



**Case Study : Reduce amount of products returned**  
**on amazon**

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## AMAZON DECK PRESENTATION



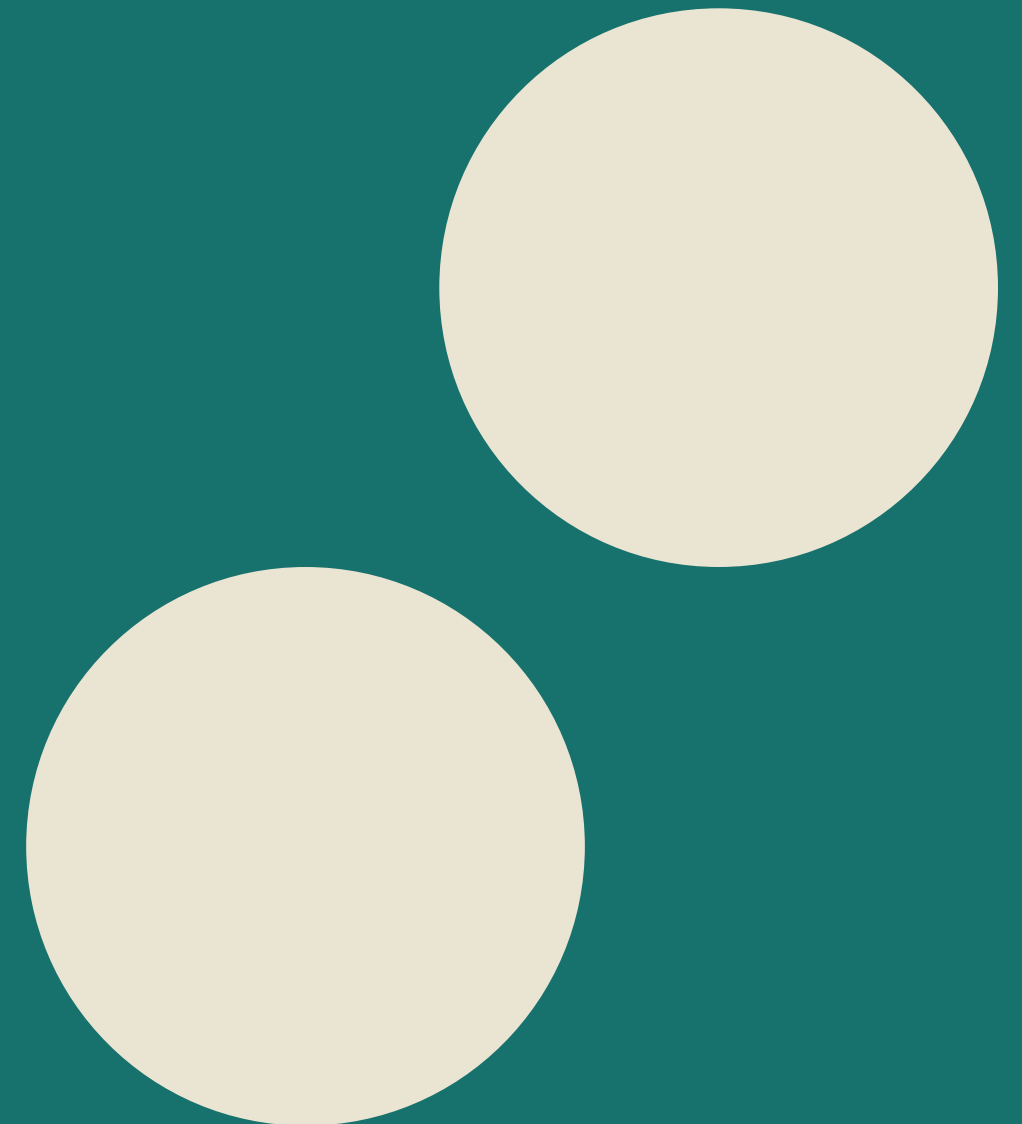
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# OVERVIEW

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## **About the company:-**

Amazon is an American multinational technology company, engaged in e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence. The company originally started as an online marketplace for books and has gradually expanded its offerings to include a wide range of product categories.



# OVERVIEW

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## Market Size:-

It is the leading e-retailer in the United States with approximately US\$178 billion net sales in 2017. It has over 300 million active customer accounts globally.

In financial year 2022, Amazon India reported operating revenue of 214.62 billion Indian rupees. Marketplace services accounted for over 187 billion Indian rupees of the total revenue.



# OVERVIEW

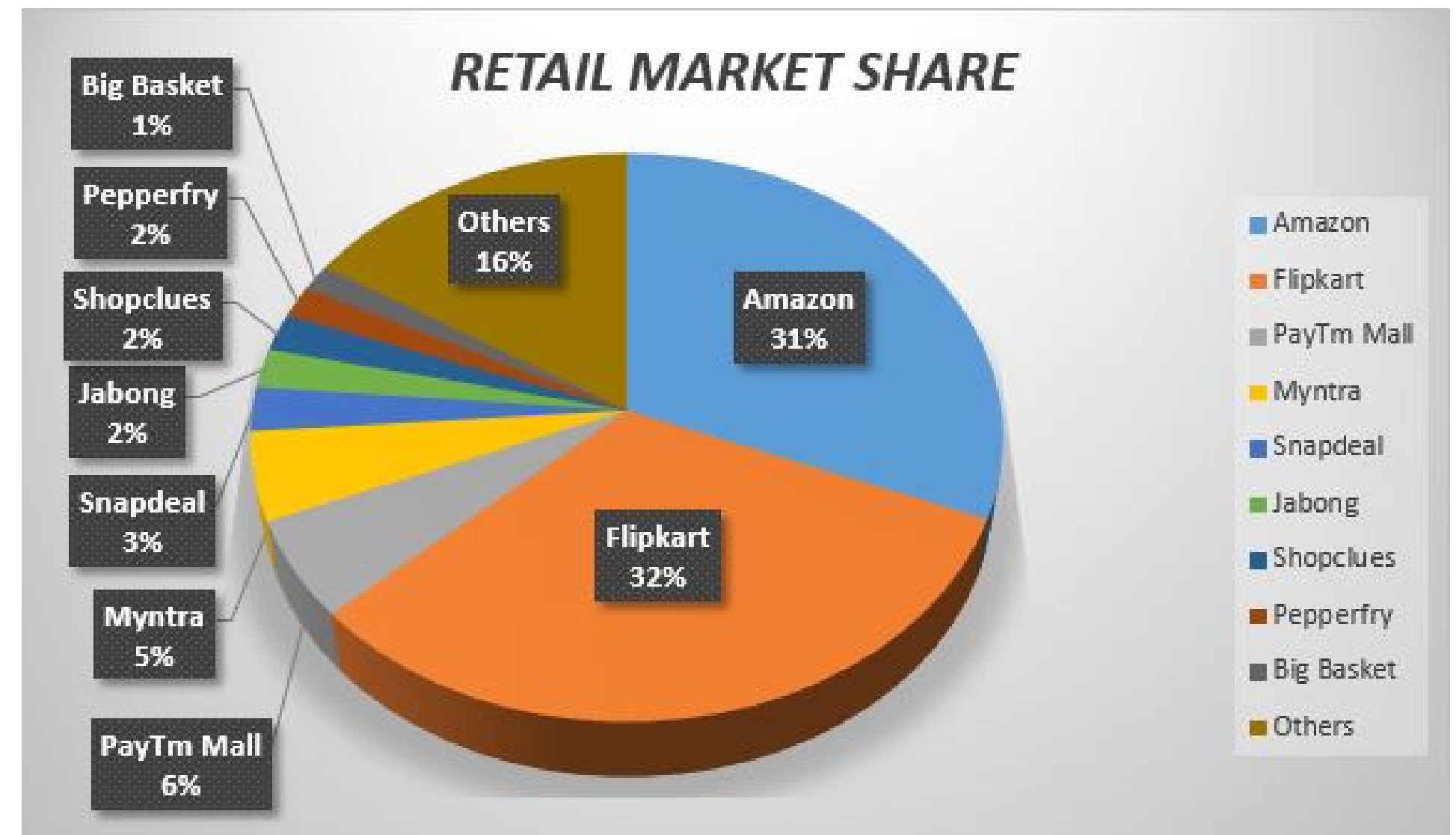
## COMPETITORS:

FLIPKART

MYNTRA

EBAY

## Market Share:-





# PROBLEMS



## **Problem Presented:**

Reduce the average order return from around 16% to 10% within 1 year.

## **Key Issue:**

Large number of products returned due to products being damaged or dissatisfaction with it.

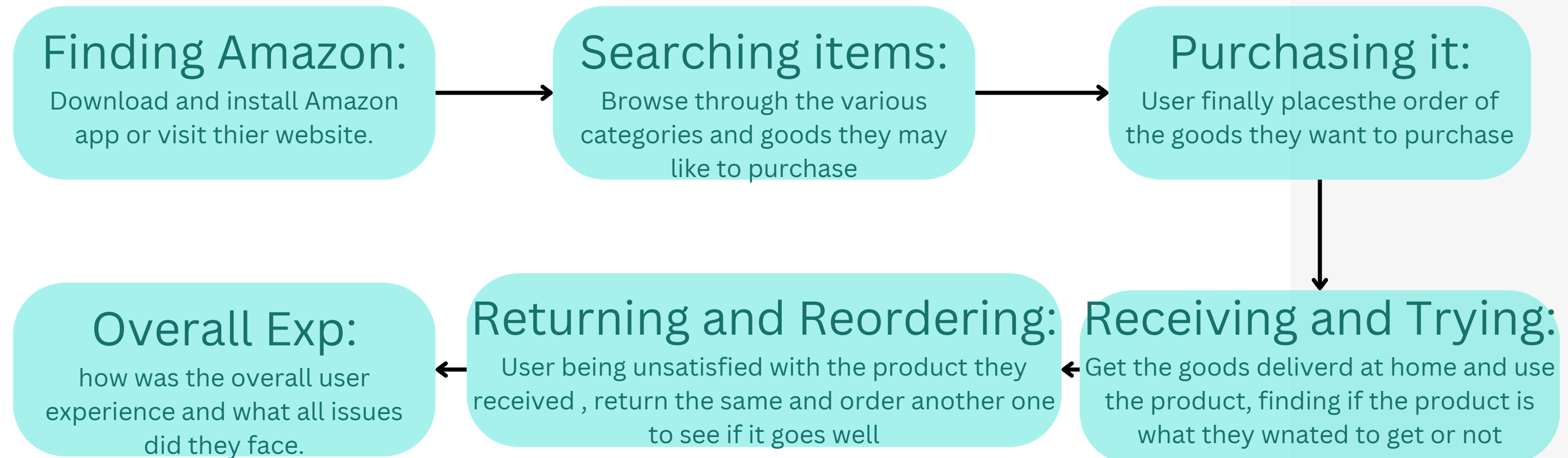
## **Why To Solve This Problem:**

Orders being returned add to additional costing along with spreading a message of distrust with this brand.



# USER PERSONA

## User Journey



# USER PERSONA

## User Pain Points

### **Delays Product use:**

Returning the product causes delay in its use and in many cases it can be a problem to the user

### **Inconvenience:**

Returning product because of it being damaged or not as expected causes a lot of inconvenience in reaching out of a product return and actually doing it



# USER PERSONA

## Demographic

Name: Himanshu  
Age: 25 Years

Colleg student from Kanpur, Wants great quality and fitting clothes for himself along with other things of basic necessities

## Goal

Wants a convenient and Hassel free online shopping experience, where he finds what he needs with the best quality and perfectly fitting the use.

## Pain Points

- Size of clothes varied upon purchasing multiple of them.
- Bedsheets, mattresses too were not the size he had expected.
- Does not find time to do offline shopping as he is very busy with his academics.

# SOLUTIONS

SOLUTIONS OF THE PROBLEMS

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## **Solution-1: Augmented reality Trial of Products**

Implement AR feature to enable users to try out the products in the required place and see if it fits the way they wish it to.

For Success of this feature, It is necessary to teach people about its use.

This will not only reduce the return rates due to bad fitting, but would also increase the orders from those who did not order products fearing a product of the wrong size.

# SOLUTIONS

SOLUTIONS OF THE PROBLEMS

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## **Solution 2: Provide a standardized scale in m/cm instead of the (S/M/L/XL..) or no size given at all**

A lot times the size given for clothes or other items differ from company to company .  
Also many times decorations of other things do not have their size mentioned in it.

Thus Amazon could make it compulsory for all the products to mention this and help avoid returning of products due to this reason.



# SOLUTIONS

SOLUTIONS OF THE PROBLEMS

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## **Solution 3: Recommend items of similar/compatible size with what the user has bought earlier.**

User often buys products compatible with what he had bought earlier. Hence recommending the correct size with respect to his previous purchases can again help improve the fit that the object has for the use and reduce returning of products significantly.

# PRIORITIZATION

## RICE Frame Work:

SOLUTION	REACH (0 -3)	IMPACT (0 -3)	CONFIDENCE (0 -3)	EFFORT (0 -3)	SCORE	PRIORITY
Augmented reality Trial of Products	2	3	2	1	12	2
Provide a standarized scale in m/cm instead of the (S/M/L/XL..) or no size given at all	3	2	2	3	36	1
Recommend items of similar/compatible size with what the user has bought earlier.	2	1	1	2	4	3

# SUCCESS METRICS

## North Start Metric

Order Return Rate (No. of orders returned/ No. of orders placed in a month) reflecting the success of reducing number of returns and depicting the improvement in customer satisfaction in this online shopping experience.

SOLUTION	GOAL	Metrics to be Tracked
Augmented reality Trial of Products	Reduce return rates by allowing users to see how the item they buy fits.	<ul style="list-style-type: none"><li>AR Adoption Rate, Frequency of AR Tool Usage</li><li>Increase in AOV with AR Usage</li><li>Return Reduction through AR Implementation</li><li>User Feedback on AR Experience, Fit Confidence Level</li></ul>
Provide a standardized scale in m/cm instead of the (S/M/L/XL..) or no size given at all	Increase sales and reduce returns by following a standard size to allow users to be assured about the size they buy	<ul style="list-style-type: none"><li>Number/Quality of Reviews by Buyers</li><li>Number of Order Returns due to Size/Fit Issues</li></ul>
Recommend items of similar/compatible size with what the user has bought earlier.	Increase users confidence in the objects they buy and also increasing the compatibility of items they buy.	<ul style="list-style-type: none"><li>Average duration spent on the personalized product tab</li><li>Number of Orders Placed after Clicking on Recommendations</li></ul>





# THANK YOU

● FOR YOUR NICE ATTENTION

