

“The Shield” eSports Series - 2nd Edition Capsule Cabin



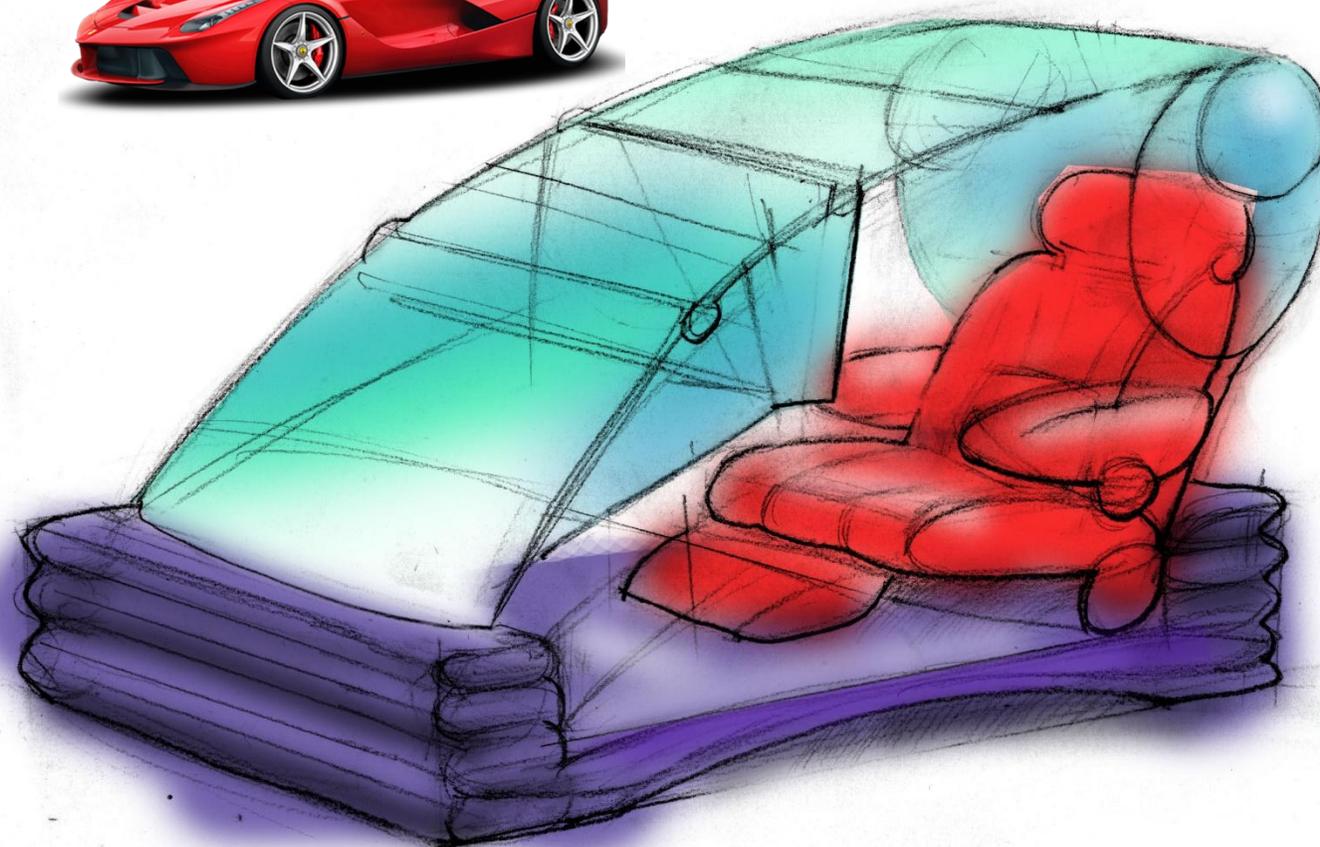
New product plan



The Shield” eSports Series - Capsule Cabin

Product Name: “The Shield” eSports Series - Capsule Cabin

We launched “The Shield” series gaming mouse, keyboard and headset on 2020 CCCE. Now in 2021 we announce “The Shield” series gaming Capsule Cabin as the latest one.



結合傳統民



Motivation:

We're not only pursuing the functions of the product, but also make sure the player will not worry about the problems caused by long-term sitting.





The Shield” eSports Series - Capsule Cabin

Product Analysis:

When planning this product, we develop a feature with detection posture and pressure relief massage, so that in addition to the mainstream functions and epidemic prevention functions, the product adds convenient functions that make users feel intimate.

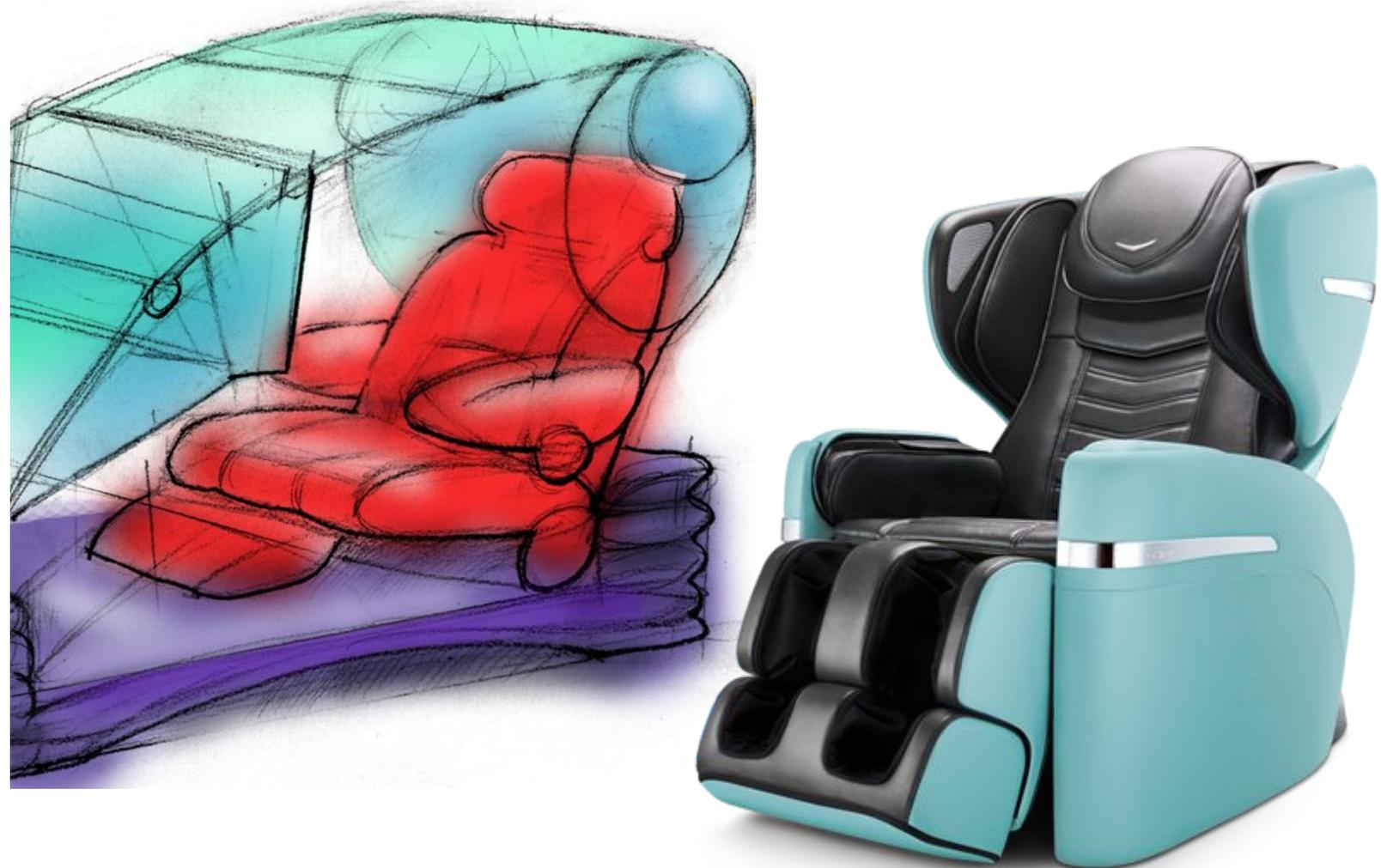


Image source : <https://www.osim.com.tw/Wellness/Your-Ultimate-Guide-To-Massage-Chair-Technology>



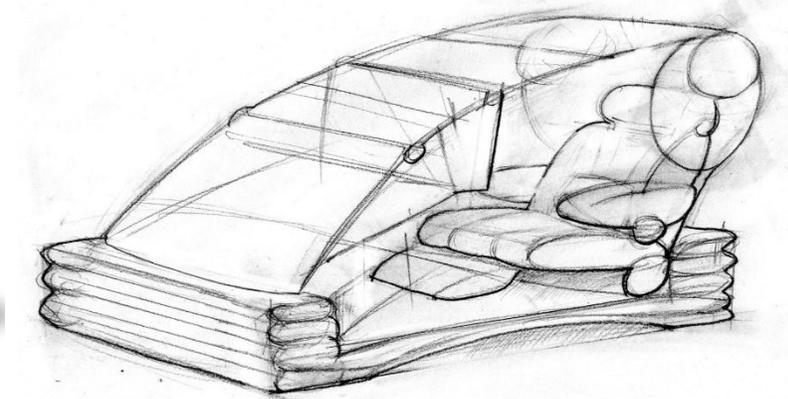
The Shield” eSports Series - Capsule Cabin

Market Analysis:

- ◆ Target audience: no limitation
- ◆ Customer characteristics: love of e-sports
- ◆ Appearance design: A **capsule cabin** with the appearance of a **racing car** and a sense of futuristic technology
- ◆ Features: In addition to the functions that young people want, the functions of epidemic prevention, detection posture and pressure relief massage are specially integrated.



Image source :
<https://kknews.cc/society/42gyegv.html>

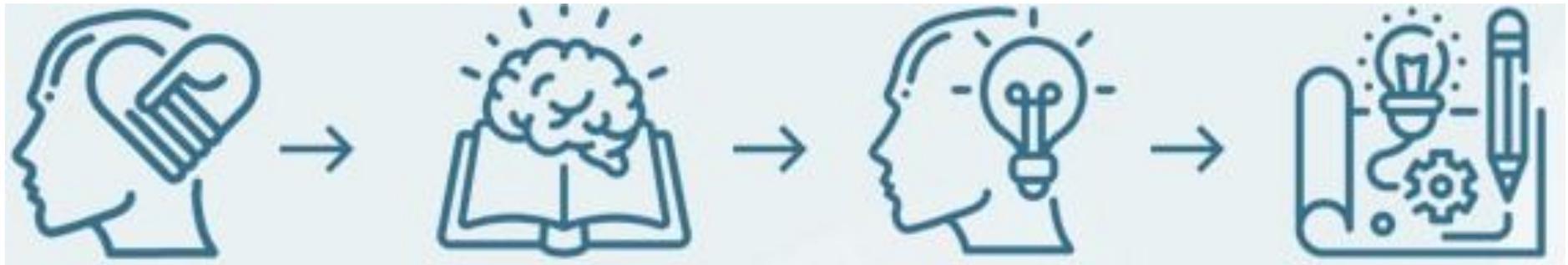




The Shield” eSports Series - Capsule Cabin

Design Concept:

This project hopes to break through the stereotypes of e-sports products, and not only emphasize the performance in the functional side, but more proactive introduction of epidemic prevention functions and convenient functions, truly implement the **people-oriented** product design concept.



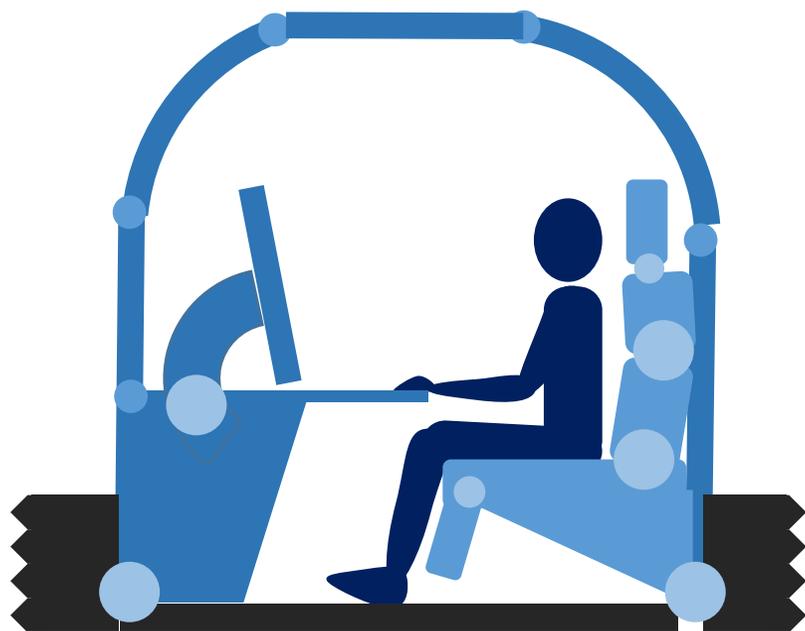


Marketing Mix Strategy

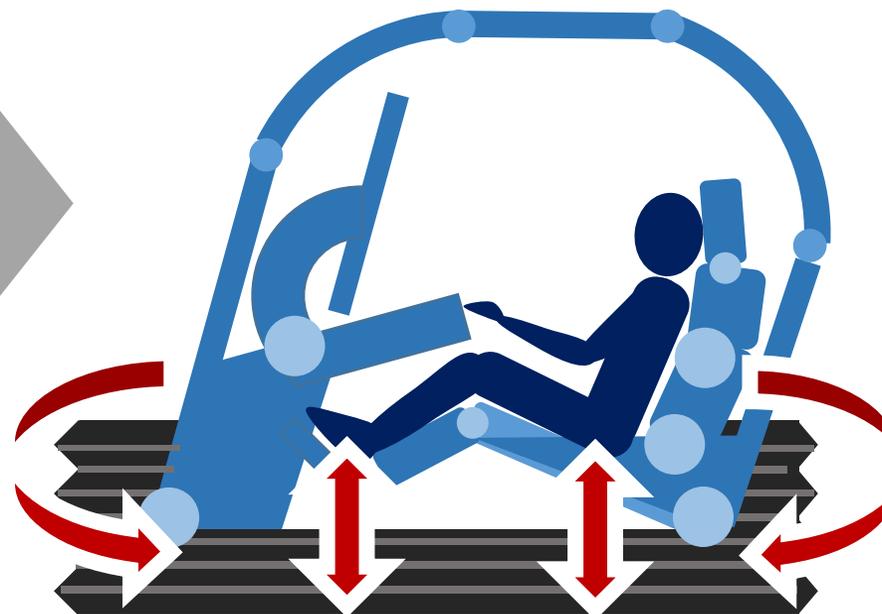
4D

Transformers

特技桌椅



Office mode

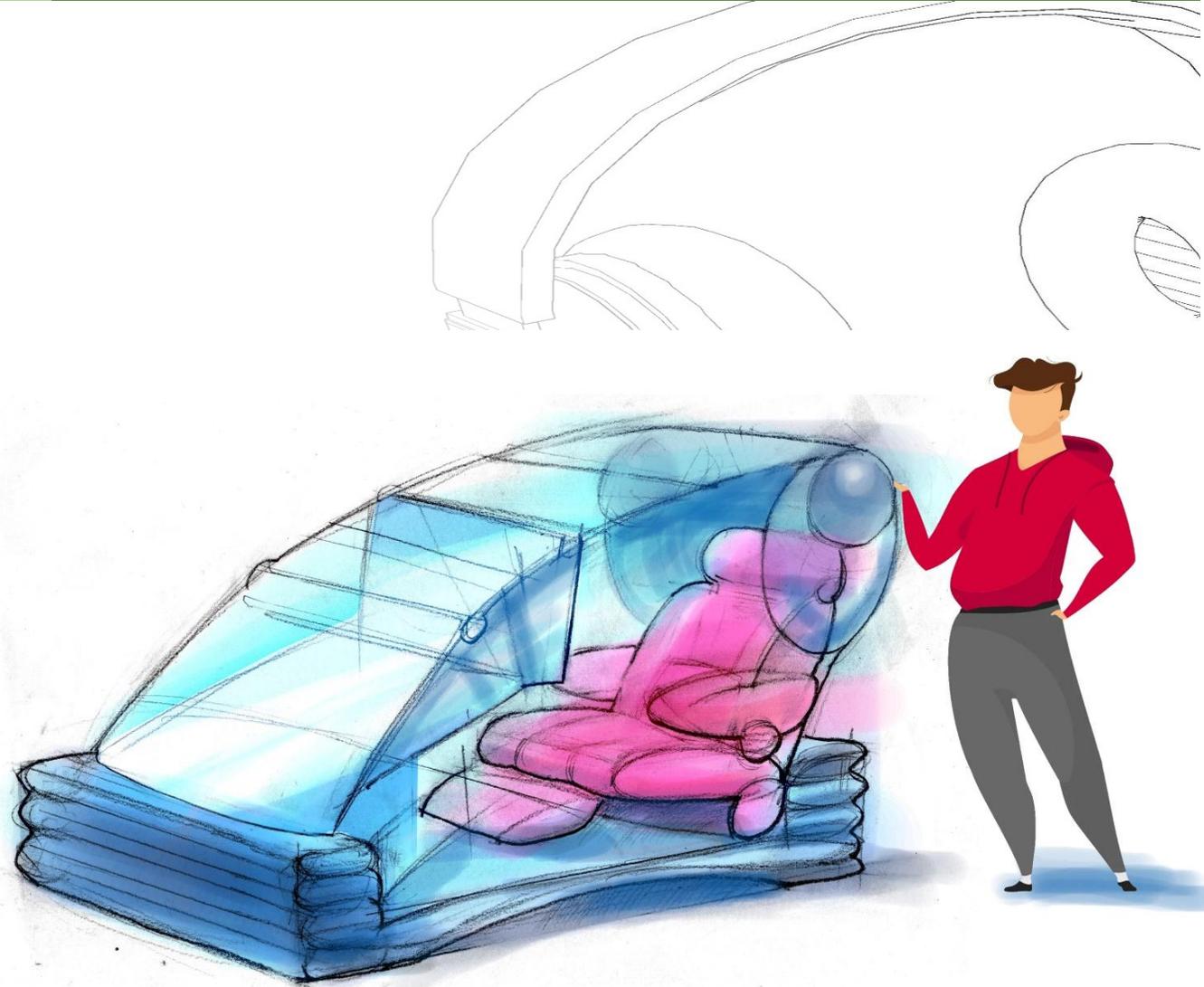
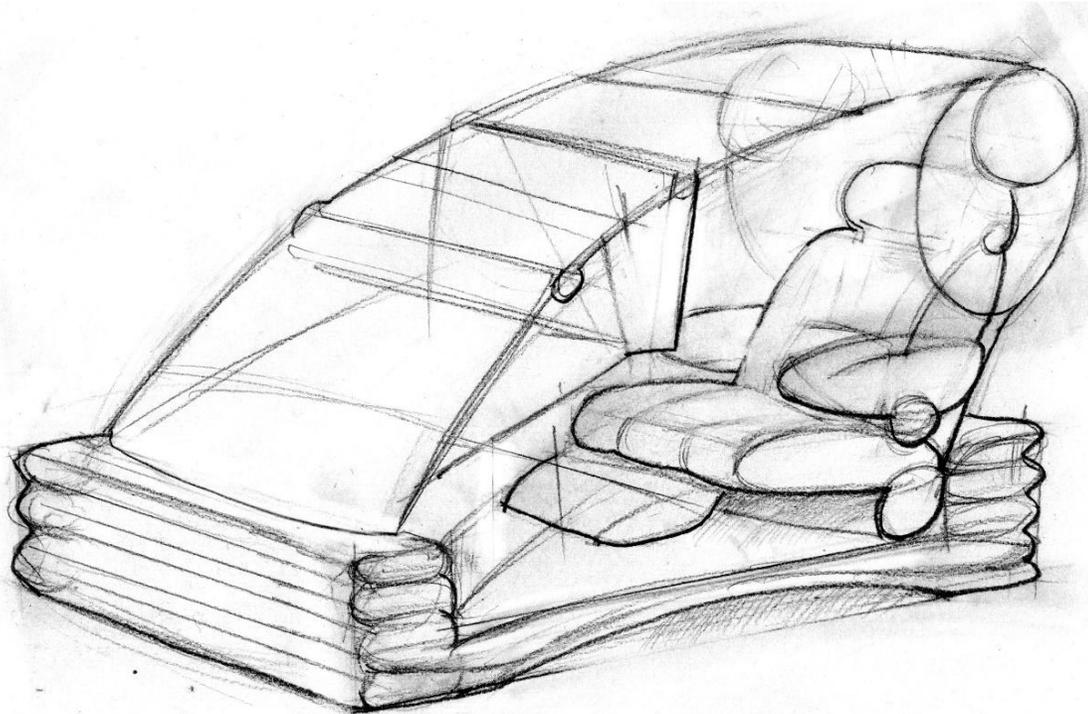


Entertainment mode



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Product Strategy

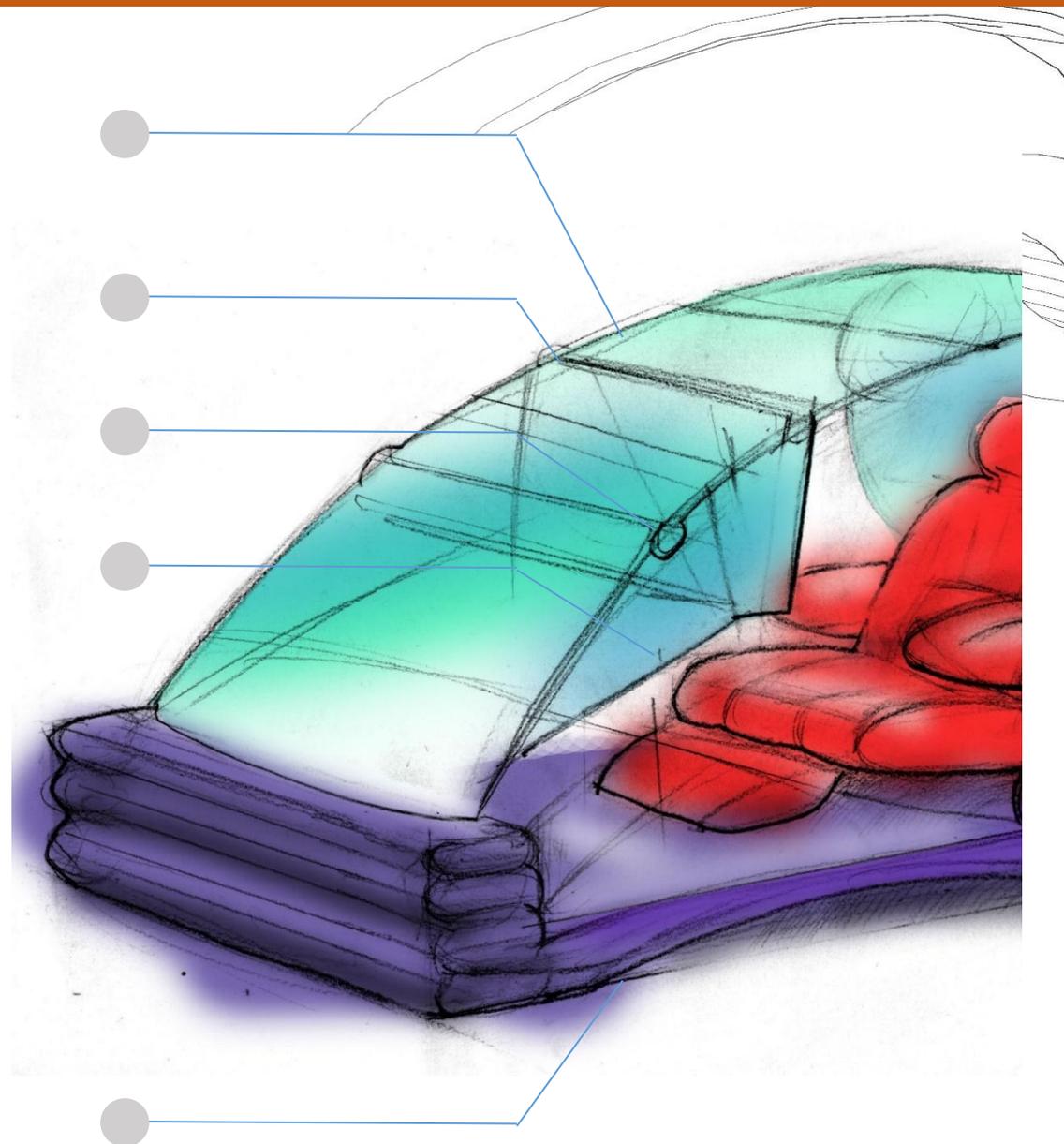




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Desk Functions and Features:

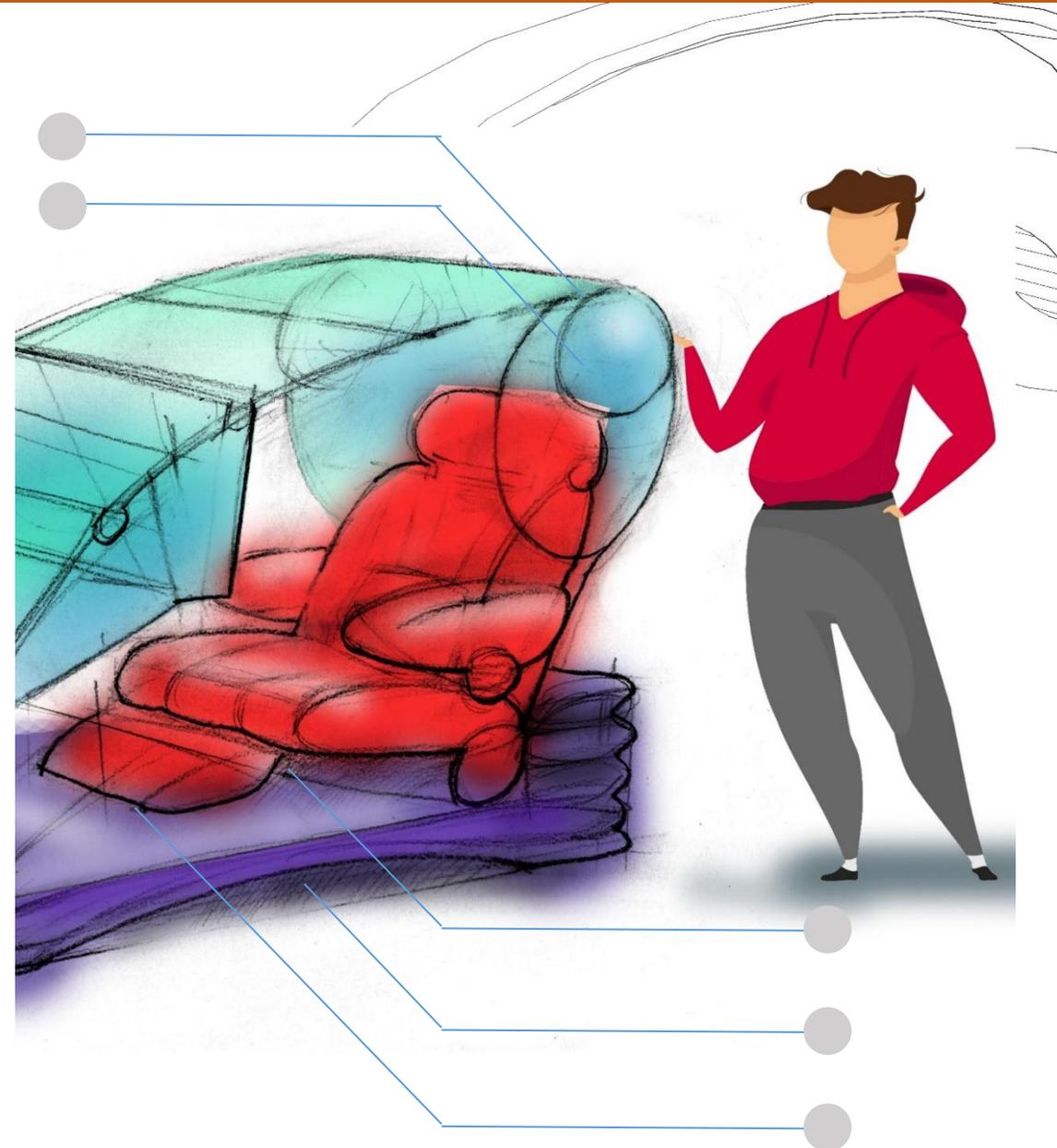
1. One-key adjustment of working mode and entertainment mode
2. 4D Realistic Motion Mode with Real Gaming Experience
3. The screen angle and distance can be adjusted
4. The desktop has a wireless charging function so that players don't have to worry about running out of power on their wireless mouse and keyboard
5. The curved design of the desktop is more ergonomic
6. Add soft cushions on the curved surface so that players can lean comfortably
7. With UV disinfection





Chair Functions and Features:

1. One touch to activate the massage chair function
2. Foldable massage armrest
3. With all the functions as a smart watch
4. Blood glucose test function
5. Built-in speaker that can play relaxing music in massage mode
6. Automatic UV disinfection
7. With 4D real body feedback vibration



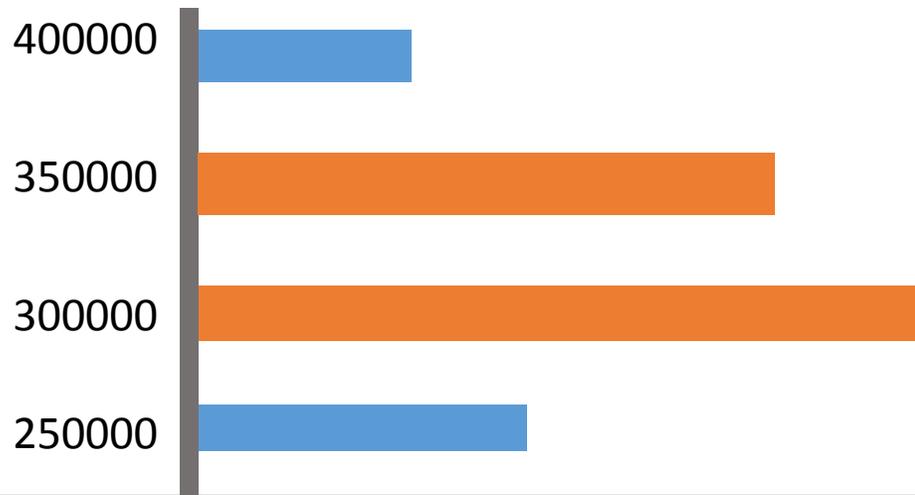


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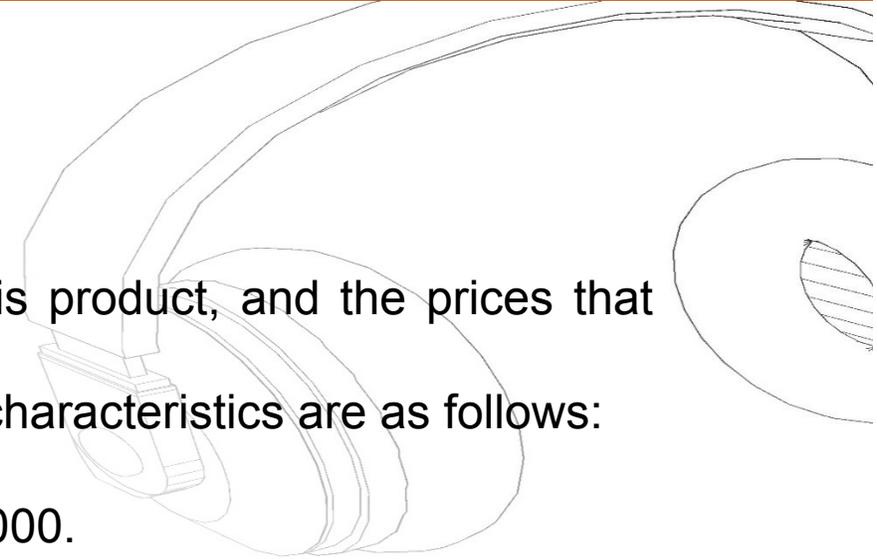
Price strategy:

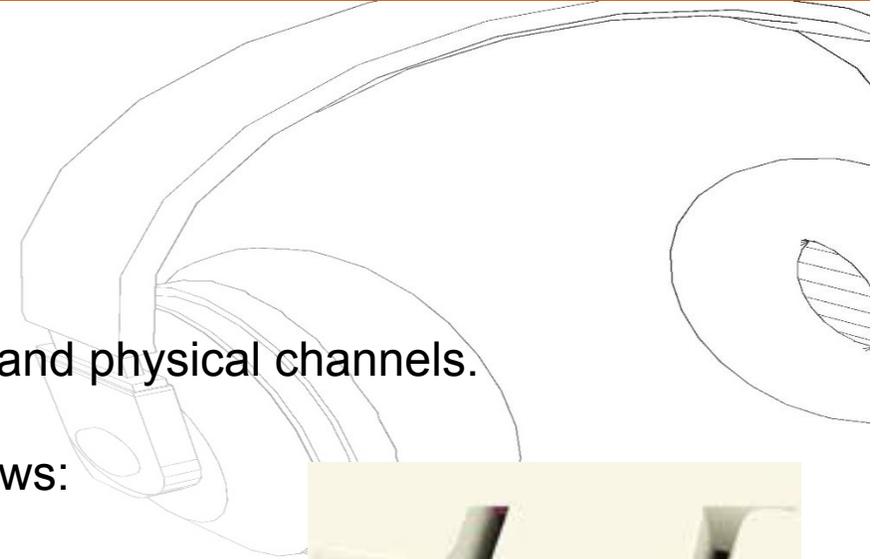
A total of 250 questionnaires were sent out for the design of this product, and the prices that consumers are willing to pay based on the product functions and characteristics are as follows:

The price of eSports Capsule Cabin is set at NTD 298,000 ~ 350,000.



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Place strategy:

This product is pre-ordered and sold on the company's official website and physical channels.

The sales schedule of this product and the distribution plan are as follows:

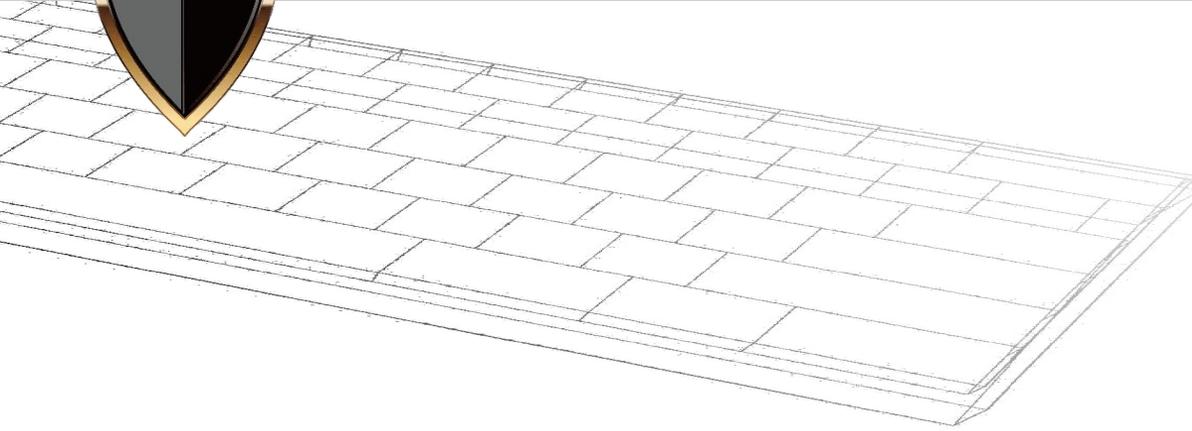
1. Product production and stocking are completed on December 31, 2021.
2. The completion time of product distribution is January 15, 2022.
3. The product will be officially launched and sold on January 16, 2022.

This product is a limited product for the 2022 Spring Festival. Whether a reissue will future will depend on the actual sales status of the product.





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Promotion strategy:

1. Internet celebrity promotion: invite well-known Internet celebrities to launch open-box texts and limited co-branded models.
2. Lucky bag sales: add this product with various e-sports equipment and use the lucky bag method to sell.
3. Online booking will take an early bird project and give discounts.





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Benefit evaluation:

On the whole, this project has developed a unique and user-friendly high value-added product at the same cost. It is a highly effective project for both the company and consumers. We look forward to implementing this project as soon as possible. And hope to bring a completely different innovative product to the market!!!

