
Detailed Solutions for BoAt Wavemaker's Challenge

Fully Ideated and Designed by
Rizzards of Oz

PRESENTED BY:

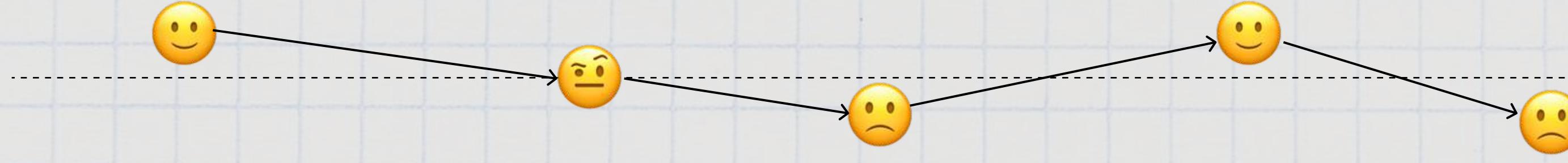
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Consumer Journey -

	Awareness	Consideration	Purchase	Advocacy	USER PERSONA
User Action	<ul style="list-style-type: none"> 1. Asks friends and coworkers 2. Searches 'best headphones' online and clicks on ad 	<ul style="list-style-type: none"> 1. Browses ecommerce websites 2. Compares Several Different models 	<ul style="list-style-type: none"> 1. Selects Products 2. Chooses Shipping Option 3. Inputs payment information to check out 	<ul style="list-style-type: none"> 1. Recommends headphones to friends 2. Gives low rating on ecommerce website for poor delivery and check out experience 	 <p>I'm looking for affordable headphones with good sound quality and durability. I also plan to start exercising for which I need an accurate fitness band</p>
Touchpoints	1. Banner Ad	<ul style="list-style-type: none"> 1. Landing Page 2. Search Bar 3. E-commerce site 4. Category page 5. Product Pages 6. Navigation Links 	<ul style="list-style-type: none"> 1. Cart confirmation 2. Login/Signup page 3. Payment page 4. Shipping page 5. Order Confirmation 6. Checkout Page 	<ul style="list-style-type: none"> 1. Customer Review Page 2. Online Question Answer Platforms like Quora 	GOALS : <ul style="list-style-type: none"> To start incorporating fitness into my daily routine To be able to listen to songs and podcasts on the go To build an audio ecosystem for all my audio devices FRUSTRATIONS : <ul style="list-style-type: none"> Unavailability of audio products with premium features like ANC in budget range Low accuracy of fitness devices in budget segment OTHER DETAILS : <p>Being in the consultancy industry she is unable to notice intricate differences between super premium and premium audio products</p>
Emotions / Sentiment					
Painpoints	N.A	<ul style="list-style-type: none"> 1. Too many steps to get to desired product 2. Confusing and boring web layout 	<ul style="list-style-type: none"> 1. Checkout page doesn't support all credit cards 2. Payment server failure 	<ul style="list-style-type: none"> 1. No follow-up about product satisfaction 	PREFERRED CHANNELS : <p>Social Media</p>  MOTIVATIONS : <p>E-Commerce</p>  <p>Real Life</p>  <p>Eco - Friendly</p>  <p>Telemarketing</p>  <p>Luxury</p> 
Possible solutions	N.A	<p>Build more effective landing pages based on banner ad for specific product searches; utilize UX heatmaps. Clearer navigation and category pages</p>	<p>Improve support for more payment methods. Improve payment server uptime</p>	<p>Send out a CTA to review product, and send customer experience survey to better understand user pain points</p>	

Customer and Industry Analysis :

Consumer Drivers

Rising consumer demand for fitness and healthcare devices

Rising Content Consumption and Internet Penetrability in India

Affordable products of premium quality appeal to middle class consumers.

BoAt's recent collaborations with Marvel and feature at Lakme Fashion Week positions the brand's products as fashionable products.

Market Challenges

Inability to find solution to an efficient and reliable battery system

Regulatory issues in wearables used for healthcare analysis.

Privacy framework implemented by the GDPR likely to be replicated in India

Compatibility Issues : Inter device compatibility issues with Apple and Android.

Additional Drivers

1

Introduction of new phased manufacturing scheme by GOI encouraging domestic production. No more customs tax on imported components

2

Government of India (GOI) has commenced various initiatives emphasizing research and development (R&D) and 100% FDI for medical devices to boost the market.

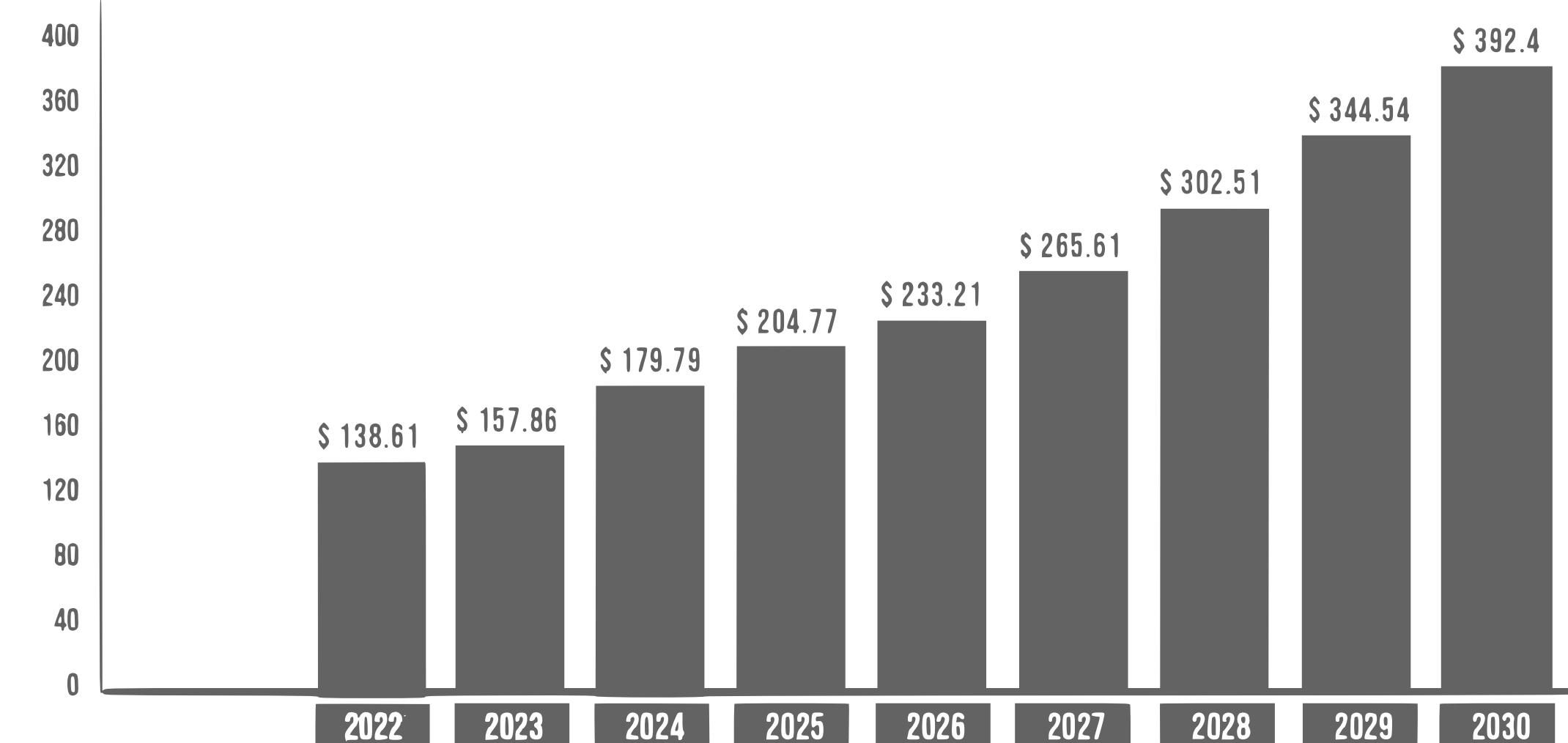
Current Target Groups

Middle class consumers who do not understand the intricate differences between a premium audio product and is not willing to pay a lot for the same.

Millennials who are into fitness . Positioning the brand a lifestyle brand instead of a technology brand. Gen Z to accelerate growth as lifestyle brand

People who are into fashion and aesthetics. Recent participation in Lakme Fashion Week was a good start for the same

Wearable Technology Market Size, 2021 - 2030 (USD Billion)



Insights

>18%

CAGR
overall
2022-2026

10.7%

CAGR fitness and wellness segment 2022-2030

49.2%

largest market share - wristwear product segment in the year 2021

14.3%

CAGR eye-wear and head-wear product segment 2022-2030

Acquisition and Retention Strategy

CUSTOMER ACQUISITION STRATEGY

1



BoAt Music Cruises

Our target audience loves the excitement of the unknown. Leveraging this, we start a program where with **each BoAt product**, you have a **small chance** to get an invite to the **river cruise with live music**. The rest get discount codes.

2



Midnight Drop

Millennials mostly spend time at night binge shopping. (Source) Introducing **Midnight Drops** with discounts would increase sales volume and compulsive purchases.

3



Party Speaker Rentals

Collaborating with **local grocery delivery services** like Zepto, Blinkit and Dunzo to provide **doorstep rentals of Party Speakers**. The local delivery services will have an algorithm which will show the rental option whenever people add party supplies to cart

INSIGHTS

1in15

online purchases are now made between midnight and 6:00

23%

increase in online purchases during this period

4:1

average ROI for advertising in live event

74%

live event attendees have a positive opinion about the brand

VISUALIZATION



CUSTOMER RETENTION STRATEGY

1



BoAt x RedBull Festival

Organizing a music festival with water sports. BoAt will collab with RedBull to create **limited edition watches** featuring water sports modes sold on spot. Consumers will get **free entry** on purchase of boAt products equivalent to ticket price

2



Increasing App Activity and Push Notifications

We suggest a complete revamp of the User Interface of the boAt Application and integrating all other wearable apps into it. This way the store and the utility apps are in one application allowing us to send push notifications about offers and products

3



Promoting Eco-Consciousness

BoAt's target consumers are mainly Millennials and Gen Z who are eco-conscious. Launching a **recycling program** where customers can bring in their used products for discounts would increase loyalty .

INSIGHTS

75%

Gen Z respondents said in a McKinsey survey that they are eco-conscious

90%

Gen Z respondents said they would switch to a brand that is associated with a good cause.

38%

stop engaging with an app if the layout is unattractive

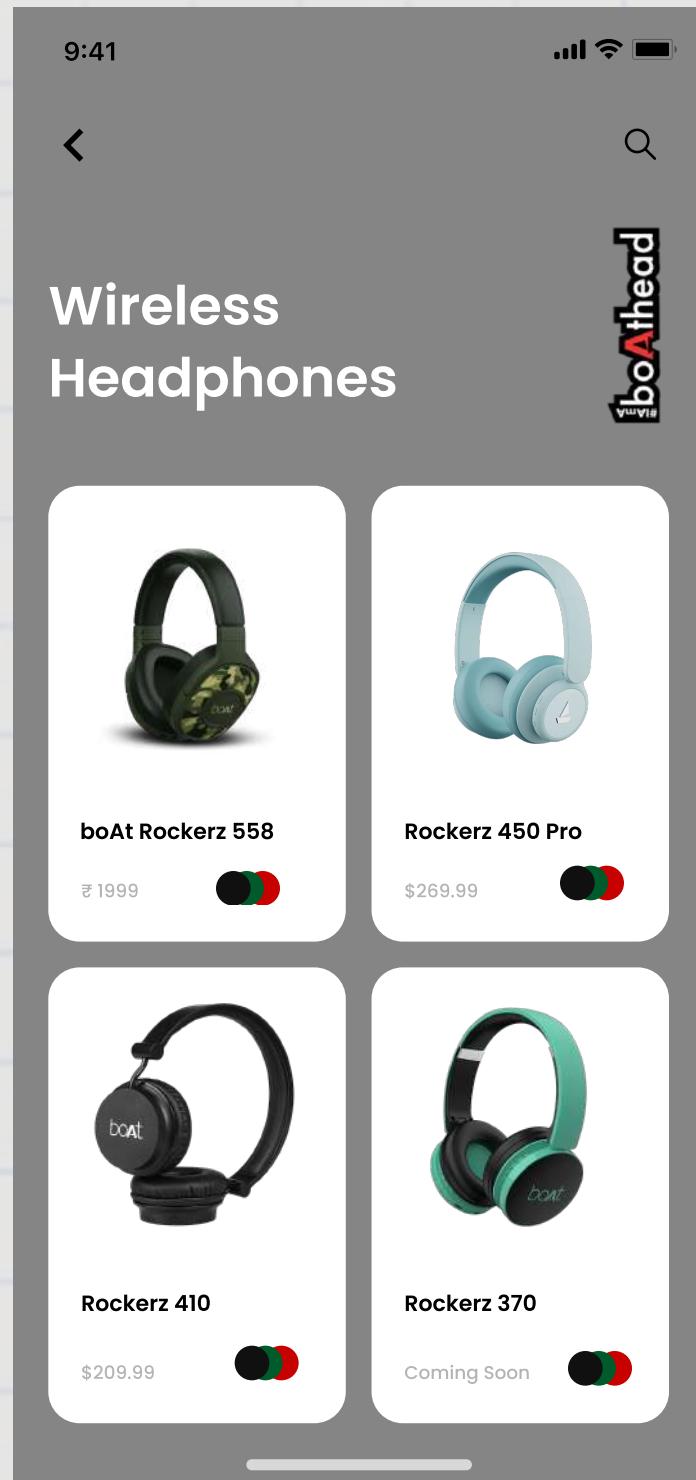
10%

higher revenue growth with stronger user interfaces

VISUALIZATION



Suggested User Experience Re-design

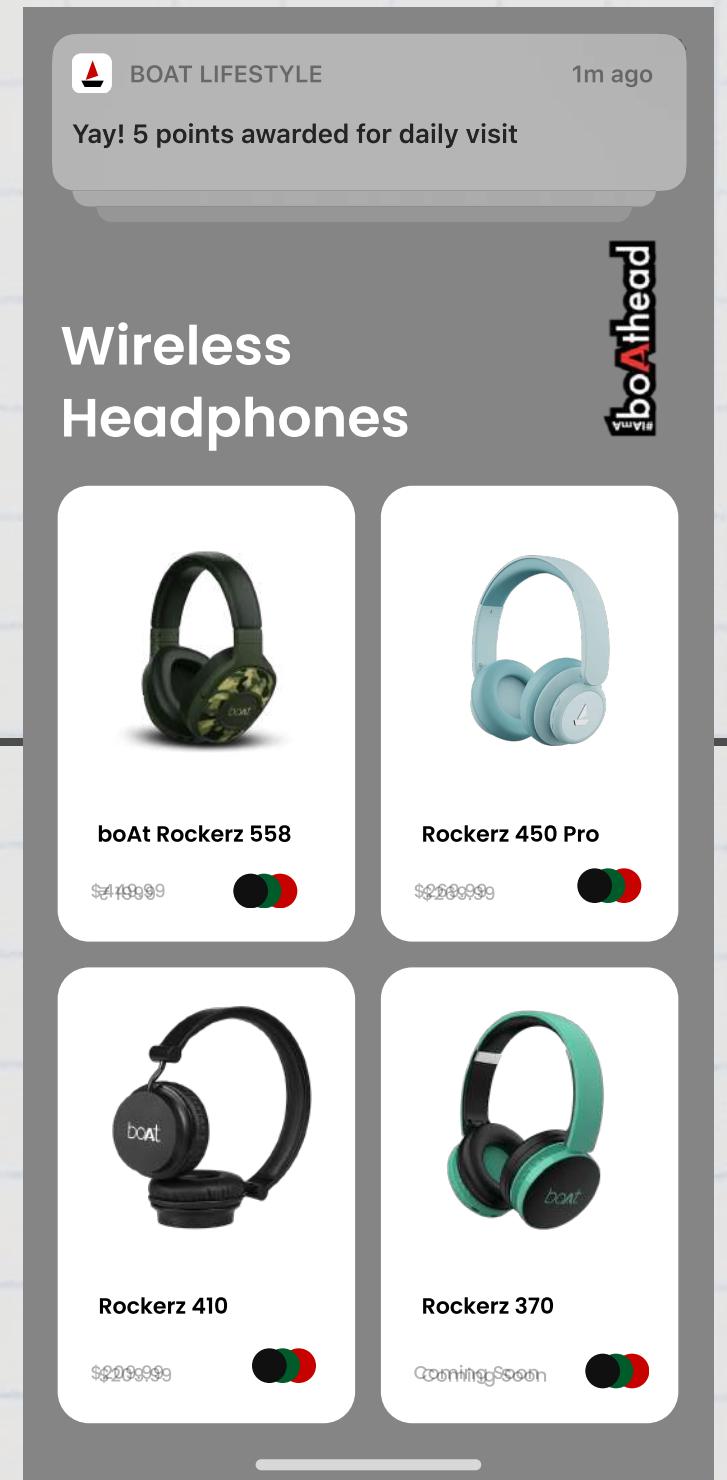


REASONING

The **rounded corners** speak to the GenZ. It exudes a playful demeanor, showing users the **adventurous, youthful** brand nature that BoAt supports.

A simple minimalist look lends an air of luxury and **elegance**. BoAt aims to provide quality goods at affordable prices to its customers, but not at the cost of a fashionable look.

The presence of tagline, I Am A Boathead, aims to increase brand recall.



REASONING

The thing we want you to focus on with this mockup, is the notification shade. With an added points reward system, we can incentivize users to interact with the app ecosystem.

They will get points for every app action, such as visiting the app, ordering a product (points depend on value of the product purchased)

With the collected points, they can avail discounts on further purchases or they can redeem with some partner brands we have agreement with



REASONING

Aesthetic design will show a modern look of the brand. General look and feel of the app has been enhanced in this page.

The focus product image is elegant looking, and the other images can follow a normal viewing carousel, as seen in apps such as Amazon.

The presence of tagline, I Am A Boathead, aims to increase brand recall.

1 Good UI design can increase user productivity: A study by Forrester Research found that well-designed user interfaces can **increase productivity by up to 83%**.

2 Good UI design can **increase user engagement**: According to a report by Adobe, **38% of users** will stop engaging with a website if the content or layout is unattractive.

3 Good UI design can increase user retention: A study by the Nielsen Norman Group found that well-designed user interfaces can **increase user retention by up to 200%**.

4 Good UI design can increase customer satisfaction: A survey by UserTesting found that **88% of users are less likely to return** to a website after a **bad user experience**.

5 Good UI design can **increase sales** and revenue: A study by the Aberdeen Group found that companies with strong user interfaces had a **10% higher revenue growth** than those with weak user interfaces.

Opportunities & Interventions - A Community building strategy : 1

POINT 1 : SPOTIFY PARTNERSHIP

Partner with one of the most popular music brands among Indian millennials, Spotify and offer exclusive premium subscription plans to BoAtHeads.

REASONS FOR CHOOSING SPOTIFY

- 1 Spotify has largest number of subscribers in India standing at 37.97 million in 2022
- 2 Spotify's target customers exactly overlaps that of BoAt, i.e, Millennials and Gen Z

IDEA IN DETAIL

Along with the various kinds of **premium plans** provided by Spotify to their customers for ad-free listening, **in the Spotify app itself**, after collaboration with BoAt, Spotify shall provide a special "BoAtHeads Plan" for all those who own BoAt products.

When a consumer buys a BoAt product, there shall be a special QR code for the spotify plan.

The Spotify premium plan for BoAtheads can be unlocked by scanning the code through the spotify app.

The BoAtHeads premium plan (Rs. 99) is cheaper than the individual premium plan (Rs. 199) and thus serves as an incentive

It benefits both Spotify and both mutually to acquire new subscribers and customers respectively.

POINT 2 : VIRTUAL REALITY HEADSET

Launching **VR headsets** as a new product with a **virtual stimulation of fitness studios** for home workouts with a **gym like experience**.

REASONS FOR PRODUCT SELECTION

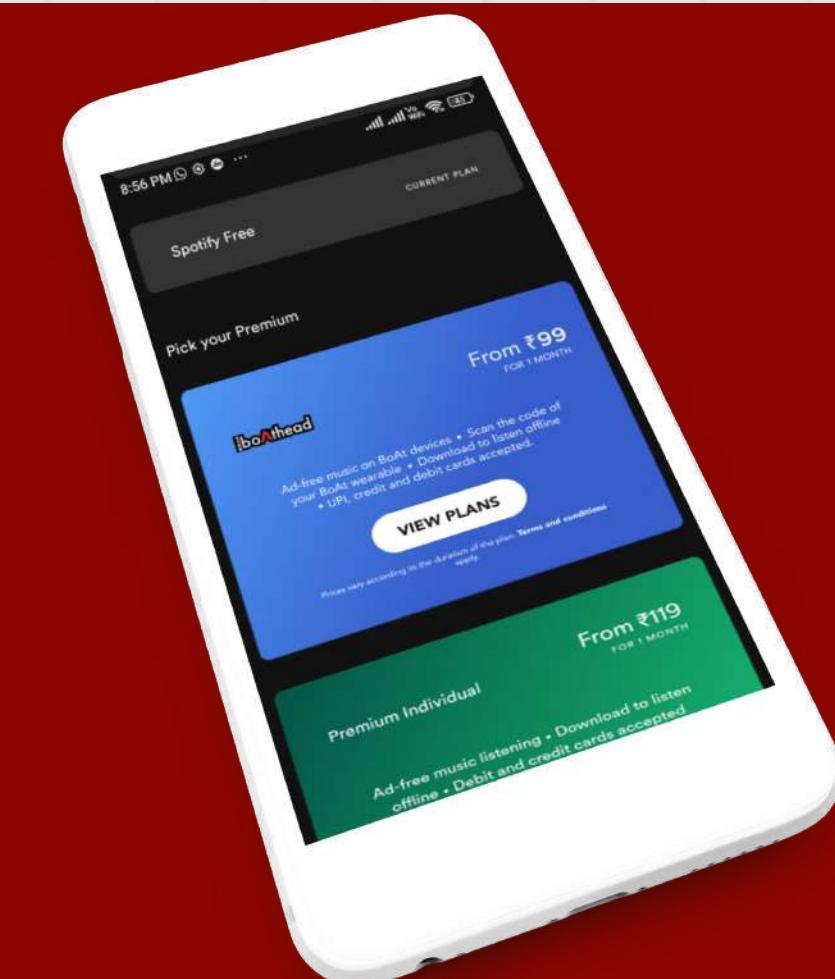
- 1 The AR&VR industry in India is growing at the CAGR (2023-27) 14.63%
- 2 Virtual reality is an attraction point to draw more Gen-Z consumers.

IMPACT ACROSS TWO TOUCHPOINTS

VR headsets with virtual stimulation of fitness studios, **resembling the partnered gyms**, is specifically for our **fitness enthusiasts** who do not wish to miss a day of workout.

VR headsets shall also have special features of attending events **organized by BoAt, live, virtually** so that no BoAthead misses out on the fun.

VISUALIZATION



Opportunities & Interventions - A Community building strategy : 2

POINT 3 : GYM PARTNERSHIP

Form **partnerships with gyms** to target fitness conscious Millennial, showcasing BoAt's **water-resistant and sweat-proof features** in speakers and headphones.

- 1** Partnerships shall develop a symbiotic relationship between gyms and BoAt as a fitness community of BoAtheads emerge over time.
- 2** By installing BoAt speakers in gyms all over India people would associate BoAt with fitness aligning with its target customer.
- 3** Gyms partnering with BoAt shall be featured on the BoAt App and a special discount can be availed by using BoAt's promo code to obtain its membership.
- 4** Through R&D BoAt's products can incorporate other features along with sweat-proof and water-resistant to make it more workout-fit.

FINANCIAL REASONING

Reach through Gym partnership	
Heads	Amount
Number of gyms in Mumbai	3919.5
Number of gyms in Delhi-NCR	8,157
Number of gyms in Bangalore	3,335
Total number of gyms	15,411
Avg gym members*	350
Total target customers	53,93,675
Conversion rate* (%)	30
Total conversion	16,18,103

NOTES

- Avg gym per sq km
 - 1. Mumbai : 6.5
 - 2. Delhi NCR : 5.5
 - 3. Bangalore : 4.5
 - Area in sq. km
 - 1. Mumbai = 603
 - 2. Delhi NCR = 1483
 - 3. Bangalore = 741
- *estimated.

POINT 4 : SILENT DISCO NIGHTS

Introduce **silent disco night events** featuring Boat products, offering exclusive deals to BoAtheads, in **major urban centers** to attract Millennial and Gen Z audiences.

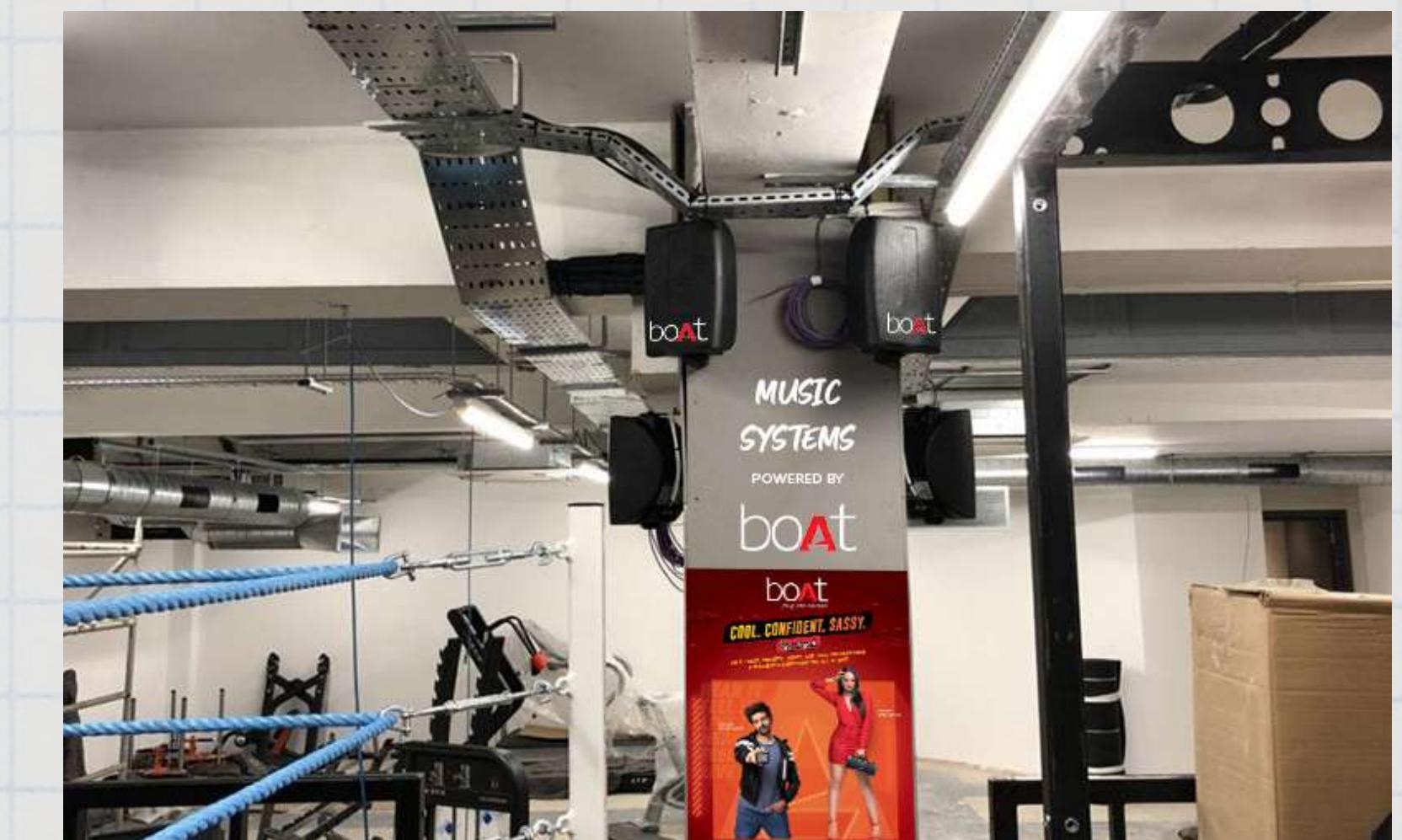
- 1** Steep discount for BoAtheads for those who have purchased a BoAt merchandise in the last 3 months from event date, providing them with an incentive.
- 2** The headphones for the silent disco shall be BoAt's own product thus promoting its merchandise.
- 3** Silent disco is relatively a newer concept to India being present in very few spots, opening a huge uncatered market to BoAt.
- 4** This shall promote the idea of where there is a party, there shall be BoAt keeping in trend with the growing party culture in India.

FINANCIAL REASONING

Cost Silent Disco Nights	
Heads	Cost in Rs.
Rent of Night Club	6,00,000
DJ Hire (Lost Stories)	3,50,000
Total	9,50,000

Revenue and Profit	
Number of People	1,000
Cost per person*	1,500
Number of Eligible BoAtheads*	200
Discount percentage	60
Revenue	14,99,880
Net profit	5,49,880
Profit percentage	58

VISUALIZATION



Opportunities & Interventions - A Community building strategy : 3

POINT 5 : SOCIAL MEDIA CONTEST

Organize contests on social media highlighting “most fashionable wear” featuring Boat products, with prizes awarded to the winners in the form of free BoAt merchandise.

REASONS FOR CHOOSING SPOTIFY

- 1 A step toward make BoAt India's most fashionable wearable brand following launch at Lakme Fashion Week.
- 2 Social media is the best place to attract Millennials and Gen Z and contests boost their interest and engagement with brand.

IDEA IN DETAIL

With the incentive of winning **free BoAt merchandise** and highlighting your **fashion skills on social media**, participants shall post their most fashionable looks using **BoAt wearables as accessories** making a fashion statement that **represents their unique lifestyle**.

SOCIAL MEDIA PLATFORMS CHOSEN

FACEBOOK (Millennials)

INSTAGRAM (Gen Z)

IMPLEMENTATION

Each participant needs to wear a boAt wearables in a unique and fashionable way and post it on their stories.

Stories need to tag @boAt.nirvana (Instagram) and @boAt (Fb) along with the #Dowhatfloatsyourboat

The social media team of BoAt shall select a winner with the most unique way of wearing BoAt merchandise.

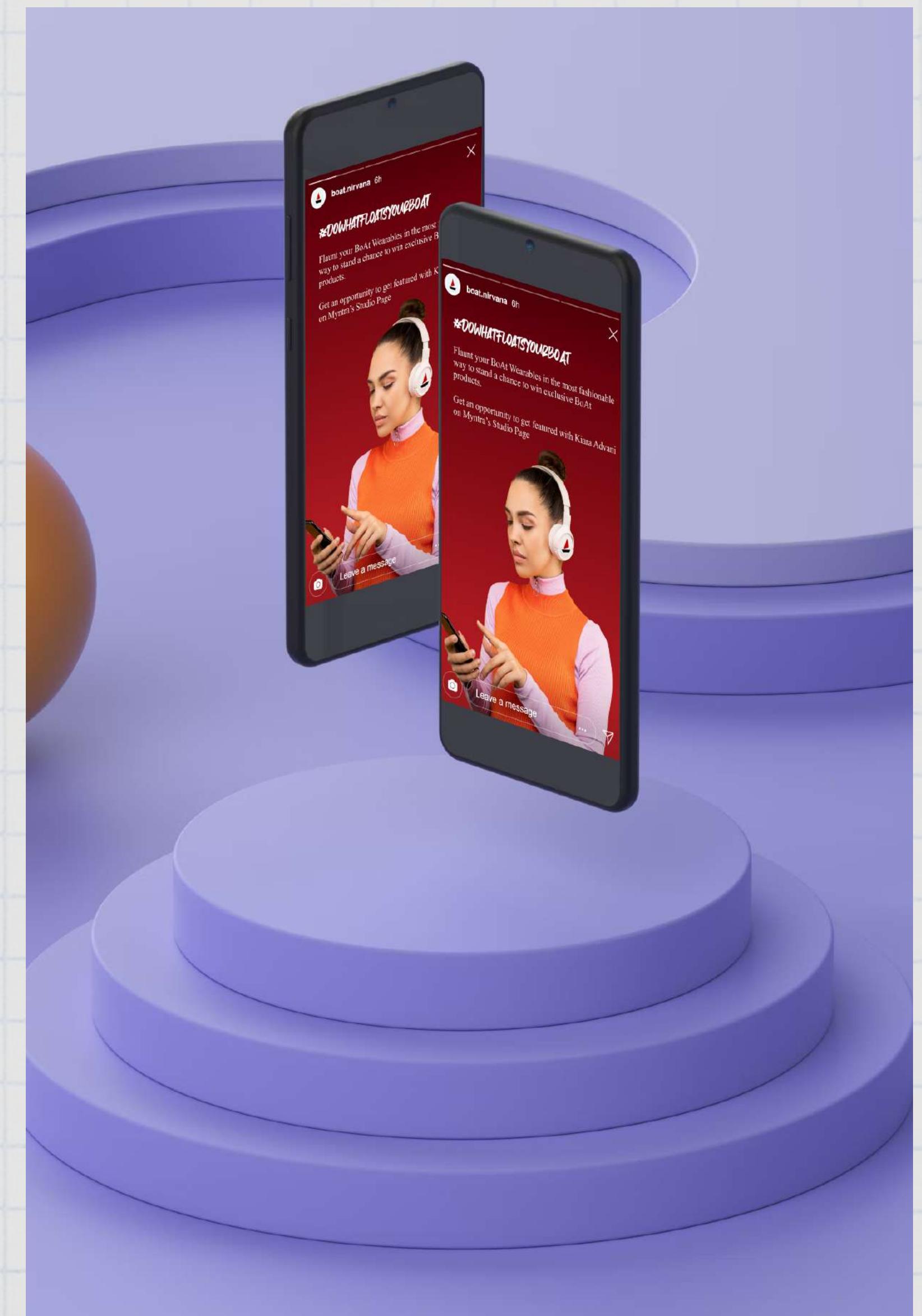
The Winner is featured on BoAt's page and with the **“most fashionable wear”** title and awarded free merchandise

RELATED IDEAS

The winners of the “most fashionable wear” social media contest get **featured on the BoAt app** in the “**Style**” page, along with **Celebrity looks** by brand amabassadors like Kiara Advani and Kartik Aryan

BoAt can **partner with Myntra** to show off their fashionable wearables along with Myntra's attires with **mutual brand ambassador**, i.e., Kiara Advani **featured in Myntra's Studio page**.

The Social Media Contest has a huge potential of customer acquisition solely based on the principle of FOMO



Higher Customer Satisfaction - Strategy #1

THE BASICS: IDEA AND STRATEGY INTRODUCTION

Add a camera feature to the **BoAt app** that acts as an **AR lens**. When used to scan a BoAt billboard or advertisement, the AR filter reveals a discount code on BoAt products. There is also a **small chance** to win **mega-prizes** or free goodies- to entice users.

IMPLEMENTATION CYCLE/TIMELINE

Planning, strategy creation and creative/software development such as billboard design and app AR lens integration

Testing and Optimization of in-app function of lens, billboard design scans, reveal of codes via AR, random code generation

The ideal locations for such billboards will be scouted, billboards setup, AR Lens function goes live on the app

The campaign will be monitored and data will be collected about various KPIs. Analysis and reporting is done.

THE KPIs AND HOW THEY WOULD ASSIST DECISION MAKING

KPI 01:

Number of user engagements with lens: With this metric, that will be measured in-app, we can see exactly how many users are using the BoAt AR Lens in the app and then saving a code to their phone. If this metric shows success, we can consider using this format of ads more in the coming days.

KPI 02:

Number of purchases converted from lens codes: With this metric, we can see how many of the scanned codes have been applied at checkout. This will show how many people used the ad feature and converted to paid customers.

KPI 03:

Increase in app downloads to avail offer: With this metric, we aim to see how many of the people we reached have downloaded the app in order to participate in the lucky draw/discount offer. With a substantial increase in the number of app downloads we can conclude that the ad campaign was enticing enough.

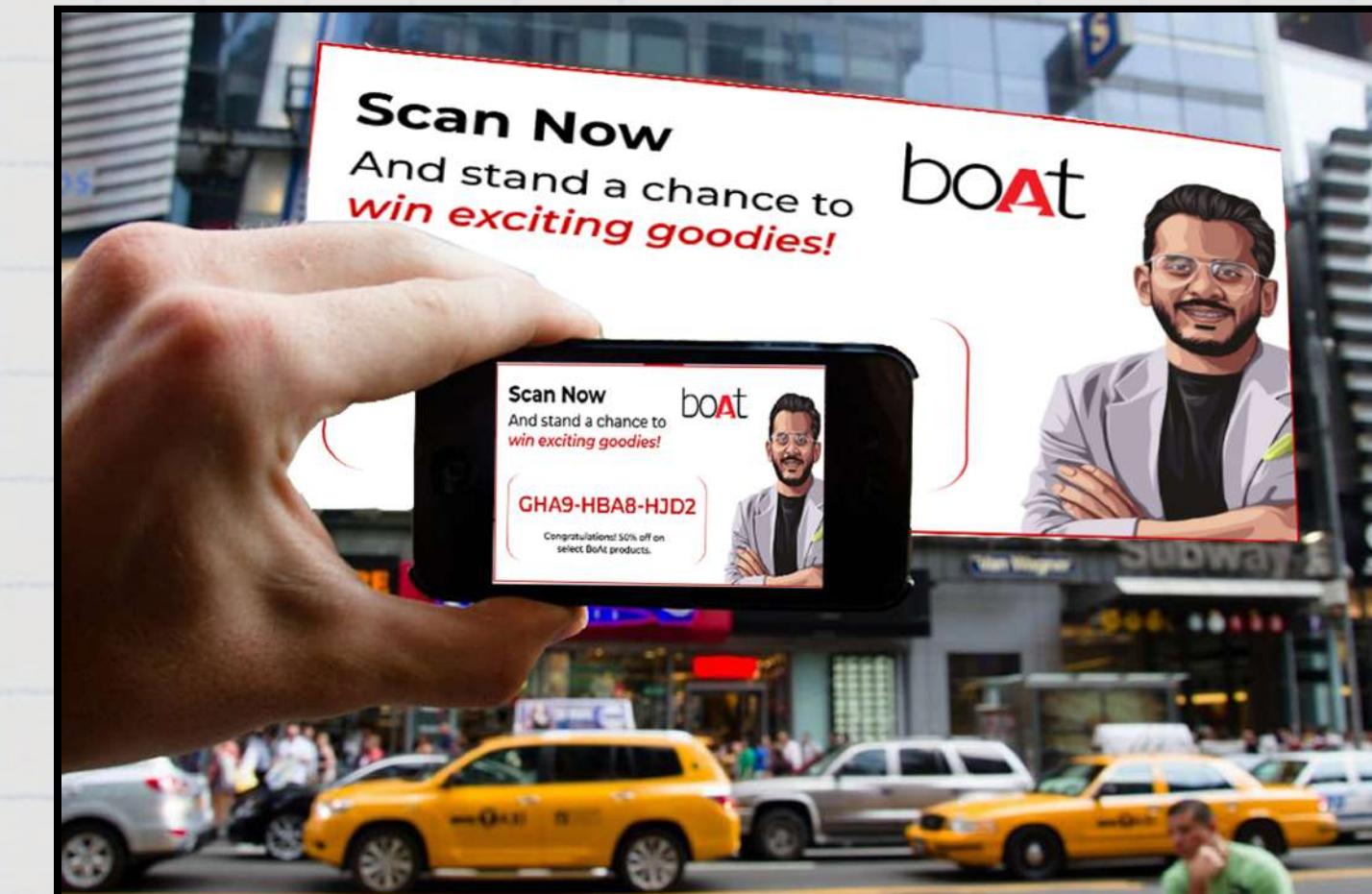
EXPECTED FINANCIAL PROJECTIONS PERTAINING TO CASH FLOW FROM STRATEGY

	AR Lens Integration	Billboard Rent x 15	In-app/print ads-Metro Cities	Creatives Dev	Testing/Optimization	Total (month long campaign)
Costs incurred	4,00,000-5,00,000Rs	~15,00,000Rs	~1,00,00,000Rs	5,00,000Rs	1,00,000Rs	1,26,00,000Rs

Expected Revenue Print Ad¹/Digital Ad² mix total reach: 2,00,000+10,00,00,000 per day | Users who engage/day: 2L x 3%³+ 10Cr x 0.8%⁴= 8.06L

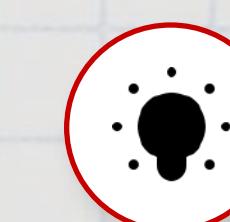
Added order value/day: 8.06L x 1% x Avg order value⁵= 60,45,000Rs

VISUALIZATION



Upon scanning the AR interactive billboards with the BoAt ARLens in-app, users will get a random code and prize associated with it. It will be visible only on their app. Users can then use the code as a voucher and get discounts on purchases. Some will win mega prizes and free merchandise.

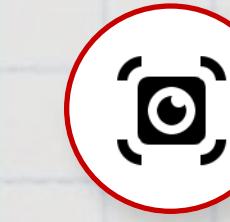
WHY WE SUGGEST THIS STRATEGY



NOVEL IDEA for Indian Users- AR Ads are new; rare.



COST EFFECTIVE- With one billboard/digital ad/print ad we can reach masses.



GEN-Z CONNECT- Our target group is tech-friendly and has experience with AR software like Snapchat.



EASILY MEASURABLE KPIs- With this digital approach, we can measure campaign success quantitatively.

Higher Customer Satisfaction - Strategy #2

THE BASICS: IDEA AND STRATEGY INTRODUCTION

Limited edition releases that are connected to charities. For example, BoAt X mfpa(Mouth and Foot Painting Artists). These products would each be linked to a different charity. 60% profits generated from the sale would be donated to the respective charity.

IMPLEMENTATION CYCLE/TIMELINE

Planning, identification of charities to pair up with. May include a poll to ask customers for their choice of charity

Negotiation, partnership with chosen charity. We start product development; design and production

Marketing and promotion; launch and distribution of limited edition release via the BoAt app and website.

The campaign will be monitored and data will be collected about various KPIs. Analysis and reporting is done.

THE KPIs AND HOW THEY WOULD ASSIST DECISION MAKING

KPI 01:

Amount of funds raised/donated: With this metric, we can clearly see how many units were sold, how much was generated from sales and then how much was donated. This can count as CSR for us as well.

KPI 02:

Increase in website traffic/app downloads/social media engagement With this metric, we can see how many people visited the website or app in order to interact with the limited edition release. Social media shares and stats will show reach of the strategy.

KPI 03:

Number of units sold/ first time purchasers: With this metric, we can see the success of the concept of limited edition release of a Charity related product. With measuring the number of first time purchasers, we can see the impact that social aspect has on sales.

EXPECTED FINANCIAL PROJECTIONS PERTAINING TO CASH FLOW FROM STRATEGY

	Product Designers x5	Logistics	In-app/print ads-Metro Cities	Legal Fees	Licensing Fees	Total (month long campaign)
Costs incurred	~40,00,000Rs	~27,00,000Rs	~48,00,000Rs	~13,00,000Rs	~2,00,000Rs	1,30,00,000Rs

source

Expected Revenue Number of Units sold per day = 600 units (10% of avg order qty) Avg Markup of 85% = Sale Price of 1399 | 70:30 Profit Ratio

Artist's Profit @ 70% = 476x600x30 = 85,68,000 p/m. Company = 36L p/m

VISUALIZATION

SUPPORT A CHARITY.

COP YOURS NOW.



The limited edition release will prominently display the collaboration between BoAt and the charity. If the charity is art-related, we will feature art of the artists related to the charity as well. We must advertise the fact that we are donating 70% of proceeds to charity as well. This will boost social perception of BoAt as well.

WHY WE SUGGEST THIS STRATEGY



SOCIAL ADVOCACY- This shows brand value to GenZ



POSITIVE BRAND ASSOCIATION



BOOST TO BRAND AWARENESS- Generally appreciated on social media.



INCREASED SALES- The limited edition release creates a sense of urgency and exclusivity; leads to higher sales.

Higher Customer Satisfaction - Strategy #3

THE BASICS: IDEA AND STRATEGY INTRODUCTION

Launch an online series on Youtube that showcases the talent of Indian artists in various genres. The aim is to celebrate music- the **same way Coke Studio** has aspired to do. Also, it could take the **form of a talent show with voting options** on the app.

IMPLEMENTATION CYCLE/TIMELINE

Planning, conceptualization of the format, tone, theme, props, etc. Identifying the musicians, venue. If done as talent show, planning for way to apply, etc.

Pre-production logistics, scouting, crew making. Then, filming, b-roll, budget, etc. Post production advertising, editing, buzz generation.

Release the series, promote it on every media channel that BoAt uses. Increase reach. Moderation of user engagement.

The campaign will be monitored and data will be collected about various KPIs. Analysis and reporting is done.

THE KPIs AND HOW THEY WOULD ASSIST DECISION MAKING

KPI 01:

Number of views/other Youtube Stats: With this metric, we can see the customer interest and public opinion of the series when it is launched for viewing. Based on its success, we can gauge impact on growth and possibility of continuance of the show.

KPI 02:

[For a talent show format] Number of app downloads/votes during the event time: If we go with a talent show, format, these stats will show us public interest and the numbers of users that we impacted. App downloads via this interest will boost sales potentially.

KPI 03:

Social Media engagement generated: With this metric, we can see the virality of the event online. In general, we can see the opinion that people have of BoAt for supporting local music scene in India. Positive response can be expected.

EXPECTED FINANCIAL PROJECTIONS PERTAINING TO CASH FLOW FROM STRATEGY

	Venue Rental	Talent Fees	Contestant Expenses	Post Production Cost	Marketing Expenses	Total (month long campaign)
Costs incurred	~3.5 crore Rs	~7.5 crores Rs	~2 crores Rs	~3.65 crores Rs	~7.3 crores Rs	~23.95 crores Rs

Expected Revenue Revenue Streams from Talent Show : Advertising Revenue, Sponsorship Revenue, Merch Revenue & Streaming Rights

Coke Studio Earnings = 4.99 m USD. Taking 25% Initially = 10 cr Rs / yr

VISUALIZATION



Pictured above, the possible banner design to advertise the new BoAt presents Waves. This would be an online series to showcase local and indie artists in India. This would show the brand's commitment to support the growth of the music scene in India. It could also take the form of a talent show, garnering public interest in BoAt products and engaging users to vote.

WHY WE SUGGEST THIS STRATEGY



DIFFERENTIATION- No other music brand supports local music to this extent



INCREASED ENGAGEMENT WITH USERS



OPPORTUNITY TO COLLABORATE- We can join hands with local Indian venues and popular musicians.



REVENUE POTENTIAL- This format may pay off in the future, by way of ads and ticket sales.