

# Traya.

## Product Construct Round 1

### Team IQX

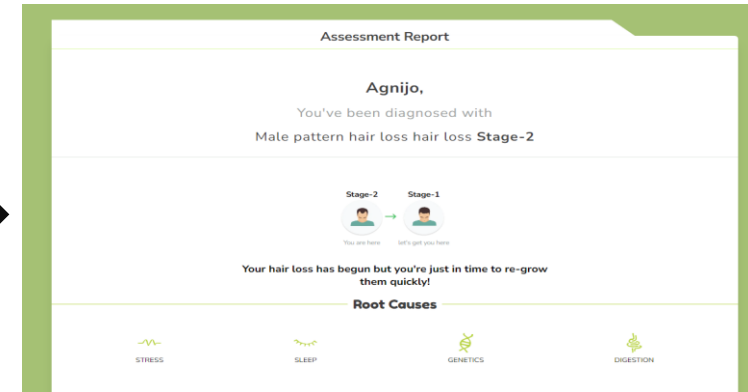
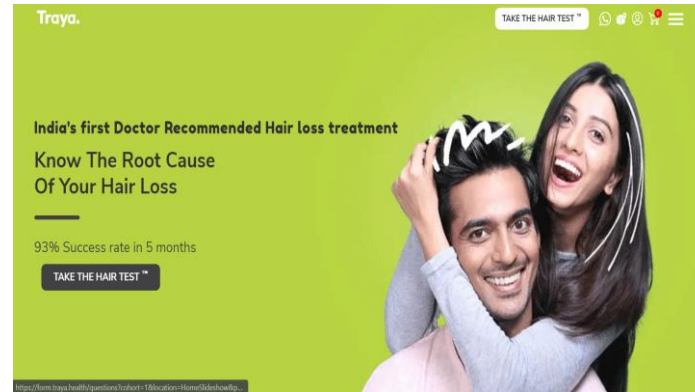
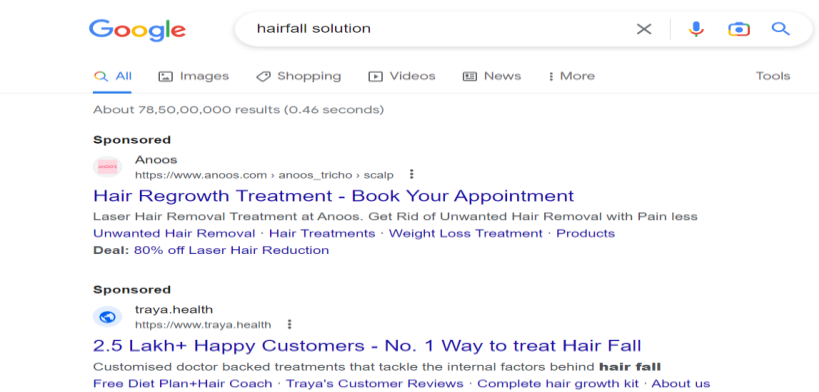


***Sreejita Mukherjee***

***IITM-B.S. in Data Science and Applications***

***Microexcel - SAP Consultant***

## Overview of Traya tapping into customer interests



Comes in the top searches when keywords like hair fall solution is used

Landing Page gives consumers option to take a curated hair test

Generates assessment report and defines detailed root causes for hair loss problem

### Organic Marketing Channels



56k Subscribers with 366 Videos



179k followers with 1920 posts



32k followers

### Inorganic Marketing Channels



Influencer Marketing

Sponsored

traya.health  
https://www.traya.health

2.5 Lakh+ Happy Customers - No. 1 Way to treat Hair Fall

Customised doctor backed treatments that tackle the internal factors behind **hair fall**  
Free Diet Plan+Hair Coach · Traya's Customer Reviews · Complete hair growth kit · About us

Google Sponsored Keyword Search

## Customer Segments



- *Late 20s*
- *Early signs of balding*
- *Want remedies for dating/marriage*



- *Mid 30s to mid 40s*
- *Balding due to stress /genetics*
- *Wants to regain confidence*



- *Mid 30s to mid 40s*
- *Suffering from Alopecia*
- *Wants to regrow her hair back*



- *Mostly men and women of all ages between early 20s to early 50s*
- *Main requirement is proper hair maintenance*
- *Want remedies for frizzy hair, dandruff, mild hair fall, split ends, greying etc.*

Every step of the customer's journey to achieve hair regrowth through Traya

Traya.



Hair fall problem detected

Sponsored



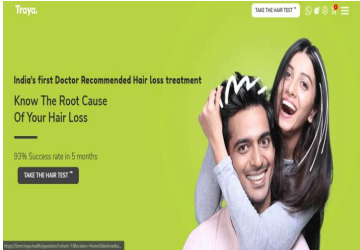
Traya Health

<https://www.traya.health/hair-fall/treatment>

5 month money back guarantee - Traya - Hair Fall Treatment

India's No.1 all round Hair Treatment with 3 sciences - Dermatology, Ayurveda & Nutrition. Find root cause behind your **Hair Fall**, More than 20 L+ Indians have taken the Hair Test.

Googles for solutions



Looks into Products and offerings



Checks for online reviews and gets satisfactory responses

Hair Loss Kaise Kam Karein? - Saloni Anand Ka Hair Treatment Formula | The Ranveer Show हिंदी 121

959K views · 4 months ago

Ranveer Allahbadia

Saloni Anand जी को Social Media पे Follow कीजिए - Instagram : [https://www.instagram.com/sln\\_anand/](https://www.instagram.com/sln_anand/) Twitter ...



Introduction | Hair regrowth ke chances | Hair Structure क्या होता है? | Hair Growth या Hair Transplant | 9

Do you have dandruff?

☐ No

☐ Yes, mild that comes and goes

☐ Yes, heavy dandruff that sticks to the scalp

☐ I have Psoriasis

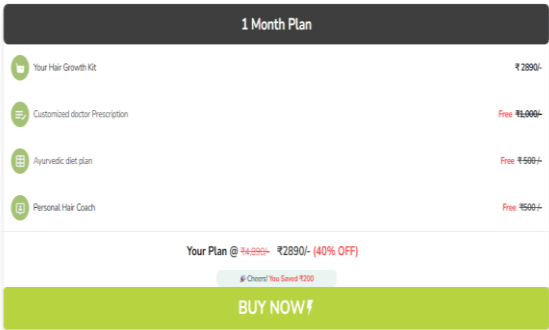
☐ I have Seborrheic Dermatitis

< PREVIOUS

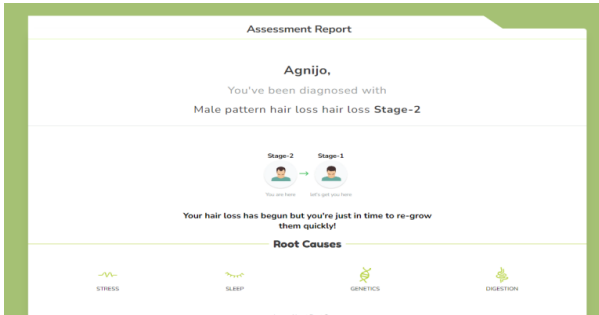
Asks for diagnosis



Hair Regrowth

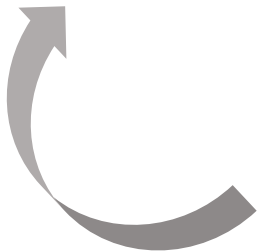


Makes a purchase of remedies



Gets detailed assessment

Reorder,  
Complete  
Treatment



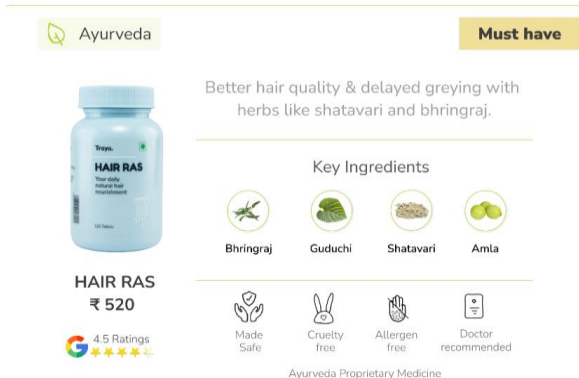
## Customer Pain Points

### Customer Acquisition



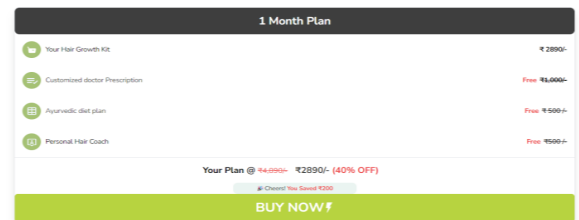
- *Long questionnaire (more than 15 clicks) with generic initial diagnosis based on answers to questionnaire*
- *Lack of personalisation when offering products and solutions (doctor consultation happens after product is purchased)*
- *Most of the customer segments are in late 20s and mid 40s and are acquired inorganically through 15sec Instagram shorts or YouTube ads needs quicker engagement*
- *Competitors have their offerings shortcuts at the top of the landing page for faster navigation and lower bounce rates*

### Product Offering Pain Points



- *Traya has a wide range of fantastic product offerings but products and their ingredients are listed at the bottom of landing page and also after the customer takes the long questionnaire*
- *Ingredients are listed for products but customers might not be educated about the ingredients enough*
- *A detailed roadmap when the person finishes the questionnaire is missing*

### Customer Retention

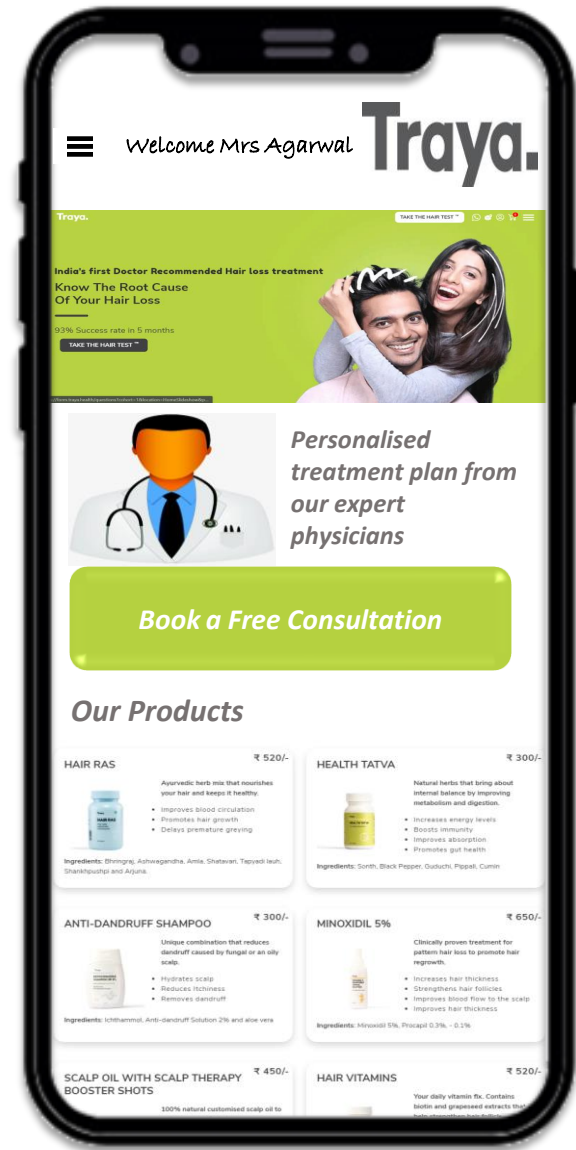


- *Only one month long plans are available whereas the treatment is for 5 months*
- *Detailed customer results are present but detailed customer journey of 5 months is not depicted*



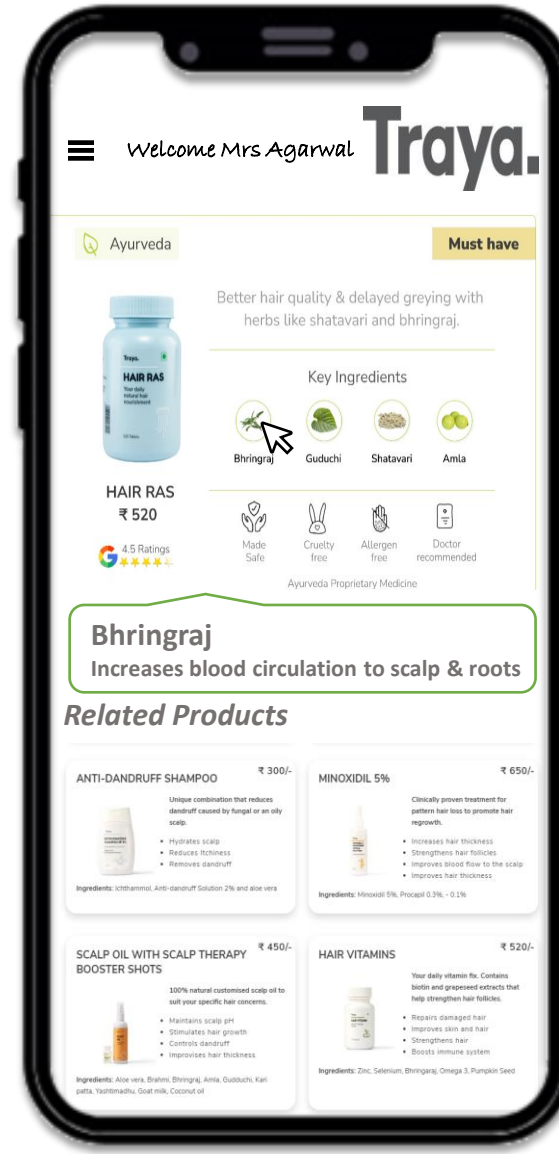
## An app that aids the customer through every step of their journey 1/2

### AB Testing



- To increase engagement give the option to get personalised treatment over a video call from a doctor who will analyse current conditions and recommend Traya products to purchase.
- Keep both options of questionnaire and video consultation and test which one generates more revenue and take decisions accordingly
- Make products visible at the top part of the app to generate more customer engagement

### Educating Customers about the Product



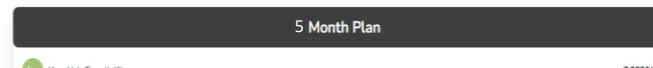
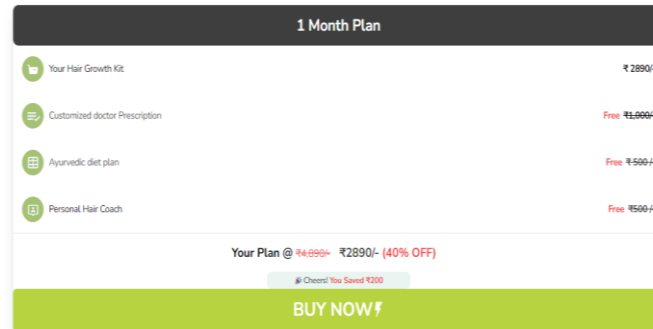
- It is important to let the customers know why a certain ingredient is used in a product and what it would do to achieve their hair regrowth goals
- Traya already lists out their ingredients properly and also tells us what a product will do
- The tweak is to give customers details about the ingredients when they hover over it so the information is passed on to the customers quickly thus helping in influencing a quick purchase

## An app that aids the customer through every step of their journey 2/2

### Notifications and Ordering



- Allow customers to set up reminders and remind them to use Traya products through push notifications
- Same can also be used to remind customers reorder a particular product when they might run out of it



- Incentivise customers to order more.
- Both 1 month and 5 month plans
- Give incentives to customers ordering for more than a month

### Further Integrations



- Gamifying the in app experience by introducing mini games
- Mini games might involve stories of how someone overcame his/her hair loss problem



- Loyalty and in app recommendation can be incentivised
- Loyalty to use their oil and shampoo as a regular shampoo and earn points on each purchase
- Loyalty points can also be received when you recommend the app to a friend



- Lifestyle related blogs by physicians, dieticians, hair experts and how using Traya can help you achieve a better lifestyle and hair goals

# THANK YOU

**Traya.**

