

BUSINESS PROJECT

Enterprise partners worked with one of the first Pilates trainers in Pune to refine her customer approach.



CLIENT

Aarti Jhunjunwala

TEAM

Pooja Agrawal
Tarun Mehta
Mrunmayee Padmagirwar

MENTORS

Aditya jhunjunwala
Ankita Parashar

PILATES WITH AARTI

UNDERSTANDING THE USER PERSONA FOR REFINING BRAND COMMUNICATION

ABOUT THE CLIENT

AARTI JHUNJHUNWALA

Aarti Jhunjhunwala has been working in the fitness industry for 20+ years. She started her journey in the fitness arena with her mother when she opened one of the first gyms in Pune by the name BodyTalk in 1994.

Here she started training people, and soon got trained in Pilates from Balanced Body, USA, Matwork Pilates with Micheal King pilates and UK Rehab pilates with APPI (Australian Physiotherapy and Pilates Institute).

Today Aarti runs her personal practise at her home studio and is also affiliated with another Pilates studio in Pune. She actively keeps herself educated about movements in the Pilates industry and how she can further add value to her clients.

She is planning to open an independent studio with a restart to her brand name BodyTalk.

PROJECT DURATION

10

Weeks

3

Team members :
2 partners and 1
business consultant

2

Mentors

150

Hours of work
invested

PROBLEM STATEMENT

2540 people trained by Aarti till August 2022

With a body of work with more than 2000 people she trained over the last two decades, who really is her customer?

With a regular inflow of customers, sales is not a problem for her, however, understanding her customer to position herself differently from the other Pilates trainers in the industry is the challenge we sought to tackle.

Moving from her personal practice with a home Pilates setup, to a full blown studio with her previous gym name "Body Talk", understanding the persona and defining her positioning will help from crafting a business model, to positioning it in the market, to marketing and sales.

SCOPE COVERED IN THE PROJECT

Mapping current business model

Industry and competition research

Perceptual mapping

Identifying user personas

Defining ONE user persona

Communication guideline asset

TOOLS USED



For online interactions



For frameworks application



For brainstorming



For transcription



For visuals exploration

BUSINESS FRAMEWORKS AND TOOLS APPLIED

Customer profile Canvas by Alex Osterwalder

5LM framework

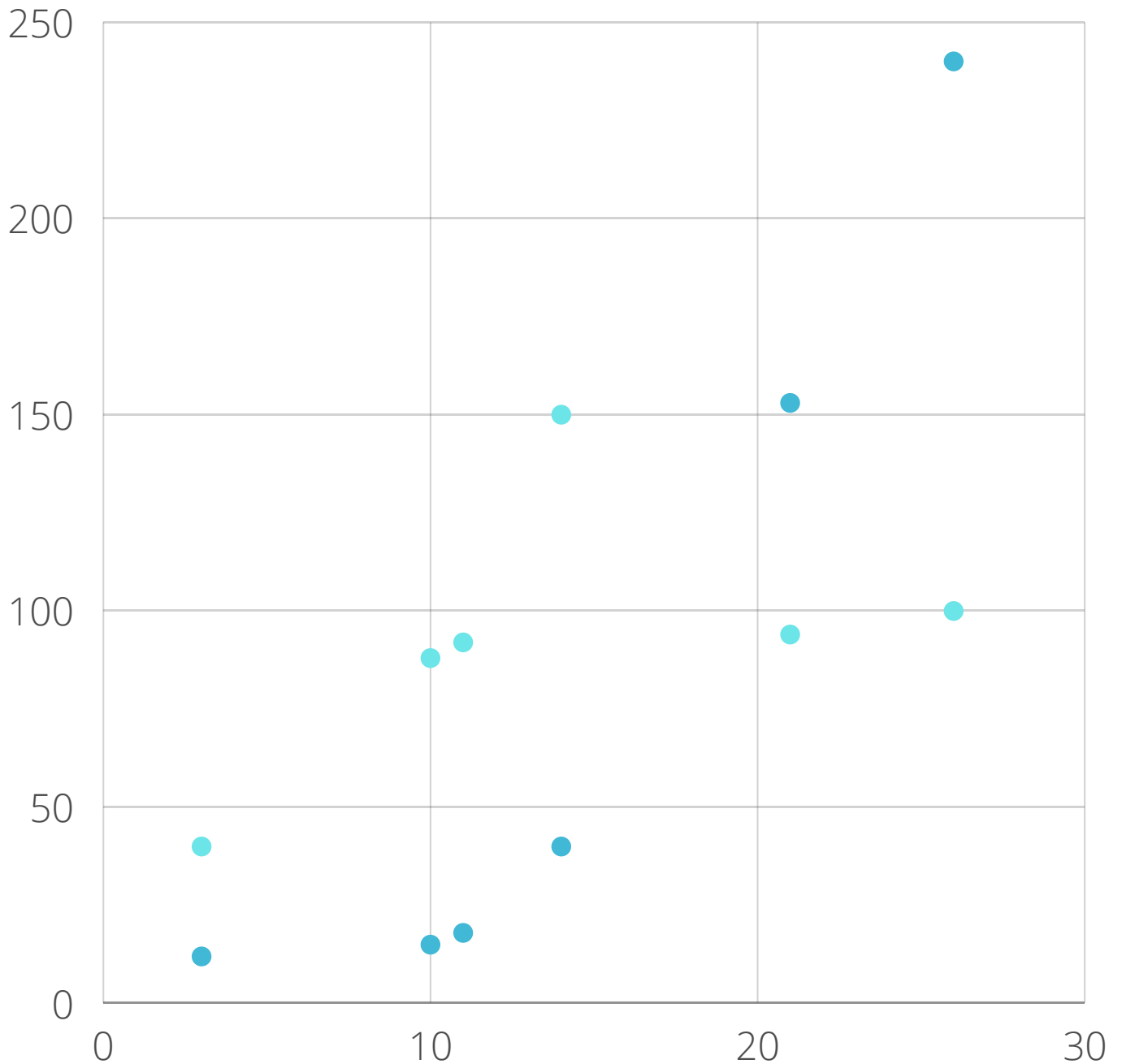
User interviews

Perceptual mapping

Business one pager

INDUSTRY RESEARCH

Analysing current trends in the industry and close competitor business approaches



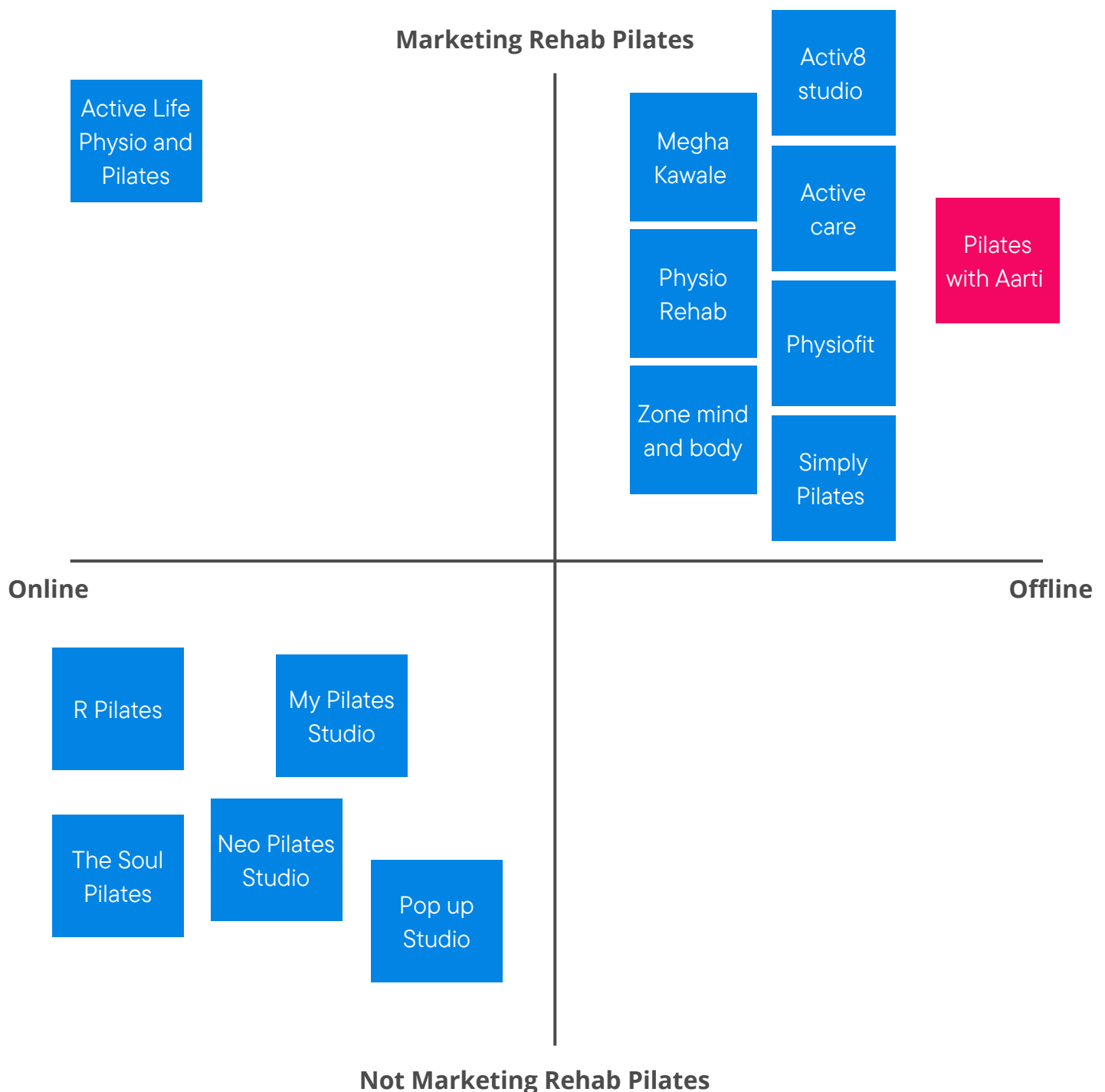
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PERCEPTUAL MAPPING

Application of industry-used business tools helps in analysis of the current situation and position of the brand relative to others in the market.

Based on the Competitor Analysis, we were able to identify attributes thought which we can understand brand placement and what differentiation can be done as against the other players in the market.



TRIBE IDENTIFICATION



Tribal marketing is the process of segmenting audiences based on shared beliefs, affinities and interests, instead of clustering by demographics such as age and gender.

Tribal marketing allows your brand to delve deeper into what matters to your audience, the best ways to target them and help you to craft authentic and sensitive content that will resonate with them.

IF YOUR CUSTOMERS WERE TO BE IN ONE ROOM, WHAT WILL THEY BOND ON?

Finding what interests and common traits do customers bond on, example:



People talking about sustainability

Inferring interests of people



Clustering interests



Sports
enthusiast



Foodie



Faced setbacks

TRIBE IDENTIFICATION FOR PILATES WITH AARTI

To identify a Tribe, we did 3 rounds of intensive workshops with the client. In this workshop, we asked questions based on her 'Past & Potential Customers'.

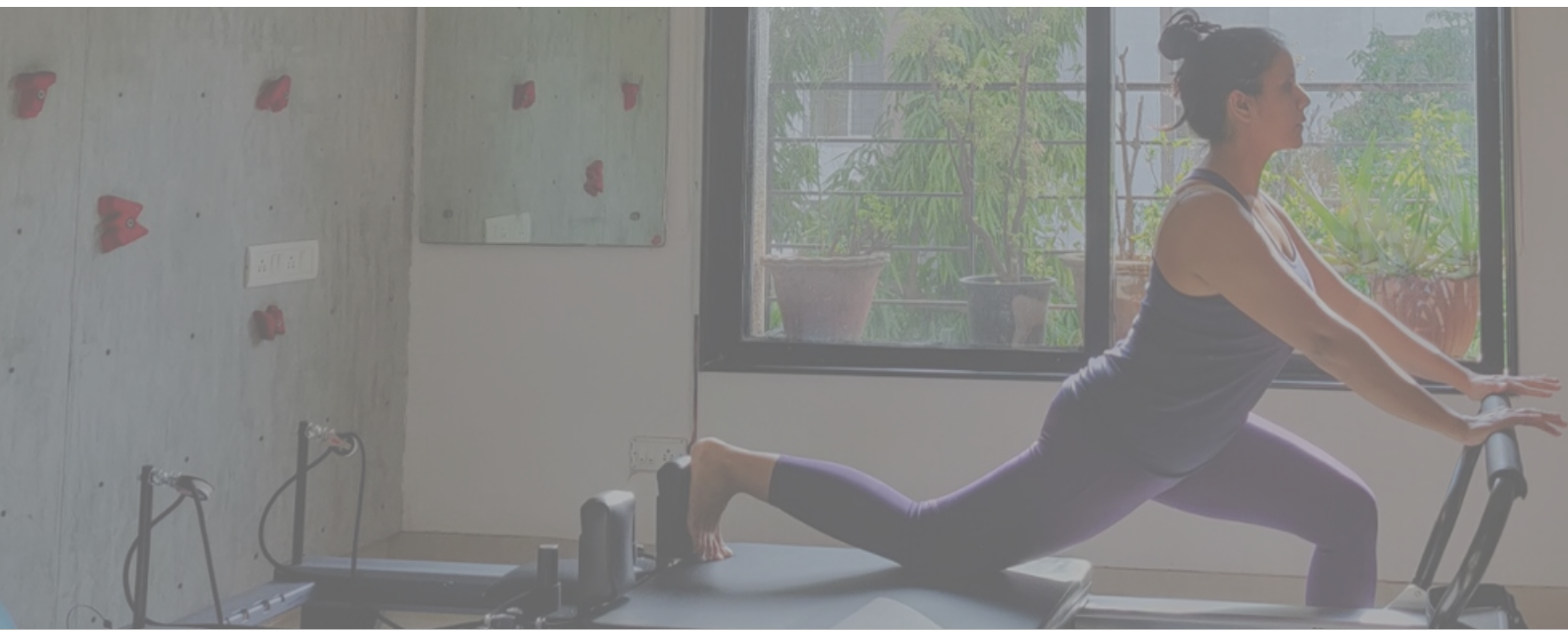
Over a series of workshops we identified some traits and inclinations of these customers and came up with a tribe for Pilates with Aarti.

TRIBE DEFINITION

“

Well-read working mothers in their 40s who suffer from mild to moderate body pain due to lack of physical activity and want to start working out more regularly to keep up with their children and improve their physical confidence.

”

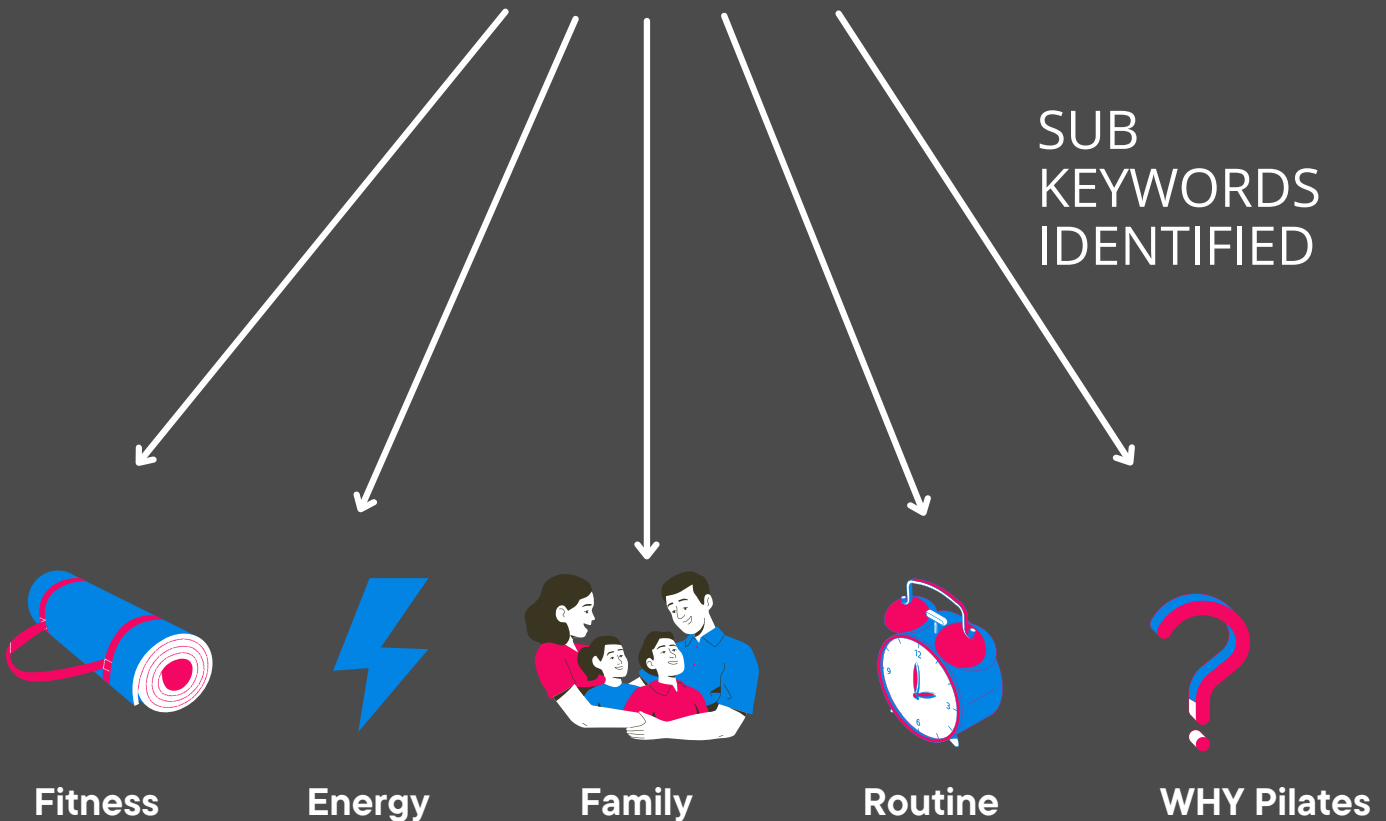


After doing in-depth interviews with her customers, we transcribed the interviews and harvested them. During this process we identified some keywords that will form the base for marketing campaigns and communication assets, using words the customers shared.

MAIN KEYWORD IDENTIFIED

PAIN FREE LIFE

SUB
KEYWORDS
IDENTIFIED



COMMUNICATION RECOMMENDATION TO CLIENT:

- Focus on online and offline messaging of *being pain free with Pilates to have energy to keep up with the kids.*
- Add touchpoints to your current customers beyond the class timings to educate and engage them with pain-free content.
- 1 free workshop monthly for 6 months to reconnect with your BodyTalk community - all past customers you've worked with over the years. Do a workshop and get them one step closer to being pain free every month, but not with the obligation of creating and maintaining a WhatsApp group.



JANHAVI CHAVAN

PERSONA IDENTIFIED

Demographics

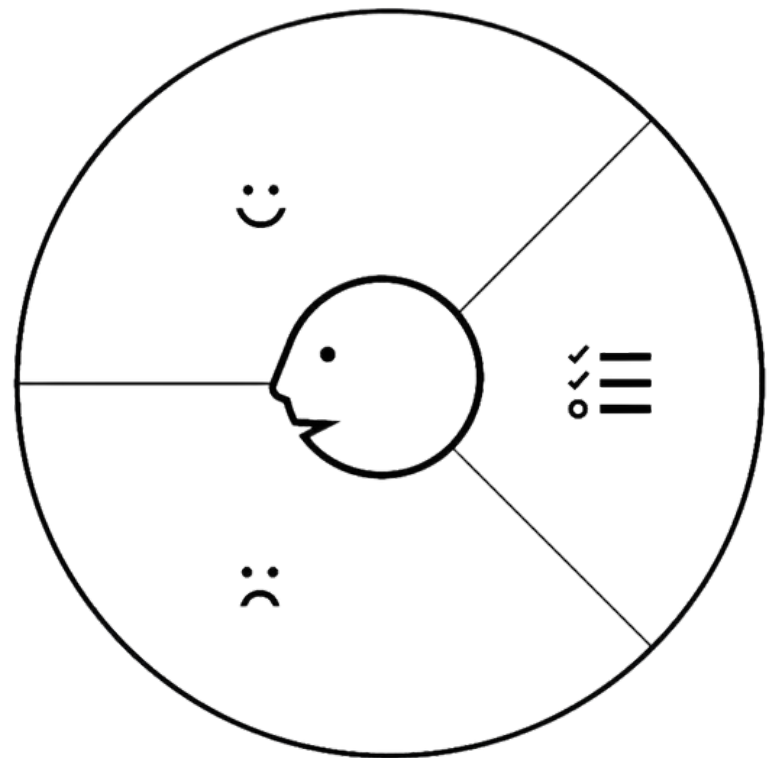
- Pune, Maharashtra
- Married
- 40+
- Teenage kids
- Working lifestyle

Tribe identified

Super Moms – Well-read working mothers in their 40s who suffer from mild to moderate body pain due to lack of physical activity and want to start working out more regularly to keep up with their children and improve their physical confidence.

Pyschographics

- Reads self-help and thriller books like Murakami, Chimamanda
- Puts in 5-6 days of exercise
- Follows news mediums like Al Jazeera, World Economic Forum, WHO
- Stays updated with new series like Squid Games
- Spends 3-4 hours doing extensive fieldwork for her NGO Yug Foundation



1

BRAND IDENTIFICATION

- Brand Tribe
- Brand Persona
- Brand Positioning

2

COMMUNICATION

- Keywords for communication
- Action plan for execution of messaging
- Communication guidelinesheet

INTENTION OF THE BUSINESS PROJECT

At Enterprise the mode of learning is through real-life projects. Enterprise is a one year part time hybrid fellowship program for the youth (18-26) to develop confidence, communication and business acumen to become work and life ready.

HOW IT WORKS

1. The team brings diverse experience across industries and business verticals.
2. The combination of experienced entrepreneurs plus young students brings dynamism and fresh perspectives.
3. The youth bring a millennial-friendly approach to communication and messaging.
4. We bring the best of business tools and frameworks (like Theory of Constraints, Value Proposition Design, User Research, Design Thinking, Keyword Analysis, Newsletter marketing, Digital Funnel setup, etc) at a fraction of the cost of a regular agency or consulting firm. We can do this as our primary objective is to provide a real-life learning opportunity for our students.
5. We always begin with deep user research and strategic thinking before starting any execution.
6. We empower and handhold the clients in the process to be fully capable of running the process on their own upon the completion of the project.

MEET THE DREAM TEAM



MRUNMAYEE PADMAGIRWAR

A 24 year old Gen Z doer who is keen on exploring new things. She's a media professional and mental health advocate with a passion for motivating people. Currently she's pursuing her masters in psychology and working as a project catalyst at Enterprise India Fellowship.



TARUN MEHTA

A 23 year old BCA graduate from Jodhpur who is passionate about sales and wants to actively build an entrepreneurial mindset. He's currently working as a sales catalyst at Enterprise and supports the pre-sales proces.



POOJA AGRAWAL

Pooja is a 21 year old business management student from SP Jain with a passion for writing, At Enterprise she explored her world beyond college and find the comfort of not knowing answers in life. She is currently in Australia working in a consulting firm.

