

## **BUSINESS PROJECT**

Enterprise partners worked with a renowned Ceramic Artist in Pune to refine her customer approach for her “Make and Take” ceramics experience.



### **CLIENT**

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Ruby  
Jhunjunwala

### **TEAM**

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Adwait Rayate  
Ronit Chamadia

### **PROJECT CATALYST**

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Apeksha Rathod

### **MENTORS**

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Aditya jhunjunwala  
Ankita Parashar

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## MAKE & TAKE WITH RUBY JHUNJHUNWALA

UNDERSTANDING THE  
USER PERSONA FOR  
REFINING BRAND  
COMMUNICATION

# ABOUT THE CLIENT

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## RUBY JHUNJHUNWALA

Ruby Jhunjhunwala has been working in the art industry for 40+ years. She started her journey as a ceramic artist after her children were born. She opened her studio in Pune by the name Adipa in 80s.

Here she started manufacturing unique ceramic name boards. Being an artist at heart, she loved creating ceramic murals. She executed her mural in the 90s for Alfa Laval which covered an area of 200sqft.

Today Ruby wants to share her experience & stories with people. She started an experiential program called 'Make & Take' during lockdown - where she invited people to her studio to make bespoke ceramic dinnerware to take back home.

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## PROJECT DURATION

**10**

Weeks

**3**

Team members :  
2 partners and 1  
project catalyst

**2**

Mentors

**150**

Hours of work  
invested

## PROBLEM STATEMENT

**200** hours spent by Ruby at 'Make & Take' till August 2022.

With a body of work with more than 12 people she did 'Make & Take', 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 typical Ceramic Programs in the industry is the challenge we sought to tackle.

**Moving from making ceramic mural to inviting people to her studio for 'Make & Take', 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

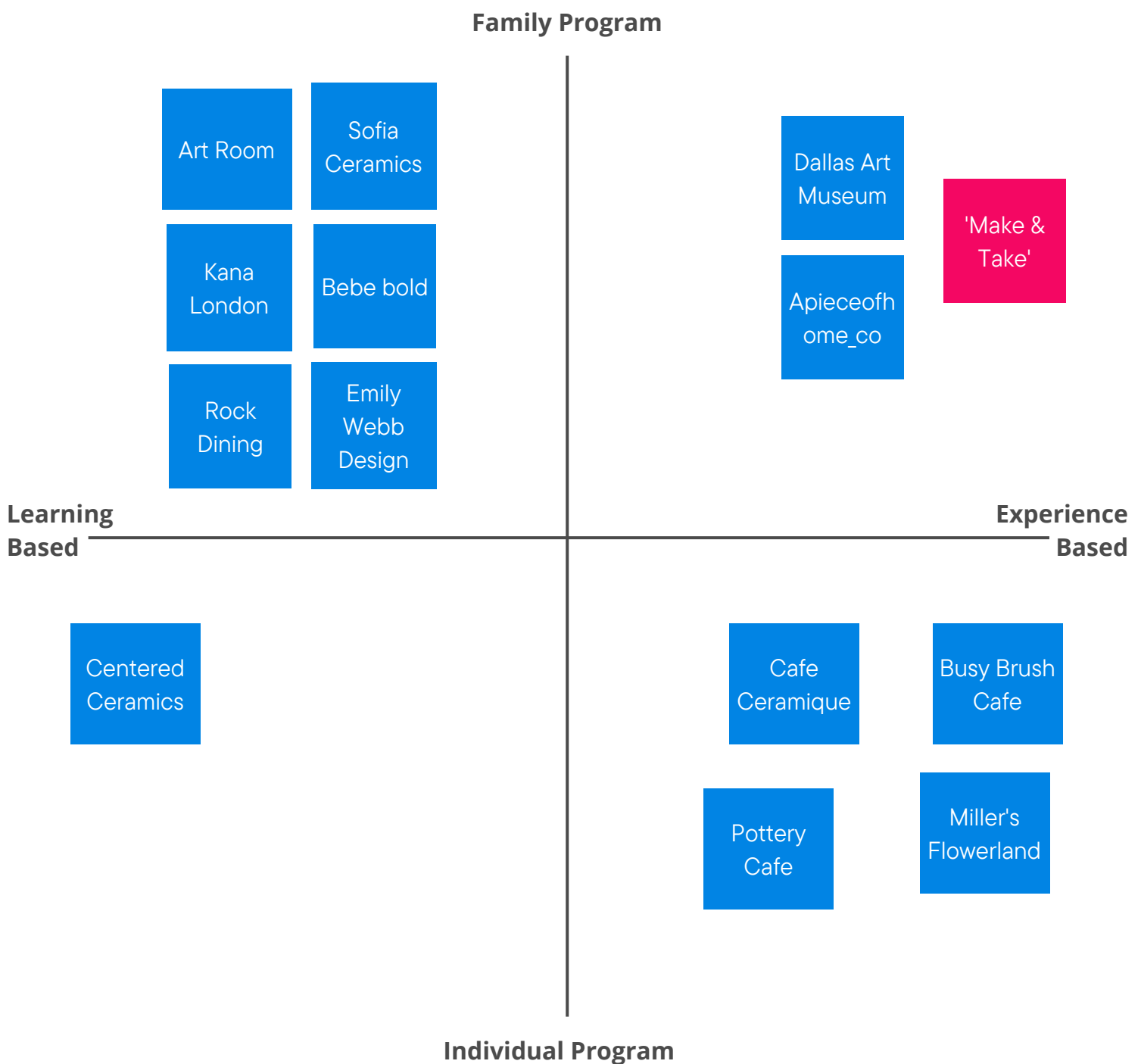
Perceptual mapping

Business one pager

## 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, the Enterprise Team was able to identify attributes which can be used to 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

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## TRIBE IDENTIFICATION FOR 'MAKE & TAKE'

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

Over a series of workshops, some traits and inclinations of these customers and came up with a tribe for 'Make & Take' with Ruby Jhunjunwala.

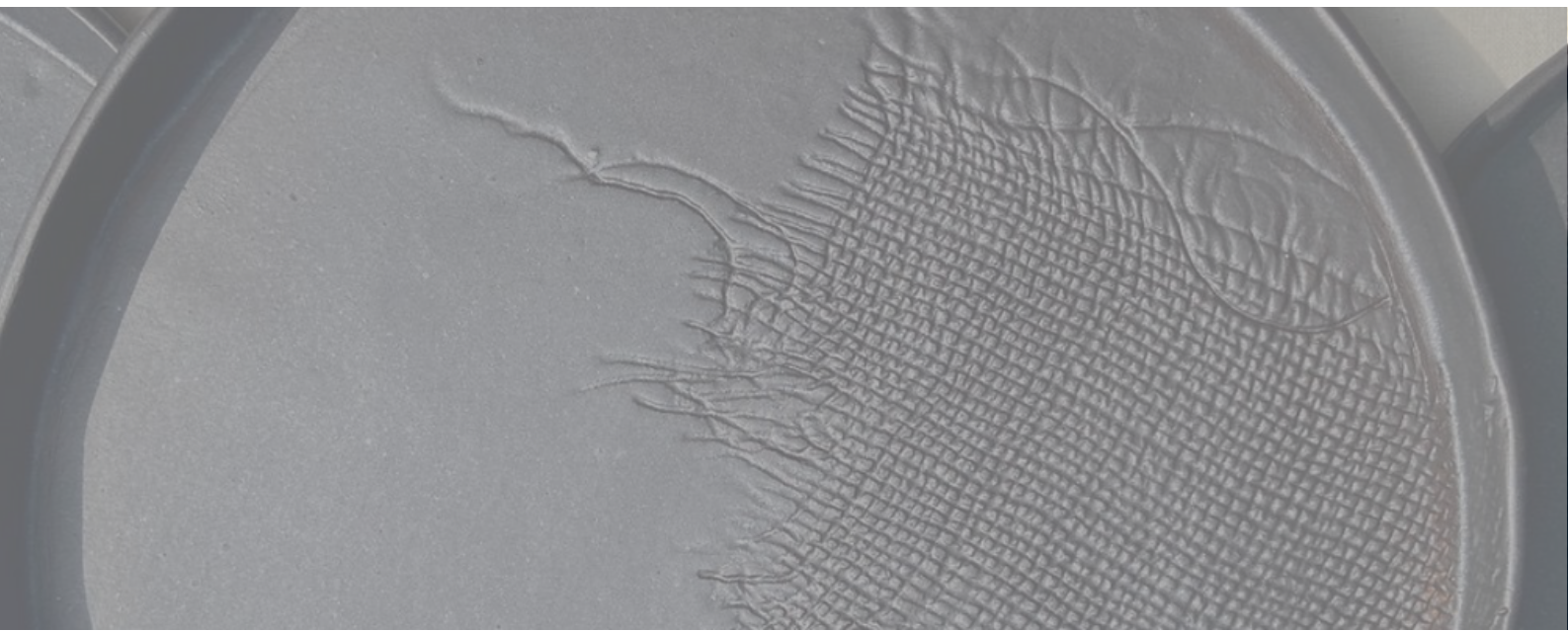
## TRIBE DEFINITION

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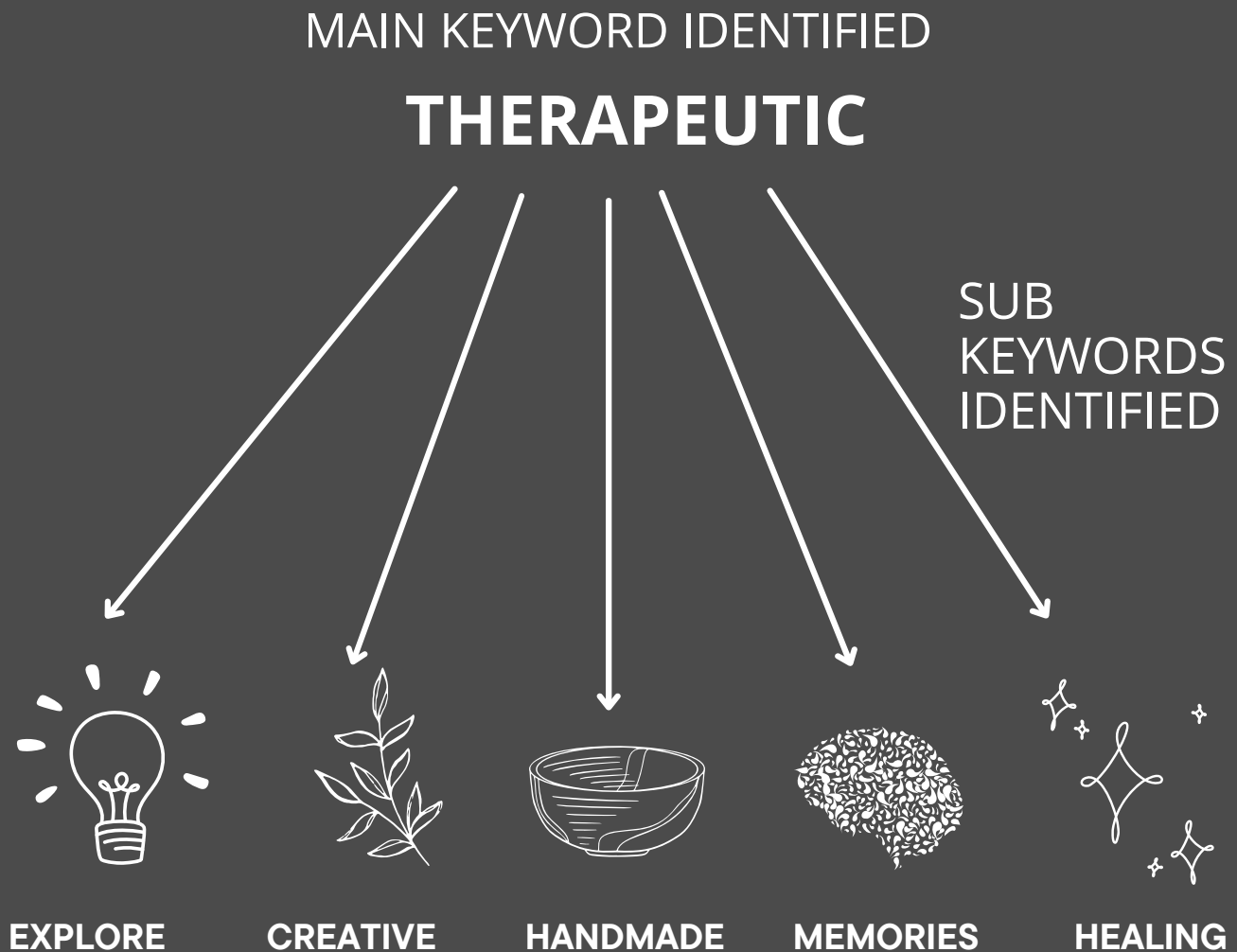
Upper-middle-class people who have had foreign exposure, in the age group of 35-55, are appreciative of handmade creative work.

These are people who have experienced a setback in life & are looking for a healing experience.

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



## COMMUNICATION RECOMMENDATION TO CLIENT:

- Focus on the messaging of *finding your calm & relaxation through clay*.
- Communication for WhatsApp & Facebook should include words like experiential, healing & relax,
- Sample posts, reels & stories for 'Make & Take' were prepared.



# ZIA CHANEY

## PERSONA IDENTIFIED

### Demographics

- Pune, Maharashtra
- Married
- 40+
- Teenage kids
- Breast cancer survivor

### Tribe identified

Upper-middle-class people who have had foreign exposure, in the age group of 35-55, are appreciative of handmade creative work.

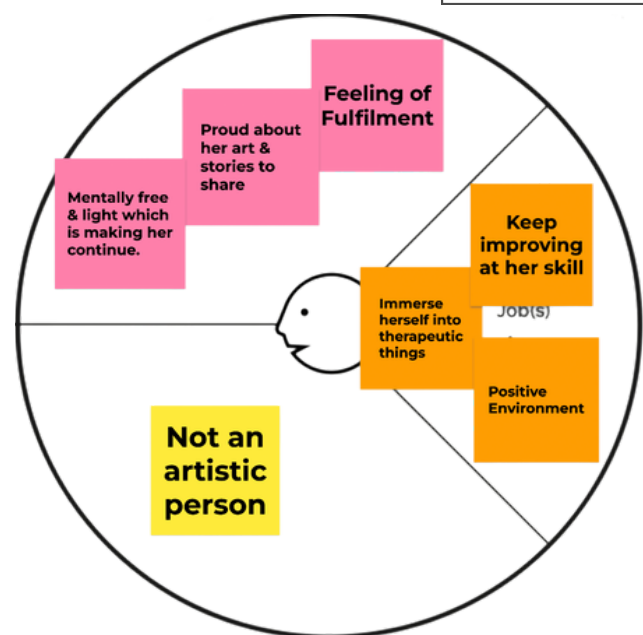
These are people who have experienced a setback in life & are looking for a healing experience.

### Psychographics

- Practises pottery regularly to get better at it.
- Dedicated marathon runner.
- Loves to keep herself busy through various activities.

### GAINS

### NEEDS



### PAINS



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



### **APEKSHA RATHOD**

A 24 year old doer who is keen on exploring new things. She likes getting things done & is passionate about Excel Sheets. Currently she's working as a project catalyst at Enterprise India Fellowship.



### **ADWAIT RAYATE**

A 17 year old student studying in 12th. Extremely passionate about the stock market and investments. Currently, preparing his college applications for his undergrad.



### **RONIT CHAMADIA**

A 21 yr old BBA graduate from MIT University currently working at Svaa Life as a Business Development Executive. He is passionate about traveling and all things sweet.