



mokobara

A statement. Not just a suitcase.



Hi, I'm Diya 🙋

Brand nerd, data chaser & storytelling fangirl by choice.

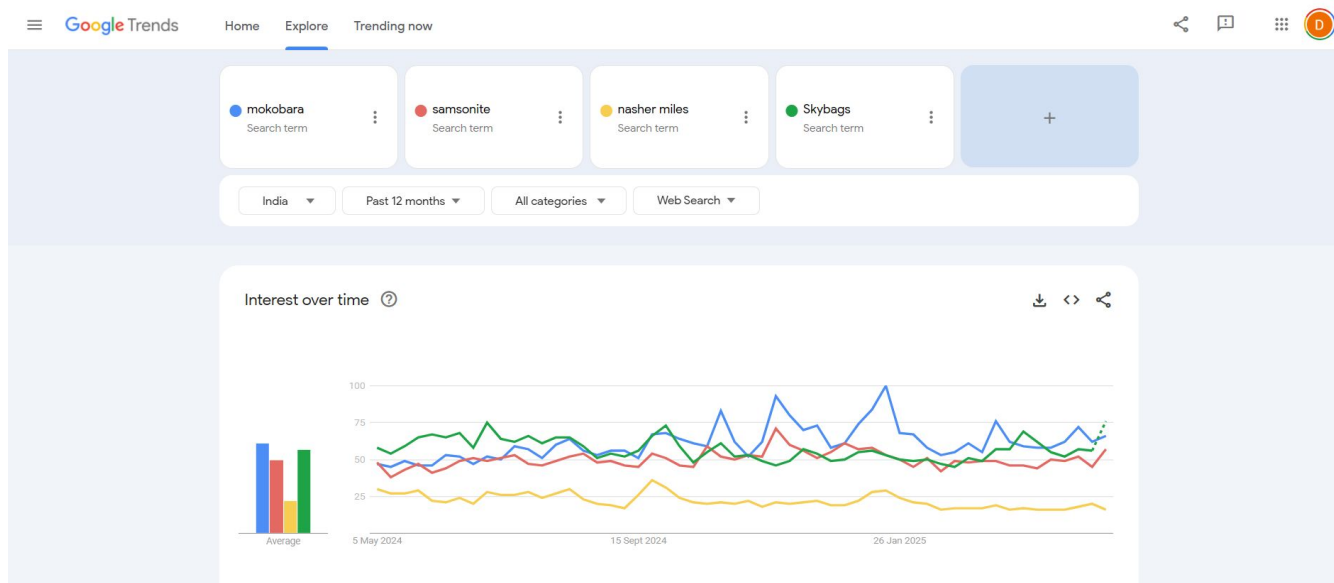
I've analyzed billion-dollar portfolios, but I've never felt more alive than when I was decoding what Mokobara's users *feel!*

I built this for fun. Now I want to build for real.

Built a Streamlit app too —

<https://mokobara-sentiment-analysis-2pq8dkcdackhr4kq9fhwet.streamlit.app/>

Mokobara's Already Winning the Scroll.



Over the past 12 months, Mokobara has seen the highest overall search interest compared to its closest competitors — including American Tourister, VIP, and Safari.

The graph from Google Trends makes it clear: the curiosity is real. But search spikes don't tell us *why* people care. They don't tell us what *clicked* — or what might be holding people back.

That's what I wanted to figure out.



Mr. Anonymous

Not worth the money, looks bulky and the chain is also poor quality gets stuck, not as smooth as you would expect when you pay higher price for a bag



Mrs. Anonymous

Although design is really nice but product is very heavy to carry . It should have been lighter considering the amount of money they are charging for this piece.

“People love Mokobara for its design, durability, and feel — but there’s a consistent whisper around price.

They’re not saying *it’s too expensive.*

They’re saying *‘I wish I didn’t have to think twice.’”*

"Apple Didn't Sell Phones. It Sold Belonging."

And Mokobara isn't selling bags — it's selling how travel *feels*.



"No one says 'I have a phone' — they say, 'I have an iPhone.'"

Just like—

"No one says, 'I'm carrying a bag.' They say, 'I carrying my Mokobara.'"



Both brands signal *taste, control, aspiration*.

Apple built an ecosystem that people *wanted* to belong to.

Mokobara leads the same path — it needs to lean in to that identity.



Price isn't the problem — it's the pause before purchase.

Apple solved it with *community, storytelling, and frictionless buy-ins*.

So can Mokobara.



So here's what I'm pitching...

Why don't we make Mokobara feel more rewarding?

- ♦ **The challenge:** Increase perceived value without discounting.
- ♦ **The unlock:** Create high-frequency, low-cost reward moments across the brand experience.
- ♦ **The strategy:** Two ideas. One around brand-led value (Scapia). One around community-led loyalty (Moko-verse).

💡 If we want people to *brag* about their Mokobara, we need to make them feel like they're getting more than a bag — they're getting *status, story, and rewards*.

Mokobara × Scapia Collab

Swipe. Pack. Go.



“**Scapia** is a fast-growing Gen Z credit card and travel booking app. What if Mokobara became the **first physical touchpoint** of that experience?

Collab Mechanics:

- Launch a limited **Mokobara × Scapia** luggage bag
- **Non-Scapia users:** Get the collab bag → receive a card → unlock **X** Scapia coins
- **Existing Scapia users:** Get the bag → unlock **X+Y** Scapia coins
- Post-purchase feature: On the Scapia app, users can scan their Mokobara bag + boarding pass → unlock more points or offers

Shared Value:

- ♦ **Lower CAC** for both brands
- ♦ High-visibility branding channel (airport + app ecosystem)
- ♦ Turns purchase into a **reward loop**, not just a checkout

The Moko-verse Lifecycle

 *Design the Bag. Grow the Brand. Gamify the Belonging.*

💬 Turn each Mokobara purchase into the *start* of a **gamified, app-exclusive ecosystem** — not the end of a transaction.

Moko-verse App Flow:

- **Step 1:** Buy a Mokobara → unlock access to an **exclusive members-only app**
- **Step 2:** Personalize your bag through **accessories** (rain covers, charms, name tags, luggage covers)
- **Step 3:** Every accessory purchase = **points earned**
- **Step 4:** Collect enough points → get **early access to drops**, pre-launch rewards, or exclusive editions

Strategic Outcome:

- ◆ Keeps users in the brand post-purchase
- ◆ Builds emotional equity + behavioral loyalty
- ◆ Creates habit loops — not just shopping carts

The more they accessorize, the more they belong.
Just like skins in gaming or badges in fitness — it's identity through interaction.

Why me?

“I don’t just want to work at Mokobara. I want to help shape what it becomes.”

I’ve analyzed billion-dollar portfolios at BlackRock — but the work that lit me up was decoding what *your* customers feel.

I built this project from scratch. Not for a class. Not for a job.

But because something about Mokobara got under my skin — in the best way.

I see patterns. I find stories in data. I think like a consumer and execute like an analyst.

And I believe Mokobara isn’t just selling bags — it’s building a tribe.

I want to help you build the 'I have a Mokobara' moment — and everything around it.

Let’s talk? :)

diyaddhabade@gmail.com | 9833523722 | [LinkedIn](#) | [My Portfolio](#)