

Ontela picdeck(b) essay sample

[Sociology](#), [Women](#)



Mrigendranath Debsarma

Nancy Goyal Nibha Gupta Nilotpall Goswami

Ques 1:- Most Useful Parameters are Ques 1: ease to upload photos Ques 2:

More photos if transfer easy Ques 7: Value sending photos by mail Ques 10:

Easy set up Ques 11: First to adopt new technology Ques 13: Monthly fee

Least Useful Parameters are Ques 3: More photos if quality is better Ques 5:

Replace digital camera if quality was better Ques 2:- 1) Middle-aged males,

who are technology savvy. 2) Conservative professional female, but values

technology 3) Old people with high paying capacity 4) Teenagers, value best

price 5) Enthusiasts for photography who understand the quality is important

6) Low income group, who see value proposition in the product Segment 3

seems to be most profitable by the calculation of the revenue: Revenue =

Percentage*Monthly_Fee This segment refers to old people according to our

analysis, whereas we chose Steve as the target customer. This proves our

assumption to be wrong and not inline with the actual market scenario. Ques

3:- 1) Medium Aged, male, tech-savvy, employed 2) Middle aged, married,

female 3) Teenagers and children, female, text message users and internet

4) Middle aged, male, unmarried, high usage of data plan and message pack

5) Middle aged, female with less usage of mobile, uneducated

6) Old married women, very low internet usage Yes, the profiles are very

different from our expectations. This explains that it is very difficult to guess

the sectors only from the guesses, which in turn reinforces the fact that the

assumptions about particular category can be wrong and depends heavily on

regions. Ques 4:- We suggest targeting Segment 1. We followed the

elimination process to bring down the number of options. The total revenue

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produced by the 3 segments, ie, Segment 2, 4, 6 is very low. So the profitability factors do not allow choosing amongst them. Then the consideration was amongst the Segment 1, 3, 5. Then we considered the factors such as ease to upload phone photos, usage in terms of number of photos, and eagerness to shift to new technologies. So we chose segment 3. Also, the percentage of respondents supports our decision.

Ques 5:- Steve is 27 years old; he is young active adult desiring to stay in tune with the latest technology so that he isn't disadvantaged in his professional life. It is an easy target to approach because he needs this type of application to simplify his lifestyle and his work. For Steve, the essential key themes should be “ professional” and “ simplicity”. Simple to use 🎬 🎬 🎬
 🎬 🎬 Entire process is automatic Set-up in 1 minute Share pictures with ease
 Integrated with PC, email and social networks Professional: Never lose your images even if phone gets stolen

Professional 🎬 🎬 🎬 Better customer service by sending them pictures of clicked houses on their phones instantly Be in touch with clients all the time
 Email pictures to those clients who want pic viewed on PC

Ques 6:- For wireless careers with substantial data-using customer base who need to provide efficient value adding services to their customers, Pick Deck offers photo sharing from their phones to desktops and internet with ease as compared to existing technology like Bluetooth and services like photo bucket, thus increasing customer satisfaction and adding to the company's bottom-line. Ques 7:- Our Suggested media plan would be online

advertisement coupled with ads in cricket matches, news, sports magazines and tech magazines.