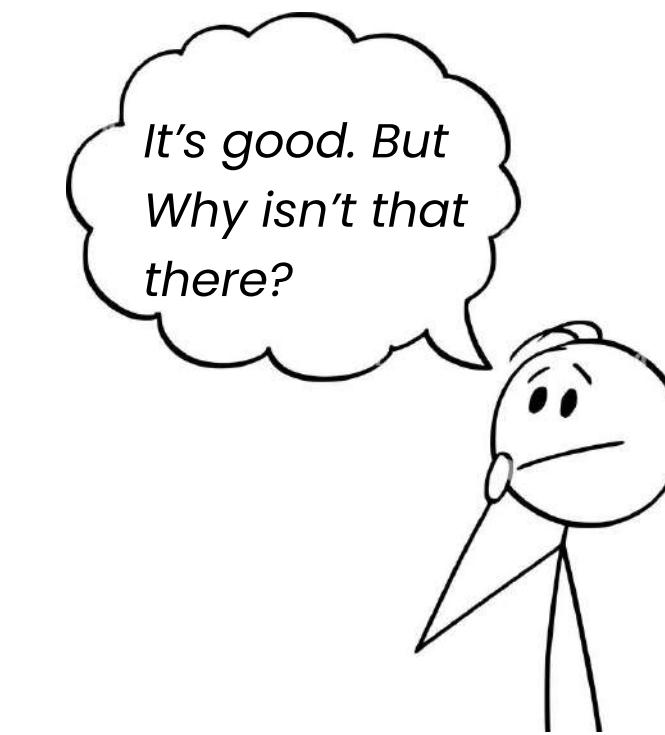




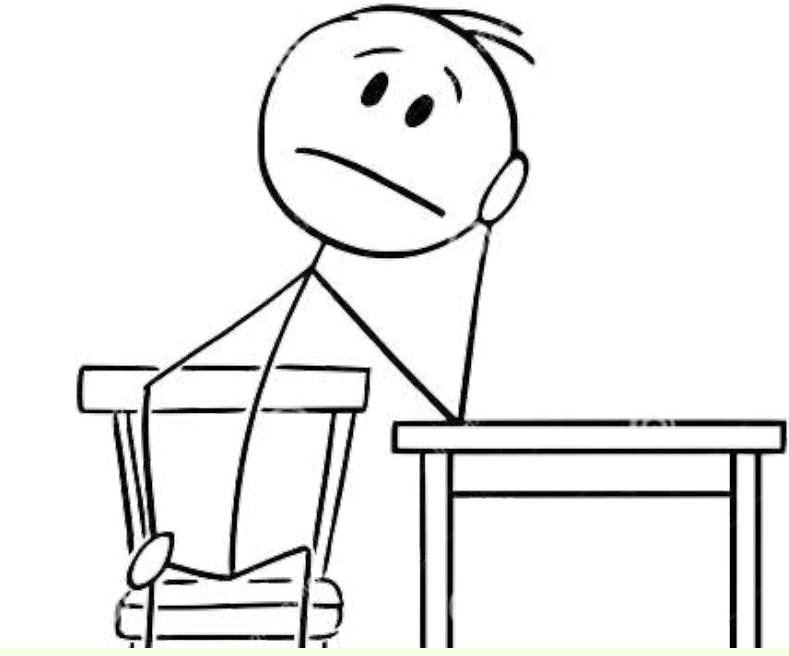
John, a 25 yr old man who has been struggling from hairfall for the past few years



One day, John came across traya that offers personalized haircare products & decided to sign up.



He was impressed with the quality of products but he felt that they were not tailored to his unique needs.



After a few days of using traya products, John started to struggle with consistency and motivation.

No Visible progress despite using the **products regularly**, which made him feel **discouraged** and leave the treatment

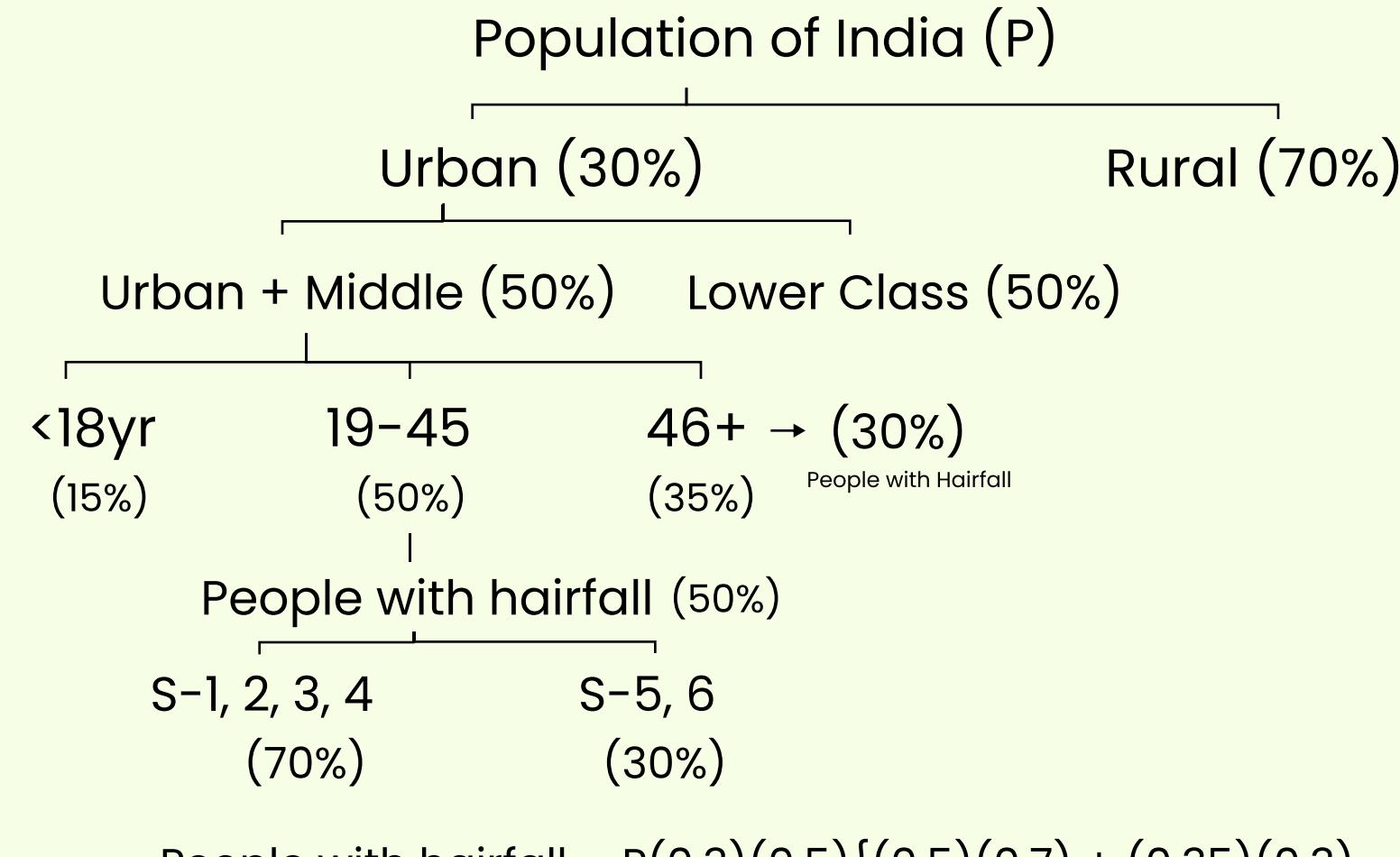
Market Insights

50% of population experience some degree of hairloss in India

AI and ML are being used to develop more personalized treatment

With the rise of e-commerce platforms, **Chatbots and Virtual assistants** are prevailing to provide the personalized product recommendations.

Market Potential



8.87 Crore Customers

Competitor Analysis

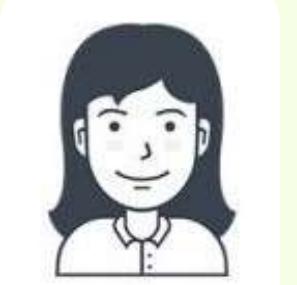
| Startup | MamaEarth | Man Matters | Traya |
|-----------------------|------------------------|--------------------------|------------------------------|
| Brand Positioning | Natural and Toxin Free | Simplified and Effective | Personalised, Science Backed |
| Hairfall Tracker | No | No | Yes |
| Whatsapp Tracker Bot | No | No | No |
| Hair Coach | No | No | Yes |
| Interactive Community | Yes | No | No |

User Personas



Ramesh

32yr old, lives in Mumbai with his wife and 2 children. he is an entrepreneur by profession.



Ramesh

25yr old, lives in Bangalore with her husband and is a marketing manager by profession

Online Apps:



Personality:

- Practicality
- Curious
- Efficiency
- Busy

Pain Points:

- Ramesh has noticed that his hair has been thinning and receding in recent years. He is concerned about this and is looking for a solution

Online Behavior:

- His busy life leaves him with little time to devote to complex hair care routines. He is also wary of prescriptions and medications that may have -ve side effects

Goals:

- Primary goal is to reduce hairfall and promote re-growth and he is interested in solutions that are efficient and easy to incorporate to his daily routine.

How Traya can address their needs?

- Provide Personalised Hairfall Treatment plans
- Offer a Convenient App based service that fits into their busy schedule
- Use Natural and sustainable ingredients in their products
- Provide Ongoing Support and guidance throughout the treatment.

User Interview Insights

What we are doing good:

Use of natural ingredients in the treatment process

75%

Hairfall reduction to nearly zero and noticeable increase in hair density

57%

Significant difference in hair color and shine

43%

What we have to improve:

Keep the users motivated till the end of three months

82%

Give a convenient service in giving users a proper diet plan

63%

Improve retention of users for achieving long term desired results

49%

User Acquisition Channels

| Marketing Channels | Impact | Time | Cost | Reach | Conversion |
|--------------------------------|--------|-----------|------|--------|------------|
| Social Media Marketing | Medium | High | Low | High | Medium |
| E-Mail Marketing | High | High | Low | Low | High |
| Search Engine Optimisation | High | Very High | Low | Medium | High |
| Pay- per - Click Advertisement | High | Low | High | Medium | High |
| Influencer Marketing | High | Medium | High | High | Medium |

Solution – 1

WhatsApp Tracker Bot

The WhatsApp tracker bot is an interactive bot that will remind the users to take the daily meals and provide them with the bi - weekly reports on their hairfall treatment.

Features

1. Reminder Messages

The bot will send the users reminder messages at specific times of the day, reminding them to take the meals as per the hairfall treatment plan.

2. Progress Reports

The bot will send the progress reports to the users which will include the information such as the number of meals taken, the total nutrients and the expected improvement of the hair fall reduction

3. Customization

Users will have the ability to customize the frequency and timing of the reminder messages as per their preference.

Technical Requirements

1. Integration

The bot will be integrated to traya's existing whatsapp account using whatsapp business API.

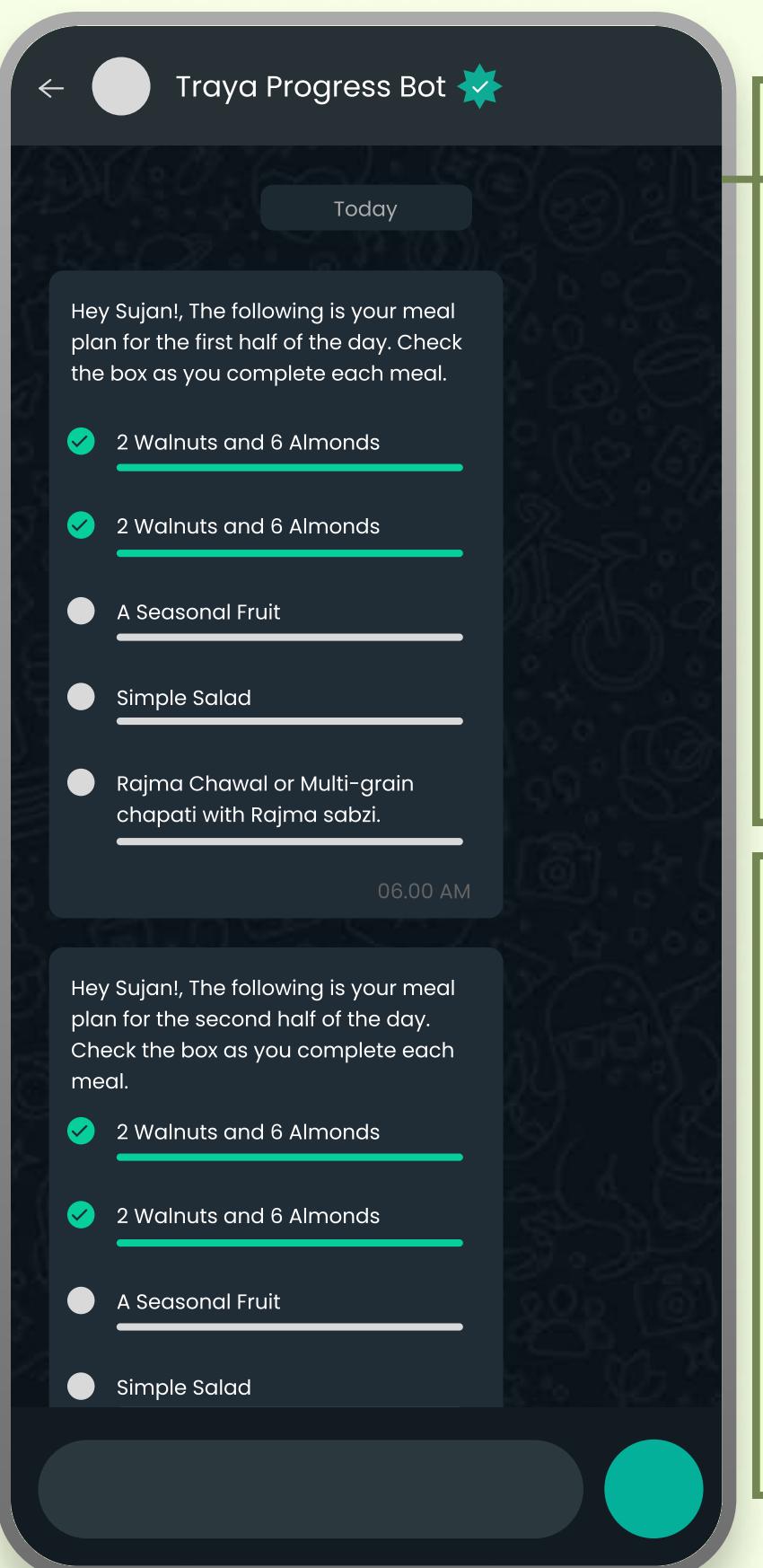
2. Programming

The bot will be programmed using the NLP engine allowing it to understand and respond to user messages

2. Data Storage

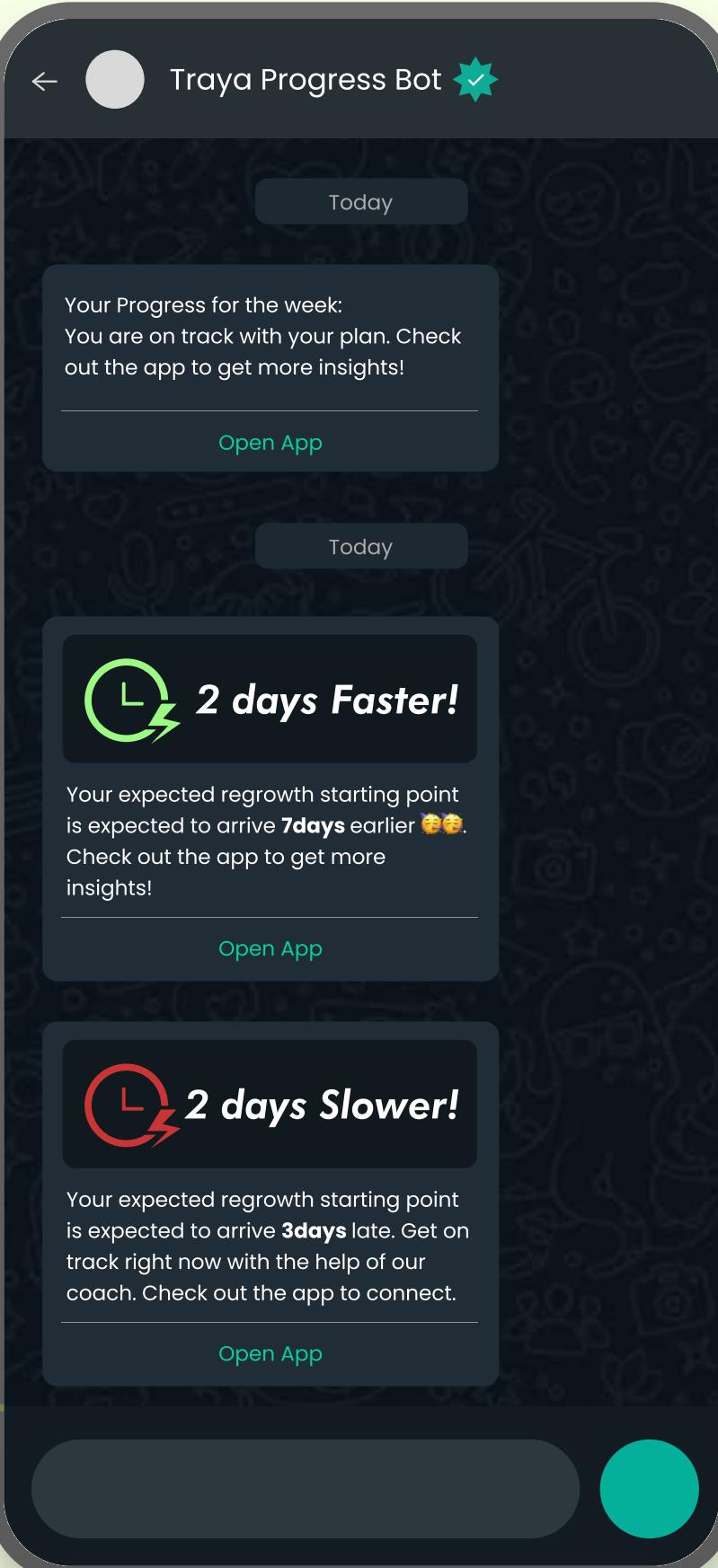
The bot will store user data securely in a database, including information such as meal times, progress reports and users' preferences

User Interface



The Tracker bot sends the daily reminder of the meal to be taken as a poll message. User can check the box as he/she completes each meal. If the user forgets to check, the bot sends a reminder at the end of the day to check the meals.

Bi - Weekly progress of your hair score will be sent through WhatsApp by the bot. User can open the app using the link to know more about the progress.



Impact

The hairloss is often attributed to poor nutrition, so providing users with information to maintain a healthy diet can help prevent hairloss. Doing it through whatsapp will make it more personalised and give a quicker and easy to use interface for people

Key Performance Indicators

| | |
|-----------------------|---------------------------------------|
| Engagement | #WAU of Whatsapp Bot |
| Retention | D30 Retention |
| Progress | %Increment in Hair Score |
| Customer Satisfaction | Measured through surveys and feedback |

Solution – 2

Traya Tribe - In App Community

The In App community allows the users to connect with each other, Share their experiences and learn more about the hairfall treatment

Features

1. Group Chats

Users can join or create group chats with other users who are experiencing similar problems, they can discuss their experiences, share tips and support each other.

2. Forums

Users can participate in forums to ask questions, share knowledge and provide advice to others. They can also search for topic of interest and follow threads.

3. Weekly Challenges

Users can participate in weekly challenges like DIY home made recipe, eating a balanced diet and consuming organic products

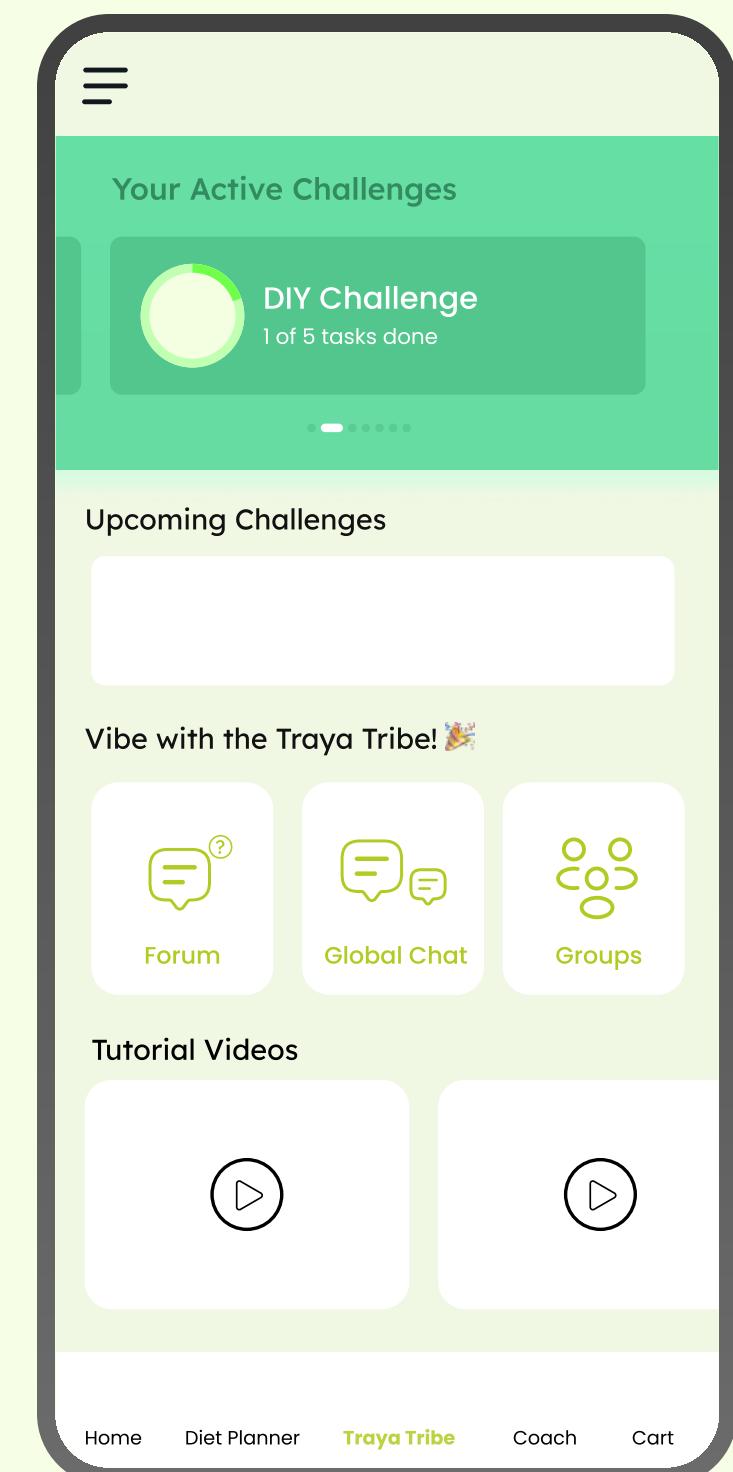
4. Tutorials from Experts

Users can access tutorials like haircare routine, nutrition plan and hair health, hair styling

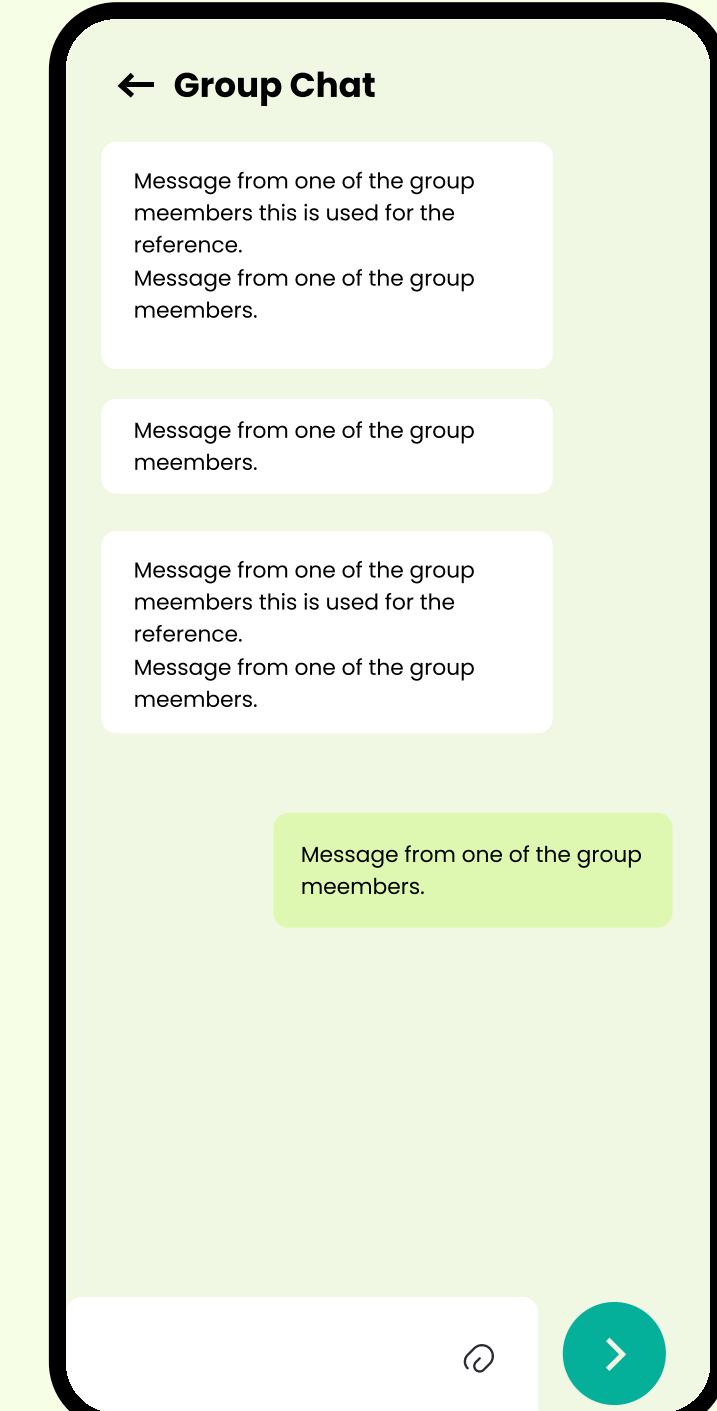
Technical Requirements

- 1. Server Infrastructure** - To store user data, messages and posts
- 2. Security** - Encryption protocol and Secure Login Mechanism
- 3. APIs** - Enable communication between mobile app and server
- 4. CMS** - Easy to use interface for moderators to monitor content
- 5. Cross Platform Compatibility** - Dev Tools and Frameworks
- 6. Analytics** - Insights into user behavior to enable data driven decision making.

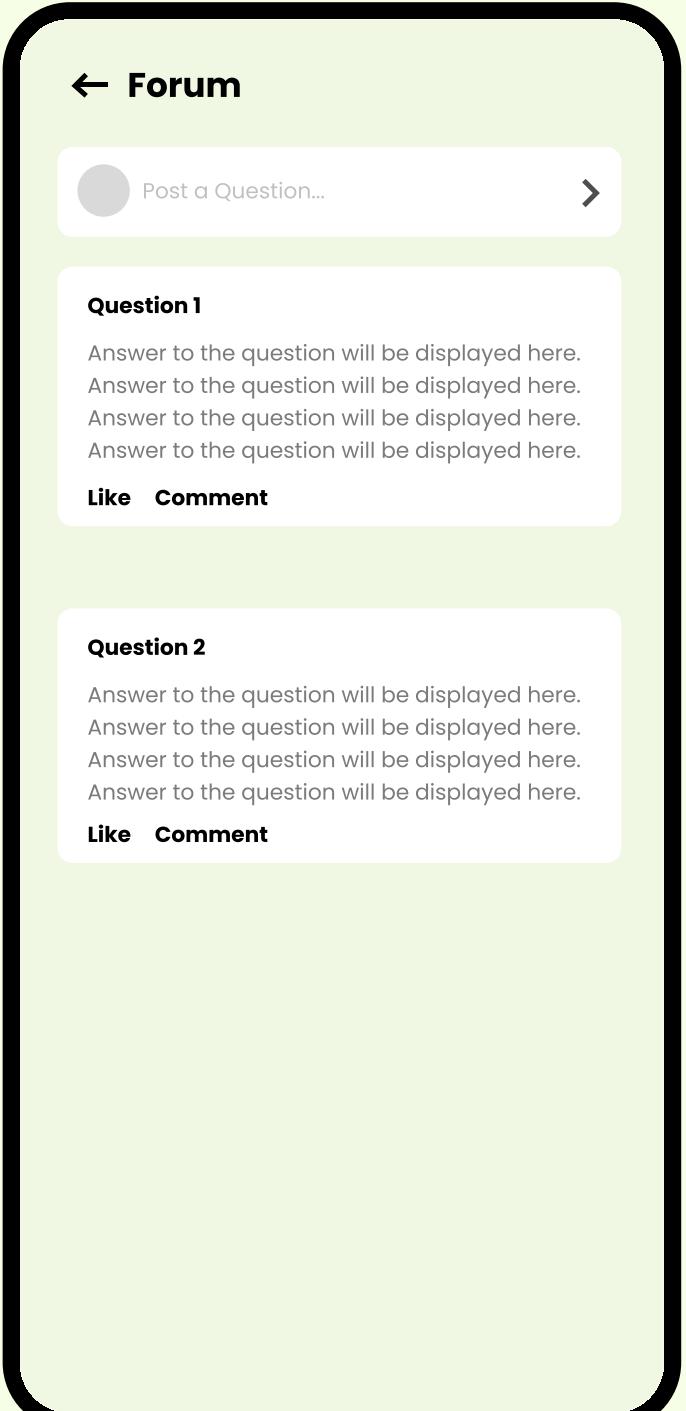
User Interface



Traya Tribe Page: User can view the progress of the current challenges that they are part of, upcoming challenges and can start vibing with other users with the interaction features



UI of Group Chat



UI of Forum

| Impact |
|---|
| Traya should aim to build a sense of community and support among users. This feature will help to increase the internal motivation among users and also increasing engagement and loyalty |

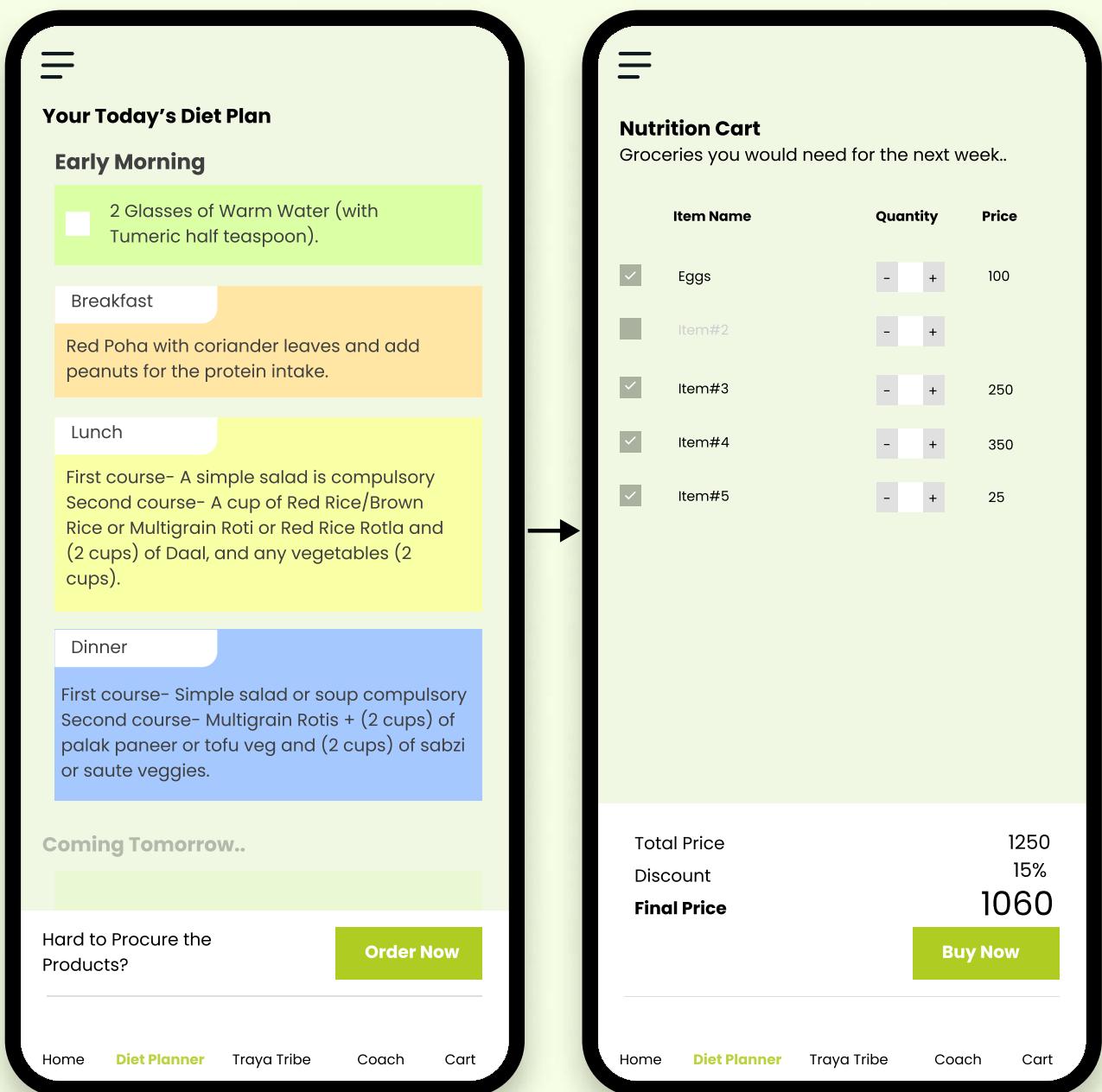
| Key Performance Indicators | |
|----------------------------|---------------------------------------|
| Engagement | #WAU and Frequency of Interaction |
| Retention | D90 Retention |
| Content | #of Posts, Comments, Questions |
| Customer Satisfaction | Measured through surveys and feedback |

Solution – 3

Diet Planner

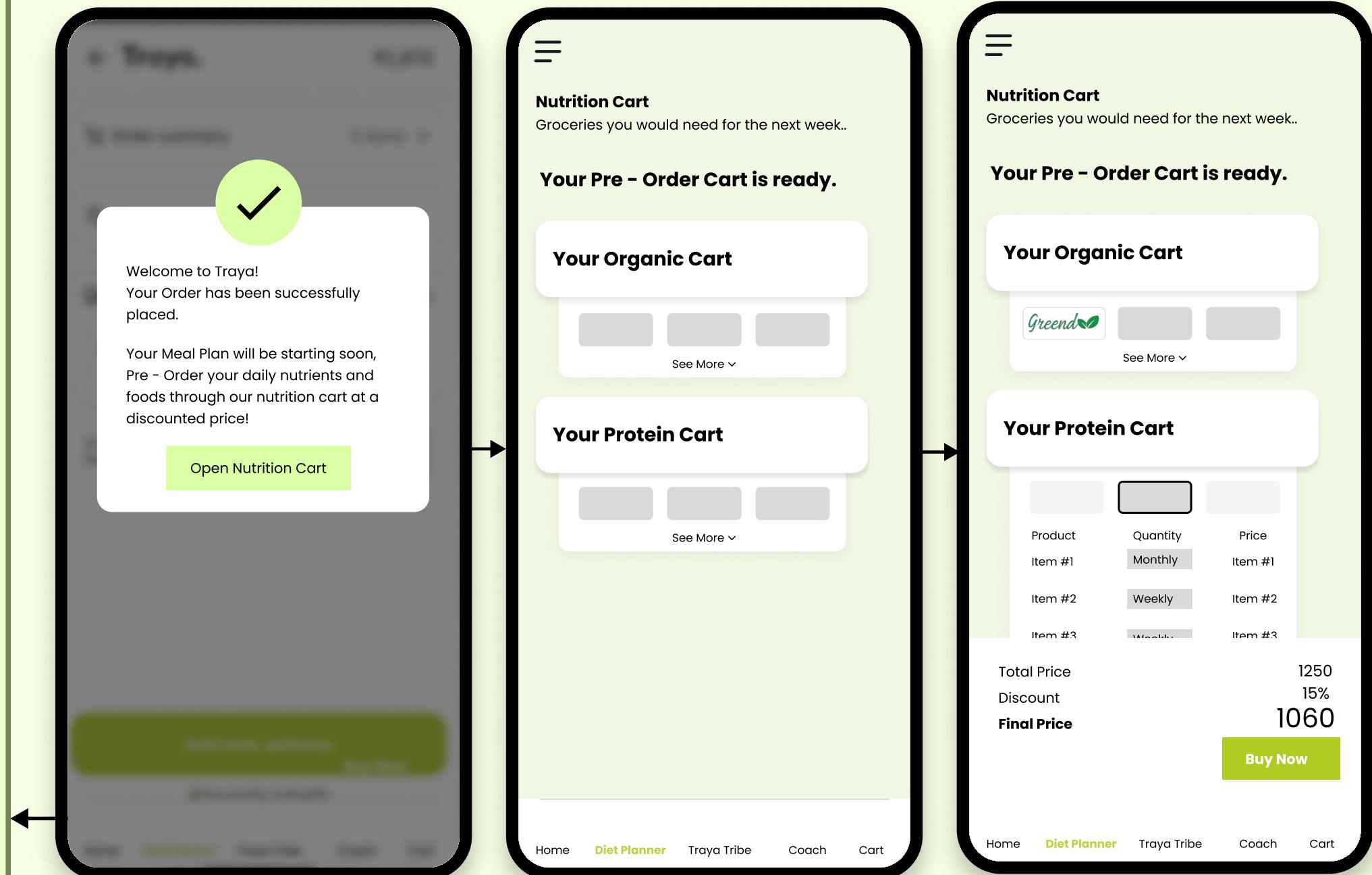
It is designed to help users by providing them personalised recommendations for foods and nutrients that support healthy hair growth

User Journey – User Interface



To make Traya more engaging and interactive, we can incorporate a tracking system that allows users to log their food intake and monitor their progress towards their nutritional goals. This tracking system will keep them in check and make them consistent in their treatment process.

For integrating healthy startups, Traya could take inspiration from the “Embedded Finance” concept. The feature could then be customized to offer healthy and nutrient-dense meal options specifically designed to support hair health and also increase ARR.



Key Performance Indicators

| | |
|--------------------|--|
| Hairfall reduction | Comparing reported hairfall MoM following diet plan |
|--------------------|--|

| | |
|------------|---------------------------------|
| Engagement | The Amount of time spent |
|------------|---------------------------------|

| | |
|-----------|--------------------------------------|
| Retention | # of Everyday tasks completed |
|-----------|--------------------------------------|

Integrations

| Segment | Startups | Frequency of Interaction | Importance | Value Addition | Potential to get new usecases | Time to go live |
|--------------------|-----------------------|--------------------------|------------|----------------|-------------------------------|-----------------|
| Online Grocery | Zepto, Dunzo | High | Somewhat | Unsure | Low | 90 Days |
| | Meal Delivery | Medium | Somewhat | Yes | Medium | 45 Days |
| Fitness Equipments | Healthie, PurpleBasil | Low | Not | No | Low | 60 Days |
| | Curefit | Medium | Very | Yes | High | 30 Days |
| Organic Food | Green D, Brewhouse | Low | Somewhat | Yes | Low | 30 Days |
| | Nutritional Supp's | High | Not | Unsure | Medium | 30 Days |
| Recipe Apps | Healthcard, Kapiva | ChefKraft, Cookfresh | | | | |
| | | | | | | |

Solution – 4

Hairfall Score

The goal of the hairfall tracker feature is to help the users track their hairfall treatment progress by plotting a graph of their real hair score versus predicted hairscore over time

Requirements

1. Data Collection

a. Real Hair Score:

Based on the inputs that user provide through WhatsApp bot, their scalp photo, to their coach, and other integrations, real score is calculated

b. Expected Hair Score:

This is the score line that we provide to consumers at the start of their treatment period.

c. Time:

The Hairfall tracker feature will collect the time data for each hair score update.

2. Graph Plotting

a. X-Axis (Time)

b. Y – Axis (Real and Expected Hair Score)

The graph will have a legend that shows real and predicted hair score.

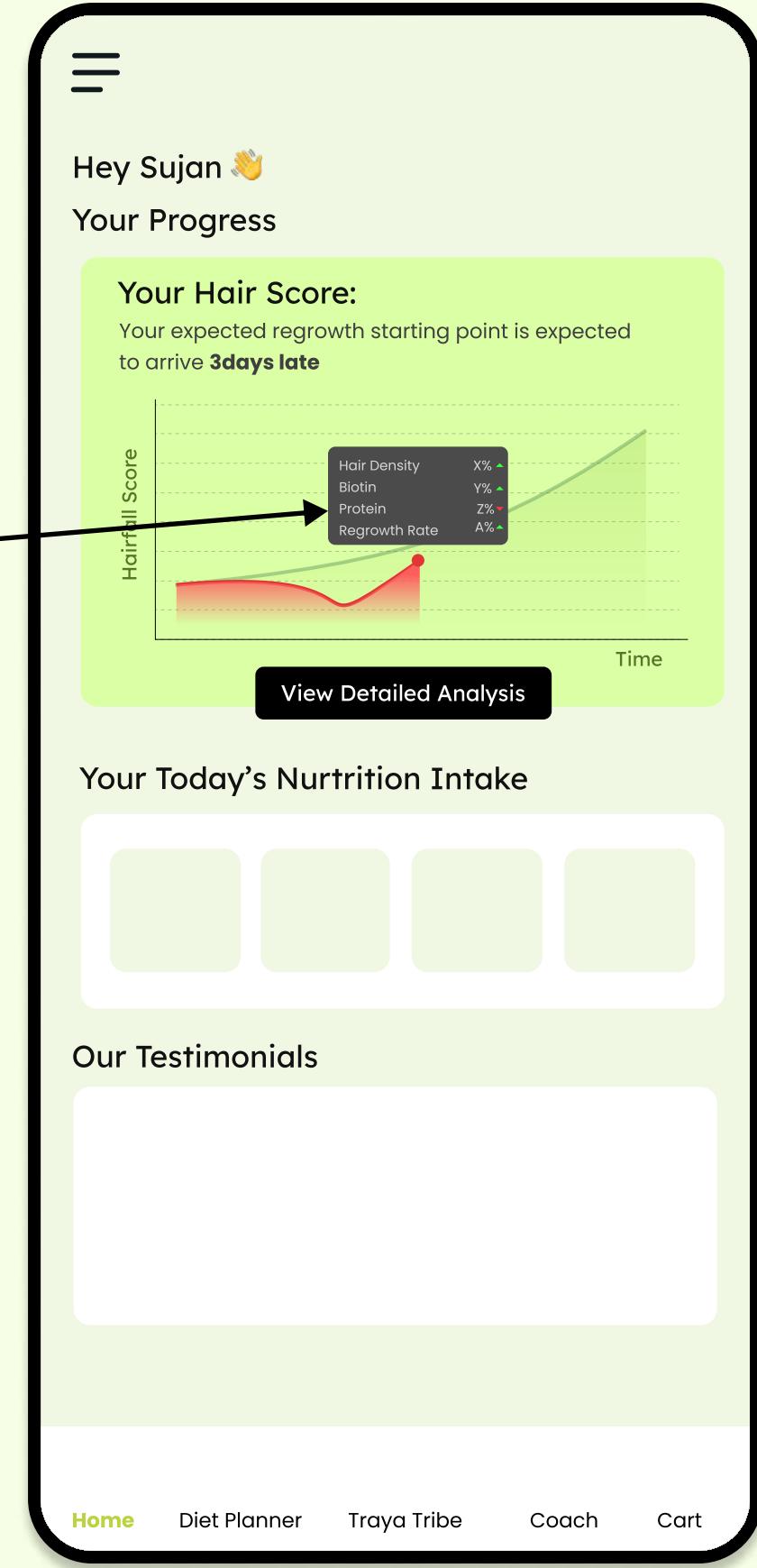
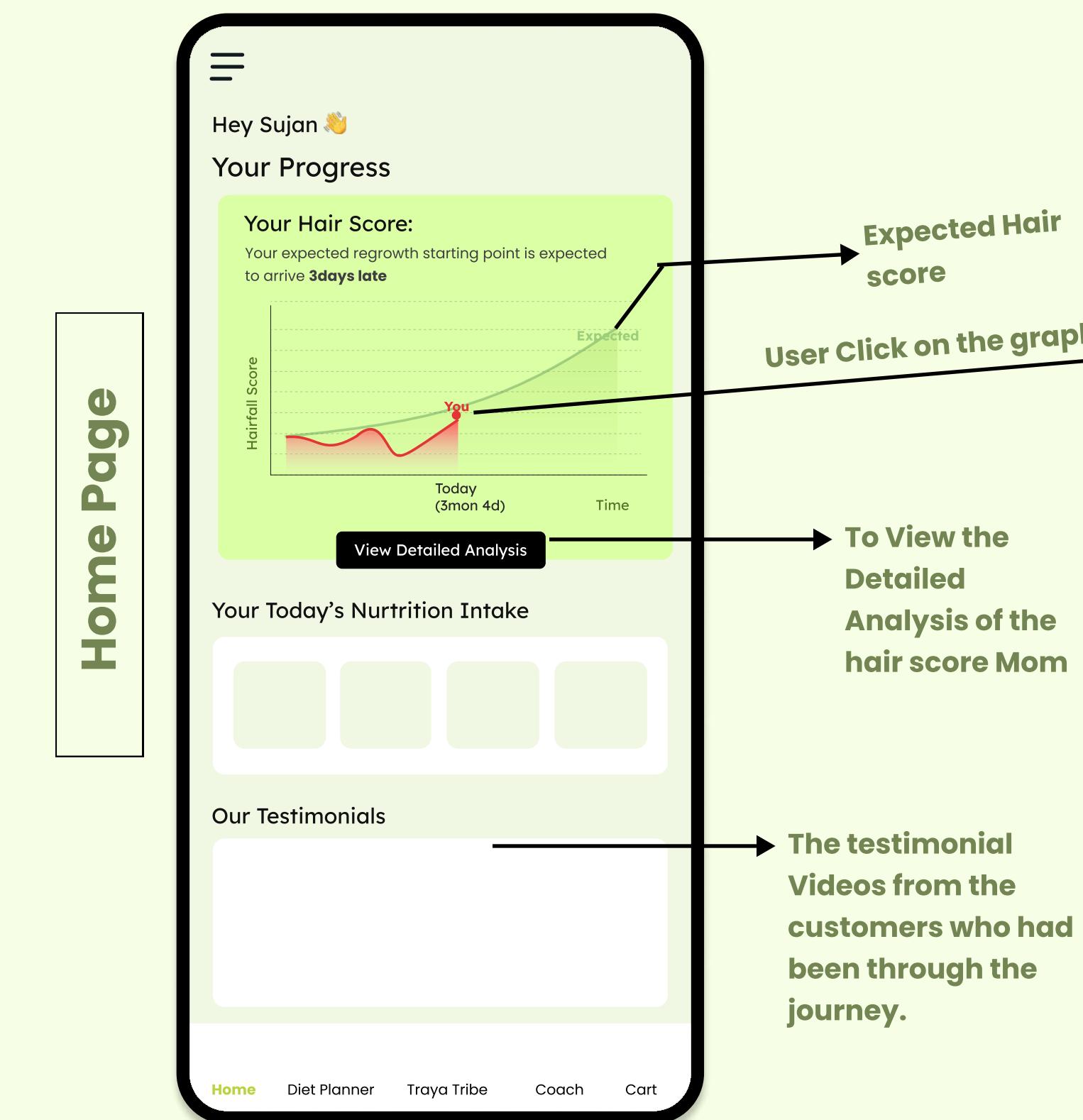
The graph will update in real-time as user inputs new data.

The graph will be interactive allowing the users to zoom in/out and pan through the data points

3. Notification System

The user will receive a notification through WhatsApp tracker bot on a weekly basis which will include a link to the hairfall tracker feature

User Interface



Risks and Mitigations

The Prediction Accuracy: It may vary depending upon the factors such as hair type, treatment adherence, diet plan and external factors. To Mitigate the risk the app will use advanced algorithms to predict hair score and also provide users with disclaimer.

Key Performance Indicators

Engagement #Bi-WAU of HairTracker

Accuracy Difference between real end-date and predicted end date

Customer Satisfaction Measured through surveys and feedback

| Prioritisation | | | | | | |
|-----------------------------|----------------|-------------|-----------------|----------------|------------|-----------------|
| Features | Relevance (10) | Effort (10) | Engagement (20) | Confidence (%) | Impact (5) | Score (Formula) |
| Whatsapp Tracker Bot | 8 | 5 | 10 | 85 | 4 | 217.6 |
| Diet Planner & Integrations | 9 | 8 | 12 | 90 | 4.5 | 246 |
| Hairfall Tracker | 10 | 10 | 15 | 75 | 5 | 281 |
| Traya Tribe | 8 | 8 | 18 | 65 | 4.5 | 236 |

Score (Formula) =

$$\left[\frac{\text{Engagement} * \text{Relevance} * \text{Confidence}}{\text{Effort}} \right] * (\text{Impact})^2$$

Conclusion:

- The Above Prioritisation demonstrates the importance of building features in descending order.
- The prioritisation takes into account the impact of the solution, the speed with which it can be shipped and how much more \$\$\$ it can generate for Traya.

