**Capstone Project: Comprehensive Product Management Strategy**

**Shridhar Dhuri**

**Section 1: Project Introduction and Product Concept**

* Project Briefing:

*For this Capstone project, I am working on developing a product management strategy for “3D Shield”, an innovative solution designed to make 3D cinema experiences more comfortable for people who wear glasses. The goal is to deeply understand the challenges spectacle users face in theatres and create a product that meets their needs while being practical, affordable, and scalable.*

*In this project, I will apply the frameworks and tools we have learned like customer research, pricing models, and product validation to create a structured roadmap. The final plan will cover everything from identifying target users and analysing the market, to positioning the product, testing it with real users, and using AI to enhance personalization and customer insights. Ultimately, this strategy aims to ensure that 3D Shield not only solves a real problem but also grows sustainably in the entertainment space.*

* Hypothetical Product Scenario:

*The product we are launching is called the “3D Shield”, an innovative eye shield specifically designed for people who wear spectacles and want to enjoy 3D movies without discomfort. Most existing 3D glasses simply do not work well with spectacles; they either do not fit or feel uncomfortable. Our shield solves this by sitting slightly away from the eyes, ensuring comfort, better hygiene, and a hassle-free movie experience.*

*The market potential is exciting. A significant portion of adults worldwide wear glasses, and as cinema experiences evolve into more immersive formats, spectacle users are often left out. This product is especially suited for urban movie-goers, families, and frequent film enthusiasts who value comfort and convenience but have limited options today.*

* Product Concept Development:

*Target Audience:*

* *Adults and young professionals who watch movies regularly.*
* *Families and couples looking for better theatre experiences.*
* *Multiplex chains that want to offer premium customer care.*

*Customer Segments:*

* *Occasional viewers who want convenience.*
* *Frequent cinema-goers who prioritize comfort and hygiene.*
* *Theatre operators who want to enhance customer experience and differentiate their brand.*

*Why this product makes sense:*

* *Roughly 30–40% of adults wear glasses globally.*
* *3D movies remain a popular form of entertainment and premium experience.*
* *Current solutions are either bulky or uncomfortable.*
* *There is an opportunity for partnerships with cinema chains and eyewear brands.*

**Section 2: Strategy Development**

* Product Development and Management Plan:

*We will take a pragmatic approach by building a Minimum Viable Product (MVP) first, validating it with real customers, and then expanding with data-driven improvements.*

*Phases of Development:*

* *Design & Prototyping: Collaborate with experts in optics and materials for initial design.*
* *Pilot Launch: Roll out the shield in select metropolitan theatres like Mumbai and Bangalore.*
* *Feedback Collection: Gather customer insights through surveys and real-world usage.*
* *Scale Up: Expand through partnerships and distribution once validated.*

*Positioning & Competitive Edge:  
Our biggest advantage is that this product is built for spectacle users, a segment that has underserved. We will focus on comfort, hygiene, and ease of use, with options to upgrade for premium materials and customized fits.*

* Testing and Validation:

*We will start small but smart:*

* *Launch a basic version in select theatres to test comfort and usability.*
* *Conduct surveys using proven tools like Van Westendorf for pricing sensitivity and Kano analysis to understand customer preferences.*
* *Use feedback to refine both the product and the messaging.*

*For initial development, core features like shield shape, material, and hygiene coating will be built in-house. Features like personalization, subscriptions, and brand collaborations can be developed later using a growth hacking model based on customer feedback.*

* Positioning Statement:

*"For spectacle wearers who love immersive cinema but struggle with uncomfortable glasses, the 3D Shield offers a lightweight, comfortable eye shield that fits over glasses, so you never miss out on the thrill."*

* Pricing and Go-to-Market Strategy:

*We will price the product between ₹399 and ₹799, based on willingness-to-pay research. A premium version may go up to ₹1,200 for those who want extra features like anti-fog or reusable options.*

*Go-to-Market Plan:*

* *Phase 1: Target theatres in urban centres for direct trials and partnerships.*
* *Phase 2: Expand online, with collaborations with eyewear brands and cinema chains.*
* *Marketing: Leverage social media campaigns, influencer partnerships, and in-theatre promotions.*

**Section 3: Performance Metrics and Future Recommendations**

* Performance Metrics:

*To track our success, we will focus on:*

* *Adoption Rate: How many spectacle users opt for the shield.*
* *Usage Frequency: How often users use the product per month.*
* *Customer Satisfaction: Net Promoter Score (NPS) aiming for 70+.*
* *Partnership Growth: Number of theatre chains using the shield.*
* *Revenue: Monthly sales and subscription metrics.*
* AI Integration:

*AI will play a key role in improving both user experience and operational efficiency:*

* *Personalization: Use AI to suggest optimal shield designs based on facial structure or usage habits.*
* *Customer Insights: Predict satisfaction and churn using AI-driven analytics.*
* *Inventory Management: Forecast demand and manage supply chains more effectively.*
* Future Recommendations:

*Expand globally to markets like the US and Europe.*

* *Develop smart shields with advanced optics and anti-glare features.*
* *Partner with healthcare and eyewear brands to ensure certified designs.*
* *Integrate voice commands for customer service and feedback collection.*
* *Continuously refine personalization through AI-driven algorithms.*