

CreativeFeedback.ai

Creatively shape the Home Appliances industry with
AI-powered consumer feedback for
better products and happier customers!

A close-up, slightly blurred photograph of a person's hand holding a pen, poised to write on a document. The background is out of focus, showing bokeh lights from an office environment. The text 'The Problem' is overlaid in white on the left side of the image.

The Problem

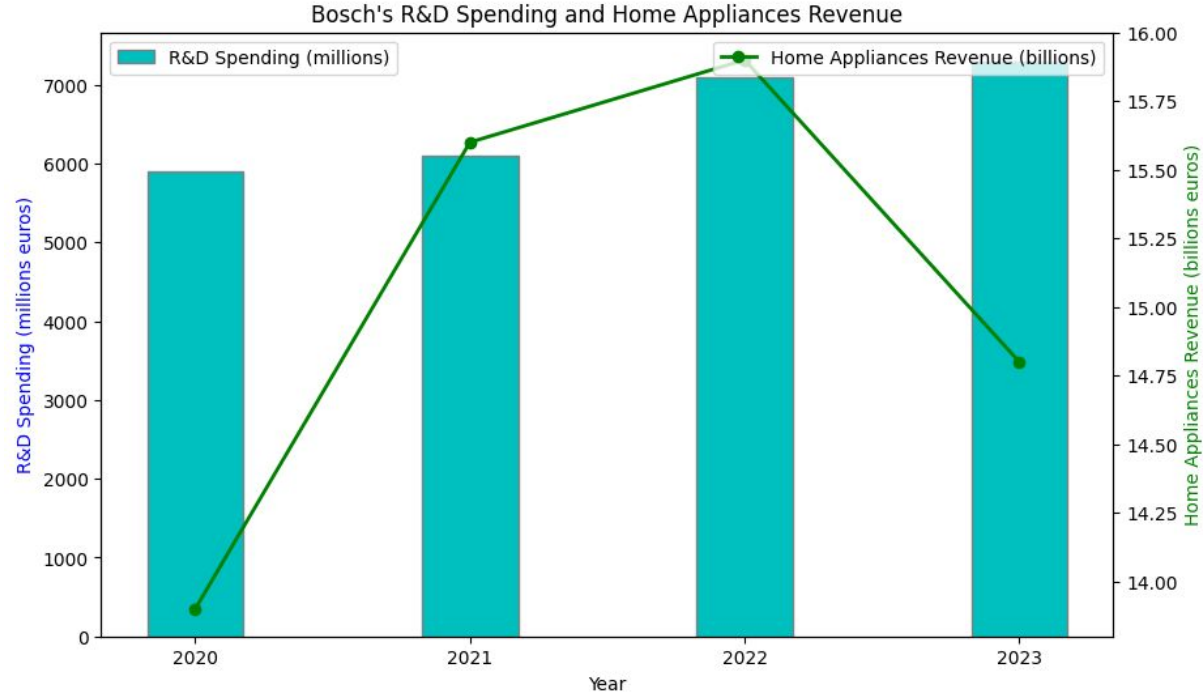
R&D investments are not clearly leading to increased sales.

Problem

Is our R&D spending effectively boosting sales?

A high percentage of electrical home appliances are being returned, due to difficulties with usability, functionality, or unclear instructions and customer dissatisfaction.

R&D team need to identify the root causes of these returns and develop solutions to significantly reduce their occurrence.



A close-up photograph of a person's hand, wearing a dark sleeve, pointing with their index finger at a document on a table. A pen lies on the table near the hand. The background is blurred, showing some bokeh lights.

Persona Insights

Let's understand the problem through the eyes of our personas.

Alex

- Head of BOSCH R&D Home Appliances.
- Wants to improve product design.
- Keen to know how to serve customer best.
- Increase sales and reduce returns.



Sara

- A kitchen Queen.
- Recently bought BOSCH Centrifugal Juicer
- Really excited with products applications!
- But have few issues with it's design.

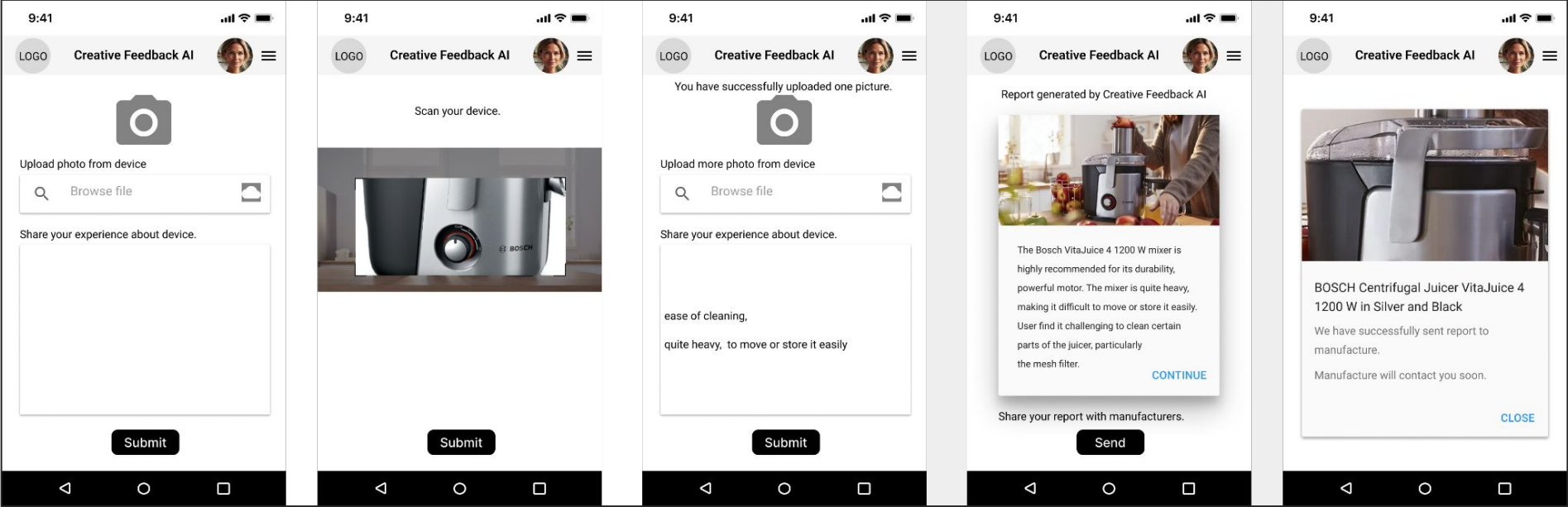


A close-up photograph of a person's hand holding a purple marker, drawing on a whiteboard. The background is blurred, showing some bokeh lights. The text 'The solution' is overlaid in white on the left side of the image.

The solution

With CreativeFeedback.ai,
Sara's innovative Feedback
sparks Alex's Insightful
analysis!

Feedback Portal




Insight Portal

LOGO

Creative Feedback AI

ReviewTaskAnalysis



Project - BOSCH Centrifugal Juicer

Insight 1

The mixer is quite heavy. User find it challenging to clean certain parts of the juicer, particularly the mesh filter.

Insight 2

Durability issues (leaking, breaking parts)
Noise level

Insight 3

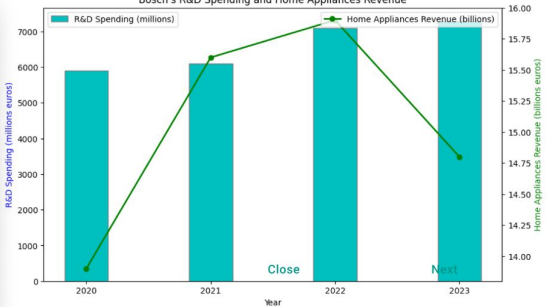
Difficulty in use
Shortcomings in functionality

Close

Next

Analysis

Bosch's R&D Spending and Home Appliances Revenue




Year	R&D Spending (millions euros)	Home Appliances Revenue (billions euros)
2020	5800	14.00
2021	6200	15.50
2022	7000	15.75
2023	7000	14.75

Close

Next

Insight 1




The Bosch VitaJuice 4 1200 W mixer is highly recommended for its durability, powerful motor. The mixer is quite heavy, making it difficult to move or store it easily.
User find it challenging to clean certain parts of the juicer, particularly the mesh filter.

MORE INFO





DECLINE

ACCEPT

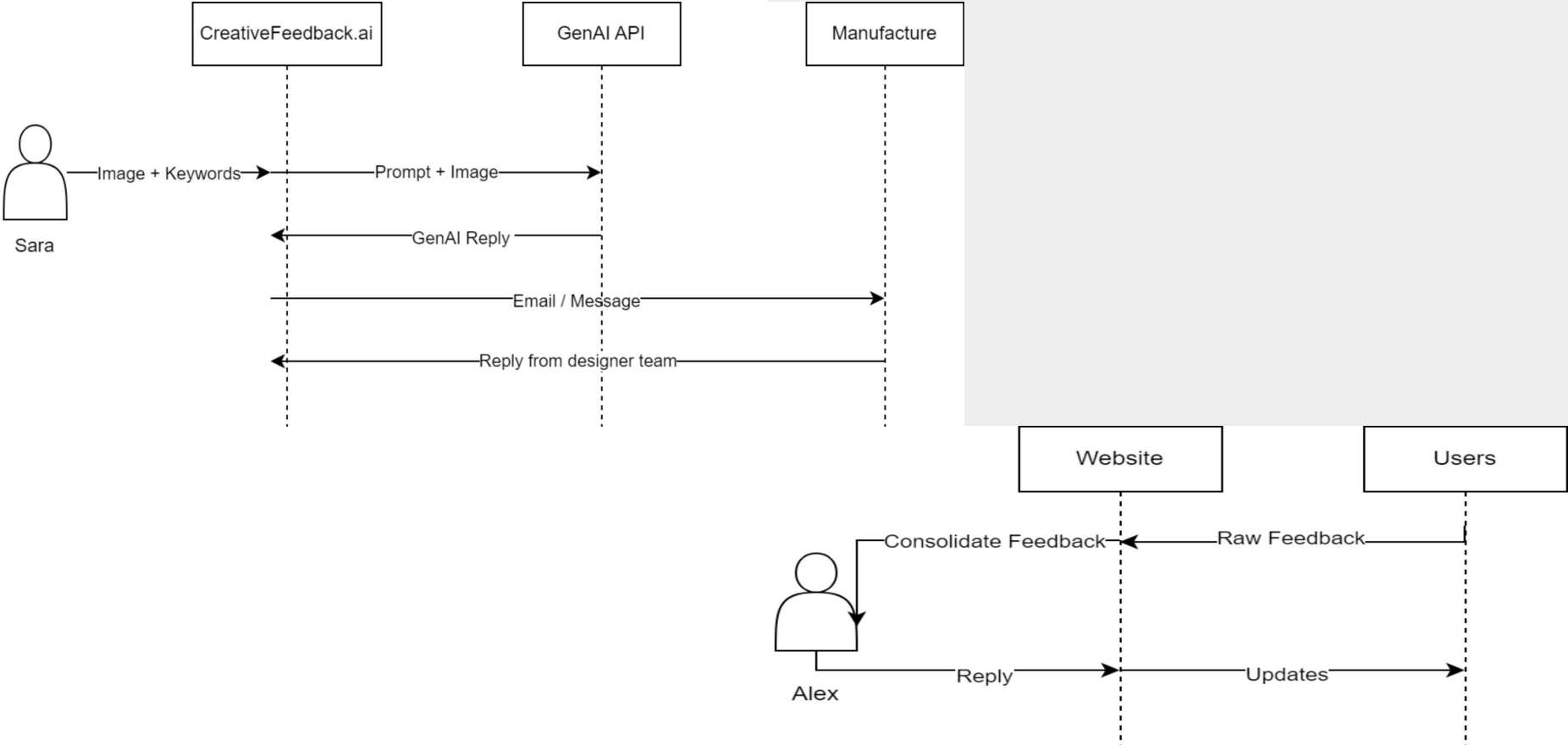


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Creative Feedback AI



Powered by GenAI



Business Model

Key Partners



Manufacturers and Retailers of Electronic device

Key Activities



AI development, Acquiring users and manufacturers

Key Resources



Technology infrastructure, GenAI and UX developments

Value Proposition



Consumer: Creative Feedback with ease,

Manufacturers: Product insights directly from consumer, Reducing product return, Enhancing customer satisfaction

Customer Relationships



Customer support for both, users and manufacturers.

Channels



Online marketing, Partnerships with retailers manufacturers R&D , startup wing

Customer Segments



Consumers and Manufacturers of electronics home appliances

Cost Structure



Technology development, Marketing and advertising

Revenue Streams



Subscription fees from manufacturers