

Immersion Research Notes

Electronic Accessories Business Idea

Products: Phone Case, Screen Protector, Portable Charger, Charging Cable, Adapter, Selfie Stick, USB, etc...

Who are they?

Possible Markets:

- Teenagers
- People that need or replacement of electronic accessories
- Students

Hopes & Goals?

- For convenience
- To look good
- For safety (Phone Case or Screen Protector)

Pains & Fears?

- Risk of phone getting damaged (especially without screen protector)
- Stuck outdoors with low power (especially without portable charger)

Obstacles?

- None

Solutions

- Buy product

Cool stories, insights, metaphors, quotes, etc

Portable Charger:

"It's a terrible feeling to head out the door without knowing if your smartphone's battery will survive the night. Get rid of that "range anxiety" with a portable charger, like the Mophie Powerstation Mini. It'll give you all the extra juice you need without needing to top off at a wall plug."

<https://time.com/4679996/tech-accessories-gadgets-gift-guide-ideas/>

Screen Protector:

“Screen protectors are primarily good at preventing minor scratches that wouldn’t affect your use of a phone anyway.”

<https://www.online-tech-tips.com/smartphones/do-you-really-need-a-screen-protector-on-your-smartphone/#:~:text=Screen%20protectors%20are%20primarily%20good,protection%20for%20very%20little%20money.>
