

Title: Volt --- Rechargeable laptop cases

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Product Management, taught by Professor Desiraju during Spring 2020

Table of Contents

Remember to number all pages, including those in the Appendix

In this example template, I am giving only one page for the Table of Contents; for your own project, use whatever number of pages are needed

Brand Innovation Project (BIP) Report

1. Background and Problem: (You can borrow freely from the BIP Initial Report for this section.) Begin by clearly identifying your *focal* product or service brand. Next provide key details about the product or service category and the company; e.g., what products/services does this firm sell? Who are its main competitors? What are the important consumer segments in this “industry,” and any relevant market trends?

The Focal brand of Volt provides consumers with a variety of charging cases for phones/laptops as well as portable charging accessories. Our Company, Volt provides the best innovative products on the market using high-end technology to cater consumer demand. We have found that laptop/phone owners find it inconvenient when they run out of power and have to find an outlet to charge for a few hours. A lot of laptop/phone users are taking their laptop on the go and have to carry around a big laptop charger adapter & cord around. We found a solution, a rechargeable laptop case/phone case, magnetized battery side bar & suction battery pack. Since most laptop/phone users already have protective cases, we thought it was the perfect product. “Rising adoption of laptops as a main stream device is anticipated to drive the product demand by 2025” (Industry Analysis Report)

We present to you a rechargeable laptop case, iPhone case & a rechargeable magnet laptop bar & suction laptop battery charger all with a sleek & light design. The design of the cases covers the rechargeable battery so it just looks like a case and no one will ever know you are charging it which makes it both incognito and convenient. The bar & suction laptop battery charger adds a little extra bulk but is more affordable and still isn't too bulky. The cases protect the laptop from dust, scratches, moisture, and external damage. The bar and suction battery will stay securely on your laptop. The cases and battery bar/suction battery come in an array of colors (black, blue, white, red, orange, pink, yellow, purple & green). Right now we only have apple laptops but will soon expand to other hp laptops. We have a 5 hour battery life or a 10 hour battery life depending on your preference & size of laptop. Phone cases charge for 5 hours and the battery bar/suction battery are good for one full recharge.

Our main competitors are Incase, Otterbox, Apple, ZEROLEMON, Speck, Griffin. Otterbox, operated by Otter Products, LLC, is an internationally-focused online store that generates eCommerce net sales primarily in the United States as well as in Canada and the UK otterbox.com product range specializes in the “Electronics & Media” category, mainly in

“Consumer Electronics” area. Their online store was launched in 1998 with \$62.5M in net sales in 2019. (e-Commerce Revenue). Incase's headquarters is located in Los Angeles, California. Incase generates \$758.8K in revenue per employee. Incase's top competitor is Speck. Speck is Incase's top competitor. Speck was founded in 2001 & competes in the Personal Products field. Speck generates \$34.1M more revenue than Incase. Griffin is perceived as one of Incase's biggest rivals. Griffin was founded in 1992 and is in the Consumer Electronics industry. They usually generate 238% of Incase's revenue. (Owler)

The Important consumer segments include the US & international Region, ages 15 - 45, gender: males and females. The life-cycle stage is high schoolers, bachelor stage, newly married couples, full nest 1, full nest 2. The Income is mostly high earners, occupation would be professionals, managers & executives. The social class are middle & upper classes. The lifestyles include resigned, aspired, succeder, explorer (Dudovskiy).

Rising market trends of “Bring Your Own Device (BYOD)” is expected to propel the demand for laptop carry cases over the forecasted period. “Popularity of carry case among consumers is increasing rapidly due to features such as multiple storage options, GPS tracking, anti-theft pro. (Industry Analysis Report)

Next provide details of the consumer problem or “unmet consumer need.” Include anecdotal examples (and relevant sources), and any findings from library/internet search, discussions with an expert---such as a product/brand manager---etc., to provide a perspective on (potential challenges in addressing) the consumers’ unmet need.

Rechargeable laptop battery cases are not out in the market yet. It would be a brand new product with little research and brand awareness. There is a market established for phone charging cases. Companies such as Apple are already major players in this market and would be our biggest competition. The advantage we would have would be our price point. Laptop cases, sleeves & bags are a lot more popular and way more in demand. There is a lot more brand awareness for these products. Many students/workers are often on the go, and not charging your technological devices or not having access to an outlet is a common error amongst all that causes immense trouble and frustration. Chargers are often long and bulky and can cause an inconvenience for people when carrying them from place to place. A more compact charging solution would be better. External batteries are perfect for traveling because the consumer will have power on the go regardless where they go, portable chargers provide freedom. The “low battery anxiety” survey stated 90% of people panic and will alter their plans when faced with lower battery anxiety. The power banks provide convenience without the worry of a short cord or no outlets nearby. (5 Reasons Why You Need a Portable Charger.)

Make sure you provide evidence in support of your statements; include all the references at the end of this report.

2. Innovation: Here, begin with a concise statement of your new product extension idea (to address the problem noted in section 1 above). **For example:**

We are developing a rechargeable laptop battery case to address problems laptop users are facing noted in section 1 above. see the attached “relevant information” in Appendix “xyz”. ???

New Product Idea: We are developing a new hot breakfast item to address the “problem/issue”; see the attached “relevant information” in Appendix “xyz”.

(Page restriction: Two to three sentences.)

Key Attributes and their levels:

Attribute #1: Begin by explaining briefly why this is a key attribute; subsequently, identify the specific levels of the attribute and briefly explain your reasons for selecting them. (Page restriction: At most two paragraphs)

Attribute #1 is the laptop brand consumers favor the most. Since one of our target segments is students, we picked this as our first attribute to see on average what brand students favor the most. This is also an important attribute because we need to determine which laptops to make the cases for, as we want to make the case for a brand that our consumers would purchase. The most popular laptop brands are Apple, HP, Microsoft and Dell, so we selected those as our levels.

Attribute #2: Our second attribute is price. Since a portion of consumers we are targeting are younger, they might not have as much income to spend on accessories like this. We wanted to know how much price would deter our potential consumers from purchasing a product like this.

We chose realistic levels for price, \$80 which is a typical price for a laptop phone charging case, or \$120 which would be a little higher, a realistic jump for a laptop charging case (\$80 or \$120).

Attribute #3 is Battery Life. Because our consumers are constantly on the go and one of the problems they face is their battery dying, we wanted to see how much battery life they desire. Since charging a laptop from 0-100% takes about 3 hours, we included levels that would charge a laptop two times (6 hrs) or almost 3 times (10 hrs). 10 hrs would also allow a laptop to be charging for over a typical full day for students and workers.

Attribute #4: Our fourth attribute is the case weight. Some consumers like small, light weight cases, while others like a heavier one for the device to feel more protected. This can be seen through a variety of phone case users, data we collected in our research questions. We chose our levels at 2 lb and 4 lb to see whether consumers preferred a lightweight or more bulky laptop case.

Attribute #5 is the case style. Since our consumers are more on the go, we wanted to find out how they would want their case to be put on their laptop. We wanted to see if they wanted a more secure case attachment or an easier on and off method that is quicker. That is why our levels were a magnetized or clip on option to determine if they wanted a more secure but longer time to put on/take off a case or a more convenient but less secure magnetized option.

Attribute #6 was Case color. Many people in our study cited case color as an important attribute. So we decided to pick 4 levels to encompass 4 big color options. A classic white and black case to see if they want a dark or light option or care about mess/stains, clear to still see their laptop, or a color option. (white, black, clear, blue)

Attribute #2, #3 etc: see above (Page restriction: At most two paragraphs for each)

Exploratory Research (that helped identify the above attributes and levels)

Please see the Appendix “xyz” (where material from the “BIP Initial Report” has been cut/paste/polished). **(Page restriction: One sentence.)** ?????

The in-depth interviews were conducted on March 26 & March 27. In total we had 12 participants and the interviews lasted anywhere from 15-30 minutes. The interviews were conducted remotely via zoom and recorded. We found that all of our participants used their smartphone devices all the time & all of them used cases for protection of the device. The color of the cases depended on the personal preference of the individual or matched the device color, clear, or a neutral sleek tone. Smartphone users also had to charge their phones anywhere

from 4 times a day to once every 2 days. Their purchasing of new chargers ranged from 4 times a year to once every 6 months.

Respondents of our questions all have had occurrences that their devices have died and they have not had the cords/outlets to charge them. This showed a need for our products in this market. Based on our interviews, we found that laptop users varied depending on their career or if they were students. We found students used their laptops at different places more. Non students varied from only using their laptops at home once a day and other interviewees using it 6-8 hours a day and needing to charge it at least 2 times per day. Some laptop users did have cases but not all of them, but were open to the idea if they were chargeable and not bulky.

We came to the conclusion that our participants used their smartphone device as their main source of communication and brought their smartphone device everywhere while laptop users only traveled with their device when needed for work, meetings, school etc... Most of our participants had problems with their device running out of power and no way of charging it whether there was no nearby outlet, forgot their charging cord or the device died unexpectedly.

After asking their thoughts about our products most of our participants thought the smartphone case was the most convenient, and the laptop case coming in second. After explaining the magnetized battery side bar & suction battery pack, we found that the interviewees liked the idea of the sidebar but didn't like or care for the suction battery pack for laptops. Several participants ended up favoring the battery bar more so than any of the other products. We also found that a major key to our participants buying the cases/bar/battery pack was if it was lightweight, sleek, not bulky, and had cool color options. Another attribute our participants wanted was for the battery pack/case to hold a large charge. They did not want it if it was not able to charge their device at least 50% of its full charge.

Our main insights we discovered during the in depth interview was protection. Protection was the most important for case use, the weight of the case was also important because a light/sleek design is preferred over something bulky and heavy, durability of the case would need to be of quality material, the battery life of the device

3. Conjoint approach: Here, explain how you conducted the conjoint analysis. Do outline the number of new product combinations that one has to consider, how many actual combinations were shown to each consumer, the type of data obtained (e.g., ratings versus choice), and how many respondents completed the survey. Also, mention which brands/products/services might serve as "competitors" to your focal brand.

(Page restriction: About one or two paragraphs. Do use an Appendix judiciously to balance your summary and the details of the effort.)

4. Results: Here, summarize your findings from the conjoint analysis. It is a good idea to employ tables---that you include in the Appendix---to discuss the insights (e.g., relative importance of attributes, partworth utilities, potential shifts in market shares of competitors etc.).

(Page restriction: About two-thirds of a full page. Note: quality always beats quantity and your grade will reflect the degree to which you carefully employ the Appendix for details and this main summary for the key insights.)

5. Recommendations: Based on all your work, provide your final recommendation(s) here. Remember that it is fine if you seek more research or want to tweak your idea/solution; *the important thing is that your recommendation(s) should follow from the issues identified in the other sections of this report.* (Page restriction: About two to three paragraphs.)

Note: You can treat all the page restrictions as useful guidelines; you can use more space while keeping in mind that quality is always more important than quantity---yes, reports with excess quantity without quality will receive correspondingly poorer grades.)