

**DEVELOPMENT OF INNOVATIVE PRODUCT OR UNIQUE
SERVICE PROPOSITION**

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Task 1: Project plan

Introduction

The purpose of the report is to be develop the idea of a unique service that is dedicated to the customers of University of Wales Trinity Saint David by connecting the staffs, students and knowledge centers through the INSPIRE program. The unique service that is to be detailed in the assignment would include the creation of a common online chatting platform that would enable the potential participants of the INSPIRE program to attend the meetings through the online platform. The assignment include a detail about the innovativeness and uniqueness of the service, along with the marketing processes and the privacy and data protection processes to be complied with.

Innovative product or service

What is the product?

Sareen and Pandey (2022) defines an innovative product or service to be a proposed product or service that is created that is new, unique and different from others. The use of design thinking of optimized to develop and promote the product to address the needs of the stakeholders (Figueiredo *et al.*, 2020). The innovative product that will be sold to the staffs, students and knowledge centers associated with University of Wales Trinity Saint David would include a unique online chatting platform that would connect the participants, especially those that fail to attend the meetings on time and lag behind on the agenda (inspire.uwtsd.ac.uk, 2024). Further, through this chatting platform, the staffs, students and knowledge centers associated with University of Wales Trinity Saint David would be able to connect with the meeting supervisors and presenters to have a clear idea about the content and even share their feedback with them.

What is the value proposition?

The value proposition of the service is developed by using the Design Thinking approach. Design Thinking refers to an approach that understands the needs of the users, by ideating the potential solutions and testing the service before its actual launch. This model helps the creation of the most suitable innovative product or service so that it is able to meet the requirements of the potential customers.

What is innovation and its processes?

Additionally, this online chatting platform would be a round-the-clock service and every potential staffs, students and knowledge centers associated with University of Wales Trinity Saint David would have the leverage to get connected with the INSPIRE program by getting in contact with the concerned person or even leaving their queries on the platform.

The potential customers for the new proposed service would be the staffs, students and knowledge centers associated with University of Wales Trinity Saint David (inspire.uwtsd.ac.uk, 2024). The customers are potentially associated with the INSPIRE program and are unable to attend the meetings on time. Through the use of this online chatting program, the staffs, students and knowledge centers associated with University of Wales Trinity Saint David would be able to connect with the supervisors and the other participants that have failed to attend the meetings on the specified times.

The unique service of using the online chatting platform would be sold through social media sites and would be associated with the INSPIRE program details. A detailed note about the features, services and offerings of the new service would be shared along with the INSPIRE program to ensure that it reaches out to the potential staffs, students and knowledge centers associated with University of Wales Trinity Saint David.

Customers use data to support

The customers would use the data shared via the online chatting platform to make informed decisions. Through the online chatting platform, the students, and staffs of University of Wales Trinity Saint David would have the leverage to stay connected with each other and even respond at varied points of time.

The new venture is associated with the INSPIRE of the University of Wales Trinity Saint David. No different name is to be suggested for the overall venture, however, there would be a different name for the chatting platform (inspire.uwtsd.ac.uk, 2024). The proposed name would be Witty Wizard.

Sustaining an innovative business proposition is a challenging task. Taques *et al.*, (2021) states that in order to sustain the uniqueness of an innovative business solution, it is important to consider some of the key factors. The project team of Witty Wizard would motivate the staffs, students and knowledge centers associated with University of Wales Trinity Saint David to have a clear idea about the new service and the uniqueness of the same (inspire.uwtsd.ac.uk, 2024). The new chatting platform would also encourage the project team members to share their views about the new platform and accordingly participate in the same.

There are competitors for Witty Wizard in this area. With many universities operating in this area, most of the administrative sections of these universities have engaged in using the online chatting platform to connect with students, administrators and the educators. Online platforms like Unibuddy and the Swansea online chatting platform are some of the competitors for Witty Wizard (Gustafsson, Snyder and Witell, 2020). Considering the level of competition, Witty Wizard would be differentiated by making its services unique in the sense that it would be a round-the-clock service and would be user-friendly to ensure that the participants are able to connect at any point of time. Further, the hotline number would also be available to the participants wherein just by sending a text, the entire details of the meeting agenda would be shared with the participants that have failed to attend the meetings.

E-commerce platform

Advantages

By using the ecommerce platform, the project team of Witty Wizard would be able to ensure that the reach is wider. Using the ecommerce site would enable the project team of Witty Wizard to cater to a larger audience base along with providing convenience to the potential stakeholders and customers. It also acts a cost-effective method, wherein the project team would be able to adhere to the needs of the larger audience base and ensure that their wishes and demands are being fulfilled.

How the content is created?

The content is created by writing down the details of the service to be offered to the stakeholders and the customers. The content would be shared on the social media

platform by engaging with the audience and ensure that there is more visibility and link with the audience. The written would be substantiated with posts, videos and links to be used by the customers.

How the product is described?

The proposed ecommerce platform that would set up to support the new online chatting service Witty Wizard would be prepared using SaaS. It would be made available on the Facebook site and the links would be disseminated to the potential customers so that they can click on the links.

What payment system?

The content of the website would necessarily include the idea of allowing the stakeholders of University of Wales Trinity Saint David to connect and interact with each other using the online platform. There would be free access to the online chatting platform, unless the stakeholders' authentication is checked. Every stakeholder would have the access to use the platform yet there should be an authentication process that needs to be complied with to lead to better use and understanding of the service. There would not be any form of paid subscription to support the service usage for the customers.

A proposed image of the website would be like the below:



Marketing

Marketing promotions

Use of 4Ps

The marketing mix method is being used to determine the potential ways of promoting the product or service. The four factors include the below:

Product: the innovative product that is to be offered to the customers would include the online chatting platform for the students, staffs and knowledge centers. The product is specifically created to cater to the interactive needs of the customers of University of Wales Trinity Saint David during the odd hours.

Place: the product would be offered through the online platform that is associated with the INSPIRE program by University of Wales Trinity Saint David.

Price: the price of the product would apply the value-based approach. Using the value-based approach, the stakeholders of Witty Wizard would be able to realise its significance and usefulness.

Promotion: the promotion of the innovative product would be done using the social media platform, especially the Facebook site. Use of subscriptions and links would be used by the customers to visit the pages.

Product or service promotion is crucial to the success of the new venture. A product or service promotion serves as a strategy that aims at enhancing the awareness of the customers, by generating a unique level of interest along with stimulating the demand for the concerned product or service. The promotion of the newly proposed service of Witty Wizard would be done using the social media platform as it is perhaps one of the most popular channels that is acceptable to the common people.

The target customers for this new service would be the staffs, students and knowledge centers of University of Wales Trinity Saint David associated with the INSPIRE program. Tajeddini, Martin and Altinay (2020) defines the target customers to be the specific set of people that are marked as the potential customers for the product or the service. Considering the association of the staffs, students and knowledge centers of

University of Wales Trinity Saint David to be associated with the INSPIRE program, this new chatting platform is specifically dedicated to the requirements of the other staffs and students that are unable to attend the meetings somehow and require an update on the same. A potential segmentation process is being applied to identify the specific target market and ensure that the service is provided to the right segment of the people (Santos, 2020).

Geographic	Demographic	Behavioural	Psychographic
Shall cater to all the locations within United Kingdom using the online platform and those that are connected with the INSPIRE program	Both male and female staffs, students and knowledge centers of University of Wales Trinity Saint David associated with the INSPIRE program	The customers are knowledgeable people and are willingly associated with the INPSIRE program. They wish to be a part of the meetings that are held by the program and wants to be a part of the sustainability and innovation program.	The potential customers are learned and have a clear vision about their will and wishes. They wish to be a part of the social reformation system and believes in innovation and sustainability to ensure that they are able to contribute to the betterment of the society.

Table 1: Customer segmentation

(Source: self-developed)

Why this ad platform?

Social media is one of the most influential applications that creates a larger audience base at present. Sjödin *et al.*, (2020) considers social media marketing to be one of the most unique approaches that would lead to enhancement in brand awareness along with engaging greater enhancement with the customers. Considering the launch and popularisation of the Social Media marketing practices, the use of Facebook would be used to market the new chatting platform, Witty Wizard. It would enable the project team to utilise the Facebook platform to ensure that the stakeholders can be connected with each other.

Customer Journey refers to the process that define the different and diverse stages expressing the stages of the customer's decision to make a purchase after identifying the product (Hanaysha *et al.*, 2024). The process of customer journey is characterised by five unique stages, wherein the uniqueness of the service is recognised (Chen, Walker and Sawhney, 2020). Email marketing is a process that wherein the customers would be reached out using the email approach. According to Harif, Nawaz and Hameed (2022), email marketing is considered as the process of direct marketing practice, wherein promoting any unique product and service would be passed out to the customers so that potential customers from all across the global locations to get connected through one platform.

Taking into consideration, the chatting platform, Witty Wizard, it needs to be stated that the pre-launch promotion of the new service would be done through the email marketing process. Using the email marketing process, the administrators of Witty Wizard would be able to promote better connection with the target customers by sending emails and intimating them with the uniqueness with the services (inspire.uwtsd.ac.uk, 2024). The pre-launch program would mean better sharing of the information regarding the services of Witty Wizard, wherein the stakeholders would be able to stay connected with each other and sign the informed consent forms sent through the emails.

Privacy and Data protection

Use data protection

PSI payment security

Apart from complying with the Data Protection Act 2018, the Privacy and Electronic Communication Regulations (PECR) 2003 and the General Data Protection Regulation (GDPR) acts, it is also necessary for the innovative service to abide by the PSI security regulations. By complying with the PSI security regulations, it would enable the project team of Witty Wizard to offer the highest level of security to the service by integrating the same with strong passwords, encryptions, firewalls and SSL connections. It would enable the project team to find the best of the practices in up keeping the security levels and complying with the safety measures for Witty Wizard.

Some of the other acts that needs to be considered by the administrators of University of Wales Trinity Saint David associated with INSPIRE program would include complying with the regulations of the Privacy and Electronic Communication Regulations (PECR) 2003. According to the Privacy and Electronic Communication Regulations (PECR) 2003, it would enable the administrators of the University to participate in the need for signing the consent form before using the platform along with providing the opportunity to opt out of the marketing communications (Vargo, Akaka and Wieland, 2020). It would enable the University administrator to ensure that the need to comply with the Privacy and Electronic Communication Regulations (PECR) 2003 would be based on the fundamentals of catering to the requirements of meeting up with the objectives of the newly proposed service platform.

It would also enable the students and staffs of University of Wales Trinity Saint David to demarcate the need to take up the fundamentals of identifying the possibilities of communicating with the stakeholders to abide by the regulations and the principles. Further, it needs to be stated that the security and importance of protecting the unique service platform for the students and staffs of University of Wales Trinity Saint David would be based on the aspects of meeting the needs to secure enable the cloud provider to have access to the platform.

Conclusion

Concluding the above findings, the assignment shares comprehensive details about the proposed online chatting platform that would connect the potential customers of University of Wales Trinity Saint David for attending the INSPIRE meetings. The study has also found that the product is unique as it is developed using the Design Thinking

process and ensure that it is tailored to meet the requirements of the customers. Further, the assignment would also depicts the use of social media marketing sites to promote the same. Compliance with the Data Protection Act 2018 along with protecting the confidentiality of the online platform.

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Task 2: Individual Presentation

Slide 1: Introduction



In the aspect of evaluating the importance of creativity and innovation, the presentation will focus on the development of unique products and services. Based on this, an advantage of technological advancement will be analysed concerning the development of an online chatting platform for the customers of the University of Wales Trinity Saint David such as staff, students and knowledge centres.

Slide 2: Market gap or problem

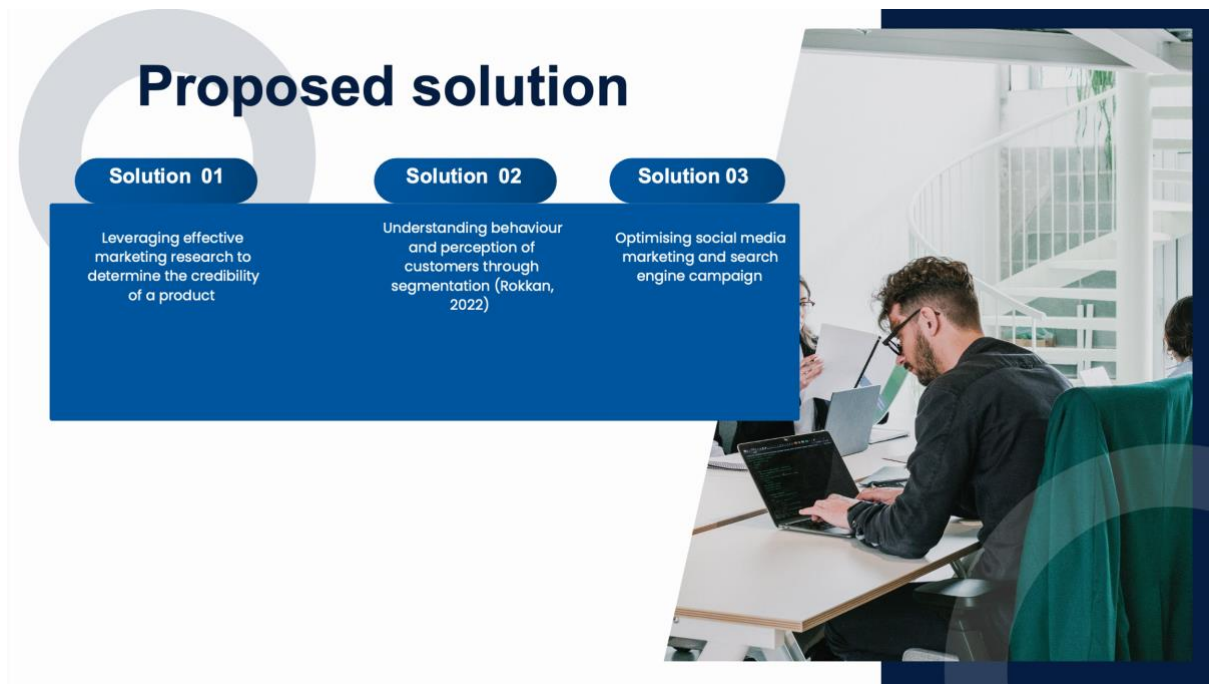
Market gap or problem

- Market gap infers the disparities between customer needs and wants (Vidor et al., 2023)
- Failure to enhance meaningful promotional chat message
- Sustenance of expected competitive edge in terms of selling online chatting platform



The development process of an online chatting platform can witness potential gaps and problems across the target market in terms of selling and usage of products. Since the market gap reflects disparities between customer needs and wants, the unique service pertaining to development of a common online chatting platform is likely to witness concerns with the failure to include meaningful content that will generate awareness among target customers in relevance to usage of the product. Further, this also determines the lack of efficacy in securing a credible competitive edge within the target market. This is also pivotal as the product can determine the inability to gain the attention of target customers such as staff, students and knowledge centres associated with the University of Wales Trinity Saint David.

Slide 3: Proposed solution



In terms of addressing potential market gaps, the developers of online chatting platforms can focus on effective solutions to gain a competitive base. This can be done by effectively penetrating aspects and components of the market by means of marketing research. This is vital in strengthening the awareness of the product across target customers, thereby meeting their core requirements. Further, the healthy development of online chatting platforms infers addressing market gaps by strengthening the utilisation of meaningful campaigns with the inclusion of social media and search engine optimisation tools.

Slide 4: Highlights of market and competitive analysis

Highlights of market and competitive analysis

- Presence of similar and potential products with the same features (Kordestani and Mohammadi, 2019)
- Highly acquired attention of students, administrators and educators
- The development of online chatting platforms reflects intense competition

The target market pertaining to development and creation of innovative products highlights the presence of intense competition that emphasises selling similar and potential products with the same features. This also highlights that across the target market competitors have acquired attention of a potential customer base which includes students, administrators and educators. Based on this, it can be identified that the development of online chatting platforms is likely to face threats of competition and rivalry.

Slide 5: Highlights of market and competitive analysis (Cont...)

Highlights of market and competitive analysis (Cont...)

- Core competitors are Unibuddy and the Swansea online chatting platform
- Competitors have captured a potential market base
- Unibuddy is highly popular among student and educator groups (Unibuddy, 2024)



The potential competitors concerning the development of online chatting platforms infer online chatting platforms such as Unibuddy and Swansea. The presence of such platforms is likely to pose a competitive rivalry for the developers of new online chatting platforms. Since the competitors have a secure credible market base, sustaining desirable positions can be highly challenging for new online chatting platforms. In this aspect, it has also been investigated that Unibuddy pertains to be highly popular among student and educator groups and is widely used as it effectively fulfils requirements of users.

Slide 6: Summary business concept and model

Summary business concept and model

- The name of new online chatting platform is Witty Wizard
- It will sustain the deployment of innovative processes and approaches
- The product will be developed using SaaS



The new online chatting platform will be promoted under the patient name of Witty Wizard. The business concept of this product will encourage the usage of innovative process and advancements. Based on this, developers of Witty Wizard will leverage the deployment of crucial and unique advancements. In addition, the product will be developed using a cloud computing model such as SaaS, that will help in effective management and operation of the platform.

Slide 7: Summary business concept and model (Cont...)

Summary business concept and model (Cont...)

- The marketing tactics will focus on the Design Thinking approach and social media promotion
- Developers will identify target customers in relevance to behaviour and interest
- Majorly focus on the potential segmentation process



The business model of Witty Wizard will also encompass effective usage of promotional tools and processes. Mashed on this, the development team of new online chatting platform will make use of the Design Thinking approach and social media platforms to generate awareness of Witty Wizard across the potential customer base. This also illustrates the identification of the target customer base to determine their behaviour, interests and intentions in terms of using Witty Wizard. The business model of Witty Wizard will further leverage identification of the customer base by utilising segmentation process.

Slide 8: Competition and Differentiation strategy

COMPETITION AND DIFFERENTIATION STRATEGY

- A competitive differentiation strategy is crucial in setting distinct functionality (Widuri and Sutanto, 2019)
- Witty Wizard highlights the usage of new innovations and advancements
- Integration of SaaS cloud computing model

The competitive differentiation strategy of Witty Wizard will emphasise on development of a product that offers distinct services and functionality. Based on this, the new online chapping platform will make use of new innovations and advancements such as the SaaS cloud computing model. This will help developers of Witty Wizard to enhance accessibility and scalability for users.

Slide 9: Competition and Differentiation strategy (Cont...)

Competition and Differentiation strategy (Cont...)

- Upgraded feature and adds free messenger
- End-to-end encryption to main security and privacy of users
- Presence of round-the-clock and user-friendly experience



The product differentiation strategy for Witty Wizard will also emphasise on development of a chatting platform that frequently offers upgraded features and adds free messenger. In terms of safeguarding the security and privacy of users, the platform will boost end-to-end encryption measures, in addition, it can be accessed round-the-clock with a greater user-friendly experience.

Slide 10: Marketing Strategy

Marketing Strategy

- Marketing strategy is crucial to understanding needs and requirements of customers (Sari and Gultom, 2020)
- Developers of Witty Wizard will penetrate social media marketing tools, email marketing and customer journey
- The target customers will include staff, students and knowledge centres



The wider accessibility of Witty Wizard determines importance of an effective marketing strategy. Based on this, developers will focus on social media ad platforms, email marketing and customer journeys. Awareness of the product across potential users such as staff, students and knowledge centres will be done through social media tools.

Slide 11: 4Ps of marketing strategy



4Ps of marketing strategy

- It is essential to gain a sustainable competitive edge (Moreno - Gómez et al., 2023)
- The developers of Witty Wizard will use the 4Ps of marketing strategy
- Long-term development and growth of Witty Wizard

Based on the 4Ps of marketing strategy, Witty Wizard will be able to gain a sustainable competitive edge across the target market. The online chatting platform will also enhance and improve relationships with users by using the 4Ps of marketing strategy based on which aspects of product, price place and promotion will be covered. Moreover, concerning the engagement of target customers such as staff, students and knowledge centres of the University of Wales Trinity Saint David associated with the INSPIRE program, this marketing strategy will help in the promotion of products across popular channels.

Slide 12: Privacy and Data protection

Privacy and Data protection

- Essential to align with guidelines for privacy and security (Hildebrandt, 2020)
- Developers of Witty Wizard will focus on PSI payment security guidelines and parameters
- Fraud and criminal threats will be mitigated

The holistic development of Witty Wizard will align and adhere to parameters and statutory guidelines concerning PSI payment security. Essential guidelines will be aligned to address chances of fraud and criminal threats not only in the developing process but also considering users accessibility.

Slide 13: Privacy and Data protection (Cont...)

Privacy and Data protection (Cont...)

- General Data Protection Regulation (GDPR) Data Protection Act 2018 (GOV.UK, 2018)
- Privacy and Electronic Communication Regulations (PECR) 2003 (UK Government, 2019)
- Witty Wizard ensures the protection of safety and integrity

The administrators of University of Wales Trinity Saint David associated with INSPIRE program will comply with guidelines to ensure safety and integrity. Based on this, guidelines of the General Data Protection Regulation Data Protection Act 2018 and Privacy and Electronic Communication Regulations 2003 will be adhered concerning to the development of Witty Wizard.

Slide 14: Future benefit of assignment

Future benefit of assignment



- Feasible to identify the importance of innovation and creativity
- Acknowledge innovation process and the development of the business
- Crucial to determine relevant parameters, approaches and processes concerning development of a product or service



The assignment is crucial in understanding the importance of innovation and creativity. In the context of the development of a product or service, it will help to focus on relevant parameters, approaches and processes, including marketing strategies.

Slide 15: Conclusion

Conclusion

- It has effectively elaborated online chatting platform
- Effective marketing tools and marketing strategies have been emphasised
- Innovation and technology are essential in the development of new products or services



The pitch pertaining to the development of a new online chatting platform has focussed on marketing tools and marketing strategies. Based on this, advancements and technologies, in addition to marketing strategies has been elaborated.

Slide 16: References

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DEVELOPMENT OF INNOVATIVE PRODUCT OR UNIQUE SERVICE PROPOSITION

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Introduction

- The presentation will analyse the importance of innovation and creativity
- Develop a unique service to create an impact on society
- Concerned with the development of a common online chatting platform

Market gap or problem

- Market gap infers the disparities between customer needs and wants (Vidor et al., 2023)
- Failure to enhance meaningful promotional chat message
- Sustenance of expected competitive edge in terms of selling online chatting platform



Proposed solution

Solution 01

Leveraging effective marketing research to determine the credibility of a product

Solution 02

Understanding behaviour and perception of customers through segmentation (Rokkan, 2022)

Solution 03

Optimising social media marketing and search engine campaign



Highlights of market and competitive analysis

- Presence of similar and potential products with the same features (Kordestani and Mohammadi, 2019)
- Highly acquired attention of students, administrators and educators
- The development of online chatting platforms reflects intense competition

Highlights of market and competitive analysis (Cont...)

- Core competitors are Unibuddy and the Swansea online chatting platform
- Competitors have captured a potential market base
- Unibuddy is highly popular among student and educator groups (Unibuddy, 2024)



Summary business concept and model

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- The product will be developed using SaaS



Summary business concept and model (Cont...)

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- Integration of SaaS cloud computing model

Competition and Differentiation strategy (Cont...)

- Upgraded feature and adds free messenger
- End-to-end encryption to main security and privacy of users
- Presence of round-the-clock and user-friendly experience



Marketing Strategy

- Marketing strategy is crucial to understanding needs and requirements of customers (Sari and Gultom, 2020)
- Developers of Witty Wizard will penetrate social media marketing tools, email marketing and customer journey
- The target customers will include staff, students and knowledge centres



4Ps of marketing strategy

- It is essential to gain a sustainable competitive edge (Moreno-Gómez et al., 2023)
- The developers of Witty Wizard will use the 4Ps of marketing strategy
- Long-term development and growth of Witty Wizard



Privacy and Data protection

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Privacy and Data protection (Cont...)

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- Feasible to identify the importance of innovation and creativity
- Acknowledge innovation process and the development of the business
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Conclusion

- It has effectively elaborated online chatting platform
- Effective marketing tools and marketing strategies have been emphasised
- Innovation and technology are essential in the development of new products or services



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THANK YOU!