RESEARCH
Insights from the target publics
Sacred Spaces
Connection
Broken Communication
Users worry email is not secure enough
Users were unsure of how to start the conversation
Users were interested in having more than 6 Soothers
Some users were interested in advice from strangers
They didn't want to pay for experts
OTHER INSIGHTS

- More response types
- Unsure of frequency of use
- LGBT market potential
- Media Kit needed
Part 1
AUDIENCE SEGMENTS
SEGMENTS WE CHOSE

- Brides and Bridesmaids
- UT Rush (Sororities)
- HR Managers & Work Teams
- Party on The Plaza (Student Groups)
- SXSW and ACL
Part 2

AWARENESS & GROWTH PLAN
SUMMER RAMP UP
BRIDES AND BRIDESMAIDS
Austin Bridal Extravaganza - June 15
UT RUSH
Sorority Rush, Mid-August
STUDENT GROUPS

Party on the Plaza - Late August
FULL SWING SPRING
SXSW & ACL
General Audiences
Part 3

DIGITAL MARKETING STRATEGY
BUILDING BUZZ
Bloggers, The SoothSpace, Digi Radio
IMPROVING UX
Native App, Email Invite, Sample Questions, Paid Account
MEDIA FLOWCHART & BUDGET

dolla dolla bills, y'all
OTHER RECOMMENDATIONS

based on our insights
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