Project Name – The SCA Consumer Challenge

Overview
For this project, SCA has asked the team to create an effective and innovative way to recruit, educate and retain consumers specifically to the baby brand Libero targeting millennial parents.

Objectives
The team intends to raise brand trust for the Libero Baby Diaper company in Russia by devising a marketing strategy targeted towards millennials. A mobile application was chosen to reach this goal.

Approach
- Our original customer needs were gathered during a skype call with our sponsor
- We discussed the performance of the Libero brand in different countries and decided on where to target
- Once we decided to target Russia, we brainstormed how to increase Libero’s market share
- Multiple ideas were brought up but it was ultimately decided that an application would be best
- More brainstorming was done on what features to include in the application
- Competitive analysis of other successful apps already on the market helped us decide what features to include
- Our prototype was created in proto.io to model the features of the app
- proto.io allows for testing of the functionality of the app
- In order to test the app, a working version was pulled up on a phone and we let students use it and give feedback
- One of the other main deliverables for the sponsor was a video to showcase our app
- The video contains a walkthrough of the features as well as reviews by Penn State students

Outcomes
- Our final application prototype shows the intended functionality that a real application would possess
- The prototype shows what features the Russian millennials will appreciate
- The app will ultimately help Libero with both brand recognition and trust with the Russian market which will then increase their market share in Russia
- The video that we made was entered into an international competition where it will be judged against other university teams across the globe
- The sponsor will save $10000~20000 as a result of this project
- The project reduced the design process time by 224 hours