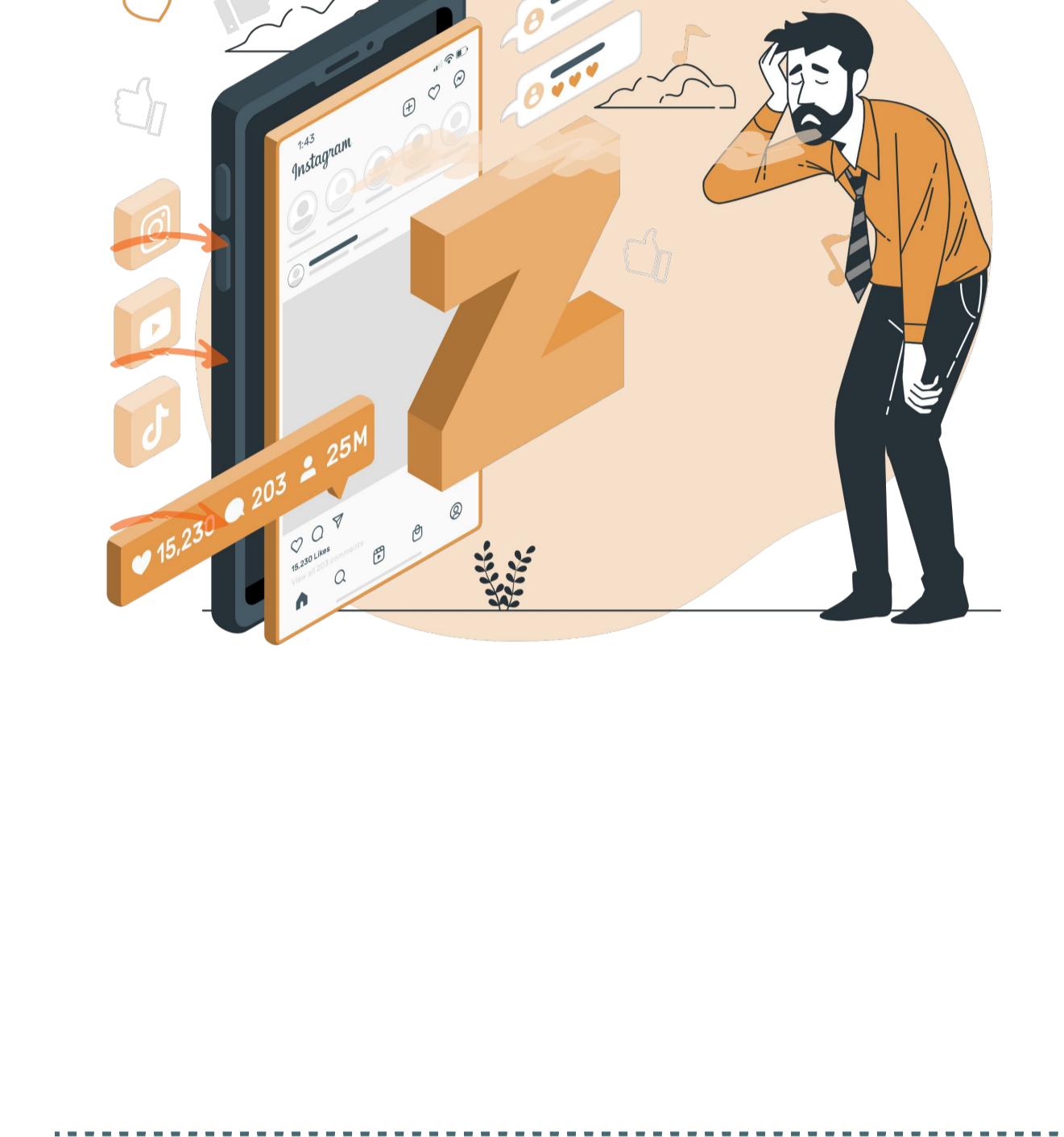


Sales Strategy



Project Context



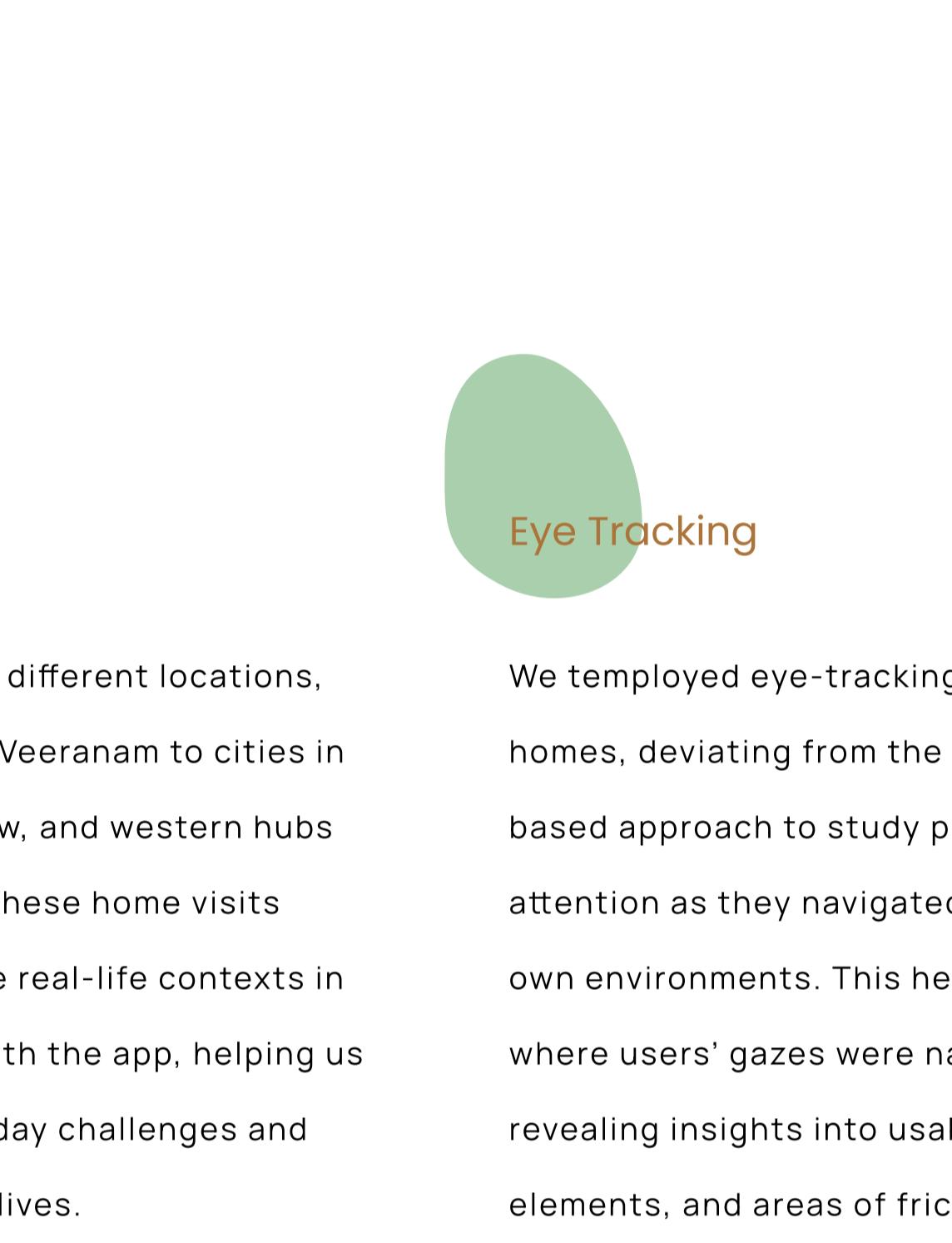
Objectives of the study

The research plan encloses depth interviews, gathering glance charts for visual

understanding of user behavior and preferences, allowing for informed decision-making

We conducted in-person interviews with a diverse cross-section of the app's user base across various regions of India. This approach allowed us to capture insights influenced by regional, cultural, and socio-economic factors, providing a holistic understanding of users' behaviors and preferences.

Our team visited cities from southern states like Bangalore and Hyderabad to the north such as New Delhi and Mumbai, like Nashik and Mumbai. These visits enabled us to observe which users interacted with the app and understand their needs. We also explored how the app fits into their daily lives.

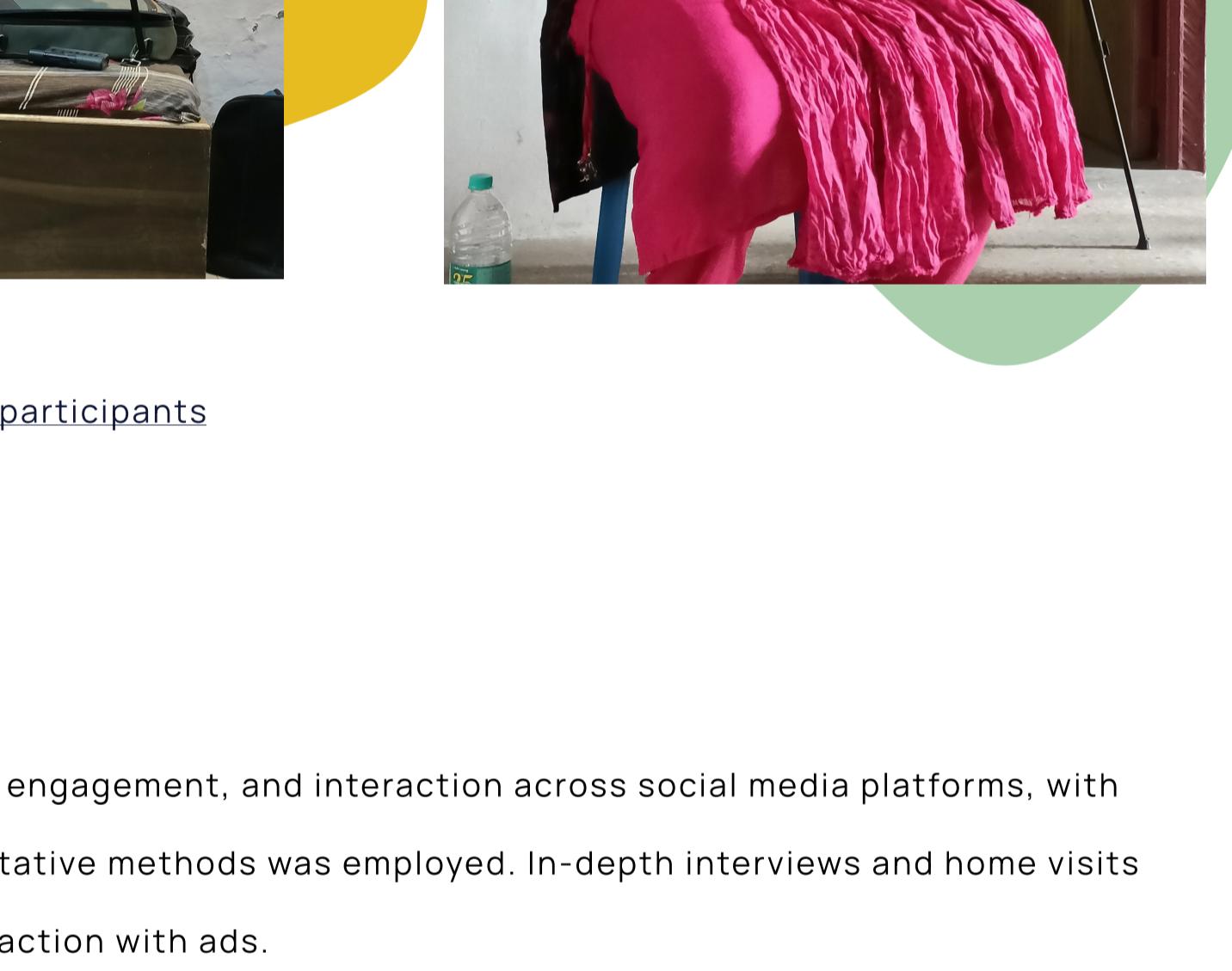


A photograph showing a person's arm and shoulder area. The person is wearing a bright green sari with a subtle pattern. A black eye-tracking sensor is attached to their forehead with a strap. They are also wearing a green bangle on their wrist. The background is dark and out of focus.

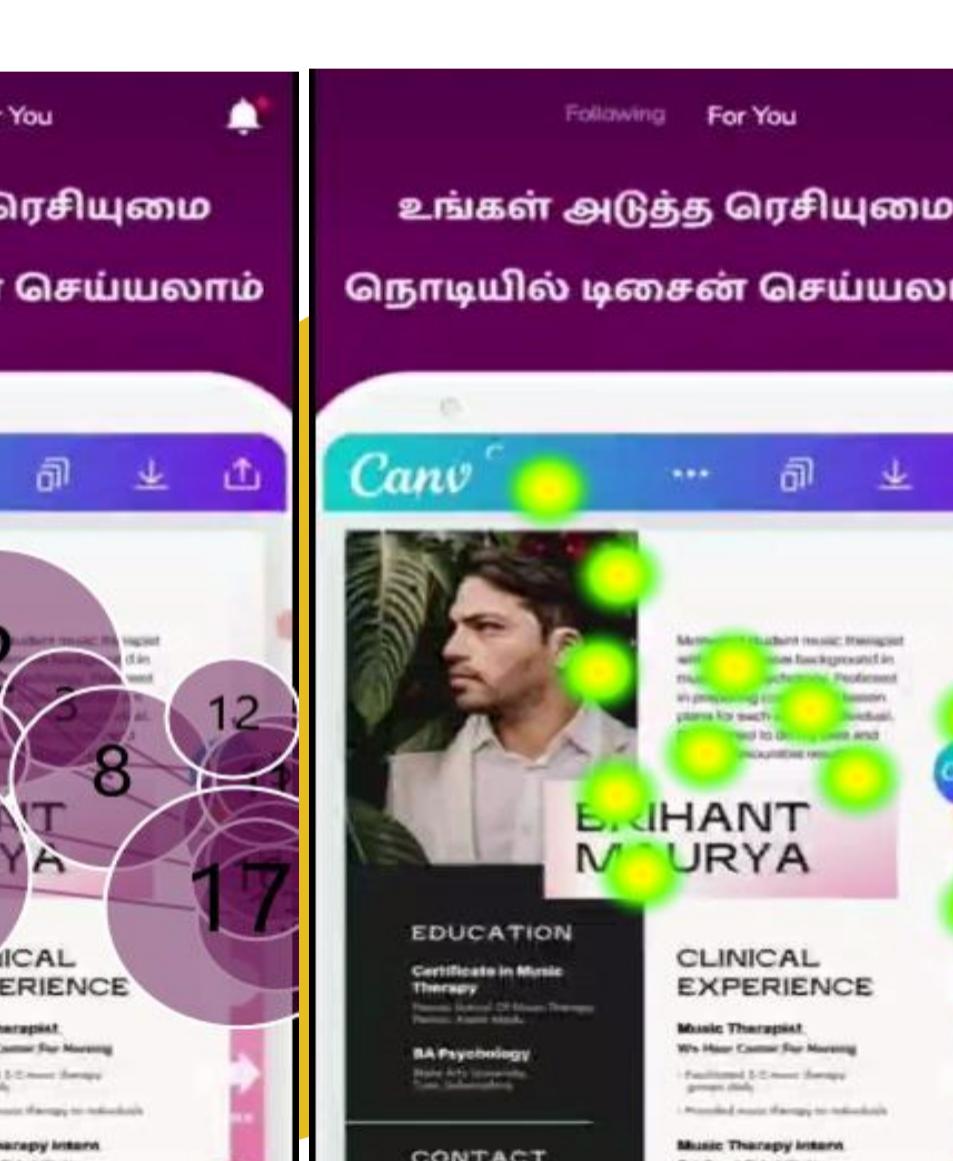
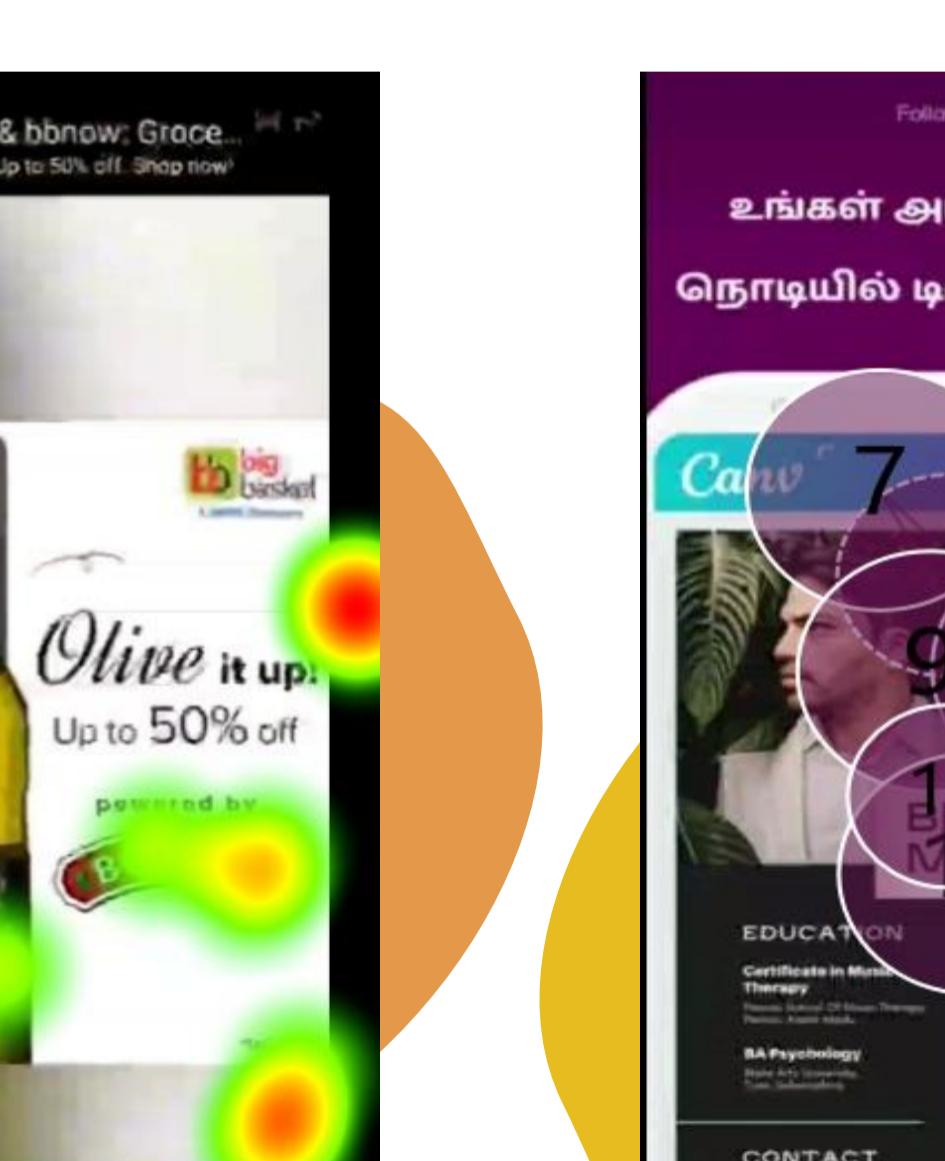
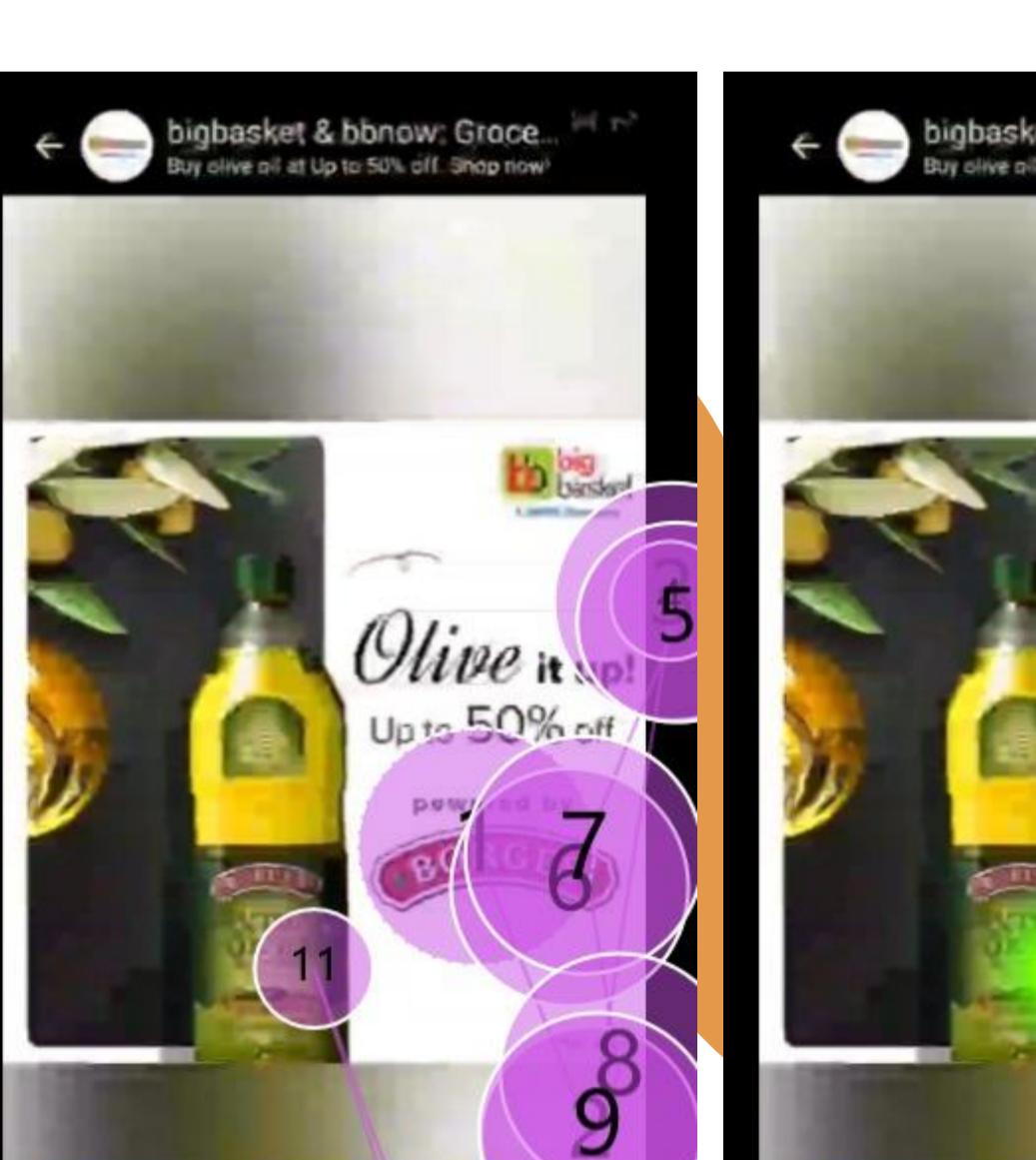
Eye-tracking pe

Approach

The study aimed to uncover user behaviors and perceptions regarding special focus on the client's platform. To achieve this, a mix method approach were conducted to understand how regional and cultural factors influence



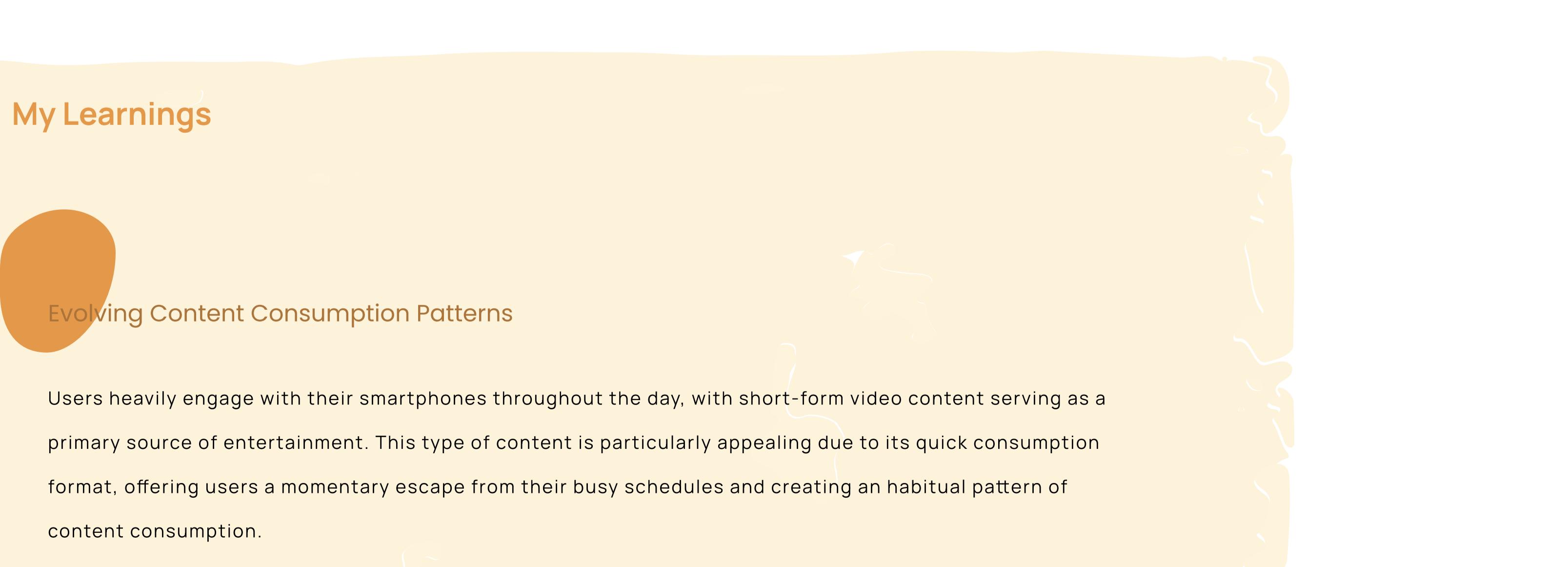
consumption. Gaze plots and heat-maps show an interaction with both ads and surrounding



தசம்யலர்ம்

- Identified patterns in ad recognition, including users who missed ads due to rapid scrolling behavior.
- Revealed that delayed CTAs in video ads often resulted in missed interactions, preventing immediate responses.

value or learning.



primary source
format, offering
content consum

Significance of Language in Rapport

skills allow researchers to communicate in the participant's preferred language, leading to more authentic interactions and deeper insights, especially in culturally diverse environments like India.

interactions and deeper insights, especially in culture