

# Tiny Titan



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# Our Team



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# A Seriously Tiny PC

Built for people who need the computing power of a PC but live in small spaces like dorm rooms or apartments

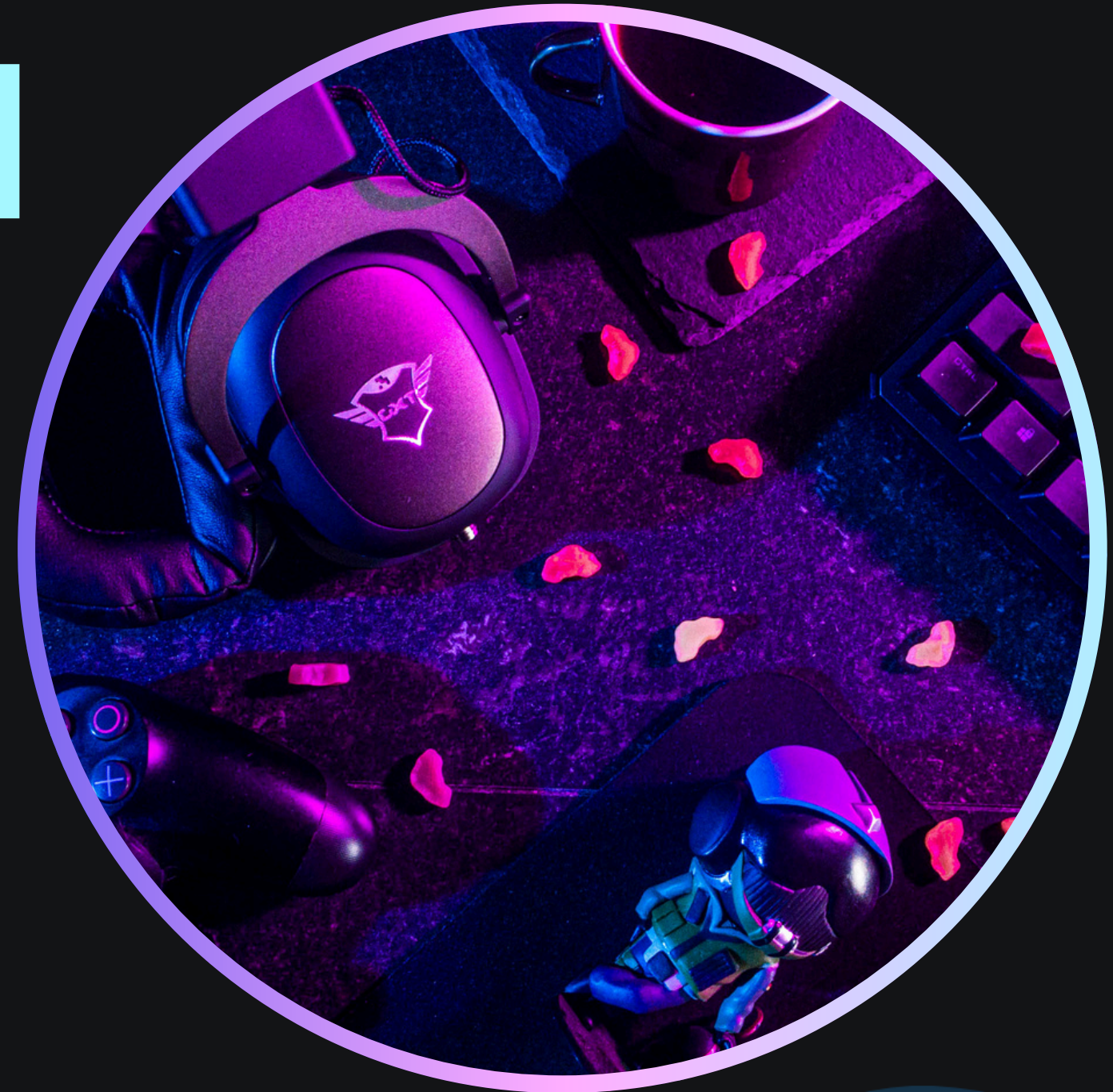
Great for gaming  
running software like CAD



# THE PROBLEM

## RAM PRICES ARE THROUGH THE ROOF

For TinyTitan, it is now two times as expensive to build the same computer with the same parts



**2022**



**\$1,200**

**2026**



**\$2,480**

The AI-driven RAM crisis is [causing all kinds of products to spike in price](#), with PC makers warning that [PC prices will jump 20% or more](#) and industry experts projecting the [shortage to last months or even years](#). Just yesterday, Valve also cited the worldwide RAMpocalypse as a reason for [delaying the launch of its highly](#)

# NVIDIA Controls 92% of the GPU Market in 2025 and Reveals Next Gen AI Supercomputer

January 6, 2026 | Updated: January 6, 2026

## It's Ugly Out There. GPU Price Checks Reveal Big Hikes As

In just a few months, many powerful Nvidia graphics cards have seen significant price hikes. The situation is especially bad for

## Inside RAMageddon: Why Laptop Prices Will Continue to Surge in 2026

With AI giants devouring the market for memory chips, it's clear PC prices will skyrocket. If you're in the market for a new laptop, read this before you buy.

CONSUMER TECH / GAMING HARDWARE

### Nvidia Cuts Gaming GPU Production to Prioritize AI Chips

Delays RTX 50 Super refresh and slashes production on amid RAM shortage

by The Tech Buzz

PUBLISHED: THU, FEB 5, 2026, 5:50 PM UTC | UPDATED: SUN, FEB 15, 2026, 6:50 PM UTC

4 MINS READ

TV +1 SOURCES

“ Gaming-related graphics cards accounted for approximately 35 percent of Nvidia’s revenue in 2022, but only around 8 percent in 2025. Meanwhile, AI chips have significantly higher profit margins at around 65 percent compared to about 40 percent for graphics cards.

”

# PC Component Market

## MARKET SHIFT

- NVIDIA is prioritizing high-margin AI data center chips over consumer GPUs

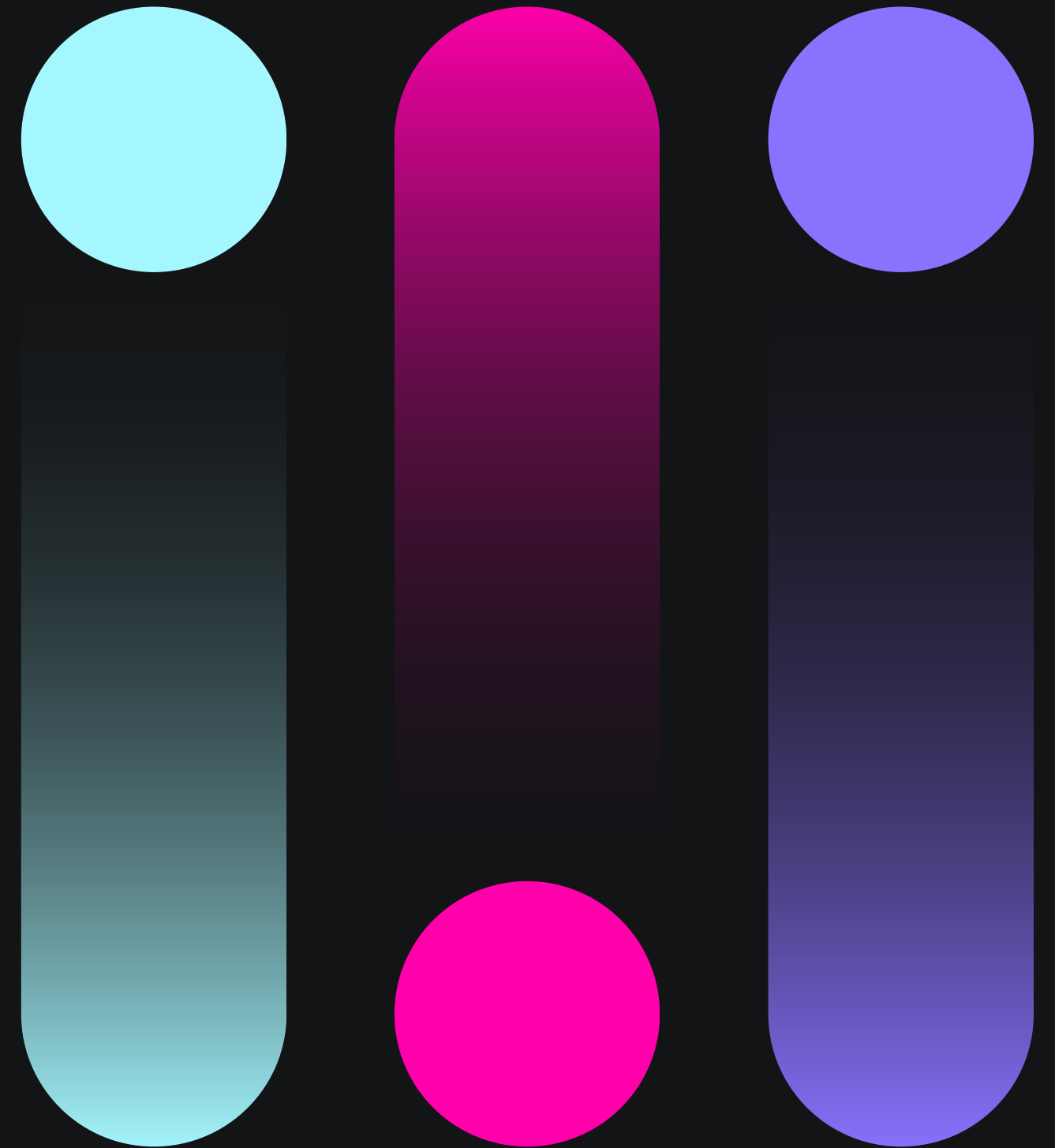
## CONSUMER GPU SHORTAGE

- Memory chips allocated to AI accelerators instead of gaming cards

## INDUSTRY-WIDE PRICE INCREASES

## MEMORY CRISIS

- Global shortage of high-bandwidth memory



# Survey Objectives:

1. What is the budget of 18-25 year olds for a PC?
2. What are they willing to pay?
3. What attributes do they prefer in a PC? How do they prioritise them?
4. What is the ideal demographic to target?



# Methodology:

qualtrics<sup>XM</sup>

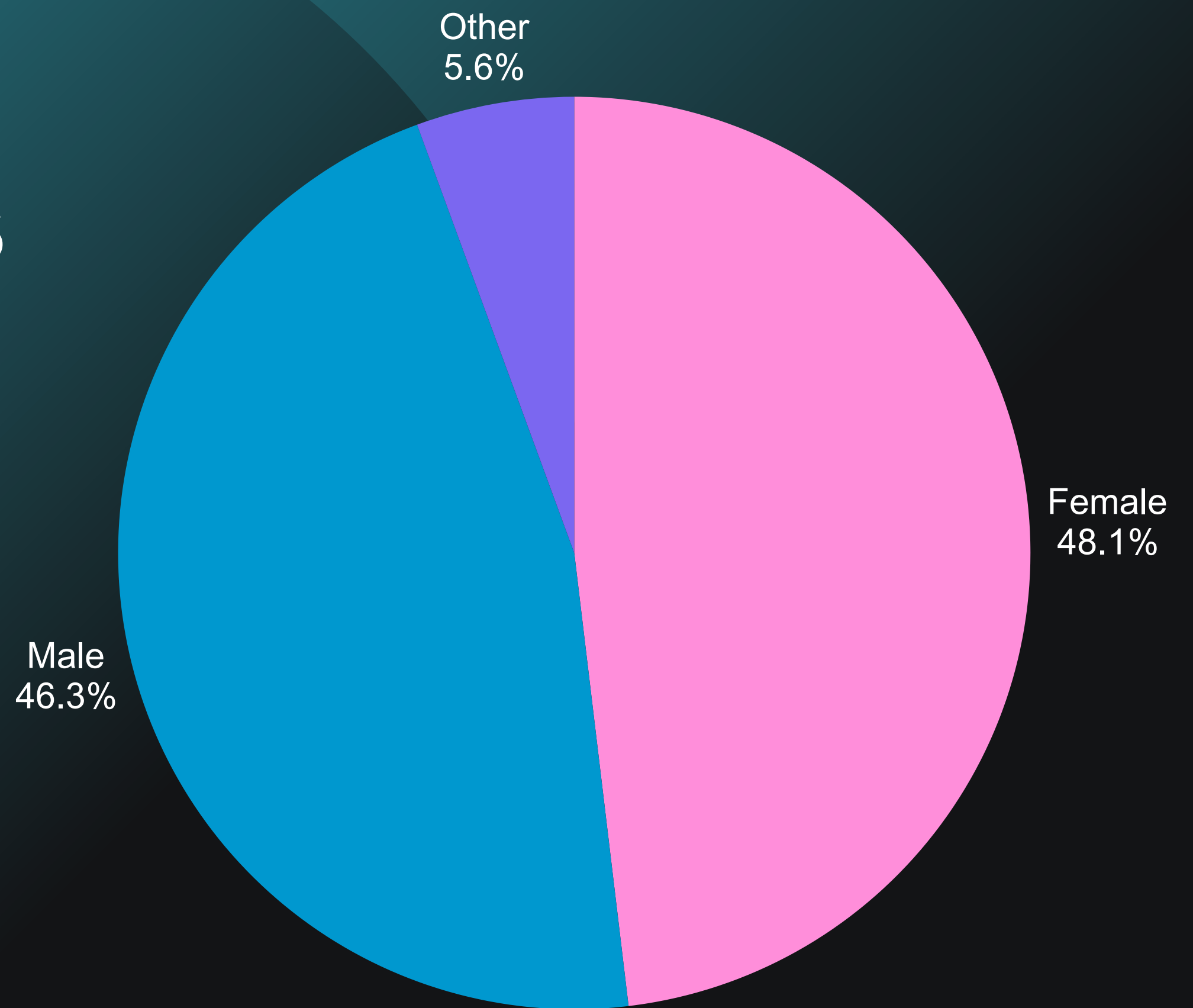
- **Design:** Quantitative online survey administered via Qualtrics
- **Sample:** 54 respondents (originally 81, cleaned), ages 18-25
- **Sampling Method:** Convenience sampling
- **Field Period:** Feb 3–Feb 11, 2026
- **Screening:** Restricted to target age group, US-based respondents only.
- **Analysis Conducted:** Factor, regression, T-test, Crosstabs & Chisquare, descriptives, frequencies, correlation.

The background features a repeating pattern of overlapping diamond shapes. The diamonds are colored in two shades of teal: a vibrant, bright teal and a darker, muted teal. These are set against a solid black background, creating a high-contrast, modern geometric aesthetic.

**The Data:  
54 Respondents**

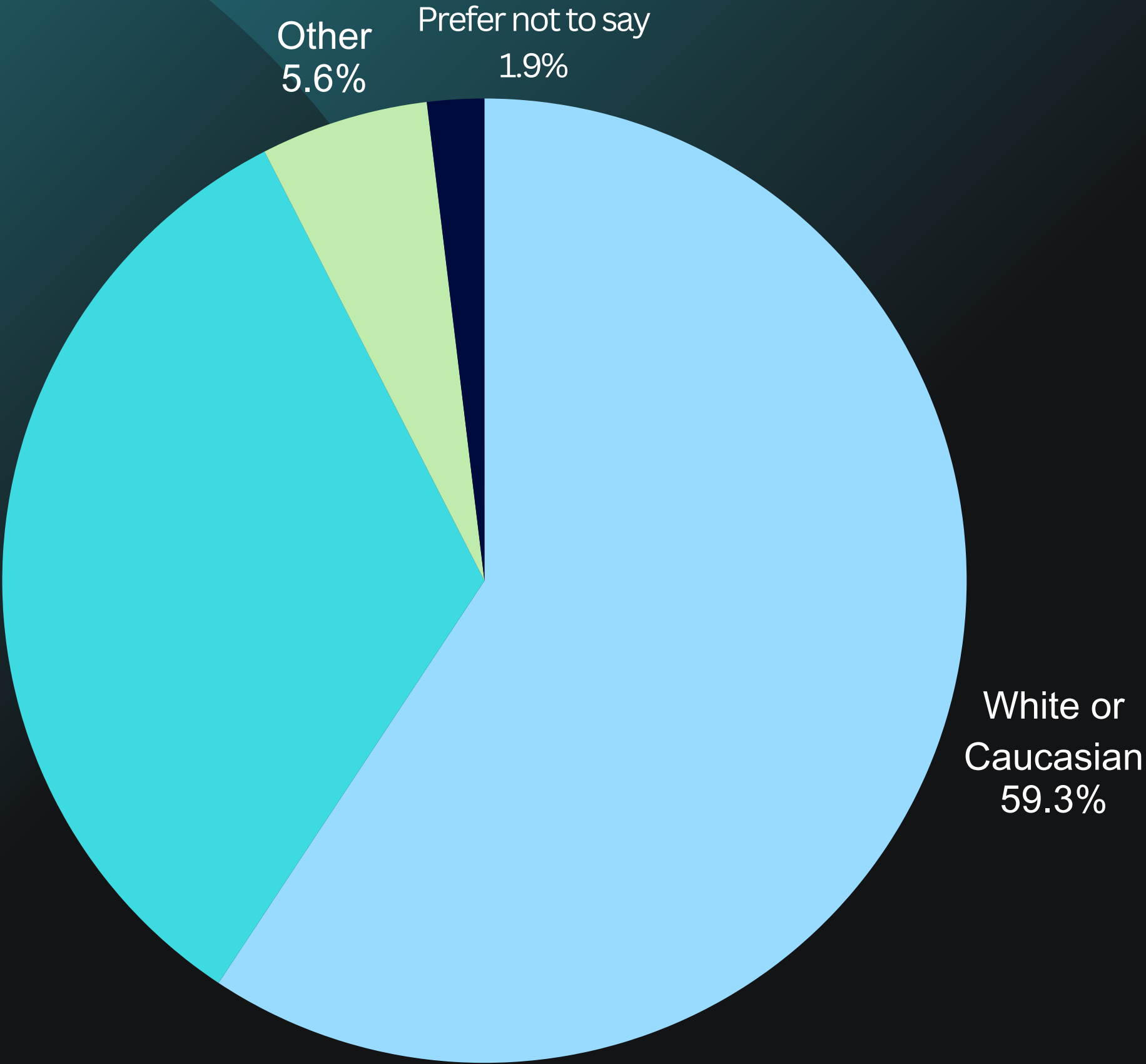
# Demographics

## Gender

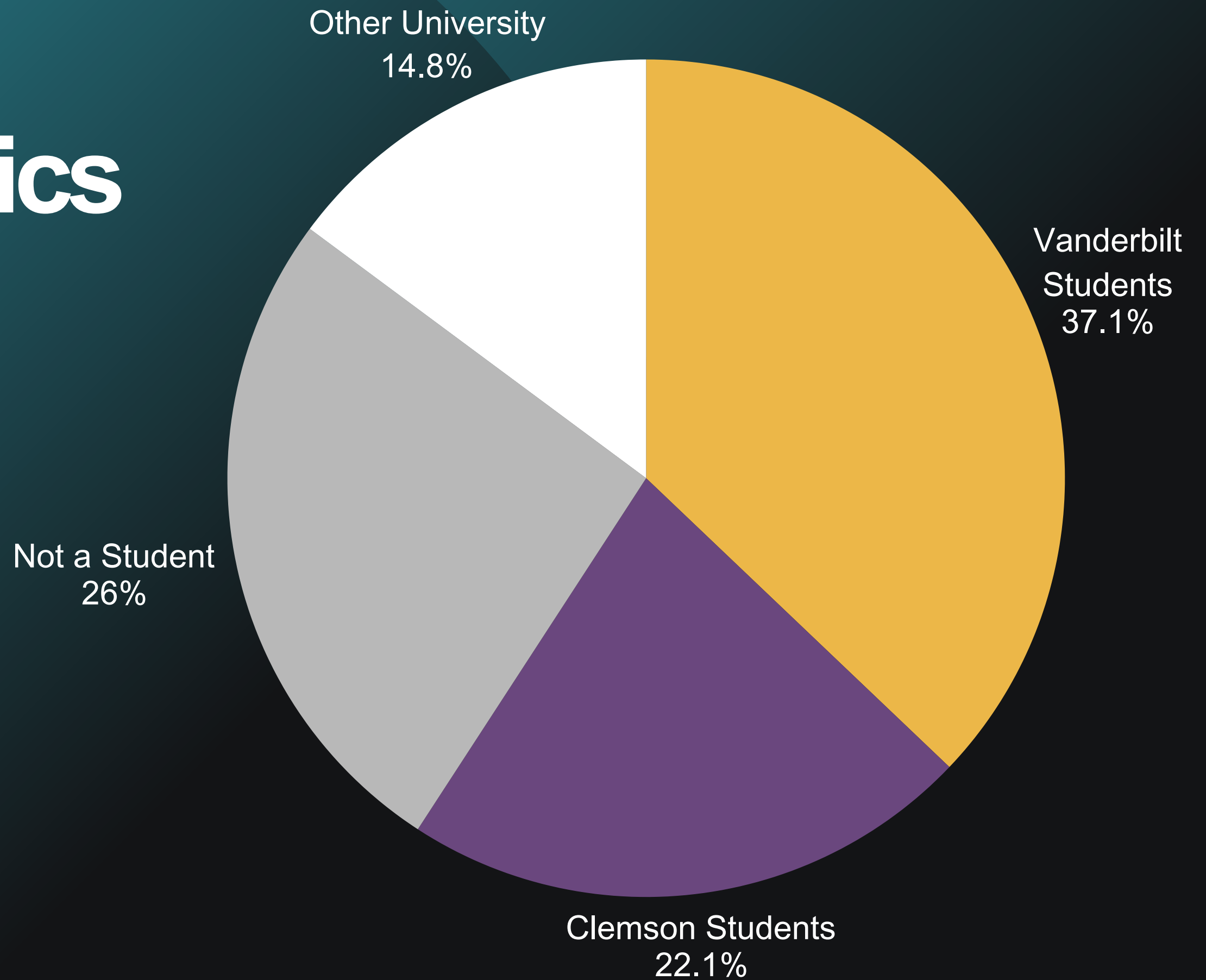


# Demographics

## Ethnicity



# Demographics University



# Demographics

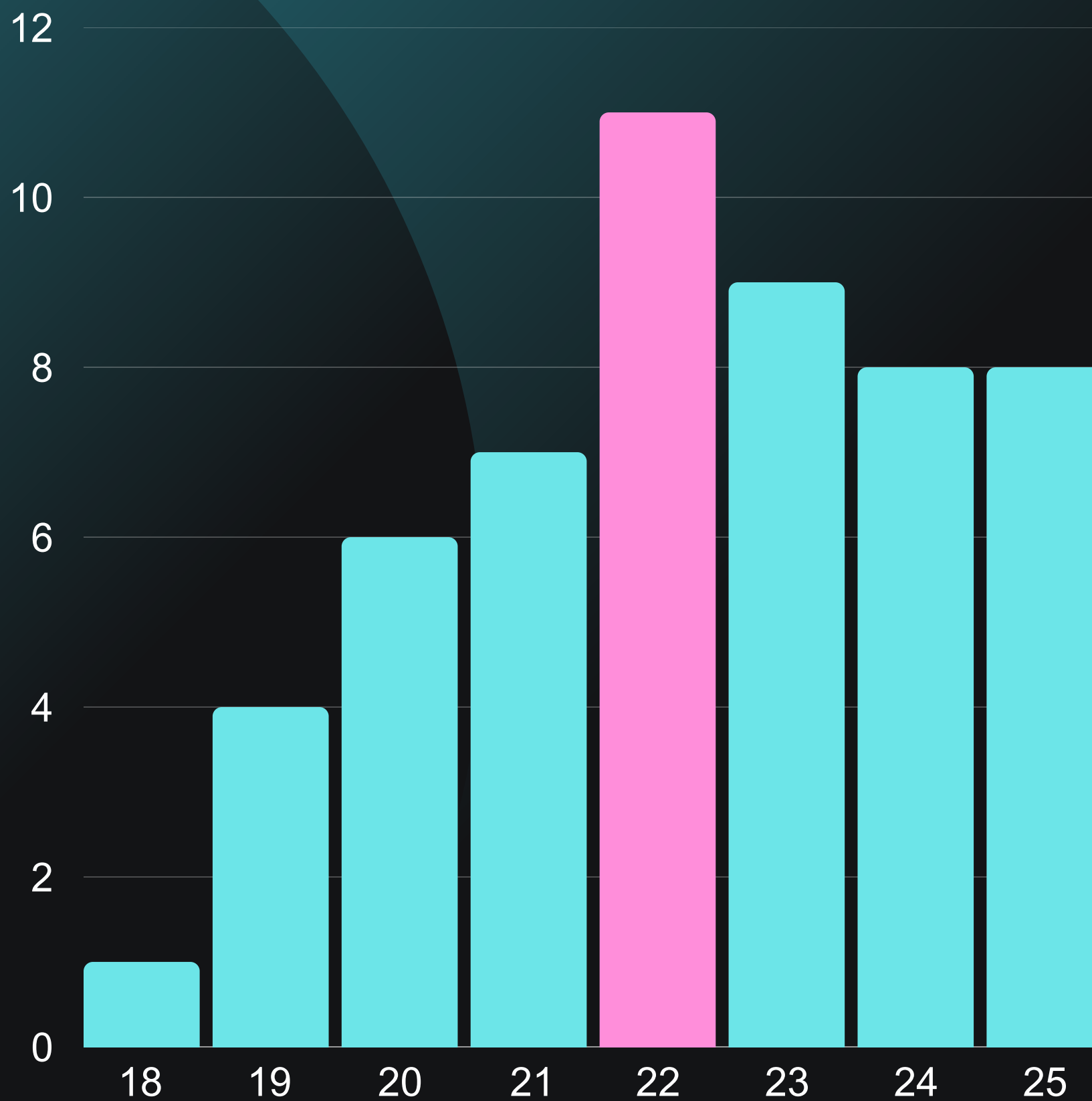
## US Resident



US based respondents  
100%

# Demographics

## Age



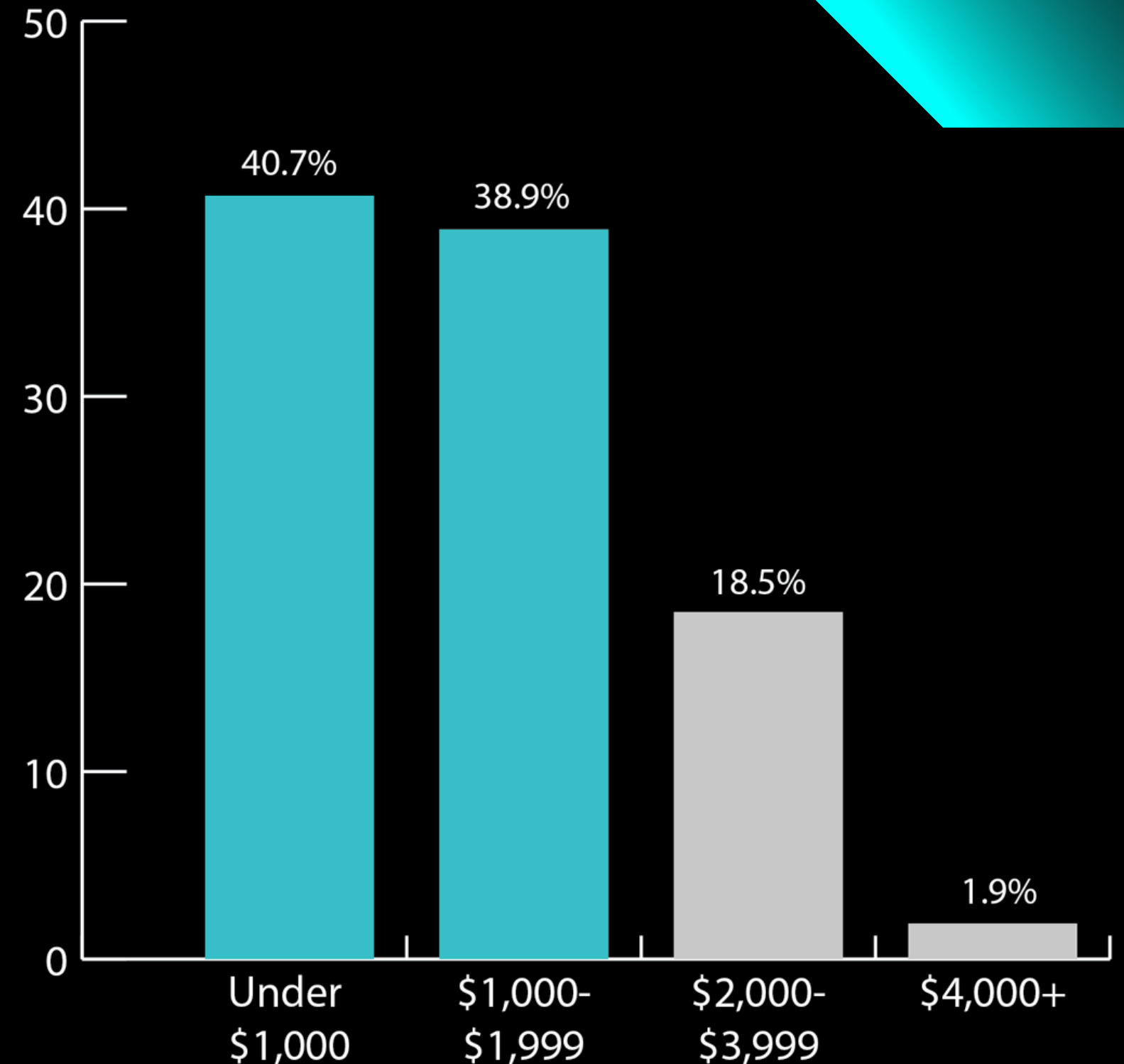
**Average Age: 22**

# Pricing: Budget

Doing a frequencies test, and a crosstabs chisquare, we found that:

- Most respondent's budgets are below \$2,000
- Average assumed cost to build a PC: **\$932**
- Likelihood to purchase a TinyTitan was not impacted by budget
- Likelihood to purchase a TinyTitan was not impacted by perceived cost to build pc

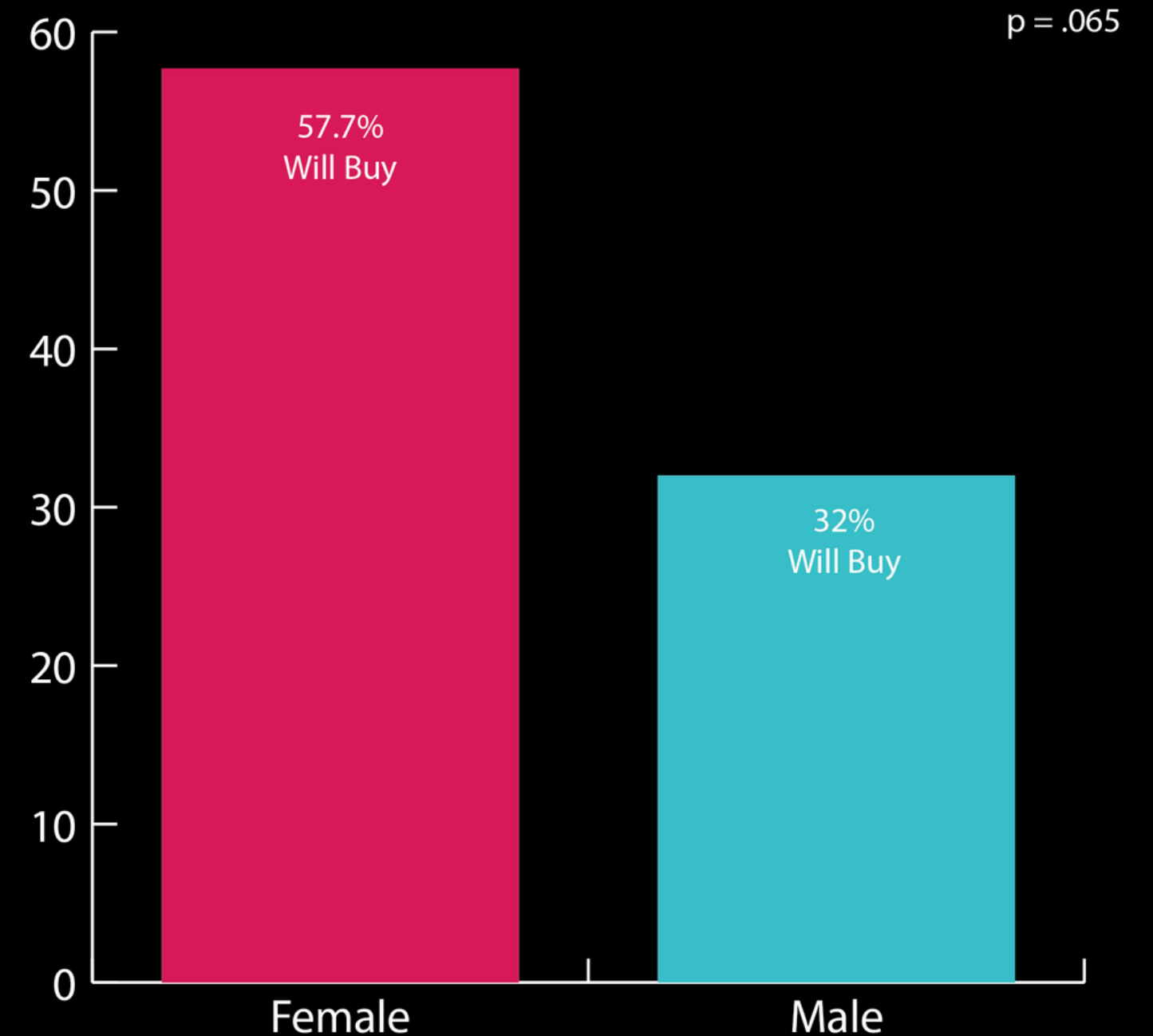
\*Budget doesn't predict purchase  
Students with all budget ranges show similar purchase interest



# Gender Analytics

Doing a crosstabs chisquare, we found that:

- **Females** are **1.8x** more likely to purchase a TinyTitan than **males**
- $p=0.065 > 0.05$ , pretty much significant/marginally significant



# Factor Analysis Table

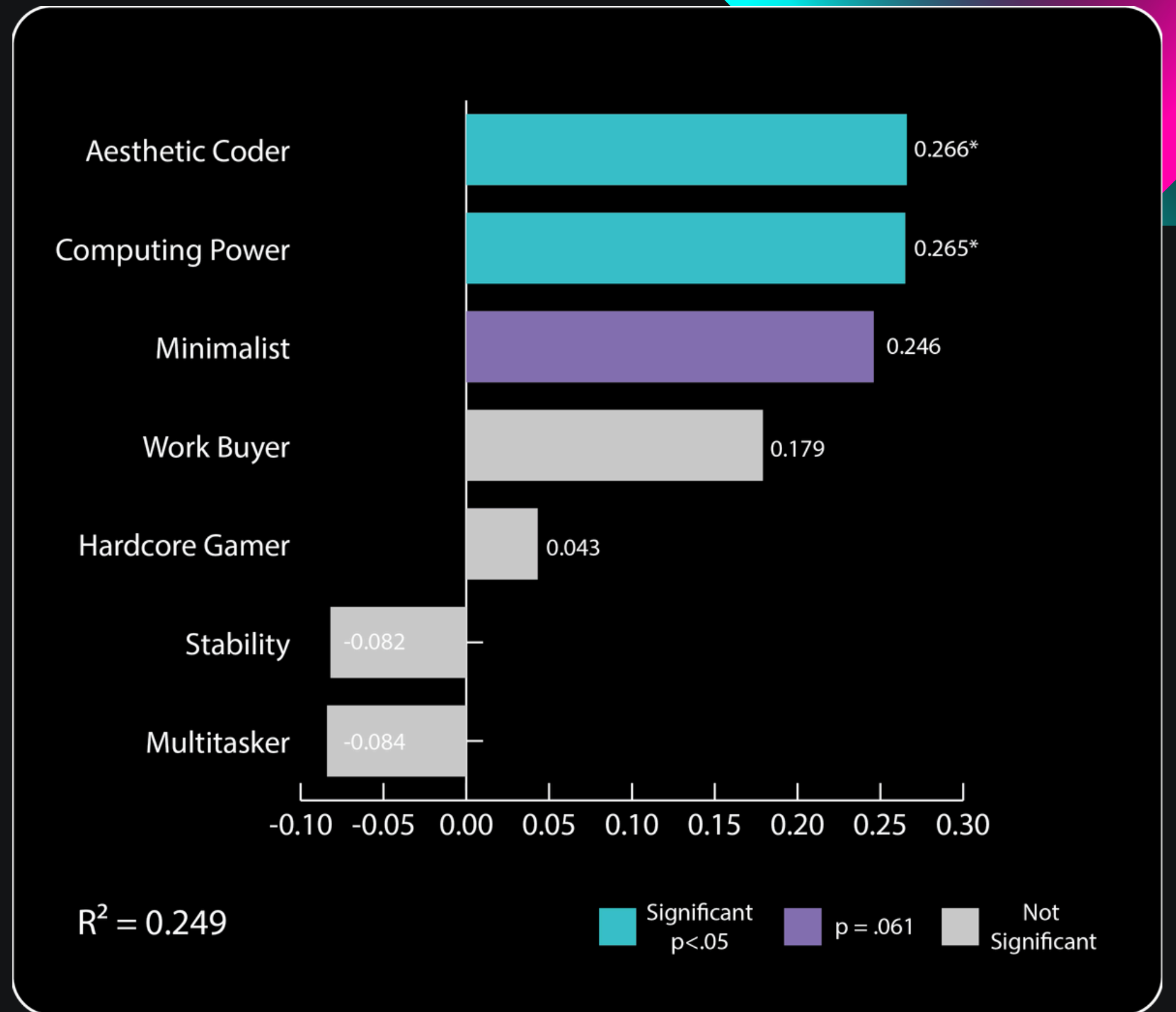
Factor analysis identified 7 customer segments (71% variance explained)

Factor	Name	Key Characteristics
F1	Hardcore Gamer	Gaming, RGB, PC builder
F2	Computing Power	CAD, processing speed, rendering
F3	Minimalist	Compact, clean, little desk space
F4	Aesthetic Coder	Coding, high RAM, system stability
F5	Work Buyer	Premium brands, reputation
F6	Stability Preferrer	Stability over features, silent
F7	Multitasker	Multiple apps, multitasking

# Regression Results

Aesthetic coders, computing power users, minimalists are the ones that are most likely to buy.

Interestingly, NOT gamers!



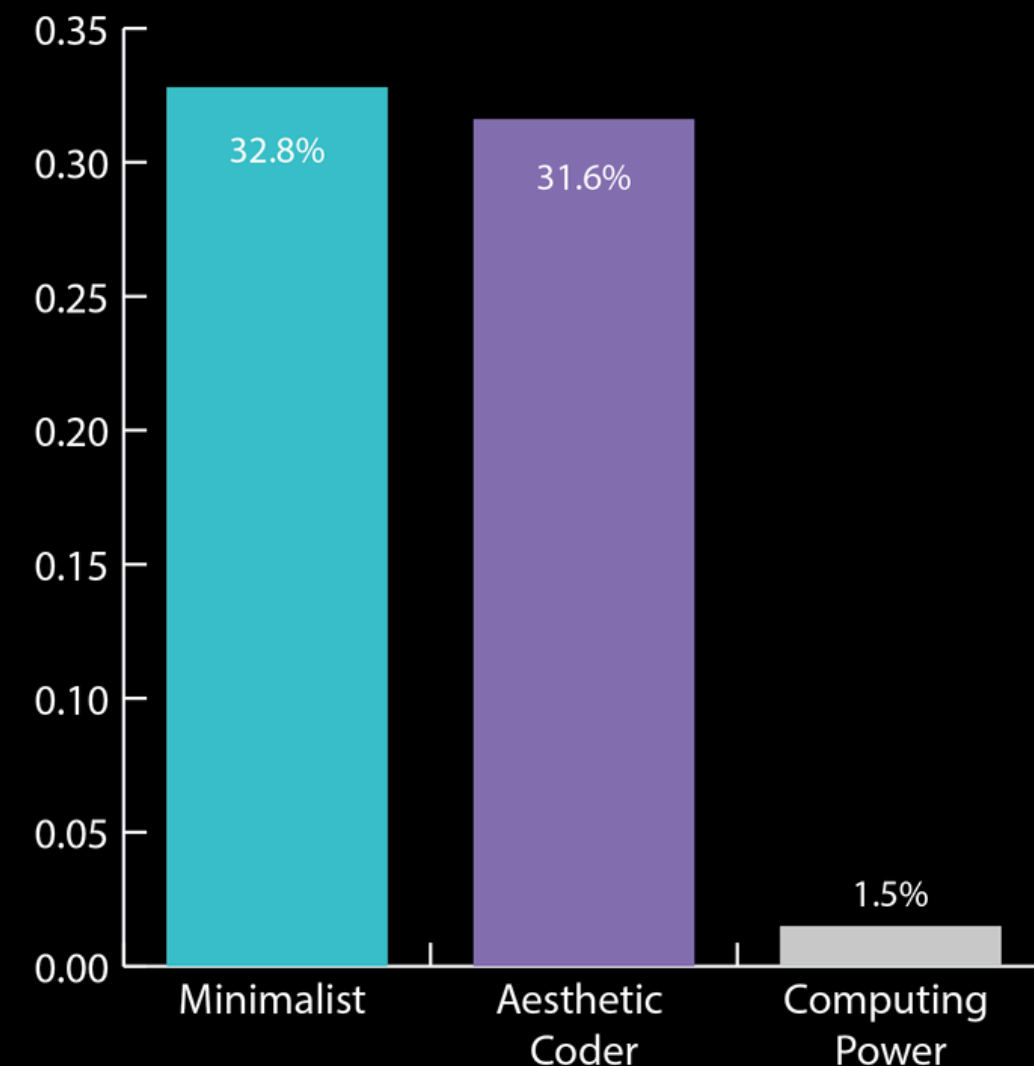
# Regression Results

Additional Insight:

Doing a descriptive analysis and a paired sample t test, we found that among **Females**:

- Aesthetic coding
- Minimalist

are the factors that are more popular!



# Concept Test



3.67 liters, and 0.2 sq ft  
7 in (W) x 4 in (D) x 8 in (H)

Base Price: \$705

Please Select RAM GPU & CPU for full pricing:

RAM	GPU	CPU
16G \$250	NVIDIA RTX5060 \$578	AMD 9600X \$184
32G \$360	NVIDIA 5060TI \$870	AMD 7800X3D \$385
64G \$750		AMD 9800X3D \$444

\*GPU (Graphics Card): Higher options generally offer better graphics performance and cost more.  
\*CPU (Processor): Higher options generally provide faster overall performance and cost more.

## Concept 1



3.67 liters, and 0.2 sq ft  
7 in (W) x 4 in (D) x 8 in (H)

Price: \$2480

RAM: 32 GB  
GPU: RTX 5060 Ti  
CPU: AMD 7800X3D  
1TB storage  
Windows OS

\*GPU (Graphics Card): Higher options generally offer better graphics performance and cost more.  
\*CPU (Processor): Higher options generally provide faster overall performance and cost more.

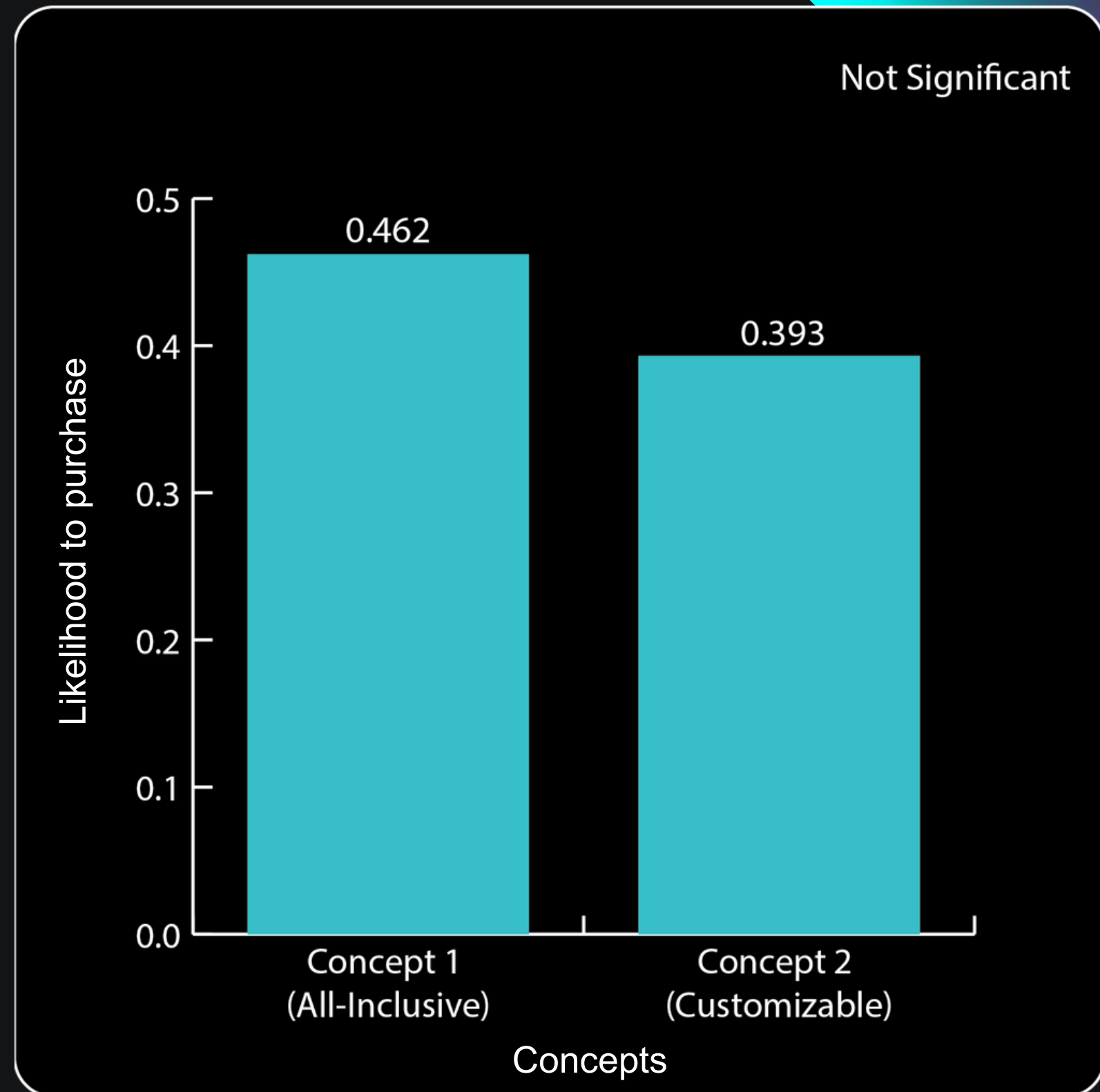
## Concept 2

**\*Note:** Users were almost evenly shown each concept test, i.e. 28 and 26

# Concept Test Results

Doing an independent sample t test, we found:

- No clear preference between concepts, in terms of likelihood to purchase.
- $p = .528 > 0.05$



# Pricing Findings

While most respondents reported budgets under \$2,000, budget level did not significantly influence purchase intent.

Interest in TinyTitan remained relatively consistent across the two largest budget segments:

- Under \$1,000 - 31.8% likely to buy
- \$1,000 - \$1,999 - 47.6% likely to buy

This suggests purchase consideration is driven more by perceived value and positioning than by stated budget constraints.

# Preferences

7 distinct buyer segments were identified through factor analysis, explaining 71% of variance in feature preferences.

Regression results indicate that purchase likelihood is significantly driven by:

- Aesthetic coders ( $\beta = 0.266$ ,  $p = 0.043$ )
- Performance / computing power seekers ( $\beta = 0.265$ ,  $p = 0.044$ )
- Minimalist preference show marginal influence ( $\beta=0.246$   $p = 0.061$ )

Aesthetic coders and minimalist were the factors most popular among Females.

TinyTitan appeal is strongest among users who value clean design and high performance, rather than traditional gaming or productivity segments.

# High Intent Profile

- Purchase likelihood is **not** significantly influenced by student status or university affiliation.
- No statistically significant relationship between ethnicity and likelihood to purchase.
- Within the 18–25 sample, purchase intent does **not** vary meaningfully across demographic subgroups.
- High-intent segment characterized more by psychographics (minimalist, aesthetic-focused) than by demographic variables.

Budget \$1-2K

Age 20-23

Minimalist Factor

Aesthetic Coder

Gender- Male

Gender- Female

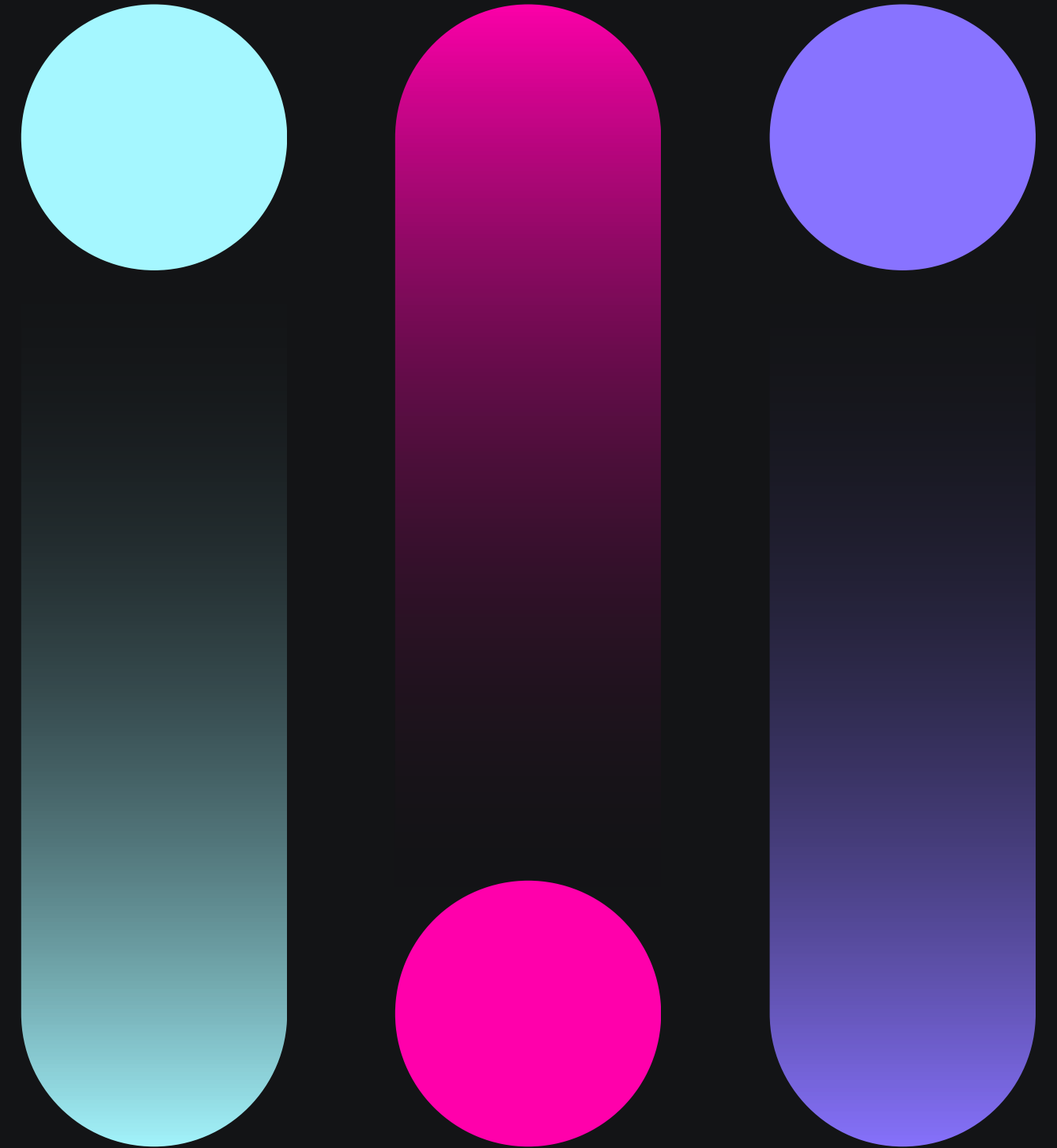
# Recommendations

## Core Recommendation:

TinyTitan should target:

- Females, 18-25, that live in US, who value a minimalist PC look OR software coders who value rgb lights/aesthetic look.

Contrary to popular belief, they should **NOT** focus on gamers!



# Limitations

## Sample Composition Bias

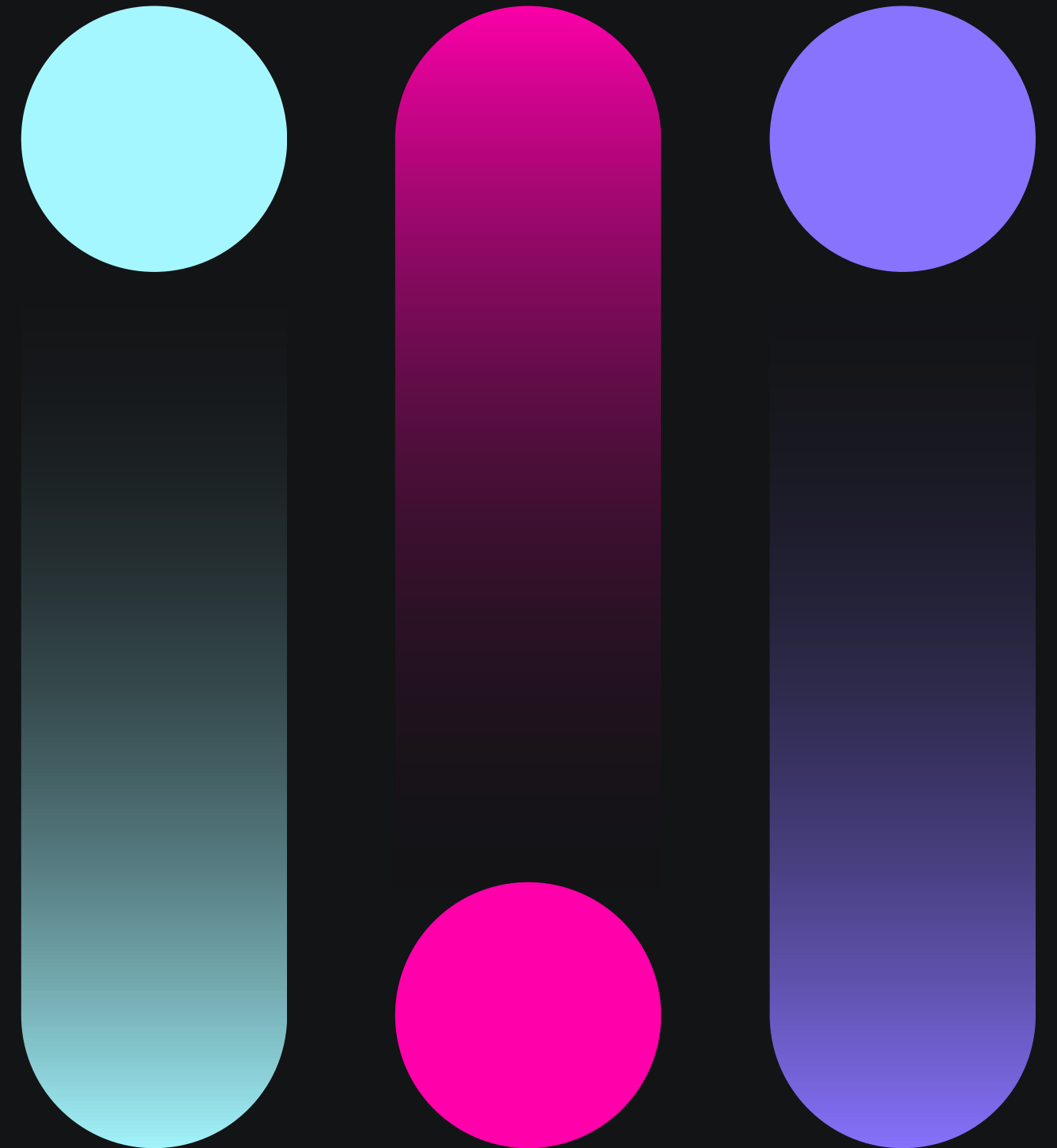
- Our sample = mostly grad students of marketing
- We can't tell if females like Tiny Titan because of gender OR because marketing students prefer stylish products
- Recommendation: Target creative professionals, not just women

## Sample Size

- Our sample size was of only 54 respondents. Having a higher sample size would make our recommendations more concrete.

## Knowledge bias

- Respondents may not have been familiar with PC components like RAM or GPU, which could affect how they answered



Thank You

