

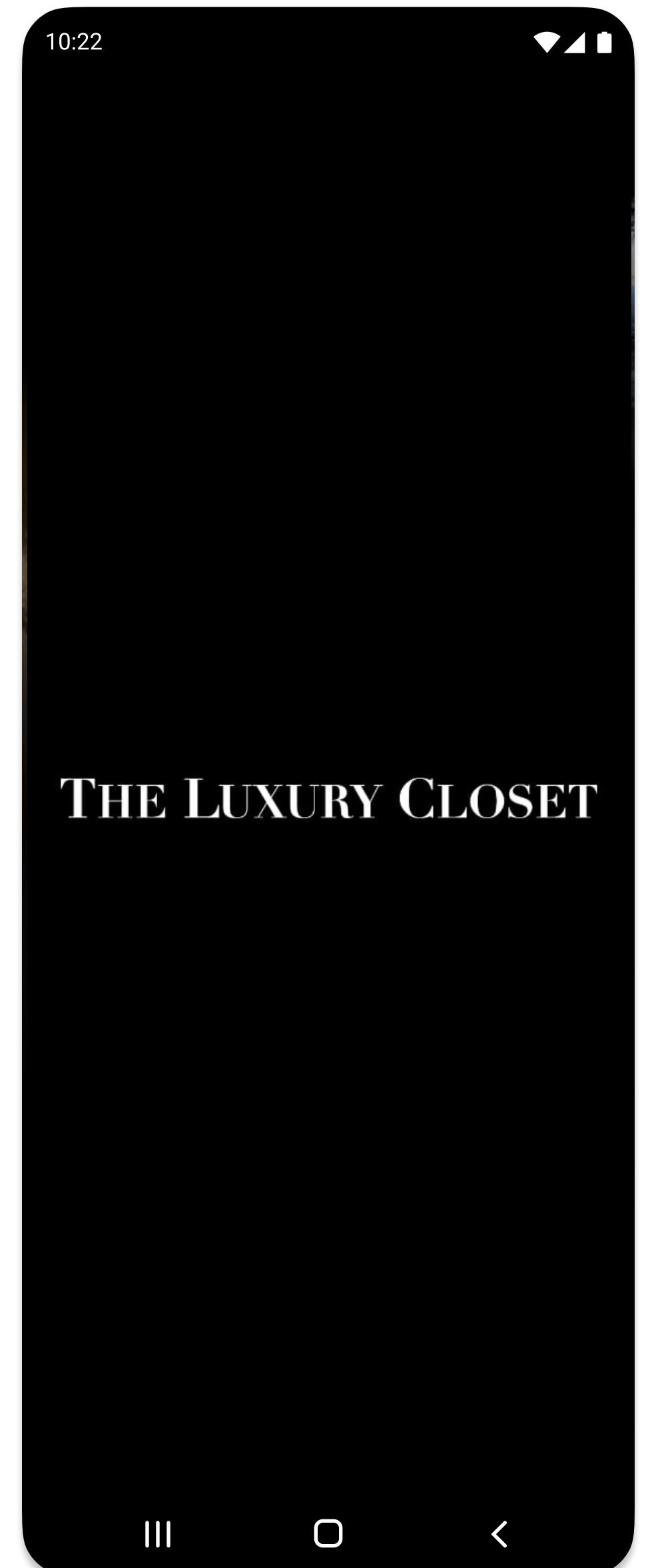
THE LUXURY CLOSET

The Luxury Closet - Buy & Sell

The Luxury Closet

Problem Statement - How we can increase the conversions on our Platform.

- Conversions = No. of people Purchasing the product / No. of People visiting the Platform.
- Platform can be -M web, App, Web Page.
- Important Information is - The Maximum drop-offs reported are from MPP to SPP.
(MPP - Multiple Product Page, SPP - Single Product Page)



Overview -

About “The Luxury Closet” -

The Luxury Closet is an online boutique based in Dubai, and its vision is to build the largest online marketplace in the Middle East for buying and selling new and pre-loved luxury items. They accept and ship handbags, clothes, watches, and jewelry internationally.

At any given time, the company has approximately 35,000 unique items in its online and app stores, including luxury brands such as Louis Vuitton, Chanel, Cartier, and Rolex.

Competitors -

- Vestiaire Collective
- Fashionphile
- Dallas Designer Handbags
- The Closet
- Open for Vintage

Play store Stats -

4.4★

909 reviews

100K+

Downloads

Competitor Analysis

FASHIONPHILE

DALLAS DESIGNER
HANDBAGS

THE CLOSET®
AUTHENTIC LUXURY SINCE 2010

OPEN FOR VINTAGE

| Engagement | | | | | |
|----------------------------|---------------------|------------------|------------------------------|-------------------------|--------------------|
| Metric | theluxurycloset.com | fashionphile.com | dallasdesignerhandbags.co... | theclosetonlineshop.com | openforvintage.com |
| 📅 Monthly visits | 920,508 | 3.000M 🏆 | 101,469 | 39,619 | 65,873 |
| 👤 Monthly unique visitors | N/A | N/A | N/A | N/A | N/A |
| 👤 Visits / Unique visitors | N/A | N/A | N/A | N/A | N/A |
| ⌚ Visit duration | 00:01:29 | 00:04:08 🏆 | 00:00:39 | 00:01:40 | 00:01:13 |
| .Pages per visit | 3.33 | 3.86 🏆 | 1.59 | 3.51 | 2.16 |
| ↗ Bounce rate | 59.43% | 56.39% | 81.74% | 43.18% 🏆 | 64.03% |
| Pages | 3.063M | 11.58M 🏆 | 161,560 | 138,922 | 142,152 |

Source — [Similar Web](#)

UNDERSTANDING BUSINESS

E-commerce Funnel



This case study is focused on improving "No. Of conversion on the website we will focus on improving."

"Active Users → Convert Users" Part of the Funnel.

Active Users

We are considering Active users here who engage with our website or Application for a specific period of time

Convert Users

We are considering conversion of a user when he makes a purchase on our platform

Analyzing this Funnel Part

- In the context of the acquisition funnel, our website is attracting nearly one million MAU's, positioning us as the second-highest in terms of user volume among our competitors. Our marketing campaigns aimed at capturing customer attention and facilitating acquisition are performing effectively.

- The data suggests that the average time visitors spend on our website is approximately 1 minute and 30 seconds, indicating room for potential improvement.

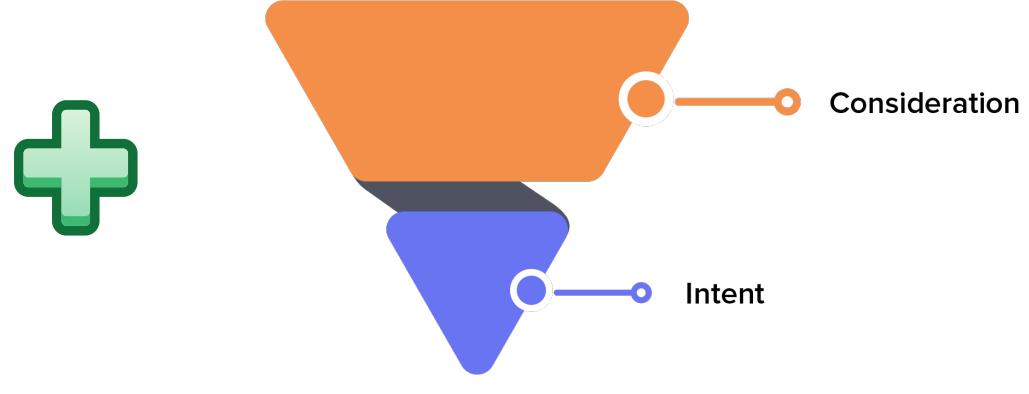
- Additionally, our data indicates that the highest number of user drop-offs occur during the transition from the Multiple Product Page (MPP) to the Single Product Page (SPP). This is a significant concern as this step is pivotal in the process of converting potential customers. During this transition, users select a product they believe is suitable for purchase. This particular stage is a part of the Activation Funnel, which makes it even more crucial to address.

- So our main focus should be on improving Activations and Traditional Monetisation Funnel

Acquisition Funnel



Activation Funnel



Traditional Monetisation Funnel



USER PERSONA



Name: Emma
Age - 32
Gender: Female
Education: bachelor's Degree
Occupation: Marketing Manager
Income: High
Location: Rome, Italy

"Emma is a successful busy marketing professional with a passion for luxury fashion. She keeps up with the latest trends and enjoys owning unique and exclusive piece from well-known luxury brands."

Key Quote - "I love the thrill of discovering unique luxury pieces that match my style perfectly. It's important to me that the items I own are authentic and of high quality. Shopping at 'The Luxury Closet' allows me to enjoy luxury fashion while being conscious of sustainability."

Goals and Motivation -

- Emma seeks luxury fashion items that showcase her style and personality.
- She values owning items from renowned luxury brands that reflect her status and taste.
- She is environmentally conscious and appreciates the sustainability aspect of buying preowned luxury items.

Challenges:

- Finding authentic luxury fashion pieces in good condition can be time-consuming.
- Emma wants a seamless online shopping experience, including easy navigation and secure transactions.

Technology Usage:

- Usage both a laptop and smartphone for online shopping.
- Active on Instagram and Pinterest for fashion inspiration
- Appreciates user-friendly apps and websites with a visually appealing design.

USER PERSONA



Name: Michael
Age - 42
Gender: Male
Education: MBA
Occupation: Business Executive
Income: High
Location: London, UK

"Michael is a successful business executive who values refined style and sophistication. His professional image is essential, and he seeks luxury fashion items that exude confidence and authority while aligning with his busy schedule."

Key Quote - "As an executive, my appearance speaks volumes. The right luxury fashion pieces can convey confidence and authority. Having a platform that understands my refined taste and offers convenient shopping options is incredibly valuable."

Goals and Motivation -

- Michael aims to project a polished and professional appearance in both his corporate and personal life.
- He values luxury fashion pieces that enhance his executive image and convey status.
- Time efficiency is crucial due to his demanding career and family commitments.

Challenges:

- Finding luxury fashion items that blend timeless style with modern elegance.
- Balancing his career, family, and personal interests leaves limited time for shopping.

Technology Usage:

- Uses a smartphone, laptop, and tablet for online tasks and communication.
- Engages with business thought leaders on LinkedIn and follows luxury brands on social media.
- Values user-friendly websites and apps that provide efficient shopping experiences.

USER PERSONA



Name: Sarah Mitchell

Age - 38

Gender: Female

Education: Master's Degree

Occupation: Interior Designer

Income: High

Location: Dubai

"Sarah has a strong sense of style and values luxurious fashion items. Her profession as an interior designer reflects her appreciation for aesthetics and quality. She seeks fashion pieces that align with her design sensibilities while prioritizing convenience."

Key Quote - "I love the elegance of luxury fashion, but time is my most precious resource. 'The Luxury Closet' makes it possible for me to find unique pieces that fit my style without the hassle of spending hours at a store."

Goals and Motivation -

- Sarah desires high-quality fashion items that complement her sophisticated style and creative personality.
- She values the option to experience how luxury pieces fit her before making a purchase decision.
- Convenience and time-saving are crucial due to her demanding career and busy family life.

Challenges:

- Balancing her career, family, and personal interests leaves limited time for in-store shopping.
- Ensuring that luxury items she chooses to reflect her unique style and aesthetic preferences.

Technology Usage:

- Regularly uses a smartphone, tablet, and laptop for browsing and online shopping.
- Engages with fashion and design communities on Pinterest and Instagram.
- Values user-friendly websites and apps that make the online shopping process efficient and enjoyable.

Specific problems that can led to low conversion rates



Too Many Options

An overwhelming number of choices can paralyze user's decision-making process. When presented with too many Options.



Lack of trust factor widgets

If the users can't see the testimonial from other users or their experience of the platform. It will create "lack of trust " on the new user which can led to user switching the platform.



Less Interactive Page

An unengaging website can discourage users from exploring further. If the page lacks interactivity, such as interactive elements, videos or dynamic content

Problem + Solution

1. Keeping it Simple to make a choice — Reduce no. of choices a user have — Overwhelming the user

What I mean here by saying giving them less option to be confused about making a choice or selecting a product

Having so many options for a New user can be confusing, and can create discomfort in the user Journey.

THE LUXURY CLOSET What are you looking for? Profile icon Anuj Heart icon Wishlist Bag icon Bag

SELL NOW!

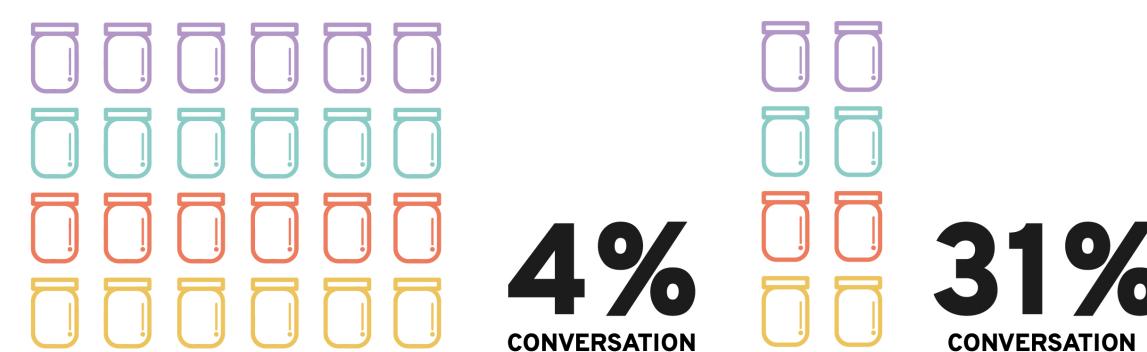
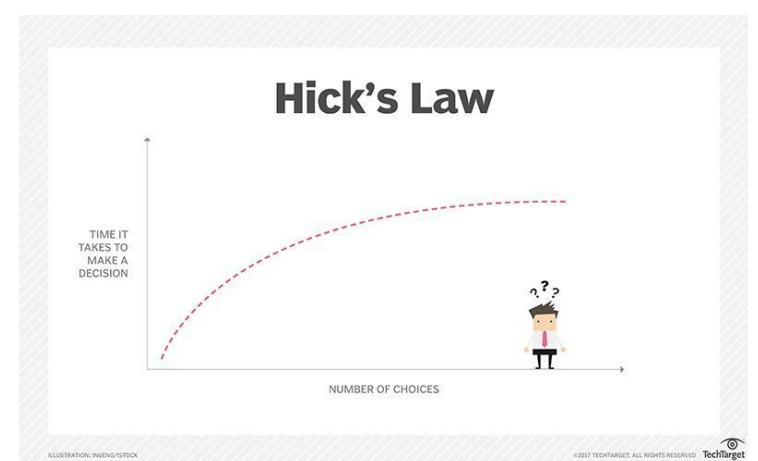
WOMEN MEN HANDBAGS HOT DEALS WATCHES NEW ARRIVALS CLEARANCE DESIGNERS HOME MAGAZINE AUTHENTICITY

WATCHES FOR HIM **WATCHES FOR HER** **TOP BRANDS FOR HIM** **TOP BRANDS FOR HER** **COLLECTIONS**

| | | | | |
|--|--|------------------|-----------------|--------------------|
| AUTOMATIC CHRONOGRAPH | QUARTZ | ROLEX | CARTIER | TIMELESS TREASURES |
| QUARTZ | AUTOMATIC | CARTIER | ROLEX | COLLECTOR'S CORNER |
| QUARTZ CHRONOGRAPH | QUARTZ CHRONOGRAPH | OMEGA | OMEGA | FASHION FEVER |
| ALL WATCHES FOR HIM > | ALL WATCHES FOR HER > | TAG HEUER | BVLGARI | |
| | | BAUME & MERCIER | VERSACE | |
| | | BREITLING | CHOPARD | |
| | | AUDEMARS PIGUET | DIOR | |
| | | BVLGARI | HERMES | |
| | | GIRARD PERREGAUX | BAUME & MERCIER | |
| | | JAEGER LECOULTRE | | |
| | | HUBLOT | | |
| | | PATEK PHILIPPE | | |
| | | ULYSSE NARDIN | | |



To Support My Argument



Hick's law

Jam Experiment

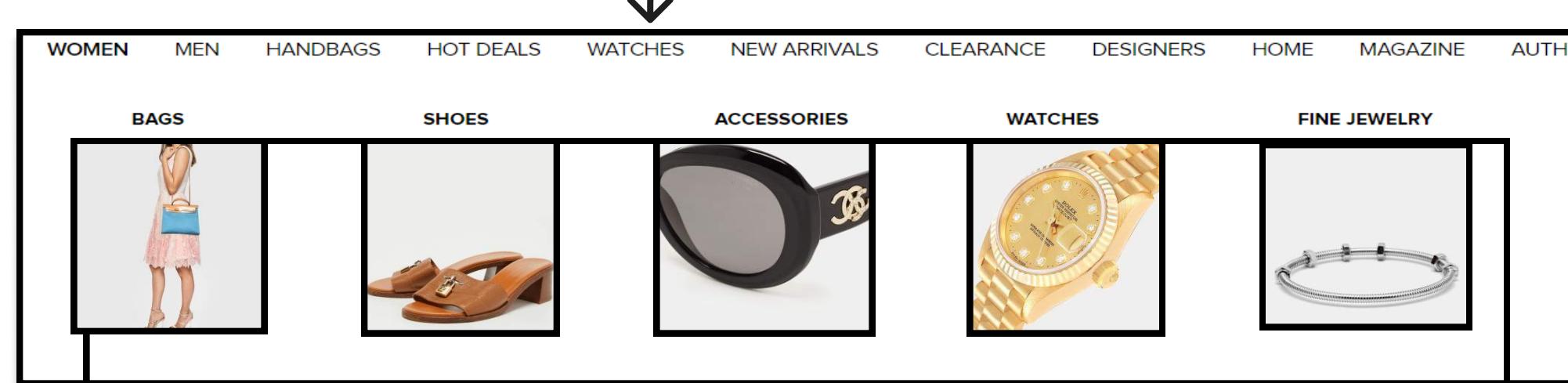
Having too many options for a specific kind of gender when the user is just acquired can be difficult for user to go to a particular section and make choice of which options/clicks will lead them to their desired product section.

The Image attached is of Watch section but it goes same for all other sections.

1. What can be improved — Current Women's drop down Options



Old Women's Drop Down Choices



New Women's Dropdown section Choices

Simplistic and less confusing

This can be done for all the sections present

Metrics that can be checked to confirm the success of this feature and our over all goal will be -

1. Upward trend in users navigating from the homepage to multiple product pages.
2. Percentage distribution of users transitioning to Multiple Product Pages (MPP), differentiated between those arriving from banners and a specific product section.
3. Alteration in user flow: movement from the homepage to multiple product pages.
4. Increase in the number of users progressing from MPP to Single Product Pages (SPP).
5. Average time spent on Home page

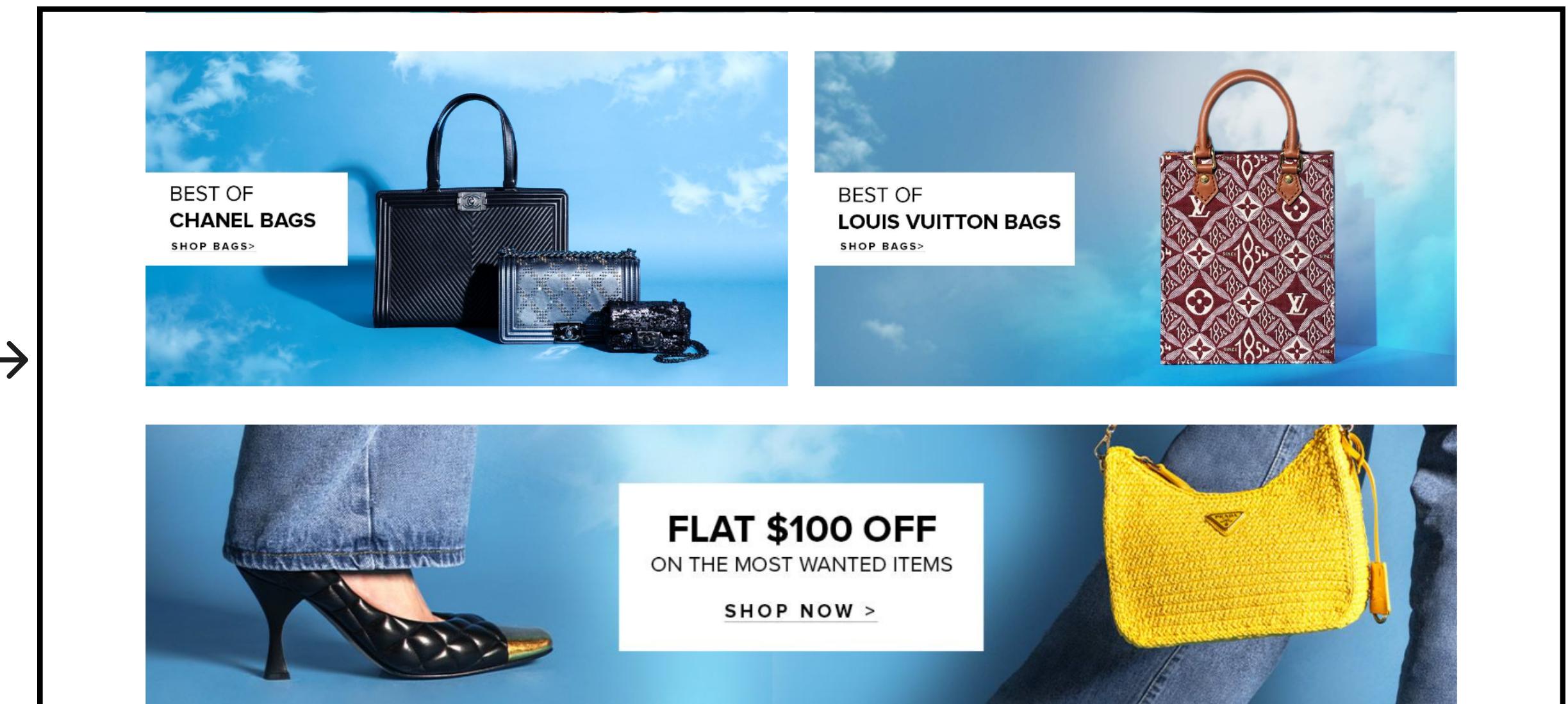
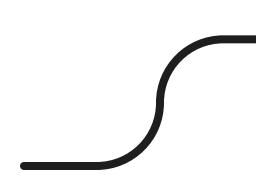
All these metrics will help us track the Goal we have, and we will be easily able to track if users are able to find their desired product without getting confused selecting a product.

This will ensure that our visitor don't get overwhelmed and confuse while navigating the website and make sure to go to next Product catalog page or MPP.

This feature will not deviate Buyers to buy and pay for the product and also will give explorer an option to navigate the website in a better and simple way.

2. Building Trust Widgets - Most Important for an E-Commerce

From home page to SPP we don't have a highlighted User testimonials or experience page on the website which can lead to lack of trust on the platform on the user. Which will eventually lead to fewer conversions on our platforms.



Instead

See What Our Customer Say

Amy Customer
I was looking a special edition Louis Vuitton piece that was never sold in the US. I thought I would have to buy from an overseas seller on a major resale site, but I had concerns about authenticity. I was very happy to find the item on the website. The price was reasonable when you factor in discount codes, no tax outside of Texas and free shipping. I loved that there was a 30 day return policy in case it wasn't what I expected, but it turned out to be even cuter in person. It was rated mint and it seems brand new, including the box and dust bag. It took three days to arrive instead of 2 because of bad weather but that is obviously much quicker than ordering from most resale sites.

savannah hernandez Customer
"Best customer service. Best price to sell or buy here. Beat every others competition. 5 starts."

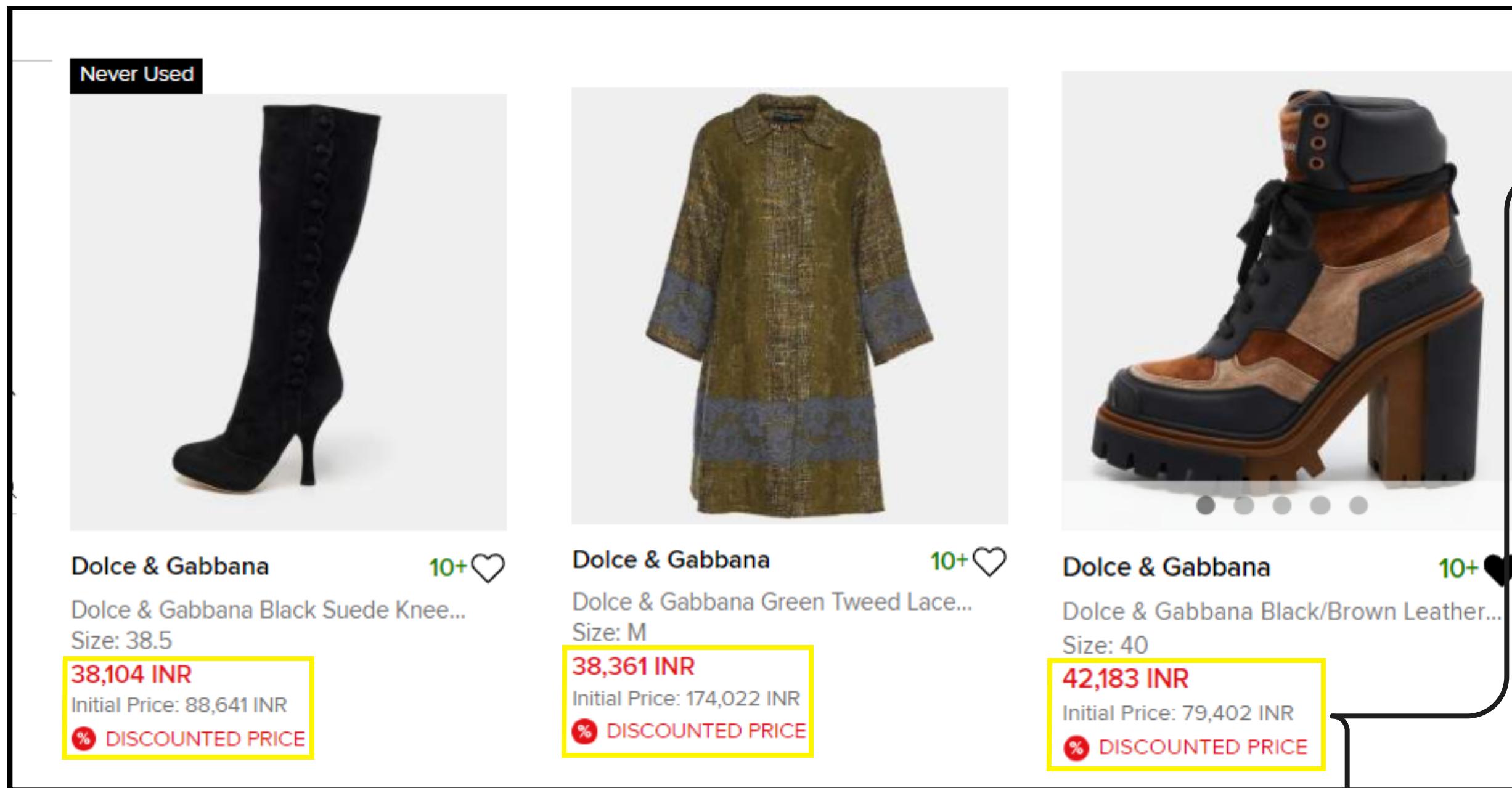
The section highlighted green section can be added to the home page of the platform, where each user new or existing can read the experience of other customer, which will help them build trust on the platform and help them to explore the website and make a purchase decision without being conscious and question about the service and authenticity of the website

Supporting my argument - [Link](#)

Metrics to keep an eye on:

- How long people spend looking at the testimonial banner.
- How much better the conversion rates get.
- The number of people who share their feedback after using the service.

3. Getting user attention on Multiple Product Page -



On an average every e-commerce gets around 8 sec to gain user attention due to users short attention period

Highlighted in Yellow - Red color has a significant impact in getting user attention which also create a sense of urgency and scarcity in user mind and help to increase the conversions.



After looking into it more closely, we can see that showing both the discounted and original prices might make users feel excited, releasing dopamine. However, this approach doesn't clearly tell them how much they'll save on a specific item, which could make them even more interested.

Additional features that could be included alongside the discounted price are the percentage amount they'll save on a product and a timer indicating the duration of the offer or discounted price.

Features -

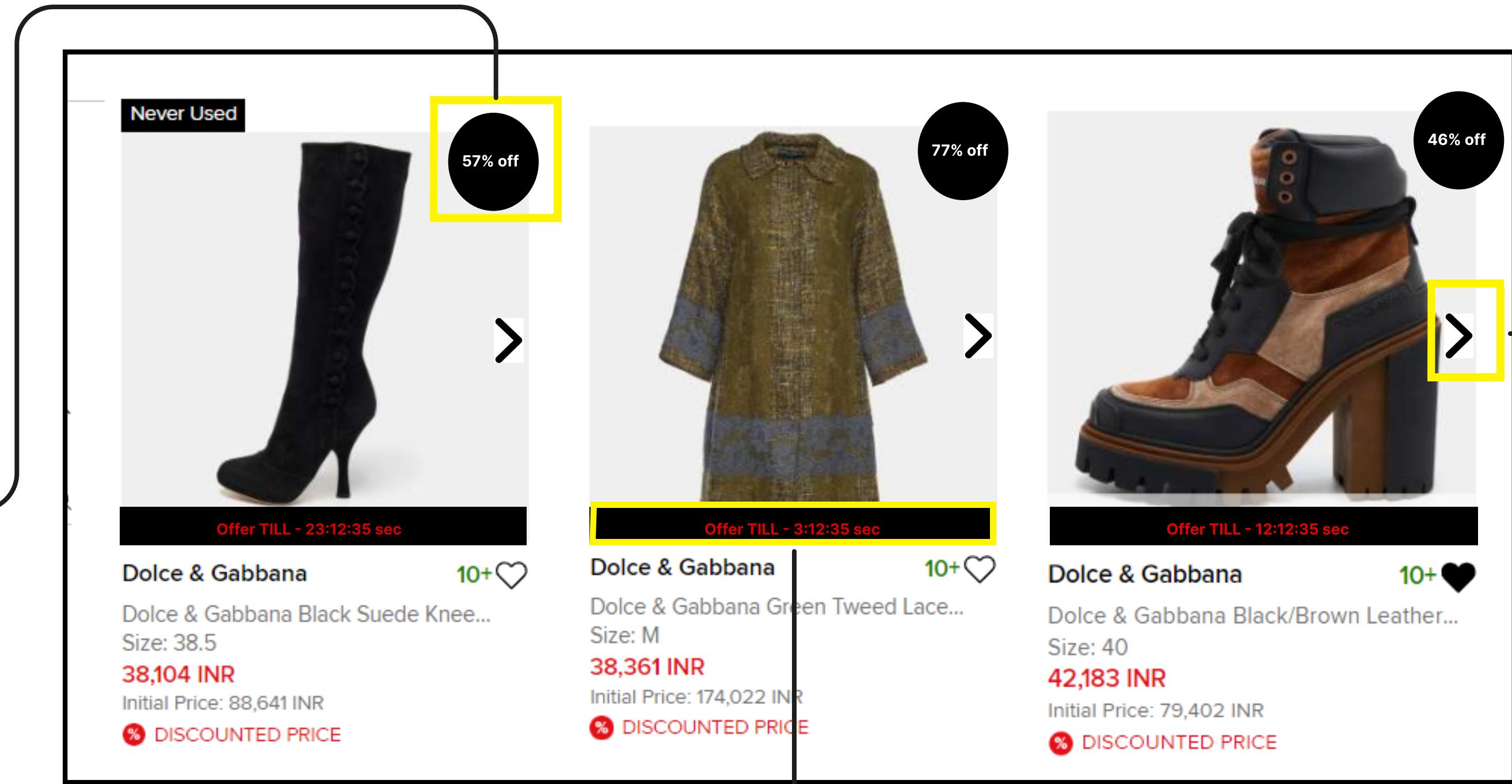
- Savings Percentage Display - Percentage showing the amount saved.
- Offer End Timer - Timer indicating when the offer ends.
- Navigation icon for product Photos.

How should we position these features?

Displaying the amount the customer will save on buying a particular product will trigger them to read And see about the product more. And will help us decrease the drop-off from MPP to SPP.

Formula used to calculate the percentage is -

$$\text{Discount \%} = \frac{(\text{Final Price} - \text{Initial Price})}{\text{Initial Price}} * 100$$



The timer is like a countdown clock that shows how much time is left for a special deal to finish. It's there to make people buy things faster before the deal is over.

Metrics to keep an eye on-

- Shift in the drop-off rate from Multiple Product Pages (MPP) to Single Product Pages (SPP).
- How many successful conversions happen.
- The average time users spend on Multiple Product Pages (MPP).

The arrow sign will let users to check out all the images of the product.

How these features will help increase conversions -

- Urgency and Scarcity: A visible timer counting down the remaining time for the offer's expiration creates a sense of Urgency.
- Fear of Missing Out (FOMO): The features will create a fear of missing a great deal. People are more likely to convert when they feel they might lose out on an attractive offer.
- Enhanced trust and faster Decision - Making: A transparent and honest approach to limited time offers using a timer can enhance the trustworthiness of the website. A visible countdown will prompt user to make decisions quickly.

Prioritization

Reach x Impact x Confidence / Effort = RICE Score

| Priority | Project | Reach | Impact | Confiden... | Effort | Score |
|----------|---------------------------|-------|--------|-------------|--------|-------|
| High | 1. Overwhelming the use | 9 | | 80% | | 7.2 |
| High | 2. Building Trust Widgets | 8 | | 70% | | 11.2 |
| Medium | 3. Getting user attention | 7 | | 90% | | 6.3 |