

- Earth, Space station, Moon and the Mars



- Get ready for ZSpace Holidays

Book & Explore the space

ZSpace

Extend your boundaries

Customer Interview Questions

- What does space travel mean to you? How do you describe it?
- Do you have family? How do you see space travelling with family?
- Do you think you have done great travel?
- Why do you think you have done great travel?
- What specific actions you take for your travel?
- How do you perform these actions?
- When was the last time you did any action for space travel?
- How do you think you are going to have great space travel?

Questions are asked to 10-12 customers of average age group of 42 years.

| What does they...

THINK ?

- What is best for me?
- I want something awesome
- Saving time
- Everything visible
- Other possibilities
- What about cost?

SAY ?

- I want simple travel process
- Is it reliable, will someone help
- How to use this feature and is there more features I can get
- Is this only way



DO ?

- Compare with available options
- Learn to avail various offerings
- Observe and make decisions

FEEL ?

- Excited
- It is great
- Fear
- Adequate

PAIN

- Hard to learn flow
- Costly in terms of time and money
- Distractions, misinformation, lack of understanding

GAIN

- Saves time, focused approach
- One stop solution for space travel
- Easy to get space travel with best onboarding experience

Value Proposition

Gain Creators

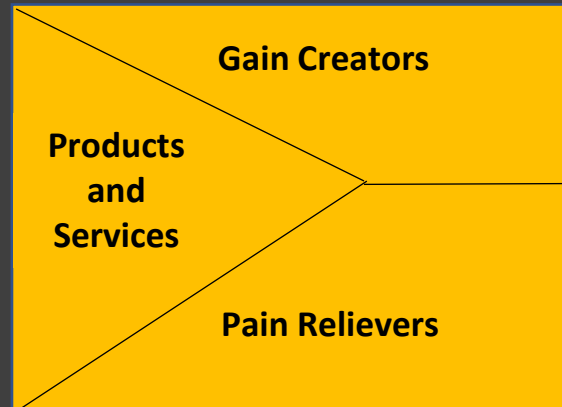
- Space travel in time at affordable cost with minimum effort
- Increase in social status
- More of larger-than-life experience in less effort/ask
- More satisfaction of a worth life
- Fulfilled desire of visiting and feeling space

Pains

- Requires more money and substantial effort for right options
- Lack of proper way to travel
- Challenge for Day to day needs during space travel
- Food problem
- Long duration, time issue
- Life Risk
- Lack of more information

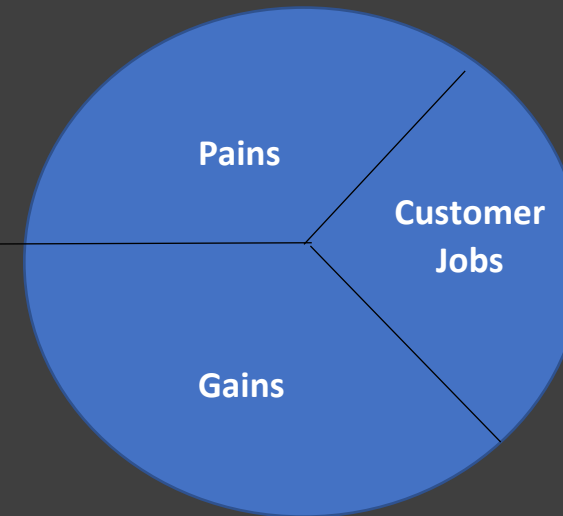
Products and Services

- ZSpace mobile application
- Holiday packages with various destination options
- Helping hand throughout space travel
- Insurance



Pain Relievers

- Provide space travel affordable
- End to end journey help
- Services during travel
- No health/life risk



Customer Jobs

- To show they are successful in life
- Satisfaction of traveling beyond land and sea
- Booking, Onboarding and Experiencing space travel end to end
- Learning, using and then suggesting to others

Gains

- Right pricing for space travel
- One stop solution to book, track and order whatever required during travel
- In-house arrangement of food, beverages, drinks and other items/services
- Insurance at affordable prices
- In person customer support till end of journey

Affluent Class



Explore the part of universe beyond the land and sea

Name : Swetha

Age : 32

Work : Investment Banker

Location : Bangalore

Hopeful in life

Excited about innovations

Emotionally stable

Goals

- To travel beyond land and sea.
- Explore space stations and other destinations.
- Stay happy.
- Display themselves as challengers.

Bio

Swetha is a working professional after post graduation. She wants to travel and explore the space. She is not able to utilize existing solutions due to high and cost low offerings, irrelevant information, lack of customized plans and suitable assistance. She would also like to utilize the features/services available during space travel.

Frustrations

- Less personal time
- Travel enthusiast
- Unable to find one stop solution that can help in end to end space journey.
- Misinformation
- Privacy

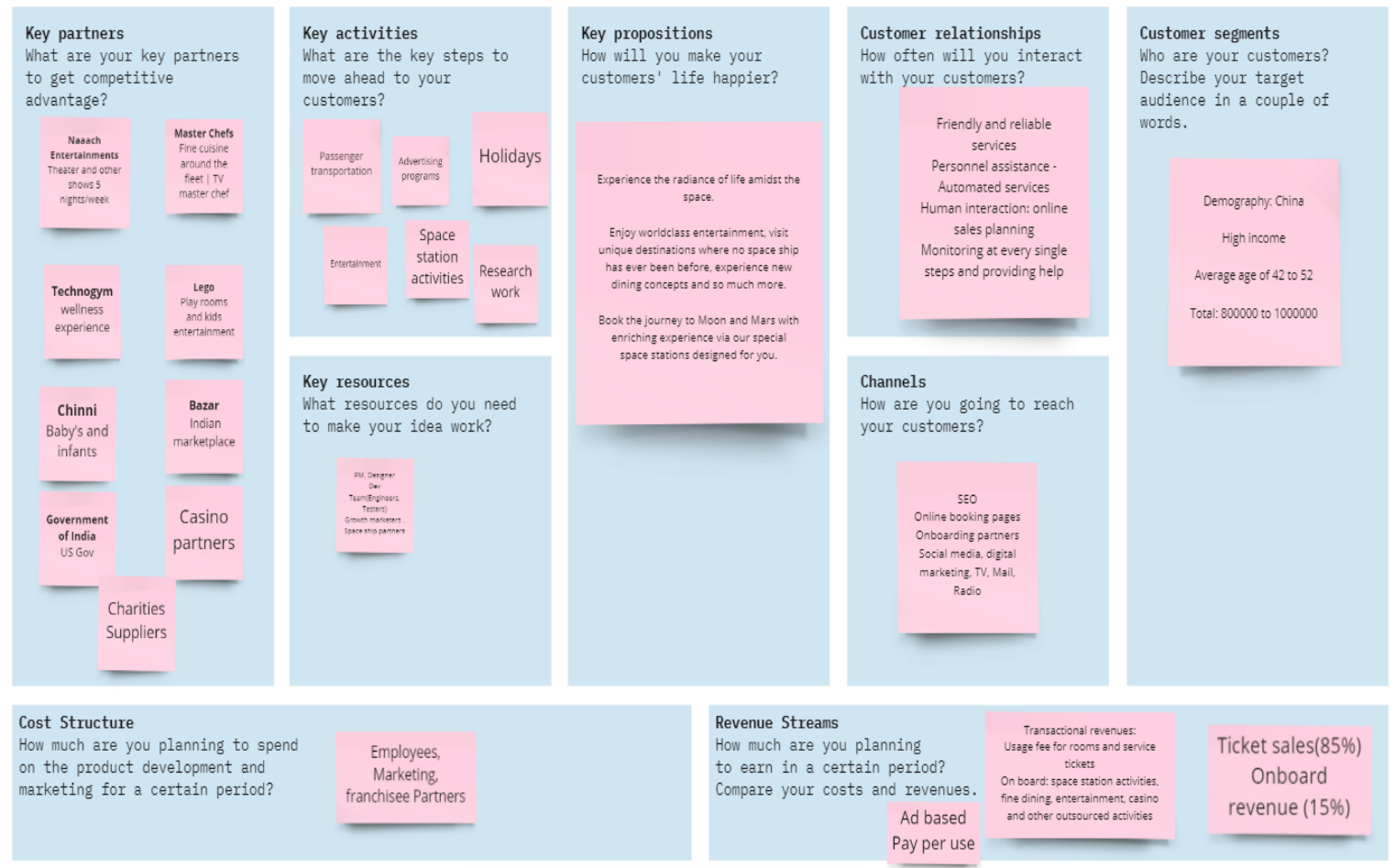
Motivations

- Reasonable cost
- Social status
- Explore the space world

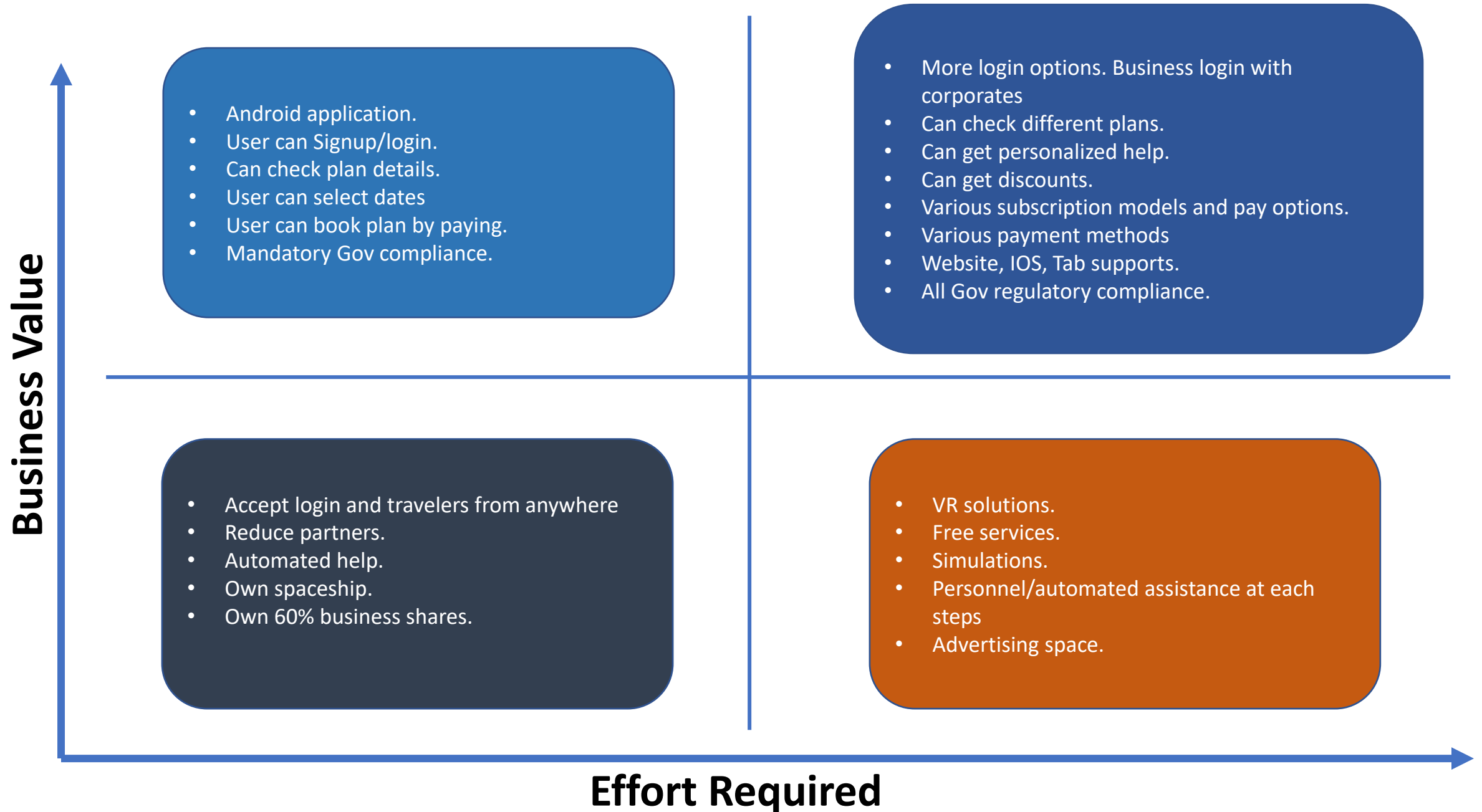
Business Model Canvas

- Key Partners
- Key Activities
- Key Value Propositions
- Customer Relationships
- Customer Segments
- Key Resources
- Channels
- Cost Structure
- Revenue Streams

The Business Model Canvas : ZSPACE

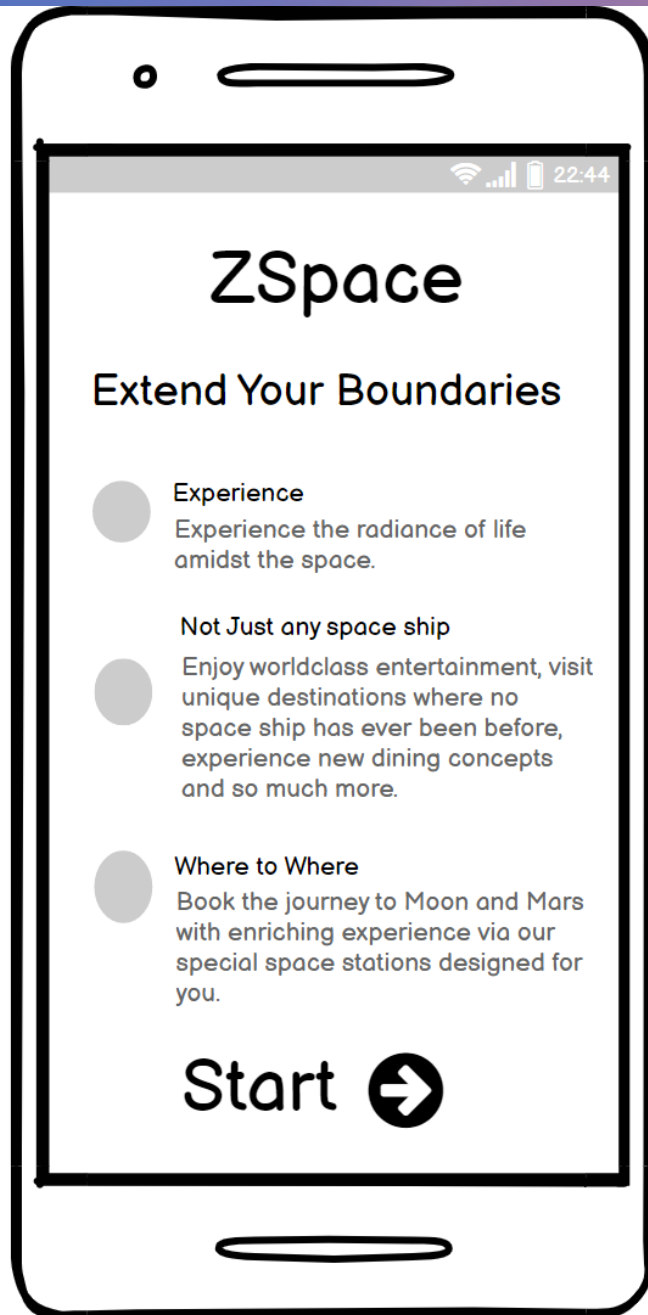


MVP Planning



ZSpace Roadmap

Epic	JUL – SEP	OCT – DEC	JAN – MAR '23	APR – JUN '23
▼ ⚡ ZSPACE-1 MVP Phase				
📌 ZSPACE-3 MVP Pre-Launch TO DO				
📌 ZSPACE-4 MVP Launch TO DO				
📌 ZSPACE-5 MVP Post-Launch TO DO				
▼ ⚡ ZSPACE-2 Product Pilot Launch				
📌 ZSPACE-36 Product Launch TO DO				
📌 ZSPACE-37 Production Release TO DO				
📌 ZSPACE-38 Branding & Promotion TO DO				
📌 ZSPACE-39 Monitor & Review Pipelines TO DO				
📌 ZSPACE-40 Partner, channelize, update... TO DO				



ZSpace Wireframe

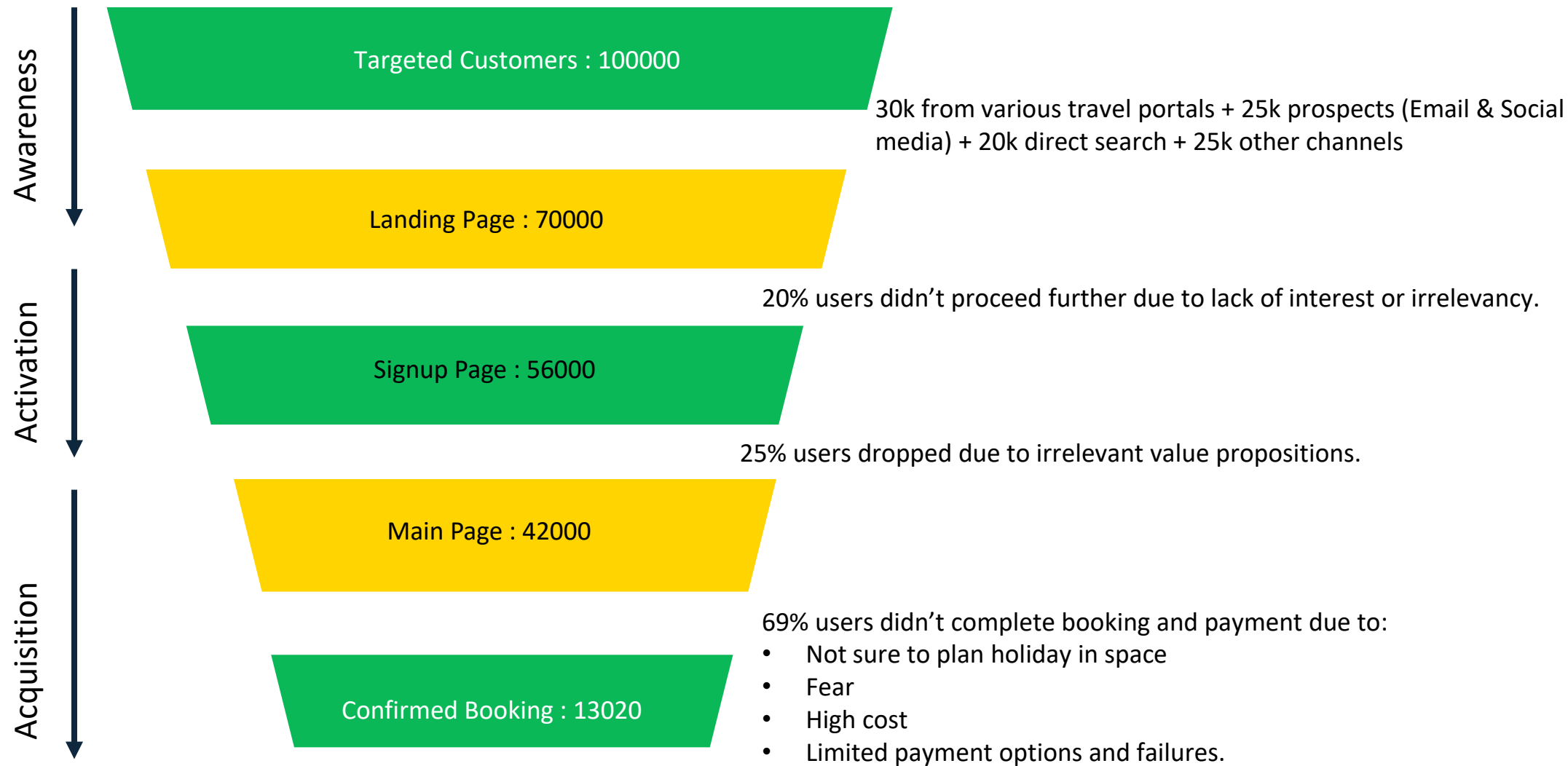
- Features:
 - Landing Page
 - Login
 - Main Page
 - Select Plan
 - Select Date
 - Payment Page
 - Payment Done
 - Help
 - Logout

MVP Hypothesis



- We believe affluent class people need help in booking of space travel and assistance to experience journey beyond land and sea.
We can help them with Zspace by providing space travel booking and stepwise assistance. We will know we are right if travel booking requests increases over the time.

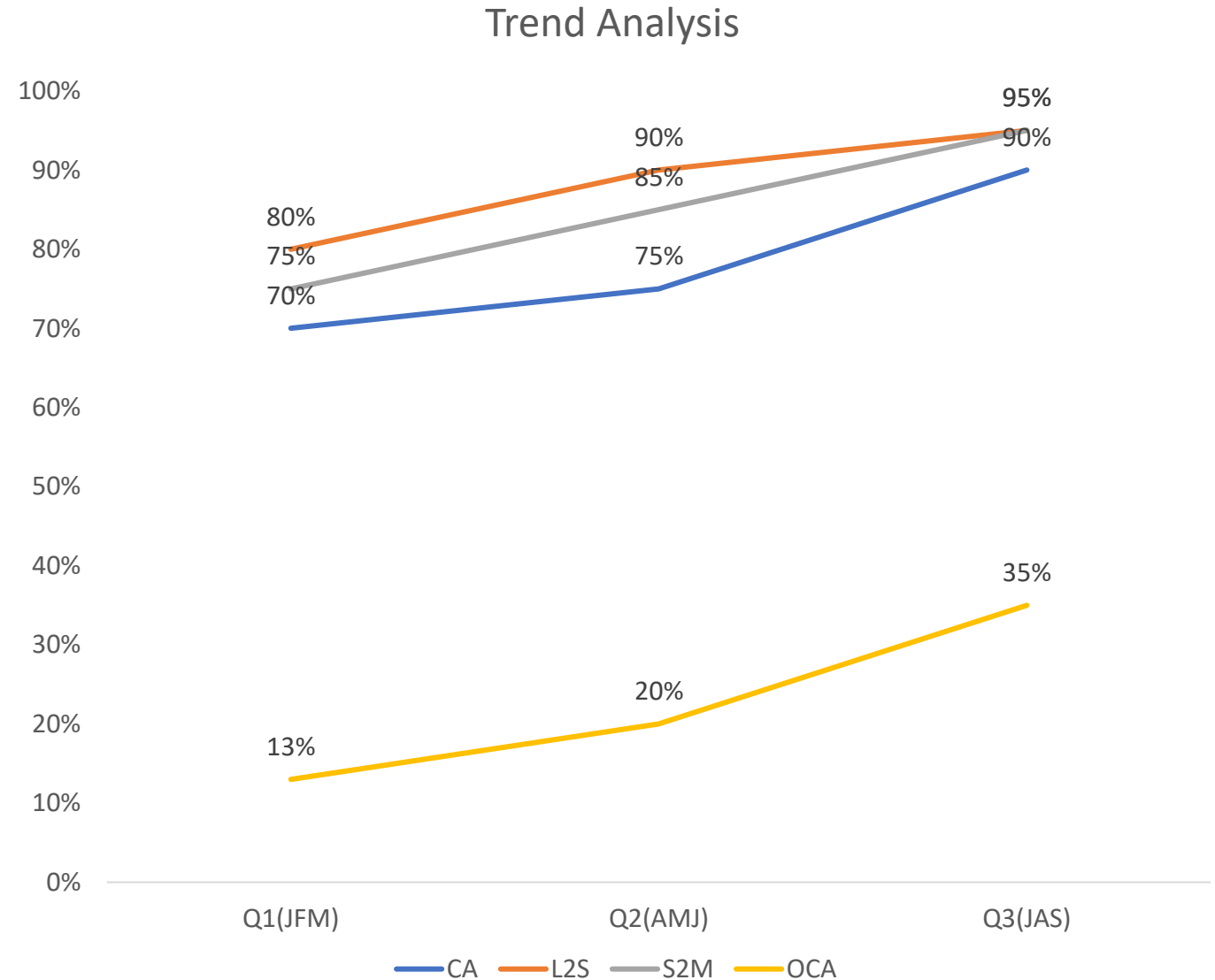
Consumer Acquisition Funnel



Conversion rate is 13% based on above data
Iterate CAF on 3 months period basis in 3 Quarters for the trend analysis

MVP Validation

- **1. Funnel Metrics:**
 - Customer Awareness(CA) = Users on landing page/Target customers
 - Customer Interest (L2S) = Users landed on Signup Page/Users redirected to Landing Page
 - Customer Activation(S2M) = Users landed on Main Page/Users reached on Signup Page
 - Overall Customer Acquisition(OCA) = Users who confirmed booking(payment done)/Targeted customers



MVP Validation

(Based on Success Metrics)

2. New Users Acquired:

- New User = User confirmed at least 1 booking request in 3 months for the first time

It is important to study user's behavior and regularly check the ratings of active users.

3. Consumer Acquisition Cost:

- Consumer Acquisition Cost = Money spent on traction channel/Number of customers acquired through channels

It is important to track CAC to be updated whether marketing efforts are effective or require changes.

4. Active Users: Keeping a track of DAUs, MAUs to monitor Customer Engagement and improvement.

	New Users	Average Rating
Q1 (JFM)	13020	3.5
Q2 (AMJ)	20000	3.9
Q3 (JAS)	35000	4.1

Quarters	Money spent	Users Acquired through channel	CAC
Q1 (JFM)	60k	8000	7.5
Q2 (AMJ)	70k	12000	5.8
Q3 (JAS)	40k	20000	2

Thank You



- Product Management for ZSPACE: Extend Your Boundaries

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