

New Product Launch Example

First Impression on The Design of XXXX

Too Big

- The first impression of Sonata is too big for all moms

“好大，感觉现在在用的单边主机要大一倍” —Brand switcher mom

Premium

- Led screen and intelligent buttons bring the feeling of premium and design

“感觉很高端，很有设计感，你看有液晶屏，还有这么多按钮” —Brand switcher mom

High-Tech

- Touchable screen and circle shaped show the high-tech design idea

“很前卫的，不像这个就很丑的那种，对比过以后，就感觉这个好丑，像一个包子一样，像一个馒头，这个像一个球一样，比较有科技感，圆形的，这个就好丑” —IHV Yang



Expectation and Concerns Before Usage

Expectation

More comfortable

- Less pain, don't pull nipples and protect breasts

Quiet

- Smaller noise than current pumps

Fully empty breast

- Solve milk duct and increase milk production

High-tech functions

- The modern and fashionable look makes moms to expect intelligent functions



Concern

Too big to portable

- It's only convenient to use at home