



India's largest onscreensupermarket

Submission by-  
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## PM School Challenge

### Big Basket Case Study

You have been on-boarded as the Senior PM at BigBasket. On the very first day, you get an email from the SVP –

Hi there,

For the next quarter, we are planning to introduce video e-commerce. We believe it'll unlock the next phase of growth in terms of engagement and monetisation. Our UX Research team has collected enough qualitative data to help us reach this decision.

Also, you can refer to what's happening in China in this space. Here's a link -

<https://a16z.com/2019/08/06/ecommerce-as-videos-killer-app/>

Expecting a plan by next week. You'll be owning this initiative. Think big!

As a Senior PM, your task is to come up with a plan which is actionable. Come up with :-

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- A roadmap for the next 3 months covering all solutions/features you will build (At least 3)
- Please mention the success metrics as well for each Wireframes
- (Balsamiq/Figma wireframes preferred) Press-release announcing the launch of the solutions/features/services



For the next quarter, we are planning to introduce **video e-commerce, “BB onscreen”**. We believe it'll unlock the next phase of growth in terms of **engagement and monetization**.

**Aim**-Feature Trial & Idea Validation

**Pilot Run**-3 Months

**Target**-Engagement & Monetization

**Category In-focus**-Food Items

**No. of Features**-5

**Team**-Developers(2) + UI/UX(2) + PM (1) +  
Business Analyst(1) + Marketing(2)

**Other Requirements**-Partnerships and  
Video Agency Collaboration

#### Targeted User Persona



##### The Housewife

30-60 years | Delhi

- Orders 4 times a month
- ₹ 1500 per order
- Loves to watch cookery shows
- Want to learn new simple dishes to make



##### The Working Woman

25-40 years | Bangalore

- Orders 2 times/month
- ₹ 2500 per order
- Loves to watch & eat new exotic dishes
- Want to pursue cooking as a hobby



##### The Bachelor

21-30 years | Mumbai

- Orders 2-3 times/month
- ₹750 per order
- Loves to follow food influencers
- Want to be a food vlogger

## Feature 1: **Video Library**

**Idea**-‘Binge-watching’ is a recent phenomenon, most of the users spend a lot of time on apps on a daily basis watching videos/stories/reels. ‘Food’ category videos are big hit on platforms like Facebook, Instagram, & YouTube. The idea is to add a new tab of “OnScreen”, with videos categorized by genre letting users watch 3-10 minute videos across shows, recipes, etc.

**CTA of all videos**-“Shop all ingredients”-It adds all the ingredients used in the video automatically in user’s cart.

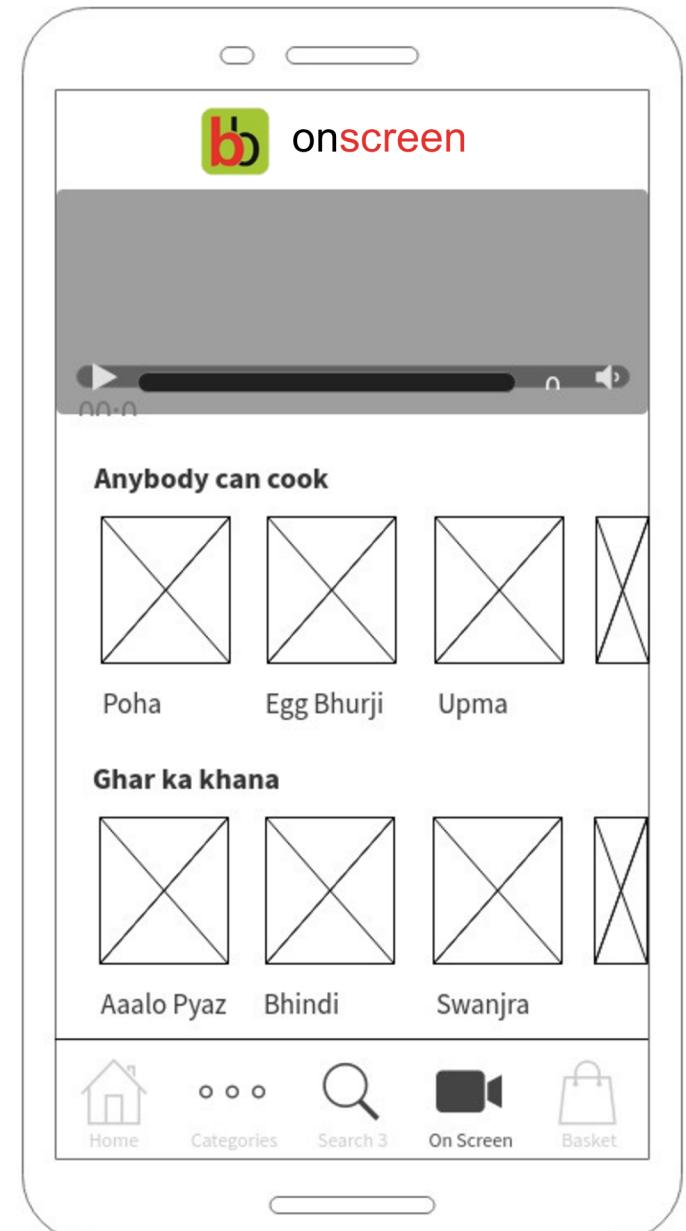
For the pilot run, we start with **5 video categories**, with minimum of 5 videos in each. Here are the categories-

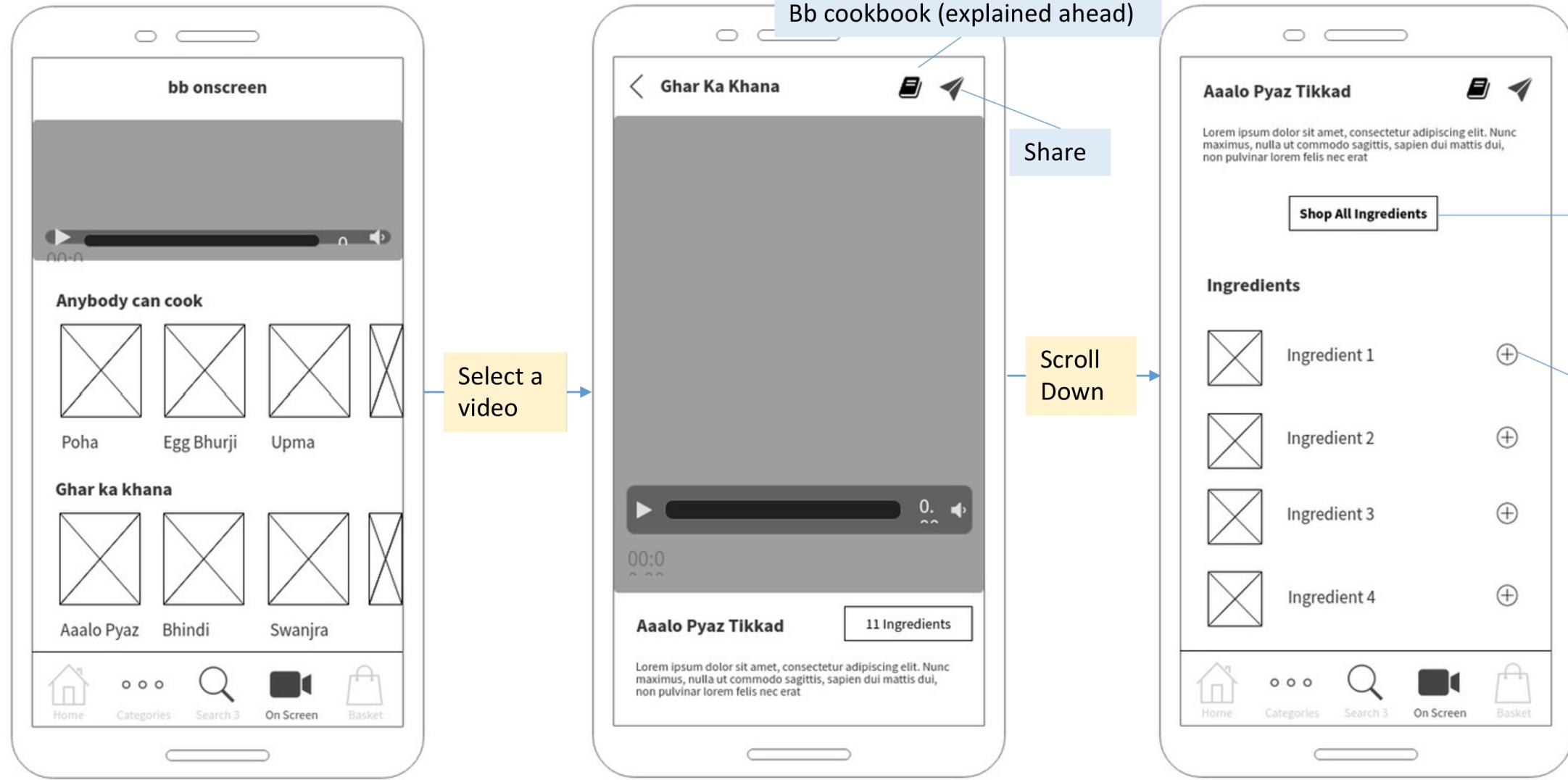
1. **Anybody can cook**-Recipe videos of easy to cook tempting and aromatic dishes.
2. **5 Ingredients**-Best dishes with minimum ingredients.
3. **Cook with the Chef**-Collaboration videos with popular chefs, teaching to cook exotic dishes from across the globe.
4. **Competition**-Monthly competitions for targeted user persona. (Explained ahead)
5. **GharkaKhana**-Home cooked meal recipe videos.

**Video Sources**-Video agency collaboration, user input, and influencer partnership.

**Targeted User Persona**-The Housewife(Video Category 2,3,4), The Business women(1,3,5), The Bachelor(1,2,4,5).

**Expectation**-Users to spend more time on the app and eventually shop ingredients in bundle.





## Feature 1: Video Library

### Metrics and KPIs

- MAU and DAU
- AvgSession Time
- % Onscreen Tab visits
- Video views per visit
- Popular video category
- CSAT by in-app survey
- Bundle Products Ordered
- Average order size
- Conversion Rate
- CTR on Onscreen CTA

## Engagement ★★★★★

## Monetization ★★★★★

## Feature 2: My Cooking Coach

**Idea**-An additional category of videos, only for BB Star subscribers.

Cooking, is one of the most popular hobby, can be perceived as a passion, leisure, or relaxation. The idea is to provide specialized video classes by expert chefs, for free to the Big Basket Subscribers.

**Expectation**-increase customer loyalty and drive more people to subscribe BB Star

Membership.(*The first lesson can be available to all for free, as a bait to increase the subscribers through this channel.*)

**CTA**-

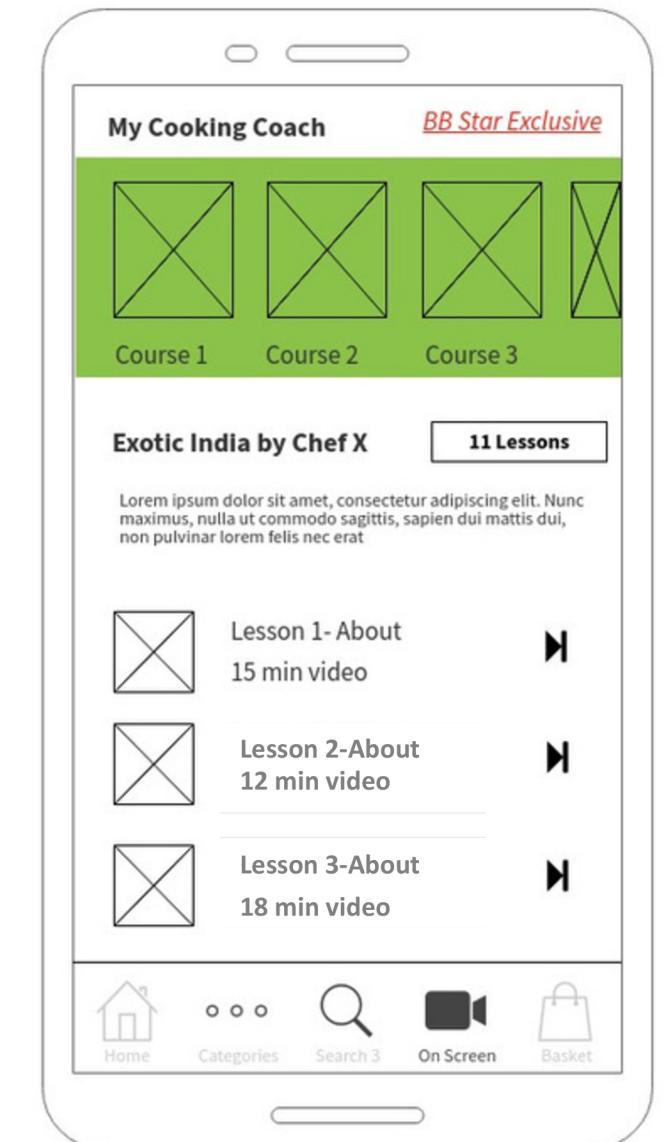
1. “Shop all ingredients”-It adds all the ingredients used in the video automatically in user’s cart.

2. “Join BB Star”

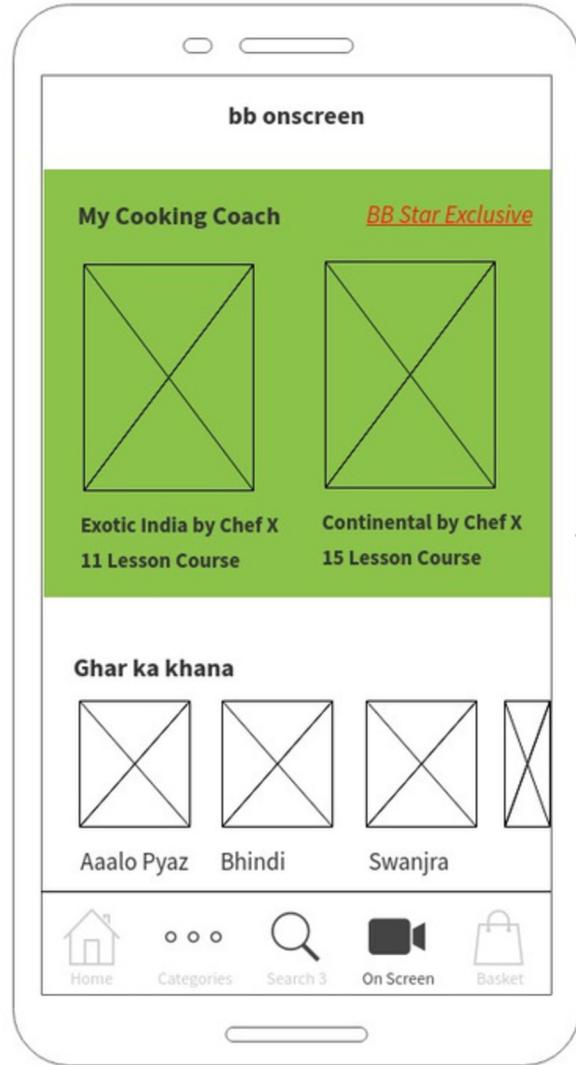
For the pilot run, we start with **5 Classes** by popular chefs on different topics.

**Video Sources**-Corporate Partnership with other companies and institutions, or influencer partnership.

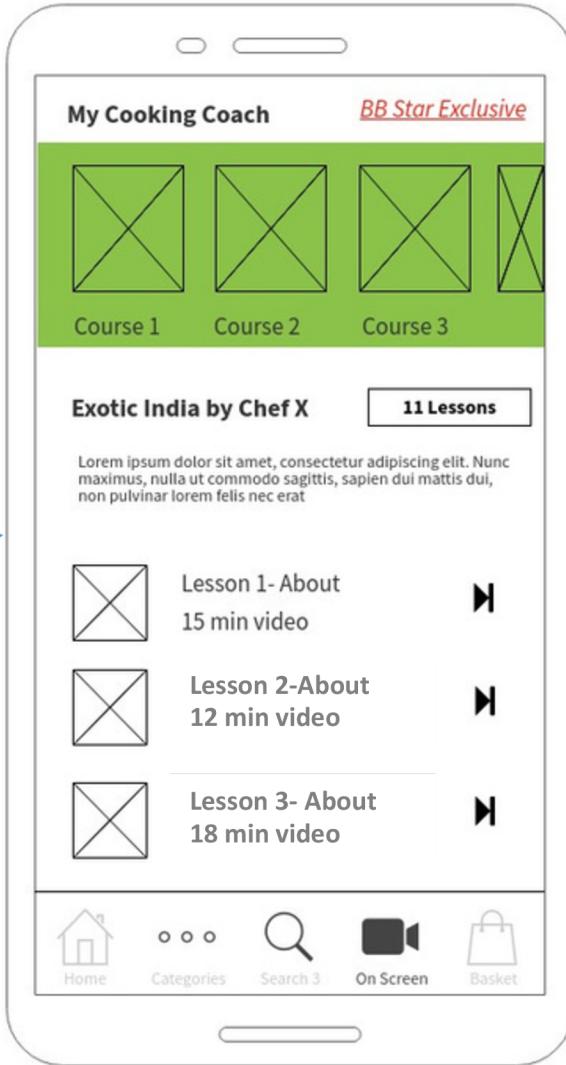
**Targeted User Persona**-The Housewife, The Business women



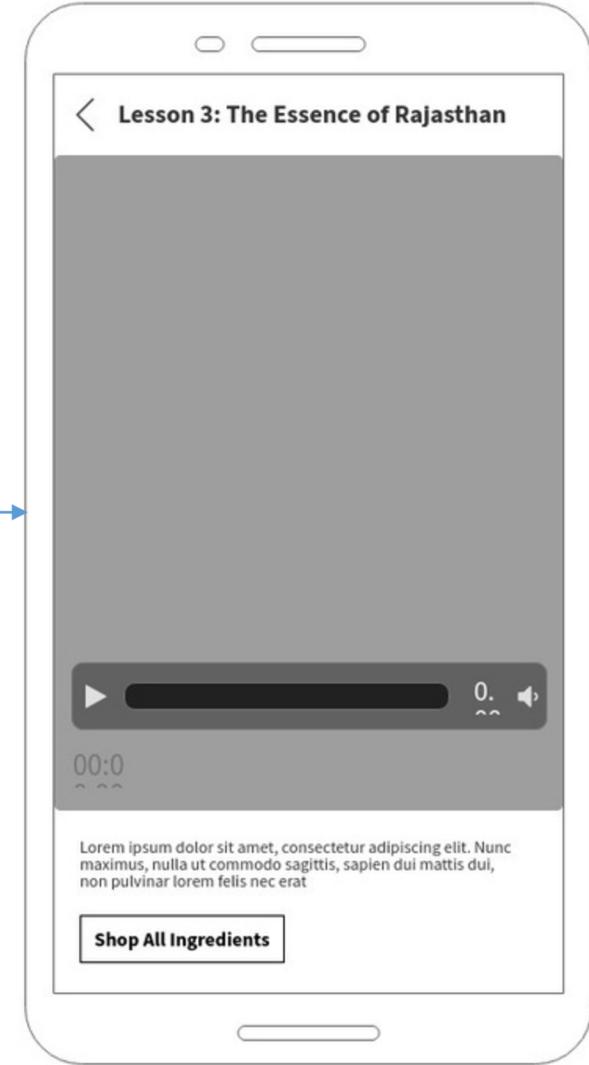
Onscreen  
Tab Home  
Screen



Select the Category



Select Lesson



## Feature 2: My Cooking Coach Metrics and KPIs

### Engagement ★★★★★

- MAU and DAU
- Session Time
- Course Views/Subscribers

### Monetization ★★★★★

- CAC
- BBStarSubscription Rate
- Customer Loyalty and Retention

## Feature 3: Video Advertisement

**Idea-**There has been a boom in the market for video advertisement and marketing in last couple of years. Videos ads are more engaging and have shown better results than traditional image ads. With the launch of OnScreen, the idea is to target BB Partners like Amul, Saffola, Cadbury (later Dettol, Colgate, Mamaearth, etc.) and onboard them to run video ads on BB Platform.

To parallelly check the concept, category/product images can also be changed to short GIFs and results can be monitored.

### Expectation-

- Partner Brand Awareness
- Improved Customer Engagement and higher CTRs

**CTA-Product Page**

**Video Sources-Partner**

### Metrics and KPIs-

#### Engagement ★★★★☆

- A/B Testing of Image vs GIF Thumbnail
- A/B Testing of Image vs Video Ads
- Ad Views

#### Monetization ★★★★☆

- CTR of Video Ads
- Video Ad Requests by Partners
- Conversion Rate



## Feature 4: My Cookbook

**Idea-**To renew the BB Cookbook Page and add My Cookbook Section.

Here the user can save and download any video in the app to watch later or offline.

### Expectation-

- To build subconscious affinity towards Big Basket brand.
- To improve user engagement
- It gives the user a reason to visit the app again

**CTA-Watch Later / Save Offline**

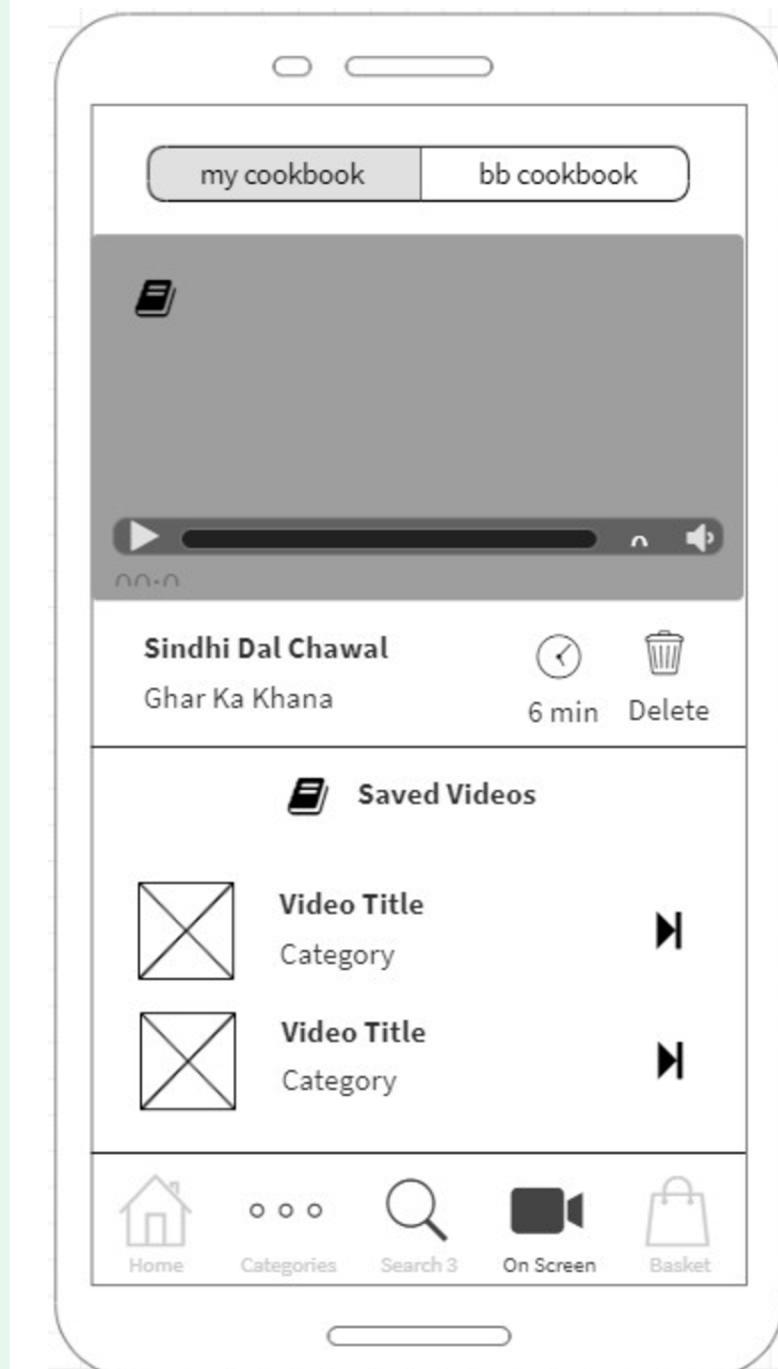
### Metrics and KPIs-

#### Engagement ★★★★★

- Cookbookpage visits
- No. of videos saved
- Session Time

#### Monetization ★★★★★

- Bundle Products Ordered from saved videos



## Feature 5: BB SuperMoms (Competitions)

**Idea**-The most important factor to make the OnScreen launch successful will depend upon the user awareness and active engagement. To promote the launch, monthly competitions can be held for different user persona where they'll need to submit videos and shortlisted videos will feature on the app. It will also serve the **purpose to try and publish user generated content**. As in future this should be the primary regular content source.

Motivation for users to participate-Meet the Brand Ambassador of BB, Free Star Membership, Heavy Discounts, and Cashback. **Expectation-**

- Users to proactively engage with the platform by submitting their entries.
- Share their entries among their friends and family.
- Word of mouth publicity

**CTA**-Submit your entry

**Video Sources**-Users

**Targeted User Persona**-The Housewife

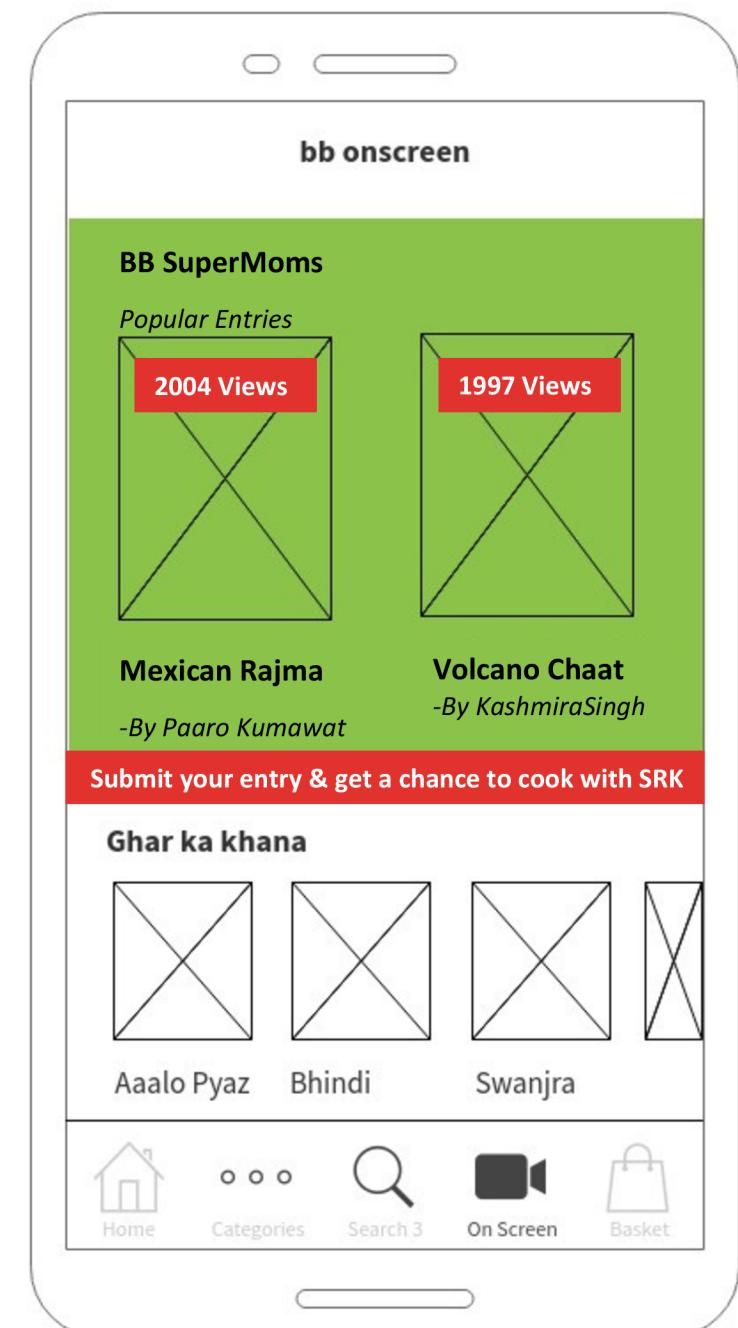
**Metrics and KPIs**-

**Engagement** ★★★★★

- Number of Entries
- Number of Views
- Number of Shares/ Referral

**Monetization** ★★☆☆☆

- CAC
- New Signups
- Customer Loyalty and Retention



**PR**

(zoom in to read)

## Introducing bigbasket onscreen

Starting Monday, 1st February 2021, Big Basket will launch 100+ exclusive food recipe and cooking classes videos over the course of the next three months. Available in an all-new "onscreen" tab in the bigbasket app.

**Reimagine cooking, with all the ingredients just a click away!**

Bigbasket onscreen introduces an easy relaxed way of binge viewing recipe videos and food streams that will make you fall in love with cooking all over again. Experiment exotic recipes at your home. You decide what to cook, and we will deliver all the required ingredients in no time.

The videos are seamlessly integrated with bigbasket platform, which automatically allows you to order everything you need to prepare the dish at the comfort of your home. No more excuses - follow your passion of cooking- get everything you need, when you need, right at your doorstep. Food shopping online is now easy as every ingredient for your wish dish, is now available online at [bigbasket.com](http://bigbasket.com), India's best online grocery store.

Check [here](#) to get a sneak peek of some of the upcoming video categories.

- **Anybody can cook-** Recipe videos of exotic dishes from across the globe.
- **5 Ingredients-** Best dishes with minimum ingredients, ready in no time.
- **My Cooking Coach-** Specialized video classes by expert chefs, exclusively for BB Star members.
- **Ghar ka Khana-** Indian home cooked food recipe videos, for all the bachelors away from home.

This could be YOU !

Get a chance to cook with SRK !!!

Complete these simple 3 steps-

1. Create a 2-5 min video of your favourite recipe.
2. Login to bigbasket app.
3. Upload the video in the "onscreen" section.

Get ready Supermoms, your Raj is waiting.

[Know More](#)

 **supermoms**

For all the beautiful home-cooks on Big Basket



*Experience cooking with the most charming  
bigbaskete **we know!***

## Roadmap-Ideas for Phase 2

### The niche

We can't be doing everything together at the same time. The major target for Phase 1-2 will be to experiment and try and find our own niche.

### The creator community

Video content creation is a costly affair. In Phase 2, the target will be get content from users through multiple channels. 1 year down the line, our platform should have upto60% user createdqualitycontent.

### The competitions

Monthly competitions to be held for different user persona for active engagement. It'll also create a regular stream of user generated content.

### The categories

Integrate other categories-beauty store, household, babycare, etc. on the “onscreen” platform

### My street

Location based personalized videos for users ,by the users. Can also include features like-Following favourite creators, influencer profile, etc.

### The vendor connect

OnScreenplatform can be used to popularize vendor connect program and also to tell our vendor stories to users. Similarly, it can be used spread our initiatives of Farmer Connect, Safe and Secure Supply Chain, etc.

# Thank you

-Tushar Kalra