



What is EcoShop?

EcoShop is a digital-first e-commerce platform that offers certified organic, eco-friendly products across categories like body care, bamboo goods, and organic food. It aims to empower sustainability-conscious consumers — particularly Gen Z in India — by making responsible choices more accessible and affordable.

Mission

"Build a more sustainable world by helping conscious consumers discover, trust, and adopt eco-friendly alternatives in their daily lives."

Competitive Landscape



The Problem

EcoShop has observed a decline in user engagement. While the platform initially gained traction among Gen Z users in India, recent internal data points to:

Metric	Observation
Session Time	Users are spending less time on the platform , indicating low content engagement or product discovery value.
Repeat Purchases	There is a decline in repeat purchases , suggesting a lack of sustained user interest or loyalty mechanisms.
Sharing/Referrals	Users are not actively sharing or promoting products , pointing to a lack of social or community-driven features.

Why It Matters?

- Low engagement = low customer lifetime value (**CLTV**)
- Loss of **organic growth** via peer sharing
- Weak brand stickiness among a highly expressive Gen Z audience

Market & User Research

Key Insights from Secondary Research

Insight	Source	Implication
93% of Gen Z in India say sustainability is a daily concern	Economic Times	Strong alignment with EcoShop's mission but needs visible proof
62% prefer brands that are genuinely sustainable	Mintel, Business Standard	Transparency and authenticity are essential
55% believe most "eco" claims are fake or unclear	Mintel	Sustainability scores or badges will boost trust
64% rely on social media/peer reviews to decide purchases	Capgemini, Business Standard	Platform needs user-generated content, community features
84% are willing to pay more for truly eco products	BCG, Brain reports	Gen Z will invest, but want value, impact clarity

Primary Research:

- New Users: [Survey link I](#)
- Existing Users: [Survey link II](#)
- 1-on-1 Interview Responses (Excel): [Questions & Answers](#)

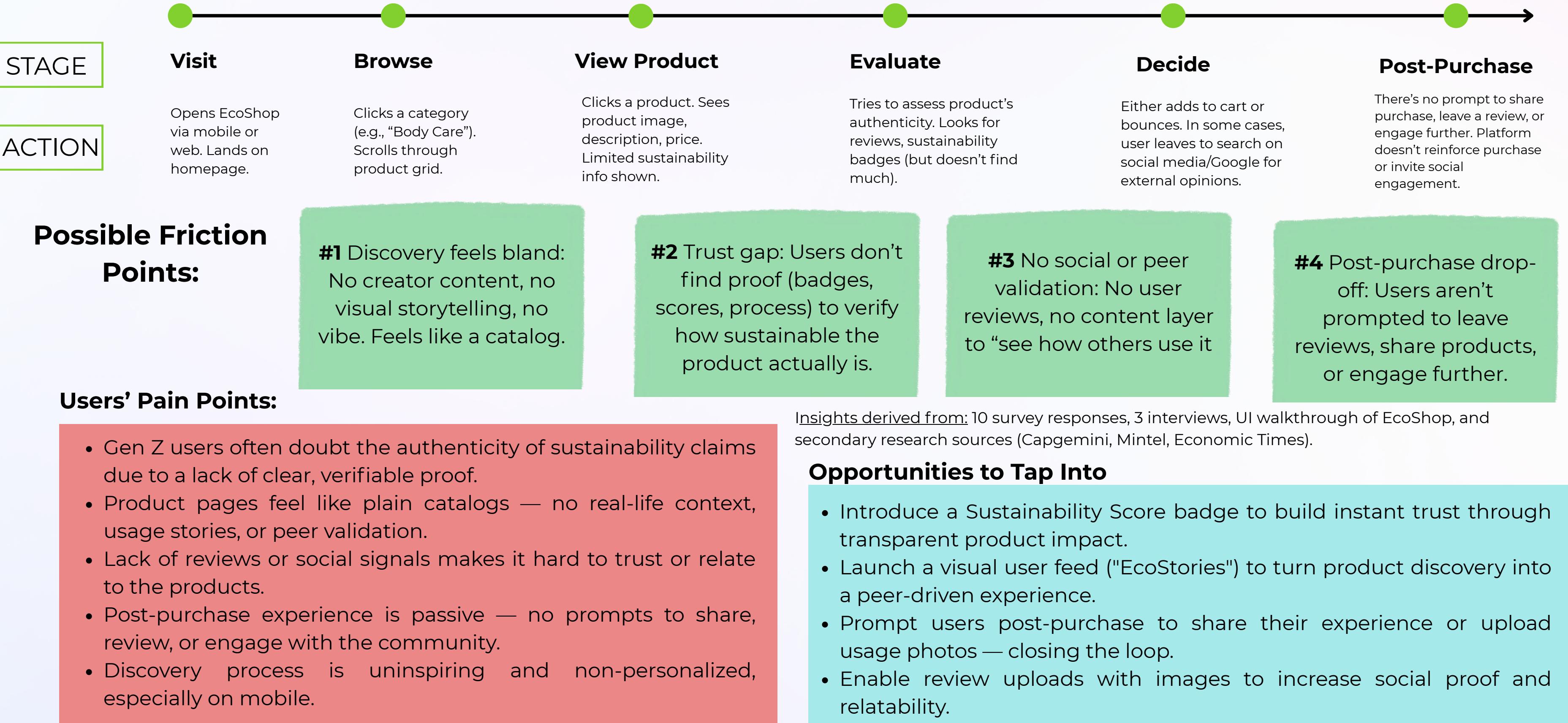
Survey Insights (New + Existing Users)

- 89% of users discover sustainable brands via Instagram, YouTube, or friends
- 72% say they rely on peer content or reviews to trust eco-products
- 66% say they would engage with a "Stories" section showing real users
- 58% would consider contributing their own EcoStory — especially with rewards or visibility
- Top Drop-Off Reasons: unclear product authenticity, lack of reviews, boring site layout

Interview Quotes That Mattered

- "If I can't see how people are actually using it, I don't trust it."*
— Aarav, 21 (Instagram-first buyer)
- "I find most sites too static — I just browse and bounce."*
— Tanya, 22 (Pinterest & Reels user)
- "I'd post a story if I knew it would help others or be featured."*
— Ishwari, 22 (Active in campus eco community)

Mapping the Gen Z Journey on EcoShop: Where Are We Losing Them?



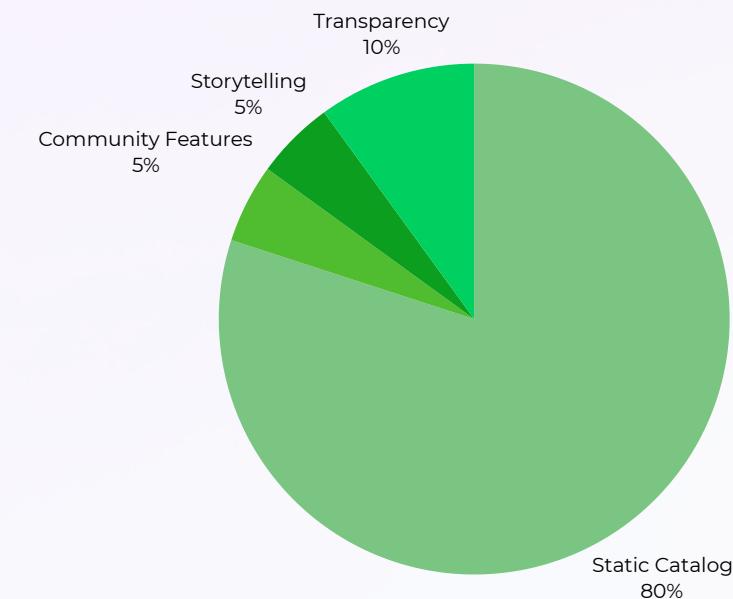
Validating the Problem

How do we know it's a real problem?

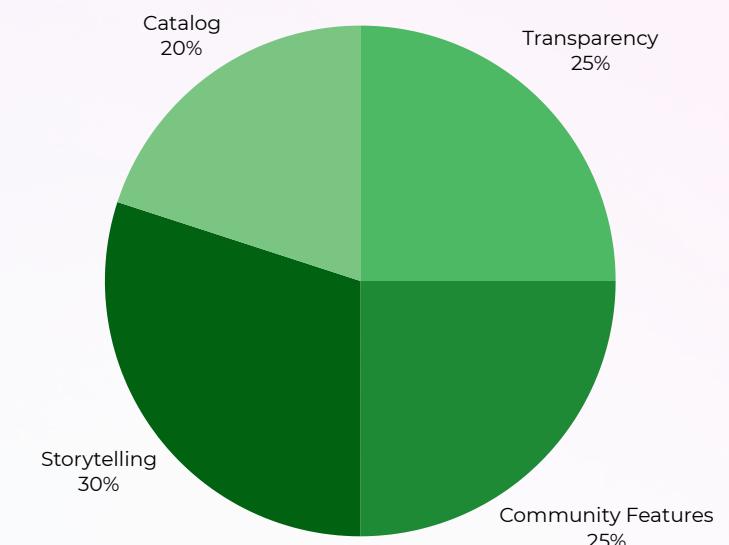
- Reports from **Capgemini** and **Economic Times** highlight Gen Z's demand for:
- **Authentic content, social validation, and purpose-driven shopping.**
- Yet, **EcoShop offers a static catalog**, with no visible community features, no storytelling layer, and limited transparency.
- **Global Gen Z studies** confirm that users abandon platforms that lack **peer reviews, transparency, and emotional resonance.**

Why solve this now?

- Gen Z is India's **fastest-growing consumer base**.
- Sustainable commerce is rising, but **competition is increasing** with brands like **Bare Necessities, The Switch Fix, and Brown Living** offering lifestyle narratives and transparency.
- Early differentiation = long-term user retention and brand advocacy.



Current EcoShop Features



Ideal Gen Z Platform Features

What value does solving this problem unlock?

For Gen Z Users:

- Better product understanding through visual storytelling and usage transparency.
- A sense of community participation, not just buying.

For EcoShop:

- Increased user engagement and return visits.
- Builds trust and loyalty in a space where greenwashing is rampant.
- Creates a word-of-mouth loop via shared stories and social trust.

WHO'S FACING THE PROBLEM?

User Persona



Ananya
Age 21

College Student,
Sustainability Enthusiast

User behavior and needs:

- Regularly browses eco-friendly content on Instagram and YouTube.
- Shops consciously but feels overwhelmed by vague or marketing-heavy product claims.
- Relies heavily on peer reviews or creator content before buying anything online.

Pain Points:

- Struggles to verify whether a product is truly sustainable — no badges or real proof on EcoShop.
- Feels disconnected from the brand due to lack of creator stories or user experiences on the platform.



Sameer
Age 23

Young Professional,
Convenience-First Buyer

User behavior and needs:

- Discovers new sustainable brands through social media influencers and friends.
- Shops when inspired, often influenced by what others are using or posting online.
- Prefers simple UI and expects a personalized, visually engaging experience.

Pain Points:

- Finds EcoShop's product discovery flat — no feed, no content, just static listings.
- Doesn't feel motivated to return after purchase — no feedback prompt, no share-worthy moments.

Reframing the Problem Statement

- Insight: Gen Z users are visiting EcoShop but not engaging — with low session time, repeat visits, and sharing behavior.
- User Reality: They crave transparency, peer validation, and lifestyle-driven discovery — not static product listings.
- Reframed Challenge: How might we make sustainable shopping feel more trustworthy, relatable, and socially engaging, transforming EcoShop into a dynamic, community-first platform?

Exploring Solutions

Solution	Description	User Insight Alignment	Where It Lives in EcoShop
Sustainability Score Badge	<ul style="list-style-type: none">Assign a clear, visible score (1–5 leaves) to each product based on sourcing, certifications, and packaging impact.Helps users quickly compare eco impact and make trust-based decisions.	<p>“I want proof, not just labels.”</p> <p>“I leave if I can’t tell what’s actually eco-friendly.”</p>	Product Listings + Product Detail Page
EcoStories FeedPage	<ul style="list-style-type: none">A new visual-first section where users and creators share how they use EcoShop products in daily life (UGC).Includes image, caption, and optional product tags; shows social proof, authenticity, and relatability.	<p>“I discover new things on Instagram.”</p> <p>“Real people using products makes me want to try them.”</p>	Homepage, Category Pages
Post-Purchase Engagemnet Loop Pages	<ul style="list-style-type: none">After a user places an order, prompt them to share a photo, short tip, or review optionally reward them with points or discounts.Keeps users involved and builds a loop of fresh content, reviews, and engagement.	<p>“I’d share if the platform nudged me.”</p> <p>“I never go back to a site unless something pulls me in.”</p>	Order Success Page, My Orders Section

Prioritizing the One!

Solution	Reach (R) How many users it impacts	Impact (I) How much it improves engagement	Confidence (C) How sure we are about its effectiveness	Confidence (C) How sure we are about its effectiveness	RICE Score (R × I × C ÷ E)
Sustainability Score Badge	4	4	4	3	21.3
EcoStories Feed	5	5	5	4	31.3
Post-Purchase Engagement	3	3	4	2	18.0

Chosen solution: EcoStories Feed

It ranks highest on Reach, Impact, and Confidence, despite moderate effort:

- Taps into Gen Z's core behavior: social discovery, creator influence, visual validation
- Boosts trust, time-on-site, sharing behavior, and future retention
- Can evolve into a scalable, story-first product layer with low tech risk

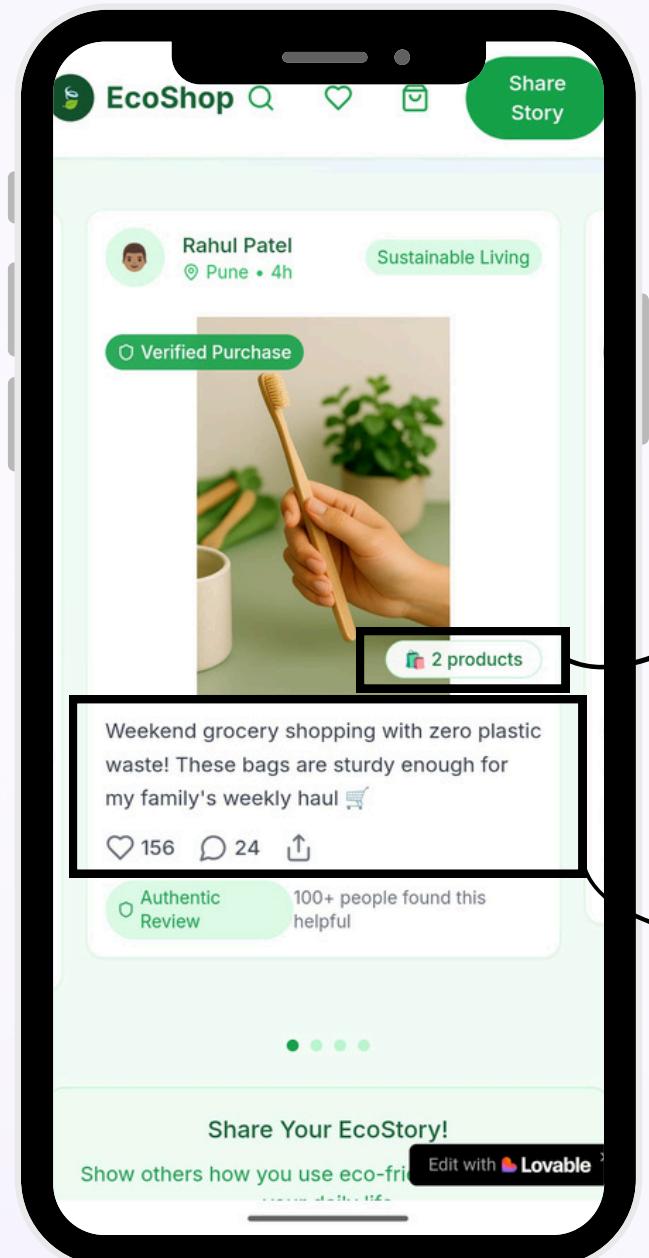
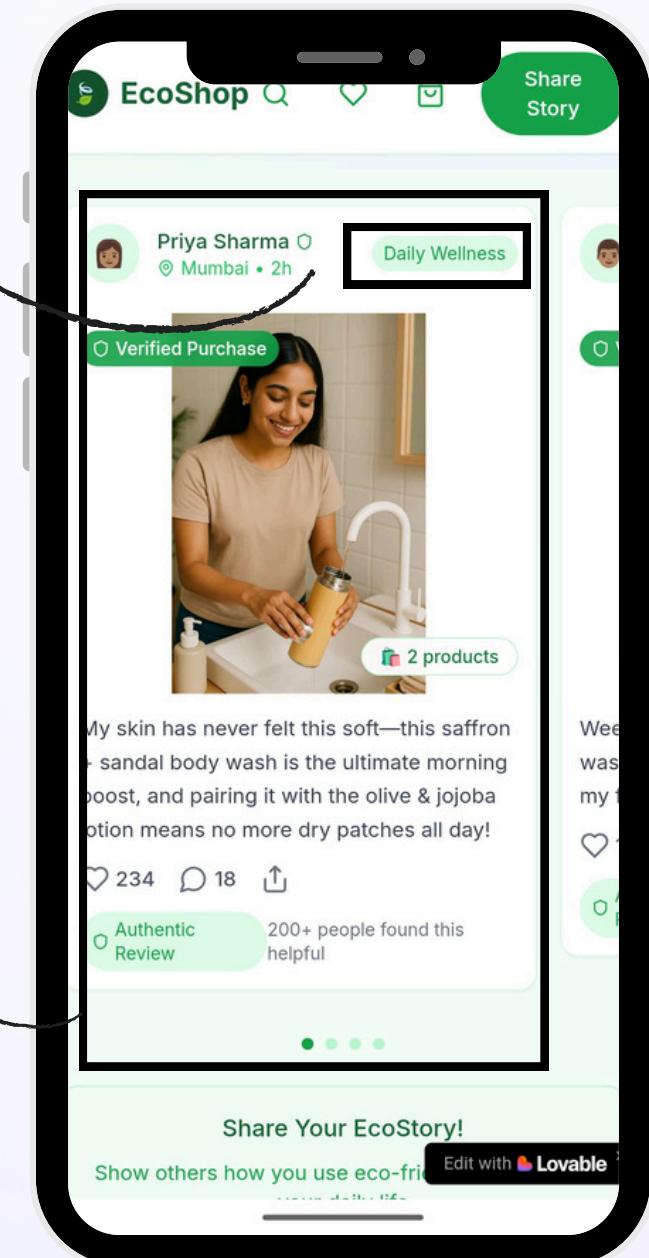
Why EcoStories Feed Stands Out!

- ✓ Solves trust gap through peer-led storytelling
- ✓ Aligns with Gen Z's habit of social-first discovery
- ✓ Encourages repeat visits through content loop
- ✓ Offers visual, scalable engagement with low friction
- ✓ Supports future gamification, creator collabs & product tagging tech risk

Let's have some visuals!

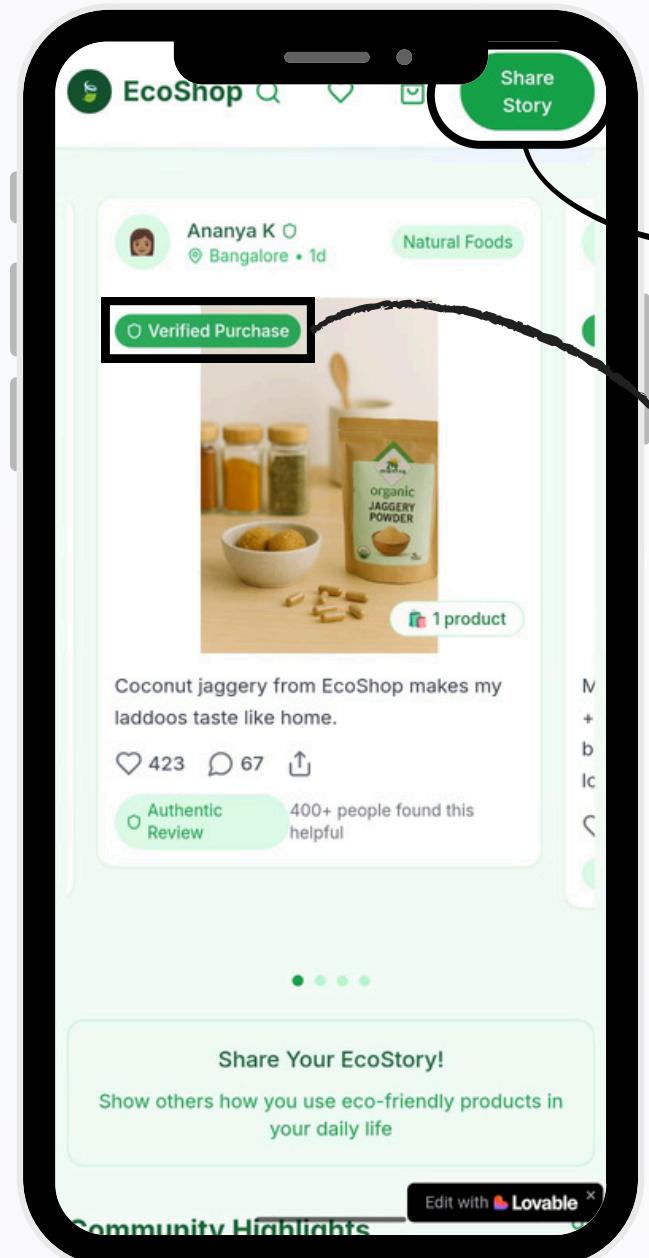
Helps users instantly relate to content through lifestyle categories — boosting personalized discovery.

A user-submitted EcoStory with image, location, timestamp, and category



how many EcoShop products are tagged in this story — helping users quickly explore featured items.

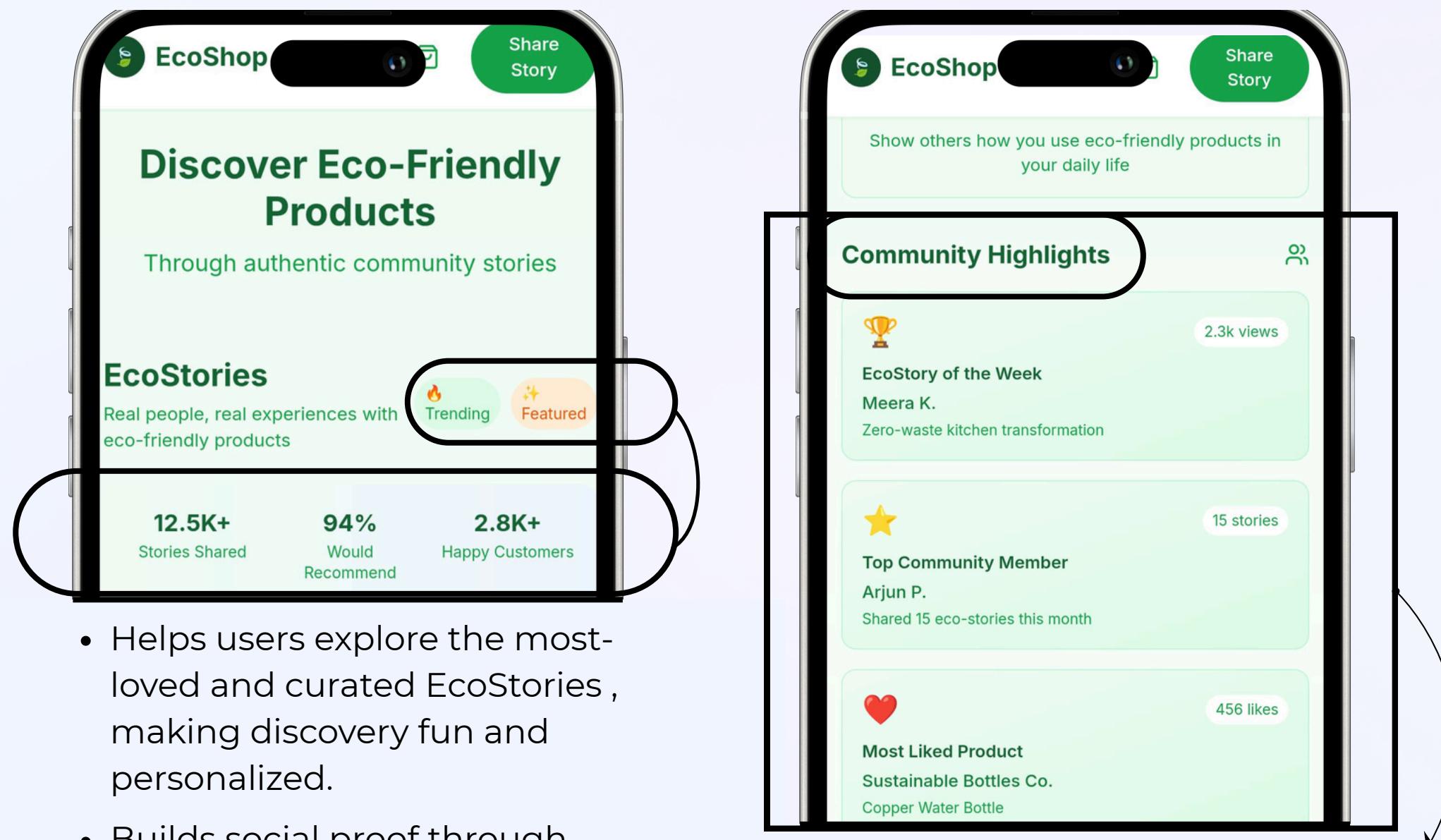
A short caption + engagement metrics (likes, comments, shares)



CTA to encourage others to share their own EcoStory and keep the loop active.

Adds credibility, only shown for stories from real customers who bought the product.

Let's have some visuals!



- Helps users explore the most-loved and curated EcoStories, making discovery fun and personalized.
- Builds social proof through visible community impact — turning user trust into action.

Drives engagement loops by rewarding participation and surfacing social proof users actually care about.

How the EcoStories Feed Works

- **Personalized Discovery Hub**

Users land on an EcoStories home screen with community posts, sorted by Trending and Featured tags for quick exploration.

- **Trust-Building by Design**

Real usage metrics like 12.5K+ stories shared and 94% would recommend instantly boost credibility and user trust.

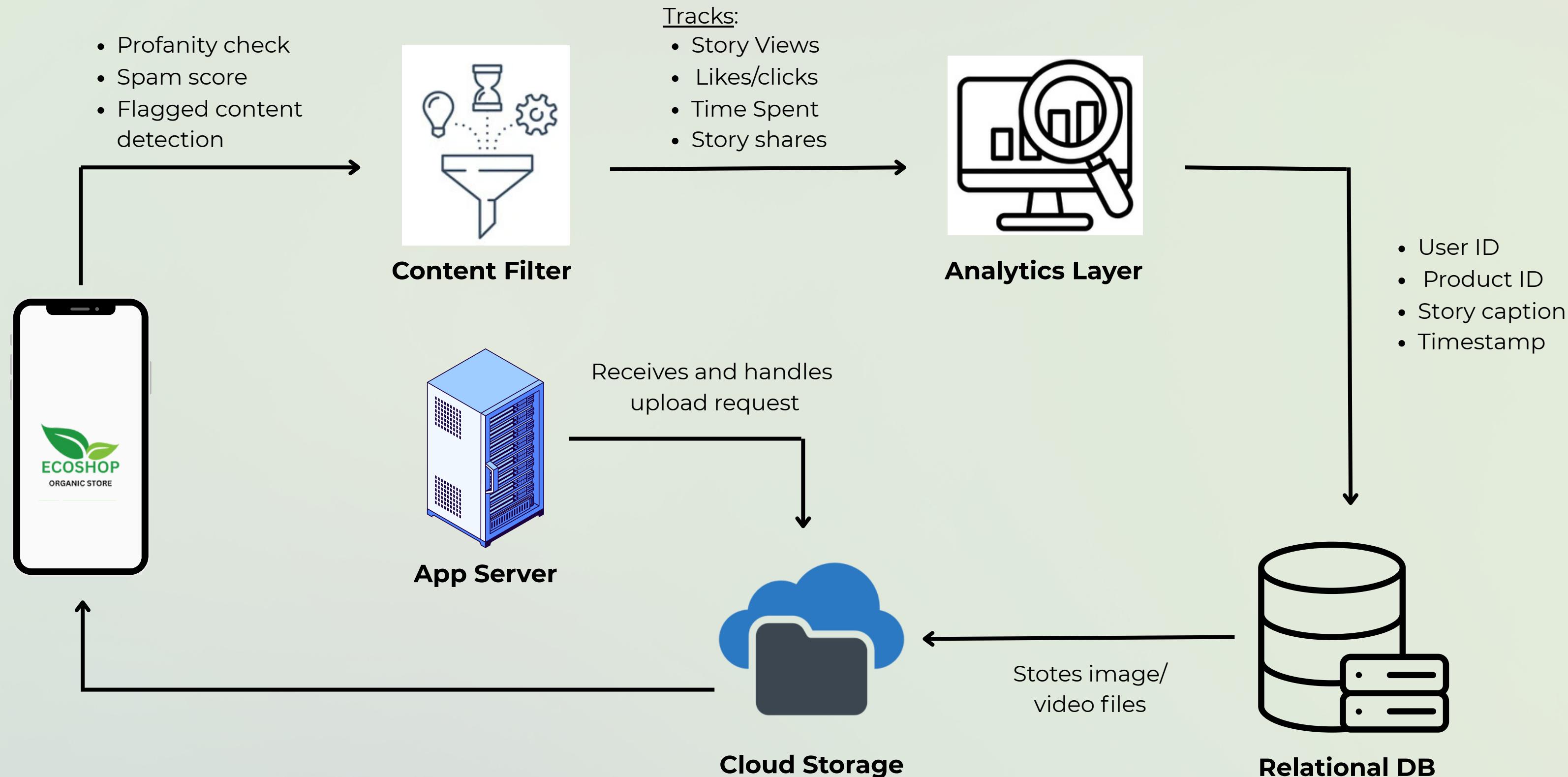
- **Social-First Engagement**

The Community Highlights section surfaces top posts, most-liked products, and active contributors — encouraging ongoing participation.

- **Seamless Interaction Loop**

Users view stories, engage with tagged products, and are prompted to share their own, creating a continuous cycle of content and connection.

How will system work?



Technology Stack (currently used)

Layer	Tool	Why It Was Used
UI Design / Prototype	Lovable.ai	Enabled rapid prototyping and visual storytelling for the EcoStories Feed
Survey & Research	Google Forms + Excel	Used to validate user needs and pain points

Technology Stack (for Implementation)

Frontend (Mobile/Web)	React / Flutter	Scalable and Gen Z-friendly UI stack
Backend API	Node.js / Express	Easy to integrate with databases & cloud
Database	PostgreSQL / Supabase	Good for structured data: stories, users, products
Media Storage	Firebase Storage / S3	Handles user-uploaded media content
Analytics	Mixpanel / Firebase	Measure engagement (views, likes, shares)

Success Metrics

North Star Metric: ★

→ % of monthly active users who engage with or contribute to the EcoStories.

Supporting KPIs

- **Awareness:** % of homepage users who scroll through the EcoStories feed
- **Engagement:** Avg. time spent interacting with stories (views, clicks, tags)
- **Activation:** % of new buyers prompted to upload a story post-checkout
- **Retention:** Repeat visits by users who uploaded or engaged with stories
- **Conversion:** % of users who purchase after clicking on a tagged product in an EcoStory
- **Referral:** Number of users who share a story from EcoShop to Instagram/WhatsApp

Optional Supporting Metrics:

- Number of new EcoStory uploads per week/month
- Average views per story
- % of EcoStory viewers who click on tagged products
- Repeat contributors: Users uploading more than once

Pitfalls & Mitigation

Risk	Mitigation
Low UGC participation	Begin with curated influencer stories; seed inspiring examples
Fake/irrelevant uploads	Add light moderation + community reporting feature
Drop-off after 1 post	Add a simple story performance tracker ("34 views · 6 clicks") to build feedback loop
Platform fatigue	Limit uploads to 1 per order cycle to keep content high-quality

Go-To-Market Strategy:

Launch Phases

- **Beta** (Week 1–2): Internal testing + early user trials with 10–15 eco micro-influencers
- **Soft Launch** (Week 3–4): Seed platform with high-quality EcoStories to build initial content layer
- **Public Launch** (Week 5+): Activate UGC + campaign-led expansion via social and referral triggers

Key Launch Tactics

- **#MyEcoStory Challenge**: UGC contest on Instagram & YouTube Shorts
- **Post-Purchase Upload Prompt**: Ask users to share stories after checkout
- **Homepage & Category Feed Integration**: Highlight top EcoStories to encourage browsing
- **Referral Rewards**: Reward users for uploading and inviting friends

Channel Strategy

- Instagram & YouTube Shorts: Gen Z content discovery
- WhatsApp Communities: Peer referrals & story sharing
- On-platform: In-app feed, upload prompt, featured stories

Community Building

- Highlight “EcoStory of the Week”
- Collaborate with college eco-clubs and student creators
- Enable product tagging in stories

Why It Works for Gen Z

- Visual-first, story-driven experience
- Social validation over brand push
- Rewarding, not interruptive
- Ties trust-building to repeat behavior

Thank you!