**Project Lesnar research brief**

The Online smartphone market (15-20k) is majorly dominated by One Plus followed by MI and Realme. Vivo entered this segment with the introduction of series T in 2022 by majorly focusing on flagship level performance & Camera . It’s the 2nd generation of Series T, previous one was T1 5G but now we will be focussing on T2 5G model.

From our previous researches, we learnt that the consumers of each brand i.e. OnePlus , Realme , MI are divided into 3 segments the details of which are as below:

* Segment 1: **Brand loyalists**🡪 Those who are reluctant to change their smartphone brand in their entire journey i.e. they use only 1 brand in all 3 stages as below:
  + Previous brand=Current brand= Intended brand
* Segment 2: **The Cover**🡪 These consumers are not loyalists but have an inclination towards 1 brand in 2 of the 3 stages as below:
  + Previous brand or current brand or intended brand
* Segment 3: **The edge**🡪 These consumers do not have any inclination towards any brand and tend to switch brands as per their needs. In all the 3 stages they have used different smartphone brands:
  + Previous brand or current brand or intended brand

On its continuous quest to gain share in the ultra-premium segment, vivo now wants to target the **Edge consumers** of each competition brand. Towards this, vivo wants to conduct a research among these competition edge consumers to understand their delight factors and pain points of their current models along with vivo models-the inputs of which will be used to derive an appropriate product strategy to target these edge consumers.

**Research objective:**

* A comprehensive evaluation and deep dive to understand the performance of vivo phone compared to the consumer’s current smartphone w.r.t. Product, Experience, perception, Safety & security features, UX/UI etc.(**Respondent should use the device for at least 3-4 weeks using their primary SIM and doing daily activities like call,using social media,gaming,binge watching and share the experience post 3-4weeks)**
* Identifying the gaps w.r.t. their current used model to shift them to vivo.

**Methodology:**

**In-depth interviews** after product placement (vivo will provide handsets for placement)

**Total: 5 IDIs (5 for One plus Nord CE 3 Lite)**

**Information areas to be covered in this research:**

**During recruitment phase:**

* **Smartphone brand/model details:**
  + Previous brand/model
  + Reason of purchase of current model
    - Need to clearly identify the peak moments in-store/Online which eventually lead the consumer to buy the phone
  + Most liked aspect which led them to buy the model
  + Any pain points/concerns
  + Recommendation of the brand/model
  + Perception of vivo brand in premium segment

**Product placement of vivo phones to be done for weeks with each respondent:**

**In-depth interview post product placement:**

**Aesthetics:**

* Un-boxing experience compared to their current model
* Initial impression about the model
* Feedback in regards to design
  + Camera module design
  + Colour/material/finish
* Concerns on using the model if any

**Usage experience:**

**Need to cover the positives/negatives under each bucket🡪 Peak moments under each bucket needs to be clearly identified which will make him stick to the brand/model**

* UX/UI
* Camera: Rear and Front
* Gaming
* Display
* Battery life
* Fast charging
* Safety and privacy Features
* Network connectivity
* Funtouch OS
* Viewing experience

Basically, the respondent should use the phone in a manner in which they normally use their phone. The objective is to identify whether the perception of vivo changes among the consumers post usage of the phone.

**Target Audience:**

* Males
* Age-18-30 years
* Owners of following smartphone models but should be edge consumers
* Should have purchased their current smartphone in the past 1 month
* Should be a non rejector of vivo

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| --- | --- | --- |
| **Brand** | **Model** | **Sample size** |
| One Plus | One Plus Nord CE 3 Lite | 5 |
|  |  | **5** |

**Centres for the research: Delhi, Mumbai & Bengaluru**

**Timelines**: To be provided by the agency partner. The output of the survey is expected by September End.

**The entire logistics of phone pickup and insurance needs to be managed by the agency partner.**

Detailed proposal need to be shared by 25th May.

**Other requirements:**

In depth interviews need to be conducted offline as Vivo representatives will actively participate in the discussion.

Detailed Report(**Consumer portrait of typical consumer of competition brand)** on the difference consumers found in their current phone vs T2 5G and how it will be improved