The Product Powerplay

a case-study challenge

Team: The Product Ninja
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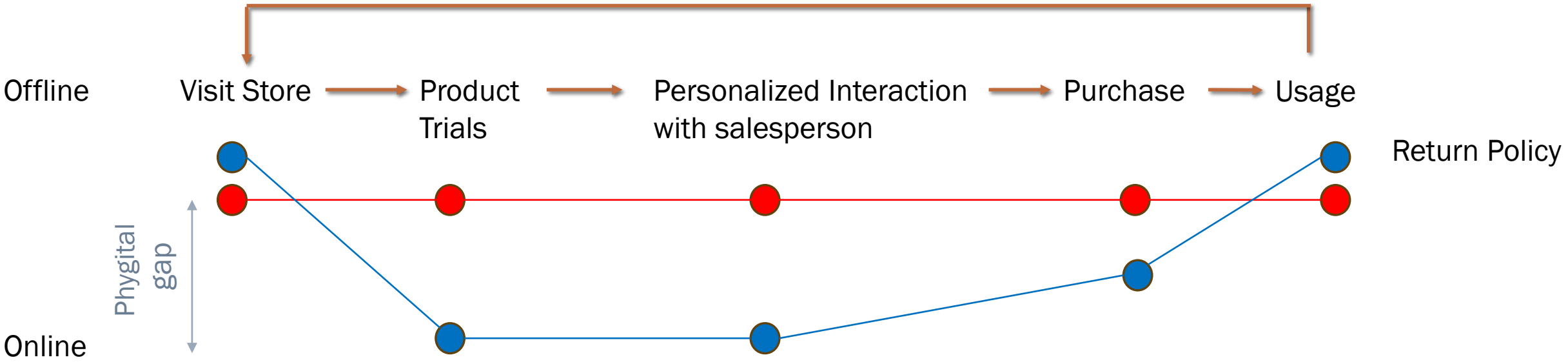
Reducing Returns on FirstCry.com App



Phygital gap: Difference between online and offline experience

USER'S CURRENT PAIN POINTS

PROBLEM 1

- Customers are unable to touch and feel the product which is leading to anxiety while buying

PROBLEM 2

- Product *fitting* is one of the biggest issues

PROBLEM 3

- Generally, customers *do not know* what to buy and need assistance on the same

SOLUTIONS TO THE PROBLEMS FACED BY THE USERS

- **Size Recommendation Tool**: Develop a size recommendation tool that takes into account the age, weight, and height of the baby or child. This tool will provide accurate size suggestions for different products, such as clothing, shoes, and accessories, based on user inputs. The tool can utilize data from previous purchases, customer reviews, and expert advice to improve accuracy over time.
- **Virtual Fitting Room**: Implement a virtual fitting room feature that allows parents to visualize how a product will fit their child before making a purchase. Using augmented reality or 3D modeling, parents can virtually try on clothes, shoes, and other products on a virtual representation of their child. This will help them make informed decisions and reduce the chances of returns due to sizing issues.
- **Detailed Product Descriptions**: Enhance product descriptions by providing detailed size charts, measurements, and fitting guidelines. Include information about the material, elasticity, and any adjustable features that might affect the fit. This will help parents understand the product better and choose the right size for their child.
- **User-Generated Content**: Encourage customers to provide feedback and reviews about the sizing and fit of the products they purchase. User-generated content can help other parents make informed decisions and build trust in the platform. Implement a rating system specifically for sizing accuracy, allowing users to filter products based on this rating.
- **Personalized Recommendations**: Leverage machine learning algorithms and customer data to provide personalized product recommendations based on previous purchases, reviews, and browsing behavior. By understanding the preferences and sizing patterns of individual customers, the platform can suggest products that are more likely to fit correctly, reducing the chances of returns.

MONETIZATION STRATEGY

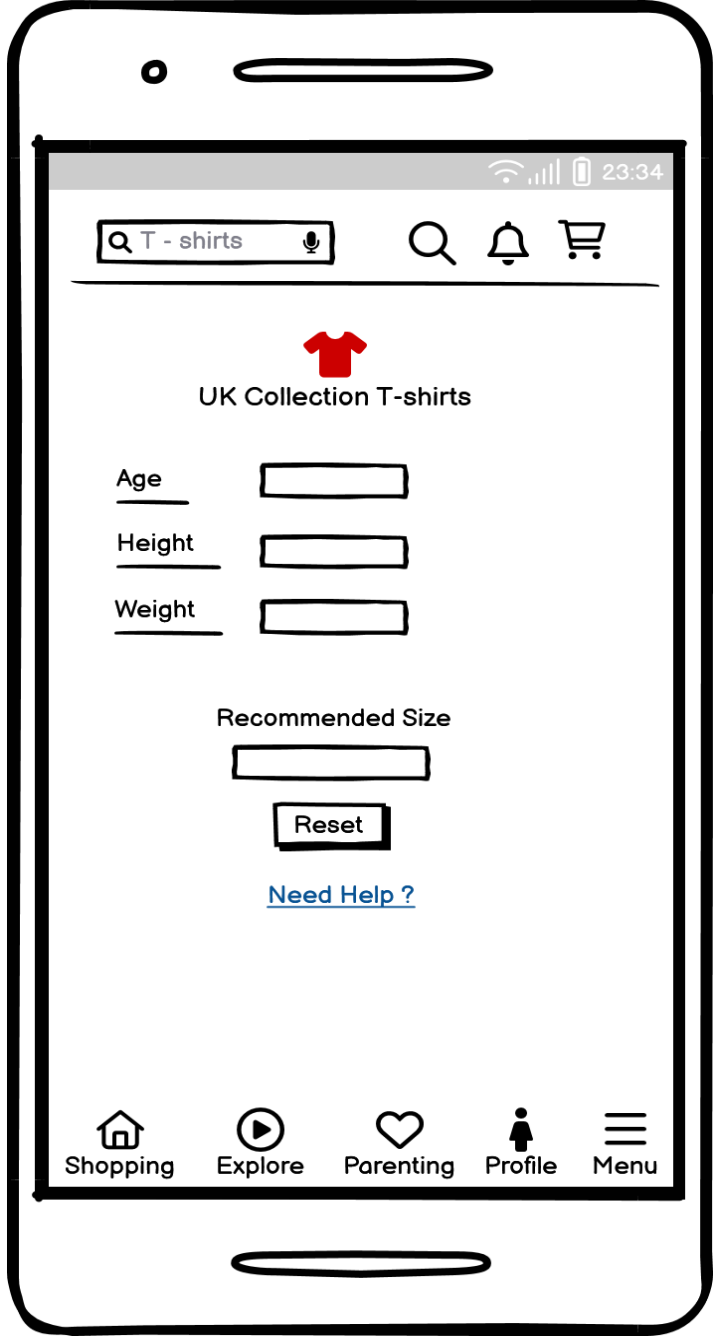
- **Subscription Model**: Introduce a subscription service with personalized recommendations, exclusive discounts, and priority support.
- **Upselling and Cross-selling**: Recommend complementary products to increase average order value.
- **Collaborations and Partnerships**: Partner with popular brands for exclusive products and collaborations.
- **Affiliate Marketing**: Launch an affiliate program to earn commission from referrals.
- **Sponsored Content and Native Advertising**: Feature sponsored content and native ads on the platform.
- **Data-driven Marketing**: Utilize customer data for personalized recommendations and targeted ads.
- **Value-added Services**: Offer personalized consultations, styling recommendations, or virtual shopping assistance.
- **Exclusive Product Launches**: Introduce limited-edition items available only on FirstCry.com.

GO - TO - MARKET PLAN

- Conduct thorough user testing and gather feedback on the proposed features to fine-tune them before launch.
- Implement the features in phases, starting with the size recommendation tool and gradually introducing the virtual fitting room, improved product descriptions, and user-generated content.
- Promote the new features through targeted marketing campaigns, emphasizing the benefits of accurate sizing and reduced returns.
- Collaborate with influencers, parenting blogs, and online communities to generate awareness and credibility.
- Monitor user engagement and satisfaction through analytics and gather feedback to continuously improve the features.

SIZE RECOMMENDATION TOOL

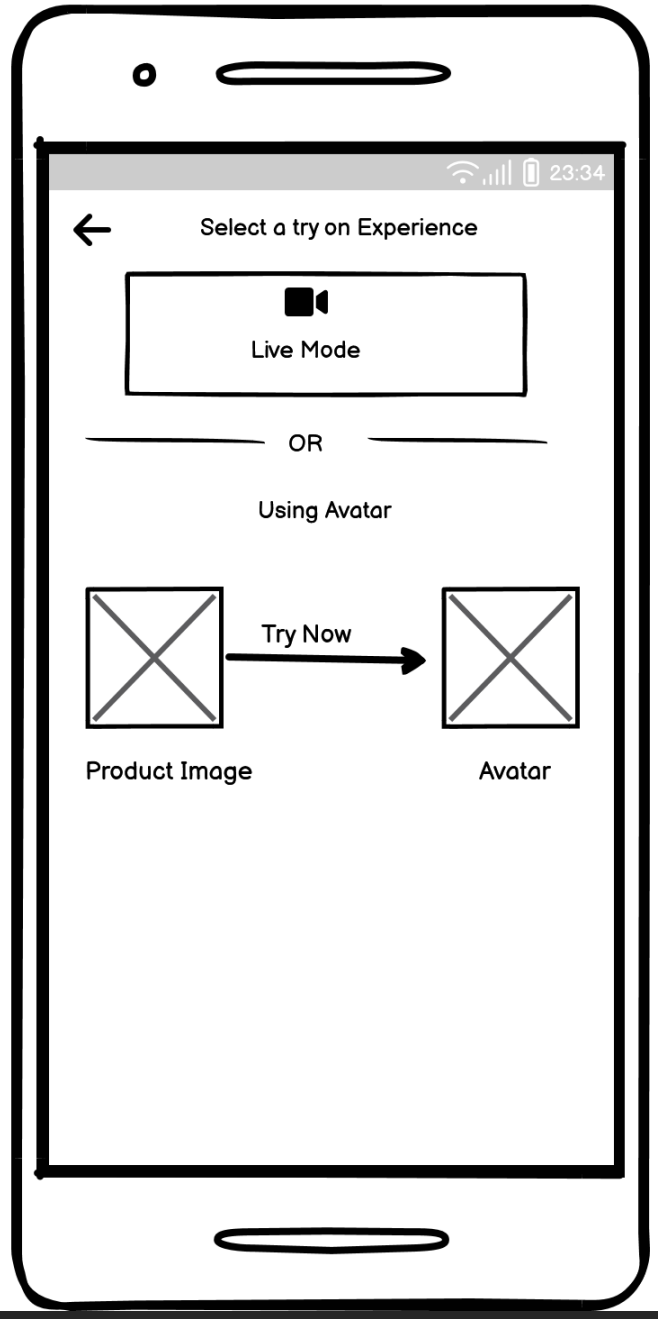
We can try to develop a size recommendation tool that takes into account the age, weight, and height of the baby or child. This tool will provide accurate size suggestions for different products, such as clothing, shoes, and accessories, based on user inputs. The tool can utilize data from previous purchases, customer reviews, and expert advice to improve accuracy over time.



VIRTUAL FITTING ROOM

- Implementing a virtual fitting room feature that allows parents to visualize how a product will fit their child before making a purchase. Using augmented reality or 3D modeling, parents can virtually try on clothes, shoes, and other products on a virtual representation of their child. This will help them make informed decisions and reduce the chances of returns due to sizing issues.

23:34
Try Now
Joe Cool Snoopy Tshirt
₹347(50% OFF)
Inc. of all taxes
WISHLIST
ADD TO BAG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Select a try on Experience
Live Mode
OR
Using Avatar
Try Now
Product Image
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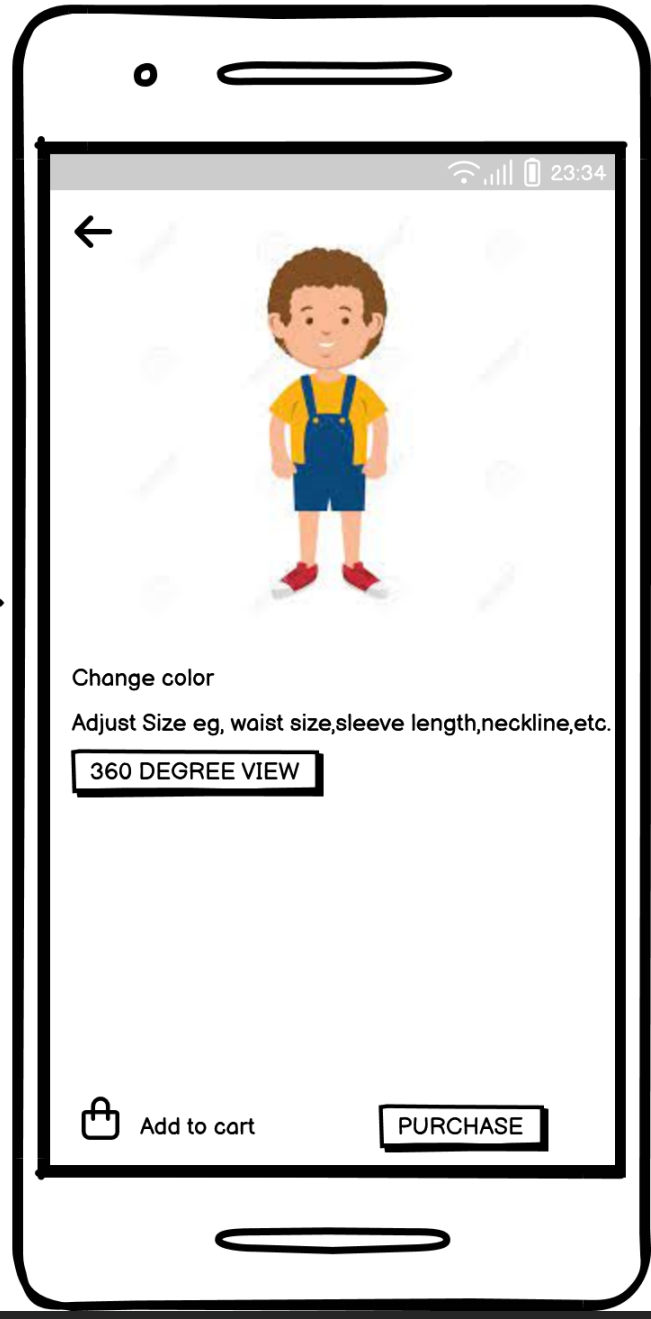
23:34
Change color
Adjust Size eg, waist size,sleeve length,neckline,etc.
360 DEGREE VIEW
Add to cart
PURCHASE

SUCCESS METRICS

- Reduction in Returns: Measure the percentage decrease in returns related to sizing issues. A significant reduction would indicate improved accuracy in size recommendations and better-informed purchase decisions.

- Customer Satisfaction: Monitor customer feedback, ratings, and reviews specifically related to sizing and fit. Aim for a higher average rating in this category to indicate improved user satisfaction.

- Conversion Rate: Track the percentage of visitors who make a purchase after using the size recommendation tool or virtual fitting room. An increase in conversion rate would demonstrate the effectiveness of these features in driving sales.

- Repeat Purchases: Analyze the number of customers who make repeat purchases within a given timeframe. Higher repeat purchase rates would indicate increased trust and confidence in the platform's sizing solutions.

THANK YOU

- NITIN BABU