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| **Project Name: Danube** | **F2F BRIEFING INSTRUCTION -  (Field Brief Note) – Quantitative** | **Project No:**  Will update |
| **From: ­­­­­Sudipta Banerjee/ Santanu Pal** | **Date: 09-05-2024** |

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| --- | --- | --- |
|  | Study Objective | Understand the IoT consumers and identify white spaces for client to enter the market |
|  | Product/ Services | IoT Segment (Smartwatches, Tablets and TWS) |
|  | Study Phase | Wave 1 |
|  | Interview Flow | CAPI – F2F interviews |
|  | Target Group | Male and Female  NCCS open  18 - 50 years  Target Audience:  • Should be the main user and purchase decision-maker of the smartphone and IOT product (at least one of the Smartwatch, TWS and Tablet)  • Moderate users: should use the IOT product for atleast 3-4 days a week (50%) (For Smartwatches and TWS); 2-3 days a week for Tablets  • Heavy Users: should use the IOT product atleast 5-7 days a week (50%) (For Smartwatches and TWS); >3 days a week for Tablets  • Purchased IOT product in last 6-12 months (65%) OR 3-6 months (35%)  • Purchased IOT product from online channels (~70%) and offline channels (~30%)  • Purchased a new IOT product (not 2nd hand/refurbished) |
|  | Centers | 8 centers covering Delhi, Jaipur, Kolkata, Bhubaneshwar, Mumbai, Ahmedabad, Bangalore, and Kochi |
|  | Quotas | Heavy Users and Moderate Users  Price Segment  Duration of purchase Purchase Channel **(Detailed sample plan and quota list is below)** |
|  | Sampling | Area Purposive Sampling along with Snowballing |
|  | Skipping & Substitution | NA |
|  | Panel details | NA |
|  | CLT / STM/ In hall | NA |
|  | Product Test | NA |
|  | Queries attached | NA |
|  | Show cards | NA |
|  | Excess product | NA |
|  | Translation | Yes |
|  | Queries Clarification | If you have any doubts, please feel free to contact Aashi Sharma |
|  | Productivity Assumption |  |
|  | Field work schedule | Fw launch date: 22 May 2024 Fw end date: Will update |
|  | Deliverables | FW status for all the 3 categories to be shared separately thrice a week - Monday, Wednesday and Friday |
|  | Dispatch Schedule | NA |
|  | Specific requirement on Quality checks | * Ensure smooth and timely delivery * Team to regularly follow up on this else QC will get delayed |

**Sample Plan:**

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| --- | --- | --- | --- | --- | --- |
| **Zone** | **Centers** | **Smartwatch** | **Tablet** | **TWS** | **TOTAL** |
| North | Delhi | 195 | 195 | 280 | 670 |
| Jaipur | 105 | 105 | 145 | 355 |
| East | Kolkata | 195 | 195 | 280 | 670 |
| Bhubaneshwar | 105 | 105 | 145 | 355 |
| West | Mumbai | 195 | 195 | 280 | 670 |
| Ahmedabad | 105 | 105 | 145 | 355 |
| South | Bangalore | 195 | 195 | 280 | 670 |
| Kochi | 105 | 105 | 145 | 355 |
|  | Total | **1200** | **1200** | **1700** | **4100** |

**Detailed Quota List:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Categories** | **Price Segment** | **Users** | **Apple smartwatch users** | **Vivo smartphone users** |
| Smartwatch | 3-5K | 300 |  | 100 |
| 5-10K | 300 |  |  |
| 10-20K | 300 |  | 100 |
| 20K + | 300 | 100 |  |
|  | Total | **1200** |  |  |
| **Categories** | **Price Segment** | **Users** | **Apple smartwatch users** | **Vivo smartphone users** |
| Tablet | 10 – 15K | 300 |  | 75 |
| 15 – 20K | 300 |  | 75 |
| 20 – 30K | 300 |  | 75 |
| 30K + | 300 | 100 |  |
|  | Total | **1200** |  |  |
| **Categories** | **Price Segment** | **Users** | **Apple smartwatch users** | **Vivo smartphone users** |
| TWS | <1K | 300 |  |  |
| 1 – 1.5K | 300 |  | 100 |
| 1.5 – 2.5K | 300 |  | 100 |
| 2.5K – 4K | 300 |  |  |
| 4 – 10K | 300 |  |  |
| 10K + | 200 | 100 |  |
| **Total** | **1200** |  |  |
| Minimum 10% quota for each smartphone brand in each category:  Samsung, Realme, Xiaomi, Oppo, Oneplus | | | | |

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| --- | --- | --- | --- |
| **Purchase Channel** | **Smartwatch** | **Tablet** | **TWS** |
| Online | 840 | 840 | 1190 |
| Offline | 360 | 360 | 510 |
| Total | 1200 | 1200 | 1700 |

|  |  |  |  |
| --- | --- | --- | --- |
| **User** | **Smartwatch** | **Tablet** | **TWS** |
| Heavy user | 600 | 600 | 850 |
| Moderate User | 600 | 600 | 850 |
| Total | 1200 | 1200 | 1700 |

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| --- | --- | --- | --- |
| **Duration of Purchase** | **Smartwatch** | **Tablet** | **TWS** |
| 3 – 6 months | 780 | 780 | 1105 |
| 7 – 12 months | 420 | 420 | 595 |
| Total | 1200 | 1200 | 1700 |

(Hard Quotas to be maintained at an Overall level, while soft quotas to be maintained at Zonal level)

**Thank you and All the Best!**