

Capcut X BCEC

Spring 2024 | Final Deliverable



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INTRODUCTIONS



Introduction

Project Managers

UC Berkeley's Business Careers in Entertainment Club (BCEC) is a student consulting organization sponsored by the UC Berkeley Haas School of Business. Our organization allows students to cultivate analytical and creative skills in entertainment through industry-specific sector projects.



Lilah Navale
B.A. Economics



Elaine Hong
B.A. Media Studies
B.A. Art Practice

Introduction

Project Members



Madison Stewart
Team Lead
B.A. Media Studies



Ashley Jiang
B.A. Economics



Ashley Salim
B.A. Political Economy
B.A. Media Studies



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B.A. Media Studies



Irene Hsu
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Team Lead
B.A. Political Economy



Kate Hatfield
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Sabrina Bahadosingh
B.A. Psychology



Sophia Ballard
B.A. Sociology
B.A. Media Studies



Zoya Yan
B.A. Economics
B.A. Psychology

OVERVIEW



Project Focus & Context

Project Focus

Gather feedback from varied perspective about Capcut Commerce Pro in preparation for its launch, including sourcing early-access testers.

Key Goals

Sourcing Outreach: Source and identify businesses to test Capcut Commerce Pro.

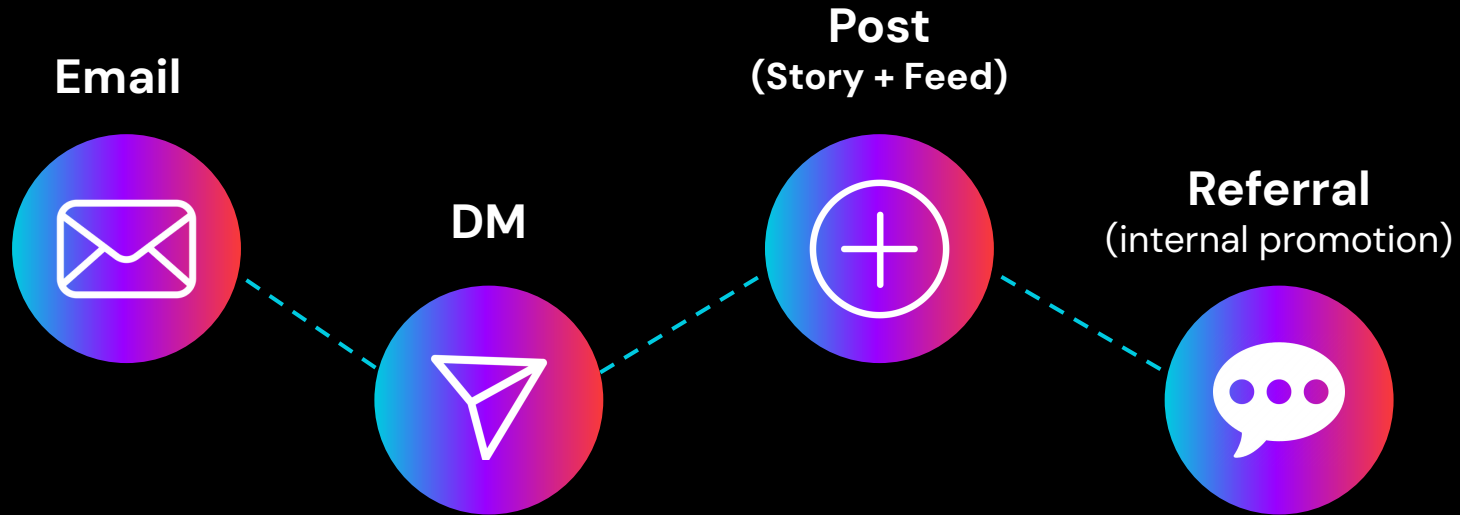
MEP Insights: Review and filter businesses that opted in to case studies.

Analysis: How can we use our insights to improve future recommendations?

OUTREACH INSIGHTS



Outreach Methods



Outreach Methods

Contact List:

325

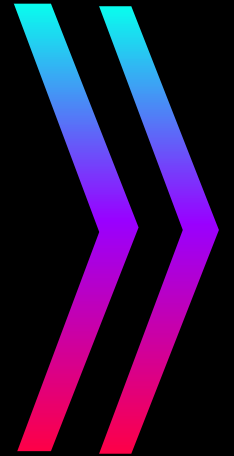
Accounts



157
Emails



168
DMs



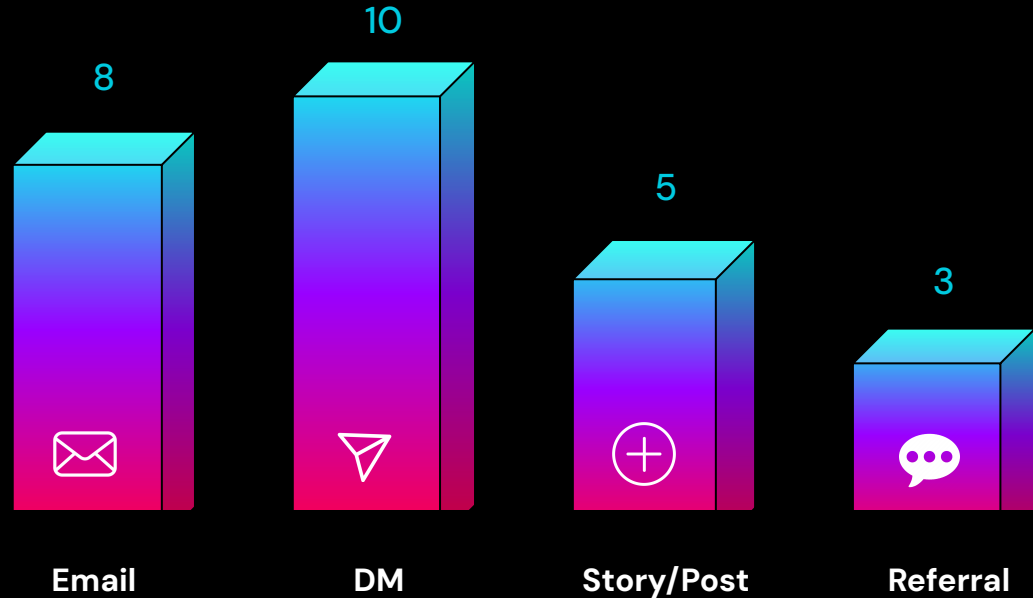
Outreach Results

22

Responses

14

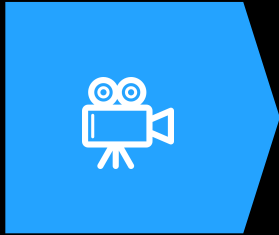
Opt-in to
Case Study



Next Steps

1

Group Dogfooding



Dogfood the MEP & provide feedback

2

User Interviews



Conduct user interviews with the finalized case study testers

3

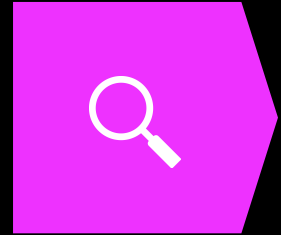
Review



Consolidate dogfooding & user interview feedback

4

Analyze



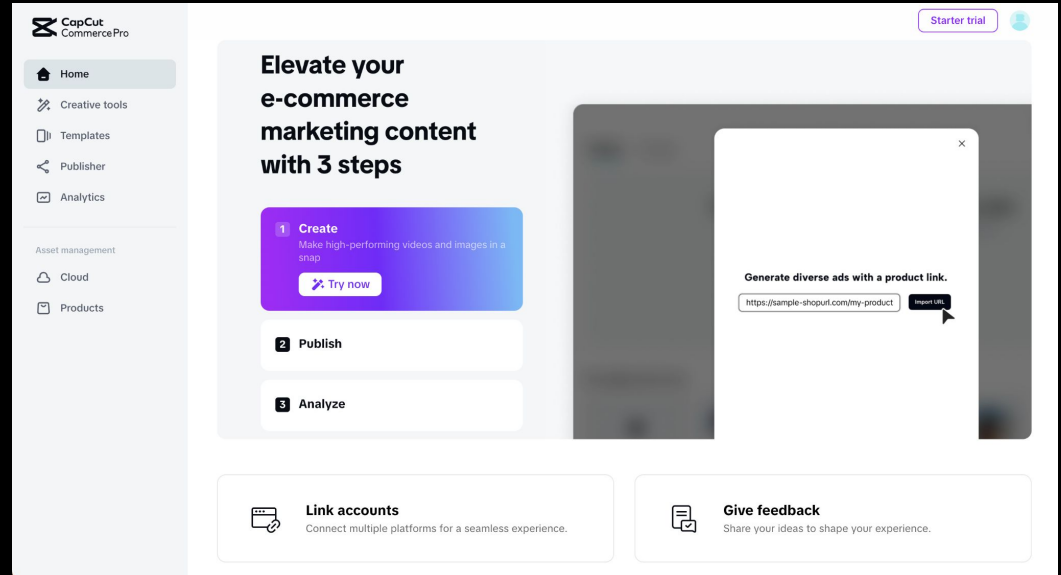
Draw conclusions & potential recommendations

DOGFOODING FEEDBACK



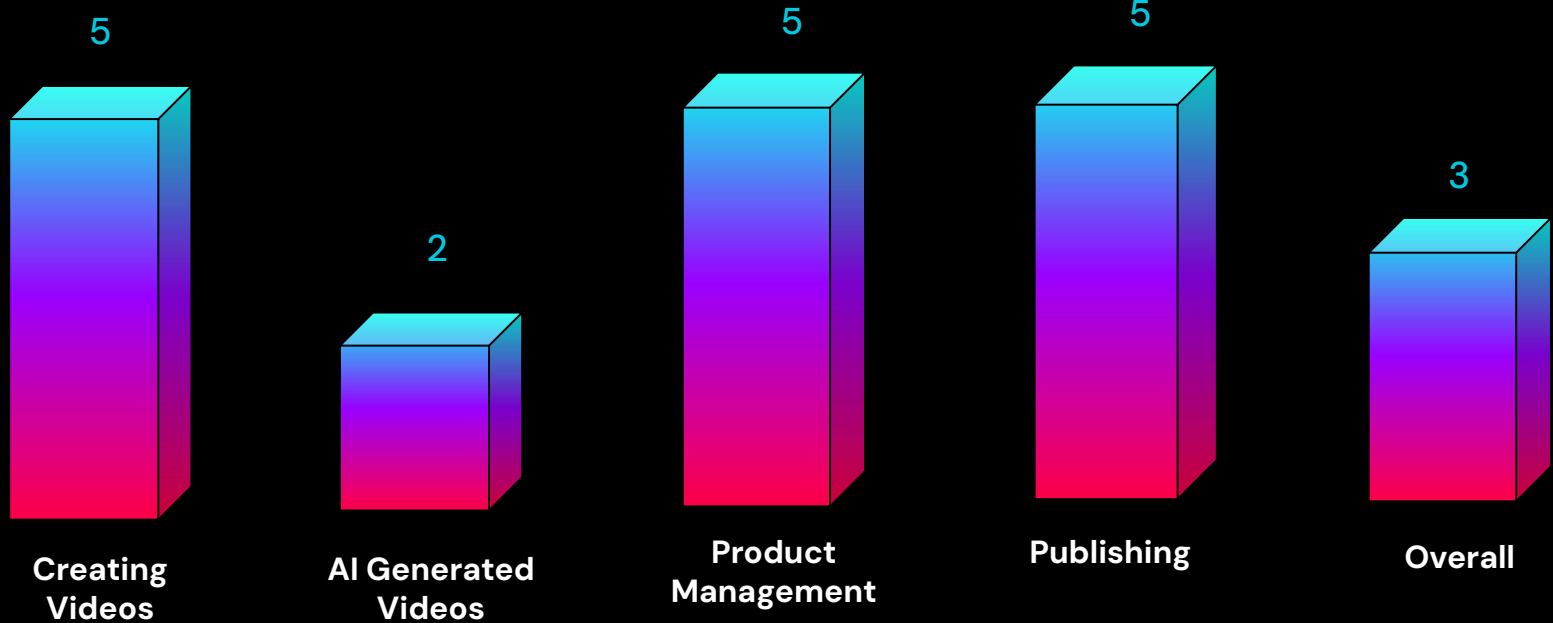
Dogfooding Process

1. Selected a store from the provided list
2. Added our chosen images, descriptions, and modifications, and picked a video/image template that was best-suited.
3. Made slight modifications based on how we felt the video/image suited the product.
4. Published to TikTok.
5. Process took seconds, was very easy

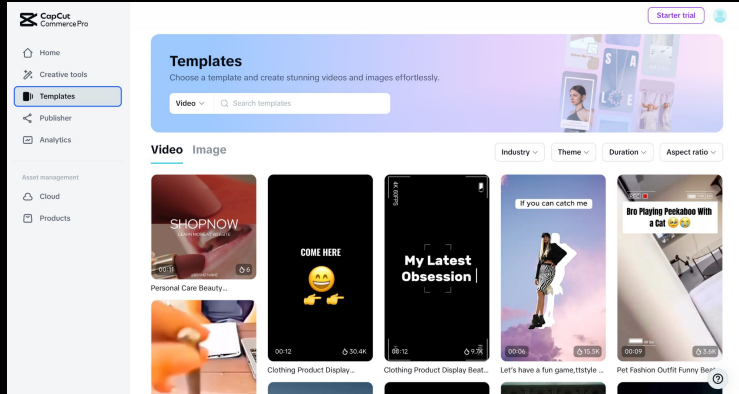
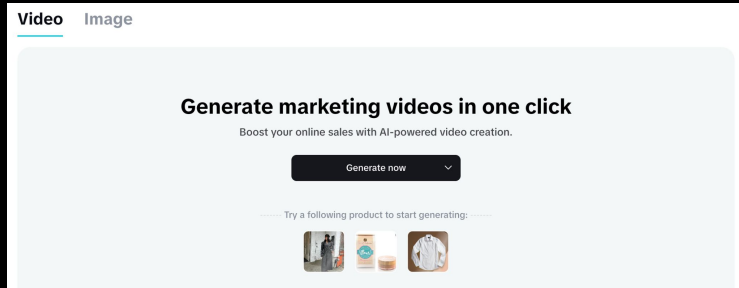


Overall Testing Experience

1 - poor
5 - excellent



Website Layout



Website layout is pretty simple, with nice branding colors & graphics

- **Video Creation**

- [Blurred text]
- [Blurred text]
- [Blurred text]

- **Create Images**

- [Blurred text]

- **Publishing**

- [Blurred text]
- [Blurred text]

- **Product Management**

- [Blurred text]

Shopify Linked Products

STRENGTHS

•

•

Add product

Identify product file

<https://blushinabb-slims.myshopify.com/products/blushinabb-slims-2?units>

The product's information and image will be mirrored from this file.

Product name *

blushinabb-slims

Product photos and videos *

Product features

Example: nice design, light

Brand

blushinabb-slims

Discard Add

Add product

blushinabb-slims

Target audience

Price

20.00

SKU

Enter a product SKU

Description

glossy slime + 2oz jelly cube x bingsu slime,Texture/type:,squishing; bubble pops; light crunches,Great for:,2oz jelly cube x bingsu slime; fake lavender; mini paper straw,Add-ins:,lavender & vanilla ice-cream,Scott:,jelly cube slime comes packaged separately in a 2oz container. Note:,NOT EDIBLE,♡♡♡ All slime orders come with a small bag of borax, slime care card, and

WEAKNESSES

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•

•

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Shopify link

<https://www.us.maguireshoes.com/>

Only Shopify links are supported for now. Paste a Shopify link or enter product info yourself

Product name *

AI Generated Ads

QUALITY + USE

- [Blurred text]
- [Blurred text]

Recommendations:

- [Blurred text]
- [Blurred text]



CheekBone Beauty



Kirrin Finch



Example of Unrelated Template

AI Generated Ads

TEXT

- The ergonomic design ensures a comfortable fit, so you can listen for hours.
- Get your noise-canceling headphones today for just \$199.99
- My friend convinced me to buy this and I'm obsessed
- You can't step out in that old acid wash jean jacket again.
- Do you like meat?

The ergonomic design ensures a comfortable fit, so you can listen for hours.

Get your noise-canceling headphones today for just \$199.99

My friend convinced me to buy this and I'm obsessed

You can't step out in that old acid wash jean jacket again.

Do you like meat?

AI Generated Ads

CONTENT PLACEMENT

- [Blurred text]
- [Blurred text]
- [Blurred text]



Camille Brinch Jewelry



AI Generated Ads

DISPLAY PRODUCT IMAGE

- The promotional and product photos
from marketing being used range of
products that are related to product
- Photohopping is not done, images
to various being used of product
but same product being used
being
- Unconsciously aware they with the AI
being used
to generate images for the
the content is better



Bruvi Coffee
Company



Cowboy

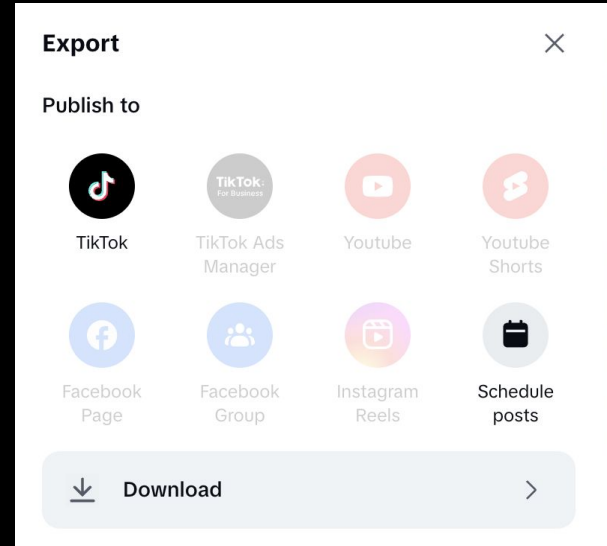


Maguire Shoes

AI Generated Ads

PUBLISHING

- [Blurred text]
- [Blurred text]



Publishing Options

QUESTIONS

