

# Module-1

Q.1 :- Please break down the URLs listed below. (list-out Protocol, Domain, TLD).

**Answer:-**

<https://www.flipkart.com/>

https :- Protocol

www :- Subdomain

flipkart :- Domain name

.com :- Top Level Domian(TLD)

<https://www.irctc.co.in/>

https :- Protocol

www :- Subdomain

irctc.co :- Domian name

.in :- Top Level Dmian(TLD)

<https://www.allegro.pl/>

https :- Protocol

www :- Subdomain

allegro :- Domian name

.pl :- Top Level Dmian(TLD)

<https://www.johnlewispartnership.co.uk/>

https :- Protocol

www :- Subdomain

johnlewispartnership.co :- Domian name

.uk:- Top Level Dmian(TLD)

<https://www.uidai.gov.in/>

https :- Protocol

www :- Subdomain

uidai.gov :- Domian name

.in :- Top Level Dmian(TLD)

Q.2 What is HTTPS/SSL Update?

**Answer:-**

HTTP (Hyper Text Transfer Protocol)

- A protocol used for transferring data between a web browser and a website.
- Example: <http://www.example.com>
- Not secure as data is sent in plain text.

SSL (Secure Sockets Layer)

- A security technology that encrypts data for safe transmission.
- When SSL is enabled, HTTP becomes HTTPS (<https://>).
- Example: <https://www.example.com>
- Ensures data privacy and security by encrypting information.

Q.3 List out 10 famous browsers used worldwide.

**Answer:-**

1. Google Chrome
2. Mozilla Firefox
3. Microsoft Edge
4. Apple Safari
5. Opera
6. Brave
7. Vivaldi
8. Tor Browser
9. Samsung Internet
10. Yandex Browser

Q.4 Create a Customer Persona & identify Brand Details for the given brands.

**Answer:-**

Brand Analysis	
This is a <b>individual project</b> which covers all the topics you have learnt so far in the Live Classes	
You need to do <b>competitor research</b> , create a <b>customer persona</b> & identify <b>brand details</b> for (a) Disney+ Hotstar (b) Tata 1 MG	
(a) Disney+ Hotstar	<a href="https://www.hotstar.com/in">https://www.hotstar.com/in</a>
(b) Tata 1 MG	<a href="https://www.1mg.com/">https://www.1mg.com/</a>
Submission Details	(1) Please make a <b>Google Form</b> for the <b>Market Survey</b> for both brands separately. <b>(2 forms have to be made 1 for each brand)</b>
	(2) Please click on <b>File -&gt; Make a copy</b> -> Rename the Document to Your Name_Minor Project: Brand Analysis

## Minor Project 1 - Brand Analysis

<b>Competitor Research</b>	Competitive research involves identifying your competitors, evaluating their strengths and weaknesses and evaluating the strengths and weaknesses of their products and services.
<b>Customer Persona</b>	A customer persona (also known as a buyer persona) is a semi-fictional archetype that represents the key traits of a large segment of your audience, based on the data you've collected from user research and web analytics.
<b>Business Model</b>	A business model describes how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts. Example: B2B, B2C, D2C, and Marketplace model.
<b>Unique Selling Proposition</b>	In marketing, USP is the marketing strategy of informing customers about how one's brand or product is superior to its competitors.
<b>Target Segment</b>	A target segment is a group of customers within a business's serviceable available market at which a business aims its marketing efforts and resources.
<b>Brand Personality</b>	It is a framework that helps a company or organization shape the way people feel about its product, service, or mission.
<b>Tone of Voice</b>	A tone of voice is not what you say, but how you say it. This encompasses not only the words you choose, but their order, rhythm and pace.

(A)

	Disney + Hotstar	Netflix	Amazon Prime
Product			
Brand Link	<a href="https://www.hotstar.com/in/home">https://www.hotstar.com/in/home</a>	<a href="https://www.netflix.com/in/">https://www.netflix.com/in/</a>	<a href="https://www.primevideo.com/offers/nonprimehomepage/ref=dv_web_force_root">https://www.primevideo.com/offers/nonprimehomepage/ref=dv_web_force_root</a>
Product Names	Disney+ Hotstar	Netflix	Amazon Prime Video
Business Model	Subscription + Freemium (ads)	Subscription only	Subscription (bundled with Amazon Prime)
Features	Movies, TV shows, Live Sports, Originals	Movies, TV shows, Originals, Games	Movies, TV shows, Originals, Free delivery, Music
USP	Strong in sports + Indian regional content	Strong originals + global reach	Bundled ecosystem value
Price	INR 499-1499/year (varies)	INR 149-649/month	INR 1499/year
Reason to Trust	Backed by Disney brand	Global leader in streaming	Backed by Amazon ecosystem
How to Find?	App stores, Website, Smart TVs	App stores, Website, Smart TVs	Amazon website, App stores, Smart TVs
Target Segment			
Age	18-45	18-45	18-45
Gender	All	All	All
Location	India, SEA	Global	Global
Ideal Customer Persona			
Background	Young professionals, families	Students, professionals	Online shoppers, families
Demographics	Urban, semi-urban	Urban	Urban + semi-urban
Interests	Movies, cricket, series	Binge-watching, global content	Shopping, movies, web series
Other relevant traits	Value conscious	Premium seekers	Convenience seekers
Favorite social networks	Instagram, YouTube	Instagram, Twitter	Instagram, YouTube
Least favorite social networks	LinkedIn	Facebook	Snapchat
Buying behavior	Value-driven, family-shared	Subscription loyal	Bundle-driven
Spending power	Medium to high	High	Medium-high

Decision maker(s)	Family/individual	Individual/household	Household decision
Challenges / Pain points	Data costs, competition	Price sensitivity, competition	Multiple options
Goals / Motivations	Affordable entertainment	Premium global content	Convenience + savings
How we (business, product, or service) can help?	Local + global library	Top-notch originals	One subscription, many benefits
Purchasing barrier?	Pricing, device compatibility	High price	None major
Preferred content type	Video, reels, sports highlights	Series, films, long-form	Mixed (video, shopping tie-ins)
Brand Details			
What are the brand colours?	Blue, White	Red, Black, White	Blue, Black, White
What does the primary colour signify?	Trust, entertainment	Passion, energy	Trust, loyalty
What is the Brand Personality?	Friendly, engaging	Bold, innovative	Convenient, reliable
The Tone of Voice	Casual, relatable	Witty, cinematic	Simple, friendly
The Brand Promise	Affordable global + local entertainment	Entertainment without limits	More than just streaming
The Brand Value	Entertainment, Accessibility	Innovation, Creativity	Customer obsession, Value

(B)

	TATA 1mg	PharmEasy	Apollo 247
Product			
Brand Link	<a href="https://www.1mg.com/">https://www.1mg.com/</a>	<a href="https://pharmeasy.in/#">https://pharmeasy.in/#</a>	<a href="https://www.apollo247.com/">https://www.apollo247.com/</a>
Product Names	TATA 1mg	PharmEasy	Apollo 247
Business Model	E-pharmacy + diagnostics + doctor consultation	E-pharmacy + diagnostics + healthcare products	E-pharmacy + Apollo hospitals integration
Features	Medicines, lab tests, health content, online consults	Medicines, diagnostics, healthcare essentials	Medicines, 24/7 consults, lab tests, hospital network
USP	Trusted TATA brand, all-in-one health platform	Aggressive discounts, wide availability	Strong integration with Apollo hospitals
Price	Competitive, offers discounts	Cheaper than many competitors	Premium, slightly higher than others
Reason to Trust	Backed by TATA Group, verified medicines	Large user base, partnerships with local pharmacies	Apollo Hospitals reputation & trust
How to Find?	App, Website, Google search, Ads	App, Website, Ads, Social media	App, Website, Hospital referrals
Target Segment			
Age	25–50 yrs	20–40 yrs	30–55 yrs
Gender	All	All	All
Location	Urban & semi-urban India	Urban India	Metro cities & tier-1
Ideal Customer Persona			
Background	Working professionals & families	Young professionals, budget-conscious	Upper-middle-class families
Demographics	Middle class, tech-savvy	Students, working-class	Affluent, health-conscious
Interests	Healthcare, fitness, wellness info	Deals, discounts, easy delivery	Hospital-linked services, premium care
Other relevant traits	Trust in TATA, brand reliability	Looking for low-cost options	Brand conscious, trust hospitals
Favorite social networks	Instagram, YouTube	Instagram, Facebook	LinkedIn, YouTube



Least favorite social networks	Twitter	LinkedIn	Snapchat
Buying behavior	Price-sensitive but value trust	Discount-driven, deal hunters	Quality-driven, brand loyal
Spending power	Medium to high	Low to medium	High
Decision maker(s)	Self or family head	Self	Family head
Challenges / Pain points	High medicine costs, fake meds fear	High medicine prices	High costs, accessibility
Goals / Motivations	Affordable, reliable healthcare access	Save money, convenience	Best healthcare, hospital integration
How we (business, product, or service) can help?	Provide trust, affordability, convenience	Offer max discounts, easy ordering	Provide premium, 24/7 connected care
Purchasing barrier?	Price concerns, digital literacy	Trust, authenticity doubts	Cost barrier
Preferred content type	Short health explainers, infographics	Memes, reels, short offers	Detailed blogs, expert videos
Brand Details			
What are the brand colours?	Red & White	Teal & White	Blue & White
What does the primary colour signify?	Red = Health, trust, urgency	Teal = Freshness, trust, affordability	Blue = Trust, professionalism, healthcare
What is the Brand Personality?	Professional, reliable, caring	Friendly, young, cost-conscious	Premium, expert, reliable
The tone of Voice	Helpful, empathetic, trustworthy	Casual, promotional, witty	Professional, authoritative
The Brand Promise	Affordable, reliable healthcare	Lowest cost healthcare	World-class healthcare at home
The Brand Value	Trust, accessibility, affordability	Affordability, accessibility	Trust, expertise, quality