

THE HONEST COMPANY



We created The Honest Company because you shouldn't have to choose between what works and what's good for you.



WHO WE ARE?

We are a Skin care brand empowering people to live happy, healthy lives. And we're also people, just like you. When our founder couldn't find one brand to trust for all her everyday needs, she had to create it. And she knew that there had to be others out there looking for safe products, simple solutions and clear information about their choices, just like her. If you want trusted, effective products that work for your family, your home and yourself, you're Honest, too.

OUR VISION

For **FAMILIES** Who have **ISSUES WITH HARMFUL PRODUCTS.**
Our **HONEST BEAUTY & WELLNESS BRAND** provides **NATURAL**
& **SAFE PRODUCTS.** Unlike **OTHER BRAND** We offer **ALCOHOL**
FREE PRODUCTS.

You got this,
we got you.



HYPOTHESIS ONE

"I believe Farida's baby experiences outbreak of rashes when using prevalent baby products with ingredients such as petrochemicals and synthetic fragrances"



HYPOTHESIS TWO

Jane experiences chemical burns on her skin when using regular laundry detergents at home.



HYPOTHESIS THREE

The Honest Company's revenue and customer base will continue to grow as consumers become more interested in eco-friendly and non-toxic products.

INCOME GROWTH



DIRECT COMPETITORS

1. Kimberly Clark
2. Procter and Gamble
3. Johnsons and Johnsons.

INDIRECT COMPETITORS

1. Ecover

COMPETITIVE ANALYSIS

CATEGORY	 HONEST	 Kimberly-Clark	 Procter&Gamble		
COMPANY NAME	The Honest Company is a consumer goods company that offers non-toxic household products.	Kimberly-Clark is a company manufacturing and marketing personal care, consumer tissue, and professional products.	Procter & Gamble (P&G) is a company that provides personal care products, pet food, cleaning agents, and other consumer goods.	Johnson & Johnson is a global holding company that engages in the research and development, manufacture, and sale of a range of products in the healthcare field.	Ecover products pack enough plant-based power to take out the most determined dirt. And our naturally derived ingredients leave nothing but a cleaner clean.
LOCATION	Los Angeles, US HQ	Irving, US HQ	Cincinnati, US HQ	New Brunswick, US HQ	Richmond, GB HQ
TARGET CUSTOMER	Young active moms(Melissa)	Young women Female Teenagers	Women in the middle class	Parents with medium income Pension earning grandparents	Gen Z and Millennials
REVENUE	\$318.6m (FY, 2021)	\$20.2b (FY, 2022)	\$80.2b (FY, 2022)	\$93.8b (FY, 2021)	N/A
FOUNDED	2011	1872	1837	1886	1980
STRENGTHS	Eco friendly and sustainable products.	Strong advertising and marketing of all its products ensures strong brand recognition	Procter and Gamble (P&G) research every little detail before developing a particular product. Thus, it is its strength and a reason behind its success.	Strong Global Reach: Johnson & Johnson is present in 60+ countries and its products are sold in over 150+ countries. Since the company is spread over the globe, its products reach millions of people.	Environmental protection. Ecover stick to use original raw material to produce their product, it's product can protect the environment in high measure

WEAKNESSES	Product prices are high and unaffordable	Intense competition means limited market share growth	Even though the company is doing pretty well, many subsidiary brands under the company no longer exists. The best example would be Pringles and how Kellogg's bought it. This closure of brands has resulted in some losses faced by the company.	Approximately 50% of Johnson & Johnson revenue comes from the pharma sector. And around 32% from the immunology sector. Much of the company's revenue depends on a few products and these products are vulnerable to expiry. This is one of the weaknesses of Johnson & Johnson.	Ecover does not have a high market share
BRAND PERSONALITY	The Honest Company has committed itself to being "Honest" in the way they manufacture their products.	We're inspired by what's beyond essential	Known for its family-oriented, trust-worthy and reliable brand identity	Known for their commitment to quality and safety and their emphasis on creating products that are accessible and beneficial to all.	Focused towards the deep green consumer
MISSION	"To empower people to live healthy, happy lives. We're committed to creating effective, safe, delightful, accessible, responsible products."	"To make the essentials for a better life with well-known brands that matter every day – at home, school, work, and on the go"	"We will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come"	"To help people see better, connect better, live better"	"We're on a mission to lead a clean world revolution For ourselves, our homes, our communities, our world."
TAGS	Retail ecommerce health & beauty kids platform	Manufacturing & Industrial consumer goods health & beauty home care paper and packaging	Healthcare Manufacturing & Industrial consumer chemistry consumer goods health & beauty	Healthcare Manufacturing & Industrial conglomerates consumer chemistry health & beauty holding company medical devices pharma therapy	Retail bcorp consumer goods
EMPLOYEES	191 (14% increase)	45,000 (2% decrease)	106,000 (5% increase)	141,700 (5% increase)	94 (13% increase)
COUNTRIES	N/A	175 (FY, 2019)	180 (FY, 2022)	N/A	N/A

MANUFACTURING FACILITIES(FOREIGN)	N/A	54 (FY, 2019)	82 (FY, 2022)	N/A	N/A
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COMPETITIVE ADVANTAGE

The honest company has an unfair advantage that is Eco-friendly and sustainable products as can be seen from our strengths in the competitive analysis and also we know that The Honest company has committed itself to being Honest in the way the manufacture their products.

The Honest Brand also has a strong reputation and awareness focusing on connectivity with customers through strong marketing strategies.

The Honest Brand has an integrated Omni Channel approach to drive discovery and accessibility.



THE HONEST COMPANY

PRODUCT RESEARCH

BY Group 5 – (The Honest Company)



Juliet Nnamdi



AGE	27
EDUCATION	Bachelor of Science
STATUS	Single mom
OCCUPATION	Event Planner
LOCATION	Abuja
TECH LITERATE	High

“ I try new products to find one that will work for my skin

Personality

Passionate

Optimistic

User Persona - 1

Bio

Juliet currently lives in Abuja, Nigeria. She is a business woman who wants to look presentable when interacting with clients and coordinating events. she is looking for products that takes care of her skin irritations, especially an overwhelming number of options available.

Core needs

- Find products that will take care of her skin irritation
- Find information relevant to her skin care routine

Frustrations

- Difficulty in finding good products to take care of her skin irritation
- Too many products and brands to choose from
- Choosing the right products

Brands



Catherine Williams



AGE	36
EDUCATION	Masters in Business
STATUS	Married
OCCUPATION	Sales Manager
LOCATION	Lagos
TECH LITERATE	High

“ Nothing makes me happier than the smiling faces of my children when they use great beauty products

Personality

Introvert

Thinker

User Persona - 2

Bio

Catherine currently lives in Lagos, Nigeria. She is typically a busy parent who is looking for natural and safe products for her children. She is looking for accessibility, quality and protection when it comes to shopping for her family. She is also looking for a sustainable and eco-friendly brand with their values and beliefs in mind.

Core needs

- To shop ethically and sustainably
- To shop for natural and safe products for her children

Frustrations

- Price is high related to quality they provide
- Skin irritations for her children after using some beauty products
- Not much choice and comparison not available

Brands



Freda Akpan



AGE	25
EDUCATION	Business Administration
STATUS	Single
OCCUPATION	Stylist
LOCATION	Port-Harcourt
TECH LITERATE	High

“ When it comes to beauty products, for me it's all about pigmentation, longevity, comfort and ease of use.

Personality

Reflective

Empath

User Persona - 3

Bio

Freda is aware of her skin type, very knowledgeable about beauty and skincare. While looking for products for her daily skin routine, she is very careful about what products to use. She prefers to shop online.

Core needs

- Read and understand ingredient list
- Buy products that will make my skin radiate .

Frustrations

- Products not easily accessed
- Quick and convenient way to shop
- Finding a product that has only plant-based ingredients.

Brands





Product Feature Vs Product Benefit

S/N	FEATURE	BENEFIT
1.	Online Payment	Customers can make payments without leaving our company's website, making the process easier and more efficient
2.	Customer Purchase Log	Customers can accumulate redeemable points or rewards based on amount spent on purchases as captured in the log
3.	Product Review Pane	Allow customers read honest reviews from real customers making them more likely to trust the brand
4.	Product Search and Filtering	Saves time for product search and enables cross selling
5.	Secured Sockets Layer (SSL) Certified	Visible security features boosts customer confidence and encourages customer patronage.
6.	Product Catalogue	Creates a better customer experience as it reduces the amount of time spent manually searching for products.
7.	Sign Up	Introductory offer of 20% discount.
8.	Online Shopping and Cart System	Home delivery benefits (free for purchases from \$50 and above)
9.	Support and Live Chat	Enables faster issue resolution.
10.	News Feed Section	Updates customers on product offerings, promotions and marketing.



RICE SCORING MODEL



PRIORITY	IDEA NAME	REACH <small>+Positive Factor</small>	IMPACT <small>+Positive Factor</small>	CONFIDENCE (%) <small>+Positive Factor</small>	EFFORT <small>-Negative Factor</small>	R.I.C.E SCORE
<input type="checkbox"/> 1	Sign Up	80	5	80%	3	107
<input type="checkbox"/> 2	Online Payment	70	5	80%	3	93
<input type="checkbox"/> 3	Support and Live Chat	85	6	70%	4	89
<input type="checkbox"/> 4	Product Search and Filtering	70	5	70%	4	61
<input type="checkbox"/> 5	Product Review Pane	70	5	65%	4	57
<input type="checkbox"/> 6	Secured Sockets Layer (SSL) Certified	80	4	40%	3	43
<input type="checkbox"/> 7	Online Shopping and Cart System	45	4	70%	4	32
<input type="checkbox"/> 8	Product Catalogue	50	4	40%	4	20
<input type="checkbox"/> 9	Customer Purchase Log	45	4	40%	4	18
<input type="checkbox"/> 10	News Feed Section	45	4	20%	2	18

FEATURES	USER STORIES	ACCEPTANCE CRITERIA
REGISTRATION	<p>USER STORY 1: As an unregistered user, I want to be able to create an account on the website so I can access the website's products and services.</p> <p>USER STORY 2: As a registered user, I want to be able to log in to the website so I can access my account and the website's products and services.</p>	<p>1 An unregistered user should be able to sign up and be successfully registered to access the website products and services.</p> <p>2 As a registered user, I should be able to log in so that the system can authenticate me.</p>
PAYMENTS	<p>USER STORY 1: As a user, I want to be able to securely and efficiently process payments on the website so that I can purchase products on the website.</p> <p>USER STORY 2: As a customer, I want to be able to securely pay for my purchase on the website using my credit card so that I can complete my purchase quickly and securely.</p>	<p>1 User should be able to enter valid payment details (e.g. card number, expiration date, etc.)</p> <p>2. User should be able to see successful payment confirmation and receive an email with payment details</p> <p>3. User should be able to cancel payment and see a confirmation message</p>
CUSTOMER SUPPORT	<p>USER STORY 1: As a customer, I want to be able to contact customer support quickly and easily so I can have my questions and concerns addressed quickly.</p> <p>USER STORY 2: As a customer, I want to be able to send messages to the company directly so I can get help with any issues I may experience.</p>	<p>1. Ensure customer queries are responded to within 24 hours.</p> <p>2. Ensure customer interactions are professional and polite.</p> <p>3. Ensure customer complaints are handled in a timely manner.</p>
SEARCH/FILTER	<p>USER STORY 1: As a user, I want to be able to search and filter products on the website so that I can quickly find what I am looking for.</p> <p>USRR STORY 2: As an online shopper, I want to be able to customize my search so that I can easily find specific products on the website</p>	<ul style="list-style-type: none"> - The ability to search or filter using multiple parameters - The ability to save custom searches and filters for future use - The ability to search or filter on any or all of the available fields
PRODUCT REVIEWS	<p>USER STORY 1: As a user, I want to be able to write reviews of products so that I can share my opinion with others.</p> <p>USEE STORY 2: As a user, I want to be able to read reviews of products so that I can make informed purchasing decisions.</p>	<p>1. Ability for users to post reviews with a rating and text comment</p> <p>2. Ability for users to edit or delete their own review</p> <p>3. Ability to view the total number of reviews for a product</p>

FEBRUARY 23
2023

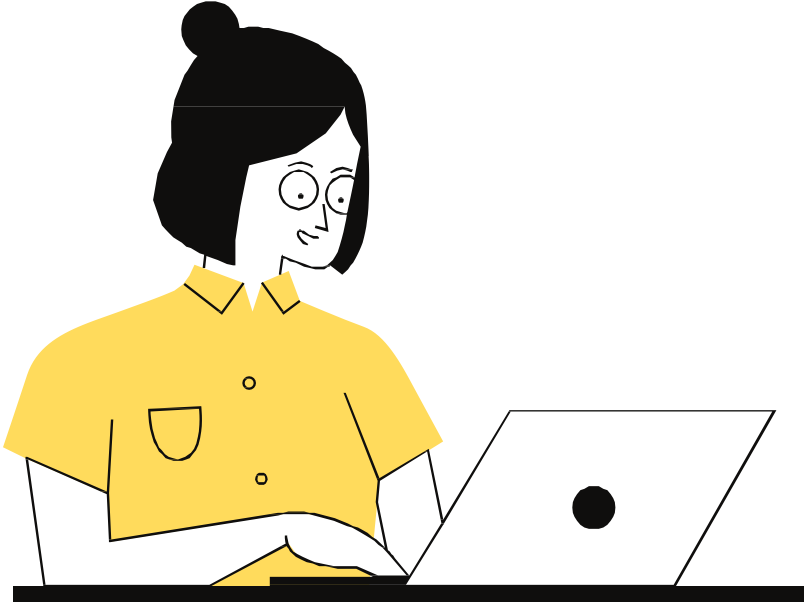
USERFLOW

The Honest Company



CUSTOMER ENDPOINTS

- Making a purchase
- Signing up for a Bundle Subscription
- Account Creation



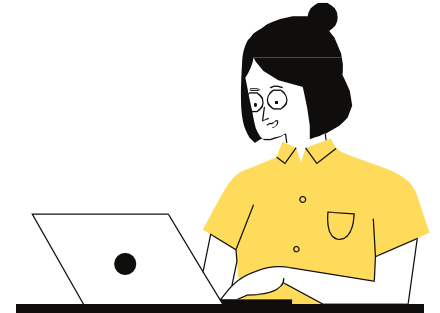
OUTLINE FOR ORDER PURCHASE

- User views the ad and clicks on it
- User is redirected to a landing page where they can select the item they wish to purchase
- User adds the item to their shopping cart
- User is prompted to login or create an account
- User completes the order form with shipping & billing information
- User is presented with payment options
- User reviews their order details and completes the payment
- User receives an order confirmation email
- User is redirected to a thank you page
- User can view their order history and track the delivery of their item



OUTLINE FOR BUNDLE SUBSCRIPTION

- User selects a bundle option from the home page
- User is directed to a page confirming their bundle selection
- User provides payment information and confirms subscription
- User receives confirmation of their subscription, along with a receipt
- User is able to view and manage their subscription from their account page

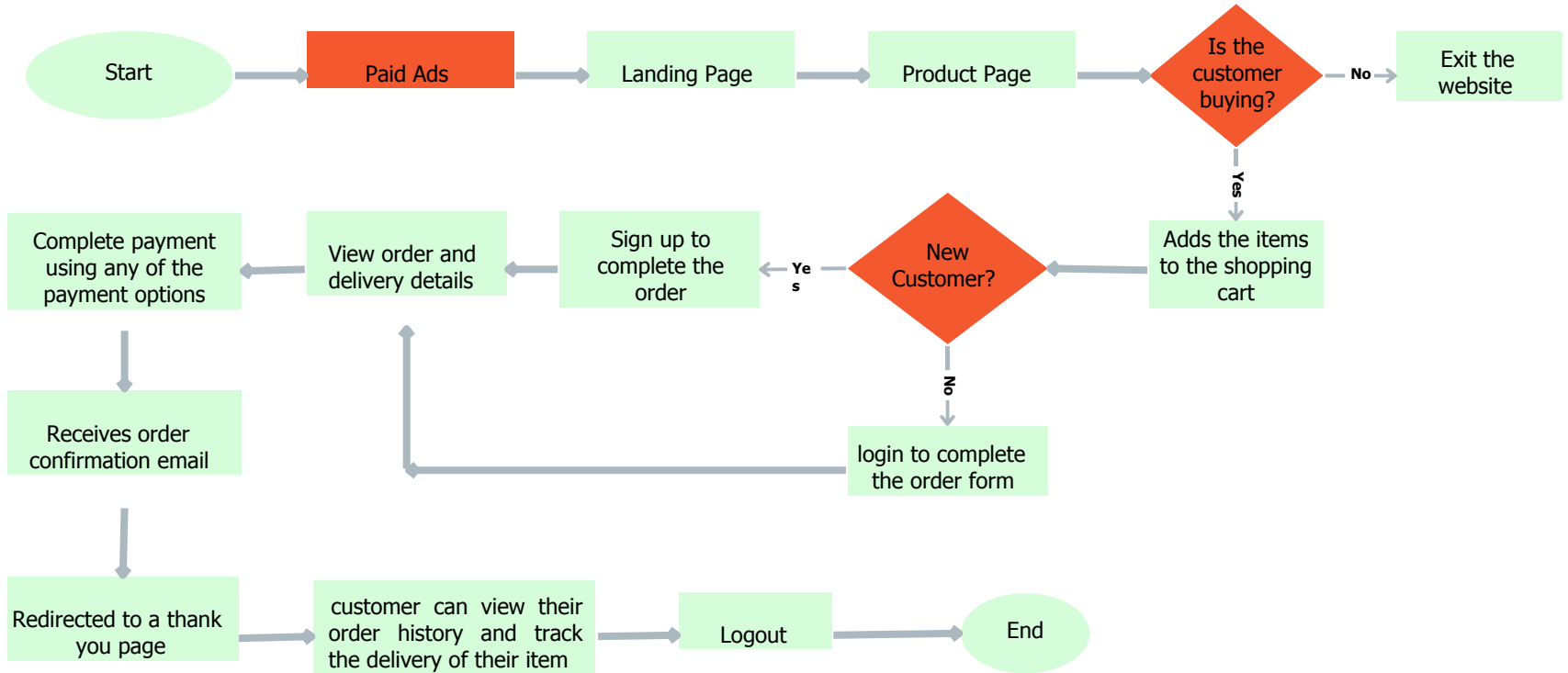


OUTLINE FOR ACCOUNT CREATION

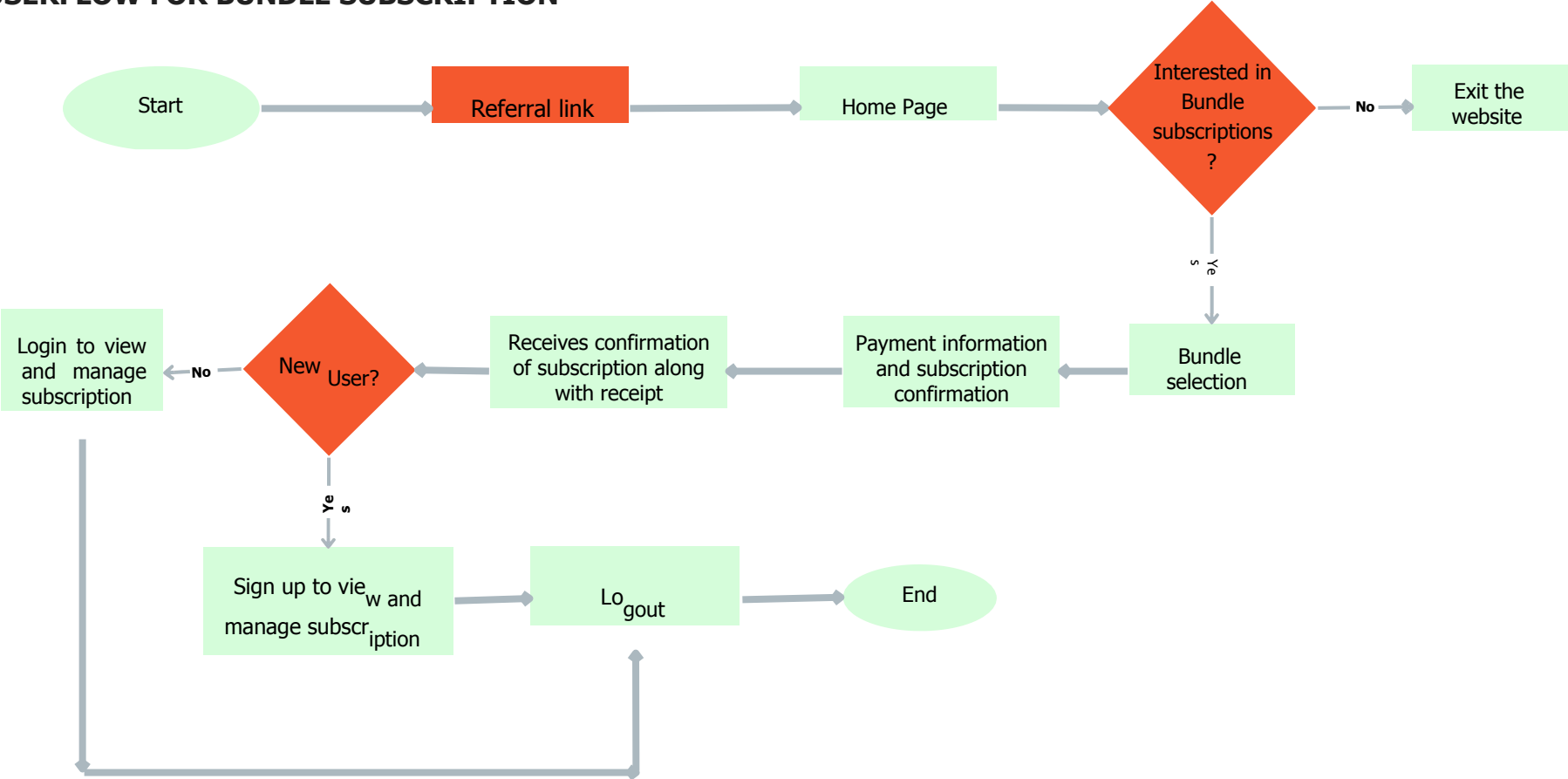
- User receives an email with a coupon
- User clicks on the coupon link
- User is redirected to the homepage
- User clicks the Sign Up button
- User inputs their desired username and creates a password. User clicks the "Create Account" button.
- User is redirected to a page that requests additional information such as name, address, and email address.
- User inputs this information and clicks the "Submit" button.
- User is redirected to a page that confirms their account has been created.
- User clicks the "Login" button, which redirects them to the login



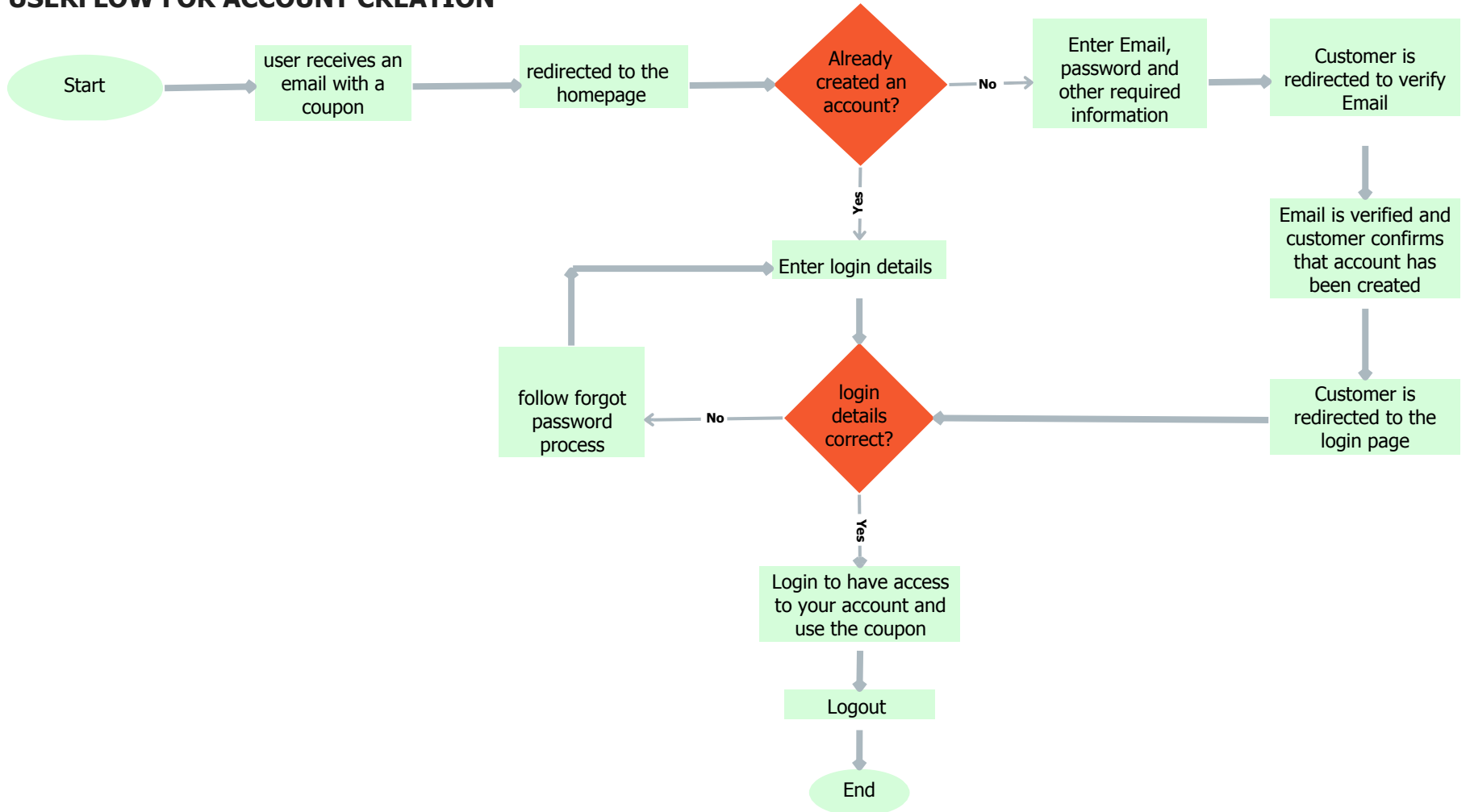
USERFLOW FOR ORDER PURCHASE



USERFLOW FOR BUNDLE SUBSCRIPTION



USERFLOW FOR ACCOUNT CREATION





MEET OUR TEAM

JESSICA
UDE



IJEOMA
CHIME



CATHERINE
EZIAMAKA



CHIBUENYIM AGODI



WURUOLA
OLUWAFUNTO



AYOMIDE
THOMPSON



FREDALINE
AKPAN



FARIDAH
AJIBADE



GLORY ESEME
OBI NWOKOYE



FLORENCE
UKPOYIBO





THANK YOU