

MITTAL SCHOOL OF BUSINESS

Course Code: MGNM511	Course Title: MARKETING MANAGEMENT-II
Course Instructor: Rajesh Dorbala	Academic Task No.: 01
Academic Task Title: Assignment 01	Date of submission: 2 nd December, 2022

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BEDSHEET

Company - Spaces

Reg No	Name	Roll No	Peer Rating
12202342	Nowneesh T	RQ2240A19	10
12200036	Aayushi Srivastava	RQ2240B55	09



Name : Mona

Age : 25

Occupation : AI Developer

Status : Not married

Location : Bangalore



User Scenario:

The Buyer is the Software Engineer from reputed company. She is working in Bangalore and staying the hostel nearby. Based on weather condition changes, she is not able to sleep as she wish. So she is getting late to office for few days and she is looking tired.



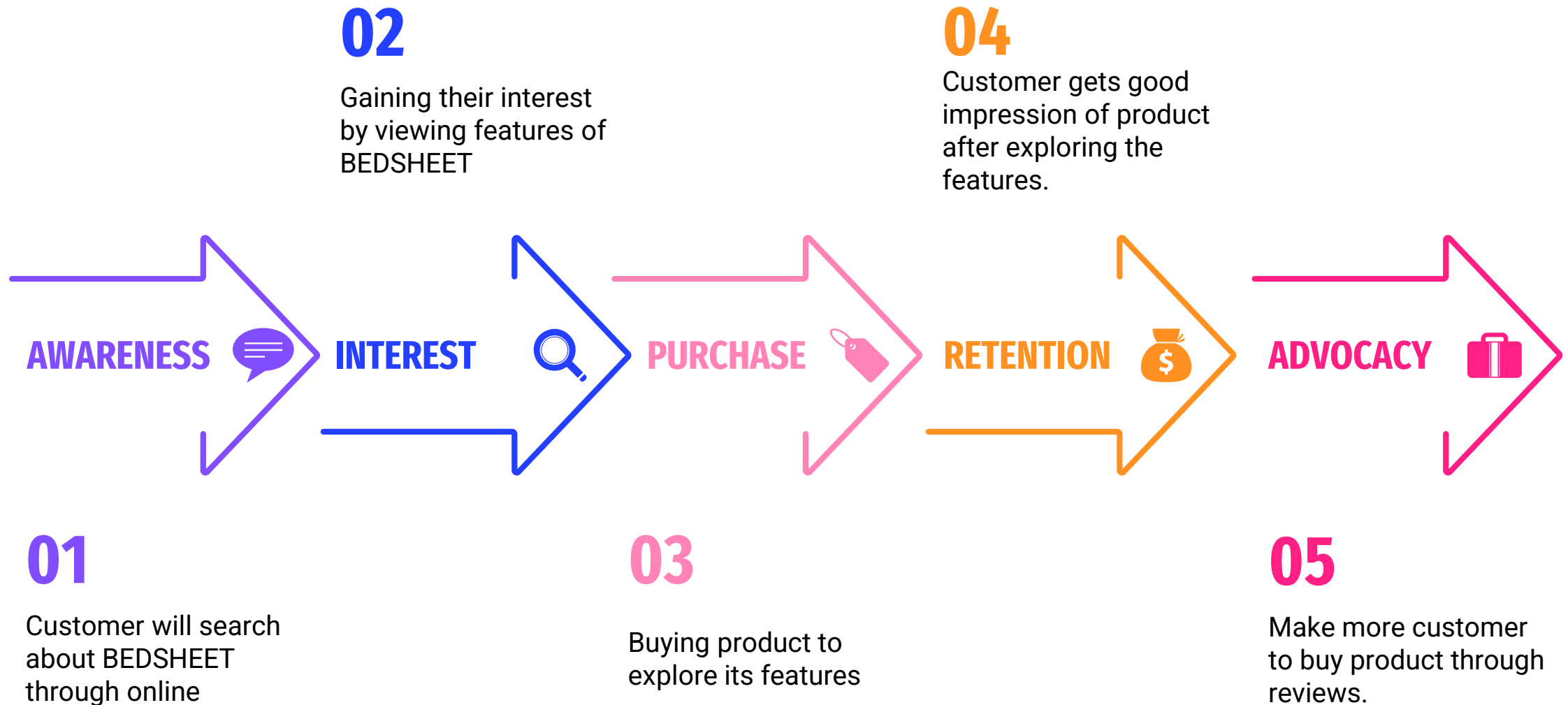
Goals:

- ☐ To bear cold weather, Buyer wants to accept the cold condition.
- ☐ To bear the cold, Buyer want the bedsheet according to their body temperature.
- ☐ Sometimes, Buyer will need to get flexible product.

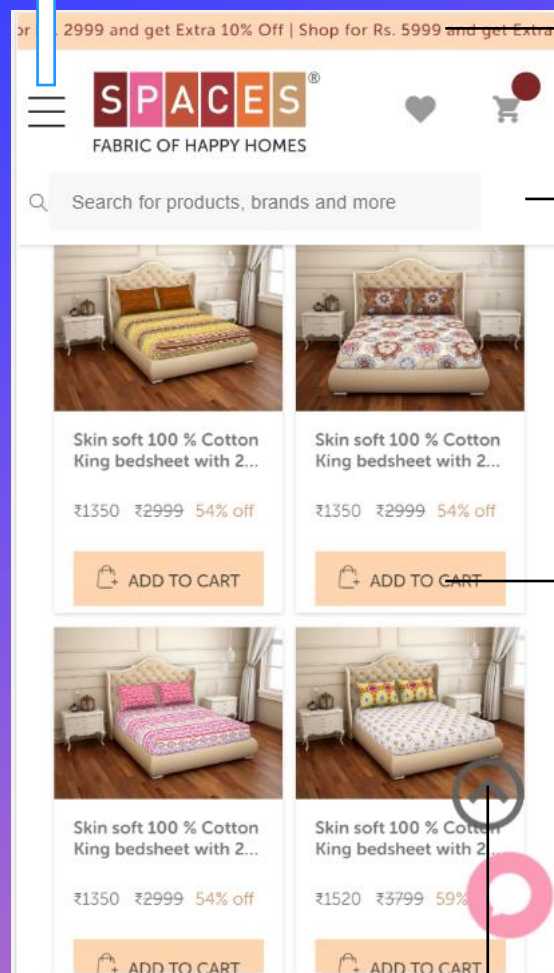
Frustration:

- ☐ Bedsheet is more costly.
- ☐ Some of the bedsheet will bear more cold like Quilt, cotton etc.,
- ☐ Bedsheet Should differ in size and thickness.

Customer Journey Map [Early Adopters and Early Majority]



After clicking the icon, the display will be like

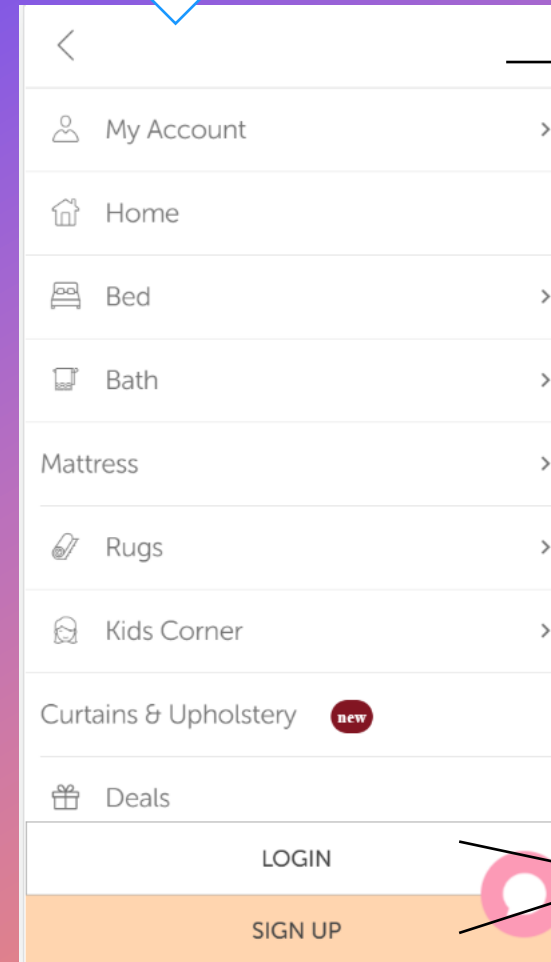


Highlighting time scroll left-right should be low.

Instead of empty space, insert filter option

Buy Option should be available

Top-Bottom Scrolling should be visible



Half display and good background will attract customer attention

This options should be available in front page

Improvement of UX/UI