



CASE STUDY

TITAN RESEARCH

DESIGN RESEARCH & SEGMENTATION FOR WATCHES



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BACKGROUND

Home grown watch brand Titan is one of the leaders in the Indian market. Faced with stiff competition from foreign brands combined with an extremely aware consumer, Titan faced a challenge to re-interpret its brand USPs in the Young Professional segment. What are the trends in this segment? What design features captures their mind apart from the brand name? What are the latent needs of 'personality' in this segment? These were some questions to start with.

METHODOLOGY

Onio followed its MUST method of design research. Market data was available a plenty from the client which needed a contextual analysis and connection with the Trends that Onio researches in the Indian market. User interviews were conducted in several cities following ethnographic methodologies. Consumer segments were re-defined following the INTENTIABILITY methodology, that uses 'Root-Connect' as a parameter to chalk out buying pattern. Onio also studied the RETAIL practices of Titan and conducted some intercept-interviews. An elaborate scan of parallel products and competition products was conducted.





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PROPOSITION

OnioNxt combined these diverse inputs to figure out the macro direction - Young Professionals are growing younger in their attitude. Onio proposed a number of design feature based directions to respond to the new dynamics of this market.

Research and trend analysis of watches

Style Sampler2

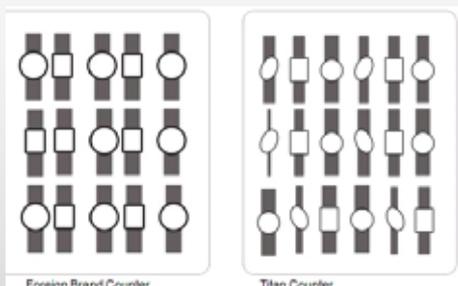
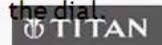


- Exciting shape & decent look, but would prefer if the blue was a darker shade.
- Too crowded, difficult to read the time.. leather strap, just doesn't look good.. after a while it gets creases.
- The dial is good ,but wheres the pattern?
- Interesting ,contemporary and a nice design (the round dial), but the blue could be substituted for a black or brown.
- Nice, like the frames around the dial.

- Good. doesn't like the diamonds so much. and the colors are a bit distracting
- Bulky and sturdy. Giving the casual look..not the formal look. Would not wear this for office because of the colours..
- Would love without all the diamonds and the colored stones.

- Not different, it's not dominating.
- look and feel make it look funky. Likes the outer dial. would fall into sporty collection. Steel is good.
- Different Functions in it. Looks stylish and sleek. Gives function.
- Much liked by younger professionals

- Reminds of casino, "I would like to buy it, he likes the idea of playing it, if I wear this it would make me a different person."
- Doesn't like the gambling motifs.
- Finds it interesting but wouldn't buy it.
- Too much gold .. all the gimmicks.



	B	C	D	E	F	G	H
City	Mumbai	Mumbai	Mumbai	Mumbai	Mumbai	Mumbai	Delhi
Name	Ashish C	Arun V K	Amit B	Mandeep V	Bharat	Kaushik A	
Age	32	35	32	38	32	34	24
Profession	Doctor	Medical Agent	Entrepreneur	Software	Finance	Software	Software
Watch is basic	4	3	3	4	2	4	4
Time + added value	4	4	4	4	2	3	3
Watch is my personality	4	4	3	3	3	2	3
Watch is complex or simple	4	3	3	3	4	1	3
Wearer is crafted rich	4	3	3	3	4	1	3
Casual look - business casual	4	4	4	4	4	1	3
Sporty - big and chunky	4	4	4	4	2	1	3
Stylish	4	4	4	4	3	3	4
Light superfluous and light	4	1	1	1	2	3	1
Symbolic - brand or status	4	3	3	3	4	1	3
empathic (color)	4	1	1	1	1	2	1
Discovery	4	1	3	3	2	3	3
Real feeling	4	3	3	3	4	3	3
Family	4	3	3	3	4	3	3
Price	4	4	4	4	2	1	3
Travel & knock	4	3	3	3	3	2	3