulting her clients on fashion and jewellery design ideas

Influencers and brands

Fashion designers Ritu Kumar, Anita Dongre and Rohit Bal and brands Gucci, Louis Vuitton and Tiffany

Leading Wedding Planners like The Wedding Design Company, Dreamzcraft and The Doli Diary

Successful women entrepreneurs
Radhika Ghai, Vani Kola, Ghazal Alagh

Motivations

1. Customised unique designs giving her a fashion icon status and creating more followers on her social media profile
2. Varied price options for multiple requirements like light daily wear, heavy traditional wear and new fashion trends.
3. Ability to help her clients consult better as a package
4. Convenience of remote platform and convenience of online shopping experience

Challenges

1. Existing designs are common and does not fit customisation need
2. Requirement of good design at varied price points
3. Non availability of a single comparison platform for leading brands and multiple designs

Marketing channels

Channel 1: Print Media/Fashion Magazine specific to wedding trends and Indian traditional wears. Being a wedding planner herself, she would be interested in keeping a tab on the latest fashion and trends

Channel 2: Social Media platforms like Instagram and through google search

Channel 3: Banner ads on designer portals and boutique stores. These are some regular work related search or sites she would be visiting

ASSIGNMENT REVIEW – CUSTOMER PERSONA



Bio – User Persona for Herbal Skin Care Product App/ Distribution Centres

Prakriti is a strong, independent woman working as an Assistant manager to fulfil all the dreams of her life. She is trendy and follows many fashion bloggers for glamorous looks and new styles. Apart from Work, she manages her time for herself and devotes this time mostly in skin care routine.

During COVID, all the Beauty parlours were closed so Prakriti faced challenges in managing her skin care routines with all the cosmetic products available in the Market which eventually led to her downgrade in terms of natural skin and beauty.

To make their life easier, our herbal products range can help her to manage her skin care routines on her own and very easily available over the App or our wide range of Distribution partners.

#Beauty #SkinCare #Herbal #Natural #Self-love #Glamour #Trendy

Motivations [rank 1 for high, 5 for low]

Financial incentive: 3

Social Media Power: 2

Convenience: 2

Self-Routine: 2

Challenges: 3

"Skin First, Make-up Second: No Trouble with Herbal"

Demography and Geography

Name :Prakriti Kaushal

Age: 24

Education: Post-Graduate

Work: Assistant Manager

Marital status: Single

Location: Gurugram , India

Gender : Female

Family : Lives with Parents

Goals

Short-term:

- Maintain good Inner Soul and Outer Beauty.
- Invest in enhancing Natural Beauty not in Skin Problems.
- Maintain BMI.
- Fitter and Healthier daily skin care routine.

Life-goals:

- Life long and Sustainable results with continuous focus on Glamour & Beauty.
- Invest in Eco-friendly and Natural Product choices rather than in Surgeries/ Transplants.
- Proactive approach towards Lifestyle and Health.
- Maintain Work-Life Balance.

Frustrations/ Pain-Points

- Skin Irritation/ Blisters/ Skin Redness.
- Side effects on Skin – Acne, Pimple.
- Proper guidance on Application/Use of Product.
- Know-how of the Product Ingredients.

Value Proposition

- Readily Available with wide range of Distribution Partners.
- Convenient to use and apply the Product.
- App suggestion/ tracking based on the Product being used and Routine.
- Personalized Reports & Dashboards for User's Data Analysis.
- Artificial Intelligence (AI) enabled Skin Care Score calculator.
- Improved User Experience.

Psychographic details

Personality: Fair, Passionate, Personable, Soft-spoken, Glamorous, Hard-working, Affectionate, Fashionable, Caring, Honest

Interests: Exploring Places, Dancing, Music Enthusiast, Binge Watching, Cooking, Badminton, Cycling, Swimming

Lifestyle: Casual Attitude, Spendthrift, Trend-Setter

Dislikes : Nagging

Wants & Needs

Wants:

- Product Suggestions based on Skin Type and Routine being followed and tracked.
- Ingredients details used in the making of Product.
- Know-how for the application/use of Product.

Needs:

- Glowing skin
- Convenience in use of Product
- No Side effects.
- Readily available.

Influencers and brands

- Kusha Kapila
- Ankush Bhaguna
- Komal Pandey
- Shibani Bedi
- Siddharth Batra



Marketing channels

Social Media:

- Highly active on Social Media.
- Keep browsing for New Looks and Trends.
- Keen in exploring New Herbal Skin Care Products.
- Interested in meeting Trend Setters.

Advertisements:

- Passionate about Travelling and exploring new places and follow there beauty tips and tricks.

Events:

- Participates in Nykaa Fashion Week.
- Interest in watching Fashion Vlogs of different countries.