

# Inclusive by Design Study

## Women's Requirements from a Car

powered by

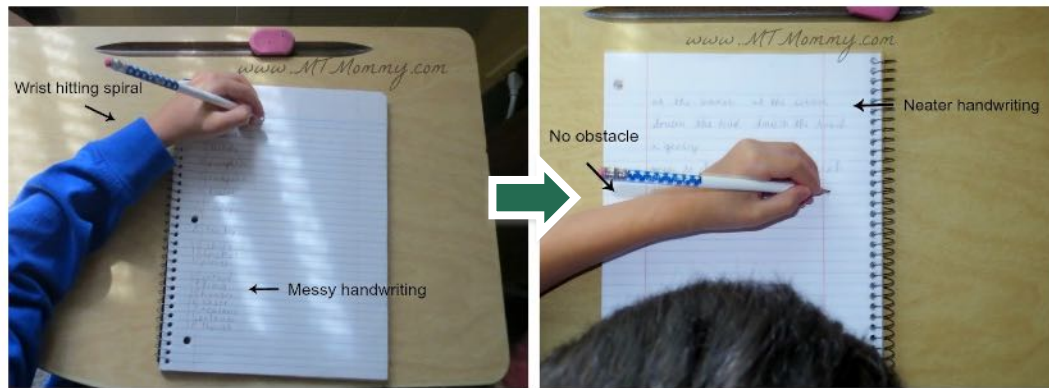


AI-powered Visual Insights Platform

# Context

## Notebooks:

**When you're left handed, the spiral can be a torture**



## Inclusive by Design

- Focus on edge of the mass segment
- More than just focusing on differently-abled customers
- Demonstrates your brand is empathetic and customer centric
- Opportunity for higher growth and customer loyalty

# Is your Brand **Inclusive by Design?**



# Demographics – Respondent Profile

- BMGI conducted in-depth interviews with two groups of women:
  - Women who drive themselves (63% respondents)
  - Women who are chauffer driven (37% respondents)
- Below are the profiles of the respondents:
  - 100% Bachelors Degree or above



■ 25 - 34 years old    ■ 35 - 44 years old  
■ 45+ years



■ Metro    ■ Urban (non-metro)



■ Business Owner    ■ Employed  
■ Home Maker    ■ Self-employed



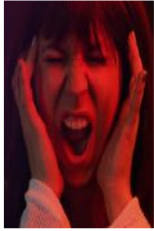
■ <10 Lacs    ■ 10-24 Lacs  
■ 25-39 Lacs    ■ 40-59 Lac



# Key Insights



# Key Insights: At a Glance



**1. Jammed by Traffic and Stereotypes**



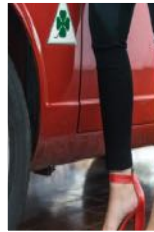
**2. Talk to Me, I am a Decision Maker**



**3. Safety First**



**4. My Pockets in the Car**



**5. Heels? Yes Please!**



**6. Make Me Rise despite My Height**



**7. Engage Kid(s) while Driving**



**8. Boost My Confidence**



**9. I Want to be in Control**



**10. Gears: One Less Thing to Manage**



**11. I Want to be Independent**



**12. My Car, My Colour**



# 1. Jammed by Traffic and Stereotypes

*“There are lots of male members (on the road) who try to push down the women by saying you can’t drive”*



*“When accident thing happens, it will be very shameful”*

**Sentiment**

**Max Participant Score**

Positive  65.26

**Emotion**

Sadness  0.25    Joy  0.58

## 2. Talk to Me, I am a Decision Maker

*“The car is on my name. I got the loan also disbursed in my name. If I have to drive it, it should be as per my requirement.”*



*“Final decision maker was me, The car is mine”*

### Max Participant Score

#### Sentiment

Negative  67.68

#### Emotion

Sadness  0.27    Fear  0.32    Anger  0.28



# 3. Safety First

## Not Only from Accidents

*“If I was stopped by a stranger on the road then I should be able to speak to him without rolling down the windows.”*



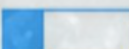
*“There is an added risk of being a woman driver on the road, I would pay for a safety feature for women.”*

Sentiment

Max Participant Score

Positive  36.55

Emotion

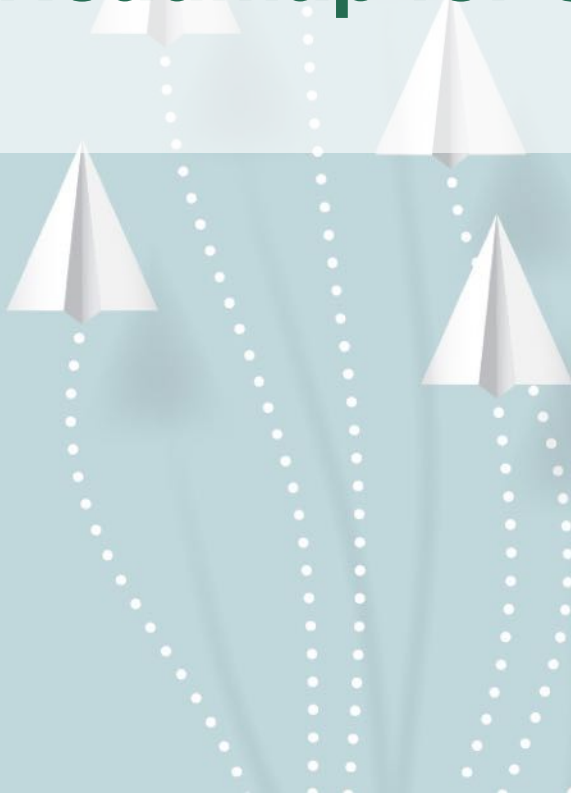
Joy  0.31



**Available Upon Request**



# Insights to Innovative Action Roadmap for Success





# Driving Innovation – Proven D4 Roadmap



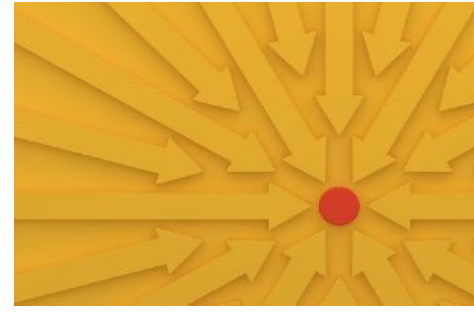
## Define the Opportunity

- **Business Context** - Existing Product/ Brand/ Opportunity for New Product
- Define the **targeted customer segments** (include non-consumers)
- **Obtain Insights**
- Determine **underserved needs**



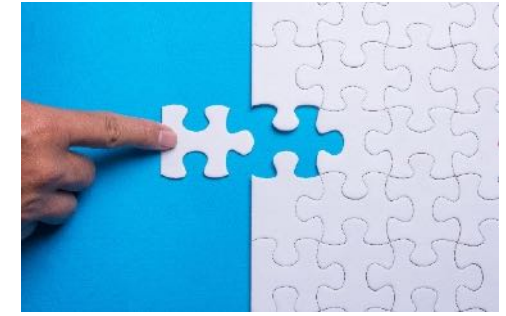
## Discover Ideas

- **Generate ideas** – to provide for the underserved needs of the customers
- Prioritize ideas for solution development



## Develop Solutions

- Develop **solutions concepts** for the prioritized ideas
- Develop prototypes
- Plan for pilots/ testing prototypes

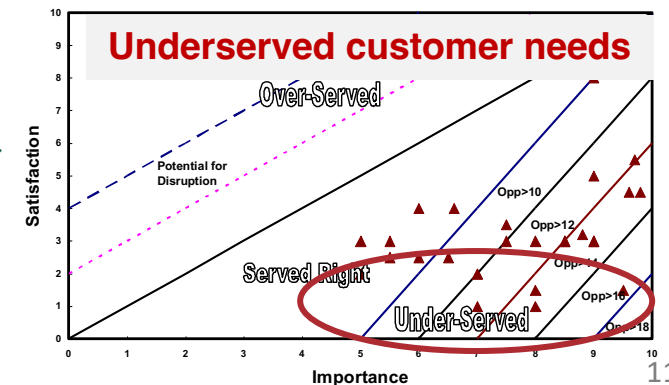


## Demonstrate Success

- **Test the prototypes/ run the pilots**
- **Demonstrate success**
- **Commercialize process**



- List of all persona types (especially at the edges) for obtaining insights – primary, secondary, direct, indirect, lead, average and non-users
- Obtain insights using ethnography techniques



# Inclusive by Design

## Identifying Excluded Segments

- **BMGI generates Deep Insights for determining innovation opportunities and Inclusive Design**

### Users

Address Underserved needs:

- Physical attributes
- Usage environment
- Resources needed
- Gender

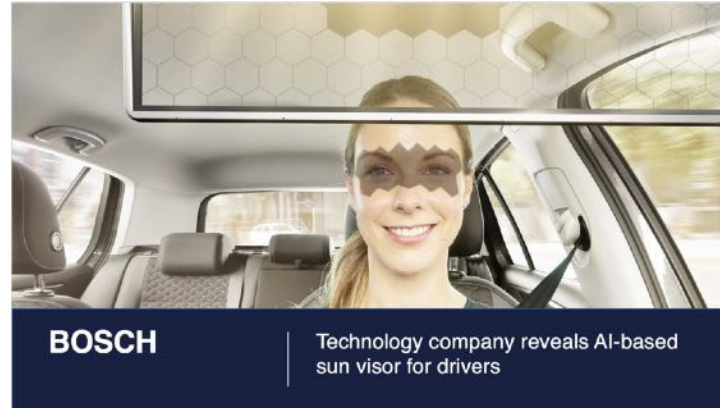
### Non-users

Address Barriers to consumption:

- Complexity
- Reach / Access
- Gender
- Skills/ knowledge
- Differently abled
- Pricing (Frugal Innovation)



# Insights to Action – Some Inspirations



# Insights to Action: **What Next!**

## BMGI can partner with you in multiple ways:

- **Option 1:**
  - Identify other excluded segments
  - Generate insights from targeted segments – **personas at the edges**
- **Option 2:**
  - Generate actionable ideas from the shared insights having current relevance
  - Implement to improve existing products
- **Option 3:**
  - Identify opportunity area(s) which require new solution(s)
  - Leverage the power of **D4**





# Thank You

For any additional information, please contact:

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