



Product Teardown

Analyzing the Journey, User Experience, and Growth Strategies

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Overview

The Souled Store, established in 2013, specializing in trendy merchandise, has experienced significant growth in India's lifestyle and pop-culture merchandise sector.

Product and Market Strategy

- Licensing Agreements:** The Souled Store has acquired licensing rights to sell merchandise for prominent entities, including Liverpool Football Club.
- Sustainability Initiatives:** Demonstrating a commitment to sustainability, the brand offers replica jerseys made from recycled plastic, catering to environmentally conscious consumers.

Funding and Investments

- Total Funding:** The Souled Store has secured approximately \$29.51 million over five funding rounds.
- Strategic Investment:** In October 2024, Indian cricketer Hardik Pandya, who has been a brand ambassador since 2022, became a major investor, strengthening his association with the brand.

Business Model

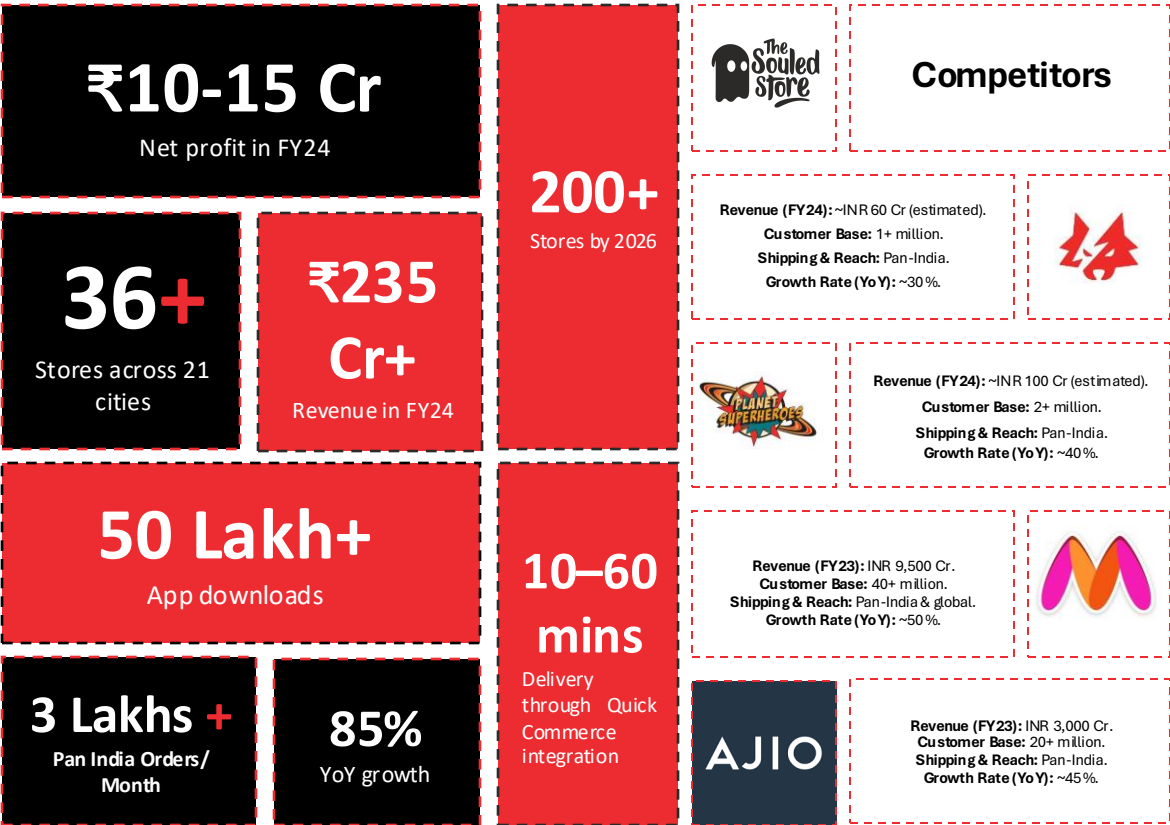
- Direct-to-Consumer (D2C):** Primarily operates through its website and app, maintaining control over customer experience and product quality.
- Retail Expansion:** Physical stores in major cities provide a tangible shopping experience.

Customer Engagement

- Actively engages with customers through social media contests, interactive content, and events.
- Focus on eco-friendly packaging and ethical manufacturing practices.

Product Range

- Apparel:** T-shirts, hoodies, joggers, and more, often inspired by movies, TV shows, cartoons, and comics.
- Accessories:** Backpacks, socks, phone cases, mugs, and more, featuring signature quirky designs.
- Collaborations:** Exclusive merchandise with franchises like Marvel, DC Comics, Harry Potter, and sports teams.





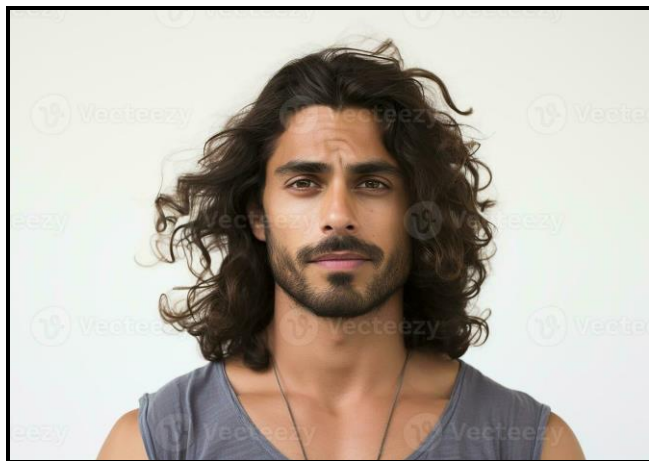
Riya Sharma

Age: 22

Occupation: College Student (B.A. in Mass Communication)

Location: Delhi, India

Bio: Riya is a vibrant and creative individual pursuing her bachelor's degree in Mass Communication. She's a big fan of pop culture, including TV shows, movies, and music. Riya loves expressing her personality through quirky and fun clothing, often inspired by her favorite franchises. She follows influencers and trendsetters on Instagram and actively seeks recommendations for new merchandise.



Arjun Verma

Age: 27

Occupation: Software Engineer

Location: Bengaluru, India

Bio: Arjun is a young professional who spends his free time gaming, binge-watching Netflix, and collecting comic books. He enjoys wearing pop culture-themed clothing that showcases his fandom and often pairs them with casual attire for his relaxed work-from-home lifestyle. Arjun is also an active participant in online fan communities and discussions.

Goal

- To find trendy and affordable pop culture-themed clothing and accessories that resonate with her personality.
- To stay updated with the latest collections of her favorite TV shows, movies, and comic merchandise.
- To support brands that promote sustainable and ethical practices.

Pain Points

- Limited budget as a student makes it difficult to afford premium merchandise.
- Difficulty in finding officially licensed products for niche franchises.
- Concerns about the environmental impact of fast fashion brands .

Behaviour

- Shops frequently online for casual, trendy outfits and accessories.
- Engages actively on social media, especially Instagram, for style inspiration and influencer posts.
- Participates in social media contests and loyalty programs for discounts or exclusive merchandise.

Goal

- To discover unique and high-quality merchandise for his favorite franchises, like Marvel, DC, or Star Wars.
- To connect with like-minded fans through merchandise that sparks conversations.
- To buy clothing and accessories that are both stylish and comfortable for daily wear.

Pain Points

- Limited availability of official and high-quality franchise-themed merchandise in local stores.
- High shipping costs and delivery times for online orders.
- Concerns about the fit and quality of clothing bought online.

Behaviour

- Shops online for t-shirts, hoodies, and accessories featuring his favorite franchises.
- Follows fan pages and brand profiles on social media to stay updated on new collections and sales.
- Participates in community forums and Reddit threads discussing pop culture trends.



Overview

User Persona

User Journey

Metrics

STAGE

Home Page

Browse

Select the Product

Add to Cart

Edit Address

Make Payment

Review Order

STEPS

Launches the app,
lands on the
homepage

Explores product
categories and
designs

Clicks on a product to
view details.

Adds the desired
product to the cart.

Fills in or edits
delivery details.

Chooses payment
method, confirms
payment

Reviews the order
details post-payment.

THOUGHTS

"Wow, these designs
are so cool!"

"Which category has
the type I want?"

"Will this size fit me?"

"I hope there are no
extra charges."

"Why is the address
field so short?"

"Great! They have
multiple options."

"Why can't I see an
estimated delivery
date?"

ACTORS



TOUCHPOINTS



EMOTIONS



Excited to explore
cool designs.



Curious and
motivated to
look through
categories.



Slight concern
about fit or
delivery times.



Neutral but happy
to proceed without
issues.



Frustrated by
character limits in
the address field.



Relieved to
complete the
purchase
successfully.



Annoyed due to
missing
delivery
timeline
information.



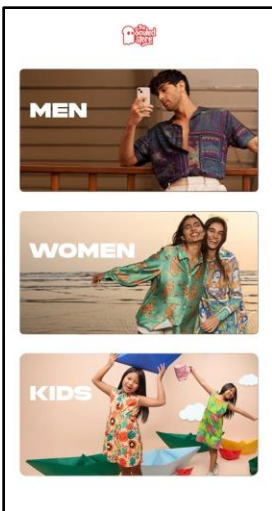
Overview

User Persona

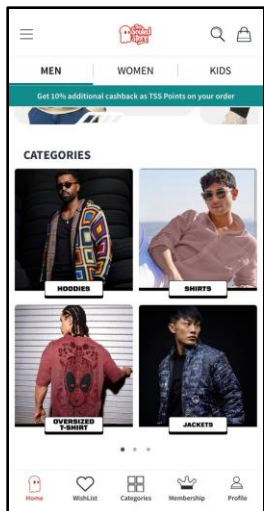
User Journey

Metrics

User Journey



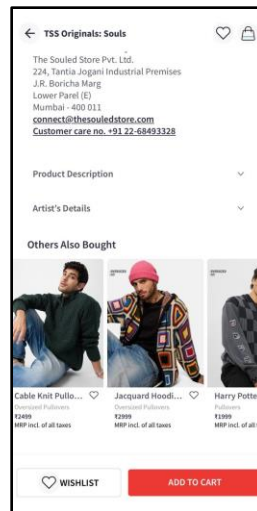
Open the app and land on the home page



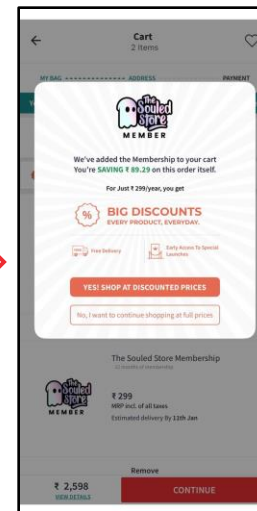
Browse through the category catalogue to select from the available products



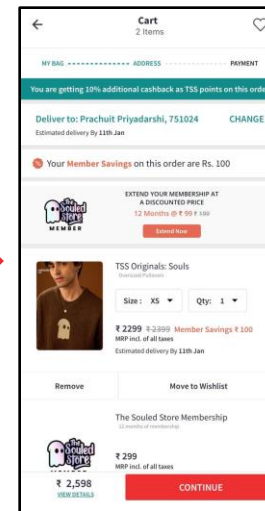
Select the product to open its description page



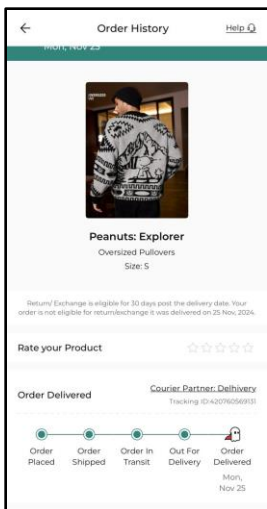
Check the product details to make an informed decision and add to cart



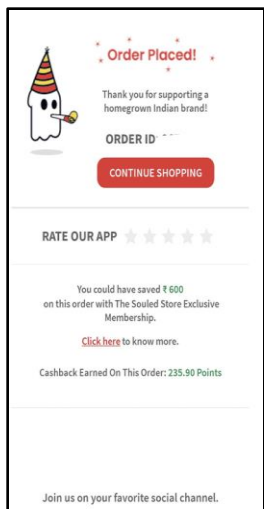
Click on Go to Cart opens the Membership offer banner which the user can avail



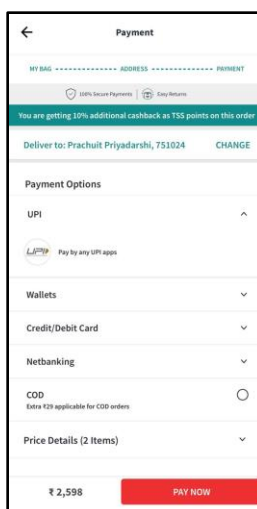
Added to Cart



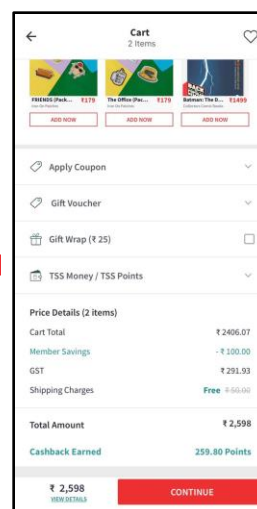
Order can be tracked via the Order ID



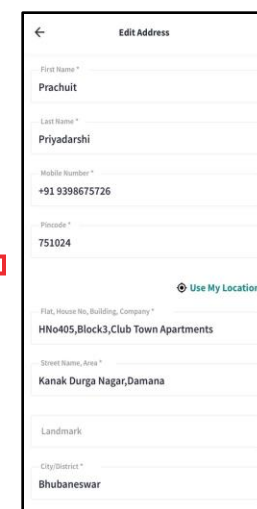
After the payment, Order ID is displayed on the Order Placed page



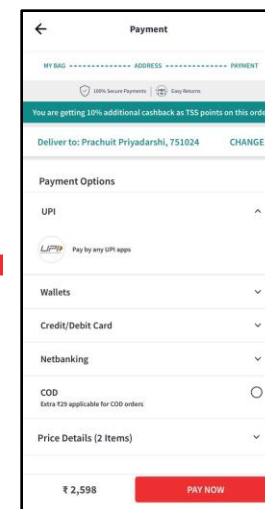
Select the payment option and click on Pay Now



Apply coupons, gift vouchers, if any and click on Continue



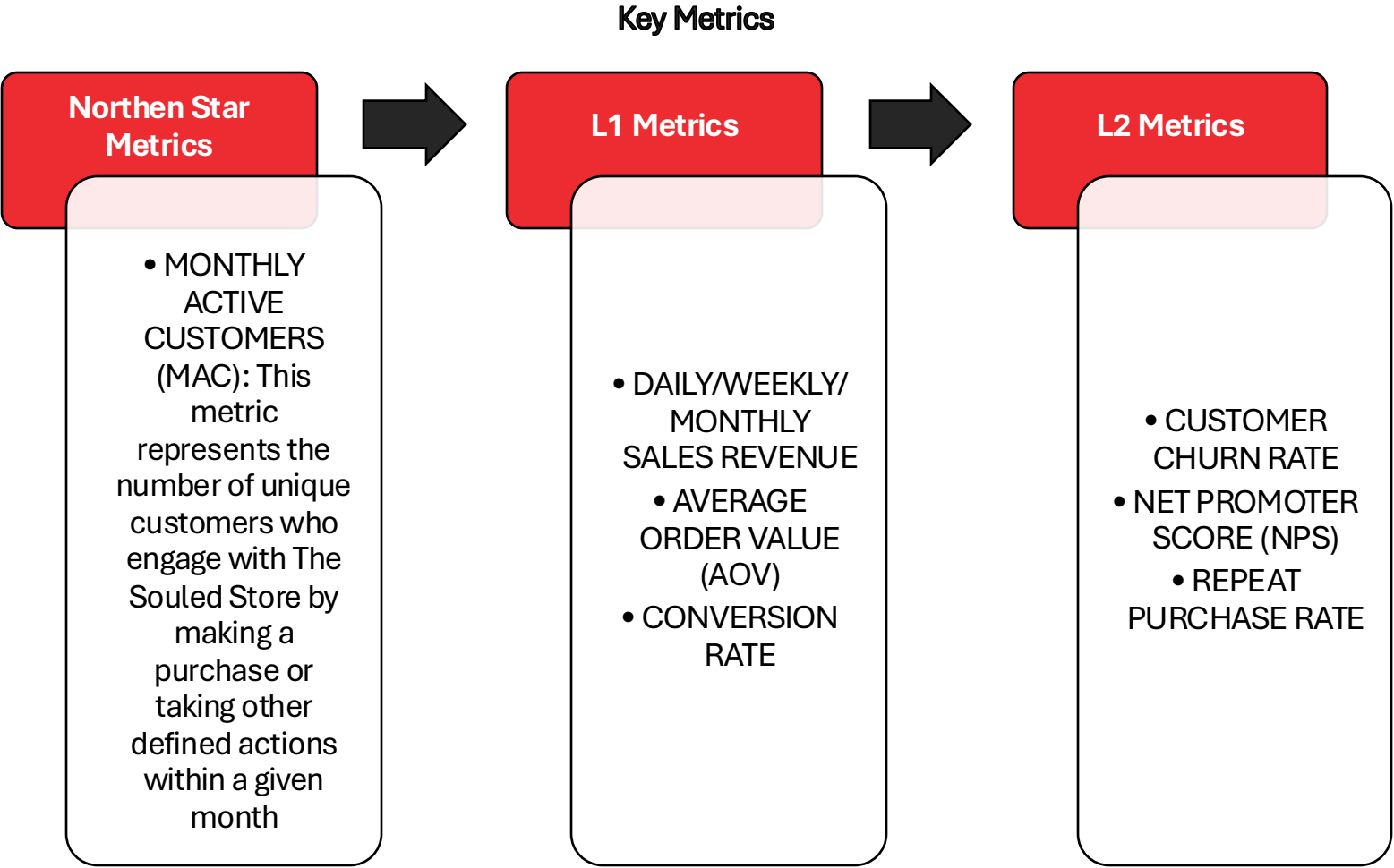
Enter the address and click on Save Address



Click on Change to modify the delivery address



Friction Points	Recommendation
Address Field Length is Too Short	Increase the character limit for the address field.
	Use a multi-line address input box for clarity.
	Add real-time validation for postal codes and locality.
Delivery Date Visibility	Display the delivery date estimate on the Product Details Page after pin code input.
	Ensure the delivery date appears on the Review Order Page before checkout.
GST Charges Transparency	Show GST Charges on the Product Details Page either as an inclusive price or a separate line item.
	Include a tooltip explaining the GST breakdown for transparency.





Thankyou

